

BUSINESS ORIENTED TO WOMEN AND HER IMPACT ON GLOBAL ECONOMY

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Abstract

In world economy the strength of women is ever-increasing, today the costs that women control is \$ 20 Billion dollars globally. Today women represent a market, that is growing faster than the economy of China and India together. This and other indicators in European, region and globally started to focus the search in women as a consumer. Politics, economy, knowledge, skills, work started to get another meaning when in focus of the research is women. Over the next decade, the impact of women on the global economy -- as producers, entrepreneurs, employees and consumers -- will be at least as significant as that of China's or India's one-billion-plus populations, if not greater. If women's economic potential can be successfully harnessed and leveraged, it would be the equivalent of having an additional one billion individuals in business and in the workforce contributing to the global economy. It's for this reason that Ernst & Young has been involved in the Third Billion global campaign, which unites governments, NGOs, corporations, youth and others to partner toward ensuring women's access to legal protection, education and training, finance and markets. In this project, we are going to show a study that we did with target women from Kosova from different profiles, 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, to know more about their ambition for education, profession and career.

The research results and a lot of other local and international reports will help us understanding the women position in Kosova's economy and to orient Kosova business how to deal with marketing when in focus is women.

Introduction

Women have become the dominant engine of the global economy, and are the primary drivers of changing spending patterns and accelerating social change across the globe. The "movement" has only just begun: women will demand more, better goods, will grow economically, and will take more leadership jobs. Three key factors are accelerating the rate of change:

- Education
- Career opportunities
- Politics and social leadership

Education: Half of students globally are women. Educated women are becoming a relentless force for equality, opportunity, and choice. In the US and EU, the composition of students in college or higher education is skewed towards female, with women composing 57% of students in the US and 56% in the EU. (EUROSTAT, 2009)

Career opportunities-A billion working women worldwide generate approximately \$9 trillion in disposable income. Sixty million women in the income bracket over \$45 thousand a year generate almost half of this \$9 trillion. Over the past ten years women have been joining professions traditionally held by men in force. From 1997 to 2007, the composition of US lawyers grew from 25% to 30% women, (pSource: 2008 Euromonitor International; Human Development Report 2007/08; BCG analysis)

Political and social leadership-At the same time, women are gaining a significantly greater voice in politics. Over the past ten years, the US Congress has gone from 4% female to 16%, and the number of women US governors has grown from 3 to 9. Similar changes are occurring in the EU. The French national assembly went from 11% women to 19% women in the same time frame. The Kosova national assembly they are 30% women.

As the Economist magazine trumpeted in a widely publicized article "Forget China, India and the Internet: economic growth is driven by women" And since service jobs continue to replace those in the manufacturing sector, the opportunities for women have never been greater. Not many jobs require big muscles anymore. With so many women working outside the home these days, we not only understand their economic power we also have a better

sense of the economic contribution of stay-at-home moms, since there is now widespread awareness that quality child care is expensive, and comes with its own set of management issues.

In other words, working women don't just earn money, they spend it. Based on the labor force data, women are now (and will continue to be for the foreseeable future), the bull's-eye for consumer goods manufacturers. This is a particularly valuable insight for multinational companies trying to penetrate and grow in emerging markets. Studying the female labor-force participation trends in countries such as Brazil, Russia, India and China can help provide a road map to how women's daily lives are changing and what it means in terms of economic opportunity for business. (Bridget Brennan, "WHY SHE BUYS", page 88 and 90). The rise of worldwide female economy will challenge assumptions about how companies do research, how they develop products, how they sell and merchandise, and how they add services to their value proposition. Companies must rethink how they segment their audiences, how they react to changes in consumers' behavior, and how they capture the imagination. Women have achieved a great deal but still have important dissatisfactions. (Silverstein & Kate 2009)

Women are the world's most powerful consumers. They are the big spenders, whether you're talking about households, corporate purchasing, or small businesses (Martha Barleta)

