

EVALUATION OF THE WILLINGNESS OF FARMERS TO INVEST IN MILK PRODUCTION IN THE AREA OF KORÇA, ALBANIA

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ABSTRACT

Dairy product activity constitutes an awareness of a need or pleasure and assesses demand for information about the products of brands that can satisfy consumers' needs (A.Shtepani, 2017). This study explores farmers' willingness to invest in milk production from the perspective of the consumer. The agricultural sector continues to play a crucial role in development, especially in low-income countries where the sector is large both in terms of aggregate income and total labor force (Dethier, 2011). Based on the interview that we have done, we managed to point out the farmer's approaches to milk products, and the values that will convey this product to Albanian consumers. We conduct a face-to-face survey with farmers and specialists, to highlight the impact of farmers' investments in agricultural products as well as fulfilling the needs of Albanian consumers. The results show that Willingness to invest in milk depends negatively on obstacles to sales, positively on the improvement of investment factors, on the perception of the need to improve investment promotion factors, and on the perception of the current state of the business climate. We hope that this study serves as literature for future research.

Keywords: Milk Production, Willingness to pay, Farmers, invest, Korça City.