

Publication Date: 15.12.2024

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Consumer orientations, actions, and satisfaction levels in connection to their demands - Case Study: Consumers in the Region of



Abstract

Business and scientific learning processes demonstrate how consumers are influenced by various variables and causes, guiding them to make the most suitable decision when purchasing a product or service. An increase in market supply, driven by competition or new entrants, allows customers to make better purchasing decisions due to the wider range of products and services available. This variety, along with flexibility in distribution, pricing, and quality, facilitates more informed decision-making. This should be a concern for all firms, irrespective of their sector, activity, or the type of products or services they provide. The study will focus on the theoretical aspects concerning consumer characteristics and behaviors, followed by a research-based analysis of consumer behavior, needs, and characteristics in the Peja region.

Keywords: Consumer behavior, consumer characteristics, consumer needs and satisfactions, action strategy

1. Introduction

Cultural shifts and influences that have impacted people worldwide, particularly in the past decade in our country, have not been thoroughly recognized and explored. Disregarding cultural factors and neglecting to comprehend or analyze consumer behavior has led to the failure of numerous enterprises. Numerous general and economic factors have an impact on consumers' purchasing decisions in a given market. These factors include macroeconomic conditions such as unemployment, inflation, and economic growth, as well as microeconomic factors like competition, purchasing power, and market supply. Businesses must meticulously analyze the wants and needs of consumers, whether they pertain to essential commodities, luxury items, or prestigious products. Given the relatively youthful average age of our country's population, this demographic subgroup is well-suited for many developments, particularly the products being marketed. Prior research has demonstrated that customers typically become aware of their primary demands and benefits during the consumer or user process, especially when it pertains to consumer goods or services utilized over time.

2. Literature review

Customer pleasure is a standalone objective. Every firm must ensure that their products and services align perfectly with the demands, advantages, and satisfaction of consumers. What is the significance of this? We need to understand the specific preferences and priorities of customers based on factors such as their needs and income. Some customers prioritize affordability, while others value quality products and services. Additionally, some customers prioritize fast delivery of services. The aforementioned concerns

When thoroughly thought out, organizations are able to achieve a strong competitive edge. Important statistics should be examined on consumer behavior and attitude:

To attract more customers, we should concentrate on raising our expenses, such as advertising and promotional efforts, as acquiring a new customer is five times more costly than retaining an existing one.

Current customers generate 65% of the company's revenue, emphasizing the importance of client retention strategies like discounts and hospitality.

If one customer is dissatisfied with the firm's services, it can impact up to nine other consumers, both current and potential.

Client service should be both efficient and ethical, providing products and services that align with client preferences while upholding high ethical standards such as honesty and fairness.

To ensure optimal customer service effectiveness, some issues must be adhered to and appreciated.

To be successful, a company must offer products or services that align with clients' needs and ambitions, giving the firm a competitive edge.

Secondly, the time elapsed between order reception and dispatch should be minimized as much as possible. It is crucial to provide items or services to customers promptly while maintaining high quality.

Thirdly, when dealing with businesses that provide customized services, such as leaving a car for a full paint job with a promise of completion in a week, ensure that the work is not completed sooner than the agreed-upon timeframe, like in 5 days.

Fourthly, while expanding the variety of products or services may be beneficial, it is important to also take into account the associated expenses. Expanding product variety can enhance effectiveness, but it may also lead to inefficiency. It is crucial for owners and managers to maintain a suitable balance between effectiveness and efficiency. 7.

Managers may use several methods to effectively manage business operations, but consumer decision-making has become more intricate compared to previous decades. This is the origin and outcome of numerous activities within the marketing department of various businesses, such as television, radio, and internet advertising, as well as the range of products and services provided by various companies, especially those importing goods from different countries. The consumer's decision-making process is defined as "a mental orientation consisting of various characteristics that impact the purchasing decision." According to the literature, factors like personal preference, desire, lifestyle, culture, religion, and financial status have an impact on a consumer's behavior. Sproles and Kendall's literature and study identified eight primary customer qualities, with the four most

significant being:

- a) Ideal clients: those who consistently seek and purchase exclusively top-quality products.
- b) Consumers of the "trade name" are individuals who primarily purchase things with a recognized brand.
- c) Innovators' consumers: those who consistently track product advancements and desire to possess the latest versions, such as upgrading from the Samsung S4 to the Samsung S5.

