



**Factors influencing consumers behaviour for vegetable purchase in market
Prizren**

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Abstract

- ▶ The study was conducted in five municipalities of Kosovo. The results show that the vegetable products from tomato, pepper, cucumber, potato and cabbage are preferred to be consumed by almost all members of the Kosovo families with 100% of respondents.
- ▶ Consumption of processed vegetable products like pickles, ketchup and ajvar is accepted 100% by consumers. Super-markets and green markets are the favourite places for consumers when shopping for vegetable products.
- ▶ The main aim of our study was to investigate whether the consumption of vegetable products, is determined by the way of life of families and consumers, segmented by age, gender, occupation, income level, employment status, family size, etc. More than 3/4 of respondents stated that with the increase of their income, they are willing to spend more money to buy vegetable products. About 8/10 of consumers interviewed, have stated that they prefer vegetable products produced in Kosovo.
- ▶ During our study, as very important factors are shown: price, product quality and origin. Consumers pay greater attention to the production date and origin of the product.
- ▶ According to the results of the survey, consumers' participation in the purchase of vegetable products by gender was: males with 37%, both genders (female and male) participated with 2% and the participation of females in the purchase of products is 61%.

Introduction

The history of recent years in Kosovo is characterized by processes of transition from centrally-planned economy to an open market one.

Recently, with the aim of providing information as accurate as possible from different agricultural industries, consumer behaviour in Kosovo has been subject of several research studies. Many economies of different countries, do not give the deserved importance to consumer behaviour although this issue merits a special attention present the customer as the last but the most important component in the food chain. This is also one of the areas that will have a positive impact on the overall market balance in Kosovo as well as in the alignment with the standards and policies of the EU market.

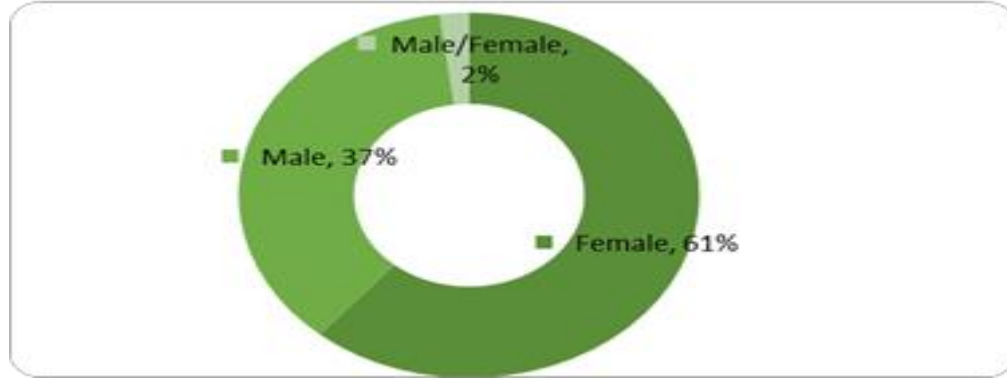
Regarding the customer behaviour towards different products, various authors in several studies (Viane and Verbeke, 1998; Chambers, 1983) indicate that there are significant differences between consumer behaviour in different countries.

- ▶ In the study of the relationship between the need for food intake and the rations consumed, especially by analysing the different socio-demographic groups; of particular importance is also to consider various effects of advertising (publicity, advertisements) from various companies; the study of socio-economic characteristics of consumers in terms of decision of choice during the supply of various food products, etc. (Istudor Nicolae & Pelau Corina 2011).
- ▶ Consumer behaviour is defined as an entity of action, attitude and decision regarding its use in order to ensure income to buy goods or services (Corina PELAU, 2012).

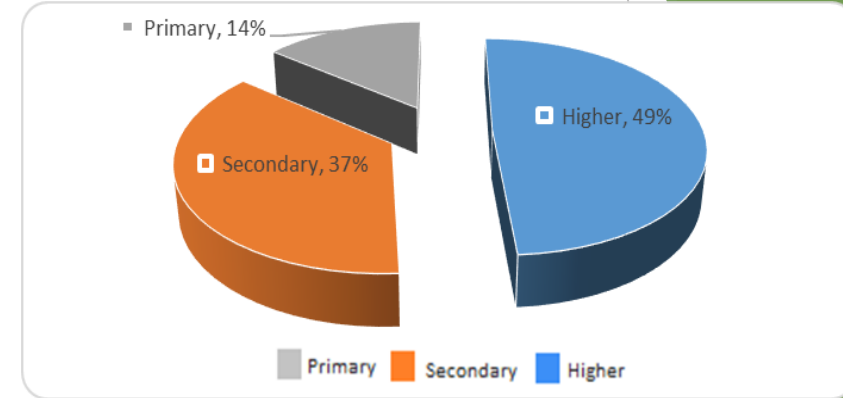
Material and method

- ▶ Basis of the study was research by data collection, through direct interviews with consumers of vegetable products.
- ▶ The survey was conducted during September 2023. The survey / interview was conducted in the Prizren region. The research is based on 100 interviews conducted with consumers. While the average duration of an interview with the customers was 30 minutes.
- ▶ The data used during the process of research, are based on primary data method, collected through survey with the consumers of vegetable products. Within the methodology used for drafting this paper, we have also used these methods: the method of analysis, the method of synthesis, the comparison method, descriptive method and empirical method.
- ▶ The obtained data were analysed by SPSS statistical software (Statistical Program for Social Sciences) and MINITAB. To assess the significance of the variables included in the analysis of consumer purchasing habits, the Chi-square test has been used.

