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كتاب الأبحاث الكاملة للمؤتمر الدولي الرابع للتنمية المستدامة والمجال

4. Uluslararası Sürdürülebilir Kalkınma Kongresi Tam Metinleri

Book of Proceeding 4th International Sustainable Development Congress



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مقدمة

يواجه العالم تحديات كبيرة في أقامه توازن بين التنمية المستدامة والحفاظ على البيئة من جهة ومن جهة أخرى تحقيق الامن الغذائي والذي أصبح من أولويات الدول بفعل الاحتكار واختلال التوازن بين الطلب والإنتاج، ففي الوقت الذي يواصل فيه الاعتماد على الطرق التقليدية في الزراعة المعتمدة أساسا على تساقط الامطار والاستهلاك المفرط للمياه الجوفية غير المتجددة، فان هذا له أثرا كبيرا على نضوب الموارد الاقتصادية غير المتجددة واستقرار الامن الغذائي بالعالم. ولذلك يتجه العالم إلى مصادر الطاقة المتجددة والبحث عن بدائل تضمن احتياجات السكان وفق مبدا التنمية المستدامة.

وتعد الطاقة المتجددة بأنها الحل الأخير لمشاكل الطاقة والبيئة في العالم، مما يتيح إمكانية الطاقة الرخيصة وغير المحدودة تقريبا الخالية من التلوث، حيث نجد بان العالم يستهلك الطاقة من مصادر عديدة، فمنها المصادر التي تأتي من خامات الوقود الأحفوري مثل الفحم والنفط والغاز الطبيعي، ومنها الطاقة التي تأتي من مصادر صناعية مثل الطاقة النووية. كما يحصل على الطاقة أيضا من مصادر طبيعية مثل الطاقة الشمسية والطاقة المستخلصة من الرياح ومساقط المياه والتي تسمى بمصادر الطاقة المتجددة.

ان المشاكل المتفاقمة من خلال أزمات الطاقة والتخوف من احتلال الامن الغذائي ولاسيما في الدول الأكثر فقر، يستوجب إعادة التفكير بشكل جوهري على المستوى الدولي وفق استراتيجيات مستدامة تحقق الاستقرار على مستوى العالم وتجنبا الوقوع في أزمات دولية ستركز أساسا على الاستغلال العقلاني للموارد الطبيعة واعتماد طاقات متجددة وأساليب جديدة في الزراعة لضمان تحقيق استدامة في الامن الغذائي والحفاظ على حقوق الأجيال القادمة.

د صيد احمد سفيان

رئيس اللجنة العلمية

Preface

The world faces great challenges in balancing sustainable development and environmental preservation with achieving food security, which has become a priority for countries due to the monopoly and imbalance between demand and production, while continuing to rely on traditional agricultural methods based mainly on rainfall and excessive consumption of non-renewable groundwater, This has a significant impact on the depletion of non-renewable economic resources and the stability of global food security. Therefore, the world is turning to renewable energy sources and is looking for alternatives that guarantee the needs of the population in accordance with the principle of sustainable development.

Renewable energy promises to be the latest solution to the world's energy and environmental problems, allowing for the possibility of cheap and nearly unlimited energy, free of pollution, as we find that the world consumes energy from many sources, including sources from fossil fuel ores such as coal, oil and natural gas, and energy from industrial sources such as nuclear power. It also draws energy from natural sources such as solar, wind and watersheds called renewable energy sources.

The problems exacerbated by the energy crises and the fear of the occupation of food security, especially in the poorest countries, require a fundamental rethinking at the international level in accordance with sustainable strategies that ensure stability at the global level and avoid falling into international crises based mainly on the rational exploitation of natural resources and the adoption of renewable energies and new methods of agriculture to ensure the sustainability of food security and preservation of the rights of future generations.

