

## THE IMPACT OF MARKETING MIX FACTORS ON THE CONSUMPTION OF KOSOVAR MILK AND ITS PRODUCTS - CASE STUDY KOSOVO

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### ABSTRACT

*Purpose: The purpose of this paper is to analyze the role of marketing mix factors on the consumption of Kosovar milk and its products in Kosovo.*

*Methodology: Primary data were collected based on the quantitative method of data collection, the survey questionnaire technique was used. We have compiled the questions in the questionnaire in such a way as to have as much information as possible from the consumers and they are concrete questions that have helped us to reach the goal directly. The data collected from the survey based on the questionnaire were processed through the statistical package for social sciences SPSS. SPSS package will analyze the cross-tabulation method, which will require testing through the Q-square Pearson test with a percentage of accuracy of 95%, which means that the standard variance and deviation through this method should be less than 0.05 %.*

*Results: In the research are the data of 390 respondents from different cities of Kosovo. The research was done in the period February-April 2021. This questionnaire was distributed by me. The questionnaire was widely distributed to students in universities, but also in other institutions in Kosovo.*

*From the obtained data we understand that milk and its products belong to the group of basic goods, where consumption is daily, and the demand is always increasing. Some factors that affect the consumption of milk and its products are mentioned, where the quality is mentioned as the main factor. According to the research results, consumers will continue to consume Kosovar products, as a result of improving their*

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*quality. 85% of respondents stated that they will continue to consume Kosovar dairy products in the future.*

*Conclusion: The data obtained from the questionnaire will help the companies in identifying the needs and requirements of customers. Based on the research findings will affect the improvement of identified weaknesses and the creation of stronger consumer confidence in products, the creation of competitive advantage, as well as the further growth and development of the companies. 97.7% of respondents said they are consumers of milk and its products*

**KEYWORDS:** *marketing, dairy industry, consumers, company, market.*

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## **1. INTRODUCTION**

Kosovo has inherited from the past a low level of development of manufacturing companies, while the level of marketing development has been even lower, not to mention there was no marketing organization as a separate function within manufacturing companies. It was produced to sell as much as possible in a market where the supply of local producers has been small compared to the demand for Kosovar products, at a time when every local producer is faced with problems of functioning as a genuine manufacturing business in the presence of a large foreign offer which stifled any domestic productive initiative in Kosovo. Moving the consumer forward with new knowledge of competitive products of Kosovar products, comparing the quality and prices of Kosovar products in front of those of competition from abroad, pushed the manufacturing companies to think more deeply about marketing to achieve a better position in the market and to expand their business outside Kosovo.

Marketing is a process or path through which the concepts of pricing, promotion, and dissemination of ideas, goods, and services, are the method to meet the needs of individuals and organizations. The companies through marketing identify the needs and requirements of customers, analyzes and follow them until they are met, and the realization of profit.

This paper will provide us with consumer data regarding the consumption of milk and its products in Kosovo. While the main purpose of this paper is to identify and analyze the role of mixed marketing factors and their impact on the consumption of milk and its products. The data provided by the questionnaire will help us to achieve and accurately define the purpose of this paper.

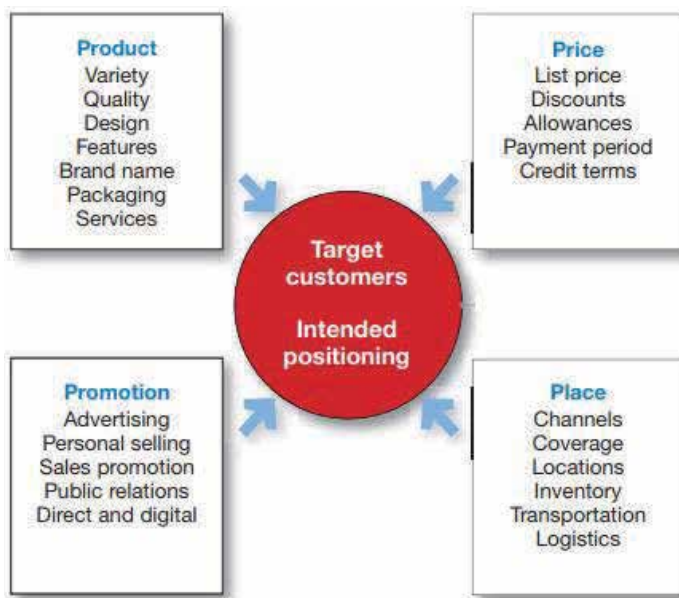
## **2. LITERATURE REVIEW**

Marketing is a social and managerial process through which individuals and groups gain what they need and want through creating, delivering, and ex-

changing valuable products with others. Therefore, the enterprises through marketing identify the needs and requirements of customers, analyzes and follow them until they are met the realization of profit.

To devise good marketing plans, it is necessary to examine Market analysis, competitor analysis, product analysis, consumer behavioral attributes and needs, lifestyles, and purchase processes and then make proper marketing -mix decisions<sup>1</sup>

The marketing mix is the controllable set of tactical marketing tools - product, price, location, and promotion - that the company combines to produce the response it wants in the target market<sup>2</sup>. McCarthy has classified these instruments into four broad groups known as “4P” marketing<sup>3</sup>



Source: PhilipKotler & GaryArmstrong, 2018

After defining its overall marketing strategy, the company is ready to start planning the details of the marketing mix, one of the key concepts in modern marketing

<sup>1</sup> Harish, D & Asokan, P, *Marketing Analysis of Milk Product*, International Journal of Scientific Reserach and Reviews, 2019, p.4060-4069

