



The Market Study of UHT Milk in the Albania

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Abstract: *During the past years we perceive major changes as regards the dairy sector, as well as the production also in the economy, encouraged by the integration processed and globalization to global proportions and the increasingly large customer, for due to changing lifestyles, which puts major producers in the major trials, requiring changes in the production, marketing of the product to marketing milk. Also it should be noted and the presence of high agro-food products imported into the domestic market, often with high prices and a quality not verified gives rise to several questions: Why the market of Albania reacts in such a way, though imported products, are often preferred by consumers Albanians and trade in general. This study explores consumer preferences for dairy product and has defined the types of customers based on preferences and socio-demographic factors. Based on the interview that we have done, we managed to point out the consumer approaches for milk product, and the values that wil convey at this product to the Albanian consumers.*

II. INTRODUCTION

The main objectives of this study are the identification and evaluation of customer preferences based on different attributes of milk, and an evaluation of the willingness to pay by the customer depending of the socio-economic features.

Another objective is also the market survey and analysis of trends over the years. Dairy Market segmentation in customer classes is based on their preferences towards product and measuring the impact of socio-demographic variables in consumer willingness to buy milk product. These constitute key objectives of our scientific work which helped us to highlight and meet the desires and preferences of consumers interviewed.

III. METHODOLOGY

The study (the sample), is localized in the two most populated cities in Albania, Durres and Tirana. The basis of the study was the accumulation of data, obtained from the realization of directly at the consumers of milk. In this study, the realization of the questionnaire and data processing are realized in the period March 2015 to February 2016. The average time duration of the interview with a customer was 15 to 25 minutes. During the interview, customers, are taken in consideration, all the questions of our questionnaire ranging from gender, age, birthplace, residence, income ... etc, through random selection of our sample. During processing and data entry into the program, it was found that 200 respondents (except one of them) to both areas of Tirana and Durres, sportsmanship and fun answered questions asked by our questionnaire.

The data acquired from the questionnaires are processed by known program SPSS (Statistical Program Social Science).

In this program were processed socio-demographic data of consumers interviewed.

IV. LITERATURE REVIEW

Marketing in the context of the term "customer" refers not only to the act but also self-purchase aggregate purchase models that include activities on its pre-acquisition and post-acquisition activity. Pre-purchase activity constitutes awareness of a need or pleasure, and assess demand for information about the products of brands that can satisfy the pleasures of his / her.

While post-acquisition activity includes assessing the item purchased in use and reducing the anxiety that accompanies any expensive item and rarely buy. Each of these has implications for the purchase and redemption and whether they are suitable for different levels of marketers (Foxall 1987).

Marketing begins with customer needs and ends with his pleasures. when everything revolves around the customer, the study of consumer behavior becomes a necessity (Khan, 2007) .In modern marketing, consumers have many possibilities to choose from, so obedience consumers by businesses for their purchases is very important.

The consumer is who takes decisions to make buying a product. The key concept of marketing is customer awareness. Nobody can ignore the decisions of clients.

Market segmentation is a marketing strategy which involves dividing a broad target market into subsets of consumers, businesses, or countries that have, or are perceived to have,



common needs, interests, and priorities, and then designing and implementing strategies to target them.

Strategic Decision of marketing oriented by consumer means sharing markets similar customer groups "segmenting", selecting among them the group that will be served, "targeting", creating relevant offerings to better serve target market "differentiation" and instilling proper supply in the minds of consumers "positioning".

Recently we think that consumers are simply not as user value, but also as co-value (Vargo and Lusch 2004). The idea is that goods and services have value only when they are used. The value of a product if not consumed gradually falls.

The most popular theories of consumer behavior as Sigmund Freud, Abraham Maslow, and Frederic Herzberg, are often used by businesses in the consumer analysis to understand their behaviors and to develop marketing strategies.

Freud's theory assumes that an individual does not fully understand the motives of his / her, as well as psychological processes of forming his / her so he thinks are largely unknown (Kotler and Keller, 2006).

Maslow's theory explains that people are more prone to specific needs at specific times (Maslow, 1954). Based on Maslow's theory, an individual's needs are important based on the needs that psychological, social, and personal respect. It was used by marketers to understand the suitability of products to customers, goals and lifestyle of their (Kotler and Keller 2006).

Herzberg two factor theory identifies as factors of dissatisfaction and satisfaction (Herzberg, 1966). According Herzberg theory, the first task is to avoid factor marketer of dissatisfaction, and the second to identify the factor of satisfaction or to motivate their market buying and supplying customers (Kotler and Keller, 2006).

Purchase intent of the process is recognizing the problem. Customers start buying when they know their problems or needs (Kotler and Keller, 2006).

