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IMPACT OF PRICES DURING DIASPORA FLOW (2017-2021)

Ardian Uka¹

Drilon Bejtullahi²

Abstract

In overall when we want to analyze the price movement, we need to compare a goods and services basket for two or more periods in order to catch the price movement. In addition, when we interpret the results we obtained, it depicts which goods or services are more sensitive in relevant days or months. Some goods may differentiate in price during some months in a year, in months when the demand for such goods may rise, or when the overall consume is relatively the same. To determine the goods and services basket would normally consider to be subjective for many reasons, most usually the basket is chosen for availability reason, therefore for the information that may be achieved.

Consuming basket in our study has been determined for availability reason and its accuracy, as it's relied on institutions that gather these data in the field and are monitored by relevant government authorities. Data gathering is done at the local biggest malls, which are more frequently crowded by residents, and therefore it clarifies the actual consuming activity. In the last chapter there is an analysis that shows how the price of these products have changed during the last three weeks while this paper was in the final process, in this way it is evidence of an actual consuming activity.

Results of this study have a purpose to depict not only price movement along the periods chosen to analyze, but to offer the reader a habit to research for prices to all available suppliers and then to opt for the best price that is offered in relevant malls, using the platforms that are disclosed below.

Keywords: Microeconomics, game theory, market imperfection, cost benefit analysis, decision making.

JEL classification codes: B21, C7, D43, D61, D81.

Paper type: Research article.

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By this research paper we want to present the impact that diaspora flow makes in a change of level of prices in our country. Considering that in times when diaspora is present the demand for overall products rises, consequently the consume rises for product classified as ordinary and for luxury lines also. Even though diaspora is considered to be a huge factor for the continuous economic development, we are trying to explore what is happening with prices during times that they are most present in Kosovo. During the research we will determine consumator basket, that basket that consist basis products that are consumed daily in order to present that how the price is affected from the flow of diaspora.

Also, consuming products will be distributed to other categories that we thought represent the basket best, also we should mention that some products are not available to include in the basket even though represent daily usage. Nonetheless products that we have chosen to be in the basket are those products that are used daily and the change of prices in these products directly affect our portfolio. That being said it is wise to pay close attention to this aspect.

Throughout various methods we aim to find when is the maximum flow of diaspora in Kosovo, of course using the data from local agencies. Afterwards we will present some statistics from which municipalities are they from mostly, also the duration of the days they spent. Through our research we will find which products are affected by this flow and what happens with the prices.

1 OBJECTIVES OF THIS PAPER WORK

1.2 QUESTION AND HYPOTHESIS

The diaspora flow appears significantly during various periods of the year in Kosovo, their spendings have a relatively large impact in national economy. This period is considered as a turistic season in our country. Regardless where is their spending focused, we can notice some movement in prices for some products that happen to differentiate during these periods, and if it experiences a raise, it is said that for the same quantity of products that we consume we tend to pay a higher price. Consequently, maybe to diaspora it does not have a significant effect in their portfolio, but we as residents end up experiencing a loss by this occurrence.

To reach the overall conclusion we consider that have enough market information, analyzing the prices that have happened in relevant periods to examine the affect of diaspora flow in price movement for the certain consuming products.

Question:

Main question addressed to this research paper is: “Does diaspora flow affect the price movement?”

Hypotheses:

H1: Diaspora flow affect price movement of consuming products and therefore resident consumators are damaged by such affair

H0: Consuming products prices are relatively the same and diaspora flow does not have any impact on rising prices

2 THE ART OF LITERATURE

Economists use different price indexes in order to determine the overall level of prices, so-called aggregate level of prices. Investors do watch closely and continuously inflation level which not just present the actual economic situation, but a sudden change in this level may affect the monetary policy, for-which would result immediately in prices of relevant assets.

In most developed countries, high levels of inflation would move towards social disequilibrium and instability of political bodies, which consists of high potential risk for investments in such countries.

Central banks, monetary authorities in most economics systems, monitors national inflation levels in a very cautious manner when they construct their monetary policy. Monetary policies determine the level of inflation and availability money supply as well as the number of loans in relevant economies. “Today is cheaper to start a business than tomorrow” (Amit, 2007).

High levels of inflation combined with rapid economy growth and low unemployment level usually shows that the economy in that country has achieved its peak, which can be stabilized with the movement of relevant monetary policies in order to have a market equilibrium. However, if a high level of inflation is combined with high levels of unemployment it faces a stagnation in an economy – such an event is called Stagflation (stagnation plus inflation) (Investopedia, 2019), such economy is left to stabilize on its own, because no such policy have an immediate effect, and is not considered to have short term effectiveness.

“In 1968 there was 200 million dollars in United States of America. Prices was not somehow high, in 2003 there was 1.3 trillion dollars in United States of America, and prices went up.” (Maybury, 2010)

“Poor citizen means poor kosovar and not poverty in overall that is affected by not having a constructed strategy for economic development and in the end is reflected in high level of inflation”, said the Chief of Organisation Consumer (Kryetari i Organized Konsumatori), Selatin Kaçaniku (Kaçaniku, 2021)

Diaspora remittances in Kosovo continue to be one of primary sources to finance the consuming basket for households. They are considered to be sources that secure this social stability and these remittances mostly are used for household consume and very little of that is used as an investment for businesses. (Koha Net, 2018)

Considering the great contribution that diaspora has made for the freedom and independence of this country, contribution in an aspect of remittance, Kosovo now appreciate that it needs the support to maintain the identity, culture and the language in hosting countries, but on the other side diaspora may offer to contribute in other aspects that directly affects in economic development of the country. (Kryeministri, 2013).

“Rising prices have happened and is happening for reasons that in most countries pandemic has made an impact on the economy, on the other side natality has risen and the consuming level has risen. There is demand for consume and lack of supply. Both of these events have affected the rising prices in Kosovo.” (Shahini, 2021)

“It is very difficult to buy consuming products in local stores, notably when the salaries vary from 150 to 180 euro, these rising prices are making our life difficult with these level of salaries to cover the month”, says a citizen in Prishtina. (Zylfiu, 2021)

2.1 Inflation nature –

Inflation aims to measure the overall impact of price changes for a diversified set of products and services, and allows for a single value representation of the increase in the price level of goods and services in an economy over a period of time.

