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Determining the Meat Consumption Preferences of Tourists in the Kars Province

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ABSTRACT
This study aimed to understand the meat consumption preferences of local people and tourists in Kars, which is known for its high-goose production and cultural and historical tourism. The AHP method was used to analyze the data, with 250 consumers interviewed through proportional sampling. Fish was the top preferred meat type for 29.18% of visitors, followed by chicken meat (26.41%), red meat (24.64%), and goose meat (19.77%). The most important criteria for meat consumption in Kars were taste (27.08%), price (23.97%), ease of transportation (19.47%), nutritional content (18.18%), and smell (12.20%). In terms of taste, consumers prefer fish as their first choice, followed by goose meat as their second choice. In terms of affordability, chicken and fish are the first choices, followed by fish. They prefer fish and goose meat for their nutritional and safety value. In terms of smell, fish and goose meat are among the most important choices. The demand for organic fish with higher nutritional value from Çıldır Lake is higher than other types of meat. The affordability of chicken and fish also influences consumers' preferences for these meat types. However, loyalty to red meat and chicken remains low in terms of nutrition and safety. To enhance the economic conditions for producers, consumers, and restaurants, it is crucial to streamline the availability of fish, enhance trust and perception of the nutritional value of red and white meat, and make goose meat more cost-effective. This will lead to increased consumption of meat products and improved service opportunities.

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Kars İlinde Turistlerin Et Tüketim Tercihlerinin Belirlenmesi

ÖZET
Bu çalışma, çok sayıda kaz üretimi, kültür ve tarih turizmi ile tanınan Kars'ta yerel halkın ve turistlerin et tüketim tercihlerini anlamayı amaçlamıştır. Orantılı örnekleme yoluyla 250 tüketiciyle görüşülen verileri analiz etmek için AHP yöntemi kullanılmıştır. Ziyaretçilerin en çok tercih ettiği et türü %29,18 ile balık olurken, bunu %26,41 ile tavuk eti, %24,64 ile kırmızı et ve %19,77 ile kaz eti takip etmiştir. Kars'ta et tüketiminde en önemli kriterlerin lezzet (%27,08), fiyat (%23,97), ulaşım kolaylığı (%19,47), besin içeriği (%18,18) ve koku (%12,20) olduğu tespit edilmiştir. Lezzet açısından tüketiciler ilk tercih olarak balığı, ikinci tercih olarak ise kaz etini tercih ettiğini, uygun fiyat açısından ise tavuk ilk tercih olurken, onu balık takip etmektedir. Besin değeri ve güvenme kriter olunca balık ve kaz eti tercihte ilk iki sırayı oluşturmaktadır. Koku açısından balık ve kaz eti en önemli tercihler arasındadır. Çıldır Gölü'nden besin değeri yüksek olan organik balıklara olan talep diğer et türlerine göre daha fazladır. Tavuk ve balığın uygun fiyatlı olması da tüketicilerin bu et türlerine yönelik tercihlerini etkiliyor. Ancak kırmızı et ve tavuğa bağlılık, beslenme ve güvenlik endişeleri açısından düşük kalmaktadır. Üreticilerin, tüketicilerin ve restoranların ekonomik durumlarının iyileştirilmesi için balığa erişimin kolaylaştırılması, kırmızı ve beyaz ete olan güvenin ve beslenme algısının artırılması, kaz eti fiyatlarının daha uygun hale getirilmesi gerekiyor. Bu, et ürünleri tüketiminin artmasına ve hizmet fırsatlarının iyileşmesine yol açacaktır.

Tarım Ekonomisi

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Anahtar Kelimeler
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INTRODUCTION

A balanced and healthy diet includes all kinds of nutrients in required amounts (Ercan & Irmak, 2018). It is important for one to take 75-80 g of protein of vegetable and animal origin daily (İlgü & Güneş, 2002). Red and white meat, eggs, and milk are sources of animal protein (Akın & Çelen, 2020). Meat has an important share in animal-based proteins and is important for the growth and development of all living creatures (Karacan, 2017). Regardless of the type of meat obtained from any animal, meat is consumed by humans almost every day due to some of its features (Taşkın et al., 2020).