There are five stages in the process where the customer passes the decisions to purchase as problem recognition, information search, evaluation of alternatives, purchase decisions, consumer preferences.

The customer may not pass all the stages when he / she is ready to buy the product. Also he / she can pass several stages since the product is already known (Kotler and Keller, 2006). Figure 5 presents the five stages of the purchase decision process.

V. RESULTS OF THE STUDY

Demographic data, socio-demographic customer, Dairy case.

In the graph no 1, is given the comparison of the populations in Tiarana and Durres from 2009 to 2015. We have a comparison of actual population between men and women. As we have seen the city of Tirana is most populous than the Durres. The most important reason is because it is the capital of Albania, then the capital of the biggest businesses in the country, mainly constitutes the greater purchasing power of consumers in the country..

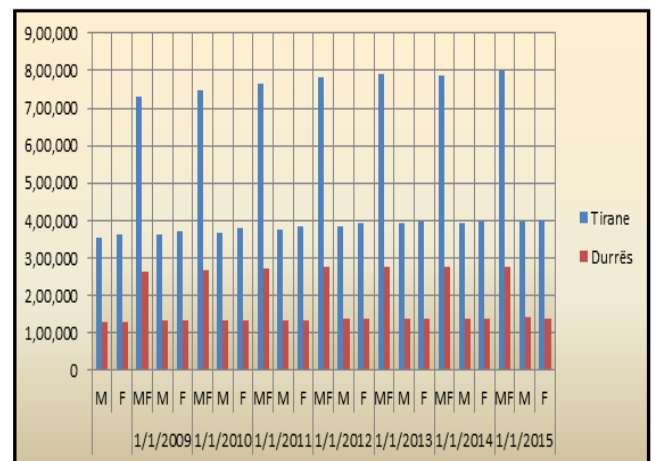


Figure 1, No. of men and women in Tirana and Durrësi

Source: Instat, 2016

Table 1, The birthplace consumers interviewed in the city of Tirana.

Description	The number of Interviewees	Percentage
City	69	69.0
Village	31	31.0
Total	100	100.0

Source: A.Shtepani (Basha), 2016

Looking at the customer assertions for their hometown are significantly compared to the residence of the interviewed customers.

And only 31% of consumers interviewed live in villages and 69% of them live in the city.



Table 2. The birthplace consumers interviewed in the city of Durrësi.

Description	The number of Interviewers	Percentage
City	58	58.0
Village	42	42.0
Total	100	100.0

Source: A.Shtepani(Basha), 2016

Table 2, In the city of Durresi, 58% of the respondents live in towns and 42 % in the village, from 100 of the total respondents

Table 3, Consumer Preferences for types of milk

Description	The number of Interviewers	Percentage
UHT Domestic	87	43.5%
UHT Import	35	17.5%
Fresh Pasteurized	46	23%
Non Packaged Milk	32	16%
Total	200	100.0

Source: A.Shtepani(Basha), 2016

Table 3, presents consumer preference for types of milk that we have taken in the study of both cities. From the data we see that the milk gained more preferred by consumers interviewed UHT milk Domestic, with a significant number of consumers interviewed 87 from 200 respondents in total. 35 consumers surveyed prefer imported UHT milk, 46 consumers surveyed prefer pasteurized milk and only 32 consumers surveyed prefer open milk. Based on the interviews that we have done in both cities UHT milk showed that the land is the favorite, but the look from year to year Albanians are aware of the dairy product choice.

Table 4. Attributes of milk used and their levels

Attribut es	Levels			
	% of fat	0% (low)	3.5% (high)	
Types of milk	UHT Domestic	UHT Import	Fresh Pasteurized	Non Packaged Milk
Price	100	150	250	

The total number of combinations obtained are: $2 \times 4 \times 3 = 24$ combinations

Table 5. Attributes of milk and their levels

Attributes	Profiles A	Profiles B	Profiles C
% of fat		0% (low)	0% (low)
Types of milk	3.5% (high) UHT Domestic	UHT Import	Fresh Pasteurized
Price	200	150	100

Table 6. Market segmentation of consumers interviewed

Model	Akaike Value
Model 2-classes	6605
Model 3- classes	5978
Model 4- classes	5807
Model 5- classes	5912

Table 7. Market segmentation of consumers interviewed

Model class number	Estimated group size (%)			
Model 2- classes	35.6	64.4		
Model 3- classes	23.4	57.1	19.5	
Model 4- classes	7.5	31.1	52.5	8.9
Model 5- classes	6.2	17.1	41.0	19.7 16.0



For this study we refer Akaike Criteria for choosing the best model of classes. CAIC is one of the most commonly used criteria to dwell on the number of classes / segments. CAIC

was proposed by Bozdogan (1987), and by Ramaswamy et al. (1993) in a study similar to ours. Smaller values are preferred CAIC

