**EXAMINATION OF THE CONSUMPTION TENDENCIES OF FISHERY PRODUCTS IN ÇANAKKALE FROM THE SOCIAL, ECONOMIC AND ENVIRONMENTAL PERSPECTIVES**

Water resources have a very important potential at meeting the increasing food requirements of the world. More than 20,000 species of fish, crustaceans, marine animals and cetaceans live in the world's waters today, and about 250 of these species are variously involved in the human diet. Therefore, the fishery sector provides important contributions to the country's economy at macro and micro levels in terms of food security, balanced nutrition of the people, employment creation and foreign trade.

Considering their health benefits, fisheries, especially fish, become an important food item. Although their health benefits are known, the consumption of fishery products in Çanakkale, which is a coastal city with the potential of fisheries, remains below the world's average consumption level. Looking at previous similar studies, it is seen that although the consumption rate of Çanakkale fishery products is higher than the average of Turkey and many other provinces in Turkey, it is lower than the world average. The low level of this rate and the determination of the economic, social and environmental factors that cause this situation are extremely important in terms of producing effective policies. With current figures, the annual per capita consumption of fishery products is 6.3 kilograms in Turkey and 20.5 kilograms in the world. This figure was calculated as 16.0 kg/year in Çanakkale.

Although the role of consumer habits and tendencies in the consumption of fishery products is important, the extinction of many species due to the global climate crisis and other environmental factors, the decrease in supply and the constant increase in prices affect per capita consumption negatively. In this study, it is aimed to examine the fisheries consumption trends in Çanakkale in terms of social, economic and environmental aspects. In the research, the environmental sensitivity of the consumers of fishery products and the factors affecting this sensitivity were analyzed. In addition, the effects of pandemic and environmental problems such as Covid 19 and the mucilage problem on consumption were examined.

The primary data of the research consists of the questionnaires made with 272 consumers selected with the proportional sampling method at 5% and 90% confidence intervals. Statistics published by relevant institutions and organizations and previous studies are secondary data. Analysis results were interpreted with descriptive statistics, chi-square tests and regression analysis. Research findings reveal that there is a high level of the consumption consciousness of fishery products in Çanakkale, and behaviors such as fishing ban, fish size, and protection of the ecological system vary according to education, age and income structure.

**Keywords:** Fishery products, consumer tendencies, environmental consciousness, Çanakkale