<sup>2</sup> Kotler, Ph & Armstrong, G, *Principles of Marketing*, Global Edition, 2010

<sup>3</sup> McCarthy, Jerome E, *Basic Marketing*,1960

**Product:** Product refers to the goods and services offered by the organization. So, in simple words, a product can be described as a bundle of benefits that a marketer offers to the consumer for a price<sup>4</sup>

**Price:** Price is the amount charged for a product or service. It is the second most important element in the marketing mix. In fact, pricing is a very crucial decision area as it has an effect on demand for the product and also on the profitability of the firm.<sup>5</sup>

**Place:** Goods are produced to be sold to the consumers. They must be made available to the consumers at a place where they can conveniently make a purchase. This involves a chain of individuals and institutions like distributors, wholesalers and retailers who constitute firm's distribution network (also called a channel of distribution). The organization has to decide whether to sell directly to the retailer or through the distributors/wholesaler etc. It can even plan to sell it directly to consumers.<sup>6</sup>

**Promotion:** If the product is manufactured keeping the consumer needs in mind, is rightly priced, and made available at outlets convenient to them but the consumer is not made aware of its price, features, availability, etc., its marketing effort may not be successful. Therefore, promotion is an important ingredient of the marketing mix as it refers to a process of informing, persuading, and influencing a consumer to make the choice of the product to be bought. Promotion is done through means of personal selling, advertising, publicity, and sales promotion<sup>7</sup>.

Dairy sector companies in Kosovo are facing challenges that are reducing competitiveness and preventing it from fulfilling its production potential. The main constraints in increasing productivity and improving competitiveness are the low use of modern techniques and technologies in both production and management of enterprises, lack of funds, the low use of inputs, and the limited ability to meet international standards of food safety.<sup>8</sup>

From the above data, the marketing mix is important for the dairy sector companies in Kosovo, because the enterprise would help identify the needs and requirements of consumers, would affect the creation of stronger consumer trust

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<sup>4</sup> Kotler, Ph & Armstrong, G, *Principles of Marketing*, Global Edition, 2010

<sup>5</sup> Kotler, Ph & Armstrong, G, *Principles of Marketing*, Global Edition, 2010

<sup>6</sup> Kotler, Ph & Armstrong, G, *Principles of Marketing*, Global Edition, 2010

<sup>7</sup> Kotler, Ph & Armstrong, G, *Principles of Marketing*, Global Edition, 2010

<sup>8</sup> Gjokaj Ekrem & Kopeva Diana & Krasniqi Nol & Nagy Henrietta, 2021. "Factors Affecting the Performance of Agri Small and Medium Enterprises with Evidence from Kosovo," European Countryside, Sciendo, vol. 13(2), pages 297-313, June

in local products, creating a competitive advantage, as well as further growth and development of the company.

Marketers use an assortment of strategies to guide how, when, and where product information is presented to consumers. Their goal is to convince consumers to buy a particular brand or product<sup>9</sup>.

Research results show that each has 4P of marketing mix influences and plays an important role in consumer decisions to buy dairy products

### **3. DAIRY INDUSTRY IN KOSOVO**

Dairy is a worldwide agricultural production. It is a important part of the global food system and it plays an important role in the sustainability of rural areas in particular. It is a widely-known fact that the dairy sector directly contributes to the economies of a number of communities, regions, and countries<sup>10</sup>.

The recent war in Kosovo severely damaged the dairy sector causing the burning of thousands of farms and the destruction of about 50% of livestock<sup>11</sup>. The drastic decline in milk production contributed to rising unemployment and the agro-food trade deficit, while the opportunities for the development of this sector through investment were almost impossible due to the limited access of farmers to credit services<sup>12</sup>. The dairy industry is the most important growing agricultural sector in Kosovo. The dairy sector in Kosovo is one of the most emerging sectors of agriculture, after the war in 1999 and currently is one of the most promising sectors of agriculture in Kosovo. This sector is a very important part of Kosovo's economic development, especially in relation to the development of agribusiness<sup>13</sup>. In Kosovo, there are many good opportunities for the dairy industry, given that the potential of the internal market is little used, while the domestic market still has much room to grow. In the narrowest sense, the dairy industry in Kosovo consists of 47 processing companies licensed by the Food and Veterinary Agency (FVA which collects milk from farmers and processes it into value-added products such as cheese, yogurt,

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<sup>9</sup> Imam, A, Zadeh, M, Dubey, L, *Dairy Marketing Strategies in the Context of Globalization*; Issues and Challenges, International Journal of Trade, Economics and Finance, 2011, Vol 2, 138-143

<sup>10</sup> Ravi Jaladi, Varma Gedela, *Marketing Strategies in Dairy Industry*, international Journal & Magazine of Engineering Technology, Management and Research, 2017, volume 4, p. 510-517

<sup>11</sup> USAID, *Kosovo dairy value chain case study*, 2016

<sup>12</sup> Institute GAP, *Analysis for the dairy industry*, Prishtine, 2016

<sup>13</sup> USAID, *Dairy Market Assessment Study*, Kosovo, 2008

yogurt, air, sterilized milk, etc.)<sup>14</sup>. Some processors are supplied directly by farmers who produce large quantities of milk, while others collect it at milk collection centers where small-capacity farmers send the milk to a collection point. Milk companies supply these processing companies with milk, while in a broader sense, an important role is played by “mini-dairies” without work permits, farmers who sell their products directly without a license and in an uncontrolled manner. With other CEFTA member countries and with EU and CEFTA countries, Kosovar dairies receive significantly less support or subsidies, there is a lack of monetary incentives to increase the quality and increase the amount of milk brought to market<sup>15</sup>.

