

The Economic Importance of Trademark Registration in Kosovo

Prof. Artan Nimani
University of Gjakova "Fehmi Agani"

Prof. Vjollca Dibra
University of Gjakova "Fehmi Agani"

Abstract

The main purpose of this paper is to collect research data on how often Kosovar customers purchase trademarked products / services from our businesses and how the brand name affects their persuasion to purchase that product / service. Another purpose of this research is to understand what motivates consumers to buy branded products / services from Kosovar businesses, to understand their attitudes about how well they value these branded products, what factors motivates them most in buying trademarked products / services and how important are promotional activities and advertising in persuading consumers to buy trademarked products / services and their impact on increasing sales to businesses in Kosovo. From the results of the research we have reached important conclusions regarding the influence of trademark on consumer behavior.

Trademark is an important instrument for persuading consumers to buy products and that business and financial performance of businesses is enhanced by the brand name.

To accomplish the goals in this study we have put forward two basic hypotheses; H1- "The age of consumers may influence the purchase of a product/service with a particular trademark of Kosovo businesses"; and H2- "Promotional activities and advertising of a trademark can persuade consumers to buy trademarked products and increase the success of the sale of Kosovo businesses". Trademark registration under Kosovo legislation is not mandatory, but it is preferable to do so because of the protection against risks, such as the use of the mark by another company which will result in reduced sales and powerlessness to change the situation because we can know which business uses the product first.

Considering that the area of trademark development in Kosovo is relatively the area that has received the most focus over the last decade, there are also cases of lack of basic knowledge of publicly owned industrial property rights. Which could encourage individuals to advocate for intellectual work and the pursuit of new ideas. The importance and treatment of intellectual property as an intangible asset should be enhanced both in the public sector and within private companies.

Keywords: Brand, survey, Kosovo, market, *trademark*, IPAS, API.

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