Meat is classified as red meat (beef, veal, sheep, lamb, goat, deer), white meat (poultry and seafood), and processed meat (products obtained with processed forms of red and white meat) (Boada et al., 2016). Products obtained from red and white meat such as salami, sausage, fermented sausage, bacon, ham, hamburger, canned meat, and cold cuts are categorized as processed meat (Wolk, 2017; Taşçı, 2019). When it comes to red meat; beef, veal, buffalo, lamb, and sheep come to mind in Turkey, but pork is also included in this group across the world. In addition, red meat contains important fatty acids, several vitamins such as B_3, B_{12}, and D, and minerals such as selenium, iron, and zinc (Taşçı, 2019).

Meats are an important food source that is becoming increasingly significant in international commerce. Based on 2021 figures, the global production of chicken, pig, cattle, sheep, goat, turkey, buffalo, and goose meat amounts to approximately 358 million tons. The distribution of this quantity was as follows: chicken, 34.5%; pig, 34.2%; beef, 19.4%; sheep, 2.9%; goat, 1.8%; turkey, 1.4%; buffalo, 1.9%; geese, 1.2%; and other animals, 2.7%. Turkey produces approximately 4.6 million tons of meat from various animals, such as chickens, cows, sheep, goats, turkeys, geese, and buffalo. The distribution of this quantity is as follows: chicken, 51.8%; beef, 33.7%; sheep, 10.5%; goat, 2.5%; turkey, 1.1%; goose, 0.1%; buffalo, 0.3% (FAOSTAT, 2024). There are several factors affecting the meat consumption. The most important two factors affecting red meat consumption are household income (Agcakale, 2018) and expensive red meat prices compared to its substitutes (Akçay, 2013). For the types of red meat, the softness of mutton is an advantageous aspect, but its smell and oily nature are considered a negative aspect in general consumer preferences (Özyürek et al., 2019). In addition, liver, heart, kidney, tongue, head, and tail fat, which are by-products of red meat that have a lower price compared to red meat, are in the red offal group, while tripe, brain, and trotter are included in the white offal group (MEGEP, 2011).

Consumers who consider red meat more delicious than other types of meat generally prefer beef and lamb, and eat kebab, pita (Turkish pizza with ground meat), lahmacun (very thin Turkish pizza covered with seasoned minced meat and onions), and grilled meat in restaurants (Süren & Küçükkömürler, 2018). In addition, 70% of consumers prefer offal in restaurants (Küçükkömürler & Koluman, 2021). In the provinces of Kars, Ardahan, and Iğdır, red meat (beef and lamb) ranks first and second place in people's preferences for meat consumption in restaurants, followed by fast food (Gündüz et al., 2019). In restaurants in Kars province, doner kebab, kebab, and boiled meat are preferred more than pita, lahmacun, and offal.

Chicken meat consumption has increased in recent years due to the increase in the price of red meat. Due to the high price of red meat compared to chicken, consumers can meet their protein and nutritional needs at a lower price (Çelik, 2012). Due to high feed efficiency and fast-growing of poultry and the increased number of broiler chicken enterprises along with recent technological advances, chicken has become more economical than other meats (Keskin & Demirbaş, 2012; Uzundumlu and Dilli, 2023). There has been a significant increase in the consumption of poultry across the world in recent years as it meets people's animal protein needs for a healthy diet. Poultry is a low-fat and high-protein source, rich in vitamins and minerals, and affordable compared to red meat (Adamski et al., 2017; Kozák, 2021). In particular, the rate of undesirable saturated fatty acids is lower in poultry than in red meat (Adamski & Wencek, 2012; Nowak & Trziszka, 2010). In the provinces of Kars, Ardahan, and Iğdır, chicken is listed as third in people's preferences for meat consumption in restaurants (Gündüz et al., 2019). In general, chicken is served as a doner, grilled, or fried chicken in restaurants, and consumers mostly prefer chicken doner (Kara et al., 2020).