Materials and Methodology

The low status of women in much of the world is not only a critical human rights issue, but also a pressing economic issue. Women's disempowerment causes staggering losses in human capital, productivity, and economic activity. Indeed, entrenched gender discrimination remains a defining characteristic of life for the majority of the world's bottom two billion—a key factor widening the gulf that exists between the chronically destitute and the other nearly five billion people who share this planet. Conversely, when women are educated and can earn and control income, the benefits are large: infant mortality declines, child health and nutrition improve, agricultural productivity rises, population growth slows, economies expand and

cycles of poverty are broken. As multinational companies increasingly search for growth in the developing world, they should explicitly focus on breaking down barriers and creating opportunities for women—not simply out of the goodness of their hearts, but because it makes strong business sense. Just as corporations have found that “going green” can improve their bottom lines, companies that recognize women’s empowerment as critical for increasing labor-force productivity, improving the quality of their global supply chains and expanding their customer base and distribution networks will enjoy a competitive advantage. With their influential brands and promises of investment and employment, the private sector can be a powerful partner to governments and non-governmental organizations in a transformative twenty-first century push for improvements for women.

Unleashing the potential of women is an enormous opportunity for the global economy, akin to stumbling upon a relatively untapped emerging market. Indeed, a recent Booz & Company study suggests that underserved and disempowered women around the world represent the “third billion,” equivalent to the billion-plus population markets of India and China.¹ Booz & Company estimates that over the next decade, as many as 870 million women could join the economic mainstream, with that figure possibly surpassing one billion by 2030. Yet, this potential will only be realized if women are better prepared in terms of education and are more enabled by their families and communities to participate in the global economy.

The inclusion of previously disenfranchised women in the global economy could help drive growth in times of prosperity, and temper the negative effects of economic downturns. Booz & Company suggests that integrating the “third billion” could have an even greater global impact than the emergence of China and India because the benefits of women’s empowerment would be spread widely rather than concentrated in single countries. Companies that help speed the process of female empowerment and economic integration will realize the benefits. (Women and the Global Economy By Isobel Coleman).

Over the next decade, the rewards for those companies that serve women well will be enormous. We believe that the 1 billion working women across the globe will continue to gain economically, will drive fundamental changes in markets, and, worldwide, will spend an incremental \$5trillion or more on goods and services of all kinds.

Most of the research and analyses conducted by the Government of Kosovo, as well as civil society and our international partners, concludes with uncontested results and data affirming that lack of gender equality, and the unequal access of men and women to various spheres of life, prevents our country’s overall and economic development, and its reduction of poverty.

Generally in Kosovo, women are the least likely to finish schooling, to engage in the private economy, to own land and businesses and to run for political office. Female members of rural, poor and minority communities are the worst affected. A remarkable 14 percent of rural women are illiterate, compared to 4 percent of rural men. In a conservative culture and economically constrained climate,

a poor Kosova woman is more likely to be perceived to have duties than rights. Her capabilities are only valued insofar as they support her husband and children in traditional roles, and her potential to expand her knowledge, participate poverty, erosion of human potential and social fragility. (Kosovo Human Development Report 2012, Private sector and employment). Survey conducted on 150 women and girls that contains 33 questions. Respondents can give opinions about many aspects of life including health, services, and family income, household finances, property, work and career, relationships in the family and with friends, the attitude towards shopping and clothing purchases, hopes and dreams for the future, and many products and services that are increasingly becoming part of their family consumption. The sample of respondents consists of: 20% single, married without children 15%, married with a child 26%, married with two or more children 17%, 8% divorced, widowed 10% ,and 4% of cohabiting women.

In view of the geographical survey: lies 55% of women / girls living in Prishtina, Prizren 15%, Peje 20, Gjakove 5%, and the remaining 5% is limited to a few other cities.

Regarding respondents occupations were: 35% of public administration; 10% Tailoring & cook & sales; 20% Professional & professor; 12% economists; 8% doctors & teachers, 15% of households and the rest small venture, a student and others.

Interviewed companies belong to sectors: trade and retail food products and home (supermarket network); trade and retail clothing for girls, women and men aged 18 - 40 years (some stores); trade and sale appliances retail (shopping network); restaurant, delivery and catering; leading bank; trade cosmetic products and aesthetic centers.

