

FORMS OF ADVERTISING MEDIA APPEARANCES IN KOSOVO

Dr. Sc. Shaip Bytyqi

Abstrat

To discuss the forms of advertising media appearances by Kosovo businesses, you should first start from the adjustment of enterprises to market economy conditions. In Kosovo after 1999, the transition process is conducted in specific circumstances. First of all, Kosovo was devastated by the war and was far in trends development of many countries in the region and beyond. Kosovo businesses are faced with a lack of experience in foreign markets, low levels of managerial development, lack of capital, not good credit conditions for businesses with particular emphasis on high interest rates, then the lack of information, weak institutional support, lack of a strategy for developing small and medium enterprises which is ongoing challenge for businesses to keep you fit in a such a complex environment. All these factors contributed to Kosovo businesses have a low level of development of marketing and promotional activities. Furthermore, some important state enterprises, such as KEK, began their function without proper management, taking foreign aid and donations to permanent capital infusions from the state. In all this we must not forget the remembrance of the lack of local competence in managing them. Major economic enterprises were managed by UNMIK which proved to be quite unsuccessful in their management.

Keywords: Kosovo, advertising, media

Market forces are more effective when the number of participants is large and when market principles are recognized and properly used by all participants. However, market movements are like tides and reflux of the sea. They come and go. The more the market develops, the stronger will become them. We can see these waves in economies where service activities are the driving forces developed in the economy. The only things that exist in the world of marketing are perceptions of the potential customer. The reality is how people perceive, things independently. Many people think that marketing is warfare products and over time the best product will win. Those involved in marketing most of the time are concerned with research and gathering evidence. The truth is relative, everyone sees the truth differently from another. When you say I'm right and the other person is wrong but claims that the estimates be something better than anyone else. They are often worn with a sense of infallibility. The way we perceive things makes them think they are always more accurate than those that surround them. The truth and the way they conceive of this truth is mixed in mind making it difficult distinguishing between them.

To change the conviction of a potential client is something else. Minds of consumers are very difficult to change. Just having a little experience with a product category, the buyer thinks he's right. Universal Truth is the perception that he has in mind.

Originally known forms of media advertising presentations in Kosovo offered by various media tools originally found use by individuals and enterprises that go near various services and products. Services offered by media companies in Kosovo, once limited, today have become countless. This broadening of the range of advertising services has resulted in continuous media from the influence of competitive factors.

The highest level of income earned from a good job, from a small business or medium, not to mention large businesses, individuals and businesses made to address the media companies. The number of these media companies operating in Kosovo, has made a continuously growing market as a result of Kosovo, which was once used almost without a day while today the adoption of the new system of market economy offers them an opportunity great.

During a survey conducted for media companies in Kosovo, in November 2010, is presented that currently operates 22 television stations licensed in Kosovo, of whom three national broadcasters (RTV21, RTK, KTV) and 19 local broadcasting, which generally cover whole territory of Kosovo and near 78.9% of the population use television as the primary source information. All three international television stations, have their own characteristics and particular.



- RTK is public television. Currently it is only one of these TV channels that presents the programs in minority languages. Otherwise it is the most watched TV in Kosovo based on the popularization among men for its sports programs. Narrated by two of the most popular series in Kosovo: Modern Family and Our Café has evaluated programs such as News, Oxygen, who will be a millionaire of the same.
- VCT is private television, and TV is the second most watched in Kosovo. There's popularity among young people. Rated programs of VCT are different series, Sports, SPITALIKS and current affairs from political life, social and cultural, etc..
- TV21 is also private television, where the difference from these previous broadcast in Europe, Asia and USA. As such this, TV station ranked third in viewership for the territory. There are new programs popular, where among her most watched programs for six years. The goals of a wide audience, make this be television that ever growing

viewership. We TV21 - programs evaluated are: A KAFFE with Labin something is caught, Serial different, etc. News-Flash.

Another form of spread in the presentation of advertising media is Radio-ja. In Kosovo, currently operates four national radio stations, and a quite large number of regional or local level. A number of them, also broadcast in minority languages. According to the survey mentioned above, 6% of people in Kosovo, use the radio as the main source of information. Listen to radio stations in Kosovo are: RTK, Radio 21, Dukagjini, Gjakova, Radio Kosova, Fontana, Pandora,, Illyria, Dodona, Youth, etc.

Other forms of advertising presentations in Kosovo are the print media, which currently are 8 daily newspapers scattered across Kosovo. In general, newspaper circulation reaches 38,000 pieces and ca 6% of Kosovo's population use newspapers as their main source of information. Applied a form of reading enough of them are cafes, restaurants, jobs, families and alike. These papers reaching greater readability and are inclusive in the whole the territory of Kosovo are: Koha Ditore, Kosova Sot, Bota Sot, Voice, News, Express, New Age, Info Pres.