While it is easy to measure the price changes of individual products over time, human needs extend beyond one or two such products. Individuals need a big and diversified set of products as well as a host of services for living a comfortable life. They include commodities like food grains, metal, fuel, utilities like electricity and transportation, and services like healthcare, entertainment, and labor.

Inflation aims to measure the overall impact of price changes for a diversified set of products and services, and allows for a single value representation of the increase in the price level of goods and services in an economy over a period of time. As a currency loses value, prices rise and it buys fewer goods and services. This loss of purchasing power impacts the general cost of living for the common public which ultimately leads to a deceleration in economic growth. The consensus view among economists is that sustained inflation occurs when a nation's money supply growth outpaces economic growth.



Source: Julie Bang, 2019

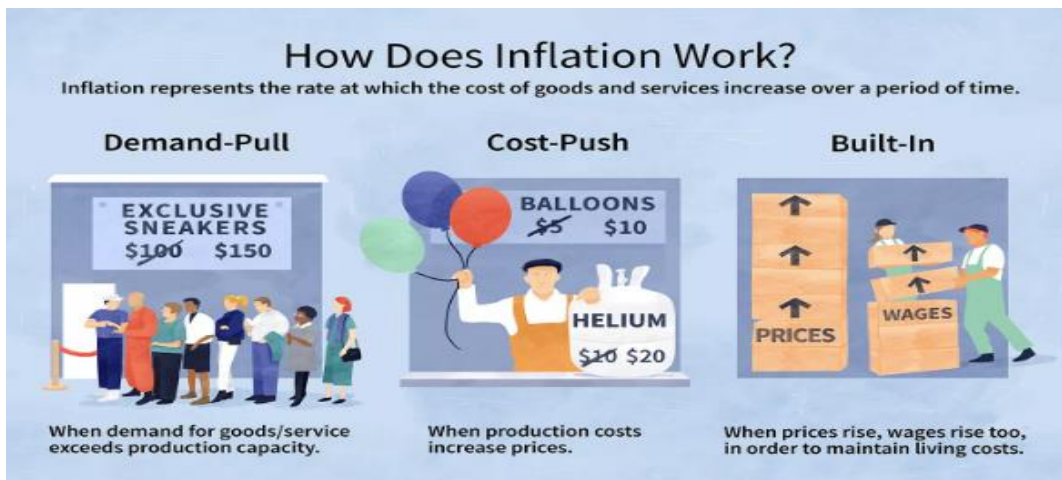
To combat this, a country's appropriate monetary authority, like the central bank, then takes the necessary measures to manage the supply of money and credit to keep inflation within permissible limits and keep the economy running smoothly.

An increase in the supply of money is the root of inflation, though this can play out through different mechanisms in the economy.

In all such cases of money supply increase, the money loses its purchasing power. The mechanisms of how this drives inflation can be classified into three types: demand-pull inflation, cost-push inflation, and built-in inflation

Demand-pull inflation

Demand-pull inflation occurs when an increase in the supply of money and credit stimulates overall demand for goods and services in an economy to increase more rapidly than the economy's production capacity. This increases demand and leads to price rises.



Source: Melissa Ling, 2019

With more money available to individuals, positive consumer sentiment leads to higher spending, and this increased demand pulls prices higher. It creates a demand-supply gap with higher demand and less flexible supply, which results in higher prices.

Cost-Push Inflation

Cost-push inflation is a result of the increase in prices working through the production process inputs. When additions to the supply of money and credit are channeled into a commodity or other asset markets and especially when this is accompanied by a negative economic shock to the supply of key commodities, costs for all kinds of intermediate goods rise.

These developments lead to higher costs for the finished product or service and work their way into rising consumer prices. For instance, when the expansion of the money supply creates a

speculative boom in oil prices the cost of energy of all sorts of uses can rise and contribute to rising consumer prices, which is reflected in various measures of inflation.

Built-In Inflation

Built-in inflation is related to adaptive expectations, the idea that people expect current inflation rates to continue in the future. As the price of goods and services rises, workers and others come to expect that they will continue to rise in the future at a similar rate and demand more costs or wages to maintain their standard of living. Their increased wages result in a higher cost of goods and services, and this wage-price spiral continues as one factor induces the other and vice-versa.

Depending upon the selected set of goods and services used, multiple types of baskets of goods are calculated and tracked as price indexes. The most commonly used price indexes are the Consumer Price Index (CPI) and the Wholesale Price Index (WPI).

Consumer Price Index – CPI

The CPI is a measure that examines the weighted average of prices of a basket of goods and services which are of primary consumer needs. They include transportation, food, and medical care. CPI is calculated by taking price changes for each item in the predetermined basket of goods and averaging them based on their relative weight in the whole basket. The prices in consideration are the retail prices of each item, as available for purchase by the individual citizens.

Wholesale Price Index – WPI

The WPI is another popular measure of inflation, which measures and tracks the changes in the price of goods in the stages before the retail level. While WPI items vary from one country to other, they mostly include items at the producer or wholesale level. For example, it includes cotton prices for raw cotton, cotton yarn, cotton gray goods, and cotton clothing.

Producer Price Index – PPI

The producer price index is a family of indexes that measures the average change in selling prices received by domestic producers of intermediate goods and services over time. The PPI measures price changes from the perspective of the seller and differs from the CPI which measures price changes from the perspective of the buyer.

The above-mentioned variants of price indexes can be used to calculate the value of inflation between two particular months (or years). While a lot of ready-made inflation calculators are already available on various financial portals and websites, it is always better to be aware of the underlying methodology to ensure accuracy with a clear understanding of the calculations. Mathematically,

Percent inflation rate = (Final CPI Index Value/Initial CPI Value) *100 (Jason, 2021).