Dr. Sid Ahmed Soufiane

President of the Scientific Committee

ÖN SÖZ

16. Uluslararası Sürdürülebilir Kalkınma Kongresi, 28-31 Ekim 2022 tarihlerinde Antalya'da gerçekleşti. Bu kongre, Saygın Bilim Derneği'nin (Saybilder) organizasyonunda ve Mardin Artuklu Üniversitesi ile Ajloun National University'nıin (Ürdün) ilmi desteği ile düzenlenmektedir. Kongreye 5 farklı ülkeden davetli konuşmacı katıldı. Aynı zamanda Türkçe, İngilizce ve Arapça duyurular yapılarak bilim insanlarına çağrıda bulunulmuştur. Bu çağrılar sonucunda yapılan başvurulardan 28'i Türk bilim insanları tarafından ve 48'i farklı ülkelerden (Cezayir, Filistin, Libya, Mısır, Morocco, Tunus ve Umman) katılan bilim insanları tarafından hazırlanmış toplam 76 sözlü bildiri sunuma uygun görüldü.

Bu kongrede tüm bildiriler üç hakemin onayına sunulmuştur. Hakemlerin en az iki tanesinden olur alan bildiriler programa dâhil edilmiştir. Aksi takdirde bir görüş bildirildiğinde ise bildiriler ret edilerek başvuruları iptal edilmiştir. Bu süreç içerisinden bildirilerin önemli bir kısmına hakemlerden düzeltme talebi gelmiştir. Hakemler tarafından talep edilen düzeltmelerin yapılıp yapılmadığı da özenle kontrol edilmiş ve düzeltilerden sonra kabul mektupları düzenlenerek yazarlarına gönderilmiştir.

Bu kitapta kongrede sunum yapan bilim insanlarının bildirinin tam metinleri yer almaktadır. Kongreye iştirak edemeyen ve bu konulara ilgi duyan kimselerin metinlerden istifade edebilmesini sağlayacak olan bu çalışmanın bilim dünyasına hayırlara vesile olmasını diliyorum.

15.10.2022

Prof. Dr. Şinasi Akdemir

Düzenleme Kurulu Başkanı

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Analysis of the level and determinants of coffee consumption in Turkey: Case of Adana District

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Abstract

This study aims to analyze the level and determinants of coffee consumption in Turkey, specifically in the province of Adana. The surveys were carried out in 2018 on a sample of 134 coffee consumers. The data collected on the characteristics of consumers were analyzed with the Kruskal-Wallis and Mann-Whitney U tests. It emerges from the analysis of the results that the average consumption of coffee is 18 heaps per month, ie 0,36 per day in the province of Adana. This consumption is influenced by parameters such as: monthly income, the share of the monthly budget allocated for the purchase and consumption of coffee, then the place and time of consumption. In addition, despite the existence of tea and types of coffee from foreign countries, Turkish coffee remains by far the most preferred by Adana consumers. However, policies must be developed in order to maintain the position of Turkish coffee on the market with a view to satisfying the needs of consumers.

Keywords: Adana, coffee, Europe, consumption level, Turkey.

Introduction

The world's second largest stock market after oil, coffee supports 125 million people, including 20 to 25 million small producers around the world (Azziz and El Ouedjédi, 2017). It is mainly produced in Central America and the Caribbean (Kiki, 2015). More than 2 billion heaps of coffee are consumed, generating a turnover of around 200 billion dollars per year, mainly in Europe, the United States and Brazil (BASIC, 2018). Internationally, the coffee industry has grown steadily for half a millennium (UNCTAD, 2018). The countries that produce coffee are called "southern" countries, but its processing and marketing are dominated by the northern countries (BASIC, 2018). It is cultivated in more than 50 countries for climatic reasons, and its culture provides a livelihood for a few people around the world (Mariamoutou, 2015). Coffee has been one of the main foodstuffs of agricultural origin traded on international markets for centuries (Benbabouche, 2013). It is mainly produced in Brazil (32% of volumes), Vietnam (19% of volumes), Colombia (9% of volumes) and Indonesia (7% of volumes) (BASIC, 2018). Coffee is therefore a globally consumed product with a considerable economic stake (Mariamoutou, 2015). The high rate of coffee production observed is justified by high consumption. The poorest households devote a larger share of their budget to food expenditure and are relatively less sensitive to the price variations of the first products among which coffee is found (Cliché, 2014). Indeed, coffee is the most consumed drink daily after water (Anonymous, 2015) and is one of the most requested drinks in the world (UNCTAD, 2018).

