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研究課題名(和文) Effect of health consciousness on the consumption of olive oil in Japan using an experimental auction approach

研究課題名(英文) Effect of health consciousness on the consumption of olive oil in Japan using an experimental auction approach

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研究成果の概要(和文)：本研究の目的は、日本におけるオリーブオイルの消費に及ぼす健康意識の影響を評価することである。そのために、参加者を6人から9人のグループに分け、2ラウンドのオークションの実験が行われました。この2つのラウンドの間に、参加者はオリーブオイルの健康効果に関する情報を得ました。その結果、オリーブオイルの効能をよく理解している参加者の方が、オリーブオイルに対する支払い意欲が高いことがわかりました。これは、比較的若い世代でも、将来の病気を予防したいという健康志向が高まっていることを示唆しています。

研究成果の学術的意義や社会的意義

I demonstrated to what extent participants retained factual knowledge (image/ Knowledge/ Evidence) then I clarified how the difference in cognitive level affects the willingness to pay for olive oil. Research on Olive oil in Japan is very limited making this study's theme unique and new.

研究成果の概要(英文)：The objective of this study was to assess the effects of health consciousness on consumption of olive oil in Japan. To do so, an experimental auction was conducted where participants were divided into several groups ranging from 6 to 9 people. The process of the experiment started with an explanation on how the auction works followed by a practice round to get the participants to fully understand the auction mechanism. once the practice round was over, the participants took a quiz to assess their understanding of the auction and finally the actual auctions were conducted. Inbetween the 2 rounds, the participants were given information on the health benefits of the olive oil. The results of this research showed that participants with better understanding of the benefits of olive oil had a higher willingness to pay for it. This suggests that even relatively young people are becoming more health conscious, wanting to prevent diseases in the future.

研究分野：Consumer behavior

キーワード：Consumer behavior Olive oil Experimental auction willingness to pay

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## 1 . 研究開始当初の背景

In the last two decades, consumption of olive oil in Japan has tremendously increased, showing an increasing interest of Japanese consumers in the Mediterranean diet. Olive oil market in Japan has been expanding due to dietary and health concerns.

Canavari et al., (2019) has reviewed in detail how to run an experimental auction. This method is used to elicit, as accurately as possible, the WTP of consumers. My et a., (2018) has used the experimental auctions to elicit consumers' WTP for sustainably produced rice in Vietnam. The results show that consumers' willing to pay premium for this rice were more health-conscious and had a better knowledge and more trust in certified rice. In these recent years, consumers have become more and more concerned with their health (Kearney, 2010). Several studies have been conducted on the effect of health consciousness (Chen 2009; Mai and Hoffmann 2012; Ellison et al. 2013). These studies however didn't explore the effect of health-consciousness on the WTP.

## 2 . 研究の目的

The primary objective of this study was to assess the effects of health consciousness on consumption of olive oil in Japan. Another objective of this study was to assess the consumers' level of knowledge vis-à-vis olive oil and to evaluate how different levels of knowledge affect the willingness to pay for olive oil.

## 3 . 研究の方法

To find the effect of health consciousness, an experimental auction was conducted in Kyushu University where participants were divided into several groups ranging from 6 to 9 people. The process of the experiment started with an explanation on how the auction works followed by a practice round to get the participants to fully understand the auction mechanism. once the practice round was over, the participants took a quiz to assess their understanding of the auction and finally the actual auctions were conducted. In total 2 rounds of auction were conducted in-between which, the participants were given information on the health benefits of the olive oil. To assess the respondents' health consciousness a series of likert-scale type questions were included in the questionnaire. These questions ranged from food consumption behavior to their lifestyle.

The level of knowledge that participants had on olive oil was assessed through a questionnaire and was later divided into 4 groups: (1) No knowledge at all (do not know anything about the health benefits of olive oil), (2) knowledge and no evidence (know of the health benefits of olive oil but don't have any concrete evidence to back up that knowledge),

(3) no knowledge but have a certain image (think that olive oil is healthy through hearsay) and finally (4) knowledge and evidence (know of the health benefits of olive oil through scientific papers).

#### 4 . 研究成果

The preliminary results from this research indicated that health-conscious consumers would have a higher willingness to pay for olive oil. Additionally, this research showed that participants with better understanding of the benefits of olive oil had a higher willingness to pay for it. Indeed, consumers belonging to group 4 and 3 had a higher WTP than those belonging to group 1. Regarding the negative impact on WTP in the "dietary habits" item, it is thought that the more careful people are about their diet, the more likely they are to refrain from using oil in general. This suggests that even relatively young people are becoming more health conscious, wanting to prevent diseases in the future.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計0件

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

	氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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