The implications of mini dairies can be reflected through non-professional packaging, hygienic conditions, and the freshness of products. Uncontrolled imports, insufficient implementation of anti-dumping law, negligible subsidies, shortcomings of tax policy and agriculture, and allowing the informal sale of dairy products, are considered major risks to the dairy sector as well as to dairy producers. The growth and development of businesses in the dairy industry, undoubtedly affect the reduction of imports of dairy products, improving the quality of products, and creating new jobs. Kosovo is one of the countries with the highest consumption of products of milk in the Balkans.

Consumption of dairy products in Kosovo is estimated to be around 170 liters per person per year<sup>16</sup>. Domestic production in Kosovo meets most of the demand; however, another significant part of the products in question is imported, Supply from Kosovo farms meets 84% of the total demand for dairy products, and imports are 16%<sup>17</sup>. The dairy industry is rated as the fastest-growing sector<sup>18</sup>.

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<sup>14</sup> The Food and Veterinary Agency, Prishtine, Kosovo

<sup>15</sup> Shoqata e perpunuesve te qumeshtit te Kosoves, Shoqata e Prodhuesve te Qumeshtit te Kosoves, 2012, *Strategjia e zhvillimit te industrise se qumeshtit ne Kosove, 2011-2020*

<sup>16</sup> Ministry of Agriculture, Forestry and Rural Development, Republik of Kosovo, *Program for agriculture and rural development*, Prishtine, 2019

<sup>17</sup> Ministry of Agriculture, Forestry and Rural Development, Republik of Kosovo, *Program for agriculture and rural development*, Prishtine, 2019

<sup>18</sup> Haas. R, Canavari.M, Imami.D, Gjonbalaj.M, Gjokaj.E, Attitudes and preferences of Kosovar consumer segmets toward quality attributes of milk and dairy products, *Journal of International Food & Agribusiness Marketing*, 2015, Vol 28, issue 4, p.407-426

#### 4. METHODOLOGY

The entire paperwork is focused on the post-war dairy industry in Kosovo. The data used will be primary as well as secondary data. Primary data were collected based on the quantitative method of data collection, the survey questionnaire technique was used. According to the author Sekaran U<sup>19</sup>, the ideal sample size for conducting research ranges from 30 to 500. In this research, the sample size is 390 people of different ages, genders, and categories. The questions in the questionnaire were formulated based on the funnel method: starting from the general questions, which mainly had to do with demographic variables and moving towards concrete questions that are directly related to the main purpose of the research. According to Field<sup>20</sup>, there are many rules about the volume of choice, but as a general rule, 10-15 answers are needed per variable. The collected data will serve to analyze and describe the impact of mixed marketing factors, their role, and their importance in the dairy industry in Kosovo.

In addition to the primary data, there are also secondary data that are needed in this paper. Through secondary data, we have analyzed and compared the literature of various local and international authors dealing with the field of marketing in general.

Also, a review of the literature has been made of various local and international authors, publications and various scientific journals that deal with the role and impact of mixed marketing factors in the dairy industry in Kosovo.

The main research methods used in this paper are:

- The descriptive method, this method is described the factors of mixed marketing, their analysis, and implementation
- The comparative method, through this method, is made the comparison between milk producers in the Kosovo market.
- Method of analysis - the data collected from the field for each dairy producer are collected, processed, and analyzed, with special emphasis on analyzing their strengths and weaknesses.
- Synthesis method - the results and data collected are synthesized, grouped, and presented in the paper through tables and graphs.

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<sup>19</sup> Sekaran, U, *Research Methods for Business: A Skill-Building Approach*. 4th Edition, John Wiley and Sons, New York. 2003

<sup>20</sup> Field A, *Discovering Statistics using SPSS*, SAGE publications, 2005

Primary data were collected based on the quantitative method of data collection; in fact, the survey questionnaire technique was used. The data collected from the survey based on the questionnaire were processed through the statistical package for social sciences SPSS. The SPSS package will analyze the cross-tabulation method, which will require testing through the Q-square Pearson test with a percentage of accuracy of 95%, which means that the standard variance and deviation through this method should be less than 0.05 %.

## 5. RESULTS

The research includes the results for 390 respondents from different cities (Prishtina, Prizren, Gjakova, Mitrovica, Peje, etc.) of Kosovo.

**Table 1. Demographic statistics**

<b>Characteristics</b>	<b>Modality</b>	<b>Frequency</b>	<b>%</b>
<b>Age</b>	18-25 years old	231	59.2
	26-35 years old	60	15.4
	36-45 years old	48	12.3
	up 45 years old	51	13.1
	<b>Total</b>	<b>390</b>	<b>100.0</b>
<b>Gender</b>	Female	120	30.8
	Male	270	69.2
	<b>Total</b>	<b>390</b>	<b>100.0</b>
<b>Education</b>	High school	52	13.3
	College	261	66.9
	Master	76	19.5
	<b>Total</b>	<b>389</b>	<b>99.7</b>

Source: Field survey

In Table 1 where the demographic characteristics of the sample are presented, we see that the sample has an adequate representation of the demographic structure of the population respectively of the population of the Republic of Kosovo. In terms of age, young age dominates where 59.2% of the sample consists of the age group of 18-25 years.

In terms of gender, in the sample, we have more men, about 70%, while in terms of the level of education, dominate those who have completed college.



The vast majority of respondents, meanwhile, are consumers of milk and/or its products, while 97.7% of respondents said they are consumers of Kosovar milk and its products. This is an important indicator of the demand that exists in Kosovo for these types of products that are almost a regular part of the daily meals of Kosovar families.

