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THEME:

**ANALYSIS OF PREFERENCES OF CONSUMMATORS TOWARDS
MILK PRODUCTS AS DAILY PRODUCTS IN EACH FAMILY'S
ECONOMY**

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ABSTRACT

This paper work aims the analysis of consummators' preferences towards local milk products, as daily products in each family's economy. As a base of this study, was the study through data collection, being based on the direct method of interviews with consummators of milk and its products. Within the work methodology, for the compilation of the paper work, we were served with these methods: analysis method, comparison method, descriptive method and empirical method and were based on 669 interviews with consummators. Such sample number is closely conform to different studies in different countries for the preferences of consummators for different products. After all the interviews, results were registered based on the notes of the statistical program SPSS. Results of this study, show that the date of production and content of milk products were more important factors that showed attention to consummators when they buy milk and its products for consumption. Meanwhile the brand and origin of products were averagely important. Most visited places from consummators to buy milk products are: green market (18.83%), supermarkets (55.60%) and famer (10.12%). Undoubtedly, that the supermarket is the main point for supplying with milk and its products. Results show that the frequency of consummators to buy milk and its products are: each day, once in a week, twice in a month and once in a month are common possibilities for supplying. Meanwhile the alternative of supplying Kosovan families with milk and its products, every day, every two days, or twice in a week isn't common. Twice in a week is shown to be the most common period that consummators prefer to buy milk and its products. This indicator might be connected to the frequency of milk's consumption.

CONCLUSIONS AND RECOMMENDATIONS

In the genuine management of different business which aim to supply consummators with milk products in Kosovo, the behavior and assessment of consummators as the last chain of production up to consumption, is very important and should be given attention to it in the future.

Considering that the study of consummatory behavior during the supply with milk products is a new method of assessing the market in Kosovo, but very important in developed countries, so that our conclusions are closely conform to reality, must include other influential factors such as: safety of food, season of productions, wider geographical expansion, different social categories etc.

In general, variables and criteria for the evaluation of consummatory behavior during the supply with milk products such as: gender of consummator, his loyalty, quality of productions, price, habit of purchasing them, are good indicators that answer to the effect of consummatory behavior and can serve as a good barometer of market's orientation in the future.

As a result, taking into consideration all of these results, it can be said that the choice of criteria that would be conducted and registered for the comparison and evaluation of consummatory behavior, was mostly rights and with some progress in the future can be sued as a method for studying consummatory behavior for milk and its products.

The agricultural market of Kosovo, is actually poorly developed. Even though buyers and sellers know each other, they share less information and have almost no idea how to shorten the road to communication through the product among producers –marketing and last chain which is a consummator.

There is a small number of businesses that deal with producing milk products, none of them is led with the plan of studying the market and marketing, or have a bit of knowledge on what the milk consummators prefer in Kosovo. Except these circumstances, the milk sector was and still is an important economical activity for many businesses in Kosovo.

The poor competitive skill of farmers in Kosovo, as in the internal and external market, was conducted with the flood of the imports of milk and its products, that increases the necessity of the organization of all the pairs with interest (producers, compilers, owners of shops, institutions etc) to develop this industry with a higher density in the future.

Right now, about 50% of milk necessities and its products are fulfilled from the import, where from this import, there are exported considerable amounts of money for these products, which the majority of them can be produced in Kosovo.

Barriers in the milk sector in Kosovo happen because of late reforms in the agriculture of Kosovo, poor treatment of this sector, passiveness of enterprises after the privatization process,

legal competition in region, lack of identification of channels for sale in the EU countries, poor quality of products, lack of marketing.

Agreement for free trade (CEFTA) and Agreement for Stability and Association can be legal effective tools but in fact destined products for export have a lack of right certification.

The challenges in the milk sector in Kosovo represent main possibilities for stable development. Increase of competitive skill and increase of trade in local, regional and EU markets, all depend on the treatment of issues that deal with the quality of trade product standards with the efficiency of trade scale.

The consummatory behavior while buying or not buying milk and its products, comes as a result of the co-operation of many factors as physical, social, psychological and geographical relevance (rural or urban).

Analysis showed good results in the identification of more influential variables, that define behavior when consummators buy or don't buy milk and its products.

Some of the values of variables suggest on statistically sensitive changes in purchasing habits of the consummators of milk and its products in Kosovo.