



Gorgan University of Agricultural
Sciences and Natural Resources

J. of Utilization and Cultivation of Aquatics, Vol. 9(3), 2020

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

DOI: 10.22069/japu.2020.17725.1535

An evaluating of barriers to fish consumption and purchase across different consumer groups (Case Study: army personnel)

***S.M. Hosseini¹, A. Dabbagh Moghaddam² and A. Adeli³**

¹M.Sc. Graduate, Dept. of Aquatics Processing, Faculty of Fisheries and Environmental Sciences,
Gorgan University of Agricultural Sciences and Natural Resources, Gorgan, Iran,

²Assistant Prof., Dept. of Military Health, Faculty of Medicine, Aja University of Medical Sciences, Tehran, Iran,

³Associate Prof., Dept. of Aquatics Processing, Faculty of Fisheries and Environmental Sciences,
Gorgan University of Agricultural Sciences and Natural Resources, Gorgan, Iran

Received: 02.19.2020; Accepted: 06.14.2020

Abstract

Regarding the valuable role of fish in health and its importance in household food basket, the present study aimed to investigate the status of fresh fish and fishery products consumption and to analyze the barriers to fish consumption among army personnel. The research was conducted among 306 army personnel through administering a questionnaire in Tehran, Mazandaran, Golestan and Khorasan Razavi provinces. Analysis of variance was conducted to identify significant differences across the three consumer groups (consumers with weekly, monthly, and yearly fish consumption) and demographic differences were also identified through analysis of variance and independent samples t-tests. The results revealed that per capita consumption for fish, canned fish, and overall consumption was 4.3, 1.2 and 5.5 kg, respectively. Only 7.8% of households had fish in their weekly consumption. The results also indicated that the more affordability of chicken compared to fish (particularly in household with less financial potential), having less purchase power among household (especially in northern household), the risk of using fish, dissatisfaction with fish quality (especially among less literary household with diploma degree), lack of easy availability of fish (particularly in Mashhad and Shahriar), convenience orientation, difficulty in preparing fish and being less expertised regarding selecting, preparing and cooking of fish (especially in non-coastal areas and among the youth) were among the main factors leading to decreasing fish consumption among army households. The results of this study can be employed in the educational and executive planning of the relevant national and military authorities to encourage households to consume fish.

Keywords: Army staff, Barriers, Fish consumption