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CONSUMER MOTIVES AND BARRIERS TOWARDS OLIVE OIL

SUMMARY

This paper analyses the motives for and barriers to the consumption of olive oil in Montenegro. The structure of respondents' attitudes was analysed using a survey questionnaire with questions focused on consumers' attitudes towards olive oil. The obtained results were statistically processed using descriptive statistics and SPSS software. The results of the survey revealed a correlation between age and frequency of olive oil consumption. Based on the revealed habits and low olive oil consumption, there is a need for additional education on the importance of consumption and its health benefits and nutritional value. To improve the consumption of domestic olive oil, respondents emphasised the need for more affordable prices and better marketing.

Keywords: Motives, Barriers, Consumer, Olive oil, SPSS

INTRODUCTION

Based on numerous research activities, olive oil and extra-virgin olive oil (EVO) have proven to be an indispensable element in the Mediterranean diet and olives are among the leading crops in this and the broader region. The focus of research of numerous scientists was income and cultivated area (Pupo D'Andrea, 2007; Marchini et al. 2010; Teresa Del Giudice et al, 2015). For the purposes of this work, literature concerning consumer behaviour was analysed depending on their attitudes towards the particular characteristics of olive oil consumption. The period from 2001 to December 2019 was selected. Numerous databases were used, including: Thomson Reuters (ISI) Web of Knowledge; Scopus et al. Methodological approach was used to select the papers predominantly analysing consumer preferences, motives and barriers. Particular emphasis was laid on the effect of the various attributes for the preferred product (Jiménez-Guerrero et al. 2012; Mtimet et al. 2008, 2011, 2013; Di Vita et al. 2013; Sillani et al. 2014).

The attributes analysed for the needs of this paper included analysis of the papers addressing the Geographical origin (Del Giudice and D'Elia 2001, S.Dekhili et al. 2005, 2011; Cicia et al. 2012; Aprile et al. 2012; Piccolo et al. 2013; Panico et al. 2015, Moric et all 2017), Brand (Baourakis and Baltas 2003; Cicia et al. 2005; Bracco et al. 2009; Dekhili and d'Hauteville 2009;

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Gázquez-Abad and Sánchez-Pérez 2009; Joel Espejel et al. 2009; Jiménez-Guerrero et al. 2012) and Price (Lazaridis 2004; Mtimet et al. 2014, Gázquez-Abad and Sánchez-Pérez 2009, Carlucci et al. 2014, Cicia et al.2002; Martínez et al. 2002; Scarpa and Del Giudice 2004, Cicia and Perla 2000).

MATERIAL AND METHODS

For the purpose of this paper, the survey was conducted in the following municipalities: Podgorica, Danilovgrad, Bar, Ulcinj, Budva, Kotor, Herceg Novi, Tivat. The questionnaire was divided into two parts: the first part consists of a set of questions concerning the descriptive statistics for sociodemographic indicators, while the second part includes questions concerning the economic aspect of consumers to olive oil products.

The poll was conducted in late December 2018. It was carried out by trained survey takers. The survey included students - respondents above 18 years of age. On a sample N=129 respondents, metric properties of the scale were assessed. The scale reliability is high. Results obtained were analysed and statistically processed using the descriptive statistics methods and SPSS program.

RESULTS AND DISCUSSION

The obtained results of the survey concerning the sociodemographic indicators, household incomes and so on show as statistically significant a group of respondents of 45.4% who consume olive oil daily and once a month. The dominant participation of the respondents is with high school and three household members, whose monthly income ranged from € 401 to € 600. (table 1).

As the main reason for non-consumption of olive oil, apart from the high price the taste, smell, lack of habit or achieved saturation level were particularly highlighted. Quality and price are the most important factors in the process of making a decision on buying olive oil. Almost 2/3 respondents pay particular attention to the brand, while the most frequently bought packaging was 0.75l. Approximately 40% of respondents consider marketing communication to be important and partly important, while 2/3 prefer extra virgin olive oil and virgin olive oil (table 2).

