

FACTORS INFLUENCING CONSUMERS' BEHAVIOUR AND PURCHASE OF MILK AND DAIRY PRODUCTS IN THE GREEN MARKET OF KOSOVO

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Abstract

This study examines factors influencing consumers' behaviour and purchase of milk and dairy products in the green market of Kosovo (fresh milk, white cheese and cottage cheese). Our aim in this research was to identify the factors that influence consumer behaviour, the purchase of milk and dairy products in the green market, as well as the impact of socio-demographic factors on consumers when they buy and consume these products.

Therefore, we identified and analysed the impact factors such as price, quality and freshness of the product. Milk and dairy products are perceived differently by consumers using different types of criteria when they buy and consume these products. The research was conducted in five cities in Kosovo (Prishtina, Prizren, Peja, Gjilani and Mitrovica) with a total of 255 consumers of milk and dairy products and we have used the type of questionnaires adapted to face-to-face contact with consumers'. Gained data were analysed by qualitative, quantitative and comparative methods, while the level of significance of dependent and independent variables was compared with the Chi-square test.

The most important socio-economic and other variables explaining the individual effects on the purchase of milk and dairy products were price, quality and consumer trust ($P > 0.05$). Surprisingly, less importance was assigned to the packaging and processing of products. The reason for this difference might be that people selling dairy products in the market are small-scale farmers with fewer than 10 milking cows who mainly produce products for their household consumption, while product surpluses are offered seasonally in the green market.

Conclusions derived from the analysis can be used as a useful barometer for understanding green market orientation, food safety, relationships in the dairy production chain between producers (farmers) and processors (dairy processing units), future consumer demand and other stakeholders dealing with dairy products in Kosovo.

Key words: Consumers', Farmers, Milk and dairy products, Green market.