It represents a very popular food whose consumption differs from country to country. Over the years, coffee has evolved, whether in terms of material, method of preparation or establishments. Stimulating for waking up in the morning, accompanying working moments or a source of taste pleasure, coffee takes on different meanings for its consumers (Benmoussa et al. 2015). Coffee intake no longer essentially refers to a moment of relaxation and gustatory pleasure that a small cup can contain but can be compared to a quick setting and flavors surprisingly far from the bitterness of traditional coffee (Aubry et al., 2015). 1.5 billion cups of coffee are drunk each day (Anonymous, 2015; Mariamoutou, 2015).

Coffee produces a drink that is not only widely consumed worldwide, but also in member countries of the International Coffee Organization (ICO) and in non-member countries (ICC, 2009). Turkey is one of the OIC. Consumption in ICO Member countries amounted to 103.5 million bags in 2007, or almost 83% of world consumption. For 2007, consumption in non-member countries is provisionally estimated at 21.6 million bags, or the remaining 17% (ICC, 2009). Other data illustrate how this foodstuff is integrated into the daily life of some nations. Thus, in some places, 85% of the population drink it every day (400 billion cups per year), 79% take it at breakfast, and 48% after lunch. This social practice, more and more shared by the people, directly induces on the development of the world consumption of raw coffee, which invariably presents a significant growth rate during the last ten years (Anonymous, 2015; Benbabouche, 2013). Thus, between the coffee years 2009 and 2012, the consumption of coffee increased from 132.27 million bags to 142 million bags, an increase of around 7.35%. The annual growth rate of world consumption during the period from 2000 to 2011 is 2.5% compared to 1.8% during the period from 1990 to 1999, indicating a strong dynamic in consumption over the past ten years. years. This trend can be explained, in part, by the increase in domestic consumption of coffee in producing / exporting countries, the increase in consumption in certain importing countries, and the increase in consumption in new emerging markets (Anonymous, 2015). While these numbers are impressive, they only reveal one aspect of reality. People consume more coffee, but they also pay attention to the different types and origins of coffee they drink (CEC, 1999).

In Turkey, a country located between Europe and Asia, we note on the one hand a high consumption of coffee and on the other hand a coexistence on the market of Turkish coffee and coffee from Europe (ICC, 2009). Some studies carried out in developed countries such as France, Italy and Great Britain have focused on the consumption rate, the import and export rate of coffee from these countries (Azziz and El Ouedjédi, 2017; CCE, 1999). But in Turkey, despite the socio-economic importance of coffee, until now, no study has dealt with the analysis of the level of coffee consumption. In addition, the advent of new coffee brands, the possibilities for consumers to choose between tea and coffee, and then the change in consumer habits are parameters that certify the relevance of this study. It is therefore from this perspective that this study aims to analyze the level and determinants of coffee consumption in Turkey, precisely in the city of Adana.

Methodology

This study was conducted in the center of the city of Adana. The surveys were carried out in 2018 among 134 coffee consumers. The city of Adana has been subdivided into three districts according to the income of the inhabitants and then social classes. For this purpose, a distinction is made between the rich and the poor (50%), 25% by group and those of the middle class representing 50%. The data collected relate to the characteristics of the consumer, the frequency of coffee consumption, the share of the total monthly income allocated by the consumer for the purchase and consumption of coffee, the factors influencing its consumption and the consumer preference between Turkish and imported coffee.

This collected information was analyzed using SPSS software in order to establish the descriptive statistics necessary for the various analyzes. Kruskal-Wallis and Mann-Whitney U tests based on the socio-demographic characteristics of the consumers were carried out to identify the determining factors for coffee consumption in the province of Adana.

Results and discussion

Socio-economic characteristics of coffee consumers

The descriptive statistics produced made it possible to highlight the socio-demographic characteristics of consumers. On average, 70% of coffee consumers are under the age of 30. The average age obtained is close to the average age (32 years) of the population in Turkey (TUIK, 2018). 11% are over 50 years of age. 30% of consumers are executives and civil servants from the private and public sectors. 54% are traders, 11% of housewives, then 5% of consumers are unemployed. As for the level of education, 10% have a level lower than that of primary courses and 70% have a university level. Coffee consumers (70%) mainly have a monthly income of less than 2,500 TL; only 8.2% get an income above 5400TL.

The average household size of consumers is 4 people per household. While 60% of households are less than 4 people in size (on average 3 people), 10% of households are made up of more than 7 people (8 people on average). These statistics are close to the average household size recorded in Turkey (TUIK, 2018). It should also be noted that 40% of consumers are married.

