



**AGRICULTURAL UNIVERSITY PLOVDIV**  
**DEPARTMENT OF "MANAGEMENT AND MARKETING"**

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# **THE ROLE OF MARKETING FOR AGRICULTURAL DEVELOPMENT**

Dissertation abstract for the award of the educational and scientific degree "doctor" in the scientific specialty "Organization and management of production" in professional direction 3.8 "Economics"

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**Plovdiv, 2023**

# **I. GENERAL DESCRIPTION OF THE DISSERTATION WORK**

## **1. Relevance of the topic and the main thesis**

It is known that the agricultural and food market is only one part of the total market of any country. Modern society is full of new knowledge as information, technology, education, etc. are readily available. and requests to improve the quality of their lives. It is the market that must accept the new requirements and develop according to them.

**The main thesis of the dissertation** is that marketing is a reliable tool for the overall management of any organization and it helps in future forecasting and sales.

Kosovo farmers are aware that they need to use different marketing tools to show themselves, already in large numbers. Most accept designing their own website to present their business and products, then opening a social media profile and opening an e-shop.

**Theoretical basis and previous studies of the problem.** The market for agricultural and food products is only one part of the total market of any country. Modern society is full of new knowledge, thanks to easily accessible information, technology, education, etc., and requests to improve the quality of their lives, and it is the market that must accept the new requirements and develop according to them. For the market to exist and for sales to occur, there must always be two parties who have something to offer each other. This can be an exchange of money or, for example, goods. Likewise, each of these parties has the right to accept or reject the offer. The entire process from production to consumer is overseen by marketing. According to this author, "marketing can be seen as a socio-economic process because through continuous activities,

Today's business is almost unthinkable without marketing, so it also appeared in agriculture. In this context, it represents a set of activities that are used in order for the agricultural product to meet the needs of the consumer as well as the wishes of the producer.

Farmers are forced to plan their entire business well in order to survive in the market and achieve a positive financial result. Marketing is responsible for planning sales revenue. It is no longer easy to design and market an agricultural product and be sure that it will elicit positive reactions from customers or consumers who are willing to buy the product at any price. Today's system requires market research to answer the question of what to produce and for which group of people this product is intended. "Under the concept of marketing research, we understand systematic work based on scientific methods for collecting, recording and analyzing

all facts related to the problems of traffic, sale and consumption of goods (products and services) in a producer-consumer. relationship' (Kotler, 1994: 88).

By conducting numerous and varied researches, the necessary information is collected and analyzed. According to the author, "large economic systems organize individual units (systems) whose sole task is to collect and analyze data. Recently, a system is created and organized that collects data about the market and from the market, which is a marketing information system - MIS (Marketing Information System)" (Tolušić, 2011: 105). In this way, the system can significantly help companies to make the right business decision or simply start research in the right direction. An additional incentive for marketers appeared when the ecological approach to agriculture appeared. "In recent years, the agricultural and food products of consumers have increasingly differentiated according to their requirements and needs.

## **2. Subject and object of research**

**The subject of research** in the current dissertation is "The Impact of Marketing on Agricultural Development". At the very beginning of the work, we deal with the specifics of agricultural production, the specifics of demand and supply of agricultural production. We will finish this part with an explanation of the agrarian-political practice of the countries of the European Union. The genesis of this economic integration is explained, as well as the reasons for the creation of the Common Agricultural Policy. In the next subsection, we will analyze the marketing concept and the marketing mix in agriculture, and then we will dwell on the characteristics of holistic marketing in agriculture. In the third chapter, we will analyze the situation with agriculture in Kosovo. We will look at the resources that Kosovo has, what is the state of the agricultural holdings, what are the prices of agricultural products and how similar or different are they to prices in the EU. In the last part of the dissertation we will focus more specifically and in an analytical way we will try to show the impact of marketing on small farms in Kosovo.

**Object of research** are the agricultural holdings in the Republic of Kosovo. In these production structures, it will be investigated what marketing activities are carried out in a certain period of time /within 3 years/.

## **3. Purpose, tasks and methods of the dissertation research**

**The purpose of the dissertation** is to analyze and evaluate the role of marketing for the successful development of agriculture as a branch, part of the national economy of

Republic of Kosovo. To achieve the intended goal, the following scientific tasks are solved:

- The specifics of the agricultural sector and the agrarian policy for its successful development are clarified;
- The essence of the marketing concept, as a basic approach to agricultural management, is clarified;
- The agricultural sector of the Republic of Kosovo is analyzed;
- Recommendations are made to improve marketing as a farm management approach.

The following scientific methods are used when conducting the dissertation research:

- analytical and comparative research method;
- inductive and deductive method in formulating conclusions;
- method of ranking according to a certain research feature;
- method of abstraction, concretization and generalization;
- descriptive method;
- system approach.

**Main sources of information are:** published original studies by Kosovar and foreign authors who studied the problem, officially published expert analyzes and opinions, documents and normative acts of the Republic of Kosovo regulating the activity of the agricultural sector.

#### **4. Structure and content of the dissertation**

**Structure of the dissertation:** the dissertation work is structured in an introduction, an exposition in 4 (four) chapters, a conclusion and used literature. The total volume of the dissertation is 120 standard typewritten pages. The results of the performed analysis are illustrated with 12 tables and 23 graphs. The total number of information sources cited and analyzed in the dissertation is 71.

**First chapter** "Specifics of agricultural production and agrarian policy" is dedicated to clarifying the main characteristics of the agrarian sector. In this part of the thesis, concepts such as the search for agricultural products are clarified; essence of agrarian policy in the sector; agrarian policy reforms in the last decade; current agrarian policy for the development of agriculture in Kosovo.

**Second chapter** "The Marketing Concept in Agribusiness" is dedicated to clarifying the marketing concept as a tool for the overall management of the agricultural holding. The evolution of marketing as a management approach is examined, as well as its role in the successful development of agriculture is clarified.

In the third chapter, entitled "Characteristics of Agriculture in Kosovo", the main features of Kosovo's agriculture are analyzed, as well as the main trends of its development in recent years.

The fourth chapter entitled "Empirical Research" tests the research hypothesis by collecting and analyzing data from a field study conducted among farmers in Kosovo. Through analysis and synthesis of these data, the main thesis of the dissertation is proven.

**In the last section "Conclusion"** the main findings and conclusions from the conducted field research are presented, as well as specific recommendations are made for improving the marketing of agricultural producers.

## **5. Summary of the dissertation work**

**Specificity of agricultural production and agrarian policy.** Agricultural production has certain characteristics that make it special, specific and complex, and experience shows that agrarian policy in any national economy is more successful if it takes into account the main specificity of agriculture. Therefore, the main specifics of agriculture, which must be known and taken into account and which are of particular importance in the implementation of development and agrarian policy, are the following:

1) Agricultural production is directly affected by natural phenomena. Agriculture produces products of plant and animal origin, hence the biological nature of agricultural production. The nature of organic production requires special care and attention from farmers to the facilities in the production process, so that they are not destroyed. As a result of the biological nature of production, in agricultural production part of the starting material does not contain the entire mass of the future product, but this mass increases in the production process itself. Thus, for example, the seeds of a certain agricultural product planted in the ground give a much larger output, in contrast to industrial production, where the starting material contains the entire mass of the future product. The natural conditions of production (water, light, temperature, soil, relief, configuration of the land) have a significant influence on the volume and structure of the total agricultural production (plant and animal). This influence, historically, has weakened to the extent that agriculture has transformed from a traditional (underdeveloped) to a modern (developed) economic activity. However, at the current stage of agricultural development, the influence of natural factors is still quite pronounced. Among the most important natural factors are land and climate, which occupy a special place in determining the specialization of a country or region. What can be grown in an area depends on the quality of

the soil and the climate, and this applies especially to crop production. The soil fertility of the land has a significant impact on the volume and structure of the total agricultural production (plant and animal). This influence, historically, has weakened to the extent that agriculture has transformed from a traditional (underdeveloped) to a modern (developed) economic activity. However, at the current stage of agricultural development, the influence of natural factors is still quite pronounced. Although in this respect it is increasingly freed from dependence on nature, and many plants and animals are adapted to climatic conditions different from those in which they originally developed, still the influence of natural factors in agriculture is very pronounced. In addition, agricultural production is carried out "in the open" and is directly affected by natural phenomena (drought, flood, hail, winds, etc.) that affect crop and livestock production. Therefore, despite the application of modern technologies, there is uncertainty among producers about the success of production, which means that agriculture is at greater risk than other economic activities in the national economy.

2) The main condition for agricultural production is the land. Land is the main factor of production and the subject of labor in agriculture, i.e. the country is an irreplaceable, indestructible and unshakable factor for mass production in agriculture. In agriculture, land is a space where production takes place, as it in its natural state contains a number of nutrients and other benefits necessary for the life and development of plants. In other words, land is the main production factor and subject of labor in agriculture. Land is also a significant, irreplaceable, indestructible and immovable factor for mass production in agriculture.

The agricultural area, as a factor of production, is objectively limited and cannot be produced, i.e. to be expanded at will. In most countries, there are no opportunities to increase agricultural land. In contrast, the majority of agricultural production (mainly in developed countries) is increasingly realized on smaller areas. Namely, with the construction of roads, railways, airports, reservoirs, industries and settlements, agriculture is constantly deprived of part of the best quality land. Because of this, as well as due to the constant growth of the world's population, the relationship between the number of people and agricultural land is constantly deteriorating. On the other hand, although the country is a limited factor of production in agriculture, it can be expanded with the help of land reclamation, but only up to certain limits,

Immovable land is another special characteristic of agricultural land that has a special impact on agricultural production. Namely, agricultural areas are located where nature created them and cannot be moved from one place to another. On the other hand, large consumer centers of agricultural products are often spatially located far from agricultural areas such as food producers, which also increases transportation costs. Furthermore, they are perishable products

that require special transport conditions (refrigerators, etc.). Therefore, at the level of large agricultural holdings, problems arise with transport, rational land parcelling, the construction of an internal road network, etc.

The country is not of equal soil quality everywhere. For a given agricultural production, suitable types of land and soil, suitable climatic conditions are necessary, which as a complex offer optimal conditions for the development of certain agricultural crops. The earth can only be used where it is, under the given conditions, which of course include climatic ones. Therefore, the climatic conditions, together with the characteristics of the agricultural land (pedological conditions of the land) are of decisive importance for the structure of agricultural production. Thus, the agriculture of some countries, for example from the tropical and subtropical belt of the globe, is dominated by only a few agricultural products, which creates many difficulties in the development of the general national economy in these countries.

Land ownership is another characteristic of land as a specific factor of production in agriculture. Property arose a long time ago, at a certain stage of the development of society and the economy, with the creation of the first states. The property is the result of the relative limitedness of the agricultural area and the possibility of it being appropriated by a large number of persons. Ownership of agricultural land, as an expression of a monopoly of private will, gives rise to a number of economic problems (problems related to land inheritance, dispersion and dispersal of plots). Due to the structure of ownership and the large number of producers, agriculture is more difficult to organize than industry. It consists of a large number of production units, different in area and number of livestock, volume of production, socio-economic structure of households,

The loan, although it is a limited resource, it is used up, ruined, degraded, its properties are lost. Its productive potential can be lost in productive and unproductive ways (through erosion). Hence the need for greater care by the state to preserve the country's fertility.

3) Another group of specifics of agriculture derives from the organic (biological) nature of production. Agriculture deals with living matter, which means that agricultural production is organic production, where there is a growing season in the crop, i.e. reproductive period in animal husbandry. From the organic nature of the production arises the need for a special attitude towards it, from special care for the successful completion of the vegetation process (which goes through several stages of development). Since agriculture works with living matter, the production process depends on natural conditions, it is long and does not coincide with the working period, hence the seasonal nature of production. The seasonal nature of production is a characteristic, directly related to a number of features of agricultural production. The starting

material for production (for example, the seed as a plant) does not contain the entire mass of the final product. Namely, the initial mass during the production cycle is increased by growth and development with the help of man and the equipment and means he uses. It may happen, although less often, that the final mass of the product is less or the final product is missing.

Another feature of this specificity of agricultural production is the fact that the production cycle in many branches of agriculture is different. It takes 2-3 years to significantly increase production in animal husbandry. The results of the new vineyards are expected after 4-6 years, while in fruit growing this period is 5-9 years. It takes a long time until the funds invested in agricultural production begin to give results, so investments in agriculture that do not respect these specifics are often ineffective and unprofitable from the investor's point of view, and even more so from the point of view of the creditor. Therefore, for a more serious change in the structure of agricultural production and its redirection from extensive to intensive and economically significant branches of agricultural production,

Production time is incomparably longer than working time. It is known that production time is the total time in which the production of an agricultural product takes place from the beginning of the production process to the final creation of the use value.

Production time includes all interruptions in the production process, regardless of their (objective or subjective) reasons. On the other hand, working time (working period) covers only the time needed to create use value. Thus, for example, the production time of wheat lasts several months, while the time of labor lasts several days. The introduction of mechanization further shortened the labor period, meaning that the gap between production time and labor period increased even more. Hence the need for diversified agricultural production and even off-farm work in order to use the available labor pool more rationally and ensure sufficient income.

The seasonal nature of production and the limitation of production factors in agriculture do not allow for greater specialization of production. Agricultural workers must have broader qualifications than industrial workers. The worker in the industry relatively quickly masters the necessary operations required by his job. In agriculture, on the other hand, the workplace represents a very wide range of work operations, so that in order for the agricultural worker to master them, a wider qualification is needed. The producer cannot be strictly specialized in one or several operations, but must know the entire production process for several agricultural products, and the quantity and quality of production depends on the timely execution of all operations.



4) Agricultural products cannot be stored indefinitely, they have their own shelf life and are used both fresh and processed. In development and agrarian policy, this specificity is mitigated through various measures of monetary policy, through profitable borrowing of material stocks, creation of commodity reserves at the national level, as well as harmonization of development in accordance with internal needs and export opportunities. on the world market.

5) Agriculture itself produces the means of reproduction. Reproductive material, such as livestock and plants in agricultural production, is created and reproduced by the production process itself. Agricultural holdings in the organization of production produce seeds, seedlings, livestock, fodder, etc. The organic nature of the production allows, in addition to the final product, to produce basic reproduction material. The starting material for reproduction in agricultural production is significantly lower at the beginning of the production process compared to the final output. Therefore, the agricultural holding can be both a production and a consumer unit, which is of great importance for the efficiency of the organization of agricultural production in agricultural holdings.

6) Given the dependence of agricultural production on natural conditions, regionalization of agricultural production is of great importance in agriculture. Each region has its own natural features (geological, climatic), which are reflected in the cultivation of certain crops (cereal crops, vineyards, various types of fruit, etc.). The development of agriculture leads to the specialization of individual regions, i.e. to abandon crops that are unprofitable and increase the production of profitable crops. It contributes to the better use of natural resources. Therefore, good zoning of agricultural production means a free investment given by nature and contributes to achieving economical and profitable production. namely, the objective conditioning of agriculture by natural conditions is the reason for the existence of advantages or limitations for organizing a certain agricultural activity in some areas. Regionalization of agricultural production in modern development is one of the economic conditions for agriculture to develop on a modern basis. Of course, the agrarian policy is also of great importance, which must make its contribution, supporting such a process of regionalization of agricultural production.

7) Agriculture has another specificity that gives it a certain advantage over other branches of the economy. Namely, it uses the inexhaustible sources of solar energy for its production. Solar energy has unlimited power to develop organic production (green mass), and today's technologies do not use enough of this energy. The increased use of solar energy is associated with additional investment in the application of high technology in agriculture.

**Agrarian policy** is a basic macro-agri-management decision that governs the functioning and development of national agriculture. Agrarian policy is possible to define the content in a narrower and broader sense.

In a narrower sense, agrarian policy is a management decision that formulates the basic attitudes, principles, principles and criteria that guide and limit all other management decisions in the functioning and development of national agriculture. According to this understanding, agrarian policy is a basic management policy, a decision that contains the main purpose of agriculture and the main guidelines for development. In this interpretation of the agricultural policy, other management decisions that arise from the agrarian policy, above all the agrarian strategy, determine the ways and sources to achieve the goals for the functioning and development of the national agriculture.

In a broader sense, agrarian policy is understood as a management decision which, in addition to defining the main objective of agriculture, i.e. the manner of their implementation.

In other words, agrarian policy in the broadest sense of the word is a management decision for the selection of goals for the functioning and development of national agriculture and the way to realize them. As such, it contains the agrarian policy in a narrower sense of deciding the agrarian strategy, as a management decision on the way to fulfill the goals. From the very definition of agrarian policy, it can be seen that it is a management decision that can be aimed at the functioning or development of national agriculture. The main goal of the state should be for the economic mechanisms to ensure the strategic needs of the population for food and an economically stimulating environment for the overall development of agriculture. The State Department of Agriculture must regulate two main problems in agriculture:

- To create conditions for rational, or even better through agrarian policy, optimal use of available resources and
- To ensure through food policy (state marketing) normal functioning and development of agricultural markets and food products.

The state should not create a free, but an organized market for agriculture and food products. It doesn't need (and shouldn't) have resource farming, because in that case it will prefer to develop only one farming segment. The state can fulfill its tasks and functions in agriculture and agribusiness and it must be realized exclusively through economic policy measures, i.e. agrarian and food policy.

Agrarian policy measures should economically force owners of agricultural resources to use them optimally.

Food policy measures (agricultural and price policy of food, products and raw materials in agriculture) the state must provide conditions for economically effective and efficient agricultural production.

The concept of rural development should be based on economically efficient agriculture, from which other segments of rural development (infrastructure, social standard), as well as the general economic development of the country, should flow.

In the previous period, Kosovo's agriculture was an economic environment forced by the state, partly for objective and partly for subjective reasons, it was completely impoverished and only its functioning was questionable.

Through a series of special state measures, agriculture must first free itself from the accumulated economic and financial problems of the past. The release from economic doubts, the provision of more favorable conditions for financing, the opening of the agro-industrial complex to foreign capital and the foreign market and the creation of normal economic conditions for future production will create conditions for faster growth and development of the agro-complex.

The comparative advantages of Kosovo's agriculture (in fruit growing, viticulture, animal husbandry, seed production, agro-engineering) are reflected in production conditions for production, scientific and agro-technological knowledge, cheaper labor and partially built processing facilities. With a correct economic policy in agriculture, these advantages can lead to rapid economic agricultural growth (export of agricultural or even better food products), which will be a stimulus for the development of other industries (metal and chemical industry), and economy generally.

Only favorable economic conditions (prices and financing conditions) can intensify primary agricultural production. Intensive agricultural production means an increase in the raw material base for the food industry and thus a better use of its capacity, a lower price of food products and a higher competitiveness on the world market.

For the restructuring of production and the intensification of production in agriculture (reducing the share of cereals and increasing the production of intensive field crops, animal husbandry, fruit growing and vegetable production) real financial means are needed.

They can be provided by the internal accumulation of a successful part of the national agribusiness (or other industries) or from abroad as greenfield investments.

The development of agriculture is closely related to the general growth of economic development and the increase in the living standards of the population. Food consumption fell

dramatically in the 1990s and during the economic crisis of World War II. In the last few years, the situation in Kosovo has not been much better.

This factor has a deterrent effect on the growth and development of agriculture. However, by measures viz. giving real importance to agriculture by the structure of macro managers, can greatly accelerate the growth and development of agriculture, agribusiness and thus the economy and society as a whole.

The state policy aimed at the development of national agriculture is a long-term agricultural policy. A policy that is aimed at the functioning of national agriculture is a short-term agrarian policy. Both agrarian policies are under state competence. At the same time, the long-term agrarian policy must create a favorable macroeconomic environment for the growth and development of agricultural production entities, and the short-term agrarian policy for the efficient functioning of agricultural activities and the business arising from them.

**The marketing concept in agribusiness.** A market is a set of buyers and sellers who transact a product or a group of products (e.g. fruit or vegetables), but also as a group made up of prospective customers and sellers, i.e. a market is an area where the forces of supply and demand converge at established individual prices. The market consists of all potential buyers with certain needs and wants that they desire and can satisfy through the exchange process of needs and wants (Božidarević, 2002).

From a marketing point of view, the target market reached in the process is an increasingly important market segmentation for the simple reason that today we can rarely satisfy all customers in the market. That is why modern marketing identifies different groups of customers, studying the habits and preferences of customers, separates segments and decides which segment of customers has the greatest potential. This market segment becomes the target market and marketing develops a special market offer that meets the characteristics and preferences of customers.

Due to the special nature of agricultural products, the specialization of agromarketing as a subject of marketing. The same process happened in the agricultural and food market. The market for agricultural and food products is distinguished from other product markets and stands out as a special market with its specific characteristics.

The main characteristics of the market of agricultural and food products are (Božidarević, 2002):

- Agricultural products are the basis of the nutrition of the population and have an impact on the state of health, working capacity and life expectancy of the population;
- Agricultural products have a strategic character, even with very free markets, they are the object of special care of the state;

- Demand for agricultural products is relatively constant, and production depends on environmental and technical factors;
- The discrepancy in the time of production and consumption determines the need for storage, processing and finishing of the product;
- During production, it is not possible to significantly change either the quantity or the properties of the agricultural products;
- It is not possible to adapt the production of agricultural products to the current demand of the production process, and for producers, knowledge of demand is extremely important;
- The penetration of technological progress in manufacturing is slow;
- The production of agricultural products provides opportunities for rapid growth in production and productivity;
- The production of agricultural products, especially vegetables, is dispersed, therefore the first priority is to connect producers both with each other and with consumers;
- The process of producing agricultural products is long and in the course of the production process investments of funds and labor are necessary;
- Because of the slow turnover of capital, agricultural production cannot bear high interest rates, and it is necessary to harmonize credit and monetary policy in accordance with these steps;
- Fluctuations in the production of agricultural products are largely the result of climatic factors and the non-application of modern technological achievements;
- A more even supply of agricultural products requires large investments, which agriculture does not exist, and therefore it is necessary to provide economic conditions through a credit policy for investment investments,
- In addition to the amount of the interest rate, the rest period when starting to repay the debt (grace period) must also be taken into account.

The European Council for Food Information (2004), based on a study of "Consumer Attitudes to Food, Nutrition and Health" in EU Member States, identified the five most common factors that influence food choices and groceries, namely: quality 74%, price 43%, taste 38%, trying to eat right 32%, what the family wants to eat 29%.

Differences of opinion were also found. Thus, women, elderly and educated people believe that food choices are influenced by health aspects, while men are more likely to believe that food choices are influenced by taste and habit. For the unemployed and retired, the most

important factor in food choices is the cost of groceries and food. In the same study, even 80% of respondents define proper nutrition as a "balanced and varied diet", which shows an improvement in the trend towards proper nutrition in EU countries. Economic reasons are important in food choices because meat is more expensive than vegetables, grains and fruits.

**Characteristics of agriculture in Kosovo.** Kosovo is a small country with a total area of 10,908 km<sup>2</sup>, which is only about 0.2 percent of the area of the EU. According to the last census conducted in 2012, the total population of the country was 1,815,606. The population density is 177.4 inhabitants per km<sup>2</sup>. Most of the population of Kosovo lives in rural areas.

Kosovo's rural economy is still characterized by poor infrastructure (although some improvements have been made in recent years), inadequate land use, limited land consolidation and incomplete privatization of publicly owned land, with unclear land ownership and rights use (MAFRD, 2013a). .

The results of a survey conducted in 2020 show that the area of utilized agricultural land in Kosovo is 420,209.54 hectares (including common land). Of the total used area of agricultural lands, the largest share is occupied by: meadows and pastures (including common lands) with 51.7%; while arable land - arable land contributed 44.8%, permanent plantings (trees, vines, seedlings) 3.2% and gardens 0.3%.

Of the total arable land (188,371.71 ha), the largest part is with cereals, 124,714.31 ha (66.2%); fodder plants 37,514.18 ha (19.9%); vegetables (fields, greenhouses and gardens) 10,115.45 ha, of which outdoor vegetables and greenhouses are 8,982.76 ha (4.8%); potatoes 3,770.51 ha (2.0%); leguminous crops 3,015.71 ha (1.6%); industrial plants 1065.16 ha (0.6%); other crops 2,673.48 ha (1.4%), while the area of non-cultivable land is 6,635.59 ha (3.5%).

The area irrigated at least once during the reference period of the study is 32,009.57 ha. While the total area treated with pesticides is 122,090.00 ha.

According to the APG 2020 results, the number of cattle is 261,389; there are 212,131 sheep; the goat is 29,557 heads; the pig is 45,394 heads; the number of ungulates (horses, mules, donkeys) is 1,804; the number of poultry (chickens, turkeys, geese, ducks) is 2,781,913, and the number of beehives is 262,541.

**An empirical study.** In this section, we will go into more detail about the research framework in this paper, the purposive sample, the data collection method, the variables and the methods that will be used for their analysis. Other issues that will be discussed in these chapters include data collection technique, sample size, and data presentation. This chapter will also discuss the various statistical methods that will be used to test the hypotheses.

Research approach. According to (Cooper and Schindler 2008) research, regulation of all conditions affects research ranging from data collection to donor analysis. To determine the influence between the selected variables in this dissertation we will use the quantitative approach. Using this method, selected data can be calculated and statistically analyzed (Zikmund and Babin, 2007). Although (Han et. al., 2008) point out that the application of quantitative methods cannot provide depth of analysis due to lack of qualitative data, they are still used in the literature to test the given hypotheses.

The research was conducted by surveying 58 family farms. The survey had several objectives:

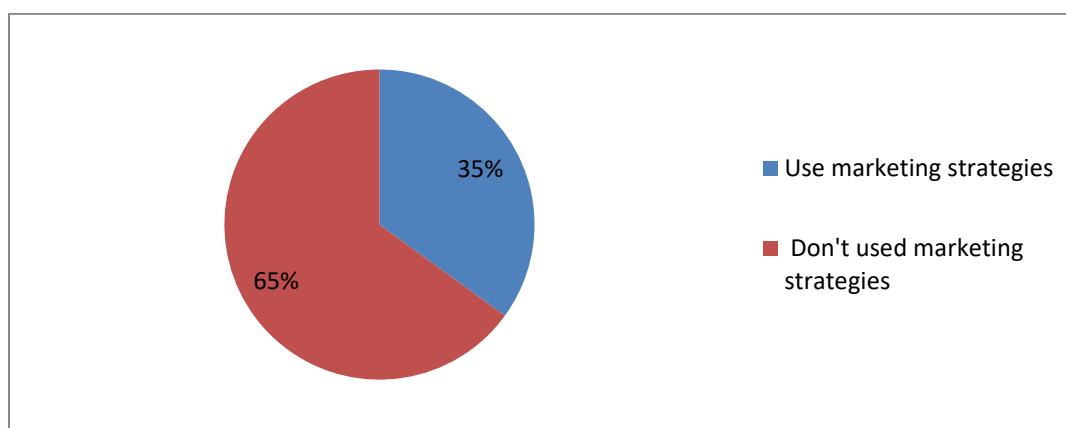
1. Assessing the level of awareness and use of marketing strategies among family farms.
2. Determining the extent to which family farms use quality certificates and labels for their agricultural products.
3. A survey of the frequency of organizing product tastings as a promotional tool among family farms.
4. A study of regular updating of websites and social media profiles by family farms.
5. A survey of family farm participation in educational events and seminars on marketing strategies.
6. Evaluation of the use of brochures, leaflets or catalogs for the promotion of products from family farms.
7. Assessment of the existence of a defined marketing strategy among family farms for their agricultural products.
8. Investigating the involvement of marketing professionals or agencies in the promotion of family farm products.
9. Evaluation of regular communication with consumers via social media or email from family farms.
10. Exploring collaboration between family farms and distributors or retailers to better distribute the product.

The study was conducted on a sample of 58 family farms, has preliminary significance and as such can serve as a basis for more in-depth analyses. The investigated holdings were selected through targeted selection with the sole condition that, according to the personal assessment of the interviewers, they exceeded the average condition in a given area given the size of the holdings, the intensity and the market orientation of the production.

The structure of the studied farms is heterogeneous. Twenty-two surveyed farms are engaged in intensive cultivation of vegetables, fruits, vines and flowers, three dairy farms, eighteen farms are specialized in agriculture, and thirteen farms are engaged in combined production. Considering the geographical representation, the holdings were randomly selected. Twenty surveyed family farms belong to the Đakovo region, eighteen belong to the Peja region, fifteen to the Prizren region and five to the Pristina region. Production in the studied farms is commercial, with the goods being marketed independently in trade chains or through cooperatives within which they work.

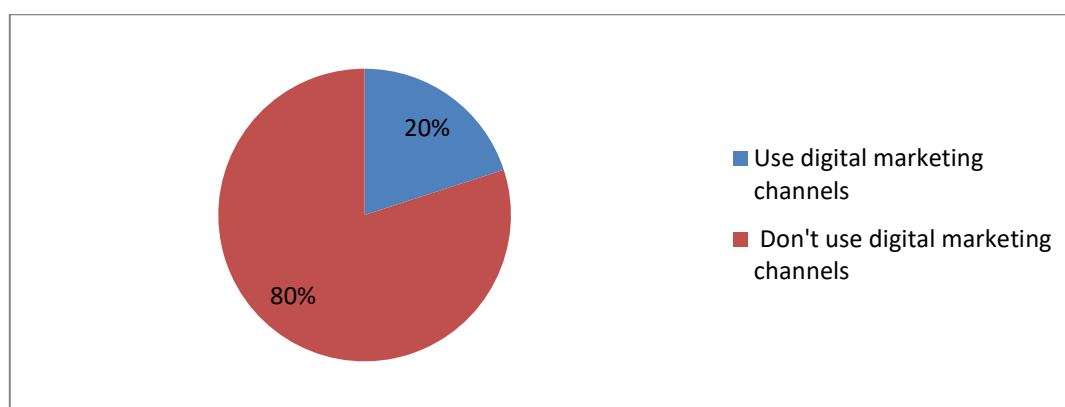
Research on family farms. The study aimed to collect data on these objectives to provide insight into the role of agricultural marketing in family farms in Kosovo and to identify areas for improvement and further development of marketing strategies and practices.

**Chart 1.**Are you actively using marketing strategies to promote your products?



From the answer to the first question, we can see that 35% of farmers in Kosovo actively use marketing strategies to promote their products, while 65% do not

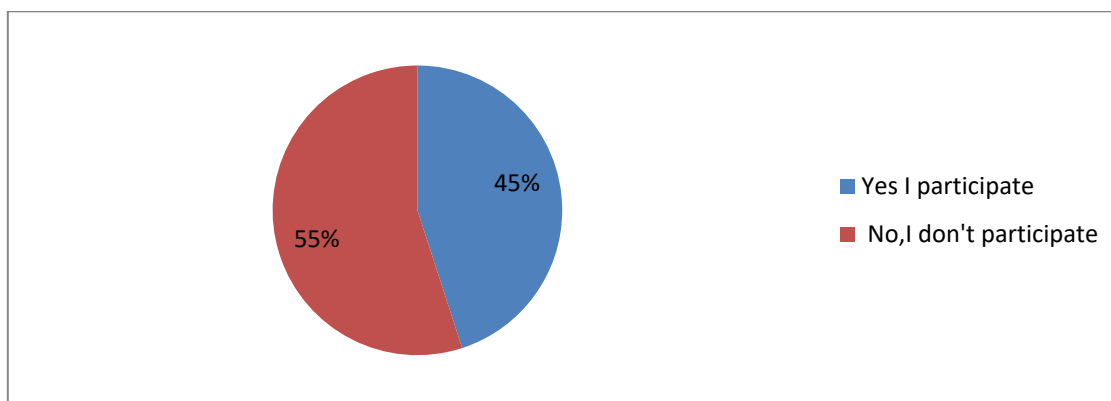
**Chart 2.**Do you use digital marketing channels such as social media to promote their products?





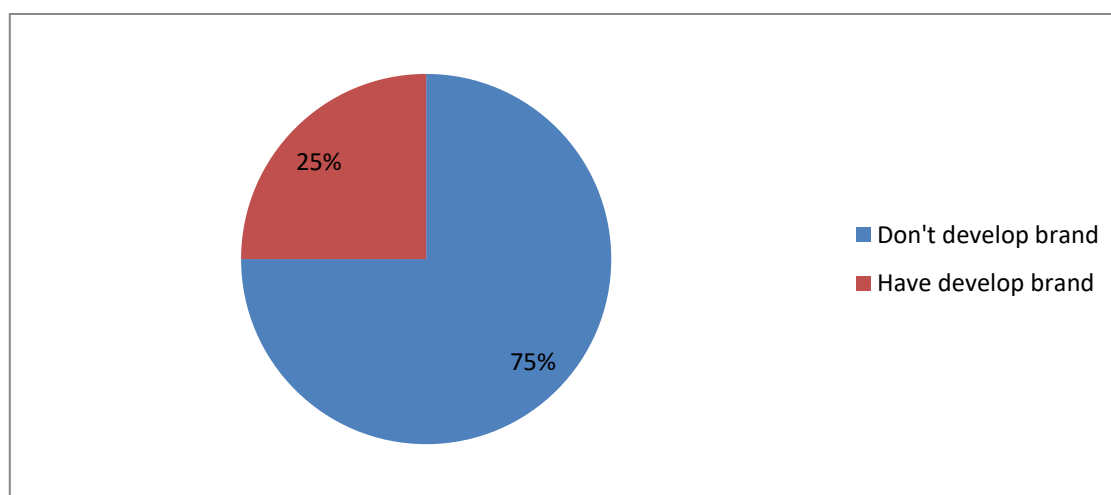
A higher number of respondents (80%) indicated that they do not use digital marketing channels, why only 20% of farmers in Kosovo use digital marketing channels to promote their products.

**Chart 3.** Have you participated in agricultural fairs and exhibitions to promote their products?



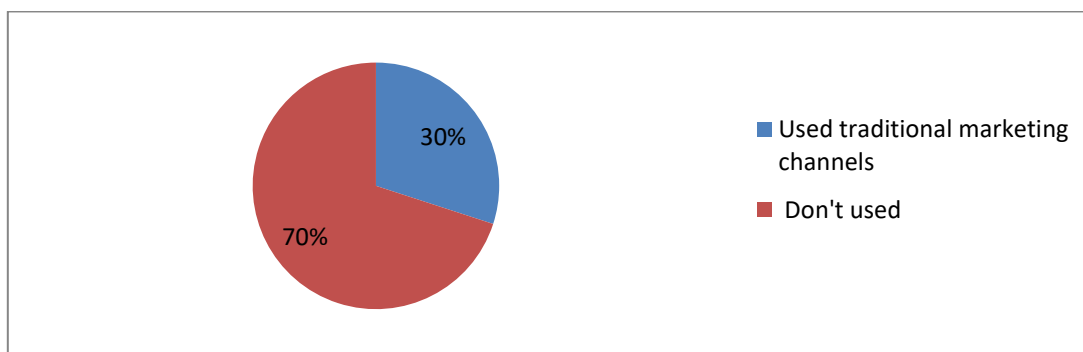
For that matter, 55% of farmers in Kosovo do not participate in agricultural fairs and exhibitions to promote their products, while 45% do.

**Chart 4.** Have you developed brands for your products?



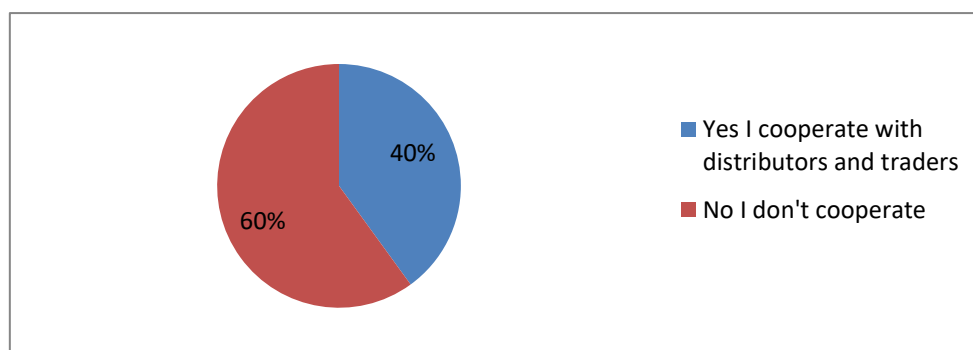
From the answers we can say that only 25% of farmers in Kosovo have developed brands for their products.

**Chart 5.** Are you using traditional marketing channels such as television, radio and print media to advertise your products?



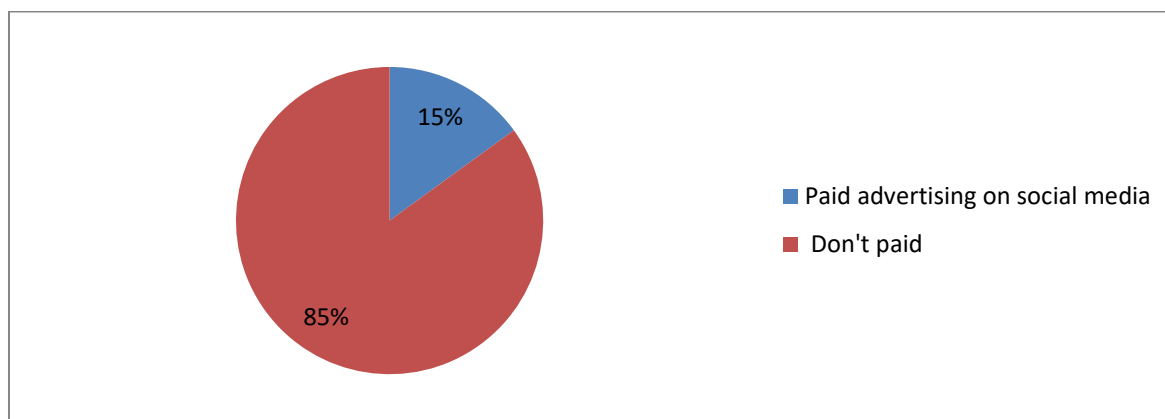
Only 30% of farmers in Kosovo use traditional marketing channels to promote their products, while a high 70% do not

**Chart 6.** Do you collaborate with distributors and retailers to better distribute and market your products?



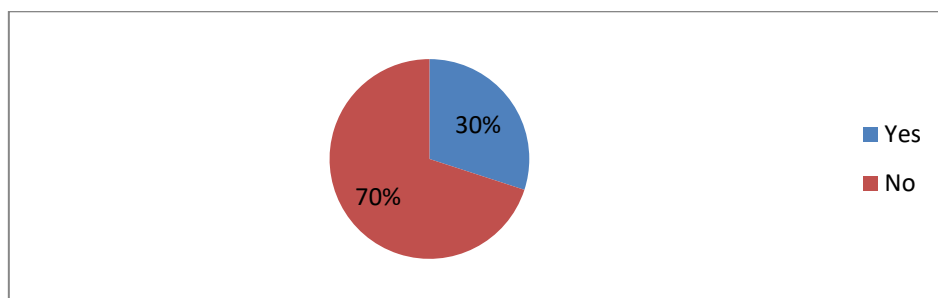
For this matter, 40% of farmers in Kosovo regularly cooperate with distributors and traders for better distribution and marketing of their products, while 60% cooperate

**Chart 7.** Do you pay for social media advertising to promote your products?



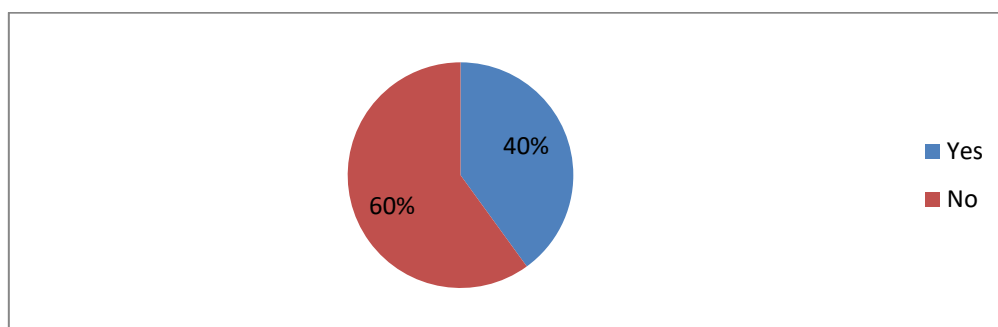
Surprisingly, only 15% of farmers in Kosovo use paid advertising on social media to promote their products, which is a really small percentage.

**Chart 8 .**Do you regularly update your websites and social media profiles?



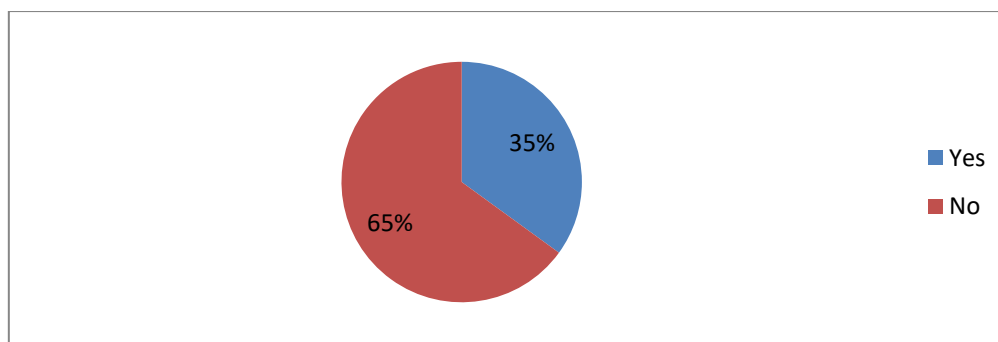
From the responses, we can say that only 30% of farmers in Kosovo regularly update their websites and social media profiles, and 70% do not.

**Chart 9.** Do you participate in educational events and seminars on marketing strategies?



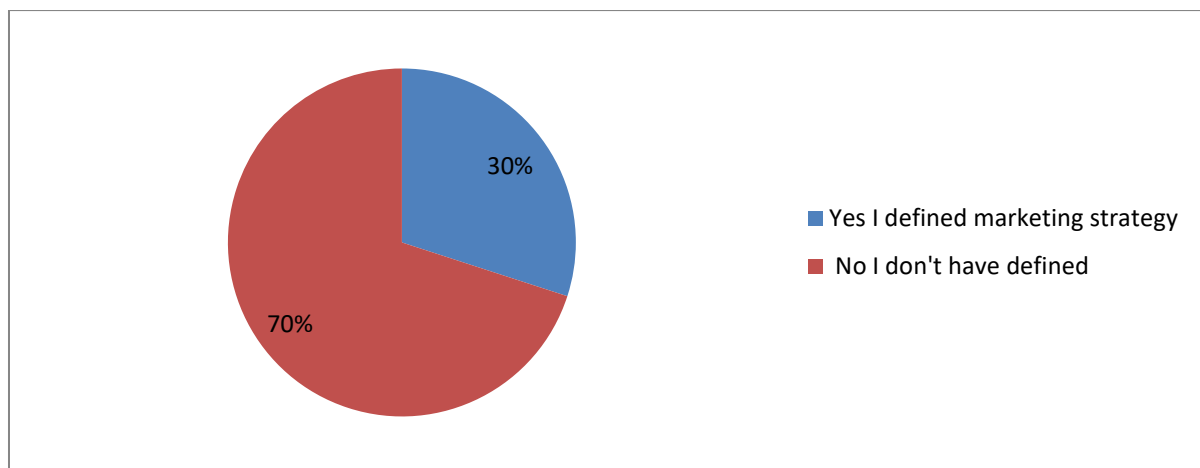
40% of farmers in Kosovo participate in educational events and seminars on marketing strategies, which means that there is awareness of marketing, but it is not yet at a high level

**Chart 10.** Do you use brochures, leaflets or catalogs to promote your products?



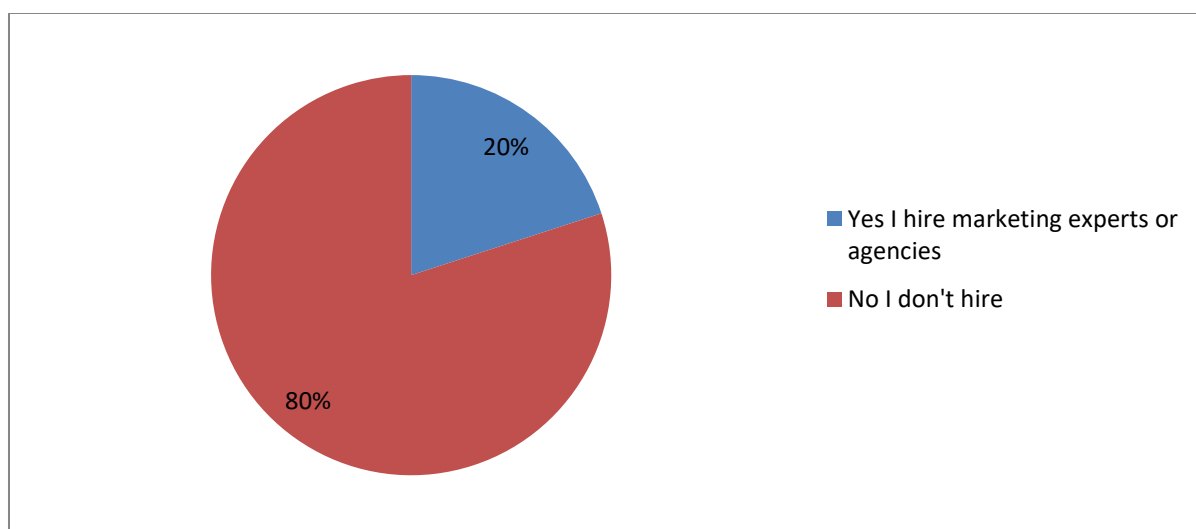
According to the questionnaire response, 35% of farmers in Kosovo use brochures, leaflets or catalogs to promote their products

**Chart 11.** Do you have a defined marketing strategy for your agricultural products?



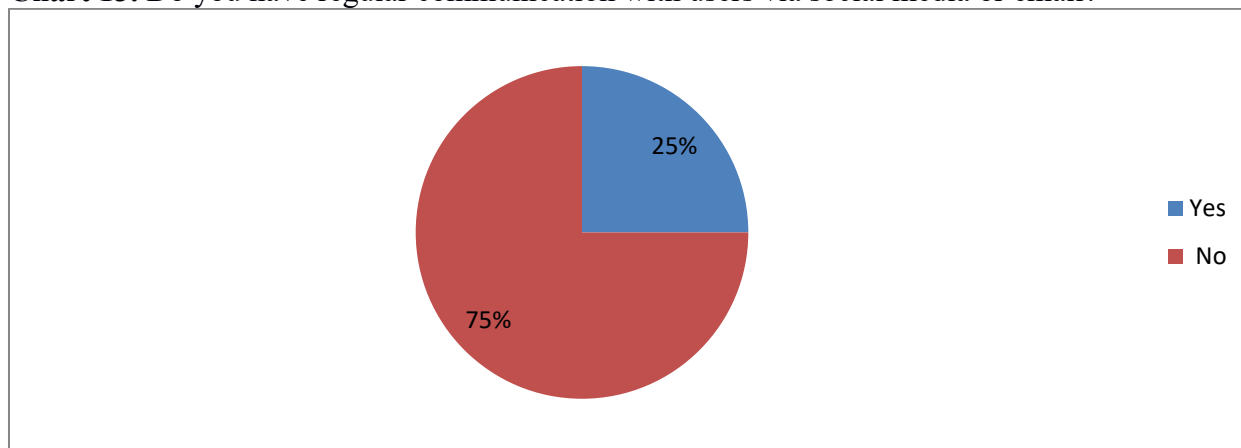
From the results, we can notice that the farms of Kosovo very little apply a marketing strategy in their operations. Namely, 30% of farmers in Kosovo have a defined marketing strategy for their agricultural products.

**Chart 12.** Do you hire marketing experts or agencies to promote your products?



Analyzing the answers to questions 20% of farmers in Kosovo hire marketing experts or agencies to promote their products, what a really small percentage

**Chart 13.** Do you have regular communication with users via social media or email?



According to the results, only 25% of farmers in Kosovo have regular communication with consumers through social media or e-mail

Based on the answers received from the questionnaire on the role of marketing in agriculture in Kosovo, we can draw several conclusions:

Marketing strategies in agriculture in Kosovo are not widespread, as only 35% of farmers actively use marketing strategies to promote their products.

Digital marketing is still not the main channel for promoting agricultural products, considering that only 20% of farmers use social media and digital channels.

Agricultural fairs and exhibitions are a popular way to promote products, as 45% of farmers in Kosovo participate in such events.

A large proportion of farmers still do not have developed brands for their products, considering that only 25% of them have developed brands.

Traditional marketing channels such as television, radio and print media still play a role in promoting agricultural products in Kosovo, as 30% of producers use these channels.

Cooperation with distributors and traders is important for better distribution and marketing of products, with 40% of farmers regularly cooperating with them.

Paid social media advertising is used by only 15% of farmers, which shows room for improvement in digital advertising.

Certificates and quality marks are used by 50% of farmers for their products, which is a positive sign of quality and consumer confidence.

The organization of product tastings for promotion has room for development, given that only 25% of producers practice this method.

Regular updating of websites and social media profiles needs to be improved as only 30% of manufacturers regularly update their online presence.

These conclusions show that there is room for improvement in marketing strategies in agriculture in Kosovo, especially in digital marketing, brand development and the use of modern promotion channels.

**Conclusion** The applied marketing concept in the operation shows that the production and processors of agricultural services are organized as strategic autonomous business units and their focus is the market operation. Sales operations require monitoring of activities and analysis of all marketing tools. On the basis of the study, decisions are made that aim to produce a given product, to impose it on the market, with appropriate incentives that follow the entire production and sales process. The marketing concept enforces the mindset that a manufacturing unit is determined to produce only what consumers want and need. Insistence of high market standards and emphasis on product quality, market positioning and profitability becomes certain.

Production, as well as turnover in agribusiness, due to the specificity of the product, requires adaptation to global trends. Consumer needs are related to healthy, safe food safety, which links producers to specific production conditions. Product positioning is carried out through several marketing channels: the market, the processing industry and through companies that must also meet the requirements of high food safety standards.

Due to the unfavorable structure of agricultural holdings and the inefficient use of means of production, agricultural yields in Kosovo are much lower than those in the EU, but similar to some in SEE countries. In general, the agri-food sector faces difficulties in developing food distribution chains, marketing and quality, veterinary and phytosanitary standards compared to EU standards. On average, farmers' prices are significantly higher in Kosovo than in EU countries. This shows that producers in Kosovo continue to face weak price competition. In the future, a strategy for trading agricultural products should be developed, which will be based on market analysis, which will allow local producers and processors to make better use of market opportunities, but also stabilize employment and incomes. Competitive agriculture requires modern knowledge, information and management services. Further training, consultation and technical and agricultural/business management and information on the agricultural market in accordance with the specific needs of the country are a prerequisite for creating growth in agricultural production and increasing the efficiency and competitiveness of the sector. Advances in agricultural research will facilitate the creation of sustainable production systems, especially in light of new challenges such as climate change, biodiversity, rising food prices and biofuels. are a prerequisite for creating growth in agricultural production and increasing the efficiency and competitiveness of the sector. Advances in agricultural research will facilitate the creation of sustainable production systems, especially in light of new challenges such as



promotion of agricultural and food products, combined with tourism and gastronomy, should enjoy constant support.

## **II. DISSERTATION CONTRIBUTIONS**

The following contributions can be highlighted in the dissertation work:

- The nature and role of agriculture as a national industry in the economy of the Republic of Kosovo has been clarified;
- The role of the agrarian policy for the development of agriculture in the Republic of Kosovo is clarified;
- An analysis of the state of agriculture in the Republic of Kosovo and within the framework of the current agrarian policy was carried out;
- An analysis of the marketing activities in the agricultural holdings of the Republic of Kosovo was carried out;
- Recommendations for improving marketing activities in the agricultural holdings of the Republic of Kosovo have been formulated.

## **III. PUBLICATIONS**

1. **Hell. Kabashi**, Ab. Kabashi, N. Kabashi, Sh. Kabashi (2022). Business development in Kosovo during the pandemic. In Traders Academic Platform, vol.1, issue:1, e-ISBN: 978-605-72229-0-9, pp. 242-256
2. **Kabashi, A.**(2022). Economic development and living standard of the population in Kosovo after independence. Journal of Bio-based Marketing, vol.2, issue: 2, ISSN 2683-0827, pp. 13-27
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4. **Kabashi, A.**, A. Faron (2023). Virtual business simulation as a tool fostering modern teaching methods in higher education institutions. University of Maribor, Press, vol. 42, issue: 1, DOI <https://doi.org/10.18690/um.fov.3.2023.23>, ISBN 978-961-286-722-5, pp. 277-288.



5. **Kabashi, A.,**Sh. Kabashi (2023). The impact of teamwork in raising the performance of the workers and in the management of the decision-making process. International Journal of Multicultural Education, vol. 25, issue: 2, ISBN 1934-5267, pp. 53-80.
6. Kabashi, R., Ad. Kabashi, Ab. Kabashi, N. Kabashi (2023). TURIZMI DHE NDIKIMI I MARKETINGUT NË ZHVILLIMIN E TURIZMIT. Proceedings of the international scientific conference, vol. 15, issue:1, e-ISSN 2337-0521, pp.27-34
7. Kabashi, A. (2023). The notion and characteristics of human resource measurement in organization. Prizren Social Science Journal, vol. 7, issue: 3, ISSN 2616-387-X, pp. 49-70.