2.2 Consuming basket

Consuming basket is a group of goods and services of consumers that is used to determine the consumer prices index (CPI). While comparing the prices in this index (CPI) year-to-year, economists may determine if inflation is falling or raising. (Realized1031, 2020)

The most appropriate method to determine the consuming basket for individuals or households which live in a particular place is the classification of goods and services by COICOP. COICOP (The Classification of Individual Consumption According to Purpose) is the classification of expenses based on purpose, also known as classification “functional”, that is part of SNA (System of National Accounts) from the year 1968

The idea to classify expenses of households’ consumption on international level was mentioned for the first time on October 1923, on International Conference of Labour Statisticians that was hosted by ILO-International Labour Organization. (United Nations, 2018)

Main groups by COICOP are: Food and beverages; Alcoholic drinks, tobacco; Clothing and footwear; Shelter, water, electricity, gas and other fuel; Furnitures, house maintenance equipments; Healthcare; Transport; Communication; Entertainment and culture; Education; Restaurants and hotels; Goods and other services. (ASK, 2021)

In addition, these groups may divide in subgroups that disclose how their relevant expense is distributed. Author of this research paper has decided to determine a personal consumer basket, for more specific analytical reason to choose specific products and see the differentiation in various periods.

2.3 Kosovar diaspora and their flow

Kosovar diaspora is estimated to have around 700,000 individuals; therefore, their appearance doesn't go unnoticed during the summer season. The majority of emigrants are from these municipalities: Prishtinë, Gjakovë Mitrovicë dhe Suharekë. On the other side, minority of emigrants are from small municipalities like: Ranillugë, Partesh dhe Mamushë. The number of emigrants in the contrary of resident population of Kosovo differ a lot in most parts of territory. In municipalities with small number of inhabitants, emigration was the smallest in: Shtërpca, Graçanica, Ranillugu dhe Mamusha under 10%. While that percentage rises at 30-47% in other municipalities such as Suhareka, Mitrovica, Klina dhe Gjakova. Comparing with the resident population, the highest number for emigrations holds Suhareka, with about 47% of their population was living abroad. In Prishtinë, the level of reported of individuals that live abroad is 15% of resident population, or 30,000 individuals.

Based on the data from population register in 2011, above 35% of the kosovar population has emigrated in Germany and later on in Switzerland about 23%, and also in Italy above 7%. In other countries such as: Canada and Australia and other countries, kosovar emigration population was above 10%.

Above 60% of remittances, recipient families mostly use that amount for food expenses and other utilities. Only 20% of received remittances are used for investment purposes and that in particularly in real estate. On the other side, only 35% of diaspora claim to have invested in Kosovo and above 20% of them claim that they keep their savings in banks that are located in Kosovo (UNDP, 2012 dhe 2013)

It seems that emigration in particular had a connection with first emigrants that was positioned in certain region or municipalities. So, until Suhareka was dominant in Italy and Slovenia, there was concentrated also the emigrants from that region like Prizren and Malisheva. Gjakova residents seems to have more opted for Switzerland and Belgium, while Mitrovica residents have opted for Germany and Sweden. Prishtina emigrants seems to prefer more english-based language countries like United States of America and England, while Ferizaj residents was more present in Switzerland and France.

The majority population of age 0-14 years confessed that they departed in recent years (that continues to be family emigration) consisting of 16.9% of emigration population. Age group of 25-44 consisted of 47.2% of emigration population (main age group in fertility aspect and

labour force) while, age group of 30-34 years was dominant with 12.7%. Individuals that were retired consisted with a small number of 1.3% of emigration population. This small number indicates that emigration population after this age most probably return to live the following years in Kosovo.

A part of respondents was not clear on their statement on which year they departed Kosovo, mostly those who departed in the '90s, for the reason of not remembering the exact year which that happened. After sorting that age group of emigration (stated above), it is clearly obvious that the most emigration has happened in 1990s, reaching its peak during the war of 1998-1999, for which 51,728 residents are reported or 13.6% of all the kosovar emigrants in total. A part of them had departed during the war in Kosovo and other countries, they stayed to live there even on current days. As well as 1992 (6.02%) and 1990 (4.9%) are characterized with massive migration from Kosovo. Year 2001 is characterized with a small migration of 1.7% and also for the years of 1986 and 1985.

According to circumstances, it seems that kosovar population emigrated in various periods from their relevant municipalities. As a result of this, emigration population from three municipalities that had more percentage of emigration was for numerous reasons (no assurance for economic/politic policy) that forced to emigrate in different periods abroad. Gjakova residents seems that after the suppression of Kosovo status (1989) emigrated immediately while reaching maximum level in the '90s with 8%, while Mitrovica residents after '90s with more flow in the 1992 with 11% of emigration from this municipality. These two municipalities until the beginnings of '90s seems to have the majority of residents employed in public institutions, for which they have been left out. While Prishtina had their biggest emigration in 1999 with 13.4% of their total emigration from this municipality

According to region of origin, 60% of individuals that had their recent settlement abroad comes from these countries: Germany, Serbia and Switzerland. Emigration population for gender aspect is characterised with a domination from men (61%) against women (39%). This domination of men is related with a fact that prior emigration of Kosovo population was mostly consisted with males leaving without other members of families, while now they come back in their country at their family after retirement or other causes. (ASK, 2014).

2.4 Focus in Prishtina

Prishtina is the capital of Kosovo and is considered to be the center of Kosovo as per number of population of 218,782 inhabitants (Population Statistics of Eastern Europe & former USSR, 2021), also with entrepreneurship and entertainment. In Prishtina are 8,735 enterprises registered that are active with around 75,089 employees in different sectors of economy. With a territory of 572 m², in Prishtinë many tourism activities are present, including 781 restaurants and hotels, around 4,203 enterprises that belongs to the industry of commerce in wholesale and retail trade. (Prishtina Online, 2014)

In the second quarter of 2021, number of new enterprises were 2,813, whereas only in Prishtinë there was 823 new enterprises, or 30% of total. (ASK, 2021).

