



# Kolegji AAB

FACULTY OF ECONOMICS

MANAGEMENT AND INFORMATICS

MASTER THESIS

**THEORETICAL CONTENT AND MARKET ANALYSIS OF  
ADVERTISING IN KOSOVO**

Mentor:

Prof. Dr. Shaip Bytyçi

Candidate:

Njazi Peja

Pristine, 2015

## **CONTENT**

Introduction

Aim of the paper

Objectives

Questions of the research/hypotheses

Importance of the theme

Methodology of the research

Expected results

CHAPTER I: General overview on marketing and advertising

1.1 Marketing, purpose and objectives

1.2 The concept of advertising

1.3 Design elements of advertisements

1.4 Definition of consumer behavior

1.5 Importance of advertising effectiveness

CHAPTER II: Implementation of digital and social engineering in advertising

2.1 The basics of digital and social engineering in advertising

2.2 Presentation of applications of digital and social engineering

2.2.1 Establishing contact with promotional tools

2.2.2 Safe recording of the advertiser message

2.2.3 Attracting emotions

2.2.4 Achievement of understanding the advertising message

2.2.5 Impressing the reminder message in the memory

CHAPTER III: New discoveries on text, image and brand impact

3.1 Impact of the size ratio; text, image and brand

3.2 Passion of emotions through text, image and brand

3.3 Achievement of understanding the promotional message through text

3.4 Impressing the advertiser message in the memory

CHAPTER IV: Research findings - analysis of questionnaires

CHAPTER V: Discussion of results, conclusion and recommendation

5.1 Conclusion

5.2 Recommendations

5.3 Used literature

5.4 Annex

## **INTRODUCTION**

The dazzling and full-fledged landscape of advertising does not properly reflect the profiling and actualization of brands or services. This stalemate situation has created a deep gap in the professional development and effective implementation of them. Emotional intelligence is almost replaced with theoretical knowledge.

Advertisements should be increasingly adapted to market and communication conditions. In this master work, the social technical rules of advertising for a successful design as well as the preferred media for displaying ads will be recommended taking into account the time of their appearance. To provide a complete understanding of this process, theoretical basics of using different current techniques from the media will be laid out. There will also be no lack of access to psychological elements, creative psychology, psychology as a whole and perception theory to promote consumer motivation. In the following, new research discoveries will be reviewed and their effects will be discussed in relation to the social and technical rules of projecting. The practical part of this masterwork will contain the findings from the questionnaires.

### **Objectives**

The overall objective of this paper is to show scientifically based evidence on the effects of advertising design and to also explore their applications in the Kosovar advertising market. One of the aims of this paper is to shed light on the design conditions of advertising and effective objectives from the point of view of world marketing, focusing on the application of social advertising techniques and their practical implementation. To achieve the overall objective will be pursued under the following objectives:

- Understanding the current state of the advertising market;
- To dedicate importance to marketing.

## CONCLUSIONS

The research "Theoretical content and market analysis of advertising in Kosovo" including a wide variety and many representatives of companies from industry, companies and various activities, such as manufacturing, trade and service, reaches the following conclusions:

National TVs are generally favored for advertising by participating companies compared to local televisions; such a difference is not observed on the radio, where preferences for advertising should be generally lower. There is a disproportionate connection between the size of the companies and the preference of the Internet as the preferred communication medium, with larger companies being the ones with the lowest preference, while smaller ones with higher preference.

Cable television remains the preferred communication medium for all types of businesses, but when compared to local and national television, they come to the fore with local television stations.

From other advertising tools, leaflets remain one of the most preferred alternatives to the companies. The most targeted groups from businesses in Kosovo are aged 36 to 45 years, masculine. Low awareness about the importance of advertising, high prices, high cost to keep a department or specific individual responsible for advertising, lack of professional people in the field in the media region, and lack of professional skills by the media organization are among the current problems of companies from different industries regarding the advertising of their products/services.

Knowledge about the digitalization process at the companies seems to be good, and they see a positive expectation on the impact of digitization on the cost of advertising, while 13.3% think it will increase the cost of advertising.

Another problem associated with the cost of advertising is the high cost for medium and small companies to keep individuals or departments responsible for advertising.

Expectations regarding the change of the advertising market through digitalization of broadcasting are high, 39.39% believe that there will be an increase in the quality of advertising through the increase of the quality of broadcasting; 18.18% think it will have lower advertising costs.