



Gorgan University of Agricultural
Sciences and Natural Resources

Utilization and Cultivation of Aquatics, Vol. 10(1), 2021

<http://japu.gau.ac.ir>

DOI: 10.22069/japu.2021.18864.1577

The Study of Per Capita Consumption Aquatic and Factors Affecting, in West Azerbaijan Province

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Received: 02.15.2021; Accepted: 04.04.2021

Abstract

The consumption of seafood in the country is low. So, this study was conducted to investigate the level and factors affecting the per capita consumption of fish in West Azerbaijan province (urban and rural areas). The present study is non-experimental in terms of controlling variables and in terms of data collection method was a survey. The statistical population of this study included all urban and rural households in West Azarbaijan province. The sample size was determined based on the Cochran formula equal to 2096 and with proportional assignment, 1440 people in urban areas and 657 people in rural areas were selected as the sample. The main research tool was a researcher-made questionnaire which its validity was confirmed using a panel of experts. Cronbach's alpha coefficient was also used for the reliability of the measuring instrument, which was at an acceptable level. The results showed that the average per capita fish consumption in urban areas was 7.60 kg per year and in rural areas was 7.48 kg which was not significantly difference between them. Regarding the per capita consumption, it shows that the highest amount belongs to Urmia city equal to 8.94 kg per year and the lowest was in Naghadeh city with 6.21 kg per year. The results of the study of factors affecting fish consumption using multiple regression showed that the variables of price, awareness and fish diversity have the greatest impact on consumption in West Azerbaijan province and according to the R², these variables totally explained 37% of the dependent variable.

Keywords: Fish consumption, Households, Per capita, West Azerbaijan

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