***XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX***

**ÇOCUKLUK ÇAĞINDA ZEHİRLENME: DEVLET HASTANESİ DENEYİMİ[[1]](#footnote-1)**

***Zehra (Işık) ÇALIŞKAN1,Ilgıt FERALAN2, Derya EVGİN3***

***1-3Nevşehir Hacı Bektaş Veli Üniversitesi, Semra ve Vefa Küçük Sağlık Yüksekokulu, Nevşehir / Türkiye***

***2Nevşehir İl Sağlık Müdürlüğü, Nevşehir / Türkiye***

**Öz: Amaç:** Bu araştırma, Bir Devlet Hastanesi Çocuk Acil Servisine 1 Ocak- 31 Aralık 2013 tarihlerinde, 0-17 yaşları arasında, akut zehirlenme nedeni ile başvuran hastaların epidemiyolojik özelliklerini belirlemek amacıyla retrospektif olarak yapılmıştır. **Yöntem:** Çalışmada, bu tarihler arasında kayıtlarına tam olarak ulaşılan, 424 olgu değerlendirilmiş, Etik Kurul ve ilgili kamu kurumunun onayı alınmıştır. Veriler bilgisayar ortamında tanımlayıcı istatistikler kullanılarak değerlendirilmiştir. **Bulgular:** Çalışmada, çocuk acil servisine başvuran zehirlenme vakaları, acile başvuran tüm olguların %0,72’sini oluşturmaktadır. Zehirlenme olgularının, çoğunluğunun kız (% 55.0) ve 13-17 yaş grubunda (%38.7) en çok 17 yaşında (%11.1) görüldüğü saptanmıştır. Zehirleme etkeni; ilk sırada (%55.7) farmakolojik ajanlar, ikinci sırada ise (%25.7) karbonmonoksit zehirlenmesi olarak belirlenmiştir. Farmakolojik ajanlarla zehirlenmelerin en fazla 0-4 yaş (% 65.6) ve 13-17 yaşları (% 62.8) arasında görüldüğü, kızların en fazla (%59.2) farmakolojik ajanlarla zehirlendiği saptanmıştır. Ayrıca zehirlenmelerin en sık kış mevsiminde görüldüğü (%35.4) belirlenmiştir. **Sonuç:** Bu çalışmada, ergen yaş grubundaki çocukların daha fazla oranda zehirlenme nedeniyle acil servise getirildikleri dikkati çekmiştir. Ergen yaş ve farmakolojik ajanlarla zehirlenmelerin bu denli sık karşılaşılıyor olması, ebeveynlerin, okul ve toplumun bu konudaki duyarlılıklarının arttırılmasına yönelik girişimlere olan ihtiyacı göstermektedir.

**Anahtar Kelimeler:** Çocuk Acil, Çocuk, İlaç, Zehirlenme

**INTOXICATION IN CHILDHOOD: A GOVERNMENT HOSPITAL EXPERIENCE**

**Abstract: Aim:** This study was conducted to determine epidemiologic characteristics of the 0-17 aged patients who applied to pediatric emergency service of a Government Hospital because of acute intoxication between 1th of January-31th of December 2013, as retrospective. **Method:** In the study, 424 cases that could be reached to their records between these dates were evaluated; Ethical Committee and related consents were taken. Data was evaluated by using descriptive statistics. **Results:** In the study, intoxication cases consisted of 0.72% of the all cases in the emergency service. Most of the intoxication cases were girl (55.0%), between 13-17 years old (38.7%) and were mostly in their 17 (11.1%). The causes of intoxication were as followings; pharmacologic agents (55.7%) and carbon monoxide intoxication (25.7%). It is determined that intoxication because of pharmacologic agents was seen between 0-4 years old (65.6%) and 13-17 years (62.8%), mostly in girls (59.2%). Also, it is found that intoxication was seen in winter mostly (35.4%). **Conclusion:** In this study, adolescents and girls went to emergency service because of intoxication. Frequency of intoxication in adolescent ages and because of pharmacologic agents show that interventions for increasing of sensitiveness in parents, school and society about this subject.

**Key Words:** Child emergency, Child, Medicine, Intoxication

**INTRODUCTION**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx (Yılmaz, 2017: 1-2).

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx (Yılmaz ve diğ., 2017: 1-2) veya (Yılmaz, et al., 2017: 1-2).

**AIM**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**CONTENT**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RESEARCH METHOD**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RESEARCH RESTRICTIONS**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RESEARCH PROBLEM**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RESEARCH BOTTOM PROBLEMS**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RESEARCH HYPOTHESES**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**THEORETICAL FRAME**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx (Yılmaz, 2017: 1-2).

 Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx[[2]](#footnote-2)

**RESULTS**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**Table 1.** **Evaluations of Working Parameters by Groups**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Beden Kütle İndeksi** | **χ2-KW, F** | **p** |
| **Normal** | **Fazla Kilolu** | **Obez** |
| **Grup I** | **Grup II** | **Grup III** |
| **Ort±SS (medyan)** | **Ort±SS (medyan)** | **Ort±SS (medyan)** |
| **Diyabet Süresi** | 2,85±1,33 (2) | 3,65±1,23 (4) | 3,78±1,28 (4) | **KW:14,659** | **30,001\*\*** |
| **HbA1c** | 6,6±0,97  | 8,24±1,67  | 10,27±1,76  | **F:76,203** | **20,001\*\*** |
| **Glukoz (mg/dl)** | 115,94±38,32  | 163,6±47,4  | 298,78±93,01  | **F:110,614** | **20,001\*\*** |
| **Kolesterol** | 170,32±24,95  | 207,55±39,24  | 267,6±53,44 | **F:73,724** | **20,001\*\*** |
| **Trigliserid** | 107,94±54,21  | 146,92±68,29  | 252,68±86,69  | **F:56,556** | **20,001\*\*** |
| **HDL** | 50,77±11,31  | 50,42±11,08  | 40,84±7,23  | **F:15,738** | **20,001\*\*** |
| **LDL** | 97,8±18,73  | 127,75±35,66  | 173,23±49,99 | **F:53,869** | **20,001\*\*** |

1*Ki-kare Test 2One-Way ANOVA 3Kruskal-Wallis Test \*\*p<0.01*



**Graphic 1. …………………………………..**



**Figure 1. …………………………………………………**

**DISCUSSION**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**CONCLUSION**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**RECOMMENDATIONS**

Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**REFERENCES**

**WRITING REFERENCES**

* Only the sources cited in the text must be included in the references and those sources must be put in order alphabetically by the surnames of authors. If more than one study belonging to the same author is included in the references, it must be sorted by the date of publication (from old to new).
* If the number of the authors is 6 or less, all the authors must be listed, if it is 7 or more, the first 6 authors must be listed and “vd.”, for Turkish articles and “et al.” for English articles must be used. After the last author, “&” must be used before “vd.” or “et al.”
* Anonymous writers from Internet sources must not be cited.

**\* BOOKS**

***SEVİL, Ü., YANIKKEREM, E., (2006).*** Kadına yönelik aile içi şiddet. İzmir, Türkiye: İzmir Güven Kitabevi, ss.36-66

**\*CHAPTERS IN A BOOK**

***EGELİOĞLU, N., MUSLU, G.K., ŞEN, S., GÜNERİ, S.E., BOLIŞIK, B., SARUHAN, A., (2014).*** Ege Bölgesinde doğum sonu dönemde uygulanan geleneksel uygulamalar. Uluslararası Hakemli Hemşirelik Araştırmaları Dergisi (UHD), 1(1):22-35. Doi: 10.17371/UHD.2014018935

***ÖZCAN, B., KOCAMAN, H., (2016).*** Eşler Arasındaki Yaş Farkının Boşanmalar Üzerindeki Etkisi, ACED Dergisi, 10:1-17 Doi: 10.17359/ACED.20161024262

***ŞEN, E., GÜNERİ, S.E., YANIKKEREM, E., HADIMLI, A., KAVLAK, O., ŞİRİN, A., et, al., (2012).*** Determination of knowledge requirements and health practices of adolescent pregnant women. International Journal of Caring Sciences, 5(2):171-178

**INTERNET SOURCES**

<http://www.tuik.gov.tr/PreHaberBultenleri.do?id=21522> (E.T. 16.02.2017)

