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Nota di contenuto	Food choice research. Aspects influencing olive-oil consumer choice.
Sommario/riassunto	Olive oil is an important component in the food system in most European markets. Moreover, its consumption is gaining interest among consumers, particularly in northern Europe, the U.S. and Canada. As a consequence of this increasing consumption it is fundamental to analyse the main factors influencing consumers' olive-oil choices for both brands and retailers to be able to compete more efficiently and satisfy consumer needs more closely. In this respect, factors such as culture or habits affect many aspects of consumer behaviour such as the structure of consumption, individual decision-making and communication about the product.