



Mis. 124 (Cooperation for the development of new products, processes and technologies in the agricultural and food industries, as well as in forestry) PSR 2007-2013 Sicily

Project "GAIA – innovative tool for economic efficiency of winemaking enterprises"

ANALYSIS OF INVESTIGATION ON THE POTENTIAL PURCHASE OF FOODSTUFFS IN SUPPLY CHAIN ON E-COMMERCE SITES

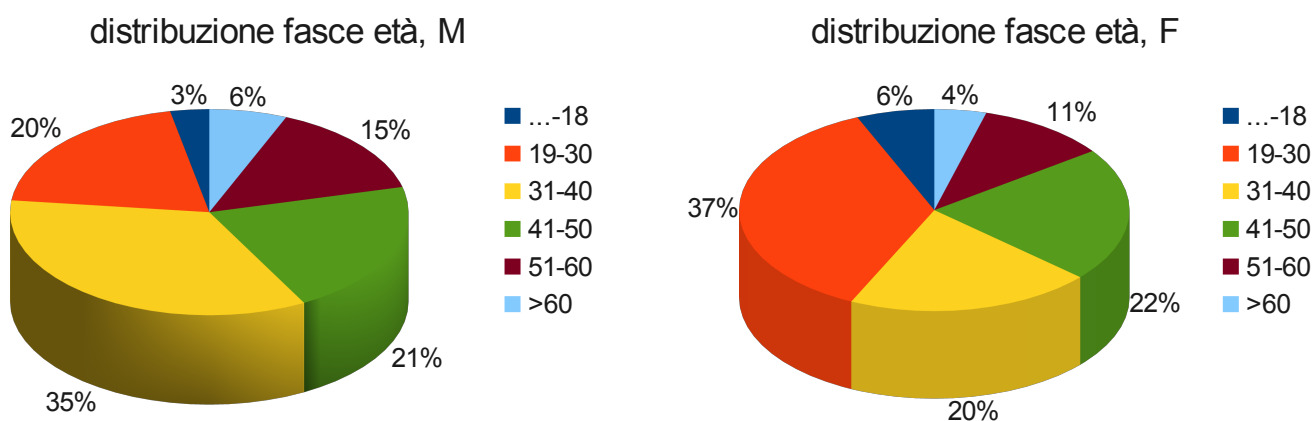
INTRODUCTION

The respondents are 188, equally distributed between males (M) and female (F), but it must be quickly made clear that these do not constitute a representative scientific sample of reality, neither on the numeric plane, nor on the methodological one. Nonetheless, they allow understanding behaviors, dynamics and interest on food in supply chain and on the e-commerce sites.

The given cards consists on 4 sections:

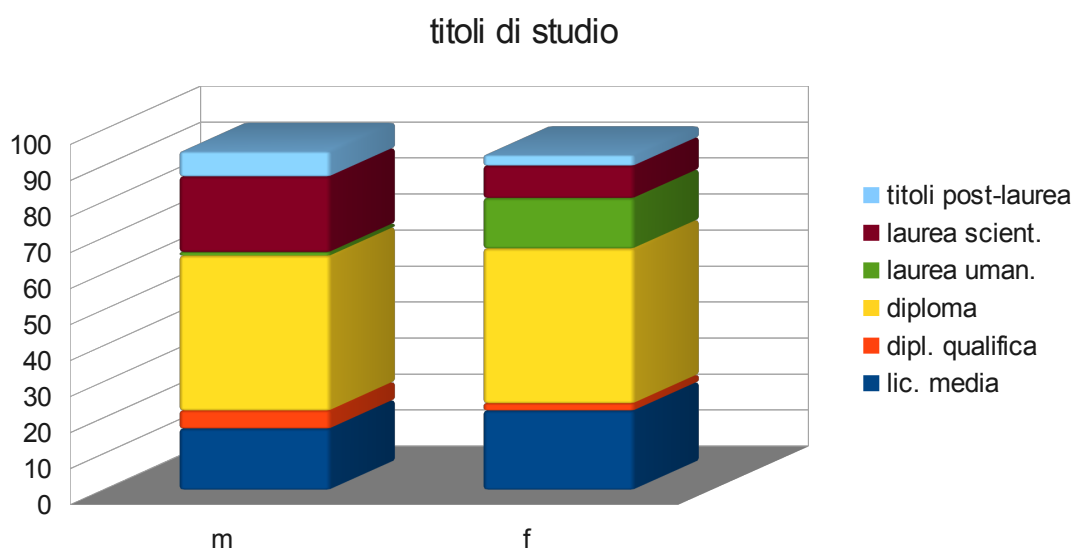
- 1 – identity record, general data, educational qualification, work activity
- 2 – confidence with IT
- 3 – confidence with selling in short supply
- 4 – confidence with e commerce

