

Business Oriented to Women: Kosovo's Case

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In the world economy, women are the most powerful consumers, and also are demanding more space and greater role in society, economy and politics. For years, women have been recognized as the „gatekeepers“ for family products, and they continue to be primary decision makers for most household goods.

Through this paper work, we will analyze position of Kosovo's women in regarding to education, her behavior like a consumer, what kind of products and services they need, what they want from their life and work, how they spend their time, and knowing more about their ambition for education, profession and career, employment and their families, their persisting efforts getting empowered in Kosovar economy and society. Primary research is focused in questioning of 120 girls and women, which belonging to different social classes, incomes, cities, and occupations. Women, including those from Kosovo, are increasingly requiring higher education, better health conditions, higher incomes, healthiest food for them and their families, and also seeking for greater achievements in professional life and their careers. By the results, we realize that from all those continues changes in the workplace, women seems to build their current incomes and also they have a greater role in all areas of society, and in economy of country.

Keywords: decision making, multifunctional role, women as consumers, bussiness.

If we turn back 40 years ago in many developed countries of the world like the US and Europe, men were those that cover the cost of living for the family and a special emphasis on women. The man in the family were given priority to education, but not the girls. If the woman has had the luck to work, it has been less paid and the same work they have accomplished men. At that time dominated the self-understanding that women only work for a very small, as to cover its own costs, and this has been a denial of gender rights. The combination of hard work and education has brought women to a position of power and influence in business, politics and social endeavors. The most important driver of women's increased earning power and influence has been education. At every stage of the education process, women are not only increasing in numbers but also excelling in performance. Women take education very seriously and continue their focus on learning throughout their lives (Silverstein & Sayre, 2009).

More women than men – of all cultural backgrounds take that SAT in preparation for their college applications. In the United States in 2008, 53% of

white test takers were female; 51% of Asians; 57% Hispanics; and 57% of African – Americans. In 2007, 70% of female high school graduates enrolled in college, up from 40% prior to 1972. Women make up the majority of the college population. Before 1972, 44% of all undergraduates in the United States were women; by 2005, 60% were women. At many of the country's most prestigious institutions of higher education including Harvard, Yale, and Princeton – women make up about half of the undergraduate population (Tamar, 2006).

Based on global statistics in relation to the strengthening of women, not only do women hold to the purse strings of the economy; there is a lot of money in those purses, and much of it women have earned themselves. Together, working women around the world earn the equivalent of 12\$ trillion in salaries and wages annually. American working women earn about 3.4\$ trillion of that. Three in ten working women make all or almost all of their family's income, and sox in ten earn about half of it. In developed economies, 40% of women control 91 to 100% of household spending. Women in the United States have the greatest influence over purchase and consumption more than 72% of total spending is controlled by women (Silverstein & Sayre, 2009).

Because of woman is taking special role every day in all segments of social and economic, its commitment becomes multiple and its requirements become commercial opportunities for the creation of new businesses and the redesign of many actual businesses by adapting its requirements. No matter how the economy evolves, and what roles women play in its transformation, the commercial oppurtunity will continue to grow because women's dissatisfactions remain and run very deep. Women will still be dealing with the triple challenge of time – work family balance, conflicting demands, and too little time for themselves and it will probably become even more acute as grater financial pressure is felt across all segments and as there is less money available to outsouce household tasks. Accordingly, women will be all the more eager to purchase products and services that help them leverage their time and make the most of every minute of their day. The new time based competitions is about reducing total time for product consumption from decision to buy to preparation for use, to use, to after use (Silverstein & Sayre, 2009).