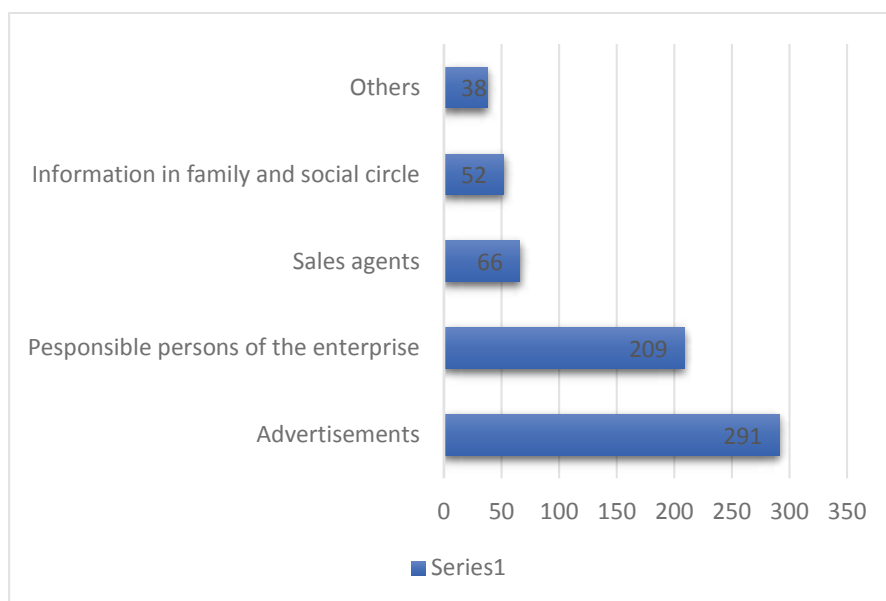
**Table 2. Consumption or not of Kosovar milk and its products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	381	97.7	97.7	97.7
	no	9	2.3	2.3	100.0
	Total	390	100.0	100.0	

Source: Field survey

Consumers are informed in different ways through different communication channels. Mostly they are informed through advertisements. As seen in Graph 1 advertising (74.62%) is the main form of information-rich in family and social circles (53.59%) and less through other forms.

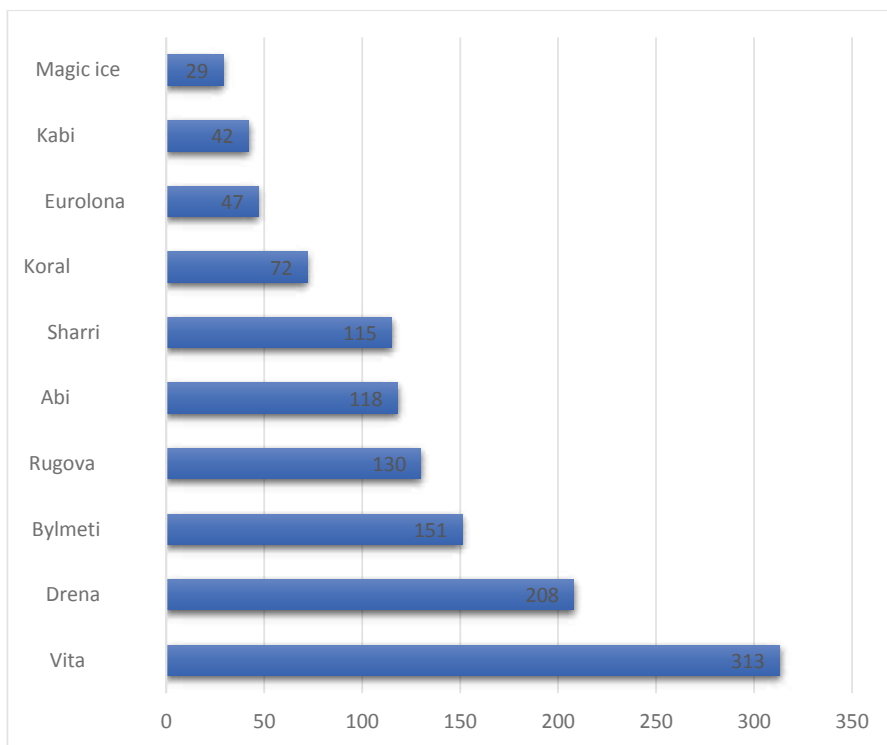
**Graph 1. Ways of information about products**



Source: Field survey

As for the top local brands that respondents consume the most, they were asked by offering the brands of 10 local manufacturers of dairy products. The data presented in graph 1 were obtained with multiple choices. It shows that the top two companies remain the same in the ranking as in the graph, so the first is Vita followed by Drena, while the third brand is Dairy followed by Rugova and Abi.

