

# **The survey of the consumer awareness and behaviour to farmed and wild shrimp among Boushehr's households**

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## **Abstract**

The main objective of this research was survey of the behaviour and awareness of Boushehr citizens on wild and farmed shrimp. The survey method was used to achieve the research objectives and the main instrument of the research was a researcher made questionnaire. The questionnaires were completed by visiting each of the research samples (bushehr households) . 200 number of them was assigned to the sample based on random sampling method. The results showed that the average consumption of wild and shrimp respectively is. 42.15 kg, 12/07. Regression analysis results also showed that there are significant relationship between three variables including age, education level and number of household members and consumption of wild shrimp. In the end it is proposed that planning for increasing the levels of information and public culture, diversifying the methods and programs of the extension service and promoting of the shrimp consumption, expansion of shrimp distribution and production centers and assistance to cooperative activities and unions in the field of aquaculture marketing and adopting supportive policies for fishing community in order to promoting their welfare and ultimately reducing the price aquatic be considered by aquatic consumption and public health planners.

**Key words:** Farmed Shrimp, Wild Shrimp, awareness, behavior.