In this quarter, the number of visitors (vendors and foreigners) was 60,884, from them 36,22% were locals and 63,77 were foreigners, whereas their night-stays were 94,148, which was 36.68% from them were vendors and 63.32% of them were foreigners. The majority of visitors and their night-stays were at Prishtinë, with 22,340 visitors and 35,403 night-stays. Most visitors are is focused in Prishtinë, Prizren, Pejë, and the list goes on. As per foreign visitors, the majority of visitors were from Albania, Germany and Switzerland. (ASK, 2021)

2.4.1 Year 2017

This year was chosen by author for the reason that this year was not affected by pandemic, or any other event that may have any significant impact on economic progress, therefore as such is considered by author as a normal year.

Kosovo may be considered as one of countries that receive most remittances by their diaspora, or their emigrants that live in different countries around the world. “Remittances received in Kosovo for the year 2017 summed by 759.3 million euros, whereas in year 2016 have been received 691 million euros. In the first two months of year 2018 it was received 108.3 million euros.”, is stated in the monthly statistic bulletin by BQK. (BQK, 2017)

“All quarters of year 2017 are characterised with significant growth of remittances, while only in fourth quarter, received remittances in Kosovo reached in 205.2 million euros and marked an annual growth of 19 percent.”. is stated in BQK report for the quarter valuation of economy. (Vlerësimin tremujor të ekonomisë). (BQK, 2017)

The growth of remittances may be attributed economic activities growth in Eurozone and Switzerland, given that remittances sent in Kosovo mostly come from Germany and Switzerland. Remittances are received by these two countries that consist of 38 percent and 22.2 from the total remittances in total. A significant part of remittances are received also from USA, about 6.8 percent of all remittances in total. (Veriu Info, 2018)

Diaspora remittances are most usually sent throughout money transfer agencies and also banking transfers.

3 APPLIED METHODOLOGY

By using published materials, various magazines, also other publications that are related with this research paper, we are aiming to provide a clear overview the change in prices for the chosen products that happened during the year 2017, as we consider this year to be ideal, consequently as not affected by the crisis that we currently are facing. In this phase this research paper is based on secondary data sources, where we present facts of relevant products that were in various monthly periods also the flow of diaspora based on border points, excluding those that arrived by the plane and also those who are in transit or for other purpose, such as for commerce, and including only those that are here for the purpose of visiting related family members.

Research method used in this research paper is opted the analytical and comparing method.

Based on statistics from Hospitality (Hotelerisë) we find the number of foreign visitors from which are most focused in municipalities more, in our case: Prishtina. For information we will add the statistics from where they come from and their respective age. Also, most of their flow is found to be in July and December. Prices of relevant products are provided by secondary data sources, respectively Market Informative System (SIT Kosova), while methodology of gathering such data is from categories such: Consume Products, Beverage Products, Fuel, Dairy Products, are gathered every market day (Saturday, Sunday and Monday) from the retail and wholesome market.

Dairy Products, Consume Products and Beverage Products are gathered from various hipermarkets, while Fuel is gathered to gas stations. The price is assigned using average price

for the relevant month, while to measure the level of growth and the impact, we have decided to attach the prior month, in order to compare the price movement

4 PRIMARY RESULTS (RESULTS FROM FIELDS)

This chapter will review all the results obtained from the researched data based on the data found on the internet. Knowing that the diaspora come very often throughout the year, we have managed to find that there are several months that have the largest influx of diaspora arrivals in our country, as well as in the country we have decided to analyze is Prishtina, as which is the capital and the highest influx appears there.

Table 1: Diaspora influx for the years two months of 2017

| | July | December | Total | Percent % |
|-------------|-------------|-----------------|--------------|------------------|
| 2017 | 405,015 | 268,138 | 3,229,133 | 20,85% |

Source: Agjencia e Statistikave të Kosovës

We can see that the largest flows during the year are of the months: February, October and December, thus accounting for about 40% of the total number of visitors in 2020. So, we consider that the diaspora is more present during these months in Kosovo and as for basis of comparison we get these months.

Table 2: Number of visitors according to the countries they come from

| | Germany | Switzerland | Austria | Total |
|-------------|----------------|--------------------|----------------|--------------|
| 2017 | 188,637 | 171,928 | 49,728 | 4,480,582 |

Source: Agjencia e Statistikave të Kosovës

Neighboring countries such as Serbia, Albania, Northern Macedonia and Montenegro have the largest share in the total number of border crossings of individuals, thus accounting for 80% of the total number of visitors at border crossings or about 4 million visitors. of 2017. If we focus on only the rest of the visitors, who are considered to be in the diaspora only, then we say that out of approximately 1 million visitors expected to be in the diaspora per year, about half of the diaspora are from these three countries.

Table 3: Number of foreign visitors by age group for the purpose of "Visiting friends and relatives"

| | 25 - 34 | 35 - 44 | 45 - 54 | Total |
|-------------|----------------|----------------|----------------|--------------|
| 2017 | 768,524 | 712,506 | 653,918 | 3,299,133 |

Source: Agjencia e Statistikave të Kosovës

According to these total data of age groups for this purpose, which are considered to be part of the diaspora, we say that these three intervals constitute about 70% of the total age groups.

It is worth mentioning that the age groups <15 and 65> make up about 10% of this total. Consequently, we consider that children and the elderly do not prefer to travel to Kosovo through border crossings.

About 64% of the diaspora pays three to four visits a year to Kosovo. The duration of visits of 90% of the diaspora is from two weeks to one month. (Gap Institute, 2020) According to the findings of KAS and UNDP in 2013, during visits to Kosovo, a family from the diaspora spends about 2,715 euros per year. Based on the findings of a survey conducted by UNDP in 2013, it turns out that over 43% of households in Kosovo have relatives living outside Kosovo and over 22% of them receive remittances during the year.

According to a 2012 UNDP survey, recipient households spend over 60% of remittances on: food, clothing, services and household appliances; about 20% for real estate investments and 10% for education and health services. Among emigrants are 57% male and 43% female, while among Kosovo residents are 50.3% male and 49.7% female.

