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**DO E-COMMERCE STRATEGIES INFLUENCE ON-LINE
EXTRA-VIRGIN OLIVE OIL PRICE? A LITERATURE
REVIEW**

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Abstract

The olive oil consumption has increased in recent years. There are new areas of consumption since olive oil reputation is extent outside the border of traditional consumer countries. That is mainly due to a growing consumer awareness about positive effects of olive oil on health. For example, different studies show that Mediterranean diet can prevent diseases such as diabetes, it reduces the risk of heart problems, disability and several types of cancer. Italy is one of the most renowned countries for olive oil production that is not just because of olive oil quality but also for the large production capacity, olive groves in Italy are more than 900.000, with an area of 1.1 million hectares. For all these reasons, in this study we focus on the Italian market. This food is well suited for a short supply chains as Electronic commerce (e-commerce), that may be an opportunity for small firms to emerge from a market governed by Mass Retail Channel. We have decided to analyze this sales channel because of the worldwide adoption of the internet: in 2015, global e-commerce trade will increase by 20.9%, with a number of total sales equal to 1,600 billion dollars. E-commerce optimizes the communication between producers and customers, this could help those producers who have difficulty to communicate the added value of their product, placed on the market at higher prices. However, not all producers could start selling product online because of some barriers, for example: cost of maintaining a website, human resources with information technology skills, financial resources and so on. In this study, profitable marketing strategies for online sellers were proposed. The olive oil data was collected from several Websites. We investigate the main extrinsic and intrinsic quality attributes (country of origin, oil extraction method, cultivar composition, packaging, organic certification, Geographical Indications, taste and so on) and services on websites (customer cumulative ratings, payment's methods, fast shipping, site in different languages, website design, etc.) that affects extra-virgin olive oil price. The findings in this study suggest building trust and confidence is essential in online trading, by minimizing the risk connected with e-payment transaction. This research may have interesting application for e-tailers intending to sell their products abroad, thanks to the worldwide adoption of the internet.

Keywords : olive oil e-commerce review