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DEPARTMENT: Marketing and Business Administration

MASTER THESIS

THEME:

**“CONSUMMATORY BEHAVIOR IN THE MARKET OF RETAIL
PRODUCTS – STUDY CASE IN THE MUNICIPALITY OF
GJAKOVA”**

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ABSTRACT

The main purpose of this paper work is the identification of the factor that have a bigger impact and that push consummators that among shops and offers of products of wide consumption that happens in the market of the municipality of Gjakova, to choose their favorite shop for supplying it with necessary articles for the realization of this research were used secondary data taken from the review of relevant literature from the well known authors of the field and primary data taken directly in the market through the survey of questionnaires by using surveys. For the realization of this research were raised some hypothesis and research questions whose questions have been answered through the collection of analysis and interpretation of data which were directly taken from consummators in the road. It was discovered that the factors that have the bigger impacts in the consummatory behavior of the Municipality of Gjakova when they choose to be supplied with products or choose their favorite shop to buy products are the factors such as staff of the shop hosting well, location being close, prices of products, quality of products, space of parking lot, payment, meanwhile factors that have an impact in the form of supplying with products are: job status, monthly income, number of family members, number of employed family members, level of education, profession, family, friends, co-operators. Based on the research it is recommended that the traders of the products of wide or retail consumption to work in the progress in the way to fulfill as best as possible the needs and requirements of consummators.

CHAPTER V – CONCLUSIONS AND RECOMMENDATIONS

The study of the consummatory behavior is one of the main factors of the success of companies because the study of these behaviors gives companies an idea, a clearer guide for the competitive forces of market for the needs and wishes of consummators. In this research, we tried to study and precisely analyze the consummatory behavior of the products of wide consumption in the municipality of Gjakova, we tried to find out which are the factors with the biggest impact in the consummatory behavior, which one of these factor are valued more in the process of buying products, what makes them choose a shop where they decide to buy, what pushes the consummator to buy in a shop among others or their suppliers, what influences their behavior, which are the most important factors in the process of buying their favorite products. To process the research, there were raised hypothesis and the objectives of this research. The verification of hypothesis was processed through the analysis of data taken from the survey with the conummators of the municipality of Gjakova through the questionnaires created to evaluate the most influential factors. In this research paper work were raised hypothesis which were verified through analysis of data taken directly from the consummators of the municipality of Gjakova.

Hypothesis 1: Factors such as: gender, age, number of family members don't have an impact in the decisions of consummators when they choose the form of supplying with products.

According to the surveyed consummators, we can conclude that; gender, age, number of family members don't have an impact in the decisions of consummator in the form of supplying with products because these factors are features of each born individual in which the individual doesn't have an impact or he/she can't change them.

Hypothesis 2: The level of education, job status, profession, family, friends, co-operators, number of family members, monthly income, number of employed family members influence the form of supplying with the products of wide consumption.

Based on the analysis of data, we can conclude that factors such as: the level of education of consummators, profession, number of family member, job status, monthly income, number of employed family members have an impact in the form of supplying with products of wide consumption, according to them these factors are closely conform and from which consummators are influence and define buying or not buying the product. The level of education deals with the level of school, intellectual level of the individual depending on which, individuals have requirements and defined needs, as a life impact factor are the monthly income too because they define the possibility and readiness of consummators to buy products. The number of family members has an impact in the form of supplying with products because the amount of bought products is dependent on the number of family members and the employed number of family member that influences the product supplying because the level of family income obviously reflects in the quantity of bought products. According to the data analysis we can conclude that even the primary groups of reference where we include family, friends, co-operators have a big impact but as the most influential

factors according to consumers, is family from which the opinion is valued more of other family members when one of them is supplied with products.

Hypothesis 3: Price, assortment, well host of staff, shop location, payment, quality of products, parking lot, have an impact to define the buyers when they buy the products of wide consumption.

From released data, we can conclude that hospitality or kindness of staff in shops, supermarkets or shopping centers is one of the most influential factors in the consummatory behavior of the municipality of Gjakova when the consumer decides to buy products because the hospitality of employers in shops or shopping centers stimulates consumer to go back there or go away a consumer. The loyalty of consumers is directly linked to the behavior of employers in these centers.

Closeness of the location of shop, has a big importance for the consumer because for them, it is more preferable that the shop or supermarket is in a location with a more efficient and appropriate access to there.

According to the analysis of data taken from consumers includes that the price a factor has a big importance for the consumer when he/she decides to buy products.

Another important factor is the assortment of products that can be bought in shops, supermarkets or shopping centers because the consumer requires a diversity of products or as many offers as possible.

The quality of products that are offered in the market of the municipality of Gjakova have an impact for deciding to buy products because consumers draw attention to the quality of products because according to them, products that are launched in shops, supermarkets or shopping centers are qualitative on average.

Payment option is very important for the consumer because they have preferences of payments such as in cash, debit card, credit card, pay for monthly and other options.

Parking lot is very important for the consumers because they prefer to have their car safe and comfortable when they go to buy necessary products for their families.

We can conclude that the above mentioned factors are with a high influence in the consummatory behavior of the municipality of Gjakova when they decide to get supplied with the products of wide consumption. For them, it's important what level of prices they'll buy their products with, if there will be sufficient assortment, the hospitality of the market staff, supermarket or shopping center, if the products that are offered are qualitative, if the location is appropriate, if there are some payment options of bought products, if the parking space lot is safe.

It is recommended that the shops, supermarkets, shopping centers or other sale service with retail products, to draw more attention on the quality of products, increasing their quality, to offer products with reasonable prices, to improve the hospitality of consummators, to provide consummators appropriate parking lot and offer them payment options.

Hypothesis 4: The distance factor, the shop nearer the work place, nearer home, where we can go faster and easier, have an impact on the decision of the consummator to select the shop to be supplied with products.

Being based on the data realization taken from the consummators, we can conclude that the distance factor has an impact on the decision of the consummator in the selection of their favorite shop because most of them prefer that the shop or the place where you get supplied with the products of wide consumption, to be nearer to the work place or living space in such way that the access to there is as easier as possible. As a recommendation we can say that the traders of the products of wide consumption should do more regards to the location, to find as more appropriate space as possible and fulfill, facilitate the process of supplying with products.