The distribution by age



Provided that the graph refers to 90 males and 90 females, it must be noted that the distribution for age groups in the two groups is significantly different. 3% males and 6% females represent the age group made up of people with less than 18 years. 20% males and 6% females represent the age group made up of people between 19 - 30 years. 35% males and 20% females constitute the age group made up of people between 31- 40 years. The only almost equal percentage in both sexes is in the age group made up of people between 41- 50 years (21% males and 20% females). All this confirms that the choice in the respondents was not made for parallels age groups between males and females, but relying in the case.

Distribution for educational qualifications



QUALIFICATIONS:
POST-GRADUATE QUALIFICATIONS
SCIENTIFIC DEGREE
HUMANITIES DEGREE
DIPLOMA
QUALIFICATION DIPLOMA
MIDDLE SCHOOL

The 9% of males has postgraduate degrees, while females with postgraduate degrees are just 4%.

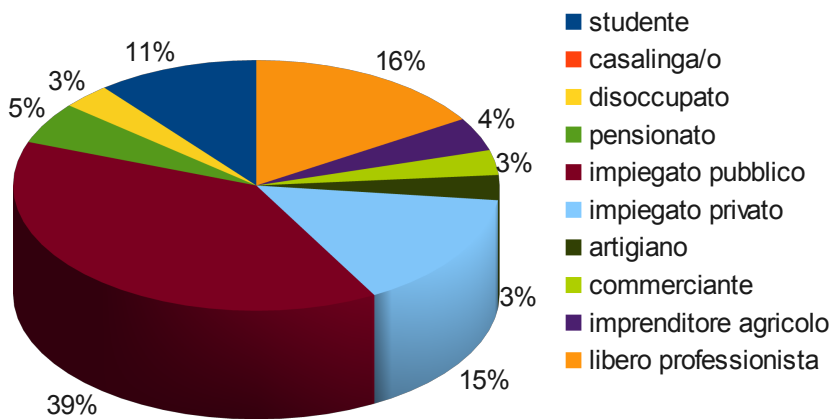
The holders of scientific degrees correspond for the 22 % to males and only the 9 % to females. The humanistic degrees, however, is owned only the by 2% of males and 22 % of females. These data suggest that males are more attracted by scientific subjects and females by humanistic ones. It should be considered however, that these data do not want to have any scientific value.

Those who own a primary school certificate are the most numerous group among both males (50 %) and females (48 %). This data, though not claiming to be a scientific data, is very close to reality. Those who have achieved the middle school diploma are the 15% of males and 23% of females, while graduates with specialization correspond to 5% males and 3% females.

It should be very interesting to meet the qualifications by age groups.