The vast majority of emigrant investments are made in the field of construction (47%) and in the purchase of real estate (26%). Meanwhile, smaller parts of investment amounts go to: agriculture (10%); art, entertainment and recreation (8%); and manufacturing (6%). While the Census data showed that a much larger number of Kosovo residents live in rural areas - in urban areas - respectively 62% in rural areas and 38% in urban areas - the difference between emigrants is even greater. large, being 73% of those in emigration have left rural areas and 27% from urban areas. (Agjensia e Statistikave te Kosoves, 2013)

Based on research data over 45 percent of total remittances received in cash are used for consumption, 11.4 percent are used for business investments while the remaining 12.2 percent are used for residential investments. From these data it can be seen that most of the assistance received in the form of cash goes in order to finance the immediate needs of household consumption. (Ubo Consulting, 2010)

The following are the price changes of several different products divided into respective categories. for the purpose of generalizing the basket of ordinary consumers of Kosovo, the defined products are: Coffee Prince 1kg, Rice Ducato di Mantova 900gr, Fine kitchen salt in Euro 900gr, Pasta Divella 500gr, Vegetes Podravka 1kg, Sugar Beta 5kg, Milk, Kaçkavall Trapista 1kg, Rugove Water 1.5l, Tango 1l, Diesel and gasoline.

Products prices are gathered for period June-July, 2017 and November-December,2017. Also, the data is gathered in the recent weeks during this research took place.

4.1.1 Prince Coffee 1kg



The best-selling product from Devolli Prince Caffè and the best-selling coffee product in our country, this product is produced and packaged in Peja, Kosovo by the company Devolli Corporation. This product is offered for sale to consumers in almost the entire territory of Kosovo at all points of sale, it is also the primary choice of individuals in terms of coffee consumption.

Table 4: Product price Coffee Prince 1kg for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|--------------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Coffee Prince 1kg | 6.99 | 6.99 | 0% | 6.99 | 7.95 | 13,73% |

Source: (SIT KOSOVA, 2017)

Based on the data found, we can say that the price of Prince coffee in July has not changed from the previous month, and we notice an increase in its price in December by about 1 euro compared to the previous month, or in percentage 13.73 % price increase.

4.1.2 Rice Ducato di Mantova 900g



This product is in high demand in our market which has its distinctive features that make this product the best seller in this category. The origin of this product is from Italy, while in Kosovo it was brought by the company Union ShPK, which distributes it to almost all points of sale where individuals have access to buy it.

Table 5: Rice Ducato di Mantova product prices for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|-------------------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Oriz Ducato di Mantova | 1.19 | 1.19 | 0% | 1.25 | 1.25 | 0% |

Source: (SIT KOSOVA, 2017)

Based on the data found we see that in the two periods we do not have a price change for the previous month, but we can say that there is an increase in price at the end of the year for Ducato di Mantova rice by 0.06 euros compared to the price in June.

4.1.3 Fine kitchen salt Euron 900gr



NPT Euron company is the only factory in Kosovo which processes salt including: washing, drying, grinding, iodization and salt packaging. Located in Fushe Kosova, the company NPT Euron is present in our market with this product which imports raw materials from Austria, then processed and made ready for consumption in our market.

Table 6: Product prices Fine kitchen salt in Euros 1kg for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|-----------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Salt 1kg | 0.23 | 0.23 | 0% | 0.23 | 0.29 | 26,09% |

Source: (SIT KOSOVA, 2017)

According to the data found, we say that the month of June 2017 does not differ from the price of the previous month, while the price of salt Euro 900gr was raised in December by 0.06 euros or 26.09%

4.1.4 Pasta Divella 500gr



Pasta is an integral part of the family consumer basket, as this type of product is very convenient to cook and prepares quickly. This product is offered by the giant company F.DIVELLA S.p.A, which is originally from Italy, while in their market it is imported by the company Dauti-Komerc which is located in Ferizaj. This product is very much loved by Kosovar consumers and has been in our market for a long time due to its quality and favorable price.

Table 7: Product prices Pasta Divella 500gr for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë |
|------|-----------|
|------|-----------|

| | June | July | July/June | November | December | December/November |
|-------------------------|------|------|-----------|----------|----------|-------------------|
| Makarona Divella | 0.65 | 0.65 | 0% | 0.65 | 0.65 | 0% |

Source: (SIT KOSOVA, 2017)

This product is characterized by a stable price throughout 2017, and for comparison there was no increase or decrease in price, both for the period July / June, the same for the period November / December

4.1.5 Vegete Podravka 1kg



This product is essential for the consumer basket of every family, as well as very high quality for the price offered by the importer of this product, which is ELKOS GROUP, located in Peja. The origin of the product is from Croatia, and the company that produces this product is Podravka, which is known for its high quality products.

Table 8: Product prices Vegete Podravka 1kg for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|----------------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Vegete Podravka 1kg | 4.35 | 4.35 | 0% | 4.35 | 3.99 | -8,27% |

Source: (SIT KOSOVA, 2017)

Vegeta Podravka did not have a price change for July compared to the previous month, and we notice a decrease in price for December, compared to the previous month. It is worth noting that the price at the end of the year is lower than in June, or in the middle month of the year

4.1.6 Sugar Beta 5kg



This type of product is offered by BETA GROUP, which is located in Prishtina and operates in our market since 1993. Beta Group is a trading company which specializes in the wholesale and distribution of items such as sugar, flour, oil, beans and rice. Beta Group operates in Kosovo, Montenegro, Northern Macedonia, Bosnia and Herzegovina and Albania. This product comes in different packages such as: 900gr, 1kg, 4kg, 5kg and 25kg.

Table 9: Product prices Sugar 5kg for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Sugar 5kg | 3.85 | 3.85 | 0% | 3.30 | 2.75 | -16.67% |

Source: (SIT KOSOVA, 2017)

The sugar of the company Beta Group has not had any price change for July compared to the previous month, while the price has decreased during December, falling by 0.55 euros, or in percentage terms -16.67%. It is worth noting that the price of this sugar has decreased by more than 1.00 euros at the end of the year compared to June

4.1.7 Milk Vita 1l



This product is offered by the company Devolli Group, based in Peja, which started processing VITA milk on November 19, 2003. VITA milk is the result of several years of fruitful cooperation between Devolli Group and the multinational firm Tetra Pak. VITA is the first milk in Kosovo, processed with the most modern technology in UHT (at ultra high temperature) and packaged in Tetra Pak packaging.