Level of coffee consumption

In the province of Adana, an average individual consumes 18 heaps of coffee per month. This level of consumption is far lower than that recorded in France. In France, a northerner consumes an average of 120 cups of coffee per month (Anonymous, 2018). About 33% of Adana's population consume less than 10 cups a month. 37% consume more than 20 cups, or 30 cups per month. Thus, in the population, we identify non-consumers, and consumers with various degrees of consumption (low, medium, maximum). Table 1 presents the statistics described according to the level of different level of consumption.

Table 1: Coffee consumption according to consumer habits

Consumption level	Percentage	Average number of heaps consumed per month
Non consumers	3,7	0
Low consumption	14,2	4,2
Average consumption	36,6	12,4
Maximum consumption	45,5	27,3
Total	**100,0**	**18,0**

Source: Estimates results, 2018

Results show that 3.7% of the population does not consume coffee. This non-consumer rate is explained by the fact that some consumers have given up coffee because of various health problems. Others show no interest in drinking coffee. According to Baribeau (2013), excessive doses of caffeine can cause harm to health and decrease the perception threshold of fatigue. Nevertheless, 82.1% of the population (average consumer and the largest consumers) consume an average of 20 cups of coffee per month.

The people of Adana choose to drink coffee on various occasions and at different times of the day. Most drink coffee after a meal (39%); 21% consume at the end of the evening, 10% at the start of the morning and 6% at lunchtime during break times.

The interpretation of the statistical results obtained makes it possible to deduce that 54% of the inhabitants of Adana prefer to consume coffee at home. 22% in bar-cafes, 14% in service places, then the rest in university canteens and dining halls. The French population is among the largest consumers of coffee worldwide (Galaya and Ranc, 2002). In France 76% of the population prefers to consume coffee at their workplace; the remaining population opted for consumption in café-restaurant bars and then at home (Anonymous, 2018).

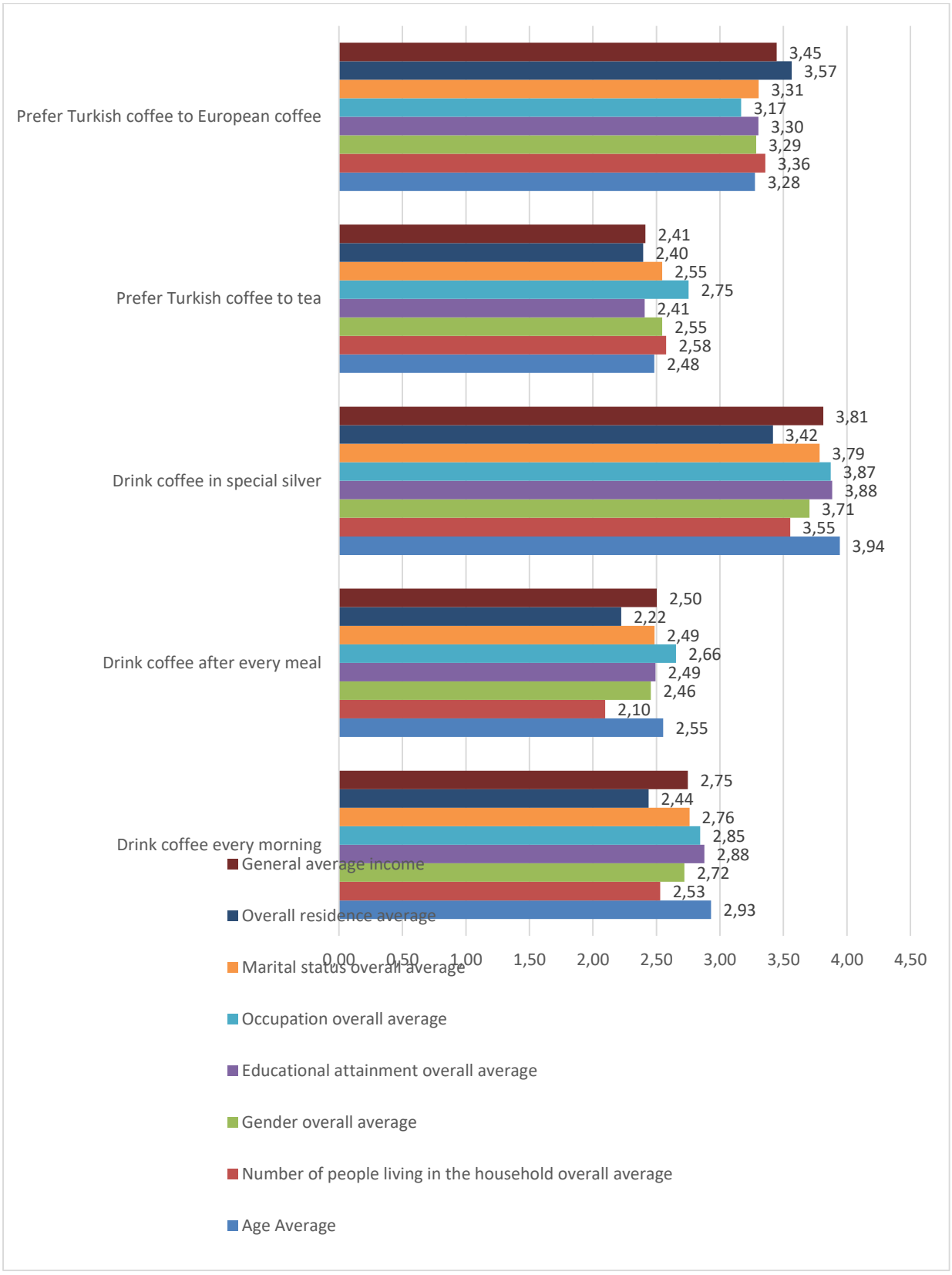
Note also that although there is a variety of types of coffee, 80% of consumers opt for Turkish coffee. 20% opt for other types of coffee, including ''machiatio'', ''latino'', ''americano'', ''espresso'' type coffee.

