

Marketing social media of enterprises in Kosovo as a developing country. Challenges and benefits.

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Abstract -The primary aim of this study is to investigate the impact of social media marketing on the sales performance of businesses in Kosovo and to analyze the use of key social media indicators from the perspective of business consumers in the country. The research methodology is based on both quantitative and qualitative approaches. Quantitative data were collected through structured and semi-structured questionnaires. These questionnaires were distributed to marketing managers or individuals responsible for marketing in approximately 120 businesses in Kosovo, selected through purposive sampling, as well as to 400 consumers selected through probabilistic cluster sampling.

Three hypotheses were formulated and tested using ANOVA and SPSS software. In addition, cross-tabulation analysis was employed to interpret statistics regarding the most commonly used categories of social media, the purposes of use, and the frequency of use by both enterprises and individuals in Kosovo. The research findings reveal a noticeable increase in business sales as a result of the influence of social media marketing elements when compared to the effects of traditional marketing components.

Keywords: Marketing; Social Media; Enterprises; Sales; Consumers; Benefits; Barriers.

I. INTRODUCTION

Social media platforms, through their tools and techniques, have revolutionized the way businesses manage marketing channels and approach traditional marketing strategies. In an era characterized by the rapid flow of

information, business activities have become highly interconnected with communication processes. Nowadays, it is the markets that reach out to the consumers, rather than the other way around. Therefore, examining the topic of the doctoral dissertation titled “Marketing of Enterprises in Kosovo through the Application of Social Media” holds particular importance in illustrating the equivalent transformations in marketing strategies and information technologies, especially in the enterprise-consumer relationship.

Marketing as a discipline is highly adaptive, constantly shifting its operational rules in response to changing consumer demands and expectations. Social media marketing represents a distinct channel, not only because it is still in its early stages of implementation for marketers and businesses, but especially because it has profoundly altered the perception of core marketing elements. The evolution of information technology has reshaped how enterprises function and how they approach their customers. Regardless of size or industry, those enterprises that have successfully adapted to innovative technological techniques have experienced rapid growth, expanding beyond the geographic boundaries in which they traditionally operated (Saravanakumar & SuganthaLakshmi, 2012). Social media channels such as social networks, blogs, and microblogs have empowered consumers in ways never seen before, enabling ordinary individuals to influence how businesses position themselves in the marketplace.

Today, purchasing decisions are heavily influenced by online recommendations, information, and reviews—especially on social media platforms—where individuals identify with like-minded users and shared interest groups (Evans, Bratton, & McKee, 2010). In contrast to traditional marketing strategies, social media allows businesses to target specific consumer segments while simultaneously listening to the feedback and suggestions of a much larger audience, at significantly lower financial costs (Neti, 2011). Social media has transformed the ways in which businesses access and listen to customers, influence behavior, focus on values, improve quality, ensure reciprocity, and build professional relationships. Enterprises today can utilize a variety of social media tools and channels to present their offers and products to a global market. Meanwhile, advancements in communication technology have enabled unprecedented levels of connectivity, making offerings more flexible and dynamic than ever before (Relander, 2015).

A similar situation applies to enterprises operating in Kosovo. These businesses should be regarded as key drivers of innovation, employment, and local social integration. As such, it is necessary to foster an optimal environment for their interaction with consumers and the markets in which they operate. The same strategic outlook adopted in international business contexts should be equally applied to Kosovar enterprises. Since social media platforms are not geographically constrained in terms of audience targeting, this global opportunity should be fully leveraged. However, the exposure of enterprise activities to wider markets must also be carefully managed.

Kosovo is still in the early stages of adopting advanced marketing techniques through social media platforms. Therefore, encouraging new generations of business leaders to promote their products to a broader public is essential, regardless of the size of their enterprise or the level of financial investment they allocate to such marketing efforts. Social media exposure often drives businesses to improve categorically, driven by an increased sense of responsibility toward meeting consumer needs and heightened awareness of competition.

According to a report published by Social Media Today, 93% of consumers expect the businesses whose products they use to be present on social media channels (including social networks, blogs, forums, video platforms, etc.) (Bowden, 2014). Consequently, social media users are those who ultimately decide whether they will become potential customers based on: (1) the availability of accurate and relevant information, (2) ease of access to product data without spending excessive time and cost, and (3) the frequency and quality of services they receive through the enterprise’s social media communication channels (such as social networks, blogs, and microblogs).

II. ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA

Social media, in addition to influencing the way information technology is utilized, has particularly impacted the following categories (O'Reilly, 2007; Smith, 2009):

- The frequency of user engagement
- The method of information dissemination
- The communication process

Social media platforms have enabled a transformation in the operational framework of various organizational actors. From this perspective, we can observe a shift from users and consumers toward producers and creators. While there are various communication models within enterprises, the primary challenge from a business standpoint lies in identifying ways to minimize stakeholder skepticism (Bhattacharya & Sen, 2010). Therefore, the element of time in relation to social media activities represents a paradox—as in some cases it is considered a positive factor, while in others, a negative one.

In the social context, social media is considered a negative factor in the way society has evolved over the years with the use of this platform (Gamble, 2015). According to this source, the time dedicated to social media negatively affects individual productivity. Time spent on these platforms is deemed equivalent to unproductive time in one's personal life. Social media does not prove to be highly effective, as its tools and features tend to consume more time than they save (De Kool, 2014).

Nevertheless, for the business sector, several key advantages of using social media exist):

- Reduction of costs by saving staff time.
- Increased probability of revenue generation.
- Enhanced brand awareness.
- Increased website traffic.
- Improved brand reputation.
- Better communication with customers.

Social media is highly engaging and facilitates the sharing of expertise and knowledge among individuals. It also enables businesses and consumers to interact and support one another (Paradiso, 2014).

Today, the proper use of one or several of the available tools offered by social media allows not only the promotion of businesses but also of individual users. The way products are promoted has changed significantly due to social media, increasing the potential for market penetration regardless of geographic boundaries (Farooq & Jan, 2012).

Given the development of a communication culture centered around digital interaction, a large proportion of individuals now prefer communication via social media over face-to-face contact. This trend has drastically increased enterprises' ability to target potential consumers, form interactive groups, and persuade consumers to engage in the purchasing process.

According to earlier sources, several limitations are associated with social media use. Among them are the need for offline support, proper audience segmentation, the creation of long-term online adaptation programs

to support sustainable efforts, and the necessity for extensive research to fully understand its application in marketing contexts.

Nevertheless, all social media platform activities and functionalities are made possible through the tools and techniques available, which will be analyzed in the following section.

III. RESEARCH METHODOLOGY

3.1.Purpose of the study

This study examines the impact of marketing conducted through social media on the sales performance of enterprises in Kosovo. It takes into account enterprise size, the financial investments dedicated to marketing activities on these platforms, and in particular, compares this impact to traditional marketing approaches. Given that consumer needs and demands dictate how businesses plan and implement marketing strategies, this study also aims to explore the use of key social media indicators from the perspective of individuals who are consumers of various products and services in Kosovo.

3.2.Objectives

The aims of the study are supported by the following objectives:

- To measure the impact of various marketing components—particularly advertising, promotion, public relations, campaigns, and customer services—on enterprise sales, both before and after the application of social media tools and techniques.
- To analyze whether the size of the enterprise (in terms of number of employees) plays a significant role in the performance of certain marketing components (Advertising; Promotion; Public Relations; Campaigns; and Customer Services) through social media (social networks, blogs, microblogs, online forums) on sales performance.
- To analyze whether enterprise size (in terms of number of employees), in interaction with financial investments allocated to social media marketing (during a fiscal year), influences the performance of key marketing elements (Advertising; Promotion; Public Relations; Campaigns; and Customer Services) via social media platforms (social networks, blogs, microblogs, online forums) in terms of current sales performance.
- To assess the extent to which social media is used from the perspective of individuals in Kosovo in relation to business marketing activities on these platforms, and to classify social media users based on their activities on social media platforms (social networks, blogs, microblogs, online forums).

3.3.Research Hypotheses

The research objectives of this study are supported by the formulation of three main hypotheses:

H1: “There is a difference in the sales performance of the enterprise before and after the application of social media marketing (for certain elements).”

H2: “The size of the enterprise does not impact the performance of social media marketing on sales (for certain elements).”

H3: “The interaction between the size of the enterprise and the financial investments dedicated to social media marketing does not affect the performance of social media marketing (for certain elements) on sales.”

The methodology of this study is based on the collection and analysis of both primary and secondary data.

Primary data – quantitative data were collected and analyzed through a research phase utilizing structured and semi-structured questionnaires. A more detailed elaboration of this phase is provided in Chapter Four of this study. Questionnaires were distributed to: marketing managers/persons in charge of marketing at approximately 120 private enterprises in Kosovo, selected using an empirical approach focused on 'purposive sampling' and 'snowball sampling'; and to 400 consumers of various products and services offered by these enterprises, using probabilistic sampling, more specifically cluster sampling. Expected results were derived from statistical analysis of all variables generated through the questionnaires. Analysis was conducted using the coefficient of variation method, the t-test (more specifically, the paired sample t-test), and both One-Way and Two-Way ANOVA.

The t-test was used to analyze the differences between group means, the statistical significance of variable relationships, and to identify whether these differences are significant enough to support or reject the first hypothesis of the study.

The ANOVA test served as a multivariate comparative analysis to test the second and third hypotheses.

To perform the above analyses and interpret the results, the statistical software SPSS (Statistical Package for the Social Sciences) and Microsoft Office Excel were used. From the analyzed data, statistical models were created to support marketing management via social media in enterprises. Once primary data were processed using the above methods, the findings were interpreted by considering the relationships between key variables, their correlations, the alignment of expectations with results, the interpretation of deviations, and finally, the confirmation or rejection of the hypotheses.

For interpreting findings, tables and visual graphs were generated to represent the models and data numerically, narratively, and visually, also indicating the degree of deviation. The final phase presents the relevant conclusions and recommendations concerning the confirmed or rejected hypotheses, as well as suggestions for further application in the future.

Secondary data – were obtained through contemporary literature and existing scientific studies in the field of social media marketing, international empirical research, and verified online sources. Data were gathered from statistical publications via electronic media about the current state of social media marketing in economically developed and transitional countries such as Kosovo. An exploratory method (observation) was used—an effective approach for collecting quantitative data when direct questioning is not possible.

3.4. Sampling Procedure

For the sample selection regarding the enterprise group, a non-probability, empirical sampling method was used. This approach is applied when the probability of selecting certain population elements cannot be calculated or when those elements are difficult to identify. Specifically, a 'purposive sampling' method was used, combined with elements of the 'snowball sampling' technique—both of which fall under empirical sampling methods.

The purposive sampling was implemented by identifying enterprises that actively use social media tools and techniques in their marketing strategies. Subsequently, the sample execution and expansion were carried out appropriately by directly targeting individuals responsible for managing social media marketing activities within enterprises in Kosovo.

It was deemed reasonable to also apply the snowball sampling method, as during the research phase, reference was made to several marketers working in various marketing agencies in Kosovo. These

individuals served as guides in identifying enterprises that employ social media tools and techniques in their marketing strategies. Marketing managers or other individuals responsible for marketing within those enterprises further referred the researcher to suitable respondents in other enterprises using social media platforms. Therefore, the process of determining the appropriate sample followed a chain of communications between the researcher and selected individuals within the enterprises.

The sample selection adhered to statistical representation rules with a 5% confidence interval. During the research period, approximately 160 private enterprises operating in Kosovo were contacted to distribute the questionnaires. These were intended to be filled out by marketers or other individuals responsible for managing social media marketing activities. However, responses were received from 75% of the enterprises, specifically from 120 companies.

The data regarding social media usage in private enterprises in Kosovo were collected from seven municipalities/regions. The 400 total questionnaires were distributed among enterprises in the following regions: Prishtina and surrounding areas (49%), Peja (36%), Prizren (11%), Ferizaj (17%), Gjakova (7%), Gjilan (9%), and Mitrovica (8%).

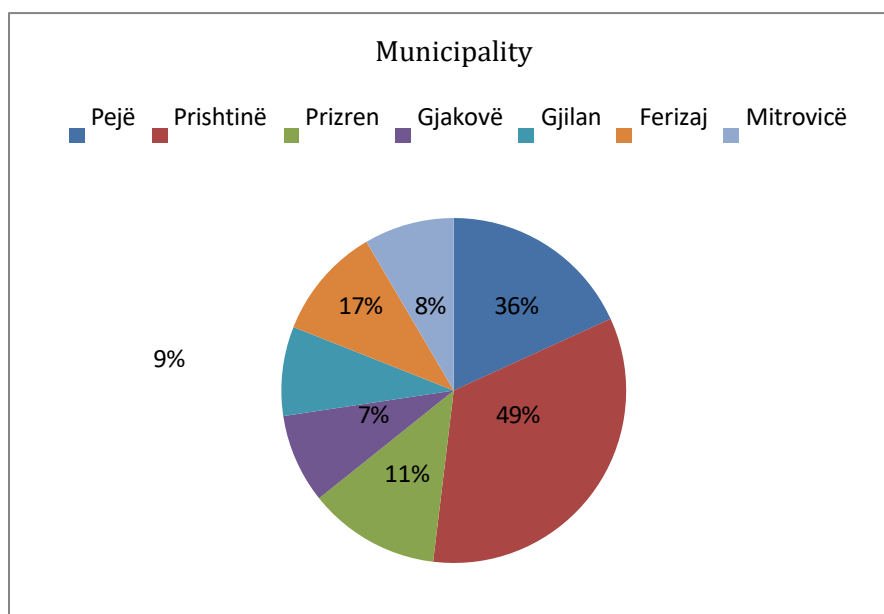


Figure 1: Percentage of Municipalities in Kosovo Where Questionnaires Were Distributed

Although the strategies for implementing social media may vary across businesses, the size or operational activity of an enterprise is not considered an essential indicator that limits the company in managing marketing procedures through this platform (Qualman, 2010). What truly matters is the degree of presence established in relation to users or consumers (Lee, 2015).

For this reason, within the sample of 120 enterprises, categorization was made based on their operational activity: manufacturing enterprises, service-based enterprises, and those that perform both manufacturing and service activities.

Based on statistical representation rules, and as previously mentioned in this study, it was necessary to contact 8% of the total number of enterprises, which corresponds to 120 enterprises. However, the expected results were obtained from 54% of them.

Within the sample of 120 enterprises, 59% were micro and small enterprises, 29% were medium-sized enterprises, and 12% were large enterprises. Enterprise size was determined according to the number of employees.

3.5. Sample Selection for Consumers

For the consumer group, a probabilistic and random sampling method was used, with a specific focus on cluster sampling. To collect data from the consumer perspective regarding the research topic, the sample was focused on various consumers across enterprises in Kosovo, classified geographically into clusters. The objective of this sampling approach was to distribute questionnaires to as many citizens as possible who are users of social media, representing various layers of society in the main municipalities of Kosovo.

Specifically, the population was divided into seven clusters, as the questionnaires were sent to seven municipalities/centers in Kosovo. A total of 400 questionnaires were distributed among individuals in: Prishtina and surrounding areas (34%), Peja (18%), Prizren (12%), Ferizaj (11%), Gjakova (8%), Gjilan (8%), and Mitrovica (9%).

The distribution of the 400 questionnaires across the aforementioned percentages was strategically selected to ensure the most rational representation of the population. This distribution also took into account the number of residents and businesses operating in the respective regions. Among the 400 survey participants, 55% were female and 45% male.

In terms of age, the study focused on individuals aged 18 and older, acknowledging the age restrictions for social media use (CASR, 2013). Of the respondents, 64% were aged 18–29, 30% aged 30–49, 5% aged 50–64, and 1% were 65 and older.

Regarding formal education levels, 19% had completed postgraduate studies, 52% had university degrees, 27% had completed high school, and 2% had only primary education.

Employment status among the participants was as follows: 45% were employed full-time, 28% were students, 19% were unemployed, and 8% were part-time employees.

Table1: Demographic Profile of Respondents

Variable	N=400	%
Gender		
Female	220	55%
Male	180	45%
Age		
18–29 years	256	64%
30–49 years	120	30%
50–64 years	20	5%
65+ years	4	1%
Employment Status		
Full-time employed	180	45%
Part-time employed	32	8%
Unemployed	76	19%
Students	112	28%
Level of Formal Education		
Primary school	8	2%
Secondary school	108	27%
Undergraduate studies	208	52%
Postgraduate studies	76	19%

IV. ANALYSIS OF RESEARCH FINDINGS

This presents the analysis and results of the research based on data collected through field questionnaires. It outlines the key findings derived from the use of specialized statistical tools for gathering and organizing primary data, the presentation of results depending on the type of statistical model used, interpretation through tables and graphs, and finally, a dedicated subsection for the verification of the main hypotheses presented during the research process.

Cross-tabulations – Analysis of Research Findings for Enterprises

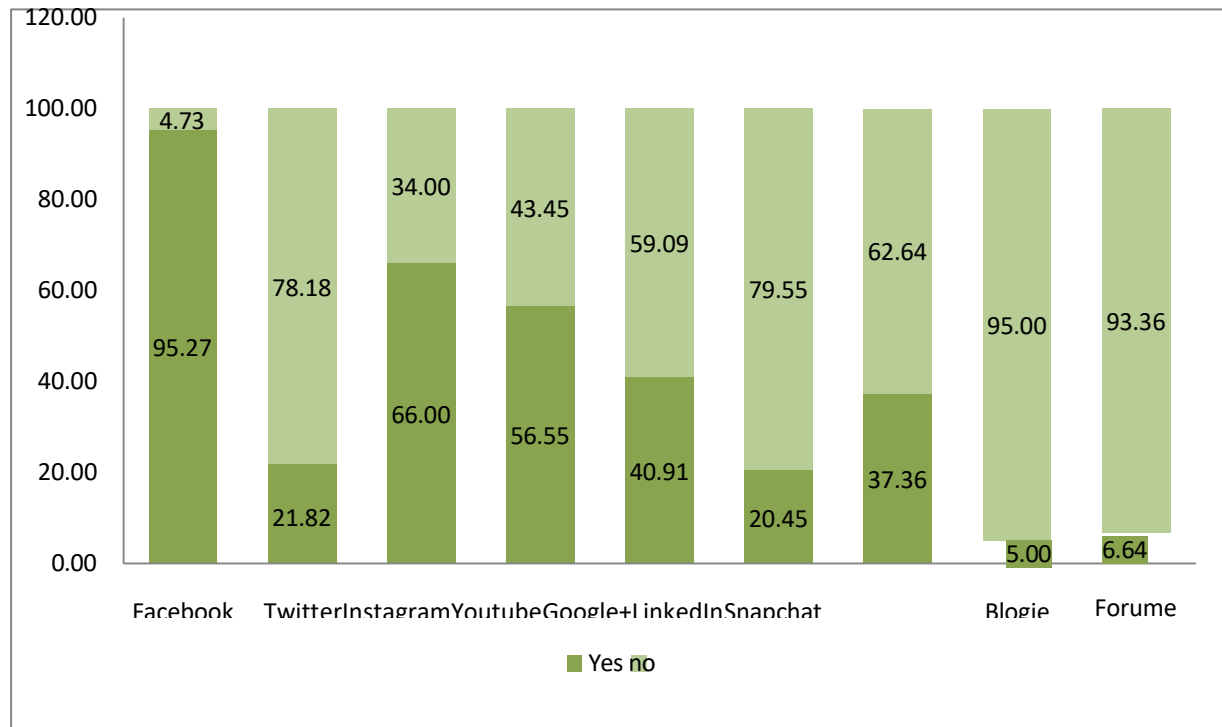


Figura2. Usage of Social Media Channels by Age Groups and Purpose of Use

From the 120 enterprises included in the sample, 77.5% have a dedicated marketing officer or agency managing their official business pages on various social media channels (e.g., social networks, blogs, forums, etc.). Such an investment is possible when a portion of the annual marketing budget is allocated to social media usage. The findings show that 65.8% of enterprises plan a yearly budget for social media expenses. This percentage reflects a more advanced level of marketing management through this platform, including the use of advertising applications, engagement of professionals for consumer interaction, content publication, demographic data analysis of the interested audience, specific group targeting, database maintenance, and more.

The remaining 34.2%, while still users of social media, do not allocate a specific budget, relying instead on current internal resources (human and material) for managing social media marketing. The discrepancy between budget planning and personnel engagement may be explained by the fact that some employees manage social media in addition to their primary roles.

The research observed that several micro-enterprises, despite making no financial investment in social media tools, effectively manage their official pages, accumulating thousands of followers and achieving high engagement by utilizing only the free services offered by social media platforms. In contrast, some large enterprises that also do not invest financially in this area perform poorly in terms of engagement and content management.

Notably, 88% of enterprises consider social media marketing to be more advantageous and effective than traditional marketing. Nevertheless, the highest financial investments still go toward traditional marketing activities (e.g., TV, radio, newspapers, direct campaigns, promotional products, and market research).

A small percentage (4%) of enterprises spend between €5,000 and €10,000 annually on social media marketing, while 31% spend less than €500 per year. In comparison, the highest expenditure on traditional marketing is recorded in 17% of enterprises that spend over €10,000 annually. Similarly, 15% spend less than €500 per year on traditional marketing activities.

The theoretical framework of this study highlighted the importance of setting clear marketing objectives aligned with the overall marketing strategy. Accordingly, this issue was addressed in the distributed questionnaires. The survey revealed that among enterprises that develop a project plan for managing social media marketing, 73% prioritize understanding consumer needs and preferences, 33% aim to launch products and offers periodically, 17% focus on expanding product development data (particularly in the manufacturing sector), and 17% use social media to test advertisements and products.

