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MASTER THESIS

Topic: Role of Social Media in New Market Entrance Strategy

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DECLARATION

I declare that the thesis is the result of my work. This does not refer to the works of others without stating it in the text and in the reference list. All sources of information are explicitly mentioned in the list of reference.

A handwritten signature in black ink, appearing to be 'R. Phat', is written above a horizontal line.

ACKNOWLEDGMENTS

Throughout this journey, fortunately, I had great support and help from my network, friends and family.

But mostly, I would like to thank my mentor, Prof. Dr. Gadaf Rexhepi, whose expertise, guidance and support was exceptional in this journey and without whom I could not deliver such professional research.

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ABSTRACT

Social media and the ever-expanding expansion into various areas of society, has made it important for us to learn, understand and optimize the latter. In business as well, social media has already taken the form of contemporary marketing to reach potential customers and clients. Because the number of online users is always increasing, businesses are seeing with great potential and many opportunities the use of social media to reach their customer or client. Apart from making it easier, cheaper and faster for businesses to reach their potential customer or client, social media also help creating a personalized online experience for the target audience where online presence, content and communication play a major role.

Consequently, through this paper we will try to focus on the role of social media in the strategy of entering new markets in the case of Kosovo to understand the importance, use and optimization of social media as a marketing strategy.

The research methodology for this topic was done through two questionnaires conducted separately. One questionnaire intended for the general population in Kosovo and the other questionnaire intended for businesses in Kosovo. After receiving answers from 164 respondents, 114 from the questionnaire intended for the general population in Kosovo and 50 from the questionnaire intended for businesses in Kosovo, we managed to test the hypotheses initially set.

Based on the regression analysis performed for this paper, 4 out of 5 hypotheses are confirmed and only one of them is not. However, the results obtained show that in fact, social media is considered as the most effective strategy to reach new customers.

ABSTRAKTI

Me ardhjen e mediave sociale dhe zgjerimit gjithnjë e më të madh të në fusha të ndryshme të shoqërisë, njohja, kuptimi dhe optimizimi i këtyre të fundit po merr rëndësi të madhe. Në biznes gjithashtu, mediat sociale tashmë kanë marrë formën e marketingut bashkëkohor për të arritur konsumatorë e klientë potencial. Përshkak se numri i përdoruesve online gjithnjë është në rritje, bizneset po e shohin me potencial të madh dhe shumë mundësi shfrytëzimin e mediave sociale për të arritur tek konsumatori apo klienti i tyre. Përpos që bizneset po arrijnë më lehtë, lirë dhe shpejtë tek konsumatori apo klienti i tyre potencial, ato gjithashtu po e krijojnë një përvojë online të presonalizuar për target audiencën e tyre ku rol të madh luan prezenca online, përmbajtja dhe komunikimi.

Rrjedhimisht, përmes këtij punimi do të mundohemi të fokusohemi në rolin e mediave sociale në strategjinë e hyrjes në tregje të reja në rastin e Kosovës për të kuptuar rëndësinë, përdorimin dhe optimizimin e mediave sociale si strategji të marketingut.

Metodologjia e hulumtimit për këtë temë është bërë përmes dy pyetësorëve të realizuar ndamas. Njëri pyetësor i destinuar popullatës së gjërë në Kosovë dhe tjetri pyetësor i destinuar bizneseve në Kosovë. Pas marrjes së përgjigjeve nga 164 respondentë, pra 114 nga pyetësori i destinuar popullatës së gjërë në Kosovë dhe 50 nga pyetësori i destinuar bizneseve në Kosovë kemi arritur të testojmë hipotezat e vendosura në saje të këtij punimi.

Bazuar në analizën e regresionit të realizuar për këtë punim 4 nga 5 hipotezat e vendosura janë të vërtetuara kurse vetëm njëra prej tyre nuk është. Megjithatë, rezultatet e fituara tregojnë që në fakt, mediat sociale konsiderohen si strategjia më efektive për të arritur konsumatorë të rinj.

АБСТРАКТ

Со појавување на социјалните медиуми и нивното се поголемо присуство во разни полиња во општеството, нивното познавање како и нивното оптимизирање, добива се поголема важност. Особено во полето на бизнисот, каде што социјалните медиуми добија форма на современ маркетинг, преку кој се доаѓа до потрошувачите и до потенцијалните клијенти.

Со зголемување на бројот на онлине корисниците, бизнис заедницата го сфати тоа како голем потенцијал и почнаа да ги користат социјалните медиуми како средство за приближување кон потрошувачите или кон потенцијалните клиенти.

Освен што преку нив бизнисот стига по лесно и по брзо до потрошувачите и до потенцијалните клијенти, тие и самите создаваат свое персонализирано онлине искуство за нивната таргет аудјенција, каде што голема улога има токму присуството онлине како во содржината така и преку самата комуникација која се пренесува преку нив.

Со оваа теза ќе се потрудам да се фокусирам на улогата на социјалните медиуми во стратегијата за влез на нови пазари, за да се сознае: важноста, употребата и оптимизацијата на социјалните медиуми како маркетинг стратегија, во случајот на Косово.

Во истражувачката методологија за оваа теза, користев две анкети кои што ги реализирав одовено. Првата анкета беше дестинирана за пошироката популација на Косово, а втората е спроведена со бизнис заедницата на Косово.

После добивањето на одговорите/резултатите од 164 респонденти, (114 од првата анкета со пошироката популација, и 50 респонденти од бизнис заедницата на Косово), ги тестиравме хипотезите поставени во оваа теза.

Базирано на анализата на регресија, реализирана во текот на работата на ова теза се потврдија 4 од 5 хипотези. Сепак, резултатите од ова истражување покажуваат дека фактички, социјалните медиуми се најефективната маркетинг стратегија за новите потрошувачи.

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CHAPTER 1: INTRODUCTION

Given that we do not yet have an analysis of the practical and theoretical side of the field of marketing and social media in Kosovo, this paper will help the approach to Social Media Marketing for the reader mostly in Kosovo and in the world for whoever might be interested. The analysis and research of practical examples directly from the Kosovo market will also help the academic part studying the field of marketing and/or social media with such detailed research and with concrete examples from the Kosovo market. Since Kosovo is still a Developing/Emerging Upper-middle income economy (World Bank, 2021), we will analyze the impact of social media as a mechanism to accelerate and develop the economy. This study can also be used by all interested stakeholders - students, businesses or even supporters of the field of Social Media Marketing who can use this research as a source of even deeper analysis about this field in Kosovo or elsewhere in the region.

These analysis and suggestions can be used as handbook for those who are directly involved in the field of social media, to help them with the difficulties they have in positioning their products or companies, to identify their niche market, to know their target audience, to communicate the right message; that are at the beginning of the creation of a new brand; who are trying to elevate the image of a product or company in Kosovo, or who are planning to enter the Kosovo market.

1.1 Subject of Study

This research analyzes the impact of social media in emerging new markets. Real practical cases from companies in Kosovo are chosen to be part of the study. Theoretical parts of marketing, management, economy and social media have been analyzed. This study will help to avoid possible mistakes when a company approaches the market, and how to avoid mistakes and obstacles in communicating with the end customer through social media. This study analyzes in detail the communication channels via social media, from the theoretical but also from the practical point of view.

In Kosovo there are many misconceptions about social media marketing in general and many companies hesitate to consider investment in online marketing. This research can be a basis for further knowledge about social media marketing in the Kosovo market, even for more advanced studies.

1.2 Purpose and Methods of Study

Technology is a broad term that is increasingly becoming part of our lives - with or without our wish. It is an inevitable phenomenon of the 21st century. We are used to encountering the term technology in the mechanical processes of creating a certain product. However, over time technology is taking shape in human, social and psychological phenomena.

The management of companies, corporations, organizations, as well as various institutions, focuses and depends on the behaviors, habits and interactions of people, users or consumers. For a business or public entity to be successful, it must be in step with global trends, changes and innovations. Changing consumer behaviors and habits is a topic of discussion around the world. As a result, new methods and modules of accessing these changes are being designed and implemented. One of the main reasons for the change in consumer behavior is the presence, use and influence of social media.

According to GlobalWebIndex, 71% of social media users are 71% more likely to purchase products and services based on social media referrals. (Barysevich, 2020). In our country, unfortunately, there is still no research on the use of social networks, user engagement, the percentage of time spent on social networks and how much impact social networks have on everyday life and decisions made by users.

This paper will be carried out precisely for this reason to determine how much traditional marketing is turning into digital. This study will also contribute to the enrichment of the literature in the context of the social media impact on emerging markets, objectives and return on investments.

Digital marketing and social networks have started to develop mainly during the last 3 years in Kosovo. As a result, many local and international companies with representations have engaged various agencies to create and maintain the online presence of the company, their brand and their products or services. However, many of the latter have created a special sector in their headquarters for the management of online in-house presence. However, in Kosovo there is still no necessary awareness that should be given to the importance of marketing through social networks and the opportunity that the latter offer. Many companies have actually taken advantage of this opportunity to access new markets, whether local or international, new customers, new consumer groups, and even created new consumer and buying habits.

The preparation of the thesis, which includes the confirmation or rejection of established hypotheses, will be based on two types of data: primary and secondary.

Primary data will be realized through the survey method of individuals in public institutions and private enterprises. The questions will be structured and interrogated regarding the views of individuals, business views and the aspect of the perspective of new markets in accordance with established hypotheses.

Secondary data will be demographic and deterministic statistics that will be extracted from social and digital platforms that will help shape the cruciality of data hypotheses that will ultimately support primary data.

The results obtained will be a combined finding between the existing primary and secondary factual data.

1.3 Hypothesis

In this master's thesis we claim to use or refute these hypotheses:

Key Hypothesis: Is social media being introduced, as the new marketing approach for entering new markets?

H1: The way people use social media influences the decision to use it as a marketing strategy to enter new markets.

H2: Competition affects the decision to use social media as a new marketing strategy to enter new markets.

H3: The industry influences the decision to use social media as a new marketing strategy to enter new markets.

H4: The use of social media increases the demand for products / services that the company offers.

H5: Social Media is presented as the most effective strategy in approaching new customers.

The results of empirical studies and analysis will show the final result of these hypotheses.

CHAPTER 2: LITERATURE REVIEW

2.1 Overview of traditional marketing over the years to date

In 2020, the world faced one of the biggest historical pandemics, the Covid-19 virus or otherwise called Corona. Based on data from the World Health Organization, statistics show that over 121 billion cases have been reported with Coronavirus infection of which over 2.6 million have ended in death. In addition to the loss of life and deteriorating public health, the world economy was also affected resulting in loss of jobs and business closures. And when the world became isolated by being locked up at home and following cases that are growing every day more and more, the whole world turned to the internet, social networks for information, research and discussion. According to eMarketer, due to the growing trend in E-Commerce as a result of the Coronavirus, it is expected that by 2021, online grocery sales will surpass \$ 100 billion in the USA (eMarketer Editors, 2021). Brands and companies that exist in these uncertain times turned to digital marketing to reach as many users as possible, to turn them into consumers and to facilitate the process of buying food items. According to Facebook, digital marketing is projected to account for 52% of the 530 billion global advertising industry in 2020. During March and April 2020, 27.0% of US retail sales was generated from E-commerce. According to research conducted by Facebook, 64% of respondents are members of online communities. Whereas, 83% are open to brands participating in online communities

If we had division through function-based marketing then we have 3 types of marketing: responsive marketing, anticipative marketing, and need-shaping marketing (Kotler, 1999, p.22).

- Responsive marketing is marketing that listens, analyzes and tends to address the needs of customers by providing a potential choice.
- Anticipative marketing is the type of marketing that anticipates a growing trend and sees opportunities for further development.
- Need-shaping marketing is the type of marketing that works and develops products or services for which there is never a need for it.

If we analyze these 3 types of marketing, then we can see a similarity and combination of the three when it comes to marketing through social networks. The latter is responsive because it listens to what online users have to say to those potential future customers and in a way designs communication and ultimately access to products and services based on this analysis. Social

media marketing is anticipatory because it is alert to new opportunities that may appear and tries to anticipate them by analyzing the habits of online users. Finally, social media marketing is a need-shaping marketing because it gives life to some functions for which there has been no interest in the past but which is welcomed by online users, those potential future customers.

If we take a look at the tactical marketing's famous 4Ps: Product, Price, Place and Promotion (Kotler, 1999), we can find some similarities with today's marketing in the digital world of social media. Anyhow, with some differences, the 4 main important elements that drive the social media marketing today are the 4 Cs:

- Conversation - people share opinions, reviews and ideas online while inciting conversation with one another;
- Connection - people are connected more than ever and living proof of the best example of globalization;
- Community - people participate in online communities with other people from different backgrounds, ethnicities, religions, one one specific idea, be that even a product, service or brand;
- Content - people are provoked to share opinions, reviews and ideas mainly through created and curated content from publishers.