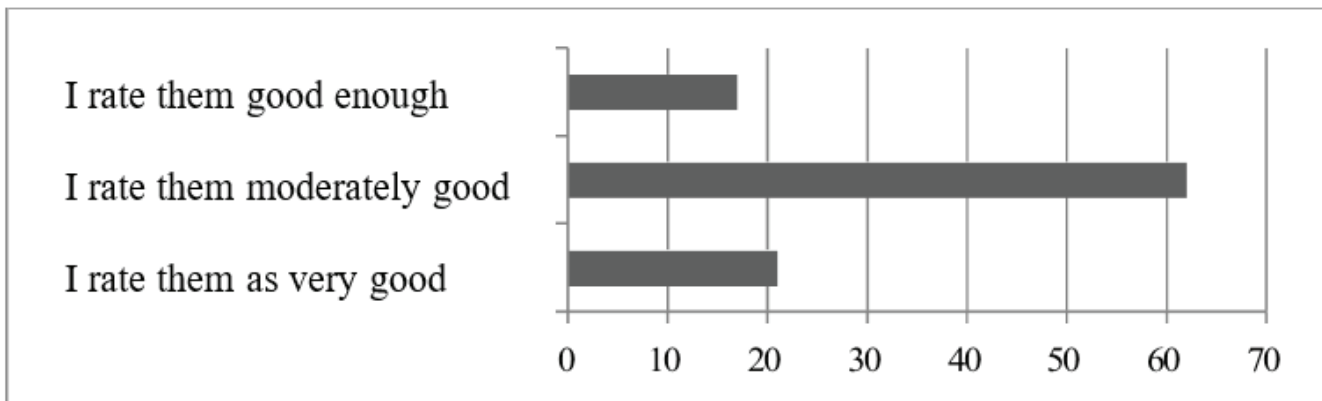
Voluntary or recreational consumers are individuals who engage in purchasing for pleasure rather than out of need.

Business organizations must develop and execute a secure strategy to retain current clients and attract new ones. An action strategy must be carefully developed to accomplish the specified objectives and aims, demonstrating the operational methods that set it apart from competitors. It is crucial that this part reflects the image we project to consumers, as using the same "me too" strategy for production or sales does not ensure significant success. This approach lacks appeal to market customers who are already familiar with similar services from other companies. Therefore, it is essential to focus closely on this aspect.

