

AN ANALYSIS OF HOUSEHOLD CONSUMPTION OF DAIRY PRODUCTS

MSc. Alerta SHTEPANI, Prof. As. Dr Ana KAPAJ

Lecturer in the Department of Economics and Rural Development Policy

Faculty of Economy and Agribusiness

Agriculture University of Tirana, ALBANIA

ABSTRACT

Currently agriculture in Albania makes up about 25% of GDP (MoAFCP 2014). The dairy industry, and along with it the milk collection system, are still in the course of modernizing structures and technologies. As milk is a very important component of the Albanians diet, this study explores consumer preferences for milk in Albania and also tries to determine consumers types based on their preferences and socio-demographic factors. The milk industry and its marketers may benefit from this information by using it to strategically market their milk to different groups. Also, in this study we have to analyse the quantity of milk production, which is consumed in some of the most important cities of Albania. Considering that how the way of quality is subjective and what factors have impact on them, depended on the personality of the customer and the connection to the quality to the concept of health and how strong is the relationship between.

Keywords: Albania, milk, consumer preferences, market segmentation.