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
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Analysis Of Concentrated Fruit Juice Demand Using The Tobit Model

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Abstract: The purpose of this study was to evaluate the consumption of concentrated fruit juice by household, and determine the socio-economic factors that affect the level of consumption. For this purpose, data was collected from a survey of 225 households in Adana in February 1997. A Tobit model was used in the analysis to determine the effects of various socio-economic variables on consumption. It was concluded that four variables are significant on household fruit juice purchase. These are: the mothers' status, household income, the number of teenagers in the household, and the mother's education level. Two of these factors were found to strongly influence consumption: the number of teenagers in the household (a positive effect) and the mother's level of education (negative effect).

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