Table 10: Product prices Alpsko 1l milk for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|------------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Qumësht Vita 1l | 0.83 | 0.83 | 0% | 0.87 | 0.87 | 0% |

Source: (SIT KOSOVA, 2017)

This product did not change during the period June and July, while during November and December it experienced an increase. Although there is no difference between the months we have set to compare, the price at the end of the period is higher by 0.04 euros more than in the middle of the year, June.

4.1.8 Cheese Trapista 1kg



This type of cheese is very high quality, and is offered in our market by the company Delfin LTD, while the origin of the cheese is from Hungary, respectively from the firm Óvártelj. Delfin LTD company is present in our market since 2013, has over 130 employees and is located with two organizational units, in Prishtina and Prizren. Dolphin Ltd operates in the field of food products, mainly dairy and meat products.

Table 11: Product prices Kaçkavall Trapista 1kg for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|----------------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Cheese Trapista 1kg | 5.99 | 5.99 | 0% | 5.99 | 5.85 | -2,3% |

Source: (SIT KOSOVA, 2017)

This product did not have any price change for July compared to June and November, while in December we have a price drop of 0.14 euros. This price reduction occurred at the end of the period and we say that the price is lower by 0.14 euros compared to the previous months that we decided to compare.

4.1.9 Rugove water 1.5l



Rugove company is one of the rare companies in Kosovo that offers completely natural products, produced in Kosovo. As the only Kosovar company that offers water that is filled directly from the spring and cheese which is created from the fresh milk of Rugova cows and which holds international certifications which ensure high quality products and modern business management; Rugove is a step ahead of the market and in step with the world.

Table 12: Product prices Rugove Water 1.5l for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë |
|------|-----------|
|------|-----------|

| | June | July | July/June | November | December | December/November |
|------------------------|------|------|-----------|----------|----------|-------------------|
| Ujë Rugove 1.5l | 0.32 | 0.31 | -3,12% | 0.28 | 0.32 | 14,28% |

Source: (SIT KOSOVA, 2017)

Rugove Water product we see that there has been a decrease in price for the month of July, compared to the previous month, and even further the price has started to fall in November. But, in December it has returned to the same price as it was in June, so we consider that this product has had a decrease in price during these periods, but in the end has managed to return to the price of 0.32 euros.

4.1.10 Tango 1l



Tango Life contains high quality juices for adults and children. Production capacity is 12,000 liters per hour. This brand is already a best-selling item in Kosovo and Albania and dominates in both markets (MADE IN KOSOVO). This product comes in various flavors and with different packaging, adapting to children as well.

Table 13: Tango1l product prices for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|-----------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Tango 1l | 0.51 | 0.51 | 0% | 0.51 | 0.56 | 9,8% |

Source: (SIT KOSOVA, 2017)

We see that the Tango Life product had the same price for the first two periods that we decided to compare, so July is the same price as June and November as well. Whereas in December we notice a price increase of 0.05 euros and we say that this increase is the same for the other months: July and June.

4.1.11 Diesel and gasoline



Diesel and gasoline are part of the consumer basket of products in most Kosovar households, as almost every household owns a car or vehicle and therefore has to buy these fuels continuously

Table 14: Gasoline and diesel prices for the months: June, July, November and December 2017, in Prishtina

| 2017 | Prishtinë | | | | | |
|--------------------|-----------|------|-----------|----------|----------|-------------------|
| | June | July | July/June | November | December | December/November |
| Diesel 1l | 1.02 | 1.01 | -0,98% | 1.05 | 1.07 | 1,90% |
| Gasoline 1l | 1.03 | 0.99 | -3,88% | 1.07 | 1.08 | 0.93% |

Source: (SIT KOSOVA, 2017)

Based on the data found, we say that the price of oil in Kosovo has increased by 0.01 euros in July, compared to that in June. Meanwhile, the price has continued to rise for the following months, reaching 1.07 at the end of the period. When comparing the last increase of the year, we say that the price of oil in Kosovo has increased by 0.05 euros.

The price of gasoline has dropped significantly in July compared to the previous month, and the price has started to rise sharply, reaching up to 1.08 euros in December. Based on the data presented, we say that at the end of the year we have a difference in the price of gasoline by 0.05 euros compared to the price of gasoline in June.

5 PRIMARY RESULTS (RESULTS FROM FIELDS)

Calculated weighted percentage

Products weights: 12 products in total, weight of a single product: $\frac{1}{12} = 0.0833$

Products weights x Percentage of product = Weighted percentage of a product.

Table 15: Presentation of percentage changes in July compared to June

| 2017 | July/June | |
|------------------------------|--------------------|-----------------|
| | Essential Products | Luxury Products |
| Salt Euroni 900gr | 0% | |
| Sugar Beta5kg | 0% | |
| Vegete Podravka 1kg | 0% | |
| Pasta Divella 500gr | 0% | |
| Rice Ducato di Mantova 900gr | 0% | |
| Milk Vita 1l | 0% | |
| Coffee Prince 1kg | 0% | |
| Cheese Trapista 1kg | | 0% |
| Rugove water 1.5l | | -3,12% |
| Tango 1l | | 0% |

| | | |
|----------|--|--------|
| Diesel | | -0,98% |
| Gasoline | | -3,88% |
| Total | | -0.66% |

Source: from author

In this table we can find that to compare the price change of July with June, we say that essential products have not changed at all, and we notice that some luxury products have not had significant changes, but we can see the price of water Rugove and gasoline that have resulted in falling prices in this period. Whereas the weighted percentage of all these products is -0.66%, which falls because the price has fallen but in a very small percentage