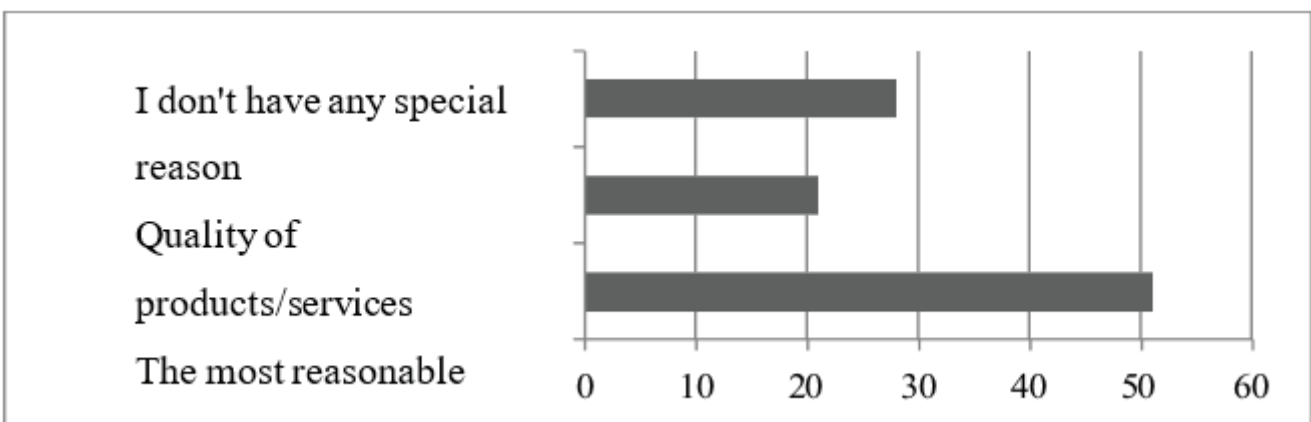
3. Research results

The Peja region market, specifically in Istog, Klin, Gjakov, and Deçan, was the subject of a research study to increase the paper's scientific significance. The majority of the 500 respondents were residents of Peja. The final results were derived from the primary data based on the questions in the survey.

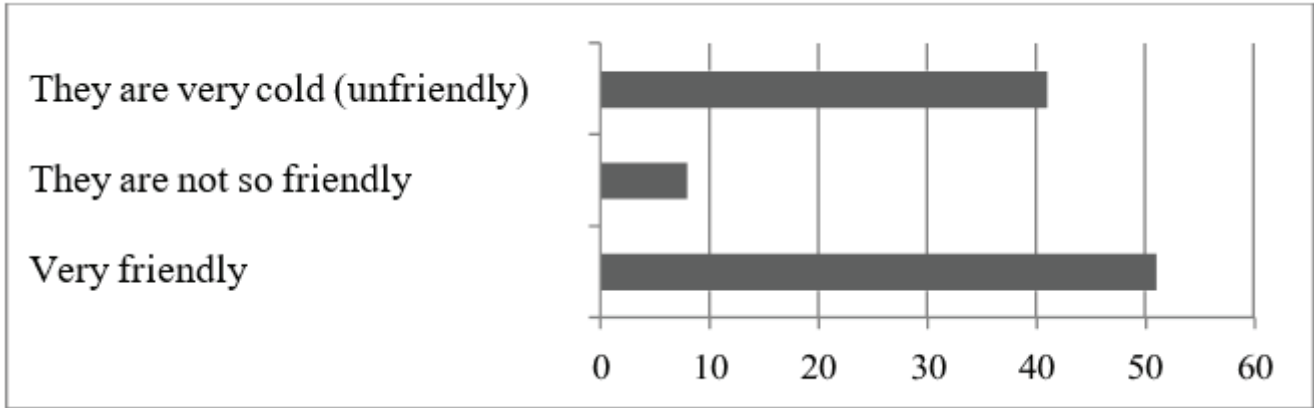
In the first question: "How much do you value the products/services offered in your market?"



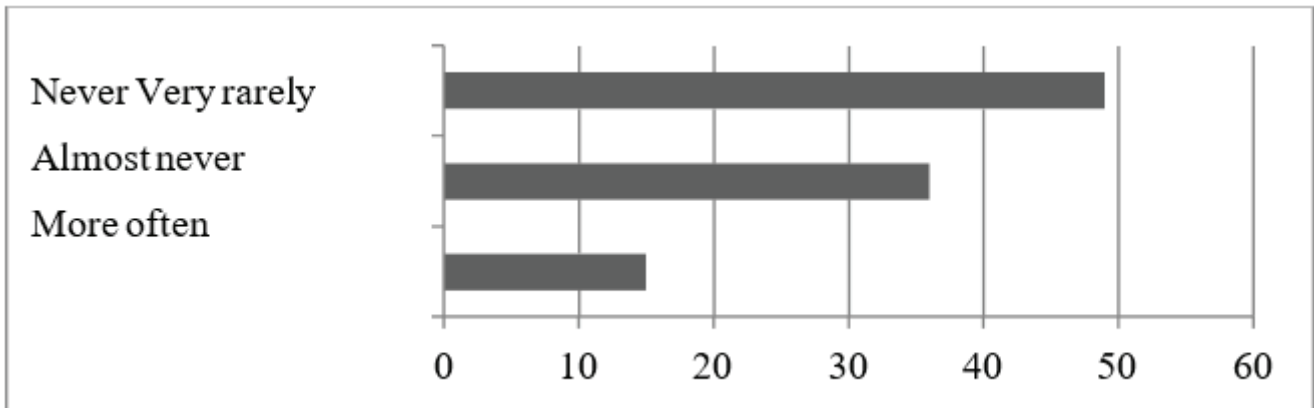
In the second question: "What is the main reason you decide to buy goods from your favorite company?"



