

High Visibility

Online free access, listing and indexing in a large number of bibliographic databases ensures high visibility of the published work.

- Home
- Journals
 - Browse by subject
 - A to Z Journals
- Aims & Scope
- Online First
- Current Issue
- Previous Issues
- Editorial Board
- Guide to Authors

[Journals](#) > [Trends in Agricultural Economics](#) > [Abstract](#)

Trends in Agricultural Economics
Year: 2008 | Volume: 1 | Issue: 1 | Page No.: 27-34
DOI: 10.3923/tae.2008.27.34

Determination of Consumer Expectations by Illustration of Spirulina as Marketing of Biotechnological Products

O. Akpolat

Abstract: The aim of the present study is to examine the knowledge, behaviors and expectations of the consumers about *Spirulina* as a biotechnological product. As known biotechnological products are in a wide range spectrum from food to health or from energy to environment etc. and the behaviors of the consumers used these types of products and their expectations about them have also big differences in the market. In the concept of determining or guessing of the behaviors and the expectations of the consumers previously, a questionnaire related the consumption of *Spirulina* conducted for a target group in Izmir in Turkey was evaluated statistically used SPSS11.5 software and the knowledge, behaviors and expectations of the consumers was determined by limitations of the study.

[\[Abstract\]](#) [\[Fulltext PDF\]](#) [\[Fulltext HTML\]](#) [\[References\]](#)

Author Services

[Related Articles](#)
[Track the Citation](#)

Find this article in:
[ASCI-Database](#)
[Google Scholar](#)

Other Publications of:
[O. Akpolat](#)

[Print This Article](#)

COMMENT ON THIS PAPER

Full Name:

E-mail:

Comments:

Security Question: Are you a human?

Yes

No