Among poultry, goose meat is a high-quality protein source with a sufficient number of amino acids necessary for human life (Liu et al., 2011). Goose meat has very high nutritional value and very low calories (Oral & Ak, 2020). Although goose meat contains beneficial fat for health, its consumption, and supplementary production are low compared to other poultry due to its high price and low consumer awareness about its nutritional values. In addition, since goose meat is produced seasonally, it is always

possible to find it fresh in markets (Buzała et al., 2014). The most important quality characteristics of poultry meat for consumers are appearance, texture, juiciness, flavor, and consistency (Becker, 2000). The physical activity of the animal is another important factor in the sensory properties of the meat. Active animals such as geese have more muscle density and toughness than inactive poultry (Geldenhuys et al., 2014). Goose breeding in the world and Turkey has lagged due to low breeding levels compared to other poultry. Turkey's goose breeding has seen increased importance due to its nutritional value, high protein, low cholesterol, and valuable feathers. Despite being consumed in many countries, it is consumed in specific regions as part of local culture (Gündüz et al., 2019). TURKSTAT (2024) indicated that 37% of the tourists visiting Kars specifically came for the purpose of consuming gas meat. Nutritional values, organic production, and smell are also considered important criteria in meat consumption preferences. Thanks to the increase in cultural and historical tourism activities in recent years, local and foreign tourists of Kars province try goose meat, one of the local dishes, while visiting the city. Consequently, a significant number of individuals were unaware of the presence of goose flesh. Thus, when the demand for these challenging-to-raise animals as a source of consumption grows, their production will also expand, thereby encouraging the growth of more producers.

Fish is one of the sources of high-quality protein and is rich in several vitamins, minerals, and essential fatty acids (Uzundumlu, 2017). In addition, fish is an important source of iodine (Kearney, 2010). Seafood is the main source of animal protein for subsistence households of many developing countries with water resources. In these households, seafood constitutes more than half of the animal protein consumption and 20% of the total food expenditure (Ashitey, 2019). Fish price, and health benefits of fish in terms of nutrition, taste, food safety, and appearance are important factors in fish consumption (Zhang, 2004), but the most determining factor in fish consumption compared to other meat types is its effect on healthy nutrition (Uzundumlu, 2017). In the provinces of Kars, Ardahan, and Iğdır, seafood ranks fourth in people's preferences for meat consumption in restaurants (Gündüz et al., 2019). Fish consumption in restaurants increases as income increases across Turkey. While the consumption of trout and anchovy is common in restaurants in Kars province, those who go on a trip to the Çıldır Lake can consume mirror (yellow) carp.

The research conducted in Kars province focused on consumers' meat preference rankings while selecting meat in restaurants. However, the specific criteria and options that influenced these preferences were not studied. This study holds unique significance in addressing this gap. The objective of this study was to ascertain the meat consumption preferences of tourists in restaurants located in the Kars region. The suitability of consumers' meat consumption preferences was assessed in this context based on specific criteria.

MATERIAL and METHOD

Material

Both primary and secondary data sources were used in the study. The primary data source consisted of face-to-face surveys with domestic and foreign tourists in Kars. The secondary data sources included the written results of studies on similar subjects and statistical records about the study area obtained from Kars Municipality and Kars Provincial Directorate of Culture and Tourism.

Method

The Method Applied to Determine the Number of Questionnaires

In 2021, face-to-face surveys were conducted with tourists who had goose meat in eateries in Kars to gather a foundational dataset for the study. The sample size for the tourist survey was determined using a proportional sampling approach (Newbold, 1995; Miran, 2007).

$$n = \frac{Np(1-p)}{(N-1)\sigma_{px}^2 + p(1-p)}$$

where

n: Sample size,

N: Population (219,200),

$\sigma^2 p$: Variance of the ratio (0.000651),

p: Ratio of tourists who prefer goose meat in restaurants (ıt was determined as 0.80).

The p-value was determined considering the data obtained from the pre-surveys. Based on this sample size calculation (95% confidence interval and 5% deviation), the sample was determined to include 246 people. Considering the possibility of missing data and information in some questionnaires, a total of 250 questionnaires were applied to the study.

Method Used in the Analysis

The Analytical Hierarchy Process (AHP) method is an analytical approach that formulates complex decisions based on several sciences and uses them in the analysis. It was first proposed by Thomas L. Saaty in the 1970s and has been extensively developed since then. This method helps decision-makers to make the most appropriate selection decision with the numerical values they have given to relevant criteria and options (Kuber et al., 2017).