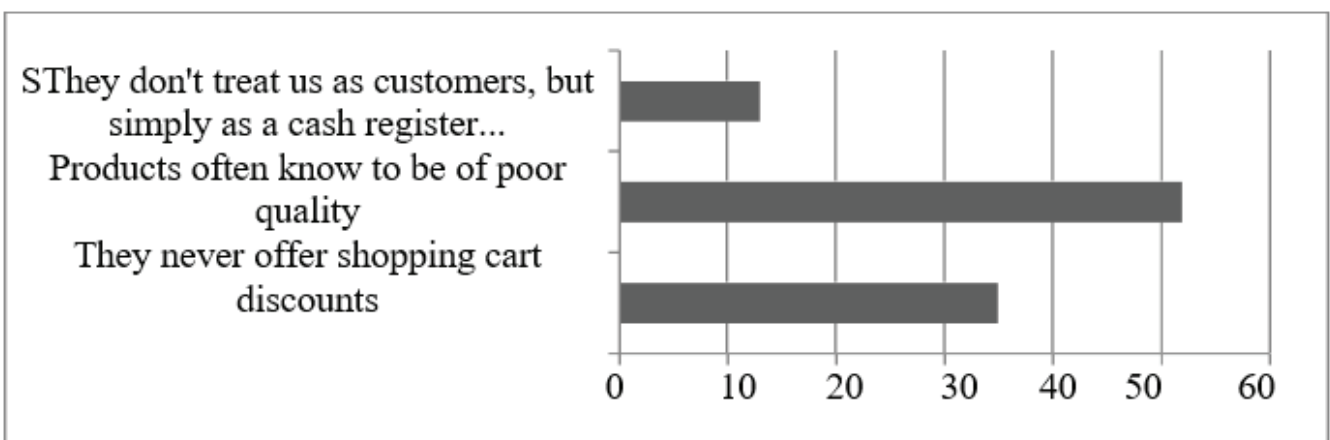
In the third question: "How do you rate the way the employees of the companies where you buy goods serve you"



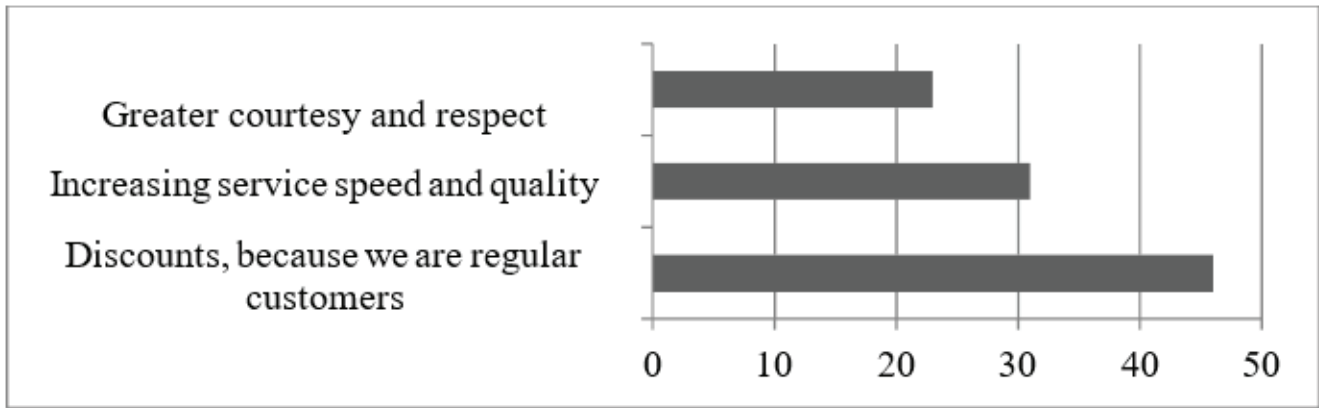
In the fourth question: "Are you asked by the manager/owner of the firm, or by any employee, how satisfied you are with the firm's services (products)"



