

IMPACT OF MARKETING AND THE INCREASE OF PURCHASING ABILITIES OF CUSTOMERS

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ABSTRACT

Successful sales promotion requires clear strategic direction and effective marketing in an economy. Marketing finds justification to the needs and desires of human beings. Mainly, the need arises from a feeling of lack of something. To survive man, he needs to work, earn and invest in the area where they live, as one needs to eat, to wear, to housing, to be sure, to be member in a group, to be valued. Such needs are not created nor society, nor from marketing. They exist in a state of general nature of people and can develop and produce their effects in the economy. For the marketing impact and effect on the economy, there are many definitions, but we will refer to the definition of Philip Kotler, "marketing is the economic and social mechanism through which individuals and groups satisfy their needs and desires in the process of creating and sharing products and other components of value ". Promotion of investment can have a major impact on the level of foreign direct investment in one location. While there is an increased interest in investing in emerging markets, companies have very little experience or knowledge of specific opportunities for new businesses or even from other countries of the developed world. Almost every country has created agency dedicated to the promotion of investments as a key informer for promoting and facilitating internal investment into the country, thus assisting investors can be successful only when an investor understands the local environment and has access to, and it has the support of local and national decision makers. The importance of investment promotion is not limited in attracting foreign direct investment but also to local companies from the country, the same may also not have access to full information on investment opportunities in municipalities, since the principles of promoting investments can be applied equally also to attract local investors from other parts of the country.

Keywords: Marketing, investments, the effect on the economy, growth and development.