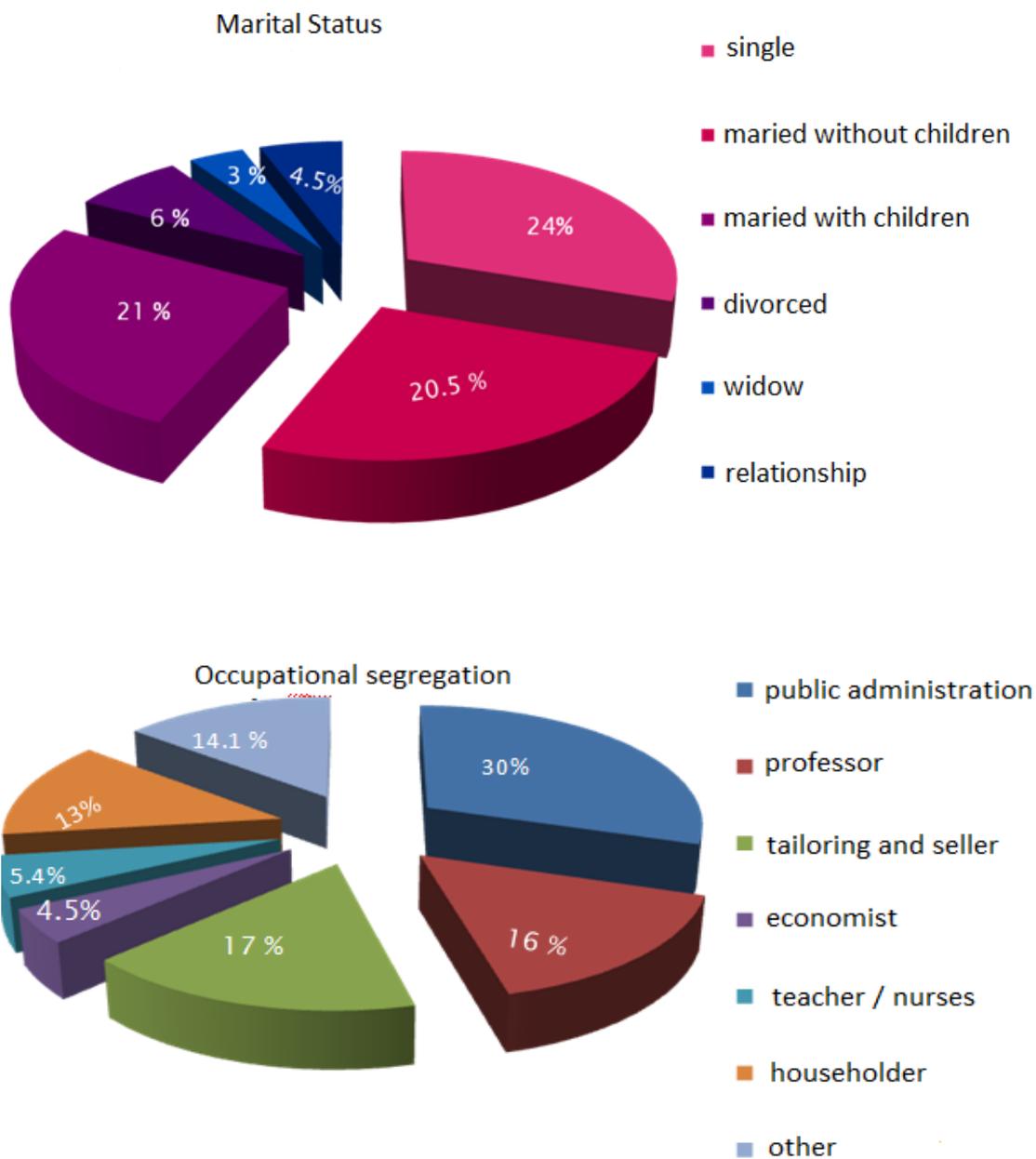
But things change slowly with time, and in recent years mean that this approach on women in the workforce, economic and purchasing is completely changed and not only in developed countries but also in Kosovo. In the decade that we are living around 1 billion women are continuing to work and to gain financially they are bringing significant changes in the market and worldwide (Silverstein & Sayre, 2009).

In Kosovo, before 1999 the number of women was extremely small. This small number of women who had the luck to work were women who worked in private business and in health. But this fact has changed after the war, especially the last few years, where the government through the "Law on Gender Equality" and various programs for gender equality and women's economic empowerment, focuses on advancing the role of women in the economy, politics, education etc. (Government of Kosovo). But in spite of these efforts to empower women it is still far from the desired position against other women in the world. In all other countries of the globe as well as in Kosovo is no longer taboo influence women's decisions about purchases for the home. Since

mostly women are the ones who buy for their families, for men, children, colleagues, parents, etc., then this feature makes the woman multiple purchasing power as influential in purchasing.

Methodology

The methodology used in this paper is based on direct survey of 120 women in the whole territory of Kosovo. The questionnaire is focused mainly in urban areas with 72% participation and 18% are rural areas.



The results of the survey respondents appears that about 40% of respondents of result that does not have enough time for themselves, 22% of respondents tolds that have many demands compared with the time that they have in available and about 38% of them have interests that concludes conflict with each other.

Also about the question about regarding the management and administration of finances out that: 31% of women have household finances under management, 45% of women do not assume managing household finances and 24% of them are charged with managing the finances together with their partner.

A major challenge to the advancement and professional development at work and at the same time the obstacle presented engagement of women in housework and also in caring for children. The responses of the respondents were as follows: 65% of women have the commitment we undertake domestic work and child care, 25% of them have help at home while 10% of them state that they have help from their partners.

We question about what women expect their partners out that: 45% of women expect their partners to gain more, 33% of women want from their men to have more commitment to the organization of social activities of 22% women expect from men to be more careful in the care and help in chores and child care increased.

Conclusion and Recommendation

Companies/organizations should refrain from thinking for everyone, particularly companies that provide products/services that have greater consumer wife should understand: the importance and influence of women in purchasing decisions; Women pleasures and disappointments of the products / services offered; the role that products have in her life and above all they must turn women time for which it has so many needs;

Companies that provide products / services that have greater consumer wife should realize extensive research, raise and update databases on customers and perform market studies, thus creating opportunities to ideas of products / services that meet their needs and desires.

Companies / organizations to understand and better serve consumers woman should have women in managerial levels and especially in marketing.

References

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