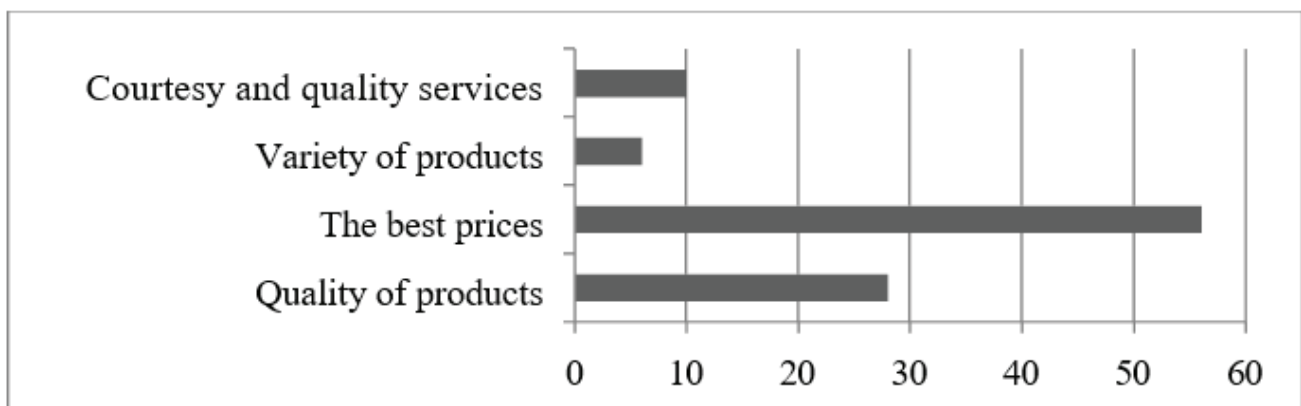
Question five asks: "Which dissatisfaction do you consider the most troubling?"



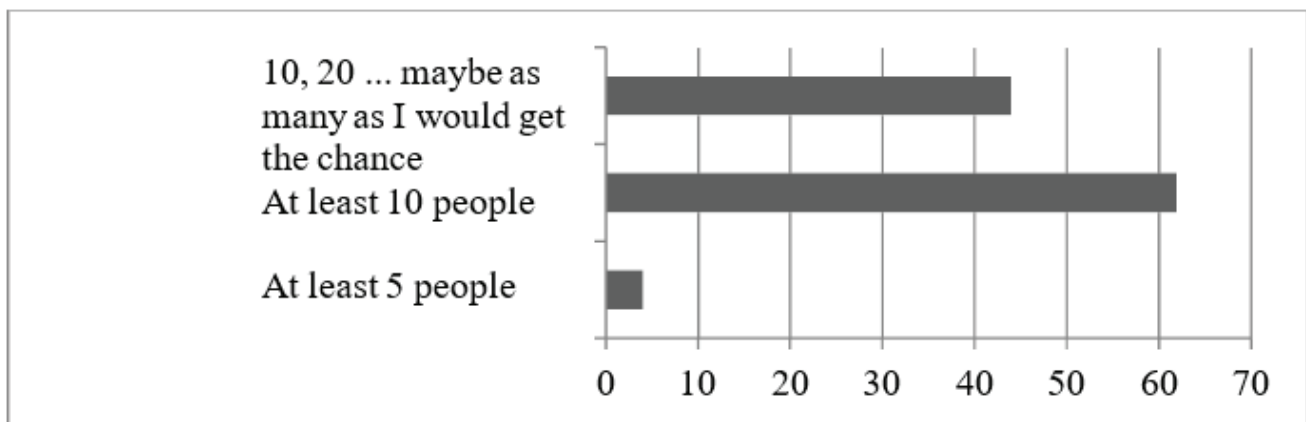
In the sixth question: "What would you change if you were asked to make any changes to the firms"