Results and discussion

Triple challenges of time - our research shows that women feel the pressure of time to do all the things those need to do. Typically they say that they can choose between: (I) they do not have enough time for themselves 74% of the survey respondents; (II) many requests for the time they have available 62%; (III) home management / finance - 45%. Resultant interesting from the survey was that 20% of women / girls surveyed wish director positions at work, despite the sacrifices it requires in the house and try to be successful in a world of men. The root causes of women's triple challenge related to the fact that many of them, spend many hours in the workplace. Our survey shows that 20% of surveyed women working over 40 hours a week at work and 7% over 60 hours / week. Questions about household chores considered in a wide range of answer: 58% of women surveyed said that men do not help in housework, while 15% of them stated that these works share with parents / grandparents or children, 9 % say they share with their husbands / partners, and only 2% make a payment. The survey was clear that men mainly cover car maintenance and contribute to 25% on making the shopping, paying bills or childcare. Our family culture explain the result that 50% of respondents expressed the contribution of parents / grandparents.

What women want from men - research shows that women want from their partners: 70% earn more money; 65% to schedule more meetings and recreational activities; 35% to develop a better financial plan; 55 % help more in housework; 42% to take care about children; 30% to save more money & spend more time at home.

What makes women happy - the results of the survey show that: 42% of the survey respondents said that money and shopping-indulging without measure; around 32% of food makes them happy, while 49% of them state for the status & role in society and 17% of sex. Women are generally not recognized as asset accumulation, but money remains important to them, primarily as a determinant of status (Silverstein & 2009) and influence within the house. As more women work and earn, the greater is the share of costs that they control expenditure. The survey shows that 52% of surveyed women control over 50% of household expenditure and about 22% of them over 70%, confirming weight woman in consumption.

Women are all optimistic hope for the future - it is interesting to note that despite the work loads and family, raising children and weight difficulties, women are optimistic, they believe that their sacrifices are settled with their success. 89% of women in the survey said believe that their life will be better after 5 years, 80% of them believe that the financial situation will be better and 92% of the survey respondents that their family life will be well after 5 years. Our survey said that in the coming 10 years women will continue to move forward, having more influence in society, more education and professional opportunities, more economic and political power (about 89% of the respondents). Socially interesting is the result that only 30% of them believe that will have more power within the family. If this result can be seen under a social and psychological point of view, is not part of this paper.

What women want from products and services - the complexity of family management, working pressure, the power of money and spending, education and research of happiness / love is clear that among women, their lives and their families interfere (interface) products and services (Barletta, 2009). This relationship has changed and changing every day, often seems to come so naturally, but our survey shows that the question "what products should focus more on women and to better understand them?" Women surveyed responded: 40% beauty products / skin and furniture related products and garment houses; 42% of the survey respondents food products; and about 39% of

appliances, clothing for work and home entertainment products (TV, CD, DVD, etc.) followed by cars, clothes in general, accessories and hair products and equipment that enable physical activity at home. The same question came to the services and the results show that women rank first service should look more towards that of health care (57% of those surveyed). This service is categorized as: doctor, hospital, services provided free of charge, but are mandatory and health clubs or coaches and the answers are almost the same. Multiple challenges of women, but its intentions status and position in society and the family naturally require more maintenance service / house cleaning (45%), instead of coming third (38%) requests for more focus on life insurance and car services (Our survey shows that car-related issues were considered as men work at home) and fourth place (31%) survey puts banks. What are the favorite brands and why? - based on 100% of the respondents the answers consist that globalization has enabled many popular brands to be available in the Kosovo market, 40% of women give importance to brands as Burberry, Zara and H & M, while 60% have no favorite brand and rely mainly on low price.

Conclusions

1. The presences of more woman in the workforce change everything. Woman share of the labour force has increased in almost all regions of the world including Kosovo. Private-sector interventions such as these, if replicated across the global economy, can play a significant role in breaking down barriers and changing deeply entrenched detrimental cultural practices for women
2. Business should be oriented to women as a major power purchasing..Companies need to realize that women are more social, they serve as communication generators to show others the benefits and disadvantages of products / services
3. The female economy will contribute to leading the world out of economic crisis.The commercial opportunity remains enormous .Organizations that enable women to participate are more successful.Even as women are better served their fundamental satisfactions and dissatisfaction are unlikely to change . 4.Women want a better handle on time, more connection ,and fulfillment in their lives. Suppliers that focus on the dissatisfactions of women in their categories will generate growth and value.The rise of the femail economy offers huge commercial opportunities in-terms of creating and selling products and services.

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