Furthermore, if in traditional marketing the connection between the business, the brand and the consumer or customer is created through a two-way communication, already with social media marketing, long-term, warm and strong connections and communications are being created where through the language of content brands are connected with their clients. In contrast to author Andrew Macarthy in his book, "500 Social Media Marketing Tips - Essential Advice & Strategy for Business", success in social media marketing results from building strong and long-lasting relationships with customers and professional contacts, and sharing the type of content and expertise that they will want to share onwards to their friends, family, and colleagues (Macarthy, 2015, p5).

2.2 General overview of consumer social and psychological behavior in addition to traditional marketing

In addition to the past periods that have paved the way for the development of marketing, we are now facing a new era of marketing - that of digital marketing - where one of the main roles is

played by social networks. All this affects both social and psychological habits of consumers that differ significantly from those formed during traditional marketing. Already online users want to see content that you like, that they appreciate, even in different places or other competitors. All the online user - prospective customer wants is honesty, transparency and authenticity (Holloman, 2012). According to research by Christer Holloman, consumers when they are online do 3 main actions: share ideas, share different knowledge on products and help others with their challenges (Holloman, 2012). Not only were the popular social media sites growing, they were growing at staggering rates. Twitter and LinkedIn each more than doubled their user accounts from 2010 to 2011, while Facebook grew from 250 million active users to more than 60 million. Facebook overtook Google as the most-visited site on the web globally in 2010. Exponential growth outside the United States fueled this expansion. Despite its roots as a US college site, Facebook took the global lead in social networking with more than 70 percent of its users outside the United States as of early 2011. LinkedIn and Twitter also reported more than 50 percent of their users were from outside the United States (Bryfonski, 2012, p18-19). We have witnessed some of the biggest social and political events in the country, precisely because of the power of social networks and the willingness of online users to engage with those events. Since the election of President Barack Obama, the election of President Trump, etc. ...If Facebook were a country, then 1/3 of the population would consist of Facebook (Bryfonski, 2012).

Philip Kotler, in his book "Kotler on Marketing: How to Create, Win, and Dominate Markets", describes some traits of the end of the 20th century consumer - how actually doesn't completely differentiates from the consumer today. These traits are:(Kotler, 1999, p10).

- Customer are growing more sophisticated and price sensitive;
- They are short of time and want more convenience;
- They see growing product parity among the suppliers;
- They are less manufacturer brand sensitive and are more accepting of reseller brands and generics;
- They have high service expectations;
- They have decreasing supplier loyalty.

2.3 Presentation of social media and their use in business

Due to globalization and technology, increasing emerging markets have become a crucial element in the overall good health of the world economy. One of the factors influencing this is also

marketing and the distribution of different products and services from different companies and brands locally as well as internationally. Traditional marketing made this possible by distributing brands through several marketing channels such as TV, radio, newspaper, OH advertising et cetera. This made it possible to show a broader target concerning the product or service. On the other hand, social media marketing leverages in that it can show products and services to a wider range of targeted customers at a lower cost. Also, through social media marketing, the rate of customer engagement to the particular brand is higher and more interactive. Whereas, with traditional marketing, interactive engagement between the customer and the brand is very rare. Although, through traditional marketing, brands can conduct post purchase surveys or interactive questionnaires, this doesn't always show results because of the 3 factors: time, location and availability of the respondents. Rebecca Rowell bluntly calls social media as a "powerful marketing tool" (Rowell, 2015, p23).

The first digital message transmitted over the network, on 29 October 1969, travelled from s Sigma 7 computer at the University of California, Los Angeles (UCLA) to a SDS 940 Host computer at the Stanford Research Institute (SRI), in Menlo Park, California. The system crashed mid-message, but the internet was born that day. Of course, it was just two nodes on one network. Within a year, that had grown to 14 nodes, then later to 100, and then to thousands. It started off as just one network, but soon it linked up many others into a network of networks - an internet - talking through a common language still in use today (Young, 2018, p12). We can say that the trend of social media has gained momentum exactly when the Internet began to be used to communicate with each other (Kaplan and Haenlein, 2010). To put it differently, Keith A. Quesberry reminds us of this in his book, "Social Media Strategy - Marketing, Advertising and Public Relations in the Consumer Revolution", by defining social media an information overload problem (Quesberry, 2019, p19). All this is related to the greatest possible exchange of information between users. This information can be concerns, agreements or even reviews for different products, services, brands or companies. It's just word of mouth in another form - virtual. Therefore, social networks enable consumers to be engaged for low cost compared to traditional forms of communication. And this is important for both large and medium-sized companies (Kaplan and Haenlein, 2010). Another interesting point of view is the combination of social media with traditional marketing. Ex. an ad on TV can provoke a potential customer to click on the website of the company that made that ad. According to the evidence, some of the most successful campaigns come from using marketing to create conversation (Gillin, 2009).

Social media marketing is more result oriented because of the increasing number of smartphone users as well as internet coverage penetration worldwide. This makes it available for the majority of the world population to be online and interactive with one another, with different companies and therefore brands. Meanwhile, if we look at the dichotomy of traditional and digital marketing, we can see that all these forms of communication actually complement each other. If we refer to Miles Young in the book "Ogilvy on Advertising in the Digital Age", he says that it is a race of algorithms in which profitability is the prize, not mere scale (Young, 2018, p30). As Keith. A. Quesenberry puts it in his book, "Social Media Strategy - Marketing, Advertising and Public Relations in the Consumer Revolution", social media is not a quick add-on, like picking up another advertising channel such as TV, radio, and billboards, or holding an event, or sending out a release about a new feature to get news coverage. Social media must be approached in a separate way, but still integrated into traditional marketing communication (Quesenberry, 2019, p57).

Creating conversation is actually a key element when it comes to social media. Internet users are usually looking for content that speaks to them, that provokes curiosity, gives ideas and inspiration or informs them about a proper action. When they are curious, provoked by any thought or idea, they return to discuss it. Online this is done through comments, shares, likes or even chat with friends on social media. Internet users, through conversation, feel that they are being part of it. So they embody the brand or company that publishes that content. The concept of markets in themselves are conversations, came from the book "The Cluetrain Manifesto", by David Weinberger in 1999. This is best proved by social media as a way to reach new consumers through creating conversation (Gillin, 2009).

On the other hand, in addition to online chats being a good engaging factor, they are also formed in such a way that they generate content from the users themselves - User Generated Content (UGC). This term gained momentum in 2005 and is used as a term that indicates the creation of content by the users themselves (Kaplan and Haenlein, 2010,). UGC is also linked with Super-Fans, or Top Fans that create content for a certain brand, who answer forum questions, write in-depth blog posts, and provide valuable feedback (Quesenberry, 2019). Social media is not just a means or channel of communication, or a technology. It has more to do with the way people use it by sharing pictures, writing opinions on different products etc ...(Holloman, 2012). Social media is a web and is increasingly more mobile, forming interactive social platforms of predominantly consumer and brand generated content (Kumar et al., 2016). Social media is an

ecosystem that revolves around its own population - the users. This is what differentiates it from the traditional media. On social media, users are the one that create material hence content (Rowell, 2015). And content, in today's marketing revolution is actually considered as the currency of the brand (Holloman, 2012).

But what is digital? Is it an evolution or revolution? The digital revolution is a revolution for creating new concepts, new languages and new techniques (Young, 2017). This leads us to the changes in the messages that we also send through our brands internationally. Organizations that fail to create a compelling message online to launch its product, risk tainting its image and losing potential customers (Rodney and Myles, 2016). The engagement between the customer and the brand is also very vivid in the way companies and brands create, publish and distribute their messages online through social platforms. The creation process of the message is also very important because it needs to reassess the target audiences for who that message is going to be destined, the purpose of the message and the results that the message will need to provoke. Advertising copies have mostly been oriented to create leads only through sales. Whereas social media promotions are oriented to create leads through the customer journey or user journey experience. Social media management is the process of designing a program of creation, timings, analysis, and engagement with content posted on social media platforms to meet business objectives. Therefore, social media is actually changing the way that marketing used to be done in the past and it's shifting the way how people want to build a relationship with brand (Holloman, 2012). If we take an analysis for a second the Share a Coke campaign, it is all about feeling included, together and acknowledged. On social media, sharing is a crucial element in the everyday life of online users. Let alone, users that share content on different brands, products and services. The internet allows it and makes it easy and possible to share more and interact with one another.

Seeing the growth of social media, other elements have also emerged. These elements are conversations, engagement, which in fact are being used as strategic goals, always paying attention to human touch (Weinberg, Pehlivan, 2011). By measuring social media objective achievement and related ROI, companies can produce insights that allow tweaks and improvements to their strategies (Misirlis, Vlachopoulou, 2018). Emerging economies play an important role in leading brand development and have led social media penetration (Godey et al., 2016), which has reached saturation point in some emerging economies.

It also affects the way companies are being created from the 21st century onwards. Always keeping in mind, the development of social media. online users and the user's journey which will eventually turn into a buyer's journey. Mark Zuckerberg, in 2010 has discussed exactly this topic where he stresses that over the next five years all of the industries are going to rethink in a social way (Holloman, 2012). Considering the activity and industry of each business, even the online presence, communication language, promotional strategy and journey to the ideal customer should be designed and tailored according to the goals and objectives of the company. Therefore, first an in-depth analysis of the audience to be targeted should be created by analyzing their habits, needs and preferences or in the case of social media specifically the interests - through which the targets are then made. Identify your audience's needs, desires, and interests and ask yourself what problems you can help them overcome, what questions you can answer, what type of content they prefer, and when they are most likely to be around to see it (Macarthy, 2015, p9). The issue with articles like "The Best Social Media Tells a Story,"² "Top 6 Social Media Marketing Tips,"³ or "Social Media Marketing: How Do Top Brands Use Social Platforms?"⁴ is that you can't build a social media plan out of them. The fact that over half of the top brands are using Pinterest or Snapchat does not mean it's appropriate for your organization, (Quesenberry, 2019, p19). Holloman in his book "The Social Media MBA", put it perfectly: "Is it a case of Darwinian survival of the fittest, where only those who can traverse the often-murky social media landscape will survive?" (Holloman, 2012)

2.4 User behavior on social media

Social Media is based on creating a user journey experience. This starts from the moment that the user interacts with a brand. This particular action is then taken and retold with various campaigns to thus create a link between the potential customer and the brand. For this to be possible we need to have effective and functional content which grabs the attention of online users and then follows them until they decide to make the purchase. Thus, in digital marketing advertisers need to see themselves as publishers (Young, 2017). One way of messaging with one is fading. Trends already show that online users are ready for conversations. All this takes shape from the community which personalizes and adapts that message according to their preferences (Gilllin, 2009). Creating conversations is best illustrated by the example of Fiskars who started by listening to conversations online. Based on this they started with a segmentation strategy thus creating communities and turning them into marketing power (Gilllin, 2009). As people's attention and time has shifted to online activity, marketers have been able to monitor

their actions and decisions. The increase in digital activity has increased a marketer's ability to collect consumer data (Quesenberry, 2021, p29).

Communication on social media in order to reach our ideal potential client must speak his / her language and provide a solution to problems or meet their needs. Communication as a result should be a way that will create an interaction with the client based on building loyalty, (Macarthy, 2015.) Social media is also based on the opinions, thoughts and attitudes of online users. Written forms can also be taken as part of conversations, e.g., blogs, comments or even audio ones, such as podcasts, presentations, etc. These opinions are usually sincere and unedited and therefore serve as a highly effective method of market research (Gillin, 2009). Even though social media is always changing. It has a great impact not only on the way people interact but on marketing, traditional media and education as well (Rowell, 2015) and with all the risks and challenges it has, people are ready to navigate through them (Rowell, 2015).

2.5 Changes in consumer habits as a result of social media

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon, 2008, p7). As Michael R. Solomon points out in 4 important types of relationships a person created with a product, we can see the crucial element of consumer behavior shifting towards new ways. These 4 types are:

- Self-concept attachment - the product helps to establish the user's identity.
- Nostalgic attachment - the product serves as a link with a past self.
- Interdependence - the product is a part of the user's daily routine.
- Love - the product elicits emotional bonds of warmth, passion, or other strong emotion (Solomon, 2008, p16).

Considering that every day more and more the whole world is connecting online many times a day be it to connect with someone, to explore something, or even to be interested in a certain product or service, consequently also the consumer behavior is changing. A few years ago, the consumer and producer, demand and supply met in the physical market through physical stores, today they meet in a virtual environment (Solomon, 2008). Brand communication, information on certain products and services, is also changing. Potential customers now receive information easier, faster and in real time on different products, services, brands, companies. Getting this information this fast also influences their decisions to buy or use something.

Therefore, these online users, soon to be potential consumers, influence the process of launching a new product or service (Solomon, 2008) meaning they influence the process of market placement of products.