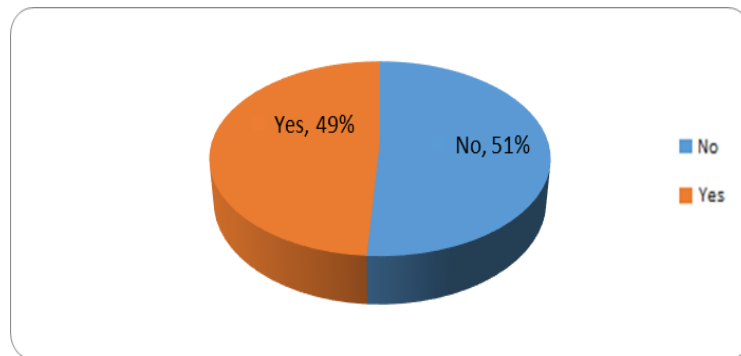
Survey results



Who engages in buying vegetable products, M / F ?.



Education of respondents who engage in buying vegetable products, (primary, secondary and higher) M / F ?.



The employment rate of respondents (%).

Monthly income	< 400 €	400-500 €	500-600 €	> 650 €
Total value (€/month)	42.5	42.5	13	2

From Table we understand that about 42.5% of households had average monthly income of 400 €, 42.5% of households had an average monthly income of € 400-500, about 13% of households had an average monthly income of € 500-600, and 2% of households had a monthly average income of over € 650 / month.

Does your family purchase vegetable products (yes / no).

Value	Tomato products	Pepper products	Cucumber products	Mushroom products	Cabbage products	Carrot products	Potato products	Lettuce product consumption	Onion product consumption	Pickled products	Consume ketchup	Consume ajvar	Consume mushrooms
YES (%)	100.00	100.00	100.00	67.35	100.00	93.88	100.00	89.8	89.8	100.00	100.00	100.00	87.8
NO (%)	0.00	0.00	0.00	32.65	0.00	6.12	0.00	10.2	10.2	0.00	0.00	0.00	12.2
If NO, explain				Don't like		Don't like		Expensive	Don't like				Expensive

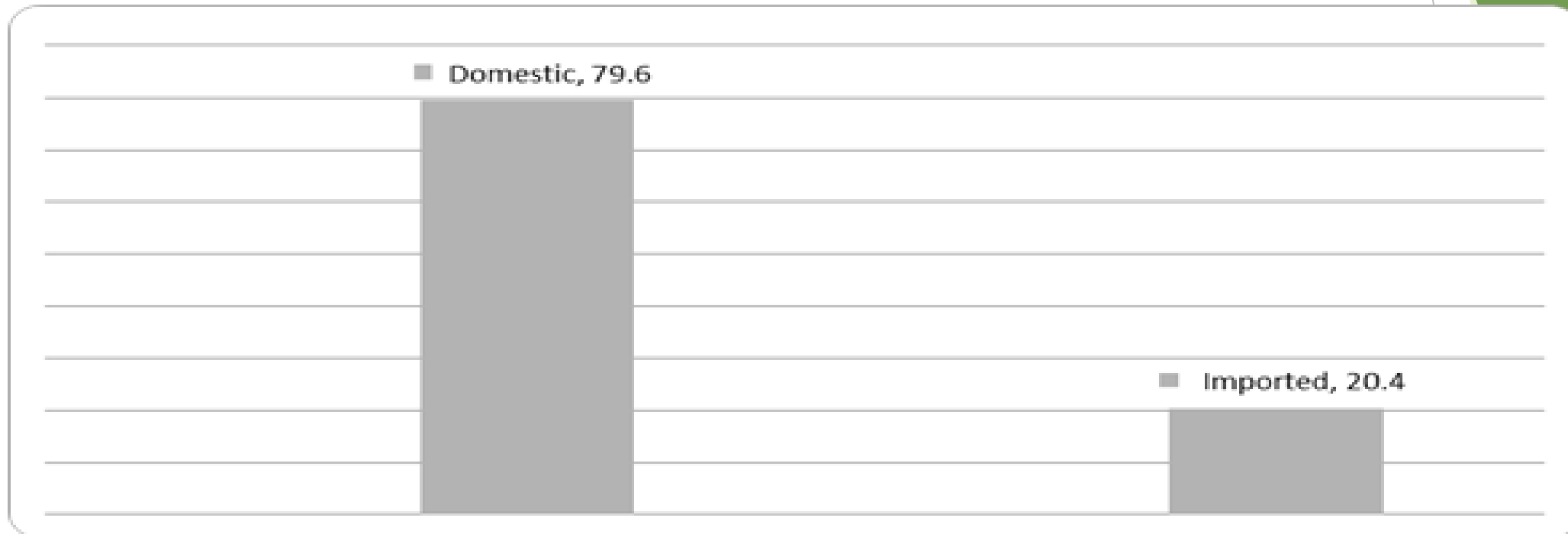
Kosovo families mostly consume vegetable products such as tomato, pepper, cucumber, cabbage and potatoes with 100%, followed by carrots with 93.88%, then lettuce and onion with 89.8% and mushrooms with 87.8%. From products, mostly used are Ajvar, Ketchup, different Pickles with 100%, and Mushroom products with 67.35%. While regarding consumers who do not have a preference for vegetables and their products their answers are: I do not like mushroom products with 32.65%, 10.2% for onion products and 6.12% for carrots. Mushrooms are expensive for 12.2% and salad products for 6.12% of respondents.