In the seventh question: "Which of the following factors do you value in a company"



In the eighth question: "In the event that as a result of a bad experience with a firm or certain firms, how many people would you recommend not to visit that firm in your opinion (be it friends, family, etc.)"



4. Discussions (analysis)

The statistical data obtained from a survey of a highly satisfactory sample of consumers suggests that businesses need to make significant changes to influence consumer decisions and attract more customers, based on comparisons with previous and current studies.

Analysis:

Only 21% of consumers rate the products as very good in response to the first question, while the remaining percentage rates them as generally decent (average and not so good).

Most respondents cite reasonable prices as the primary reason for their purchase in response to the second question, but a notable portion do not provide a specific reason.

More than half of the respondents rated the employees' behavior as good (friendly) in response to the third question, while less than half did not see their behavior positively.

In response to the fourth question, about 50% of customers claim that managers or employees have never consulted them about their needs and preferences.

Business firms do not provide discounts to clients; however, many customers report that the products are frequently of low quality (expired, not durable, etc.) based on the responses to the fifth question.

Consumers' primary request in response to the sixth question is to receive discounts, as they view themselves as loyal customers and believe they are entitled to such benefits. Additionally, show them greater respect.

No information was provided. Consumers prioritize low prices together with criteria like variety and quality when evaluating the firm's action strategy in response to the seventh question.

Consumers who have a negative perception of a firm's performance would be keen to share this information with others, such as relatives, friends, and colleagues.

5. Conclusions and recommendations

The polled respondents from the Peja region provided clear and important insights into consumer behavior and decision-making processes. The research identified a significant disparity in the management skills, operational expertise, and customer care exhibited by business executives.

Current and aspiring entrepreneurs can utilize these findings to enhance their reputation with consumers and improve their company's performance by addressing customer demands through subjective shortages or objective requirements.

Here are some guidelines that should apply to the company community as a whole, including entrepreneurs, employees, managers, and customers:

Consumers in the market should actively research and gather information to take advantage of the abundance of advertising mediums available today, such as brochures, posters, TV, the Internet, and email. This information pertains to market prices, ongoing promotions, new competitors and products, alternative services, and more, enabling consumers to maximize their benefits in terms of price, quantity, and quality.

Entrepreneurs should prioritize ideas that stem from market and customer needs in formulating their action strategy and long-term plans. This approach is more sustainable than strategies based solely on management or staff ideas.

To maximize discounts for the firm's loyal customers due to their explicit request, which is easily understandable and identifiable, considering the challenging economic conditions prevailing in our country (high unemployment, political instability, inflation, and monetary issues).

Business businesses should strive to be highly versatile with their service or product packages, such as by offering numerous complimentary transports.

warranties for specific items, accommodating client requests and complaints, etc.

To determine the causes of consumer dissatisfaction with services, particularly those related to company employees, such as lack of motivation, knowledge, training, or other subjective or objective factors.

To gather numerous observations from managers or owners regarding their customers' perspectives before making a purchase, their behavior post-purchase, etc., to identify needs and their underlying causes, be they psychological, cultural, or related to basic human needs. It is important to address many issues by improving contact with customers to be more friendly, correct, and at a higher level.

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