From the presentation of advertising in print media, highlight the non-daily newspapers and magazines to read:

- Newspaper "Prishtina Inside" a single newspaper in English that is published twice a month. Initially distributed free circulation of 5000 copies.
- Magazines: Kosovarja which refers mostly to female subjects. There is a printing press run by 15 to 18,000 copies, in case festive to 50,000 copies where material from the appendix, stories, landscapes, multiple calendars, etc.. From magazines ranked as the most read, and most of the items is printed with different colors, which makes even more attractive to potential readers.
- Magazine: "Teuta" is a monthly magazine for women. Has a distribution throughout Kosovo, in Albania, Macedonia, UK and USA. Circulation of copies reaches up to 15,000. Characterized by various colors of pages, which are associated with different pictures and writings. Addresses the current topics of the world are mostly female, including

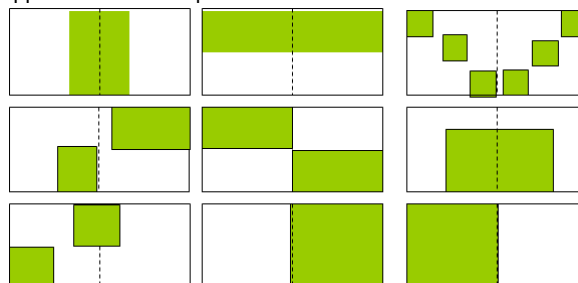
interviews of women leaders in different spheres of life, in particular the political, scientific, artistic, etc..

- Magazine: "Economist" is the only weekly magazine that represents economy and businesses. Reaches a circulation of 40,000 copies in Kosovo.

Except that dissolved in Kosovo is regulated and distributed in the Diaspora. Characterized by the fact that all journal papers are in color and are printed with high quality and design and modern. The other special of this magazine is that printed in parallel in both and English languages, .



Special forms of advertising appearances in print media, will appear in the forms presented as follows:



Another form of advertising that is very widespread, increasingly also taking place inside newspapers and magazines in the form of brochures. Most major supermarkets in Kosovo, have their brochures which are available for advertising. Such brochures distributed in the form door to door, or being placed in cars, during the implementation of a purchase and sometimes delivered by promoters on the street.





Other forms of advertisements written in Kosovo, also applied by means of posters, advertising lighting fixtures throughout the city, bus shelters, taxis, kiosks, lighting fixtures-road pillar, recykluese bins, etc.. These ads can also be seen for long the main streets of towns in Kosovo.



"Some people pay more euro almost blindly to advertising, but there are those who do not have any budget for advertising so in most cases do not fare advertising. Both forms can be very damaging for the business in question should therefore attentive care about costs and effectiveness of such marketing or placement of a marketing strategy not very costly approach that would help however small company in market.

There are many new and creative ways to market products and services at least not very costly if not even cheaper, so much money to spend would be too excessive. But even if you are unable to develop a marketing free however it is very likely that your business fails due to failure or not achieving the advertising of products or your own business in the market. So as the cel above., In this situation, such

people should be extra careful to look for inexpensive ways of advertising.

Other forms of advertising presentations are also online and offline opportunities that will help you to spread the word via the Internet pages and pages of various social communication, where it recently as the most prevalent seems to be up-regulation, etc. where products and services will increase and therefore revenue.

According, Edwin Artz: "no company that provides market, products or services to consumers, can not remain a leader in its field, without a deep commitment to make ads for those products or services, so even in Kosovo, fortunately, is being raised more and more this awareness and various businesses or institutions of Kosovo increasingly using these marketing practices, are present in the wider market with ads and brochures that undoubtedly attract the attention of consumers and develop marketing culture Kosovo, in step with modern marketing world.

Conclusion

Advertising is sub-instrument of promotion, because it includes extensive activities. It has its own importance as consumers, as well as the seller is genuine if it contains messages psychological elements, which conducts activities through the media, such as press, radio, television, the means of sales promotion in place, internet etc..

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Forms of advertising media appearances in Kosovo, mostly based on economic propaganda media, where television is widespread where operate 22 television stations licensed in Kosovo, of whom three national broadcasters and local transmitter 19. Another form of spread in the presentation of advertising media is Radio-ja. In Kosovo, as a form of spread is also very radio, which now operates four national radio stations, and a quite large number of regional or local level. Other forms of advertising presentations in Kosovo are the print media, which currently are 8 daily newspapers and several non-daily newspapers and magazines. Form of advertising that is now increasingly widespread and brochures that are placed inside the newspapers and magazines. A particular place in recent times is occupied form of posters, advertising lighting fixtures throughout the city, bus shelters, taxis, kiosks, lighting fixtures-road pillar, recykluese bins, etc..

The last two years as a form of advertising presentations are also online and offline opportunities, which are helping companies spread the word via the Internet pages and pages of various social communication, where it recently as the most prevalent seems to be up- ut, et