Where do you usually buy vegetable products?

Place of purchase	Farmer	Green Market	Groceries shop	Supermarket
Purchase (%)	5.1	52.0	5.12	35.3

From Table we understand that customers most often purchase the products in the green market with 52%, then in supermarkets with 35.3%, in groceries shops with 5.12%, directly from the farmers purchase 5.1% and other are 2.54%.

Consumer preferences regarding vegetable products (domestic or imported).



From Figure we can conclude that 79.6% consume domestic products, while only 20.4% of consumers prefer products imported from other places.

The information consumers receive concerning vegetables and vegetable products.



In rural areas, 50% of people are informed through shopping centres and 50% through electronic media and leaflets. While in urban areas 70% of people are informed through leaflets and shopping centres and approximately 30% are informed about vegetable products through the electronic media.

Which of the given attributes do you consider as very important when purchasing vegetables and vegetable products?

Attribute	Food quality	Price	Brand	Packaging	Production date	Origin
Total %	25.0	40.0	5.00	5.0	10.0	15.0

One of the most important attributes for vegetable products by the respondents was the with 40%, then for 25% of respondents, Food quality was Very important. 15% of assessed the Origin as Very important, while the Brand and the Packaging were less consi as Very important with 5% and Production date 10%,each.

Level of significance to socio demographic factors in relation to the frequency of buying vegetables and vegetable products.

Variables	Vegetables; Chi - Square Test
Gender	0.059
Age	0.133
Education	0.052
Employment	0.012
Family members	0.024
Income increase	0.003

Socio-demographic factors present high level of significance in the frequency of vegetable products' purchase.

Residence presents a high level of significance because if there is no groceries shopping centre in the vicinity, then there would appear higher expenses when buying vegetable products, since the expenditures for vehicle fuel would increase, also it would be more time-consuming, etc.

Employment represents a very high significance, because when people would earn more money, they would also buy more often vegetable products.

Conclusions

There are many farms involved in vegetable products production. Despite all the circumstances, the vegetable sector has been and remains an important economic activity for many businesses in the Prizren region.

Currently about 25% of the needs for vegetable products are met from the import. From this import of vegetable products, a significant amounts of money is exported. These are products which can be produced in Kosovo in a larger extent.

The Free Trade Agreement (CEFTA) can be an effective legal instrument for exercising the competitiveness of the vegetable sector in Kosovo, but in fact products intended for export lack a proper certification.

Challenges in the vegetable sector in Kosovo present a key opportunity for a sustainable development. Improving and increasing the competitiveness, increasing the trade in domestic, regional and EU markets, all depend on the treatment of issues regarding the quality of products, commercial production standards and efficiency of commercial scale.

Recommendations

The research about consumer behaviour of people who consume vegetable products, is a new approach that in the future requires to be given a special importance, as the last link in the vegetable consumption chain.

If we refer to the extremely negative trade balance of vegetable products in Kosovo, the use of existing potential or favourable factors to increase the competitiveness of farming businesses , it should be seen as the only alternative to a long-term and sustainable development of vegetable production sector in Kosovo.

A lot of work must be done in order to improve the competitiveness in the long term, as a response to the changes in business conditions which are becoming tougher more and more. This will be the biggest challenge but also the greatest opportunity. To achieve this great goal, the state agricultural policies must simultaneously change, in order to support the business with all its instruments, fiscal, financial, credit, counselling, etc.

In order to successfully realize these processes and that they better reflect the interests of consumers and businesses with vegetable products, it is necessary and urgent to explore what vegetable products does Kosovo have, that can be competitive in the regional market and beyond.

THANK YOU 😊