In this study, the AHP method was used to determine the order of meat consumption preferences of visitors to Kars. As shown in several studies, economic, social,

environmental, and health-related factors are effective in consumers' decision to consume different types of meat in restaurants. Many consumers can choose the best option among alternatives in line with their previous experiences and friend recommendations, thus reducing the opportunity cost in economic terms. For this reason, scientific methods such as AHP are used by consumers to decide on the most appropriate option with a low opportunity cost. For the AHP, the weights of alternatives and criteria are determined according to pairwise comparisons, and the most appropriate choice for consumers is determined by making calculations such as Consistency Ratio (CR) and Consistency Index (CI) (Uzundumlu et al., 2019).

$$A = [a_{ij}]_{nxn} = \begin{bmatrix} a_{11} & a_{12} & . & . & a_{1n} \\ a_{21} & a_{22} & . & . & a_{2n} \\ . & . & . & . & . \\ . & . & . & . & . \\ a_{n1} & . & . & . & a_{nn} \end{bmatrix}_{nxn} \quad ve \quad W = [w_{i1}]_{nx1} = \begin{bmatrix} w_{11} \\ w_{21} \\ w_{31} \\ w_{41} \end{bmatrix}_{1xn}$$

D=A*W ve $D = [d_{i1}]_{nx1} = \begin{bmatrix} d_{11} \\ d_{21} \\ d_{31} \\ d_{41} \end{bmatrix}_{1xn}$ ve $e_{i1} = \frac{d_{i1}}{w_{i1}}$ (i=1,2,..,n) $E = [e_{i1}]_{nx1} = \begin{bmatrix} d_{11} \\ d_{21} \\ d_{31} \\ d_{41} \end{bmatrix}_{1xn}$

λ value is found by taking the arithmetic mean of the sum of e values. $\lambda = \frac{\sum_{i=1}^{n} e_{i1}}{n}$

In the next stage, the consistency indicator is calculated.

Consistency Indicator (CI)= $\frac{\lambda - n}{n-1}$

The Random Index (RI) is 0 when n is equal to 1 or 2, 0.52 when n is equal to 3, 0.89 when n is equal to 4, 1.11 when n is equal to 5, and 1.25 when n is equal to 6.

CR = CI/ RI

In traditional AHP, even numbers (2-8) are intermediate values according to pairwise comparisons of customer targets, and matrices are formed by considering both options and criteria by using odd numbers (1-9) (Kwong, & Bai, 2002). Considering the numbers for making sense of the hierarchical structure, if one (1) is assigned, two factors are equally preferred. If three (3) is preferred for one factor, this factor is preferred over others at a moderate rate (51-60%) and the value of 1/3=0.33 is written for the opposite factor. If five (5) is preferred for one factor, this factor is strongly preferred over others (61-70%) and the value of 1/5=0.20 is written for the opposite factor. If seven (7) is preferred for one factor, this factor is strongly preferred over others (71-90%) and the value of 1/7=0.14 is written for the opposite factor. If nine (9) is preferred for one factor, this factor is almost certainly preferred over others and the value of 1/9=0.11 is written for the opposite factor (Yaralıoğlu, 2001).

In AHP, the best criteria are created in line with the options, the pairwise comparison scores of both the option and the criteria are determined, the pairwise comparison matrices of both the option and the criteria are created, the weight scores of both the option and the criteria are calculated, and the most suitable option is determined by calculating the consistency ratios of the given scores.

Inconsistency ratio

The greater the inconsistency ratio, the more inconsistent the judgments. In general, a value less than 0.1 (i.e., CR ≤ 0.1) confirms that the assessment within the matrix is acceptable or indicates a good level of consistency in the comparative judgments represented in this matrix. However, a value greater than 0.1 (i.e., CR ≥ 0.1) indicates inconsistency of judgments within this matrix. D column matrix is obtained by multiplying the A pairwise comparison matrix with the W column matrix showing the weights of the criteria. Additionally, e_{i1} values are calculated by dividing the D column matrix and W column matrix by their mutual elements (Uzundumlu, 2011).

RESULTS AND DISCUSSION

When examining where the tourists reside, 34.8% come from Kars and surrounding provinces, 28.8% reside in big cities and the rest reside in other provinces of Turkey. Table 1 shows that the average age of the tourists is 34.75, 57% are married and 61.2% are university graduates.