In the buying process, the most significant sales channels are supermarket (38.4%) and direct purchase from the manufacturer (30.4%). Home consumption applies to 80% of the total number of respondents. In terms of price levels at the domestic market, more than 60% believe that prices are high and play a significant role in the buying process, but also that the domestic supply of olive oil is satisfactory. Special emphasis was laid on domestic olive oil. The most represented of the foreign countries are Greece and Spain. Quality is one of the main reasons for buying foreign oil.

Respondents agree with the assertion in most cases, and also, on average, they provided similar answers. Analysis of the results obtained implies also the examination of the correlation between certain questions.

Table 1. Descriptive statistics for sociodemographic indicators, education level, household income

Sex of olive oil purchaser, n (%)	
Male	66 (51.2)
Female	63 (48.8)
Age of main olive oil purchaser (years), mean (SD), median	46 (1.341) 2.83
Education level of main ollive oil purchaser, n (%)	
Bachelor degree or higher	24 (18.6)
Diploma	31 (24.0)
Vocational	69 (53.5)
No post-school qualification	6 (3.9)
Household places, n (%)	
Rural	84 (65.1)
Urban	22 (17.1)
Peri urban	23 (17.8)
Number of household members	
1	5 (3.9)
2	10 (7.8)
3	43 (33.3)
4	34 (26.4)
5	27 (20.9)
More than 5	10 (7.8)
Household income (EUR €), n (%)	
to 200 eur	14 (11.0)
From 201 to 400 eur	33 (26.0)
From 401 to 600 eur	42 (33.1)
From 601 to 800 eur	25 (19.7)
From 800 to 1000 eur	5 (3.9)
More than 1000 eur	8 (6.3)
How often do you consume ollive oil?	
Daily	34 (26.6)
Once a month	24 (18.8)
2-3 times a week	31 (24.2)
1-3 times a month	21 (16.4)
I dont consume ollive	18 (14.1)

SD – standard deviation.

Table 2. Descriptive statistics for economic aspect of consumers to olive oil products.

Why not consume ollive oil? a) High price 12 (19.4) b) Health reasons9 (14.5) c) Other41 (66.1) Which factor has a dominant influence when buying olive oil? a)Quality 70 (56.0) b)Brand 8 (6.4) c)Price 24 (19.2) d)Packaging 7 (5,6) e)Pack size 1 (0.8) f)Producer 12 (9.5) g)Other factors 3 (2.4) Is Brand Important When Buying Olive Oil? a) extremely important (31) 24.6 b) very important (17) 13.5 c) moderately important (37) 29.4 d) neutral (20) 15.9 e) slightly important (1) 0.8 f) a little important (8) 6.3 g) is not important at all. (12) 9.5 What size of pack of olives do you use most often? a) 0.20 l (31) 24.6 b) 0.50 (17) 13.5 c) 0.75 l (37) 29.4 d) 1.00 l (20) 15.9 e) 2.00 l (1) 0.8 f) other (8) 6.3 Does economic propaganda have an impact? a) Yes (31) 24.6 b) Mostly (17) 13.5 c) No (37) 29.4 What types of olive oil do you prefer? a) Extra virgin (38) 30.0 b) Virgin (46) 37.4 c) Malsin oil lamps (12) 9.8 d) Refined olive oil (23) 18.7 e) Refined mixed with virgin (2) 1.6 f) Olive oil (2) 1.6	Where do you usually buy olive oil? a) hypermarket 31 (24.8) b) supermarket 48 (38.4) c) directly from the manufacturer 38 (30.4) d) other, where? 8 (6.4) Where do you usually consume olive oil? a) Restaurant 15 (12.0) b) the house 109 (87.2) c) other, where? 1 (0.8) Do you think that the price of olive oil in the domestic market is high? a) I totally agree 19 (15.0) b) I agree 58 (45.7) c) I have no opinion 35 (27.6) d) I disagree 11 (8.7) e) I disagree at all 4 (3.1) Does the level of retail prices play a role in buying olive oil? a) has no role 18 (14.3) b) has a role 78 (61.9) c) I don't know 30 (23.8) Is the domestic market supply of olive oil satisfactory? a) Very satisfactory 30 (23.6) b) Satisfactory 48 (37.8) c) I'm not sure 42 (33.1) d) Unsatisfactory 6 (4.7) e) Very unsatisfactory 1 (0.8) Which olive oil do you prefer? a) domestic 76 (61.8) b) foreign 22 (17.9) c) equally 25 (20.3)

Table 3. Correlations between 2 and 8.

