Inclination to Use Fish Relying on the Evaluation of its Usefulness: A Case of
Cities in Khorasan Razavi, Southern, and Northern Khorasan

Ali Yousefi
Associate Professor of Sociology, Ferdowsi University of Mashhad, Mashhad, Iran
Mohammad Ghorbani
Professor of Agricultural Economics, Ferdowsi University of Mashhad, Mashhad, Iran
Somayeh Varshoy
PhD Candidate in Economic Sociology and Development, Ferdowsi University of Mashhad, Mashhad, Iran

Received: 9 March 2016   Accepted: 16 May 2016

1. Introduction
Under the condition that aquatics play an important role in supplying the animal protein and in
contrast to protein resources, aquatics has higher food value. The amount of aquatics and fishery
consumption is very low in contrast to other kinds of meat among Iranian families. The article
attempts to investigate fish consumption among the city dwellers in three the provinces of Iran,
including Khorasan Razavi, Southern, and Northern Khorasan. The main question of this study
deals with the evaluation of the relative advantage of fish consumption and also the factors that
are important in the advantages of fish consumption.

2. Theoretical framework
The Programmed Behavior Theory is one of the most complete patterns in behavior prediction
in comparison to other behavioral theories, and it is also an important model in food selection.
Ayzen (2002) believes that this theory is one of the influential theories in determining
consumption behavior and the interaction among human beings. The Programmed Behavior
Theory is based on intellectual interaction hypothesis. According to this theory, it is enough to
identify intellectual elements to determine interaction. According to Conscious Will Theory, the
main criterion for comparing the advantages and disadvantages of actions is their usefulness.
One of the determining factors in each behavior is the intention to do the behavior. These beliefs
are categorized in 3 aspects; behavioral, orthodox, and control beliefs. In addition to this theory,
The Theory of Transfer is used. Therefore, social behavior is a kind of reinforcing or damaging
reward. Therefore, basic social behaviour can be determined according to reward or damage.
Inspiring and damaging rewards can act as hindering behavior.

3. Methodology
The population of the study includes city residents in the three provinces of Khorasan in 1390
that were selected based on categorized two-level and random sampling. Overall, 1229 families
were selected and the house wife in each family was interviewed based on the same
questionnaire.

1 Corresponding author, yousofi@um.ac.ir
4. Results

The evaluation of the highest relative benefit was carried out based on criteria such as interest, economical issues, and the preparation with chicken meat. The highest benefit in terms of the health of meat belongs to fish meat. The highest benefit concerning the nutritional varieties and taste in relation to red meat. In addition, the highest perceived benefit in terms of the criteria for the ease of maintenance belongs to plant foods as an alternative for meat. The priorities of families for consumption are chicken meat, mutton, and the food that is substituted for mutton and fish respectively.

The results of covariance analysis also show that the simultaneous impact of influential factors on the evaluation of fish benefits on the amount of the evaluation of fish consumption benefits is quite significant (.000). 63.6 percent of the variances in evaluation of fish consumption benefits in all three Provinces of Khorasan Razavi, Northern and Southern Khorasan are explained by the variables included in the model and the hybrid forms (interactive). Individual impact of five variables as the evaluation of chicken consumption benefit, evaluation of meat substitute benefit, evaluation of the red meat consumption benefit, pressure of norms and social rewards to evaluate the benefit of fish consumption is quite significant. Moreover, the combined effect of the evaluation of fish consumption benefit, evaluation of meat substitute consumption benefit, evaluation of red meat consumption benefit to the assessment of fish consumption is significant.

5. Discussion and Conclusion

Despite the many advantages, the evaluation of fish consumption benefits on factors such as interest, economical issues, safety, easy preparation and cooking, cooking variety, ease of maintenance and taste, is low in comparison with other types of meat. So, the evaluation of fish consumption benefit is placed after other kinds of meats and meat substitute foods. On the other hand, among the criteria mentioned, only the highest evaluation in terms of health benefits is related to fish meat. On the other hand, the lowest average consumption of fish is related to food diversity priority. Among the most important variables that affect the evaluation of fish consumption benefits are the fish-substitute foods (meat and vegetable dishes) that influence the assessment of fish consumption benefits.

The assessment of meat and vegetables benefits that substitute fish are presented as control factors that are a yardstick for the comprehension of fish consumption control. That is, the factors that affect individuals’ behavior in that in similar conditions that person will make the most rational decision. In other words, according to the Conscious Will Theory, when the consumer is considered as a wise person, in a determined information framework, selects a kind of food that substitute fish and other kinds of meat or vegetable foods. Likewise, as in the influential factors affecting fish benefits, the greatest prediction index is related to the assessment of red meat consumption benefits that has a negative influence on the evaluation of fish consumption benefits. This means that by selecting the red meat as a food that has the most mental benefit, the evaluation of fish benefit is reduced. The evaluation of meat substitute and chicken meat benefits has the highest predictability index on the evaluation of fish consumption benefits. A person that selects chicken meat and meat substitute food that fitted the most benefit according to the desired criteria can control his/her behaviour to consumption and the avoidance of fish consumption and buying intention.

In explaining the obtained results, it can be said that, the provinces of Khorasan, have rational interaction to consciousness and intellectual calculation in a way that in fish consumption, the
best practices for using fish is chosen. This is also in accordance with Rational Choice Theory, on the basis of its benefits. Advantage by itself is related to a variance of advantage and the value of each advantage is determined by the subject. The results of the study showed that the individual impact factor of mental norms variables of fish consumption (orthodox pressure and social reward) has also a significant impact on the assessment of fish consumption benefits.

**Keywords:** Evaluation of benefit, Fish consumption, orthodox strain, social reward consumption

**References (in Persian)**


**References (in English)**