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CONSUMER KNOWLEDGE, ATTITUDES AND BEHAVIOUR FOR FOOD SAFETY: A CASE STUDY IN ADANA PROVINCE

Besir KOÇ

*Yüzüncü Yıl University, Agricultural Faculty, Agricultural Economics, C Blok, Gate
no:c/23 VAN*

E-mail: besirkoc@yyu.edu.tr and dr_besirkoc@yahoo.com

In this project, it is emphasized that a portion of the food consumption decreases when the income levels of consumers increases. Consumers exhibit willingness to buy new products. Generally labels of foods are read carefully by the consumers who have middle and above middle levels of income. The consumers who have high and middle income levels are concerned about the reliability of foods, but they don't give up their buying habits in spite of this reliability problem.

Key words: Food reliability, consumer behaviors, buying behaviors, The Cluster Analysis