Along with the development of digital marketing, changing customer habits or new habits are developing. According to Statista, (Statista, 2019) approximately 71% of the world's population uses social media. This serves as a strong point for companies to consider designing their marketing strategies to reach as many potential customers as possible (Tamošiūnaitė and Karlaitė, 2015). On the other hand, we know that during market research we have focused on the main demographic elements such as income level, geographical spread, education but today much attention is being paid to intent as a new demographic element that shows how much time should be taken for design programs according to the customer perspective and where are the main points that a brand should focus on during a person's online journey (Holloman, 2012). The new habits actually focus on the element which online users prefer and want their habits to be based on. Therefore, social media focuses on creating conversations. These conversations can not be controlled but can be influenced through the right content and this influence is the driving force of digital marketing (Safko, Brake, 2009). If we refer to Safko and Brake in their book "The Social Media Bible" they define social media as: "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios. " (Safko, Brake, 2009, p6). Meanwhile, they further say that social media is also about how to turn these conversations into promotional and monetized materials (Safko, Brake, 2009). They also touch on the aspect of controlling the content which if we take a look at users behaviour we can see that every engagement is raw, honest and direct, and it has virtually no control (Safko, Brake, 2009). Because the communication between online users who can be the potential consumers is raw, honest and direct, online users expect in return transparency (Levy, 2013) and authenticity from these product and services companies and brands. What is important for companies is that social media be used in favor of the habits of users and consequently potential customers by enabling communication, collaboration, education and entertainment through content (Safko, Brake, 2009).

Since the content on social media is mostly created by its users, these are very raw, honest and direct feedbacks. Therefore, people rely on them because they're so accurate (Rowell,

2015). This is a great possibility for brands and companies because if a product is welcomed by a segment of consumers, it will get the right reviews online. Another important factor is that the young generation is keen on social media and online presence. This generation will be the future of employment and incomes. Therefore, they will be the future consumers. Since social media for the youth is the norm (Rowell, 2015) the right placement for new products and services is online! Therefore, companies need to shift their marketing strategy to online in order to connect with their consumers (Rowell, 2015). The other difference between traditional and social media marketing is the freedom and endless possibilities for creating, using and recycling content. If an ad, press release, article is used only once, on social media there is the possibility of content curation where a content piece can be published more than once. Whether with some changes, or with modifications, or with targeting for other audiences and other purposes. Andrew Macarthy in his book, "500 Social Media Marketing Tips - Essential Advice & Strategy for Business", explained this very well: It is worth emphasizing that something that might be distributed as one piece of content in the real world (a press release, say), can be marketed as four or five content pieces for social media: blog about it, tweet, make a video, share on Facebook, turn it into an infographic for Pinterest, etc. (Macarthy, 2015, p9).

Digital marketing has proven that the strategies created to reach potential customers are effective. One of the main steps in designing these strategies is to create user personas. Within the user persona is also created user experience or consumer experience which will then be structured through various steps that lead this online user to transfer to a potential customer. As in traditional marketing where brands have created and designed a certain personality based on which the marketing strategy is based (Solomon, 2008) - user persona is exactly this personality but in a virtual environment. In the digital environment of social media in addition to unique consumer behaviors we can spot another phenomenon which is Global Consumer Culture, a culture that unites all people in the world according to their similarities in brands and other culture aspects preferences (Solomon, 2008, see also Belk, 1995).

Another thing that is happening in the digital environment is that the interaction between users - potential consumers is very vivid. They share experiences, and reviews on different products and services. This means that this digital revolution created a new business which is consumer-to-consumer or C2C E-commerce (Solomon, 2008).

Given that along with the digital marketing revolution, the consumer behavior is also changing and developing, new opportunities for business arise (Solomon, 2008). In a digital social media ecosystem where everyone has the freedom of expression and shares their opinions without expectation, there is a living proof of the diverse cultures, backgrounds, experiences hence preferences, needs and viewpoints. This is important for marketers especially during the marketing segmentation process (Solomon, 2008) in order to create strategies for unique target audiences, specific messages and products for different targeted groups (Solomon, 2008). Social media marketing works on the basis of algorithms. The algorithm works based on the content preferences of each user. Therefore, the algorithm regulates content based on any interaction that a particular online user has associated with a particular content. As a result, this interaction is immediately recorded and used by the algorithm to generate and publish even more similar content to that particular user. Online ads are based on user experience which is designed based on a sales funnel that depends on awareness, consideration and conversion. At the beginning of the sales funnel, online ads people show only informational content to awaken the curiosity of that specific user. After a while, once the user actually interacts on a daily basis with that content, the process now moves on to the consideration part. During this part, the user encounters only content that has information from the past but now adds some level of call to action. When users interact with this kind of content, they are ready for the final step of the digital marketing sales funnel - conversion. The content shown during this step, is call to action content. Now when a user is interested in some type of content, product or service, he is prone to continue being awarded on that particular content, product or service - this is the same as when traditional marketing was at its peak - only now it is a whole other environment. This is mainly based on the perceptual vigilance, which is a situation when potential consumers are more aware of content related to their needs (Solomon, 2008). To understand what habits online users have we must also rely on lifestyle marketing as a behavioral targeting which is mainly concerned with the presentation of ads based on the interaction of online users (Solomon, 2008). Users' patterns online trace their path and process to decision making. Today through this online monitoring, it is very easy to design this process which leads customers faster and easier to the product or service that interests them and enables you an easier purchase process.

2.6 Are the online users the new consumers?

Users online, as potential consumers are more and more in need of a one-stop shop model to purchase goods online. They want convenience, the efficient and fast way of interacting and

shopping. According to Michael R. Solomon in his book "Consumer Behavior: Buying, Having and Being" when shopping online, shoppers are mostly interested in the following:

- Popup window with additional information about a product;
- Adding items on the card without leaving the page;
- Better visual presentation of items and product descriptions;
- Entering data on one page;
- Combining different product images on one page (Solomon, 2008, p376).

If earlier brand loyalty was created through good service and consistency with information from that particular brand, in the age of digital marketing and social media, brand loyalty is strengthened even more through conversation (Dietrich, Livingston, 2012). Exactly, social media focuses only on driving conversation, RIC - Return in Conversation (Evans, 2010). Being present in the digital environment of social media, various companies and brands have the opportunity to become part of the conversation but absolutely without influencing. By listening, receiving information, analyzing conversational habits, they learn many things that in the physical market do not have the opportunity, form a worldview on the potential customer that can become loyal to their brand. By participating in the conversation, companies and brands become part of online communities. These communities are ever-increasing, whether in the form of various groups, sites or events. To succeed in the world of social networking, brands and companies need to start, maintain and cultivate relationships with potential customers through involvement in communities (Dietrich, Livingston, 2012). In other words, communities are those environments where consumers talk to each other but without starting a conversation from the brand or company (Dietrich, Livingston, 2012). Worldwide, 1.8 billion people use groups on the Facebook platform every month and half of Facebook users are members of 5 or more groups (Facebook data, global, September 2020). Of the respondents, almost 2/3 are members of the online community and most of them (74%) plan to continue engaging with online communities in the future (Facebook commissioned survey, August-September 2020).

Social media is interactive, is live, is fast and is busy. In an ecosystem of different personalities, backgrounds and stories, you need to make your company stand out and be different. Social media is instant and in order to participate in a meaningful way, companies need to be consistent (Gitomer, 2011). Like any technological change, the power of companies, brands, businesses depend on how willing they are to adapt to these changes. Even with the advent of social media, efforts to move above the competition are successive. Social media has several

opportunities that companies, businesses, brands can use depending on the activity, purpose and audience they aim for.

Being consistent means to create a unique voice with the targeted consumers, build relationships, listen and respond to them in order to use the power of social media to inform, communicate, serve and sell (Gitomer, 2011). Still, especially in Kosovo there is a separation of doctrines when it comes to the usage of social media as a marketing tool. Some of the companies support social media and are more and more utilizing the sources given from social media while other companies are still struggling to accept the trend of digital marketing. But in Kosovo, there is also peer pressure or pressure created by the competition, or most of the members of the competition who implement some new strategies. This leads to pressure for companies, businesses, and other brands that do not yet implement something like this to start. Through social media, competition tries to penetrate more effectively to the consumer or end customer. This is mainly possible by utilizing the elements mentioned above in previous chapters such as the power of content or data and analytics to create and cultivate a relationship as close and developed as possible with online users who are our potential customers or clients. Thus, social media enables a greater connection with the brand, product or service and forms stronger connections with the community of that brand. (Quesenberry, Rowan & Littlefield, 2019) As Jeffrey Gitomer puts it in his book "Social Boom", while the companies that still don't support social media as a marketing tool the competition is hoping that these companies delay using social media even more (Gitomer, 2011, p16).

What sets a company/brand apart from the competition and what makes them stand out from the crowd is the use of methods and opportunities that social media gives to know our audience better. This is achieved by analyzing consumer insights that will lead to the identification of factors that will make a campaign successful. (Quesenberry, Rowan & Littlefield, 2019). Still, there's the question of in the big ecosystem of content, users and digital tools, do some companies have the possibility to take part in all this random content (Gitomer, 2011). But the important element that should be taken in consideration is what value will each company create for their customer in order to stand out from the competition. This way, new audiences and new potential customers can come through. If we refer to the ""Goldfish" story, while web browsing, it is proven that the average attention span is nine seconds - same as a goldfish (Gitomer, 2011, p37). So, in a forever populated digital ecosystem of content companies have only nine seconds to capture the user's attention, persuade them, convince them and convert them into consumers (Gitomer,

2011) before someone else does. For this nine-second time, only the best tactic triumphs (Gitomer, 2011). As Jeffrey Gitomer puts it perfectly in his book "Social Boom" - "the new currency is quickly becoming "attention" (Gitomer, 2011, p55). But along with attention capturing, content needs to also be findable and easily accessed. Users online are constantly searching and exploring new content until they reach the decision to purchase a product or service (Gitomer, 2011). Especially in a digital environment of social media users online, those potential customers encounter more and more lots of different information. This is related to secondary overload, (Solomon, 2008), where they receive more information than they can process. Therefore, information about different brands, companies, products or services, in order to impress potential customers must have a value that users cannot find elsewhere. Or they will simply scroll past it.

In order to stand from the competition in the digital ecosystem, Jeffrey Gitomer in his book "Social Boom" shares 6.5 key questions to think before taking off with the social media strategy

1. What are you doing about the social media opportunity?
 2. How are you attracting customers and prospects?
 3. What's your value message beyond product offerings?
 4. How are you engaging customers and prospects?
 5. How are you connecting with the people you engage?
 6. What's your social media doubling plan?
- 6.5 What policies, trust issues, and lawyers are holding you back? Get rid of them! (Gitomer, 2011, p16.)

To stand out from the competition companies need not only do a little better than the competition but also create a unique tapestry of marketing qualities and strategies (Kotel, 1999, p9). What makes brands differentiate themselves from each other in the eyes of consumers is the added value that each brand, company, product or service offers to that customer. In a digital social media ecosystem, online users come to disconnect from everyday life, connect with friends online and entertain with different content. Along the way, they interact with content that is created by different brands, companies and the goal is to encourage user interaction and pave the way to the transformation of that online user to a consumer. Thus, value is created by attracting people, engaging with them and connecting (Gitomer, 2011). The added value created because of the interaction between an online user and the specific content is the mastery of how brands and companies should stand out from the competition.

The freedom to access the digital social media ecosystem from all, enables brands, companies to establish their online presence very easily. In addition to creating their online presence easily, with a unique language according to their brand, it enables everyone to connect freely, easily and quickly with their audience who will eventually be transformed into loyal customers of that brand or company. The difference between traditional and digital marketing is that in digital marketing there is room for everyone. And very often companies that have not succeeded in the traditional marketing environment succeed in the digital marketing environment. Consequently, the new era of marketing begins mainly thanks to social media because large companies do not oppress small ones and are not favored (Gitomer, 2011).

With value creation based on communication strategy and content creation on social networks comes the effectiveness to engage with online users, your potential consumers. Getting to engage successfully on various social media platforms is crucial to utilize the process of reaching your target audience (Levy, 2013).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Analysis of collected data

The research on the topic was conducted through two questionnaires. One questionnaire was taken as a basis for research on this topic and the second questionnaire was taken as a supplement to the research. Both questionnaires were distributed in Albanian taking into account the logistical and practical ease of having no language restrictions on data collection.

The first questionnaire was addressed to the general population of Kosovo to measure their willingness and use of social media focusing on how much time they spend online and for what purposes.

The second questionnaire was addressed to businesses in Kosovo to measure their engagement on social media and how much time they spend on social media strategies.

The first questionnaire included 17 questions. In this questionnaire 16 questions are closed with alternative options to be answered and 1 question is open with the possibility of completing the answer.

The second questionnaire includes 21 questions. In this questionnaire 20 questions are closed with alternative options to be answered and 1 question is open with the possibility of completing the answer.

Both of the questionnaire starts off with 2 same questions to gather demographical data on the age and sex of the respondents.

3.2 Interpretation of the results obtained

3.2.1 Questionnaire 1: Designated to the general population in Kosovo

This 17-item questionnaire collected data from 114 respondents.

