

## Consumer protection from unfair commercial practices in Kosovo - Is there harmonization with Directive 2005/29/EC?

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### Abstract

Consumers, in their daily transactions, are faced with traders whose primary intention often is to maximize their profit, hence violating consumer's rights. The consumer is exposed to many risks because of the discrepancy between positions: the consumer is in a weaker position in terms of the available information and knowledge. In addition, in the market, there are consumers who are particularly vulnerable and can be easily affected by unfair commercial practices. Regardless of whether we are dealing with an "average" consumer or a "vulnerable" consumer, the risk of exposure to unfair commercial practices is present; therefore the Kosovo legislation has provided legal provisions which protect the consumer in the market from traders who apply unfair commercial practices. This paper intends to present the legal framework of the Republic of Kosovo regarding unfair commercial practices, harmonization of the legislation of this field with the Directive 2005/29/EC as well as the amendments by the Law no. 06/1-034, On Consumer Protection (2018).

**Keywords:** Unfair commercial practices, "average consumer", "vulnerable consumer", consumer's protection, aggressive practice.

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European Journal of Economics, Law and Social Sciences ISSN 2519-1284 (print) ISSN  
2510-0429 (online)

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