While 62% of the population consumes coffee for breakfast in France (Anonymous, 2018); 75% of Adana's population consumes moderate amounts of coffee in the mornings. In addition, after each meal, 74% consume coffee moderately. It is actually a practice that is rooted in the eating habits of populations and which consists of consuming coffee after meals. In addition to consumption after each meal, 91% of the population consume coffee on special days (holidays, celebrations, etc.)

As mentioned above, coffee is consumed at any time of the day and then on special days. Thus, 75% prefer coffee to tea, 84% prefer Turkish coffee to foreign coffee. The timing of coffee consumption varies according to the consumer's monthly income, and the times of day. However, note that coffee is consumed less during weekends. However, it should be noted that the high consumption rate is explained by the fact that the most consumers consume coffee regularly in the mornings, then also after each meal. At the same time, those who consume the least are those who opt for mid-day and late-evening consumption.

Chi-square tests were carried out based on the socio-demographic characteristics of consumers and the times when coffee is consumed. The responses to the questions on coffee preferences were rated as very low, medium, high and very high. Average scores for responses to the questions were found by assigning scores 1,2,3,4 and 5 respectively. These averages provide information on the general trends of the respondents. Figure 1 shows the statistics obtained.

Figure 1: Chi-square test results



Source: Estimates results

From an examination of Graph 1 accompanied by the chi² tests, it has been possible to deduce that there is a statistically significant relationship between the age of consumers and morning coffee consumption, consumption after each meal and on special occasions, the preference of

coffee to tea and the preference of Turkish coffee to European coffee. The chi-square independence tests made it possible to deduce that there is a significant relationship between age and coffee consumption on special days (coffee consumption increases with age); between coffee consumption on special days with consumption at each meal, morning consumption as well as education and profession (housewives consume coffee on special occasions and every morning, employee-officials and housewives also consume it after each meal).

Determinants of coffee consumption

Kruskal-Wallis tests based on the socio-demographic characteristics of the producers were carried out in order to identify and then analyze the factors determining coffee consumption in the province of Adana. From the analysis of the results, it appears that four (4) parameters influence the habits of coffee consumers. This is mainly the share of monthly income invested in coffee consumption, the frequency of consumption during occasional outings, the level of morning consumption, then the consumer's profession.

Since the data used in this study did not follow a normal distribution, this study used the Kruskal-Wallis and Mann-Whitney U analysis test to identify and analyze the parameters determining the level of coffee consumption. Table 2 shows the results of the Kruskal-Wallis and Mann-Whitney U tests.

