Accepted Manuscript

Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets

Melania Salazar-Ordóñez, Macario Rodríguez-Entrena, Elena R. Cabrera, Jörg Henseler

PII: S0950-3293(18)30161-7
DOI: https://doi.org/10.1016/j.foodqual.2018.02.010
Reference: FQAP 3474

To appear in: Food Quality and Preference

Received Date: 19 August 2017
Revised Date: 21 February 2018
Accepted Date: 21 February 2018

Please cite this article as: Salazar-Ordóñez, M., Rodríguez-Entrena, M., Cabrera, E.R., Henseler, J., Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets, Food Quality and Preference (2018), doi: https://doi.org/10.1016/j.foodqual.2018.02.010

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.
Title: Survey data on consumer behaviour in the olive oil market: The role of product knowledge and brand credence

Authors: Melania Salazar-Ordóñez\textsuperscript{a,}\textsuperscript{*}, Macario Rodríguez-Entrena\textsuperscript{b}, Elena R. Cabrera\textsuperscript{c}, Jörg Henseler\textsuperscript{d}

Affiliations: \textsuperscript{a}Universidad Loyola Andalucía, Department of Economics, Córdoba, Spain; \textsuperscript{b}University of Córdoba, Department of Agricultural Economics, Córdoba, Spain; \textsuperscript{c}Institute of Agricultural Research and Training (IFAPA), Department of Agricultural Economics and Rural Studies, Córdoba, Spain; \textsuperscript{d}University of Twente, Department of Design, Production and Management, Enschede, The Netherlands.

Contact email: msalazar@uloyola.es (\textsuperscript{*}Corresponding author)

Acknowledgements
This work was supported by the INIA (National Institute of Agricultural Research) and MINECO (Ministerio de Economía y Competitividad) as well as by the European Union through the ERDF-European Regional Development Fund 2014–2020 “Programa Operativo de Crecimiento Inteligente” [research project RTA2013-00032-00-00 (MERCAOLI)].

Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets

ABSTRACT
This paper tries to shed light on a key question for different foodstuffs: why are product differentiation strategies far from successful in some agri-food markets? Undoubtedly, understanding consumer behaviour in situations where product differentiation failures occur is essential to resolving this issue. To that end, we built a theoretical model to analyse the roles played by both consumer information and inferences made from informational stimuli, given their potential relevance to the differentiation process. We thus examined consumer knowledge structures and brand credence related to attitudes toward a particular foodstuff and a product alternative, as well as the actual consumption of the foodstuff. The theoretical model was tested by an empirical application, using variance-based structural equation modelling (SEM) with the partial least squares (PLS) algorithm. Results showed that attitudes to both products explained the relative consumption of the foodstuff under study. In addition, product knowledge influenced consumers’ attitude towards the foodstuff and its consumption, but not the attitude towards the product alternative. On the contrary, the higher the brand equity of the product alternative, the better the attitude towards it. In addition, this factor was shown to have an impact on the attitude towards and consumption of the foodstuff. Therefore,
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات