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### Path Analysis for the Behavior of Traditional Olive Oil Consumer in Çanakkale

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This study has utilized two sets of 15 olive oil samples that were tasted by the same 50 regular olive oil consumers in Çanakkale to examine both consumer preference and consumer buying intention via applying path analysis. Data evaluation through the path analysis has proved that the causal relation between the L value and consumer preference was significant ( $p = 0.001$ ). Acidity had some negative effects; but was not statistically significant for the consumer preference. Similarly, in this study consumer buying intention was indicated to be affected mostly by the perceived flavor of oil samples ( $p = 0.022$ ). What is more, constructed models in this path helped to explain consumer preference and buying intention by 97.1% and 88.8%, respectively. The combined effect of acidity and the L value on consumer preference, and the combined effect of appearance and flavor on buying intention were highest among the other pairs. In general, the consumers were found very conscious about their choices, and would prefer and buy more limpid, less acid and more flavorful olive oils.

**Keywords:** [olive oil](#), [consumer](#), [traditional](#), [preference](#), [buying intention](#), [path analysis](#)

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