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Data Article

Q1 Survey data on consumer behaviour in olive oil markets: The role of product knowledge and brand credence

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ABSTRACT

This paper presents data conducted to analyse consumer behaviour in agri-food markets, where product differentiation failures occur, with the aim of disentangling the roles played by both consumer information and inferences made from informational stimuli. We thus examined consumer knowledge structures and brand credence related to attitudes towards a particular foodstuff and a product alternative, as well as the actual consumption of the foodstuff. To do so, the selected case study was the olive oil markets in Spain, given that products such as extra virgin olive oil (EVOO) and refined olive oil (ROO), that differ in terms of intrinsic features, become undifferentiated. The data of the observed variables were collected from 700 regular buyers from an online panel at the household level in southern Spain. The data were processed using both Excel for checking, cleaning and descriptive purposes and ADANCO 2.0 (Dijkstra and Henseler, 2015) [1] for performing the model estimations.

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Specifications Table

Subject area	<i>Agricultural Economics, Social Science</i>
More specific subject area	<i>Consumer behaviour</i>
Type of data	<i>Tables, text file</i>
How data was acquired	<i>Online survey</i>
Data format	<i>Analyzed</i>
Experimental factors	<i>Not applicable</i>
Experimental features	<i>Not applicable</i>
Data source location	<i>Big cities – more than 100,000 inhabitants – in the Andalusia region (Southern Spain)</i>
Data accessibility	<i>Data is confidential until the end of the administrative life of the research project</i>

Value of the data

- The data provide a framework about how to build different latent variables using both the composites and common factors paradigms of measurement.
- The data can help to check a theoretical model, which tries to shed light on why product differentiation strategies do not succeed in some agri-food markets.
- The data allow for making a first approximation of those specific factors influencing consumers' issues in discerning between product features.
- The data provide information about not only factors widely used in the literature of consumer behaviour such as attitude but also some innovative factors related to beliefs regarding a product alternative.
- Until these data, there was no specific information on olive oil markets that analyses, as product alternatives, both extra virgin olive oil (EVOO) and refined olive oil (ROO).

1. Data

The primary data were collected using a structured online questionnaire with the aim of assessing a theoretical model about consumer behaviour in agri-food markets with product differentiation failures. The case study was of olive oil markets in southern Spain. Spain is the top olive oil producer worldwide [2], and southern Spain produces 83% of total olive oil in Spain [3]. Consumption is the second largest worldwide with approximately 11.4 kilos per person per year in the 2013/2014 season [2]. There are two main types of olive oils: "extra virgin olive oil" (EVOO) and "olive oil", which is composed of refined olive oils and virgin olive oils (ROO). Both products differ significantly in terms of quality, composition and organoleptic properties, EVOO being the highest objective quality category. However, in Spain, ROO is the top-selling type of oil with a 60% market share [4], although the price gap between both has been, on average, around €0.35 kg⁻¹ since 2007/2008.

2. Experimental design, materials and methods

After the design of the theoretical model, the online questionnaire was structured into five sections in order to collect data about socioeconomic features and 26 observable variables, which were grouped into 8 latent variables. Those latent variables were (see Table 1) Consumption, Attitude towards the former product (EVOO), Attitude towards the product alternative (ROO), Actual knowledge, Self-perceived knowledge, Brand awareness/associations (to the product alternative, ROO), Brand perceived quality (to the product alternative, ROO), and Brand loyalty (to the product alternative, ROO). In this regard, the questionnaire began with general information about the study. After

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