Figure 1 presents the most suitable meat preference decision tree for consumers in Kars according to some criteria.

Determination of the consumers' meat consumption preferences, as shown in Figure 1, there are four meat options, namely goose, chicken, red meat, and fish, and five (5) criteria for each option, namely price, taste, accessibility, nutrient, and smell.

Priorities of the options

Table 2 presents the explanatory statistics of meat consumption preferences of visitors to Kars using the AHP.

Table 1. Descriptive Statistics of Tourist
Çizelge 1. Turistlere ait tanımlayıcı istatistikler

Characteristics	Min.	Max.	Mean	Std. Deviation
Age	16	74	34.75	12.174
Gender (Famele=0, Male=1)	0	1	0.56	0.498
Tall (cm)	153	190	171.242	8.264
Weight kg)	45	115	73.16	14.269
Marital status (Sing=0, Married=1)	0	1	0.57	0.512
Total family income (TL/month)*	3000	45000	1053.84	5321.058
Educational background	Primary School	Middle School	High School	University
(%)	2.4	6.4	30.0	61.2

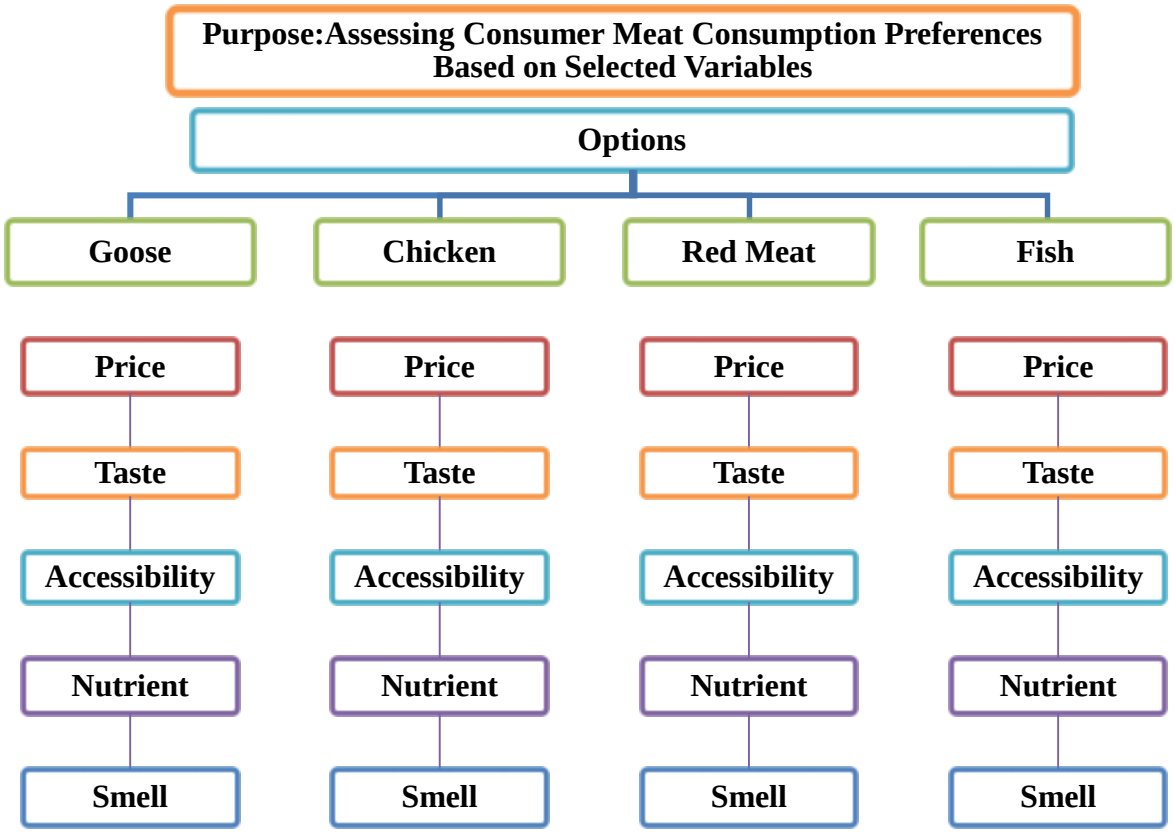

Figure 1. Decision tree for choosing the most suitable type of meat
Şekil 1. En uygun et tipi tercihindeki karar ağacı

