



**FACULTY OF ECONOMICS**

**Program: Marketing and Business Administration**

Master Thesis

**“IMPACT OF MARKETING IN CONSUMER BEHAVIOR,  
CASE STUDY "IPKO" COMPANY”**

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# **1. INTRODUCTION ON ECONOMY AND THE AIM OF THE WORK**

## **1.1 Introduction**

A total economy is the sum of product and service of value of the transaction between the two agents in a region, individuals, organizations or states. The economy consists of an economic system, as commercial distribution, limited consumption of goods and services between the two agents, agents can be: individual, business, organization or government. Transactions occur only when both parties agree on the value or prize, usually expressed in a particular currency. In the past, economic activities are made from natural sources of work and capital. This viewpoint ignores the value of technology and creativity, especially that produces intellectual property. The incomes of an economy are the result of processes comprising its culture, values, education, technological and historical evolution, social organization, political structures and legal systems, as well as its geography also help natural resources and ecological as main factors. These factors give context, content and impose conditions and parameters in which an economy functions. Some cultures create productive economy better than some other thus creating the highest value, or GDP. An economy based on the market is the place where goods and services are produced without obstruction or interference, and exchanged according to demand and supply between the participants to exchange with a credit or value debit accepted within the network, such as a unit of currency in a free market. A market economy is based on transparent information as true prices which may include different types of immaterial production and describes the work that is intended to produce emotional experiences in people, but as a result of this there are tangible products. A good economic policy is based on the principal agent who leads the work from production, sale and distribution.

## **1.2 The aim of the paper**

The aim of this work of the Master thesis is the elaboration of marketing branch from the early beginnings, and further their evolution through the decades. Discusses the change of consumer behavior during the evolution of modern marketing. It has been said how the consumer behavior has been in the beginning of marketing, which marketing methods were used, how much effective has the marketing been that time. Then, in this paper it will be discussed how marketing has evolved, how consumer's behaviour has changed with marketing moving from its inception to the modern days. The target is the elaboration of the current marketing era, or the time of modern marketing, marketing time via the Internet, online marketing etc.

## **1.3 The problem and research hypothesis**

Every study contains a primary specific purpose which serves to realize the empirical and theoretical analysis in a particular issues, to prove hypotheses and research questions of that thematic by conducting a proper analysis of empirical that will help realize the scope of its study. Considering the great

importance that the main goal comprises and the secondary of a genuine work and taking into consideration the need that every paper has the definition of the main questions of a topic on which he is writing about, I will try to clearly define the main purpose of this research, respectively, to be described, explained, measured, assessed and analyzed the impact of marketing on consumer behavior and choice. Based on the main purpose of this research, through the presented methodology and results derived from conducted empirical analysis I will try to authenticate the key research assumptions set forth as follows:

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusion**

With the changing of people's lives, meaning the website development or as it is often the beginning of the internet era the consumer behavior has changed. The customer today is not like 20 years ago, his access to the products has changed, but also the access of products / services to the customer is different. During the elaboration of this theme we talked about "consumer behavior in modern marketing", after the elaboration of definitions for marketing, consumer behavior, decision-making and customer acquisition processes, etc. have done the research with consumers of different ages, genders, professions, the different countries where they live, always based on assumptions which we have laid at the beginning of this paper. After a long work we have the results of the questionnaire and can draw a conclusion on the behavior of consumers in this topic which is taken the case of IPKO Company and can give recommendations on what might change so that customers are more satisfied with products / services of the IPKO Company. In the research consumers from the age of 15-50 have participated. Based on assumptions of this scientific work and the questions that were done to consumers where the purpose of the theme has been to know the consumer's behavior at the time when marketing was not as developed as nowadays, and how is the consumer's behavior currently in the modern era of marketing, where the case study is IPKO company. In the research we can conclude:

A large number of people have been surveyed, of whom 58% were male and 42% female, with different settlements with a greater percentage in Pristina since the survey was done in one of the locations of IPKO in Pristina. And most surveyed people were between the ages of 15-30 years old, which shows that youth uses IPKO's products more.

Then how they were notified with the products they have answered mostly through TV, where unlike the previous advertisements that were made drawing by hand and now most of the advertising is done through TV or online, and consumers are more informed through TV.

During the survey also there was the question whether they use the new offerings that IPKO Company offers, and a lot answered that they do not use the new offerings, because the customers are used to using older bids and do not want to change them.

And one of the main questions was "whether you are satisfied with the advertising of products and services," the largest number of customers responded that are more than satisfied with the advertising of products and services, since the IPKO Company do the advertising of products and services very interesting and very clear to the audience.