Table 16: Presentation of changes in the percentages of December compared to November

| 2017 Products | December/November | |
|------------------------------|--------------------|-----------------|
| | Essential Products | Luxury Products |
| Salt Euron 900gr | 26,08% | |
| Sugar Beta5kg | -16.67% | |
| Vegete Podravka 1kg | -8,27% | |
| Pasta Divella 500gr | 0% | |
| Rice Ducato di Mantova 900gr | 0% | |
| Milk Vita 1l | 0% | |
| Coffee Prince 1kg | 13,73% | |
| Cheese Trapista 1kg | | -2,3% |
| Rugove water 1.5l | | 14,28% |
| Tango 1l | | 9,8% |
| Diesel | | 1,90% |
| Gasoline | | 0.93% |
| Total | | 3,58% |

Source: from author

Based on the calculated data, we say that the difference between December and the previous month is that prices have increased by 3.58%. So, the weighted percentage of all products that we have defined for the products in the consumer basket, has increased, which is not very noticeable, but we notice some products that have resulted in increase as well as decrease in price.

It is noticeable in the essential products of salt, coffee, juices have contributed the most to the increase of the weighted percentage, while the highest decrease has been experienced by sugar and vegeta during this period.

Table 17: Presentation of percentage changes in December compared to June

| 2017 | At year end: December/June | |
|------------------------------|----------------------------|-----------------|
| Products | Essential Products | Luxury Products |
| Salt Euron 900gr | 26,08% | |
| Sugar Beta5kg | -28.57% | |
| Vegete Podravka 1kg | -8,27% | |
| Pasta Divella 500gr | 0% | |
| Rice Ducato di Mantova 900gr | 5,04% | |
| Milk Vita 1l | 4,82% | |
| Coffee Prince 1kg | 13,73% | |
| Cheese Trapista 1kg | | -2,33% |
| Rugove water 1.5l | | 0% |
| Tango 1l | | 5% |
| Diesel | | 5% |
| Gasoline | | 4,8% |
| Total | 2,11% | |

Source: from author

Through this table the author of the topic wants to present the change in the price of these products by the end of the year, comparing it with the middle month of the year. In this way we see that there is a generally significant increase in prices, so prices have risen and have remained so until the end of the year.

We see that salt has a significantly higher price difference at the end of the year compared to the middle of the year, while sugar has decreased during December, as well as coffee has had a price increase and has remained so. Derivatives at the end of the year were approximately 5% higher in price compared to the middle of the year. Thus, the author emphasizes that the weighted percentage of these products is 2.11% in general, so some products have an increase and some others a decrease, consequently prices at the end of the year have differences from the middle of the year.

Table 18: Product prices Coffee Prince, in the four main hypermarkets of the city for three specified periods

| Coffee Prince | Viva Fresh | Interex | Albi Market | ETC |
|----------------------|------------|---------|-------------|------|
| 20/08/2021 | 1.95 | 1.95 | 1.75 | 1.99 |
| 27/08/2021 | 1.95 | 1.95 | 1.75 | 1.99 |

| | | | | |
|------------|------|------|------|------|
| 03/09/2021 | 1.95 | 1.95 | 1.99 | 1.75 |
|------------|------|------|------|------|

Source: (SaKushton, 2021)

Through this table we notice that this product varies in price from hypermarkets in our country. During this period, we notice that the cheapest price has appeared at Albi Market.

Table 19: Product prices Rice Ducatto di Mantova, in the four main hypermarkets of the city for three specific periods

| Rice Ducatto di Mantova | Viva Fresh | Interex | Albi Market | ETC |
|--------------------------------|------------|---------|-------------|------|
| 20/08/2021 | 0.89 | 0.99 | 0.99 | 1.19 |
| 27/08/2021 | 1.19 | 0.99 | 0.99 | 1.19 |
| 03/09/2021 | 1.19 | 0.89 | 1.29 | 1.19 |

Source: (SaKushton, 2021)

According to the table we notice that this product has different prices in our market, it is freely found in Interex and the highest price is in ETC.

Table 20: Product prices Salt, in the four main hypermarkets of the city for three specified periods

| Salt | Viva Fresh | Interex | Albi Market | ETC |
|-------------|------------|---------|-------------|------|
| 20/08/2021 | 0.29 | 0.29 | 0.29 | 0.32 |
| 27/08/2021 | 0.29 | 0.29 | 0.29 | 0.32 |
| 03/09/2021 | 0.29 | 0.29 | 0.29 | 0.32 |

Source: (SaKushton, 2021)

The price of this product can be said to be very stable in the hypermarket market, and we can notice a significant difference in ETC, which has the most expensive price compared to other hypermarkets.

Table 21: Product prices Pasta Divella, in the four main hypermarkets of the city for three specified periods

| Pasta | Viva Fresh | Interex | Albi Market | ETC |
|--------------|------------|---------|-------------|------|
| 20/08/2021 | 0.69 | 0.69 | 0.69 | 0.69 |
| 27/08/2021 | 0.69 | 0.69 | 0.69 | 0.69 |
| 03/09/2021 | 0.69 | 0.69 | 0.69 | 0.69 |

Source: (SaKushton, 2021)

For this product we can say that it is very stable, its price is always the same and despite the hypermarkets, the price is the same and does not change.

Table 22: Product prices Vegete Podravka, in the four main hypermarkets of the city for three specified periods

| Vegete Podravka | Viva Fresh | Interex | Albi Market | ETC |
|------------------------|------------|---------|-------------|------|
| 20/08/2021 | 2.35 | 2.25 | 1.85 | 2.39 |
| 27/08/2021 | 2.35 | 2.25 | 1.85 | 1.89 |
| 03/09/2021 | 1.98 | 2.25 | 2.29 | 2.39 |

Source: (SaKushton, 2021)

The price of this product can be said to have many fluctuations, both from the period, as well as from the hypermarkets, we notice that in Interex its price is the same for all three periods, while in other hypermarkets the price varies depending on the period. The cheapest price at the end of the period is at Viva Fresh.