**EXTENDED ABSTRACT**

**Intruduction:** The production that neglects the consumers in today’s globalizing economy is seen as it is also neglecting the demand and the market. The end result of such a production would be poor quality and inefficiency (Hekimci, 2007: 254). The consumer is the real person who buys or purchases products to satisfy his or her family's needs, wants and desires (Solomon, 2003: 7). Concious consumer is organized; aims at providing benefits at the maximum level while purchasing; considers their real needs; does planned and documented shopping; is aware that they are not the object but the subject of the purchasing process; carries the maturity to buy high quality and standard, healthy, safe and environmental products; besides all these cares for their budget and chooses a product that is affordable and at the same time evaluates the quality; chooses local products among similars, therefore leads to increasing economical efficiency (Hekimci, 2007: 254). Consumer behavior is related to consumers' decisions to use the values they have in order to best satisfy their needs. Consumer behavior examines processes involving individuals and groups' preferences, buying and using goods and services, or experiencing their needs and desires (Solomon, et al., 2003: 7). Consumer behavior, according to another definition; Are the behaviors they demonstrate during their research to purchase, use, evaluate and dismiss goods and services in order to satisfy their needs. Consumer behavior focuses on how individuals make decisions when spending available resources (time, money and effort) for consumption (Schiffman ve Kanuk, 2004: 8). Social and cultural, demographic and psychological factors influence the purchasing behavior of a consumer. Demographic characteristics of consumers are age, marital status, education, occupation, gender and income status. It is assumed that there is a relationship between these demographic characteristics and the purchasing decision (Yılmaz ve Can, 2013: 4). Aim: In this study, it was tried to determine the relationship between fruit juice consumption and socio-demographic characteristics of consumers. In addition, fruit juice producers can also benefit from the results of this study to produce new ideas. Method: This article was brought to the attention with some of the findings of the scientific research project which the authors personally performed and finalized named " A Research on Consumer Awareness about Quality and Food Security Systems in Fruit Juice Products: The Case of Antalya Province".In this context, the raw data source of the project research consists of horizontal cross-sectional data at the household level. Accordingly, the primary data obtained from questionnaires administered by the face-to-face interview method with the sample consumer size determined for the indicated research area was taken into consideration. In marketing research applications, different sample sizes are used, assuming certain confidence bounds and certain population variances for various population sizes and tolerance levels. In the case where the main body is divided into two groups by qualitative feature (in this study, "fruit juice consumers" and "people who do not consume fruit juice") and the population of the main mass is more than 500.000 (fort his research 735.157 people was determined according to official records of Antalya central districts) 95% confidence limits and the sample size calculated for 0.25 (0.5x0.5) variance were 384 cases. (Kurtuluş, 1998: 236). A survey was conducted with a total of 400 households on the assumption that there may be erroneous surveys within the scope of the research. A total of 389 questionnaires were evaluated after the control of the questionnaires. The evaluation of the original data compiled by the face-to-face survey method from the households in the study was made via the "SPSS 13.0" program. Chi-square analysis was used to determine the relationship between socio-demographic characteristics of consumers and consumption of fruit juice. Findings and Results : Consumption is the use of resources for a certain period of time for people's needs and wants. Marketers should be aware of consumer behavior because there is no consumption without consumer. It is a fact that consumption is every moment of human life and in order for this action to take place, the consumer must have the need for that thing at that moment. However, this need is perceived differently by each consumer, and accordingly, consumers are influenced by different factors when purchasing a particular product. Businesses need to know their customers' needs and behaviors better, be informed and make realistic estimates are important elements in developing successful strategies that will increase their competitiveness. This is also due to a good analysis of the consumer behavior and the factors affecting consumer behavior, as well as the ability of sustainable profit-making businesses to adapt to their environment and predict changes in their environment. It is inevitable for businesses to take into account the cultural, social, psychological and personal circumstances of the consumer in order to be able to influence their consumer behavior and cope with intense competition. This research was designed to reveal the findings obtained from the analysis of primary data on 389 people in Antalya province and to develop a solution proposal to demonstrate whether the socio-demographic characteristics of the consumers (sex, age, education, profession and income) have an effect on fruit juice consumption . It can be said that the obtained data is sufficient to make statistical evaluation. Hypotheses were possible to test because the data are derived from a large consumer population. According to Chi-square test results obtained in the study, a significant difference was found in the relationships between gender and fruit juice consumption at 5% (p = 0.05), between education and fruit juice consumption, between household width and fruit juice consumption, between maternal child and fruit juice consumption. It was also found that there was a significant relationship between monthly household income and fruit juice consumption at the level of significance of 5% (p = 0.05). On the other hand, 10% (p = 0.10) significant level of fruit juice consumption and household life status were found to be significant. There was no significant relationship between juice consumption and age at both 5% (p = 0.05) significance level and 10% (p = 0.10) significance level. In addition, there was no significant correlation between juice consumption and age groups, between juice consumption and household life status, and between juice consumption and monthly household income at 5% (p = 0.05) significance level. As a result, in order to increase the consumption of fruit juice products, informative campaigns should be organized under the leadership of sector representatives or civil society organizations to raise awareness of consumers of all ages. Social and cultural, demographic and psychological factors influence the purchasing behavior of a consumer. Demographic characteristics of consumers are age, marital status, education, occupation, gender and income status. It is assumed that there is a relationship between these demographic characteristics and the purchasing decision. In part, this information has been conclusively proven in this study. Therefore, the role of socio-demographic variables in purchasing behaviors for marketing research should be examined in depth. Product and product concepts should be evaluated on a case by case basis. The same can also be done on a wider range of consumer groups across the country. It can be included not only the demographic characteristics of the consumers but also the psychological and psycho-social factors affect the buying behavior.

1. ***Sorumlu Yazar: Zehra (Işık) ÇALIŞKAN, Nevşehir Hacı Bektaş Veli Üniversitesi, Semra ve Vefa Küçük Sağlık Yüksekokulu, Nevşehir / Türkiye, zcaliskan26@gmail.com, Geliş Tarihi / Received: 02.01.2017 Düzeltme Tarihi / Revision: 30.03.2017 Kabul Tarihi/ Accepted: 12.04.2017 Makalenin Türü: Type of article (Araştırma ve Uygulama / Research and Application) Çıkar Çatışması / Conflict of Interest: Yok / None “Etik Kurul Raporu Var – (Nevşehir Hacı Bektaş Üniversitesi Etik Kurul Sayı: 84902927 Tarih: 20.06.2014 Sağlık Bakanlığı Türkiye Kamu Hastaneleri Kurumu Sayı: 69586531/4474 Tarih: 18.04.2014 bilgileri ile izinleri alınmıştır.)*** [↑](#footnote-ref-1)
2. <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=21522> [↑](#footnote-ref-2)