

Factors Affecting the Consumer Preferences on Sugar Beet Sugar and High Fructose Corn Syrup (HFCS)

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ABSTRACT

There is an increasing literature on the health effects of high fructose corn syrup (HFCS). There are many studies in the literature linking HFCS use with obesity, type-2 diabetes, other cardiovascular diseases and metabolic syndromes. It is also known that consumers have been moving away from HFCS-containing products for nearly 20 years. Therefore, a paper-based survey is implemented to 1252 consumers in Turkey. Probit results show that consumers with health knowledge (the health impacts of consuming HFCS) are more likely to prefer sugar beet sugar on HFCS compared to consumers without health knowledge. Additionally, as income increases, the probability of preferring sugar beet sugar on HFCS increases. Moreover, as the level of education increases, the probability of preferring sugar beet sugar on HFCS increases.

KEYWORDS Sugar Beet Sugar; High Fructose Corn Syrup; Health Concerns; Consumer Preferences

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