Table 23: Product prices Milk Vita 1l, in the four main hypermarkets of the city for three specified periods

| Milk Vita 1l | Viva Fresh | Interex | Albi Market | ETC |
|---------------------|------------|---------|-------------|------|
| 20/08/2021 | 0.87 | 0.82 | 0.65 | 0.87 |
| 27/08/2021 | 0.87 | 0.87 | 0.87 | 0.84 |
| 03/09/2021 | 0.87 | 0.87 | 0.85 | 0.87 |

Source: (SaKushton, 2021)

According to the table it can be seen that the price of this product is stable only at Viva Fresh, while in other hypermarkets we notice that there are significant price fluctuations. We noticed that the cheapest price is at Albi Market.

Table 24: Product prices Kačkavall Orvatej, in the four main hypermarkets of the city for three specific periods

| Cheese | Viva Fresh | Interex | Albi Market | ETC |
|---------------|------------|---------|-------------|------|
| 20/08/2021 | 6.49 | 6.35 | 6.55 | 6.69 |
| 27/08/2021 | 6.49 | 6.35 | 6.89 | 6.19 |
| 03/09/2021 | 6.99 | 6.39 | 6.55 | 6.19 |

Source: (SaKushton, 2021)

This product is displayed at different prices in different hypermarkets. The cheapest price can be seen at ETC, while the highest price can be seen at Albi Market. This product also has differences in prices according to hypermarkets.

Table 25: Product prices Rugove Water, in the four main hypermarkets of the city for three specified periods

| Rugove water | Viva Fresh | Interex | Albi Market | ETC |
|---------------------|------------|---------|-------------|------|
| 20/08/2021 | 0.32 | 0.33 | 0.35 | 0.35 |
| 27/08/2021 | 0.32 | 0.33 | 0.35 | 0.35 |
| 03/09/2021 | 0.32 | 0.33 | 0.35 | 0.35 |

Source: (SaKushton, 2021)

According to the table we can notice that the price of this product varies from hypermarkets, the cheapest price of this product can be found at Viva Fresh, while the highest price can be found at Albi Market and ETC, which have the same price for this product. Another fact about this product is that there are differences in prices according to hypermarkets, but despite the price difference, this product has no fluctuations over the period from the base price.

Table 26: Product prices Tango, in the four main hypermarkets of the city for three specified periods

| Tango | Viva Fresh | Interex | Albi Market | ETC |
|--------------|------------|---------|-------------|------|
| 20/08/2021 | 0.49 | 0.55 | 0.39 | 0.45 |
| 27/08/2021 | 0.49 | 0.45 | 0.39 | 0.39 |
| 03/09/2021 | 0.49 | 0.45 | 0.53 | 0.45 |

Source: (SaKushton, 2021)

This product is displayed at different prices in hypermarkets, some of which have cheaper prices, some more expensive. The cheapest and most stable price is presented at Viva Fresh, while the highest price at the end of the period appears to be at Albi Market.

Table 27: Diesel product prices, in the four main hypermarkets of the city for the three specified periods

| Diesel | HIB Petrol | Ex-Fis | Valoni Petrol | Petrol Company |
|---------------|------------|--------|---------------|----------------|
| 20/08/2021 | 1.17 | 1.15 | 1.19 | 1.19 |
| 27/08/2021 | 1.19 | 1.16 | 1.19 | 1.21 |
| 03/09/2021 | 1.17 | 1.16 | 1.20 | 1.22 |

Source: from the author

Diesel in our country has a relatively different price according to fuel pumps, and at the end of the period we notice that the cheapest price is in Ex-fis, while the most expensive price at the end of the period appears at Petrol Company, i.e., the price per liter.

Table 28: Gasoline product prices, in the city's four major hypermarkets for three specified periods

| Gasoline | HIB Petrol | Ex-Fis | Valoni Petrol | Petrol Company |
|-----------------|------------|--------|---------------|----------------|
| 20/08/2021 | 1.22 | 1.19 | 1.24 | 1.25 |
| 27/08/2021 | 1.24 | 1.20 | 1.27 | 1.22 |
| 03/09/2021 | 1.24 | 1.21 | 1.22 | 1.25 |

Source: from the author

Gasoline in our country has different prices at fuel pumps, while the cheapest price at the end of the period appears at Ex-fis, while the highest price appears at Petrol Company. According to the data presented, both the price of oil and gasoline is cheaper at the end of the period in Ex-Fis, while the most expensive price appears in Petrol Company.

6 CONCLUSIONS AND RECOMMENDATIONS

Throughout the research of all categories of consumer products, all this result with the question, "Does the influx of diaspora affect the rise in prices?", Results in hypothesis H1, i.e., the alternative hypothesis. Prices of most products rose as the diaspora influx into Kosovo increased. So, there is a significant relationship that the diaspora influx affects the increase in product prices.

Always considering that the diaspora is a driving mechanism for the economic development of the country, and as a result the aggregate demand for certain products and some other products in general increases. In this scenario, the country's economy develops and the welfare is at a satisfactory level of the entire population at the time when the diaspora is in Kosovo. But, when the demand for products increases, the prices tend to increase as well, although the laws of economics explain that when the demand increases, in the short term firms do not have the opportunity to increase production capacities and consequently have to provide the product for sale through channels. alternative resulting in higher cost of price delivery. But when the quantity in stock is available and these prices increase for no particular reason, then the increased price is for personal gain and does not correspond at all to the situation in the market. It is recommended that each individual analyze the market of products and their respective prices, it is also highly recommended to track price movements. Recently, the Sakushton.com

platform was launched, where we can analyze certain products at what price they are in different models in Kosovo, then we can have a clearer picture of where to go to find the product with the most favorable price. Any irregularities must also be reported to the Consumer Protection Department, which operates within the Ministry of Industry and Trade, which has been operating since 2012.

It is imperative that all individuals who see similar cases of price increases by traders, distribute all possible materials, as the consumer does the best marketing in the market. With the rise of awareness then even opportunistic traders would fear the heavy penalties they would have to face if they tried to raise product prices again, and consequently the market would be regulated by fraudsters and would be a safer environment for them all.

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