

## PERCEPTIONS OF ALBANIAN CONSUMERS ON PRODUCTS WITH A LOW LEVEL OF PESTICIDE

**Silvana Dervishi**

PhD student, Agriculture University of Tirana

### ABSTRACT

In general, even though consumers are to some extent aware of organic products, in the majority of cases, they do not understand what organic products are (Yiridoe et al., 2005). Analysis of the consumers' preferences will answer the following research questions: *What is the importance that a consumer in Tirana attributes to products with reduced levels of chemicals, pesticides, and organic products? What is the consumer's willingness to pay for products with reduced levels of chemicals and pesticides? Is there a significant effect of demographic characteristics on consumer's behavior?* The main purpose of this paper is to assess the willingness to pay of consumers living in the city of Tirana for a particular quality standard for the products that they consume, such as products with a low level of pesticides and chemicals. The Paired T-test was used to understand the degree of importance assigned to the attribute, the low pesticide level, the low level of chemicals and organic products.