**Graph 2. Brands of most consumed products**



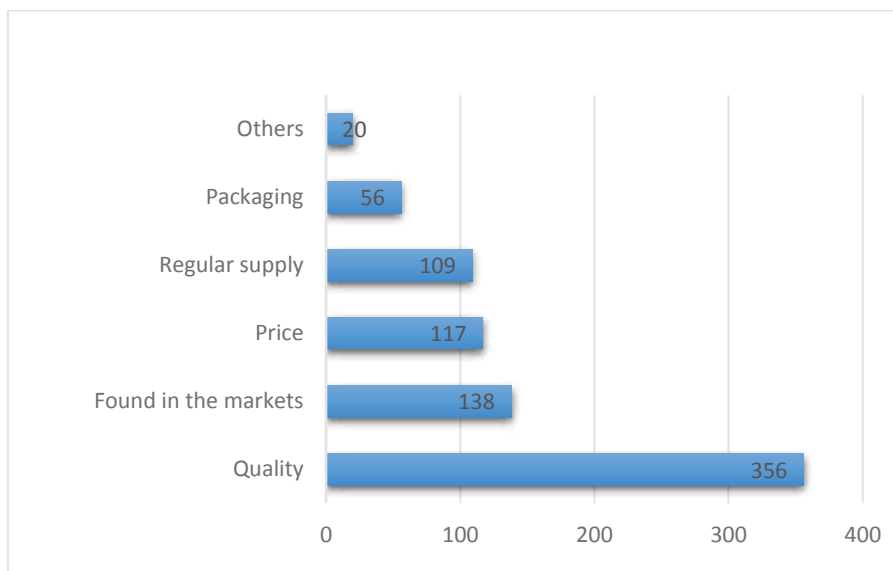
Source: Field survey

If we analyze the data of graph 2 in relative terms, then it turns out that 80.26% consume products from Vita and 53.33% from Drena, while products from other brands are selected by less than 50% of respondents.

Regarding the factors that affect the consumption of products of these brands, the respondents have selected quality as the determining factor. Out of 390 respondents, 356 or 91.28% said that quality is the main factor, and the second

most important factor is that it is always found in markets but that this factor has a low% (35.38%) and even lower weight as a factor in the selection of brands of dairy products has the price (30%). As shown in Graph 3, the packaging has a relatively small weight as a factor in the selection of dairy brands and their products. Only 14.36% of respondents gave importance to this factor.

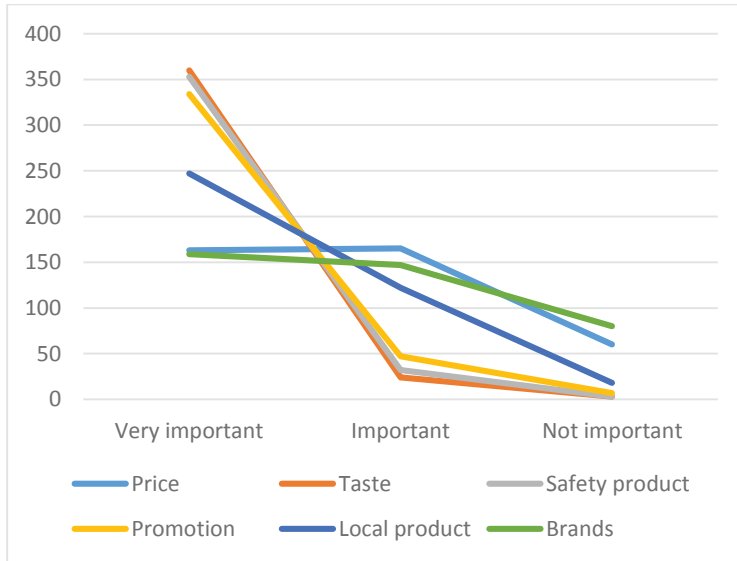
**Graph 3. Factors affecting the consumption of products from a certain brand**



Source: Field survey

Even in the next more direct question can be seen that the data from graph 4 are verified in terms of factors that affect the purchase of Kosovar dairy products. In the selection of the three levels of importance, from very important to not at all important, quality, safety and promotion are the three factors that have been evaluated the most, respectively have selected the most important option. After that, the fact that it is a local product is evaluated and in the last part, the price and brands are listed. For these two attributes, the categories “very important” and “important” are chosen approximately the same. For details regarding each factor separately and the way of evaluation according to the categories offered for the importance they have for the respondents,

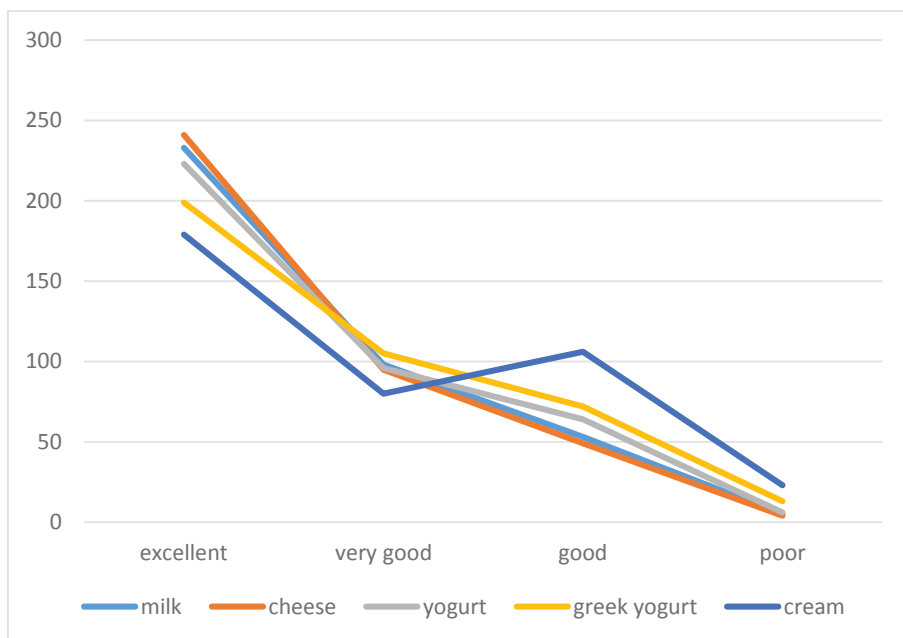
**Graph 4. Importance of factors affecting the consumption of dairy products**



Source: Field survey

In line with the preliminary findings is the assessment that respondents have in relation to local products, where in a concise way the results are reflected in Graph 4. In the question to give an opinion on local dairy products, where specific sub-questions were asked for each of the five types of products, milk, cheese, yogurt, Greek yogurt, and cream, respondents express very good evaluations for them. While only for cream, out of the four categories, 179 or 45.9% of them have chosen the excellent category, for all other types of this category is chosen by over 50% whereas most this rating category is chosen for cheese, 61.8%. Meanwhile, if we take both together as categories of positive evaluation, “excellent” and “very good”, then for all these five types of products the evaluation goes over 65% while for cheese it goes to 86.4%. if we analyze graph 5, we see a similarity in the curves for the four products and a small deviation of the curve representing the opinion about the cream.