Table 2: Results of the Kruskal-Wallis and Mann-Whitney U tests

Variables	Minimun	Average	Maximum	Chi ² / Mann-Whitney U	P
Budget share [1]	0,8	1,8	2,3	1,35	0,013**
Time of consumption during the day [2]	9,6	18,0	26,8	23,37	0,001***
Frequency of consumption outside the home [3]	16,0	18,0	23,4	6,49	0,039**
Place of consumption [4]	13,3	18,0	19,7	3,82	0,431
Coffee type preference [5]	2,0	18,0	22,6	9,98	0,267
Monthly consumption of the number of coffee heaps [6]	12,5	18,0	27,5	22,67	0,000***
Morning consumption level [7]	12,5	18,0	27,7	22,67	0,000***
Level of consumption after the meal [8]	14,8	18,0	20,8	5,17	0,270
Level of consumption on special days [9]	12,4	18,0	20,3	6,74	0,150
Preference from coffee to tea [10]	15,1	18,0	21,3	4,14	0,387
Preference of Turkish coffee over other coffees [11]	14,6	18,0	20,3	4,90	0,298
The age [12]	16,3	18,0	20,0	1,33	0,515
Household size [13]	16,2	18,0	19	0,38	0,828
Gender [14]	17,8	18,0	18,3	2088,5	0,790
Level of education [15]	15,2	18,0	21,8	4,33	0,115
Profession [16]	16,1	18,0	26,7	5,44	0,143
Marital status [17]	17,2	18,0	19,3	1870,5	0,206
Dwelling place [18]	12,3	18,0	31,4	9,85	0,080*
Monthly income [19]	12,2	18,0	21,0	5,09	0,079*

Source: Results from statistical analyzes by Kruskal-Wallis and Mann-Whitney U

*** = Important in order of 1%; ** = Important in order of 5%; * = Important in order of 10%

The analyzes of Kruskal-Wallis and Mann-Whitney U indicate that the level of coffee consumption is positively and statistically influenced by a number of parameters. It was found that the monthly income of the producer and then the share of the monthly budget that the consumer spends on coffee consumption positively influences coffee consumption (The probabilities are 0.079 and 0.013 respectively). Thus, the higher the share of the monthly budget allocated by the consumer, the higher their consumption of coffee. The share of the monthly budget allocated by the consumer depends mainly on their monthly income. Since the consumer has other needs to satisfy besides coffee consumption, an increase in his income could lead him to increase the share of his monthly budget allocated for coffee consumption (SENAT, 2006).

Those who consume every day precisely every morning and also have a significant consumption of coffee (p = 0,000). This conclusion is explained by the fact that the consumption of coffee just after lunch is part of practices rooted in the eating habits of Turkish consumers. 62% of French people consume coffee for breakfast (Anonymous, 2018).

Some Turkish consumers in the research area prefer to consume coffee when going out to bars, restaurants, coffee bars, etc. The latter have a very high consumption of coffee (p = 0.039). In France, for example, 40% of the population opts for consumption outside the home.

People aged 19 to 30 also have a significant consumption of coffee (p = 0.080). This age group of young people is generally made up of students and young employees and civil servants. This social layer very often consumes coffee during recreational breaks between two academic courses (for students), or during coffee breaks after working hours (for employees and civil servants). According to the Health Analysis Division of Canada, people aged 19 to 30 consume twice as much coffee as those aged 71 and older (DAS, 2019).

The place of residence also has a positive influence on the level of coffee consumption. Thus, people living in large families also have a high level of consumption.

Although it is noted that there is not a relationship between the groups of consumers, it should be noted that those who choose to consume coffee at their place of service and in coffee bars have a very high level of consumption.

Conclusion

Coffee is widely consumed in Turkey. Average consumption in the country is 18 heaps per month, or 0.36 per day. Turkish consumers prefer Turkish coffee over foreign coffee. But in recent years, it should be noted that wealthy people and the young class prefer foreign coffees. Note also that they consume it at any place and time of day. Nevertheless, in a context where coffee from Europe and Asia is invading the market, it is important to develop policies to maintain the position of Turkish coffee on the market with a view to satisfying the needs of consumers.

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