

FACTORS INFLUENCING CONSUMERS' BEHAVIOUR FOR WINE AS AN IMPORTANT AGRO-FOOD PRODUCT IN KOSOVO

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Abstract

Consumer behaviour when consuming wine in Kosovo is a very complex and interesting process to be researched as well, which is attributed to every consumer who consumes wine as a product with increasing consumption by consumers. That's why our research aims to analyse the impact of factors on consumer behaviour in wine consumption, as an important agro-food product in Kosovo.

To achieve the objectives of the research and to validate the hypotheses, we have used the type of questionnaires adapted to face-to-face contact with wine consumers' at the place of purchase or during the tasting or consumption of wine. In this research were included in total 216 wine consumers in Kosovo (112 males and 104 females) of different age groups that were over 18 years of age (age groups: 18 - 25 years, 26 - 30 years, 31 - 40 years, 41 - 50 years, 51 - 60 years, and over 61 years), and different level of education, place of residence, number of family members, income, etc. The research was performed in 2021. Data processing was done through SPSS software.

Based on the results of the research, correlation analysis and ordinal regression, we claim that the most important socio-economic variables that explain the individual effects on wine purchase and consumption were taste, type, price and origin.

Also, based on the analysis of the ANOVA test, we conclude that consumer behaviour when consuming wine varies depending on the socio-economic and socio-demographic factors of consumers.

Key words: *Consumer behaviour, Wine, Influencing factors, Product, Agro-food.*