

ORIGINAL ARTICLE

**EXPLORING THE CONSUMERS' ATTITUDE TOWARDS
HONEY IN PRESIDENCY DIVISION, WEST BENGAL: A
SURVEY BASED STUDY**

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ABSTRACT

Honey is valued as a natural sweetener, health tonic and medicinal agent in India from ancient time. The Presidency Division of West Bengal (includes the districts of Kolkata, North and South 24 Parganas, Howrah, and Hooghly) is a key region for apiaries and honey production. This study presents the findings of a survey, exploring the attitudes toward honey, among the population (n = 360, age > 18 years; male = 166, female = 194) in the stated area. The awareness survey was conducted in June 2025, primarily through students participating in an internship programme on sustainable honey farming at Narasinha Dutt College, Howrah, West Bengal. The study revealed that most respondents (80%) learned about the use of honey from family culture, while 15% became aware through literature and 25% through media. It was observed that only 14% of the study population preferred honey from local sources, whereas the remaining 86% purchased branded honey available in the market at varying prices. About one-fourth of the population recommended honey primarily as a simple sweetener, 40% supported its medicinal use, 35% recognized its antioxidant properties and 15% associated it with cosmetic applications.

Most of the respondents were unaware of the usefulness of beehive by-products such as royal jelly, propolis, bee pollen, and bee venom. In laboratory, honey samples from authenticated geographical origin elicited different amount of pollen sediments, confirming the floral sources. However, the commercial honey sample tested in this case, showed no evidence of pollen sediment, indicating the possibility of adulteration. Thirty percent of the population has the opinion to check the adulteration and increase the nutritional value of honey. This preliminary study revealed the consumers attitude about honey from the study area for the first time.

Keywords: Honey, consumers attitude, awareness survey, Presidency Division, West Bengal.