

Abstract

The objectives of the study on the perceptions of different honey varieties produced in Transylvania originate in the assumption that in the region under study there is a great diversity of honey varieties, but there are not significantly promoted so that they are known and purchased by consumers. The research was conducted using the sociological survey and a number of 1449 questionnaires was applied, both in urban and rural areas. The results show that the most popular honey among consumers in the North West Region is the acacia honey, followed by polyfloral honey and linden honey. The least purchased varieties (and hence less consumed) are honeydew and *calluna vulgaris* honey. A deeper analysis of the most purchased types of honey leads to the following conclusion: honey is bought by persons with higher education or by those with high occupational status, and also by the median age category (26-50 years old). The quantitative results of the study were completed by a sensory analysis based on the use of the certain varieties of honey (acacia, linden, sunflower, honeydew and mountain flowers). The results show that the more rare varieties (honeydew and mountain flowers) are actually very pleasant for consumers, but are little known.

Key words: consumer, types of honey, preferences