Of the visitors, 29.18% preferred fish, 26.41% chicken, 24.64% red meat and 19.77% goose. As a result of the Kruskal-Wallis test, the difference between the means of at least two groups was statistically significant even at the significance level of 1%. Onurlubaş et al. (2015) conducted a study in İstanbul, Ankara, İzmir, Antalya, Samsun, Erzurum, and Gaziantep provinces in Turkey about food consumed in restaurants, and found that 66% of consumers preferred meat, of whom 48.2% preferred red meat and 17.8% preferred white meat. Süren and Küçükkömürler (2018) found that 41.0% of consumers preferred beef-veal, 35.6% mutton-lamb, 16.7% chicken, and 6.7% fish in restaurants in Ankara.

By emphasizing the importance of out-of-home consumption in meat consumption, Biermann and Rau (2020) stated that 15% of consumers in Germany consumed meat more frequently at home, 42% equally frequently both at and outside the home, and 43% more frequently outside the home (42). On the other hand, they determined that German people consumed meat more frequently when eating outside the home. Table 3 presents the explanatory statistics regarding the criteria considered for meat consumption in restaurants in Kars according to the AHP method.

Table 2. Explanatory statistics of out-of-home meat consumption options in the AHP method
Çizelge 2. AHS yönteminde ev dışı et tüketim seçeneklerinin açıklayıcı istatistikleri

Options	X̄	Se	Min	Max	X_{mean}
Goose	0.1977	0.1099	0.0373	0.5460	0.1855
Red meat	0.2464	0.1089	0.0415	0.5520	0.2227
Chicken	0.2641	0.1204	0.0375	0.5490	0.2529
Fish	0.2918	0.1160	0.0493	0.5835	0.2764

X̄: Mean, Se: Standard error, Min: Minimum, Max: Maximum, X_{mean}: Median
Kruskal-Wallis test, Chi square (0.05,3): 7.81473
H: 81.7358393 (*** p<0.01)

Table 3. Descriptive statistics of AHP criteria
Çizelge 3. AHS kriterlerinin açıklayıcı istatistikleri

Criteria	X̄	Se	Min	Max	X_{mean}
Smell	0.1220	0.1105	0.0252	0.5141	0.0838
Nutrient	0.1818	0.1283	0.0272	0.5744	0.1359
Accessibility	0.1947	0.1305	0.0279	0.5159	0.1903
Price	0.2307	0.1777	0.0228	0.5465	0.1542
Taste	0.2708	0.1585	0.0328	0.5722	0.2591

X̄: Mean, Se: Standard error, Min: Minimum, Max: Maximum, X_{mean}: Median
Kruskal-Wallis test, Chi square (0.05,4): 9.48773
H: 138.087246 (*** p<0.01)

The most important criteria for visitors to Kars in consuming meat in restaurants are listed as taste (27.08%), price (23.07%), ease of accessibility (19.47%), nutritional content (18.18%), and smell (12.20%). As a result of the Kruskal-Wallis test, the difference between the means of at least two groups was statistically significant even at the significance level of 1%. Akçay et al. (2018) determined the most important criteria affecting meat consumption preferences as health (52.46%), nutritional value (24.04%), taste (18.08%), and price (5.45%). In addition, Uzundumlu et al. (2011) found that for people living in Istanbul, the most important criteria affecting meat consumption preferences were taste (29%), nutritional content (28%), hygiene (24%), and price (19%), respectively.

Criteria and options matrix

Table 4 presents the proportional status of meat consumption preferences of individuals who came from outside of Kars province and consumed meat in restaurants in Kars according to AHP criteria and options.

Table 4. Comparative averages of meat consumption preferences according to AHP criteria and options
Çizelge 4. Et tüketim tercihlerinin AHS kriter ve seçeneklerine göre karşılaştırmalı ortalamaları

Factors	Goose	Chicken	Red meat	Fish	Total
Price	0.12254	0.35930	0.25773	0.26043	1
Taste	0.26600	0.17174	0.24496	0.31730	1
Accessibility	0.10569	0.40991	0.25432	0.23009	1
Nutrient	0.27393	0.14011	0.23546	0.35050	1
Smell	0.25359	0.21002	0.20106	0.33533	1
Total	1.02180	1.29110	1.19350	1.49360	5
Ratio	20.4350	25.8215	23.8706	29.8729	100

Mean consistency ration: 0.060394591
Total number of observations: 250
Number of consistent observations: 229 (%91.6)

Since the consistency ratio in this study was below 0.10% (0.06%), the comparison matrix was consistent, and the percentage of consistent observations was 91.6%. As seen in Table 4, the most important variables for goose meat consumption are its nutritional value, taste, and smell, and the factors that negatively affect goose consumption are high price and easy access. The most important factors in choosing chicken are ease of accessibility and its cheaper price compared to other meat prices. In addition, its taste, nutritional value, and smell characteristics are less appreciated by many consumers compared to other meat varieties. There is no significant difference between the variables of preferring red meat, but the

variable of smell has the least effect on its consumption. Moreover, taste, smell, and nutritional value are the most important factors in preferring fish, and the factors that negatively affect fish consumption are high price and difficulty of accessibility. Considering the criteria, among the out-of-home meat consumption preferences of visitors to Kars, fish ranks first (29.87%), followed by chicken (25.82%), red meat (23.87%) and goose (20.44%). Akçay et al. (2018) examined the academicians' meat consumption preferences and found that fish ranked first (38.84%), followed by lamb (20.23%), beef (15.78%), chicken (15.10%) and turkey (10.07%) (43). They also examined the criteria of each option and determined the important criteria for fish as health, nutrition, and taste and the less important ones as price. The important criteria for lamb and beef consumption were taste and nutritional value and the less important ones were health and price. The most important criterion for chicken and turkey was price, while other criteria were less important compared to price. Uzundumlu et al. (2011) determined that 30% of the households in Istanbul preferred beef, 27% fish, 25% chicken, and 18% mutton (44). In their study, taste and hygiene were reported as the most important criteria for beef and mutton, and price and nutrient content for chicken and fish.

CONCLUSION

Among the tourists to Kars, 29.18% expressed a preference for fish, 26.41% for chicken, 24.64% for red meat, and 19.77% for goose when dining at restaurants. The most important criteria for visitors to Kars in consuming meat in restaurants are listed as taste (27.08%), price (23.07%), easy access (19.47%), nutritional content (18.18%), and smell (12.20%), respectively. The most important reason why the visitor's least preferred meat is goose, a local delicacy of Kars, is its high price. Those who ate goose meat reported to prefer it because of its high nutritional value and taste. Most of the visitors preferred fish in the first place in their meat preferences due to its nutritional value, taste, and smell. They preferred chicken in the second place due to its ease of accessibility and price.

The reasons why geese are very low in number compared to chickens in Türkiye are low domestic demand for goose products, their high prices, and consumers' little knowledge about them. However, goose meat, which offers various advantages over substitute products in terms of nutrition, is intensively produced and consumed only in certain provinces of Türkiye. Even in these provinces, it lags alternatives in terms of consumption. Goose is a type of poultry that can be grown in pastures like sheep and can withstand adverse weather conditions. There is a potential for goose production and consumption in Türkiye. Since goose production in Turkey is mostly carried out by small family farms, production costs are quite high. Therefore, consumer interest is low due to high consumer prices. To increase consumers' consumption of goose meat, which is a different meat, it is necessary for production to be carried out in large enterprises at low costs. The number of professional enterprises producing goose should be increased in provinces with a suitable climate. The results of this study provide some information to the producers who produce geese and the consumers who come to Kars, especially restaurants that serve meat dishes. In line with this information, producers and consumers will be informed and will also contribute to restaurants that cook meat dishes to develop more effective marketing strategies by taking into account the factors affecting their preferences.

Author Contributions

Preparation of survey and collection of data, A.A., A.S.U; methodology, A.S.U and A.A.; econometric analysis, A.S.U.; writing, A.A., and A.S.U; writing—review and editing, A.A.

Disclosure statement

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