**Graph 5. Opinion on local dairy products**



Source: Field survey

Despite the positive evaluation of local products, some respondents say that they also buy imported products. From these data it is understood that the dairy market in Kosovo offers opportunities for both groups of producers, local and foreign who by applying adequate strategies and creating competitive advantages have room to expand the segments they currently cover. Most consumers in Kosovo are satisfied with the Kosovar milk and dairy products produced in Kosovo. From the results presented in Table 3, we see that more than half of them (51.2%) have evaluated the products with excellent grades while with very good grades 26%. A small number of them (3.3%) gave it a poor grade.

**Table 3. Satisfaction with kosovar milk production and its products in Kosovo.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	3.3	3.3	3.3
	2	15	3.8	3.9	7.2
	3	61	15.6	15.7	22.9
	4	101	25.9	26.0	48.8
	5	199	51.0	51.2	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field survey

In addition to the positive evaluation of Kosovar milk and its products produced in Kosovo and the expressed satisfaction (table 3) also in terms of eventual shortcomings of these products consumers have a positive opinion. 68.1% of respondents (Table 4) say that milk and its products produced in Kosovo have no defects and about 31.9% express the opposite opinion. In the open question to express what they see as shortcomings of local dairy products, respondents mainly express the quality, packaging, taste, hygiene/cleanliness, and then freshness.

**Table 4. Are there any deficiencies in the milk and its products produced in Kosovo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	123	31.5	31.9	31.9
	no	263	67.4	68.1	100.0
	Total	386	99.0	100.0	
Missing	System	4	1.0		
Total		390	100.0		

Source: Field Survey

Regarding the advancement of the quality level and other attributes of dairy products, the respondents say that the producers should be in step with the demands and needs of the consumers, launching new products in the market or advancing the current ones. In the vast majority (90.8%) they answer posi-

tively to the question of whether manufacturers should frequently launch new products in the market (see Table 5).

**Table 5. Demand for launching new products in the market**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	354	90.8	91.2	91.2
	no	34	8.7	8.8	100.0
	Total	388	99.5	100.0	
Missing	System	2	.5		
Total		390	100.0		

Source: Field Survey

In line with the two questions addressed above, respondents also express themselves when asked about the quality attribute of dairy products in Kosovo. About 50% of them rate it with an excellent grade and 25.7% with a very good grade (Table 6). From this, we estimate that 75% of consumers have a very positive evaluation of quality while the rest have a good evaluation (16.7%), sufficient (5.4%) and only 2.6% have a negative evaluation.

**Table 6. Assessment of the quality of dairy products in Kosovo.**

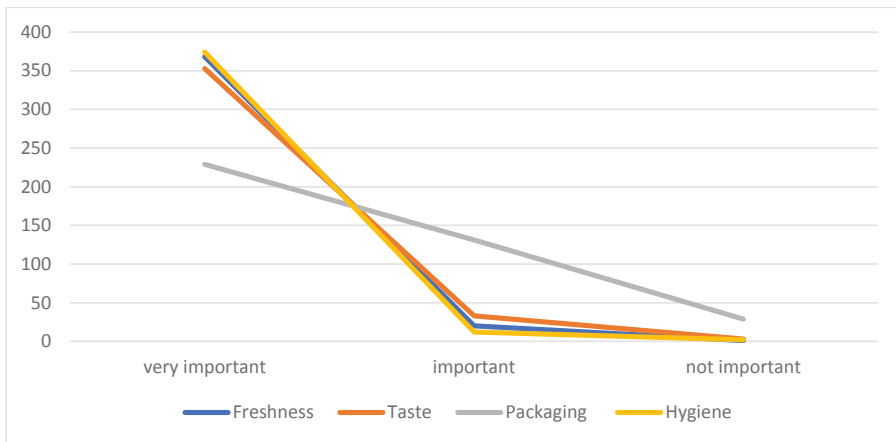
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	2.6	2.6	2.6
	2	21	5.4	5.4	8.0
	3	65	16.7	16.7	24.7
	4	100	25.6	25.7	50.4
	5	193	49.5	49.6	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field survey

Of the attributes that are estimated to influence or have more weight in determining the quality of dairy products, consumers have a similar rating for freshness, hygiene, and taste which they rated in the absolute majority as very important (over 90%) courses for packaging the curve is more diverse (see

graph 6). While the % for the category “not at all important” for the other three attributes does not even reach 0.5% for the packaging 7.5% of the respondents considered it not at all important.

**Graph 6. Evaluation of the importance of the constituent attributes of quality**



Source: Field survey

Price as one of the important instruments of the marketing mix, is valued as an important factor but it can be said that it is not the main determinant in customer buying behavior. As presented in Graph 4 where the price was assessed as an important factor by 30% of respondents in brand selection, and for the consumption of dairy products, also in the question of how much the price affects the selection of products that will consume is approximately the same rating as the previous one. From the data in Table 7, we see that the frequency distribution for points from 1-5 is relatively the same with an average of about 20%. Respondents for the most part assess that the prices are reasonable.