The age of the largest number of respondents, respectively, 28.9% is that of 21-25 years, followed by 21.9% with 41-45 years, 17.5% 26-30 years and 7.9% with 31-35 years. Moreover, respondents with 7.9% are aged 46-50 years, 7.0% aged 36-40 years, 3.5% with +61 years and 3.5% with 51-55 and 1.8% with 56-60 years.

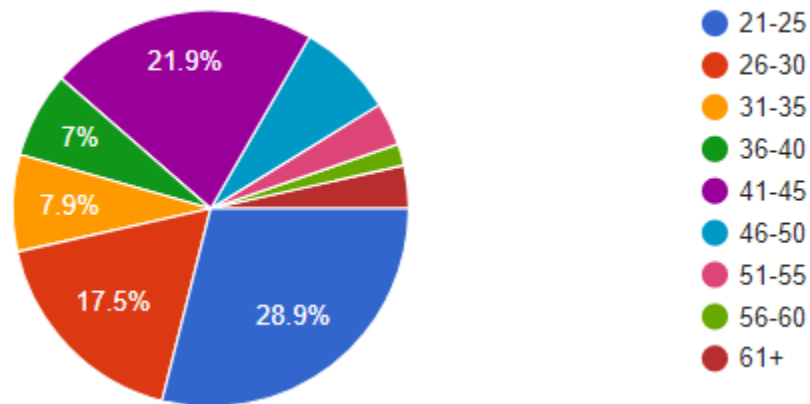


Figure 1. Respondent's Age
Source: (Own Research)

In terms of gender, respondents with 61.4% answered with the option woman, 37.7% with the option man and 0.9% with the option I prefer not to answer.

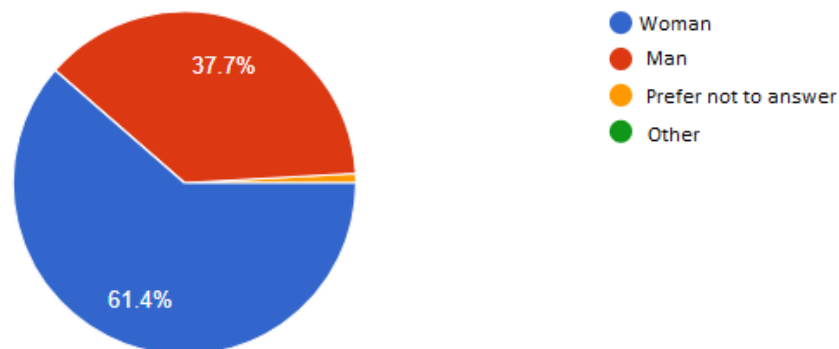


Figure 2. Respondent's Gender
Source: (Own Research)

Regarding the place of residence, 74.6% of the respondents answered with the option Prishtina, followed by 12.3% of the respondents who answered with the Other option and 7.9% with the option Peja. Moving on, 1.8% of respondent responded with Gjakova, 0.9% of respondents responded with Gjilan, Mitrovicë, Ferizaj each respectively.

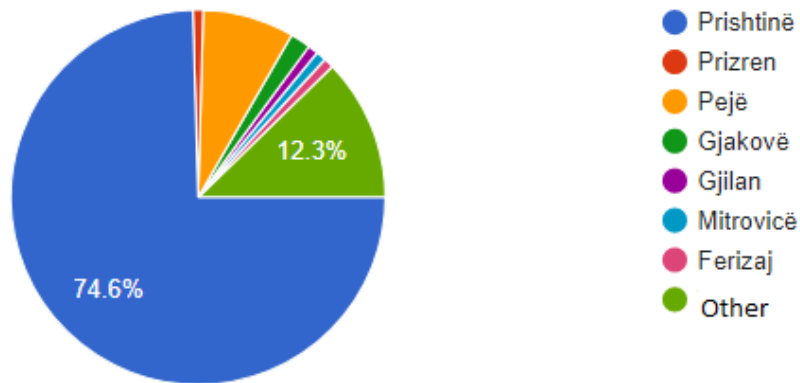


Figure 3. Respondent's Location.
Source: (Own Research)

The level of education with the highest percentage of 50.9% is that of Bachelor, followed by 42.1% with the option Postgraduate Education, 5.3% with Secondary Education and 1.8% with Other.

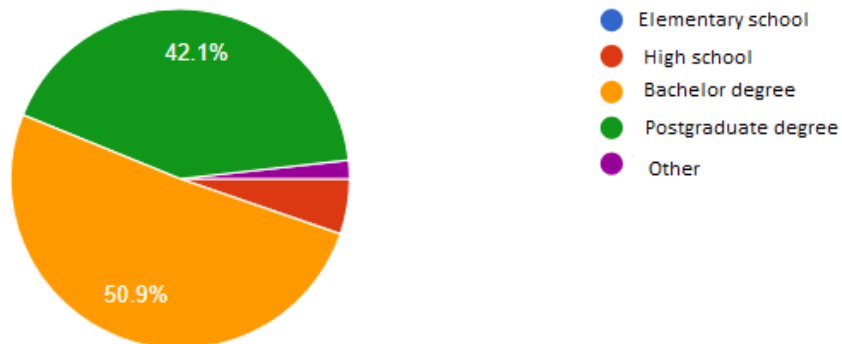


Figure 4. Respondent's Level of Education
Source: (Own Research)

Regarding employment status, we have 78.1% of the respondents who answered according to the option Employed, 12.3% with Student, 7.9% with Unemployed and 1.8% with Other.

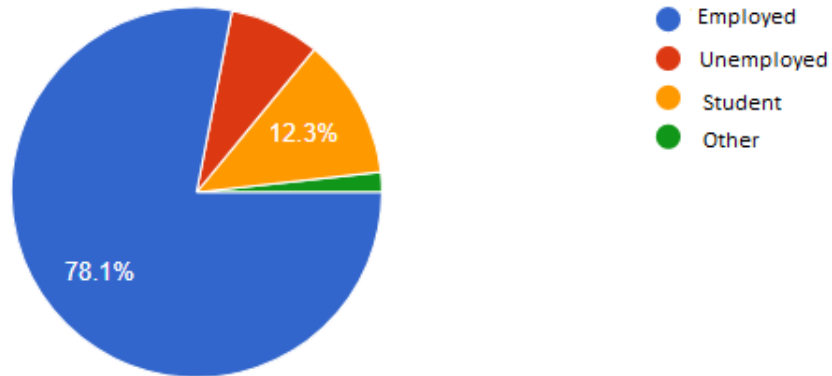


Figure 5. Respondent's Employment Status
Source: (Own Research)

To the open question, please write your profession, we have 20 respondents that have answered with marketing, digital marketing and social media. Moreover, 8 respondents have answered with teacher/professor, and with doctor each. 5 respondents have answered with economist whereas 4 answered with designer and student each. Moving on, 2 of respondents have answered with lawyer, psychologist and engineer each. Lastly, we have only 1 respondent that answered with IT, journalist, actor, artist, chef and housewife each.

When asked if they use social media, 100% of respondents answered Yes.

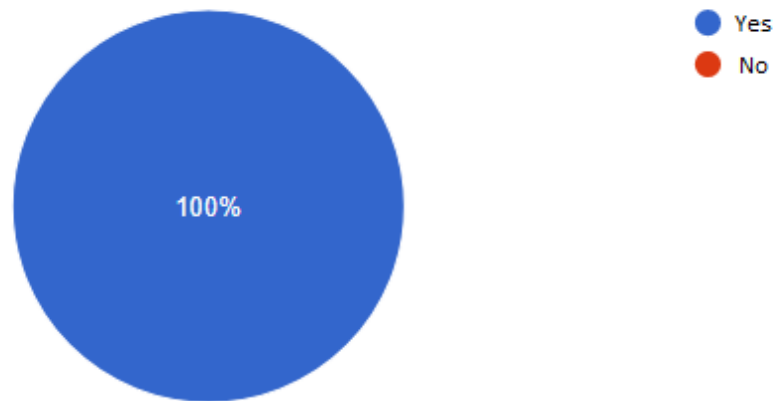


Figure 6. Respondent's Usage of Social Media
Source: (Own Research)

To the question of which social media you use, the answers are as follows:

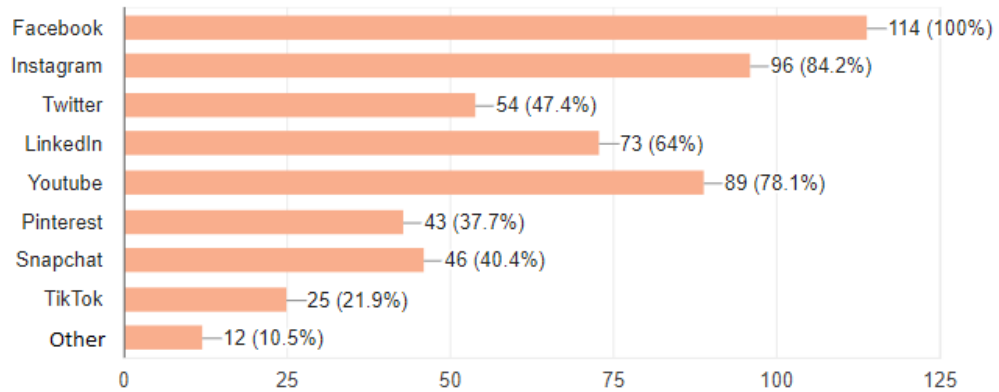


Figure 7. Respondent's Usage of Each Social Media Platform.
Source: (Own Research)

In figure 7, we can see that Facebook, Instagram and Youtube are the most used Social Media platform. Additionally, we can see that other Social Media platforms such as Snapchat is used with a percentage of 40.4%. Whereas, the Social Media platform with the lowest percentage is TikTok with 21.9%.

To the question of what purpose do you use social media, the answers are as follows:

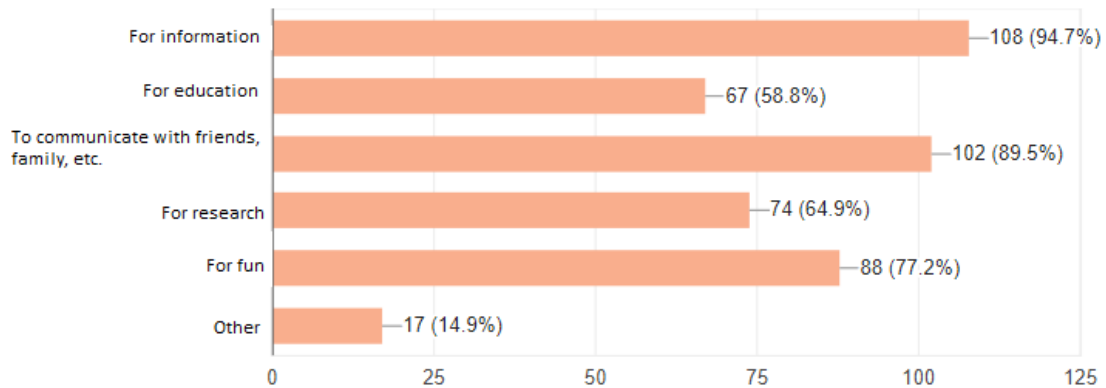


Figure 8. Respondent's Purpose of Social Media Usage
Source: (Own Research)

To the question whether you use social media to discover new brands, products or services, the answers are as follows:

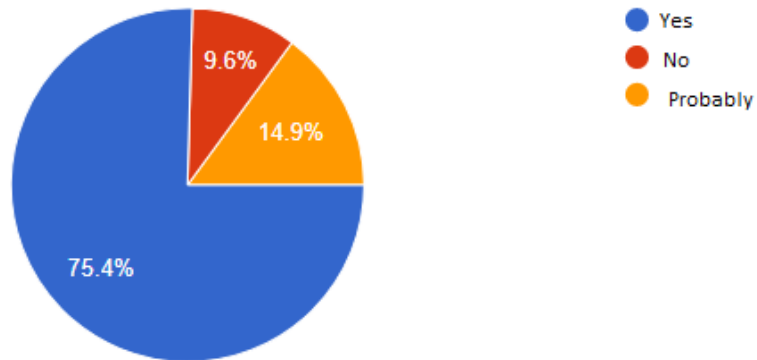


Figure 9. Respondent's Social Media Brand/Product/Service Explore Behavior.
Source: (Own Research)

To the question whether you use social media to reveal the evaluations of others on brands, products or services, the answers are as follows:

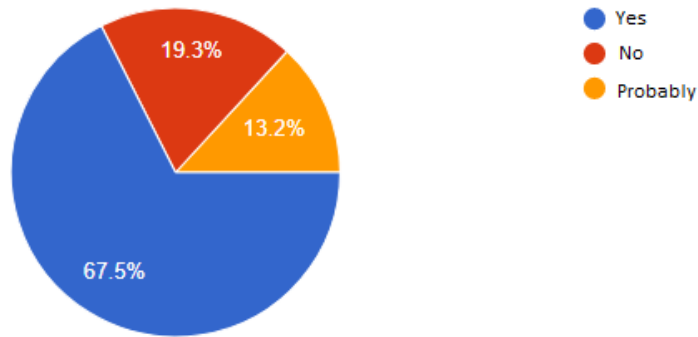


Figure 10. Respondent's Social Media Review Behavior.
Source: (Own Research)

