A Quantitative Analysis of Olive Oil Market in the North – West Italy
Andrea MARCHINI, Francesco DIOTALLEVI, Linda FIORITI, Rossella PAMPANINI
Università degli Studi di Perugia
amarchin@unipg.it, francesco.diotallevi@unipg.it, linda.fioriti@unipg.it, rpampa@unipg.it

The problem of the competitiveness of the agricultural products has always animated the analyses of the agricultural economists. At the present, them competitive context is influenced from two phenomena of bottom: the progressive increase of the markets segmentation process, fed from the productive differentiation of the enterprises, and the crescent communicative weight of the products in the shelves of the GDO, exalted from the policies of merchandising feeding. Such phenomena feed complex competitive interdependences between the various trade categories and between the various brands inside of the category.

The extravirgin olive oil, in virtue of the maturity level of its market, shows several peculiarities: it is introduced as a system burdened from secular problems of structural type that need of able participations to give back to force and competitiveness, in this moment that the consumption, is assumed, could increase. In so far as, a provisional support on which is the levers in order to render own market the best regarding the competitors, finds a remarkable interest, especially with the parallel use of a recent source of information (scanner date).

The general objective of this contribution is that one to bring back the results of a study lead in the North - West zone of Italy relatively to the various elasticity regarding the price of determined olive oil producers and to estimate empirically a question system. Moreover an example of the scanner data applicability is showed. The all focused towards the empiric definition of the critical variables for the question of the trade category of extravirgin olive oil. It’s obvious that this study wants to supply some operating instruments in order to assume the strategies focused on a precise market.

In order to experiment the analysis methodology, it is proceeded to the data base construction of the data of sale bought from IRI InfoScan. They can be elaborated on the based of the proposed methodology, because they give a lot of data about wide consumption products at the level of single point sale.

In order to proceed to the operating application, has been selected a champion of points sale to in the area North – West Italian and has been characterized the main producers based on the sales. After which, five groups are selected from the market actors and, for every group, it has been constructed the equation of the demand system, second the Almost Ideal Demand System theoretical procedure.

To this point, thanks to the software TSP 5.0 support, computer science support of software TSP, the elaboration of the question system has run.

The result of this study are numerous. In the first instance, this concern to the analysis methodology, to its future potentialities and to the limits that it evidences in the present state of the art, in which are very few the specific studies on the olive oil Italian market. Moreover, the combined use of software TSP 5.0 and the immense information deriving from the type of data on hand, allows reaching to a synthesis of the characteristics of the single competitors characterizing of the distinctive variables.

At last, the study has produced results relative at the Italian market of the quality oils with relative information at the level of every single producer, supplying useful indication for the organization of new business strategies.