The activities of the respondents

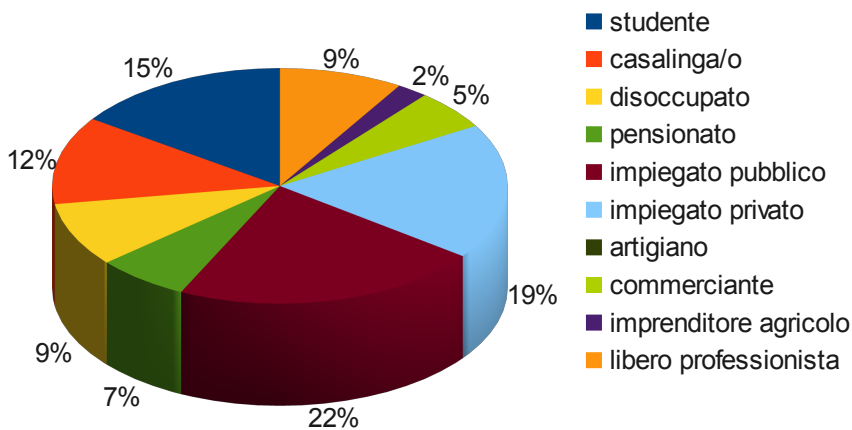
distribuzione attività, M



DISTRIBUTION BY JOBS, M:

STUDENT
HOSEWIFE
UNEMPLOYED
RETIRED
CIVIL SERVANT
PRIVATE EMPLOYEE
CRAFTSMAN
MERCHANT
FARMER
FREELANCER

distribuzione attività, F



DISTRIBUTION BY JOBS, F:

STUDENT
HOSEWIFE
UNEMPLOYED
RETIRED
CIVIL SERVANT
PRIVATE EMPLOYEE
CRAFTSMAN
MERCHANT
FARMER
FREELANCER

The two graph cakes represent the activities carried out by males and females irrespective of their age. We may deduce that only students are young people. For the rest we may compare the percentage of males and females engaged in many activities.

Public service is the most practiced activities by both males (39%) and females (22%). Private job follows with 15% males and 19% females. It should be emphasized that the 16% corresponds to male freelancers while the number of female freelancers is reduced to 9%.

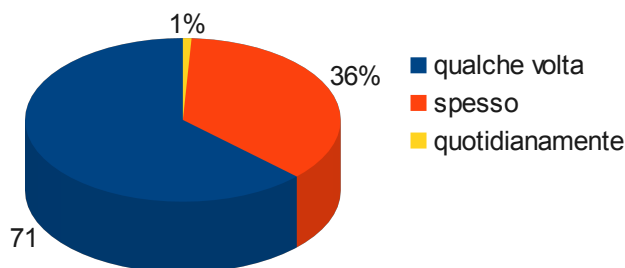
Among the unemployed, instead, just the 3% are males and 9% females. The 11% of males and 15% of females are students. Among men, there are no male housewives, while among women the 12% corresponds to housewives. Male artisans are the 4% and female artisans are 2%. Male agricultural entrepreneurs are the 3% and there are no females for this activity. There is no male housewife; instead, the 12% of the female respondents are housewives. Finally, unemployed males are 3% and unemployed females are 9%. The 5% are traders and 3% shopkeepers. Freelancers are 16% for males and 9% for females. Retirees constitute for 5% males and for 7% females. The greater presence of retiree's women is due to their increased longevity compared with men.

All these data lead to the conclusion that males are the main pillars of economically relevant activities and that women are committed to family life, beginning from the care of children. In fact women are engaged in work activities, little less than men, but in addition they have the load of family economy, management of the home and children, to which men are much less committed.

As for section 2 (confidence with information technology and particularly the internet and social networks), it is clear that almost all the respondents surf the Internet without particular distinction between males and females. So, for the internet users, there are practically the same previous distributions with regard to work activities and age groups, and it appears that approximately 32% of males and 30% of females graduated, the latter use more social networks (87%) than males (77%).

