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FACULTY OF ECONOMICS

MASTER THESIS

THEME:

**THE SERVICE AND GUARANTEE AS MARKETING ELEMENTS OF
SERVICES WITH SPECIAL EMPHASIS ON HOME SERVICES**

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INTRODUCTION

Given the great importance of marketing for enterprises and in general for all businesses, I decided to work this as a research topic, respectively for servicing and guarantee as an element of marketing of services, with particular emphasis on the services of the household. For household products, it is heard every day in society, in businesses, in the media and in every case. In everyday life, at any time, in any environment we face and are in contact with the product, with different types of household tools that require different service.

The paper will analyze the theoretical and practical part of the tools and tools of the household. In the theoretical aspect, definitions will be given about service marketing, analyzed for service and guarantee, how they are classified, what their attributes and their qualities are. While in the practical aspect it will be shown specifically for services, servicing and guarantee. A visit will be made to various services and direct servicing of household tools.

CONCLUSION

As we have elaborated on this topic, in order to prepare an efficient service and warranty strategy as an element of service marketing with particular emphasis on household services, the enterprise should take into account both current and potential competitors as well as potential customers. This is of particular importance to the sectors with low growth or where any commercial progression is done by destroying others. Competition understands all those who seek to meet the same need through the same product-service but also those who can provide forecasting.

The company wants to know the strategy, objectives, strengths and weaknesses, and the way competitors react. Understanding the strategies creates the ability to understand the competitor directly and to take measures to counteract them in the future, as well as to identify the strengths and weaknesses of the differentiation and striking areas.

The main elements of the promotion of the services are service and guarantee as an element of the marketing of the services with special emphasis on the services of the household that are most often applied by the service companies, where they can be summarized in short points in the company logos and photos of the products in their transport vehicles (vans) and the preparation and distribution of advertising materials such as calendars, pens, pencils, notebooks etc.

Exposure to fairs has recently started to be another promotional activity, but still in the absence of marketing people, their booths have a poor presentation that can often have the opposite effect.

The purpose of this paper was to find out whether the methods of promoting sales have influenced the business of the enterprise and in what way. Findings from the survey prove that most of the surveyed companies have acknowledged the fact that sales promotion methods have an impact on the performance of the master-person who carries out the service as well as in responding adequately to the needs of the client.

In conclusion, the effective implementation, timely and adequate in the service and guarantee in household services affected the growth in sales volumes and the slight increase in profits. I think through the study of this topic will convey to the service companies to understand the importance of servicing and guarantee in the household services, to have their marketing strategy and to spend more budget in terms of promotion in order to promote sales, since only with a well-planned

marketing and incorporating all of its elements can come to understand and meet the needs of the buyer-buyers and thus realize their intentions. Service companies should definitely be involved in the new era of business development, where important elements of marketing mix and promotion are to be found.

For the recognition of the implementation of marketing strategies, namely service and guarantee as an element of marketing of services with particular emphasis on the services of the household in function of promoting sales in the service companies, it was necessary to use the surveys made and their analysis. The questionnaire is the research tool used to collect data from market-clients and is constructed from various questions related mainly to service and warranty and impact of these methods in the business of service companies and other questions about marketing and sales through which we have come to an interesting conclusion, having a clear picture of whether strategies for promoting sales are implemented in practice and how much importance is given to marketing in our service companies.

Determining the type of servicing and timely delivery, in a regular manner, with adequate parts and by skilled and equipped personnel for adequate servicing for the vehicle, has an impact on the customer's behavior during the service request and on the selection of the service company. Through this, hypothesis number 1 is confirmed.

Servicing of the household appliance requires a special training, because for the time being, tools and equipment of the kitchen and kindergarten are created with different elements and characterization of the action and for this are needed experts of the respective field. This issue of special importance for service companies also requires customers to have a guarantee for their repair or servicing, since a number of these machines are also costly. According to the survey, therefore, the guarantee is very important in defining the customer for the purchase of services. This hypothesis is treated as hypothesis number 2.

Modification of the services of adjusting, changing parts, maintenance of kitchen appliances, bathrooms and their own garden or the introduction of new equipment, similar to the leader products, is a recommendation made especially to the service companies which with the current products have reached the maturity stage and for which consumers are looking for innovation. Certain physical elements when required that the servicer should go to the appliance since the

equipment can be very difficult to be lifted and transferred to the servicer and those devices that are easy to carry or even have intangible properties are the dominant criteria and factors and greatly affect customers to choose the service or enterprise that is characterized by brand, personnel, timely service, and with adequate and original parts for specific devices. This is confirmed by the hypothesis 3, where certain physical and intangible elements of household instruments have a significant impact on the identity of the services.