

## **Bread Quality and Bread Consumption Attitudes in Konya**

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The objectives of this study were to determine consumption, quality, price and varieties of bread, additive usage, amount of waste and ways of benefit of waste bread in families. The study conducted on randomly selected volunteer 524 families (174 female and 350 male) in between November and December 2006 in Konya where is the one of the largest city located central of Turkey. The consumption of flour and wheat products are very high due to the production of approximately 30000000 ton flour /year by 78 flour mills in this city. Data were collected to face to face interview by using questionnaire. The questionnaire prepared by the researches included questions to determine demographic features, the details of consumption and attitudes of bread. SPSS version 10.0 was used for statistical evaluation of the data. The results were evaluated at the 95% confidence interval and the significance at  $p < 0.01$  level. The effect of education and income on bread consumption skills were obtained by chi-square test. Similar research was conducted in 1997 in Konya and our results were compared with result of that questionnaire. Consumer dissatisfaction were bread quality, price and weight, 31.5 %, 27.1% and 38.7 % respectively. More than 50 % of the consumers were not satisfied about the quality and price of the bread according to the mentioned literature in 1997. 79% of consumers preferred normal bread to special type. %56.9 of the consumers were not prefer the addition of additives to bread. The choose of the customers to buy bread were grocer (39.5 %), supermarket (24 %), bakery (6.7 %) and anywhere (29.8%). The relations between education and additive usage, bread consumption, form of sale and place of sale were found significant ( $p < 0.01$ ). Same significant relation was observed between income and place of sale ( $p < 0.01$ ).