**Table 7. Influence of price on the selection of products for consumption**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	19.2	19.3	19.3
	2	57	14.6	14.7	33.9
	3	107	27.4	27.5	61.4
	4	78	20.0	20.1	81.5
	5	72	18.5	18.5	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field survey

**Table 8. Reasonability of prices of dairy products in Kosovo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	330	84.6	84.8	84.8
	no	59	15.1	15.2	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field survey

Despite the assessment that the prices of dairy products are reasonable, however, consumers think that discount prices should be organized. Over 90% of respondents are in favor of applying shares for discounted prices (table 9)

**Table 9. Companies should offer discounts on prices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	358	91.8	92.5	92.5
	no	29	7.4	7.5	100.0
	Total	387	99.2	100.0	
Missing	System	3	.8		
Total		390	100.0		

Source: Field Survey

Unlike price, promotion is considered to be the most influential instrument in consumers' decisions to buy dairy products. The evaluation comes from the respondents themselves who say that they are influenced by advertising for their decisions. 50% of respondents have selected the values "4 and 5" for the importance of the promotion impact while 29% percent have chosen the average rating "3" (table 10). Only 9.5% of them stated that the promotion has no impact on their decisions to buy existing products or new products.

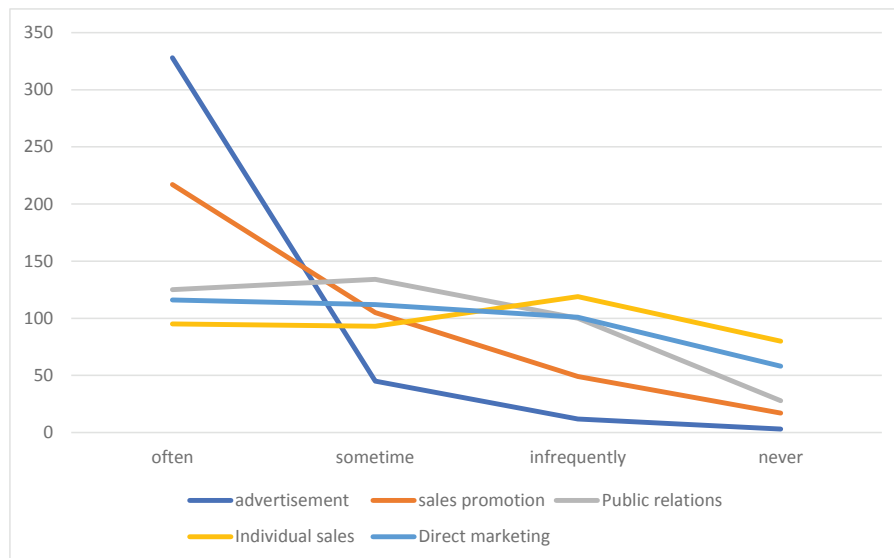
**Table 10. Influence on consumer decisions to purchase existing products or new products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	9.5	9.5	9.5
	2	45	11.5	11.6	21.1
	3	113	29.0	29.0	50.1
	4	81	20.8	20.8	71.0
	5	113	29.0	29.0	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field Survey

According to buyers' assessment, the main promotion mix tool that companies use to promote their products is advertising. As we see in the summary evaluation chart for the five elements of the promotion mix, for advertising the respondents choose the evaluation "often" at 84.5% while the sales promotion this category has chosen by 55.9%. For the other three forms of promotion: "public relations", "individual sales" and "direct marketing", the category "square" has a frequency below 30%. In graph 7 we see that the curve of "advertising" and that of the promotion of sales" have a different scope from those for the other three promotion mix instruments.

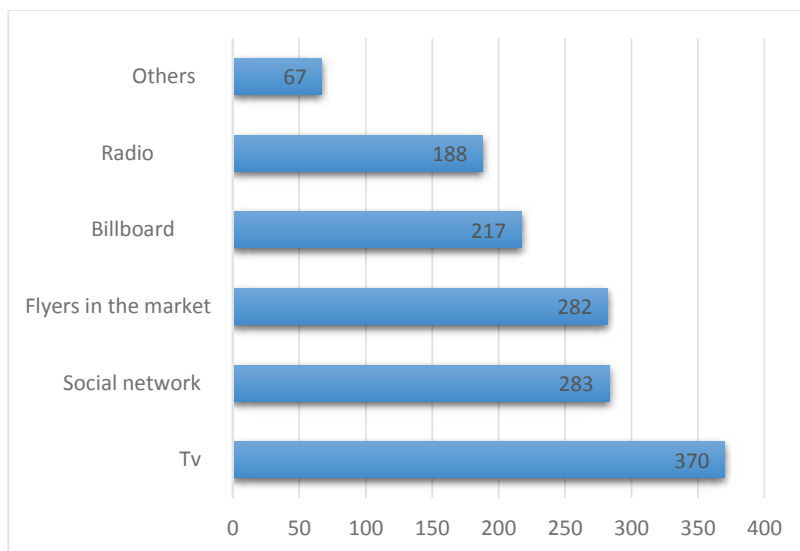
**Graph 7. Evaluation for promotion mix instruments used by companies**



Source: Field survey

While in the eyes of consumers advertising is the most common form of application by dairy companies, consumers say that the most common forms of advertising are those on television and social network and flyers in markets. From graph 8 we see that respondents mostly say that they meet advertising on television (95%) while on social networks and flyers in the market express that they encounter over 70%. Then come advertising through billboards, radio, and other forms of advertising.

**Graph 8. Rating for the most commonly encountered forms of advertising by consumers**



Source: Field survey

Consumer trust in local companies is relatively high, as we see in Table 11, 43.7% of respondents rate with maximum points the trust in local companies. 25.7% express very good faith, which together can be said to have expressed high faith by about 70% of the respondents. It is important for local companies that a very small percentage have negatively assessed their trust (3.9 %).

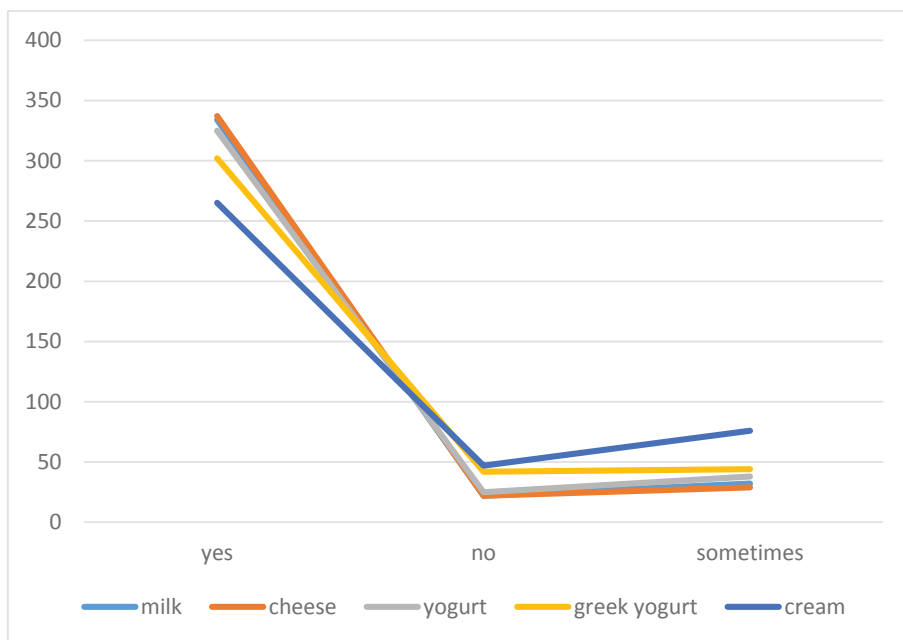
**Table 11. Reliability for companies dealing with milk production and its products in Kosovo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	3.8	3.9	3.9
	2	18	4.6	4.6	8.5
	3	86	22.1	22.1	30.6
	4	100	25.6	25.7	56.3
	5	170	43.6	43.7	100.0
	Total	389	99.7	100.0	
Missing	System	1	.3		
Total		390	100.0		

Source: Field Survey

Regarding the movements in the buying behavior of consumers for domestic products, according to the results presented in summary in Graph 9, we see that there will be no very large movements, in relation to the competition from imported products. For the three main products, milk, cheese, and yogurt, about 85% of consumers say that they will continue to consume them in the future, while for Greek yogurt 77.8% and cream 68.3%

**Graph 9. Continuation of consumption of local dairy products in the future**



Source: Field survey

## 6. CONCLUSION

From this research, we can conclude that milk and its products are basic products that are consumed in Kosovo. The demand for these products is always growing. As for the consumption of brands is different but mainly dominates local products compared to imported ones. This has happened in recent years because local companies have improved the quality of products. So, this research clearly highlights some of the factors why consumers consume Kosovar milk and its products. The main factor is quality, which is emphasized by most respondents, then they are always found in markets, i.e., there is a regular sup-

ply, also the price is mentioned as another factor that influences their decision to buy.

Marketing and its components, respectively 4Ps, have a positive impact on consumers because they are informed in different ways through different communication channels. Price as one of the important instruments of the marketing mix is valued as a factor of importance but it can be said that it is not the main determinant in the buying behavior of consumers. Most of them assess that the prices are reasonable. Unlike price, promotion is considered to be the most influential instrument in consumers' decisions to buy dairy products. The evaluation comes from the respondents themselves who say that they are influenced by advertisements for their decisions. According to the evaluation of buyers, the main instrument of the promotion mix that companies use to promote their products is advertising. Even by consumers advertising is the main form of information and the most common application by dairy companies, where consumers say that the most common forms of advertising are those on television and social media/internet and flyers in markets. Most consumers who consume Kosovar milk and its products are satisfied with the products produced in Kosovo, and they will continue to consume these products. While manufacturers must be kept abreast with the demands and needs of consumers by meeting them, launching new products in the market, and advancing existing products by eliminating the identified weaknesses either by consumers or by the manufacturer itself.

It is worth mentioning that from the research results, it appears that consumers will continue to consume Kosovar products, as a result of improving their quality. 85% of respondents stated that they will continue to consume Kosovar dairy products in the future.

### *Recommendation*

Considering the importance of 4P mix marketing elements, based on the research done, we conclude that our recommendation is about having the ability to think clearly and well about mixed marketing elements, to use them in the best possible way, to change and improve the activities of companies, thus achieving the key to success.

Therefore, this paper offers companies recommendations for an investment and greater importance in the elements of the marketing mix in order to increase target performance.

It is recommended that companies engaged in milk production bring new products to market, always appreciating the tastes and preferences of consumers.

It is recommended that consumers give preference to local products compared to imported products.

It is recommended that dairy companies increase the tendency to increase capacity and increase the level of export of products in the regional market

It is recommended that companies continue with various research to see if there are changes in consumer behavior.

Companies need to understand that “the consumer is king”, ie to meet the needs and requirements of consumers.

### *Research limitation*

This type of research is the first time it has been conducted in Kosovo, and therefore it has been impossible to make comparisons with another research.

I hope that in the future this paper will help us do another research on dairy products where we will be able to make comparisons with data from countries in the region.

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