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FACULTY OF ECONOMICS – MASTER STUDIES

PROGRAM: MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS:

**“APPLICATION OF UNIFIED ANALYSIS IN MARKETING – STUDY
CASE AAB UNIVERSITY”**

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ABSTRACT

This paper is about the discussion of the application of unified analysis. Unified analysis is used to study the factors that affect in the decisions that consumers take to make purchases. Unified analysis is a statistical technique which is used in market research to determine how people assess various characteristics that make a product or service better than one product or another service. Marketing on the other hand deals with the identification of customer needs and the fulfillment of their desires and requirements, as well as finding the best ways for sending the product or service from the company to the consumer. Through this paper is clarified how to identify these requirements, how we classify some of them through the unified analysis, whether it is a measuring unified analysis of these characteristics or attributes of products and services, how and how much it provides accurate results of unified analysis of the survey data. For analyzing the attributes that products and services have and to know which of these are the most important of which push consumers to make a decision to purchase, in this paper for discussion is the concrete case "AAB University" which provides services, namely is to analyze why students choose to study in AAB. The reason for taking into consideration of this question is that "AAB University" since its establishment until now has been continuously growing the number of students. Through unified analysis is measured the students' opinion on the reasons for their choice of studies.

Key words: Unified analysis, marketing, consumer behavior, AAB University.

CONCLUSIONS AND RECOMMENDATIONS

Starting from the title of the theme "Application of unified analysis in marketing - study case AAB", the conclusion is that while unified analysis is a measuring technique for research in marketing, even then its application is made in various forms. Based on the written literature about theories of marketing, consumer behavior and unified analysis, in figure no. 9 a link between these three concepts is done, from which conclusions are very clear and understandable. Marketing teaches the path through which to deliver the product or service to the final customer. Consumer behavior shows influencing factors for purchasing a product or service. These together are analyzed through marketing research. And all this research be an analyzed and interpreted through unified analysis.

In the text mentioned above, from the theoretical part there are some conclusions for the unified analysis, but for its application in practice there is a special case, which is "AAB".

For this study case there are used the steps and methods of unified analysis. The method used in this analysis is the not linear model (part - month). For the data collection the hybrid method is used, which is part of the full profile, the factorial design matrix, the measuring methods as percentages, comparison of the results, evaluation of the hypothesis.

In this research paper is taken to claim that good conditions and quality services impact on influencing the choice of studies at the University AAB. This assertion is confirmed by the questions that are asked in the survey. Most respondents answered with the assessment 4 and 5, which shows the level with the greatest of preferences. Conclusions are that: AAB provides administrative and managerial quality services; these include services provided by the management and administration, which are fast, on time and always in compliance with the requirements of the students. AAB also offers conditions for advancement in practice; there is a special office which deals with the career of students, support students to continue their studies morally, even in terms of motivation, offers good facilities and opportunities of good payment. Regarding the factors if AAB posses good academic staff or not, by analyzing the results of the survey, it appears that in comparison with other factors, academic staff has the highest level of evaluation by the respondents, being evaluated by 90% with grade 4 and 5.

This factor has been confirmed by the attributes that the objectives of the case are clear; the professors organize and present good material, encourage debate within the class, are open and in most cases help students to advance further their knowledge. Also they are willing to consult

each time with students who need to. So professors are always ready to meet the requests of students.

Infrastructure requirements are in accordance with the wishes and requirements of the students. Every educational institution must have friendly environment for all. AAB rooms offer enough space for the calming and relaxation of students. AAB offers free transport for all students.

Study programs and the favorable price for studies are among the factors influencing the students to choose the AAB University. There are 24 Bachelor programs and 13 Master programs. Study programs are in compliance with the requirements of the labor market. AAB offers good opportunities for the pursuit of studies, besides regular studies also good opportunities for those who are working, enabling them the tracking of lectures - Saturdays – part time.

The price is one of the factors that influence the choice; the cost is affordable and offers good conditions of payment. Good offers of payment are in disposal during the registration for students with excellent success. Provides financial facilities for the students with the highest grade average.

Since establishment, AAB has had an upward trend, either in the number of students as well as in other aspects. This trend should continue growing, and that in a medium period of time AAB should be the best in the region, being a competitive university worldwide. Given the qualitative conditions that AAB owns, there is always room to improve. To achieve maximum results, we need to meet the following recommendations:

- AAB should do research on topics and global programs, so that every student will be able to contribute in the discovery and invention of various phenomena around the world. In case we want this target to be done, measures must be taken for its implementation.
- To provide practices abroad, for the promotion of students in different professions.
- Offer the possibility of pursuing studies abroad for a year or half year, so that they can share their gained experiences from foreign universities with other students at AAB.
- Have additional programs for the advancement of students who are the most prominent.
- Since mathematics is a problem throughout the world, to create a program which would be analyzed by mathematics professors and assistants, and through this subject achieve great results.

- To create study programs, which derive competitive graduates for work in the worldwide market.
- University libraries have more space, also have rich fund of books.
- Provide the opportunity for accreditation of doctoral studies.