When asked if they use social media to shop online, the answers are as follows:

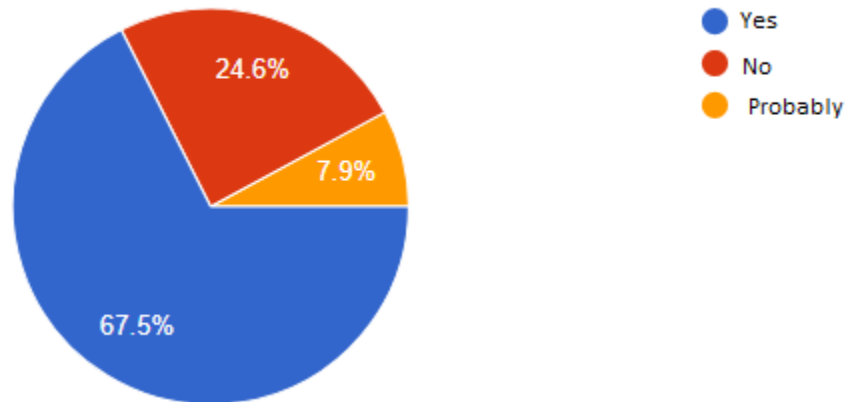


Figure 11. Respondent's Social Media Online Shopping Behavior.
Source: (Own Research)

To the question whether you share your experiences related to any brand, product or service on social media, the answers are as follows:

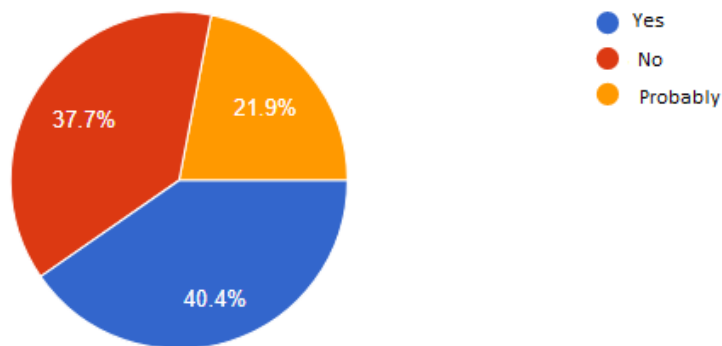


Figure 12. Respondent's Social Media Experience Sharing Behavior.
Source: (Own Research)

When asked if they feel closer and more connected to a brand, product or service if they have an online presence on social media, the answers are as follows:

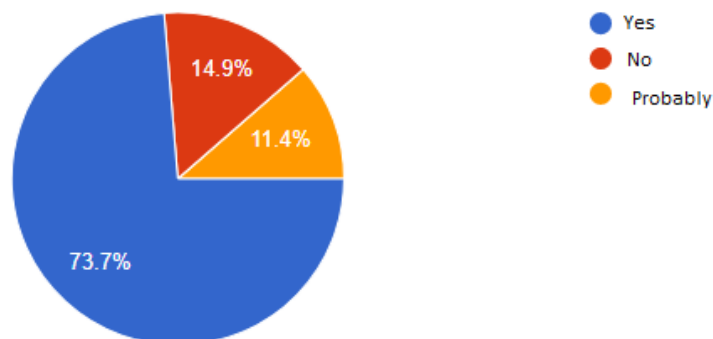


Figure 13. Respondent's Social Media Brand/Product/Service Loyalty.
Source: (Own Research)

To the question when you follow a brand, product or service on social media, which platform you prefer, the answers are as follows:

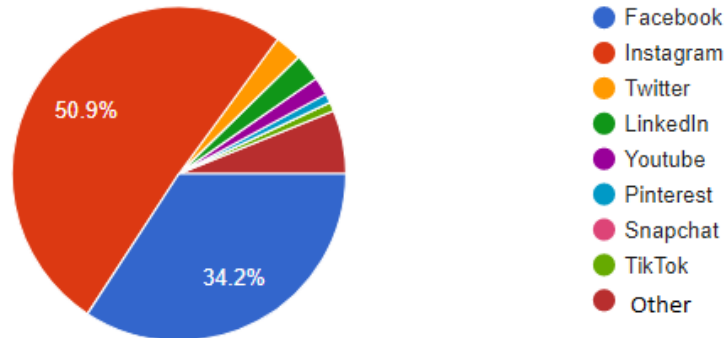


Figure 14. Respondent's Social Media Preferred Platforms to follow a Brand/Product/Service.
Source: (Own Research)

When asked if they think that information on brands, products or services on social media is important, the answers are as follows:

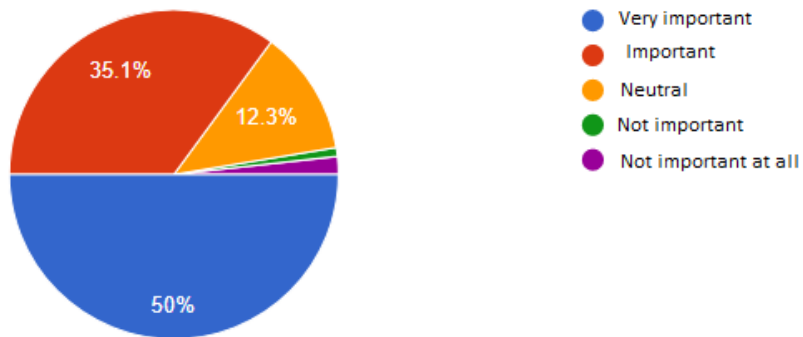


Figure 15. Respondent's Feedback on the Importance of Information on Social Media.
Source: (Own Research)

To the last question of what you think is most important for a brand, product or service on social media, the answers are as follows:

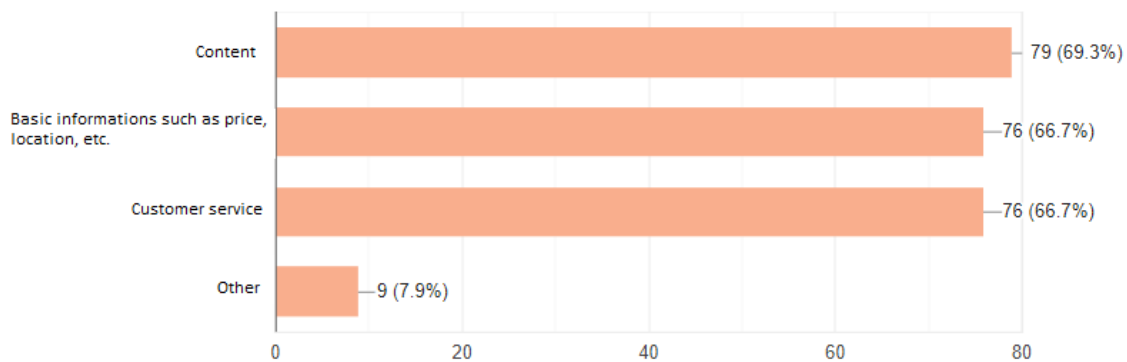


Figure 16. Respondent's Feedback on What is Important for a Brand/Product/Service on Social Media.
Source: (Own Research)

3.2.2 Questionnaire 2: Designated to Businesses

This 21-item questionnaire collected data from 50 respondents.

The largest number of respondents to the questionnaire intended for businesses with a percentage of 40% are aged 21-25 years, followed by 26-30 years with a percentage of 34% and 31-35 years with 14% and 36-40 years with 8%.

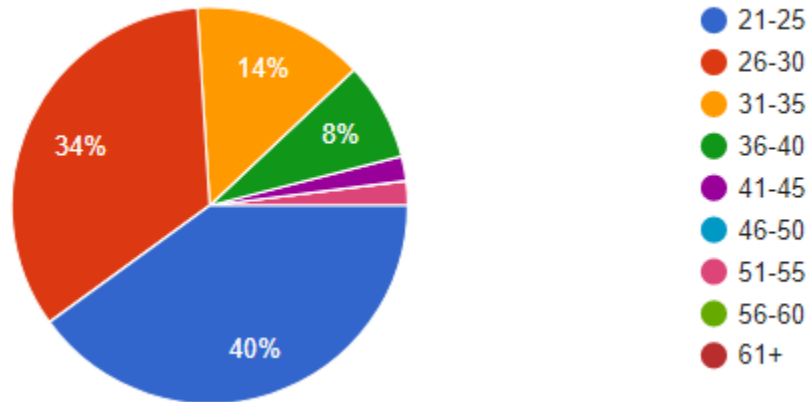


Figure 17. Respondent's Age.
Source: (Own Research)

In terms of gender, 60% answered with the Female option and 30% with the Male option, the rest answered with the Prefer not to answer option.

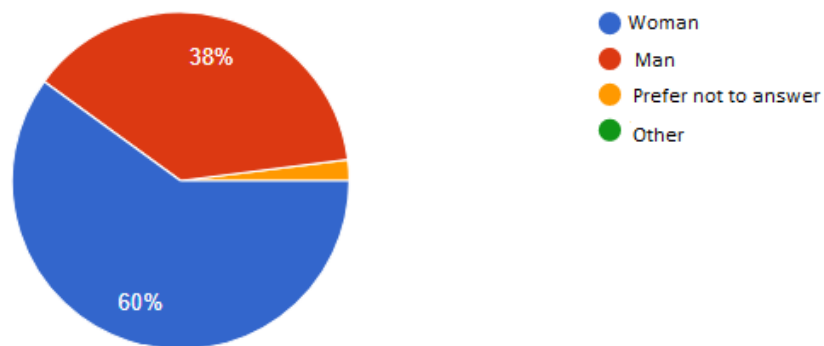


Figure 18. Respondent's Gender.
Source: (Own Research)

The third question, in which city or cities does your company operate, the answers are as follows:

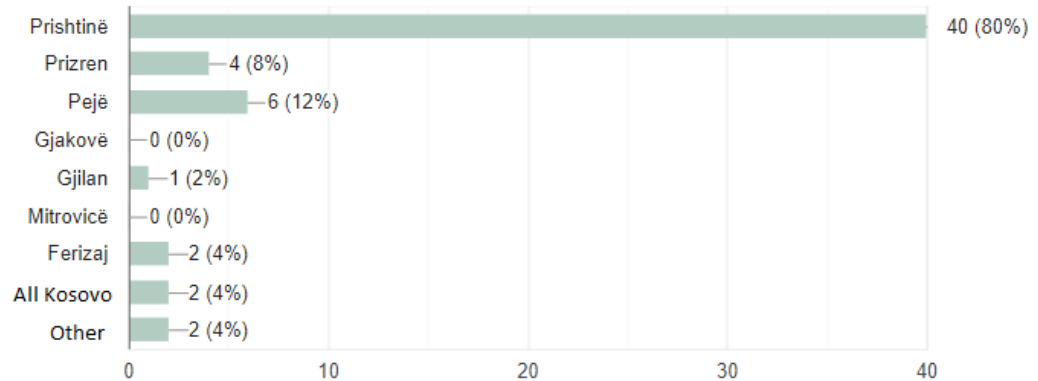


Figure 19. Respondent's Feedback on which Cities their Company Operates in.
Source: (Own Research)

When asked how many employees there are in your company, the answers are as follows:

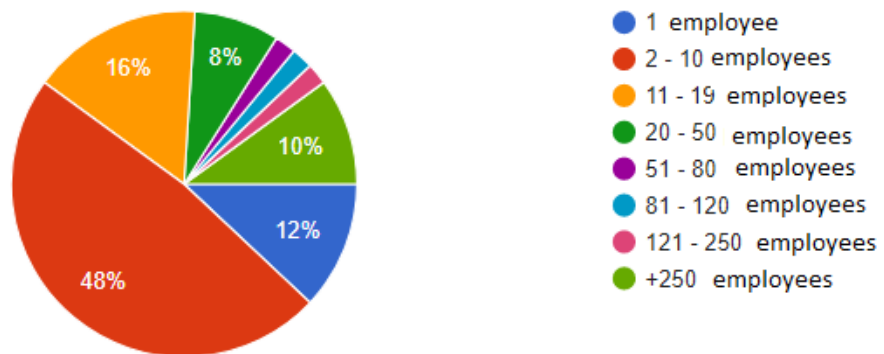


Figure 20. Respondent's Feedback on the Number of Employees at Their Company.
Source: (Own Research)

To the question what your company offers, the answers are as follows:

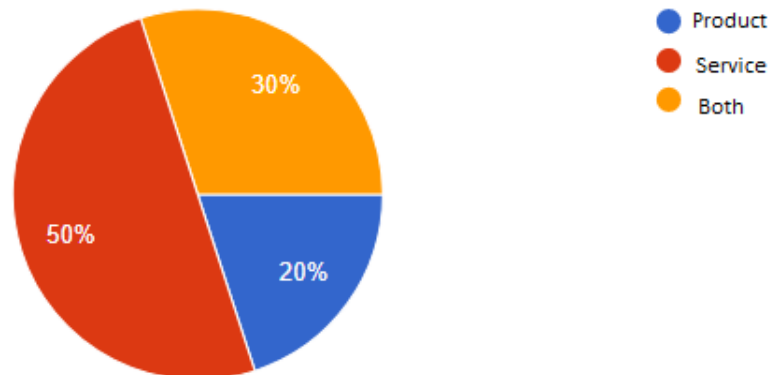


Figure 21. Respondent's Feedback on What Their Company Offers.
Source: (Own Research)

To the question in which industry your company operates, the answers are as follows: It follows that one answer is invalid because it is an NGO and the questionnaire but also the topic is intended to research phenomena in the private business sector. Whereas, the industry that has received the most answers are that of gastronomy.

