

COMPARISON OF OLIVE OIL CONSUMERS BETWEEN SPAIN AND PORTUGAL

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Abstract

Olive oil is an agricultural product produced mainly in the countries of the Mediterranean basin and is part of the so-called Mediterranean Diet [1]. Olive oil consumption is growing due to more informed consumers seeking the health benefits of olive oil, in addition to the search for healthier foods. The health benefits of olive oil are well known [2,3] leading to increased olive oil consumption across Europe.

This study aims to analyse consumer preferences in the Iberian Peninsula by comparing, within the European Union, the country with the highest olive oil production with the country with the lowest production.

Based on a survey of 376 people in both Spain and Portugal, we analyse the differences in relation to the relationship with olive oil, purchasing attitudes and the most and least important factors. It is observed that there are differences in price perception and willingness to pay between the two countries. When Best-worst scaling is used [4,5], the differences are found with respect to brand name.

These results have managerial implications when designing and developing marketing strategies in the olive oil sector in one country as well as in another.

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