Taylor & Francis
Online

Journal of International Food & Agribusiness Marketing ›
Volume 30, 2018 - Issue 1

541 Views | 24 CrossRef citations to date | 0 Altmetric

Original Articles

Mushroom Consumption Behavior and Influencing Factors in a Sample of the Portuguese Population

Elisa Boin & João Nunes

Pages 35-48 | Published online: 02 Nov 2017

Cite this article https://doi.org/10.1080/08974438.2017.1382420 Check for updates

Sample our Environment & Agriculture Journals
>> Sign in here to start your access to the latest two volumes for 14 days

ABSTRACT

Although mushroom consumption is a trend due to new eating habits, little investigation on the influencing factors is available. Therefore, a study was carried out with 925 subjects from Portugal: socio-demographic and mushroom consumption data were collected, namely overall frequency of consumption, consumption by type (canned, fresh, dried or frozen) and by species (five cultivated and four wild mushrooms). Results were analyzed by descriptive analysis and ordered logistic regression. In general, mushroom consumption was high (81.9%), where canned mushrooms were more consumed than fresh, and dried/frozen were scarcely consumed. Subjects with higher education consumed mushrooms more frequently, as women were more likely to consume mushrooms and age was positively associated

with frequency of consumption. Household size, educational level, and gender were the factors that influenced most consumption. This study presents a background on mushroom consumption and socio-demographic influencing factors, as a pillar for further behavioral studies on this subject.

KEYWORDS:

Consumer behavior | influencing factors | mushroom consumption | socio-demographics

Additional information

Funding

The authors would like to thank COMPETE/QREN/EU for the financial support (Research Project “Value MicotecTruf” 24845/2012).

Related research

People also read | Recommended articles | Cited by 24

Consumption Trends of Edible Mushrooms in Developing Countries: The Case of Mexico

Yesica Mayett PhD et al.
Journal of International Food & Agribusiness Marketing
Published online: 8 Sep 2008

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

Help and information

- Help and contact
- Newsroom
- All journals
- Books

Keep up to date

Register to receive personalised research and resources by email

Sign me up

Copyright © 2026 Informa UK Limited Privacy policy

Cookies Terms & conditions Accessibility

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG