
THE ROLE OF CONSUMER CARE IN KOSOVO

Bajram Hasani

Giilan, Kosovo, bajram.hasani1982@gmail.com

Abstract: Today's top companies in various businesses are moving towards customer care and their loyalty because most markets are in their advanced stage where competition is increasing and the cost of attracting new customers has increased.

As in the world economy in Kosovo in recent years we have seen an awareness of businesses about marketing and its perception. As a result, today in Kosovo we have a genuine marketing development, especially in businesses that are increasingly used in elaborating and presenting the services they offer in Kosovo.

Customer care management is related to behavior, ethics and mutual communication in businesses. Marketing finds application in customer care by applying various forms of promotion and nowadays in particular the form of direct line.

Keywords: business, care, behavior, communication, consumer

1. CONSUMER CARE

One of the most important elements of marketing mix in services is promotion which consists of personal selling, advertising, public relations and selling promotional tools. The product in the most general sense can be defined as a potential source of meeting customer needs. The development of new services and products is accepted as an opportunity for the continued growth and prosperity of all businesses, both financial and real economy. It is more expensive to gain new customers (continuous promotion) than to retain existing ones. The longer we retain existing customers, the more profitable it is for businesses to increase customer loyalty.²

For market services to be effective, marketing managers need to understand the thought processes used by consumers during the selection process that consumers make. Marketing is the management of profitable customer relationships. The purpose of marketing is to create value for customers and in return receive value from them. Today's successful businesses have one thing in common: they focus strongly on the customer and engage heavily in marketing. These businesses have the same passion for recognizing and meeting customer needs in well-defined target markets. They motivate everyone in the business to help build lasting customer relationships based on value creation.³

Promotion is an activity that focuses on creating conditions for regular circulation of information, for placing useful messages and for learning and facilitating the purchase of various products. The promotion in the quality of the mixed marketing instrument, in terms of concept and objectives is the same in local marketing as they appear due to the specifics, conditions, factors that are present in different environments and markets. Without understanding the similarities and differences between markets, businesses will not be successful as promotion remains lacking. The traditions, customs, habits of the peoples, which have long been ingrained in the minds of the people, constitute a complex spectrum in the instrument of promotion in business. In this respect it is imperative that consideration, respect and care for others prevail. Only in this way, the content of messages and communications will realize the effects of promotion, for the interconnection of the parties.

Care is implemented guided by the principles of cooperation with sustainable responsibilities on equal terms, meeting the requirements for a quality product in any business.⁴

Fundamental consumer rights in Kosovo

There are legal obligations for customer care, but so far the fruits are not visible. Focus should be placed on enforcing approved laws and regulations while taking care of quality service and providing customer satisfaction. Based on laws and the need to avoid competition, businesses create customer care services. These services become a burden on businesses, but still justify themselves with jobs and tools in the future.

According to the Law on Consumer Protection in Kosovo, the protection of the fundamental right of consumers to purchase products and services is regulated, as well as to other forms of acquisition of products and services in the market, which are based on the right to protect economic interests. risk to life, health and property for quality

² . Elmazi, Liljana, Dr, "Strategjitë e Marketingut", Tiranë, 2005

³ . Ceku, Bardhyl, Dr, "Markrtingu", Tiranë, 2000.

⁴ Kume, Vasilka, Dr "Menaxhimi Strategjik", Tianë, 1999

products. These key principles for consumer protection in Kosovo are based on commitment to care in the European Union where there are laws and mechanisms for resolving possible business conflicts.⁵

2. PUBLIC RELATIONS

Public relations can have a powerful impact on raising public awareness at a much lower cost than advertising as businesses do not pay for space or media time. Public relations use several instruments, and as the main instrument is the news. Public relations professionals find or create favorable news for businesses and products or for its people. Sometimes the news happens naturally and sometimes the public relations person suggests events or activities that would create the news. Speeches, too, can create product and company publicity. Increasingly, company executives have to throw media issues on the ground or talk at trade or sales association meetings, and these events can build or damage the business image.

Public relations staff also prepare written materials to influence their target markets. These materials can be annual reports, brochures, articles and newsletters and company magazines. Audio-visual materials, such as photo and sound programs one by one, DVDs, and online videos are increasingly being used as communication tools.⁶

The public relations department is often located at the headquarters of the business or treated by a third-party agency. Its staff is so busy, dealing with different audiences, with shareholders, employees, legislators, the press, that public relations programs to support product marketing objectives can be ignored. Also, marketing managers and public relations practitioners do not always speak the same language. While many public relations practitioners view their profession as merely communicative, marketing managers tend to be much more interested in how advertising and public relations affect brand building, sales, profits, and relationships. customers.⁷

The birth of a brand is usually done with (public relations) and not with advertising. Our general rule is that public relations should be the first, while advertising the second. Public relations create credentials that ensure credibility for advertising. Advertising and public relations must work side by side with an integrated marketing communications program to build brand and customer relationships.⁸

3. DEMANDS FOR CUSTOMER SATISFACTION

Customer satisfaction is totally dependent on their expectations as they expect the performance of the current product to meet expectations in order to meet the satisfaction. If the performance meets or exceeds expectations they will be satisfied, but if the performance will be below expectations, they will remain unfulfilled. Egan (2001) recognizes the five driving elements of customer satisfaction:

- Product and service - the basic product or service and its characteristics.
- Services and support systems - services that attach to the product and enhance its performance
- Technical performance - in what condition the customer receives the product and how he performs
- Elements of customer interaction - how the customer is treated
- Service dimension - soft or unintentional "messages" sent to the customer.

In order to meet customer satisfaction, all must be valued equally, if the company succeeds in four of these five factors but fails in one, this company will have dissatisfied customers. It is also important to consider the “final message” of being communicative with the customer - although the product or service may be good, small details like how it is delivered can leave the company with a dissatisfied customer. Customer satisfaction is important because in this form the customer is less likely to withdraw from another competing company. Customer loyalty and the ability to maintain them are highly dependent on actual customer satisfaction, of course, customer service is a key to the marketing relationship and further to measuring the customer.⁹

The reason companies want to build customer relationships is economic. Companies generate better results when they manage the customer base in order to identify, attract, satisfy and retain profitable customers. These are the key objectives for many CRM strategies.

The Law on Consumer Protection regulates the protection of the fundamental right of consumers to purchase products and services, as well as to other forms of acquisition of products and services in the market. Consumer complaints, which are addressed to departments for long periods show the trend growth that brings in a range of 60% to 80%. These data stimulate consumers and increase confidence in the implementation of the law on institutional care for consumers.

⁵ Koli, Z. Prof,asoc, dr, Llaci Sh. Prof.dr., ‘‘MBN’’ botimi i II-të, Tiranë,2008

⁶ Elmazi, Liljana, Dr, ‘‘Strategjitë e Marketingut’’, Tiranë, 2005

⁷ Koli, Z. Prof,asoc, dr, Llaci Sh. Prof.dr., ‘‘MBN’’ botimi i II-të, Tiranë,2008

⁸Elmazi, Liljana, Dr, ‘‘Drejtimi Marketing’’ Tiranë, 2007.

⁹ Elmazi, Liljana, Dr, ‘‘Strategjitë e Marketingut’’, Tiranë, 2005

The Consumer Association has been established to protect the rights and interests of consumers. The Consumer Association is a civil society organization independent of manufacturers, retailers, suppliers or service providers. The Consumer Protection Association is introduced on behalf of its members, it gives opinions on proposed legal acts that may have an impact on clients.

4. CONCLUSION

Marketing identifies unmet desires and needs that determines, measures and unifies the size of the identified market and the rate of profit. It locates the market segments that the company is able to cover and advertises the right products and services. From the fact that the understanding of the key marketing concept focuses on the customer, any business entity that deals with the production of products and services, to be successful must never forget that the customer is the value of the business.

As in the world economy in Kosovo in recent years we have seen an awareness of organizations, enterprises, banks about marketing and its perception. As a result, today in Kosovo we have a genuine marketing development, especially in businesses that is increasingly used in elaborating and presenting the services they offer in Kosovo.

LITERATURE

- Beqaj, B., Krasniqi, A., & Beqaj, V. (2019). Consumer Satisfaction on Online Services in Kosovo. Zagreb International Review of Economics & Business, 22(SCI 2), 39-53.
- Elmazi, L. (2005). "Strategjitë e Marketingut", Tiranë
- Gashi, R., & Ahmeti, H. G. (2021). Impact of social media on the development of new products, marketing and customer relationship management in Kosovo. Emerging Science Journal, 5(2), 125-138.
- Jakupi, A. (2005). "Metodologjia e punës shkencore kërkimore", Prishtinë
- Koli, Z., & Llaci S. (2008). "MBN" botimi i II-të, Tiranë
- Kume, V. (1999). "Menaxhimi Strategjik", Tiranë
- Rama, H. (2019). Consumer protection and care in Kosovo.
- Ramosaj, B. (1998). "Menaxhmenti" Rilindja, Prishtinë
- Xhokaxhi, V., & Kume, V. (1998). "Marrja e vendimeve menaxheriale", Tiranë
- Ligji mbi mbrojtjen e konsumatorit
Shoqata e mbrojtjes se konsumatoreve