As for **section 3 (confidence with supply chain)**, 59% of respondents said they had purchased products in supply chain, with an equal distribution between males and females, with this purchase frequency:

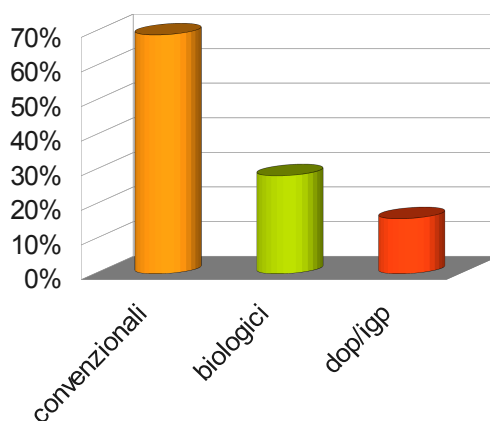
frequenza acquisto filiera corta



FREQUENCY OF PURCHASING IN SUPPLY CHAIN:
 SOMETIMES
 OFTEN
 DAILY

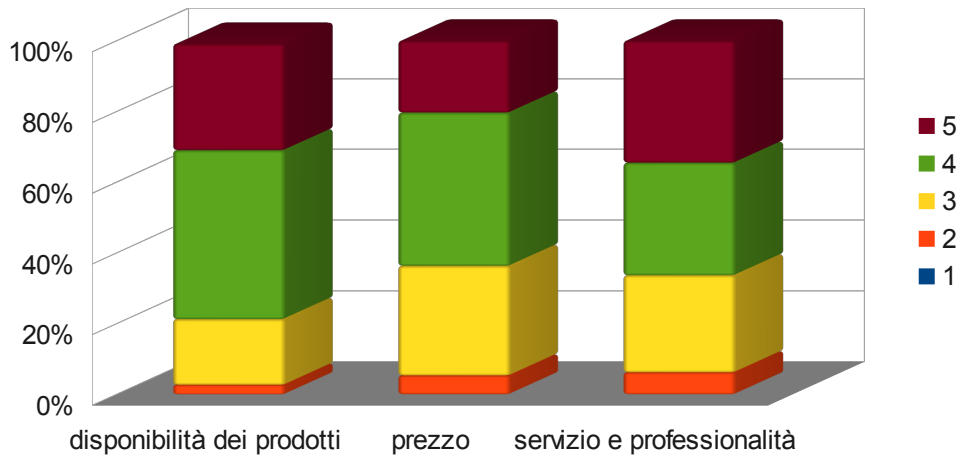
Among those who have bought into supply chain, the 71% declare to purchase by a trusted manufacturer the following types of products with the relative degrees of satisfaction from 1 (low) to 5 (high):

Tipologia prodotti acquistati in FC



TYPES OF PRODUCTS PURCHASED IN SUPPLY CHAIN:
 CONVENTIONAL PRODUCTS
 BIOLOGICAL PRODUCTS
 DOP/IGP PRODUCTS

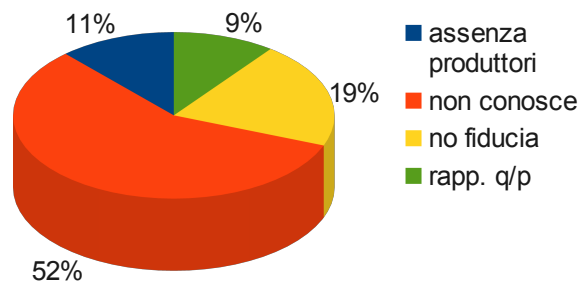
grado di soddisfazione acquisto in FC



DEGREE OF SATISFACTION OF PURCHASING IN SUPPLY CHAIN:
 PRODUCTS AVAILABILITY
 PRICE
 SERVICE AND PROFESSIONALISM

The remaining 41% of respondents who do not purchase in supply chain provide the following reasons:

motivazioni mancato acquisto FC

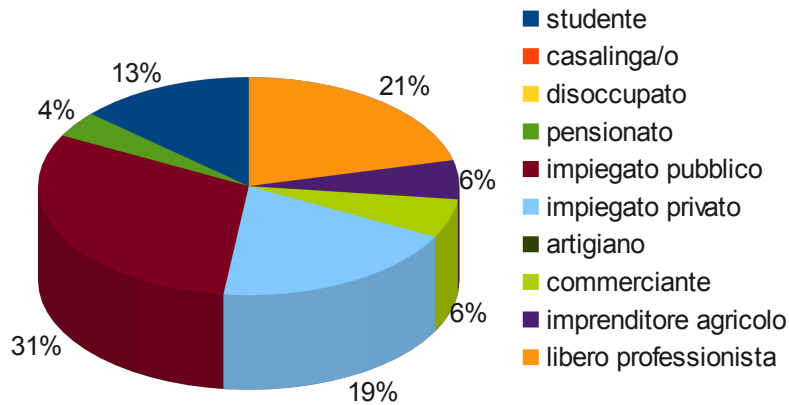


REASONS FOR NOT-PURCHASING IN SUPPLY CHAIN:
 PRODUCERS ABSENCE
 DO NOT KNOW
 LACK OF CONFIDENCE
 VALUE FOR MONEY

Although the main reason is the lack of knowledge, the 52% of respondents who do not purchase in supply chain claim not to be interested.

As for **section 4 (confidence in e-commerce)**, 56% of respondents declare to have purchased goods or services on the internet, with no differences between males and females, and to do so would seem to be a large proportion of graduates people (43% male, 40% female), with such employment distributions:

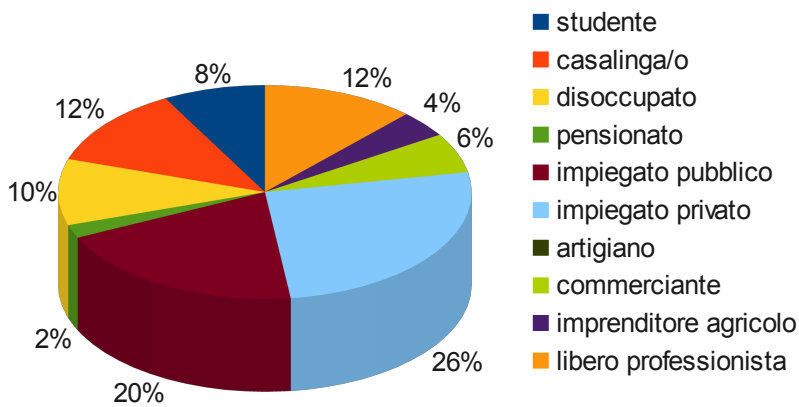
attività utenti e-commerce, maschi



E-COMMERCE USERS JOBS, MALES:

STUDENT
 HOSEWIFE
 UNEMPLOYED
 RETIRED
 CIVIL SERVANT
 PRIVATE EMPLOYEE
 CRAFTSMAN
 MERCHANT
 FARMER
 FREELANCER

attività utenti e-commerce, femmine

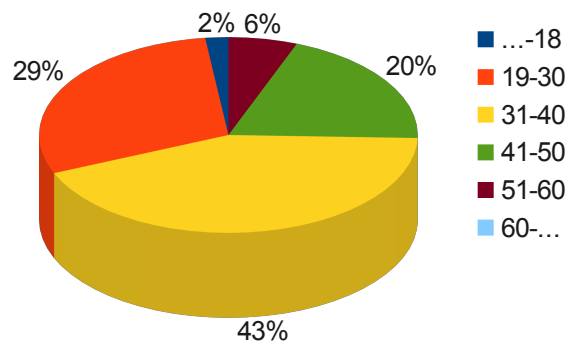


E-COMMERCE USERS JOBS, FEMALES:

STUDENT
 HOSEWIFE
 UNEMPLOYED
 RETIRED
 CIVIL SERVANT
 PRIVATE EMPLOYEE
 CRAFTSMAN
 MERCHANT
 FARMER
 FREELANCER

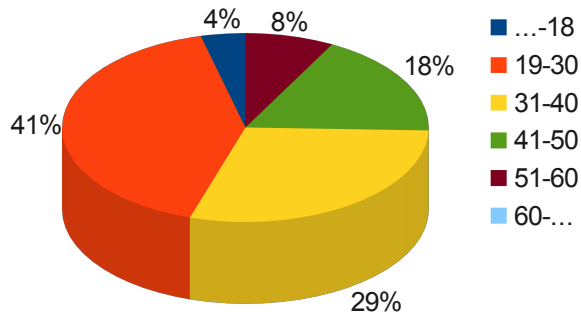
In terms of age groups:

utenti e-commerce per fasce età, M



E-COMMERCE USERS BY AGE GROUPS, M

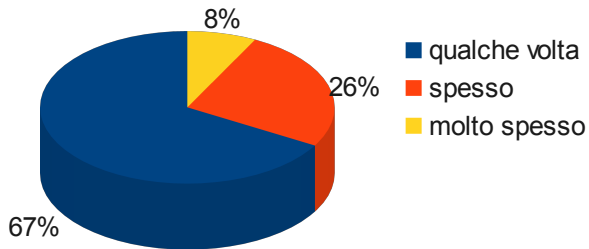
utenti e-commerce per fasce età, F



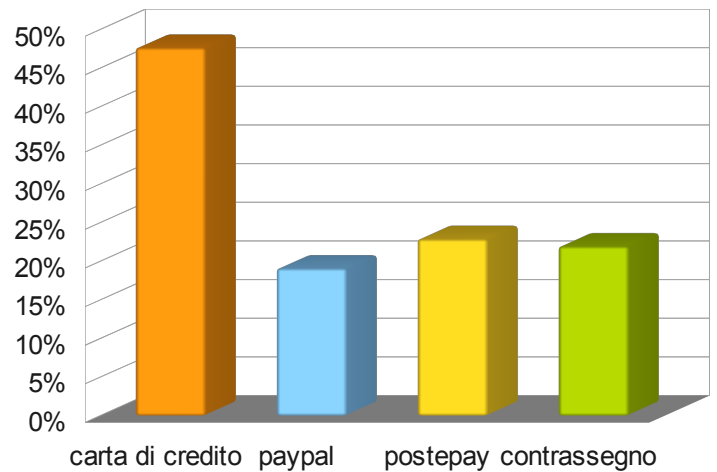
E-COMMERCE USERS BY AGE GROUPS, F

Online purchases are made with such levels of frequency and mode of payment:

Frequenza di acquisto e-commerce



Modalità di pagamento



FREQUENCY OF ONLINE PURCHASING:

SOMETIMES
OFTEN
VERY OFTEN

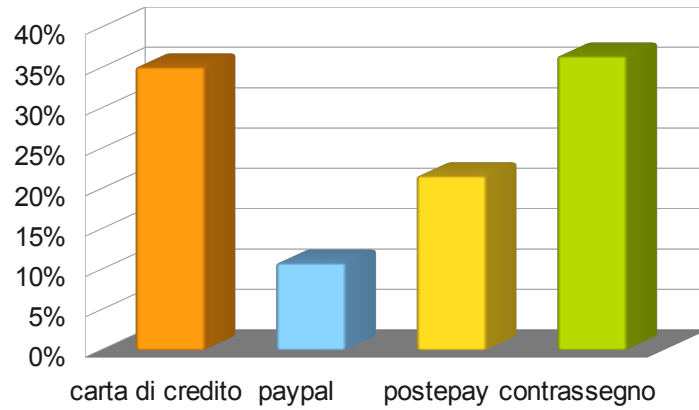
METHOD OF PAYMENT:

CREDIT CARD
PAYPAL
POSTEPAY
MARK

Only 6% of these people, however, have purchased products in supply chain online (FC) (apparently there is an **unexplored potential**), and 60% of people who have not purchased in FC **has no interest in doing it**.

The preferred method of payment to purchase in supply chain online would be:

modalità pagamento eventualmente scelta
(FC, e-commerce)



POSSIBLY CHOSEN METHOD OF PAYMENT (SUPPLY CHAIN, E-COMMERCE):
CREDIT CARD
PAYPAL
POSTEPAY
MARK

Finally, the 57% of people who have never bought on e-commerce sites, would be interested in doing so.