		Q2	Q8
Q2	Pearson Correlation	1	-,289**
	Sig. (2-tailed)		0.001
	Sum of Squares and Cross-products	230.248	-68.289
	Covariance	1.799	-0.538
	N	129	128
Q8	Pearson Correlation	-,289**	1
	Sig. (2-tailed)	0.001	
	Sum of Squares and Cross-products	-68.289	243.430
	Covariance	-0.538	1.917
	N	128	128

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4. Correlations between 4 and 8.

		Q4	Q8
Q4	Pearson Correlation	1	-0.093
	Sig. (2-tailed)		0.294
	Sum of Squares and Cross-products	89.550	-13.766
	Covariance	0.700	-0.108
	N	129	128
Q8	Pearson Correlation	-0.093	1
	Sig. (2-tailed)	0.294	
	Sum of Squares and Cross-products	-13.766	243.430
	Covariance	-0.108	1.917
	N	128	128

In difference to the examination of the correlation between a larger number of questions, for example, questions No.4 and 8 or 7 and 8, a significant correlation was not established, while between questions 2 (Age of main olive oil purchaser) and 8 (How often do you consume olive oil?), the correlation was confirmed and was .289** (Table 3-5)

Table 5. Correlations between 7 and 8.

		Q_7	Q_8
Q7	Pearson Correlation	1	-0.027
	Sig. (2-tailed)		0.763
	Sum of Squares and Cross-products	205.969	-6.000
	Covariance	1.635	-0.048
	N	127	126
Q8	Pearson Correlation	-0.027	1
	Sig. (2-tailed)	0.763	
	Sum of Squares and Cross-products	-6.000	243.430
	Covariance	-0.048	1.917
	N	126	128

CONCLUSIONS

The analysis made and assessment of the motives and barriers to olive oil consumption using the SPSS software has not been used previously in the area analysed. The paper aimed to use this analysis to consider the main motives and attitudes of consumers from the socio-economic aspect.

The results obtained, as well as the analyses of organic and other products in Montenegro, showed positive consumer attitudes towards quality (56%) and price (19.2%) (Jovanovic et al., 2004, 2012, 2016, 2017).

When it comes to the brand, the responded stated that it was moderately (24.6%), or extremely important (29.4%) Baourakis and Baltas 2003; Cicia et al. 2005; Bracco et al. 2009; Dekhili and d'Hauteville 2009; Gázquez-Abad and Sánchez-Pérez 2009; Joel Espejel et al. 2009; Jiménez-Guerrero et al. 2012). With regard to packaging, sizes of 0.75 l (29.4%) and 0.2 l (24.6%) prevail. The opinions of the respondents about whether marketing communication has a significant impact on buying olive oil were divided- 35.4% of respondents found that it did not have an impact, while 34.6% considered it to have an impact.

The most favoured olive oils are extra virgin (30.9%) and virgin (37.4%) (Pupo D'Andrea, 2007; Marchini et al. 2010; Teresa Del Giudice et al, 2015). Supermarket (38.4%) and direct purchase from the manufacturer (30.4%) are the dominant sale channels for olive oil.

In most cases, the respondents consumed olive oil at home (87.2%) or in the restaurant (12%).

When asked whether the olive oil price at the domestic market was high, 45.7% agreed with the assertion, while 3.1% completely disagreed. With regard to the supply of olive oil at the domestic market, 37.8% of respondents found it satisfactory, while 33.1% stated they were not sure. Domestic olive oil and quality is preferred by 61.8% of respondents (Lazaridis 2004; Mtimet et al. 2014, Gázquez-Abad and Sánchez-Pérez 2009, Carlucci et al. 2014, Cicia et al.2002;

Martínez et al. 2002; Scarpa and Del Giudice 2004, Cicia and Perla 2000). Spanish and Italian oils (Arbeguino and Monini) prevail in the consumption of imported oils.Also further studies are needed to gather wider and deeper evidence of the effect of different technologies on odour and to calculate the economics of the use these technologies.

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