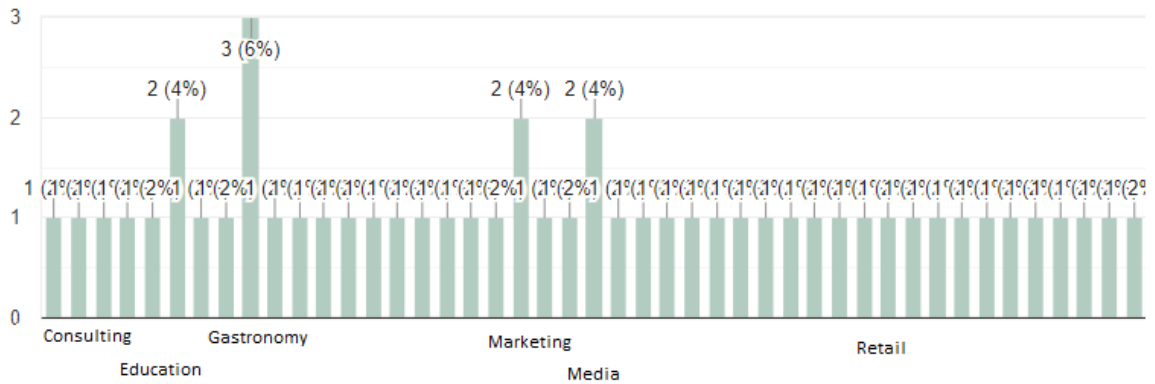


Figure 22. Respondent's Industries.
Source: (Own Research)

When asked if your company has an online presence on social media, 96% of respondents answered with Yes and 4% with No.

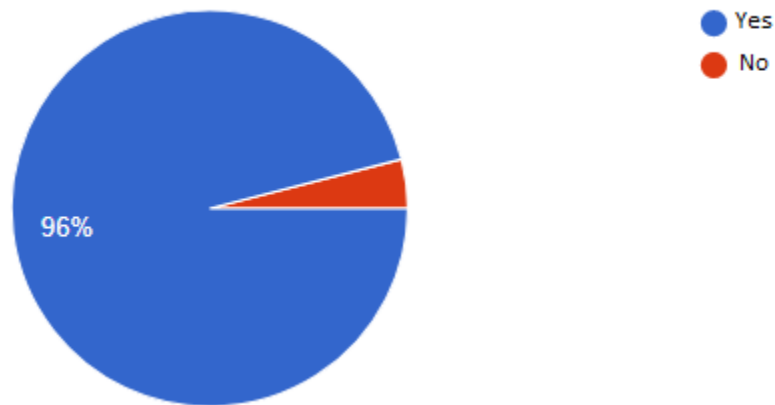


Figure 23. Respondent's Feedback on Their Company's Social Media Presence.
Source: (Own Research)

When asked in which social media your company is present, the Facebook and Instagram platforms have received the most answers, both options with 46%. Then we have 33.3% on Youtube, 27.1% on LinkedIn, 22.9% on Twitter, TikTok with 20.8%, Snapchat with 8.3%, Pinterest and Other with 4.2%.

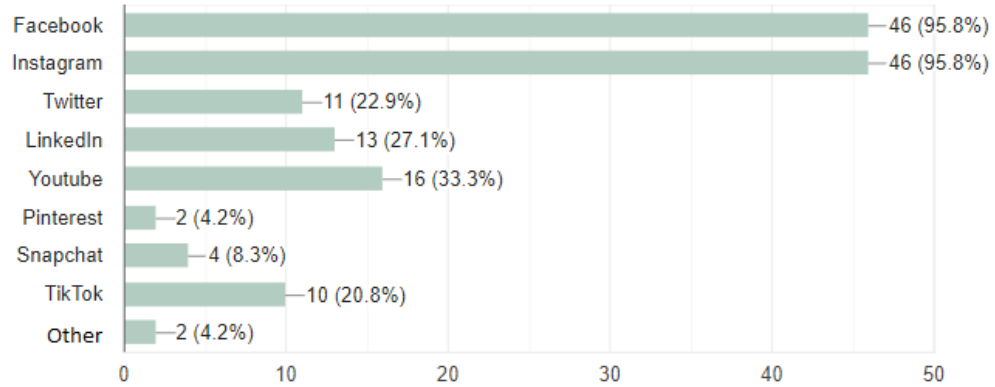


Figure 24. Respondent's Social Media Presence on Platforms.
Source: (Own Research)

When asked which social media reach your company's target audience, Facebook and Instagram received the most answers, with 73.5% and 87.8% respectively. Then we have the LinkedIn platform with 10.2%, TikTok with 8.2% and Youtube with 6.1%. Next, we have Pinterest and Snapchat with 2% each and the Other option with 0%.

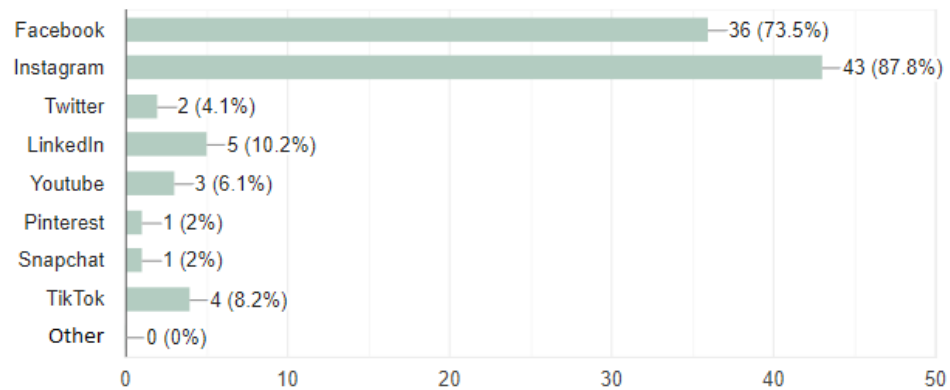


Figure 25. Respondent's Feedback on Which Social Media Platform Reaches Their Targeted Audience.
Source: (Own Research)

To the question of whether your company has a dedicated team only for social media or cooperates with an external social media agency, the answers are as follows:

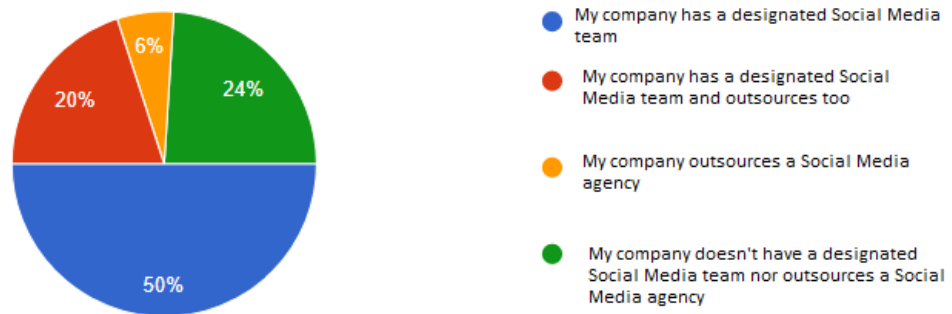


Figure 26. Respondent's Feedback on Social Media Company Team Organization.
Source: (Own Research)

To the question of how many hours per month your company spends on creating and implementing a social media strategy, the answers are as follows:

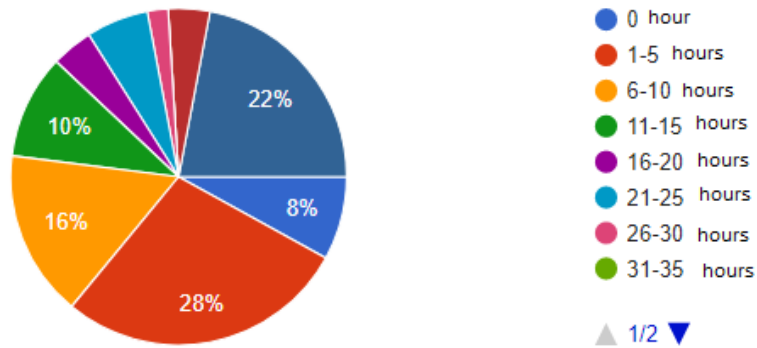


Figure 27. Respondent's Feedback on Hours Spent on Social Media Strategy, first set of data.
Source: (Own Research)

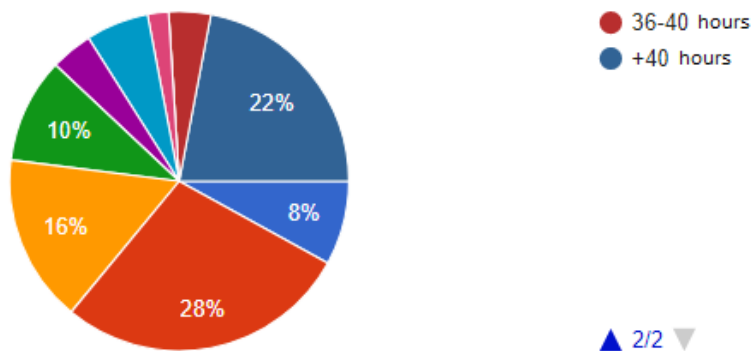


Figure 28. Respondent's Feedback on Hours Spent on Social Media Strategy, second set of data.
Source: (Own Research)

To the question of how many hours per month your company spends on creating content for social media, the answers are as follows:

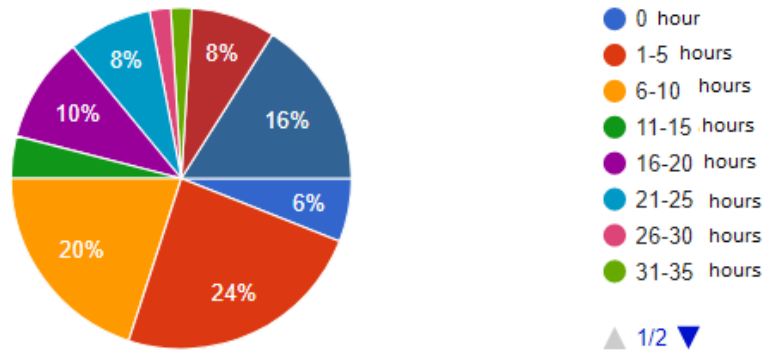


Figure 29. Respondent's Feedback on Hours Spent on Social Media Content, first set of data.
Source: (Own Research)

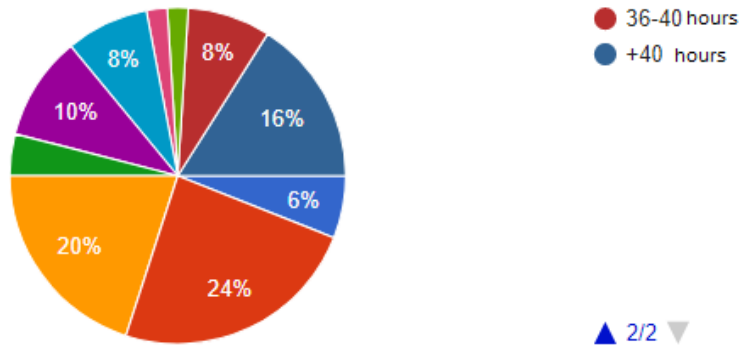


Figure 30. Respondent's Feedback on Hours Spent on Social Media Content, second set of data.
Source: (Own Research)

To the question of how much your company spends financially on ads per month, the answers are as follows:

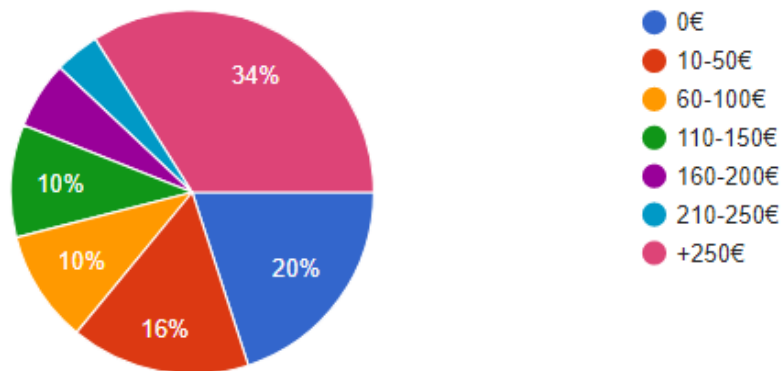


Figure 31. Respondent's Feedback on Financial Spent on Social Media Ads.
Source: (Own Research)

To the question how important do you think social media is for your company, the answers are as follows:

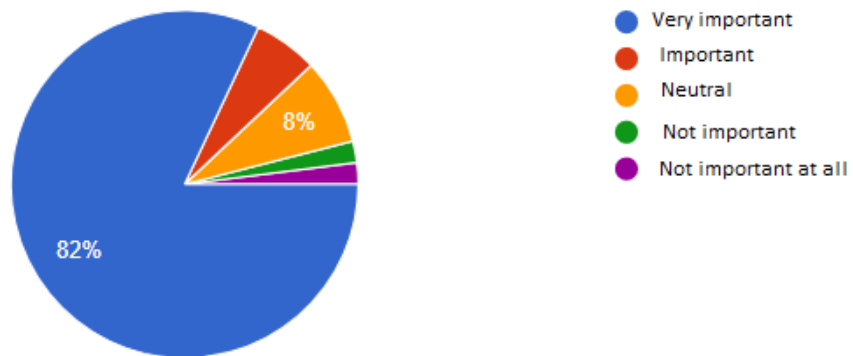


Figure 32. Respondent's Feedback on the Importance of Social Media for Their Company.
Source: (Own Research)

When asked how much impact social media has on your company, the answers are as follows:

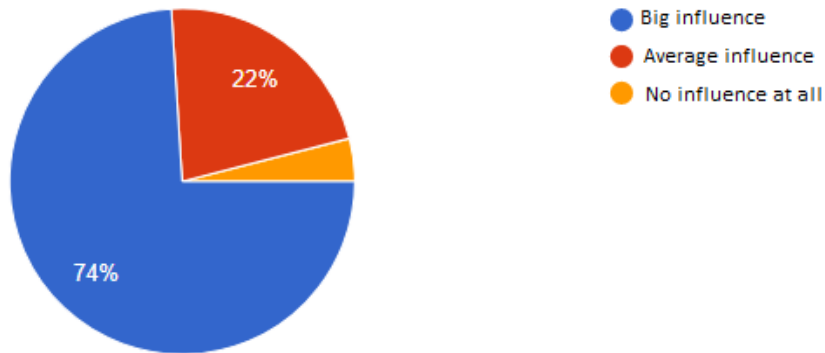


Figure 33. Respondent's Feedback on Social Media Influence on Their Company.
Source: (Own Research)

To the question of what percentage your company achieves new customers / clients through social media, the answers are as follows:

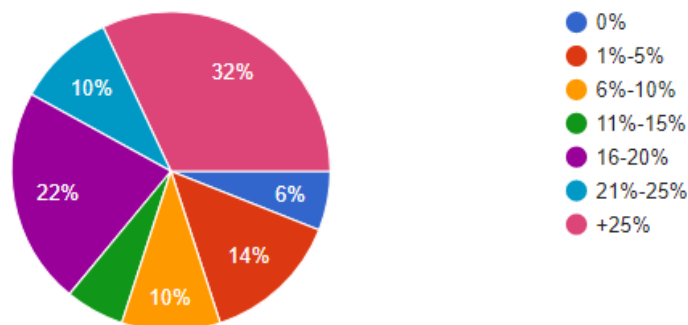


Figure 34. Respondent's Feedback on the Percentage They Reach New Consumers/Clients Through Social Media.
Source: (Own Research)

To the question how important do you think social media is to reach new customers / clients, the answers are as follows:

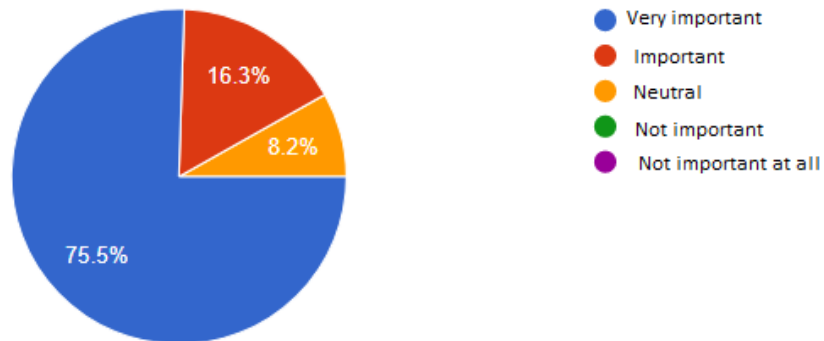


Figure 35. Respondent's Feedback on the Importance of Social Media to Reach New Consumers/Clients.
Source: (Own Research)

To the question how important do you think social media is to compete with other competitors, the answers are as follows:

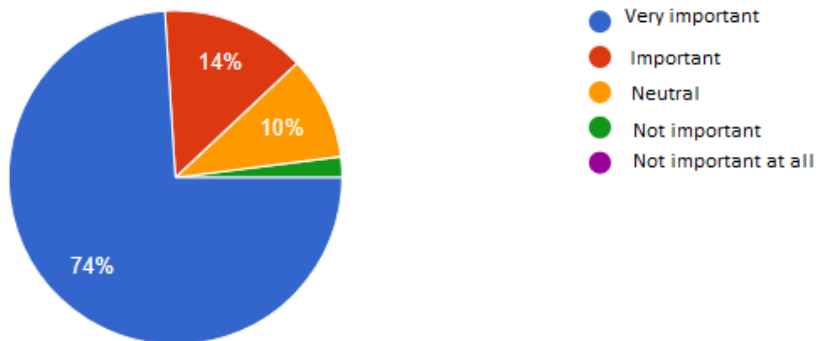


Figure 36. Respondent's Feedback on the Importance of Social Media to Compete with the Competition.
Source: (Own Research)

To the question whether you use social media to follow the activity of competitors, the answers are as follows.

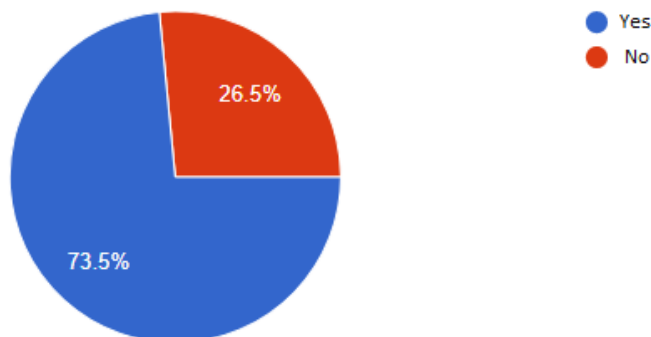


Figure 37. Respondent's Feedback on Using Social Media to Follow Competitor's Activities.
Source: (Own Research)

When asked if you think social media is important for the industry in which you operate, the answers are as follows.

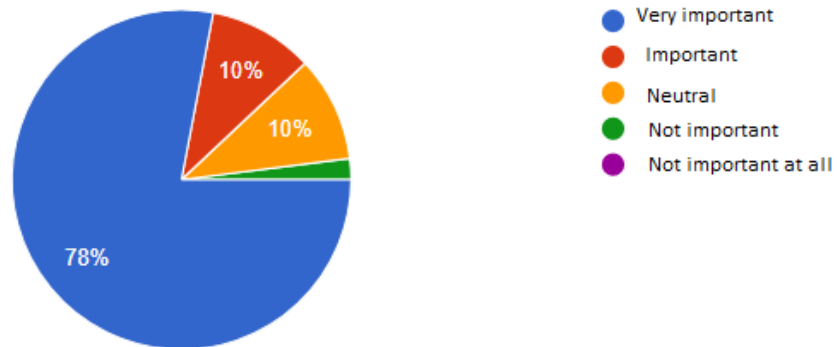


Figure 38. Respondent's Feedback on the Importance of Social Media for the Industry Their Company Operates In. Source: (Own Research)

To the last question whether you use social media to research new trends, the answers are as follows.

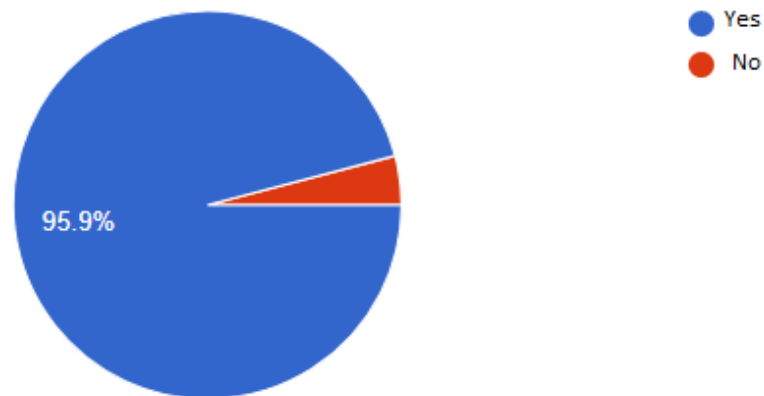


Figure 39. Respondent's Feedback on Using Social Media to Research New Trends. Source: (Own Research)

CHAPTER 4: RESEARCH RESULTS AND DATA ANALYSIS DISCUSSION OF RESULTS

In this chapter we will try to describe the methodology that was used in this master research. The main point that we would like to have focus is research methods which will help to achieve conclusion, type of the date and the method of data selection, analyzing and interpretation of data, population etc.

4.1 Regression Analysis and Discussion of Results

This part presents the own research results collected from the survey with 164 respondents divided into 114 respondents from the general population survey designated to the general

population in Kosovo and 50 respondents from the business survey designated to companies in Kosovo.

After performing the Regression Analysis for each hypothesis, we managed to extract the data and statistics according to the tables below for each hypothesis.

4.1.1 Testing of Hypothesis 1: The way people use social media influences the decision to use it as a marketing strategy to enter new markets.

<i>Regression Statistics</i>	
Multiple R	0.6824984
R Square	0.465804067
Adjusted R Square	0.332255083
Standard Error	26.87936011
Observations	6

*Table 1
(Own Research)*

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2520	2520	3.487889273	0.135207665
Residual	4	2890	722.5		
Total	5	5410			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	118	25.02332245	4.715600825	0.009201468	48.52411886
X Variable 1	-12	6.425396041	-1.867589161	0.135207665	-29.83975939
			<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
			187.4758811	48.52411886	187.4758811
			5.839759387	-29.83975939	5.839759387

*Table 2
(Own Research)*

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	106	2
2	94	-27
3	82	20
4	70	4
5	58	30
6	46	-29

Table 3
(Own Research)

In Regression Analysis for the first hypothesis - The way people use social media influences the decision to use it as a marketing strategy to enter new markets - we have reached a P-value of 0.009 which is less than 0.05 and consequently has no significance with our hypothesis. Therefore, based on this statistic, the hypothesis does not match or does not stand.

4.1.2 Testing of Hypothesis 2: Competition affects the decision to use social media as a new marketing strategy to enter new markets.

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.328165062
R Square	0.107692308
Adjusted R Square	-0.338461538
Standard Error	19.11543879
Observations	4

Table 4
(Own Research)

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	88.2	88.2	0.24137931	0.671834938
Residual	2	730.8	365.4		
Total	3	819			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	18.8	15.99312352	1.175505208	0.360780823	-50.01285658
X Variable 1	-4.2	8.548684109	-0.491303684	0.671834938	-40.98201902
			<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
			87.61285658	-50.01285658	87.61285658
			32.58201902	-40.98201902	32.58201902

Table 5
(Own Research)

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	14.6	22.4
2	10.4	-3.4
3	18.8	-13.8

4 6.2 -5.2

Table 6
(Own Research)

In Regression Analysis for the second hypothesis - Competition affects the decision to use social media as a new marketing strategy to enter new markets - we see that we have reached a P-value of 0.36 which is greater than 0.05 and consequently has significance with the hypothesis. Therefore, based on this statistic, the hypothesis matches or stands.

4.1.3 Testing of Hypothesis 3: The industry influences the decision to use social media as a new marketing strategy to enter new markets.