Table 8. Correlative Matrix

		Age	Children	Monthly income	Willingness to pay (Dep.Var.)	Place	Education
Age	Correlation Coefficient	1.000	.260**	-.190	-.323**	.077	-.364**
	Sig. (2-tailed)	.	.009	.058	.001	.448	.000
Children	Correlation Coefficient	.260**	1.000	-.122	-.319**	-.065	-.323**
	Sig. (2-tailed)	.009	.	.227	.001	.522	.001
Monthly income	Correlation Coefficient	-.190	-.122	1.000	.140	-.109	.387**
	Sig. (2-tailed)	.058	.227	.	.166	.280	.000
Willingness to pay (Dep.Var.)	Correlation Coefficient	-.323**	-.319**	.140	1.000	-.102	.081
	Sig. (2-tailed)	.001	.001	.166	.	.314	.422
Place	Correlation Coefficient	.077	-.065	-.109	-.102	1.000	-.163
	Sig. (2-tailed)	.448	.522	.280	.314	.	.105
Education	Correlation Coefficient	-.364**	-.323**	.387**	.081	-.163	1.000
	Sig. (2-tailed)	.000	.001	.000	.422	.105	.

** . Correlation is significant at the 0.01 level (2-tailed).



Table 9. Logistic regression 1: Desire = f (age, children)

Model Summary		
-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
82.340 ^a	.185	.288

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Nr of children	-.835	.304	7.558	1	.006	.434
	Age of respondents	-.063	.025	6.591	1	.010	.939
	Constant	5.555	1.258	19.497	1	.000	258.584

a. Variable(s) entered on step 1: Nrfemijeve, Moshætëintervistuarit.

Table 10. Logistic regression 2: Desire = f (age, children, sex, education, TA)

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	68.782 ^a	.288	.449

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5.109	8	.746

Table 11. Logistic regression 2: Desire = f (age, children, sex, education, TA)

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Age	-.102	.035	8.294	1	.004	.903
	Children	-1.440	.417	11.941	1	.001	.237
	Gender(1)	.797	.781	1.043	1	.307	2.220
	Birthplace(1)	4.481	1.882	5.672	1	.017	88.341
	Education			7.148	3	.067	
	Education (1)	2.202	1.305	2.847	1	0.092	9.045
	Education (2)	4.555	1.704	7.145	1	.008	95.091
	Education (3)	1.773	.918	3.729	1	.053	5.888
	monthly income			6.962	5	.224	
	monthly income (1)	-1.345	1.308	1.057	1	.304	.261
	monthly income (2)	.946	1.147	.680	1	.410	2.574
	monthly income (3)	1.114	1.207	.852	1	.356	3.047
	monthly income (4)	1.400	1.416	.977	1	.323	4.056
	monthly income (5)	2.281	1.680	1.844	1	.174	9.785
	Constant	1.823	2.231	.667	1	.414	6.188

VI. INTERPRETATION OF THE MODEL PARAMETERS

Age is an important parameter in the model (sig. = 0.004)

For an added year of age, the chances of wanting to pay for UHT reduced by 9.3% (exp = 0.903)

Children are an important parameter in the model (sig. = 0.001)

To add a child in the family, chances of willingness to pay for UHT reduced by 76.3% (exp = 0.237)

Gender is not an important parameter in the model (sig. = 0.307)



Residence is an important parameter in the model (sig. = 0.017)

(Exp = 88.34)

Education is an important parameter in the model to the 93.3% confidence level (sig. = 0.067)

VII. CONCLUSION

Dairy activities have a long tradition in Albania due to the favorable natural resources for dairy production. Milk producers must meet consumers' demand for milk when there is demand in order to remain competitive. Once we are able to clearly describe the existing demand for milk, a marketing strategy can be properly developed. In the dairy industry milk remains the most important component in terms of production and also in consumption.

This study makes it possible to identify four milk consumers groups according to their preferences on the product attributes. All these groups represent different potential market segments with specific characteristics. The most populated consumers groups preferred UHT domestic milk and this is most common in the middle income groups. From the data we see that the milk gained more preferred by consumers interviewed UHT milk Domestic, with a significant number of consumers interviewed 87 from 200 respondents in total. 35 consumers surveyed prefer imported UHT milk, 46 consumers surveyed prefer pasteurized milk and only 32 consumers surveyed prefer open milk. Based on the interviews that we have done in both cities UHT milk showed that the land is the favorite, but the look from year to year Albanians are aware of the dairy product choice.

From the 200 interviewed, 86 of them want UHT Domestic milk. Also interesting is the high percentage of the row milk consumption, but in the case of Albania quality and safety of the dairy products especially milk is not very much reflected in the consumer behavior.

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