<i>Regression Statistics</i>	
Multiple R	0.334247251
R Square	0.111721225
	-
Adjusted R Square	0.332418163
Standard Error	20.50853481
Observations	4

Table 7
(Own Research)

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	105.8	105.8	0.251545411	0.665752749
Residual	2	841.2	420.6		
Total	3	947			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	19.4	17.15867128	1.130623676	0.375556609	-54.42780381
X Variable 1	-4.6	9.17169559	-0.50154303	0.665752749	-44.06262107
				<i>Upper 95%</i>	<i>Lower 95.0%</i>
				93.22780381	-54.42780381
				34.86262107	34.86262107

Table 8
(Own Research)

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	14.8	24.2
2	10.2	-5.2
3	19.4	-14.4
4	5.6	-4.6

Table 9
(Own Research)

In Regression Analysis for the third hypothesis - The industry influences the decision to use social media as a new marketing strategy to enter new markets - we see that we have reached a P-value of 0.37 which is greater than 0.05 and consequently has significance with our hypothesis. Therefore, based on this statistic, the hypothesis matches or stands.

4.1.4 Testing of Hypothesis 4: The use of social media increases the demand for products / services that the company offers.

<i>Regression Statistics</i>	
Multiple R	0.827788113
R Square	0.685233161
Adjusted R Square	0.370466321
Standard Error	33.06811153
Observations	3

Table 10
(Own Research)

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2380.5	2380.5	2.176954733	0.379197892
Residual	1	1093.5	1093.5		
Total	2	3474			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	107	50.51237472	2.118292806	0.280788642	-534.8205749
X Variable 1	-34.5	23.3826859	-1.475450688	0.379197892	-331.6051944
			<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
			748.8205749	-534.8205749	748.8205749
			262.6051944	-331.6051944	262.6051944

Table 11
(Own Research)

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	72.5	13.5
2	3.5	13.5
3	38	-27

Table 12
(Own Research)

In Regression Analysis for the fourth hypothesis - The use of social media increases the demand for products / services that the company offers - we see that we have reached a P-value of 0.28 which is greater than 0.05 and consequently has significance with our hypothesis. Therefore, based on this statistic, the hypothesis matches or stands.

4.1.5 Testing of Hypothesis 5: Social Media is presented as the most effective strategy in approaching new customers.

<i>Regression Statistics</i>	
Multiple R	0.773099036
R Square	0.597682119
Adjusted R Square	0.195364238
Standard Error	11.02270384
Observations	3

Table 13
(Own Research)

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	180.5	180.5	1.485597	0.437411099
Residual	1	121.5	121.5		
Total	2	302			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	32	16.83745824	1.900524387	0.308356	-181.9401916
X Variable 1	-9.5	7.794228634	1.218850568	0.437411	-108.5350648
				<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
				245.9401916	245.9401916
				-181.94	-108.535
				89.53506478	89.53506478

Table 14
(Own Research)

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	22.5	4.5
2	3.5	4.5
3	13	-9

Table 15
(Own Research)

In Regression Analysis for the fifth hypothesis - Social Media is presented as the most effective strategy in approaching new customers - we see that we have reached a P-value of 0.3

which is greater than 0.05 and consequently has significance with our hypothesis. Therefore, based on this statistic, the hypothesis matches or stands.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the research conducted with a total of 164 respondents divided into two questionnaires, intended for audiences of the general population and businesses in Kosovo and after statistical analysis of data, we have reached the following conclusions.

According to the data we received from the respondents through the questionnaire intended for the general population in Kosovo and after the statistical analysis made for this hypothesis, we come to understand that in fact the hypothesis that the way people use social media influences the decision to use it as a marketing strategy to enter new markets it is not approved or confirmed. This may be due to the change of online habits of people in Kosovo and the process of accommodation with social media.

According to the data we received from the respondents through the questionnaire destined for businesses in Kosovo and after the statistical analysis made for this hypothesis, we come to understand that in fact the hypothesis that competition affects the decision to use social media as a new marketing strategy to enter new markets it is approved and confirmed. This shows that businesses in Kosovo are increasingly considering the competitive factor before considering marketing strategy for entering new markets through social media.

According to the data we received from the respondents through the questionnaire destined for businesses in Kosovo and after the statistical analysis made for this hypothesis, we come to understand that in fact the hypothesis that the industry influences the decision to use social media as a new marketing strategy to enter new markets it is approved and confirmed. This shows that businesses in Kosovo consider the industry in which they operate before considering using social media as a marketing strategy to enter new markets.

According to the data we received from the respondents through the questionnaire intended for the general population in Kosovo and after the statistical analysis made for this hypothesis, we come to understand that in fact the hypothesis that the use of social media increases the demand for products / services that the company offers it is approved and confirmed. This shows that when people or online users see that a brand, product or service has an online presence then users are also more likely to connect and consequently buy or use them.

According to the data we received from the respondents through the questionnaire intended for businesses in Kosovo and after the statistical analysis made for this hypothesis, we manage to understand that in fact the hypothesis that Social Media is presented as the most effective strategy in approaching new customers - is approved and confirmed. This shows that

businesses in Kosovo are increasingly seeing social media as a marketing strategy to reach potential customers / clients consequently to enter new markets.

5.2 Recommendations

Based on the conclusions we have managed to draw from this paper, we have formulated some recommendations for the hypotheses set out below.

As mentioned in the conclusion, for the first hypothesis that competition affects the decision to use social media as a new marketing strategy to enter new markets needs continuous and more detailed research to accurately analyze online user habits and journey their daily on social media.

Regarding the second hypothesis, that competition affects the decision to use social media as a new marketing strategy to enter new markets, we recommend creating focus groups of businesses from different sectors and industries to see that in fact the competition related to this hypothesis can it be taken as something helpful as it pushes and encourages others to establish an online presence even on social media.

Meanwhile, regarding the second hypothesis, we are similarly dealing with the third hypothesis, that the industry influences the decision to use social media as a new marketing strategy to enter new markets, we recommend to analyze for each industry what the strategy would be most appropriate social media.

In the fourth hypothesis, the hypothesis that the use of social media increases the demand for products / services that the company offers, we recommend that more research be done that exactly matches the needs, preferences and requirements of online users regarding brands, products or services. their favorite. As a result, it would probably be a start to further cultivate loyal customers through social media.

For the latter hypothesis, Social Media is presented as the most effective strategy in approaching new customers, we recommend that this aspect be continuously researched and monitored especially by comparing the results with other marketing strategies to approach new customers.

5.3 Suggestions

Based on this research, the suggestion for the next steps related to this topic and field would be to conduct constant research and analysis and monitoring in order to optimize the use of social media for business growth, market expansion and internationalization.

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ANNEX

General Population Survey Questions

1. Ju lutem përzgjedhni moshën tuaj.

21-25

26-30

31-35

36-40

41-45

46-50

51-55

56-60

61+

2. Ju lutem përzgjedhni gjininë tuaj.

Grua

Burrë

Preferoj të mos përgjigjem

Tjetër

3. Ju lutem përzgjedhni qytetin ku jetoni.

Prishtinë

Prizren

Pejë

Gjakovë

Gjilan

Mitrovicë

Ferizaj

Tjetër

4. Ju lutem përzgjedhni nivelin tuaj të edukimit.

Edukim fillor

Edukim i mesëm

Bachelor

Edukim post diplomues

Tjetër

5. A jeni të punësuar apo të papunësuar?

Të punësuar

Të papunësuar

Student/e

Tjetër

6. Ju lutem shkruani profesionin tuaj.

7. A përdorni media sociale?

Po

Jo

8. Nëse po, cilat media sociale i përdorni?

Facebook

Instagram

Twitter

LinkedIn

Youtube

Pinterest

Snapchat

TikTok

Tjetër

9. Për çfarë qëllimi përdorni mediat sociale?

Për informim

Për edukim

Për komunikim me miq, familjar etj.

Për hulumtime

Për argëtim

Tjetër

10. A përdorni media sociale për të zbuluar brende, produkte apo shërbime të reja?

Po

Jo

Ndoshta

11. A përdorni media sociale për të zbuluar vlerësimet e të tjerëve mbi brende, produkte apo shërbime?

Po

Jo

Ndoshta

12. A përdorni mediat sociale për të blerë online?

Po

Jo

Ndoshta

13. A ndani përvojat tuaja lidhur me ndonjë brend, produkt apo shërbim në media sociale?

Po

Jo

Ndoshta

14. A ndjeheni më afër dhe më të lidhur me ndonjë brend, produkt apo shërbim nëse kanë prezencë online në media sociale?

Po

Jo

Ndoshta

15. Kur ndjekni një brend, produkt apo shërbim në media sociale, cilën platformë preferoni?

Facebook

Instagram

Twitter

LinkedIn

Youtube

Pinterest

Snapchat

TikTok

Tjetër

16. A mendoni se informatat mbi brendet, produktet apo shërbimet në media sociale janë të rëndësishme?

Shumë të rëndësishme

Të rëndësishme

Neutral

Të parëndësishme

Aspak të rëndësishme

17. Çka mendoni se është më e rëndësishme për një brend, produkt apo shërbim në media sociale?

Përmbajtja e postimeve/Content

Informatat bazike si psh. lokacioni, çmimet etj.

Shërbimi ndaj konsumatorit/klientit

Tjetër

Businesses Survey Questions

1. Ju lutem përzgjedhni moshën tuaj.

21-25

26-30

31-35

36-40

41-45

46-50

51-55

56-60

61+

2. Ju lutem përzgjedhni gjininë tuaj.

Grua

Burrë

Preferoj të mos përgjigjem

Tjetër

3. Ju lutem përzgjedhni qytetin/qytetet ku vepron kompania juaj.

Prishtinë

Prizren

Pejë

Gjakovë

Gjilan

Mitrovicë

Ferizaj

Në tërë Kosovën

Tjetër

4. Sa është numri i punëtorëve në kompaninë tuaj?

1 punëtor

2 - 10 punëtorë

11 - 19 punëtorë

20 - 50 punëtorë

51 - 80 punëtorë

81 - 120 punëtorë

121 - 250 punëtorë

+250 punëtorë

5. Çka ofron kompania juaj?

Produkt

Shërbim

Të dyja

6. Ju lutem shkruani industrinë në të cilën operon kompania juaj?

7. A ka kompania juaj prezencë online në media sociale?

Po

Jo

8. Nëse po, në cilat media sociale është prezente kompania juaj?

Facebook

Instagram

Twitter

LinkedIn

Youtube

Pinterest

Snapchat

TikTok

Tjetër

9. Cilat media sociale e arrijnë/reach target audiencën e kompanisë tuaj?

Facebook

Instagram

Twitter

LinkedIn

Youtube

Pinterest

Snapchat

TikTok

Tjetër

10. A ka kompania juaj një ekip të caktuar vetëm për media sociale apo bashkëpunon me një agjenci të jashtme për media sociale?

Kompania ime ka ekip të caktuar vetëm për media sociale

Kompania ime ka ekip të caktuar vetëm për media sociale dhe bashkëpunon me një agjenci të jashtme për media sociale

Kompania ime nuk ka ekip të caktuar vetëm për media sociale por bashkëpunon me një agjenci të jashtme për media sociale

Kompania nuk ka as ekip të caktuar vetëm për media sociale e as nuk bashkëpunon me një agjenci të jashtme për media sociale

11. Sa orë në muaj i shpenzon kompania juaj për krijim dhe implementim të strategjisë për media sociale?

0 orë

1-5 orë

6-10 orë

11-15 orë

16-20 orë

21-25 orë

26-30 orë

31-35 orë

36-40 orë

+40 orë

12. Sa orë në muaj i shpenzon kompania juaj për krijim të përmbajtjes/content për media sociale?

0 orë

1-5 orë

6-10 orë

11-15 orë

16-20 orë

21-25 orë

26-30 orë

31-35 orë

36-40 orë

+40 orë

13. Sa shpenzon kompania juaj financiarisht për media sociale (ads) në muaj?

0€

10-50€

60-100€

110-150€

160-200€

210-250€

+250€

14. Sa mendoni se janë të rëndësishme mediat sociale për kompaninë tuaj?

Shumë të rëndësishme

Të rëndësishme

Neutral

Të parëndësishme

Aspak të rëndësishme

15. Sa kanë ndikim mediat sociale në kompaninë tuaj?

Ndikim i madh

Ndikim mesatar

Nuk kanë ndikim aspak

16. Me çfarë përqindje arrin kompania juaj konsumatorë/klientë të ri përmes mediave sociale?

0%

1%-5%

6%-10%

11%-15%

16-20%

21%-25%

+25%

17. Sa mendoni se janë të rëndësishme mediat sociale për të arritur konsumatorë/klientë të rinj?

Shumë të rëndësishme

Të rëndësishme

Neutral

Të parëndësishme

Aspak të rëndësishme

18. Sa mendoni se janë të rëndësishme mediat sociale për të konkurruar me konkurrentët?

Shumë të rëndësishme

Të rëndësishme

Neutral

Të parëndësishme
Aspak të rëndësishme

19. A i përdorni mediat sociale për të ndjekur aktivitetin e konkurrentëve?

Po

Jo

20. Sa mendoni se janë të rëndësishme mediat sociale për industrinë ku veproni?

Shumë të rëndësishme

Të rëndësishme

Neutral

Të parëndësishme

Aspak të rëndësishme

21. A i përdorni mediat sociale për të hulumtuar trende të reja?

Po

Jo