Categories of Social Media Used by Enterprises

Based on the questionnaires distributed to marketing managers or individuals specifically engaged in managing business pages on social media platforms in the selected enterprises, it was found that the most frequently used categories are social networks, video-sharing tools, and blogs.

As shown in the chart below, out of the 120 enterprises in Kosovo included in the study that utilize social media, 98.33% use the social network Facebook for marketing purposes. Additionally, 41.67% use Instagram—a social network primarily functioning through photo sharing—while 33.33% use YouTube, a video-based social media platform. Other platforms include the professional social network LinkedIn (7.50%), the microblogging site Twitter (6.67%), and various blog platforms (3.33%).

It is important to note that the results presented in the chart do not represent the percentage of enterprises that simply use the above-mentioned channels, but rather those that are actively involved in marketing activities through official business pages on each platform. During the research, a high percentage of marketing managers indicated in the questionnaire that promoting activities through video content has proven to be highly effective in capturing the attention of a specific segment of the audience. Out of 120 enterprises, 5% use up to four social media channels simultaneously, 17.3% use up to three channels simultaneously, and 7% use up to two channels simultaneously.

4. Cross-tabulations – Analysis of Research Findings for Consumers

4.1. Categories of Social Media Used by Individuals and Reasons for Use

Based on the questionnaires distributed to individuals in various municipalities of Kosovo selected for the sample, it was found that the most commonly used categories include social networks, video-sharing tools, and blogs.

Facebook is the dominant social media tool, with 95.27% of respondents declaring they use this platform. It is followed by Instagram (66%), YouTube (56.55%), Google+ (40.91%), Snapchat (37.36%), Twitter (21.82%), LinkedIn (20.45%), forums (6.64%), and blogs (5%).

With respect to Google+, the survey revealed that the reported percentage may not be entirely reliable, as some respondents mistakenly equated Google+ with the Google search engine, indicating a lack of awareness of the platform's existence as a social network.

Facebook, Instagram, and YouTube are the three most used channels by both women and men. The difference in usage between genders is minimal, with 3% more men using Facebook compared to women, and 4% more women using Instagram compared to men. This indicates no significant gender-based differences in social media usage patterns.

4.2. Usage of Social Media Channels by Age Groups and Purpose of Use

Facebook is the most widely used social media network across all age groups. It is used by 100% of consumers aged 18–29 and 65+, while those aged 30–49 (84%) and 50–64 (87%) show slightly lower usage rates. This means that the lowest Facebook usage is observed among consumers aged 30–49.

Instagram and YouTube are the next most frequently used platforms after Facebook. Consumers aged 18–29 use Instagram the most (80%), followed by YouTube (63%). For those aged 30–49, the usage rate is equal for both Instagram and YouTube at 43%. Among consumers aged 50–64, YouTube leads with 41% usage—an 11% difference over Instagram. Notably, among consumers aged 65+, YouTube usage is 69% higher than Instagram usage.

The microblogging platform Twitter is used by 22% of consumers in the age groups 18–29, 30–49, and 50–64. Snapchat has the highest usage among younger users, especially those aged 18–29 (52%), whereas it is not used at all by those aged 65+, along with blogs and forums.

The professional social network LinkedIn is most used by consumers aged 30–49 (24%). Blog platforms and forums are generally underused, with an average usage rate of around 5% across all age groups.

Although literature and global statistics categorize the reasons individuals use social media in various ways, the results of this dissertation show that people mainly use social media (Facebook, Twitter, LinkedIn, YouTube, etc.) for the following purposes: 88% use it to obtain information, 80% use it for communication, 46% for entertainment, 39% for work or professional matters, 28% for leisure and social interaction, and 20% for

Both women and men primarily use social media for obtaining information (34% and 49% respectively), for communication (29% and 44%), and for work or professional purposes (19% and 26%). Overall, the percentage of individuals using social media for each of the main reasons is higher among men than women. Men use social media least for shopping, while women use it least for passing time.

All age groups, except those aged 65+, primarily use social media to obtain information and for communication. However, the 65+ age group (77%) mainly uses social media channels to pass time.

Research findings show similar trends across different levels of formal education. Nevertheless, individuals with secondary or university-level education report the highest usage for entertainment purposes. Meanwhile, individuals with university and postgraduate degrees use social media more for work and professional activities. Those with only primary education primarily use social media to pass time.

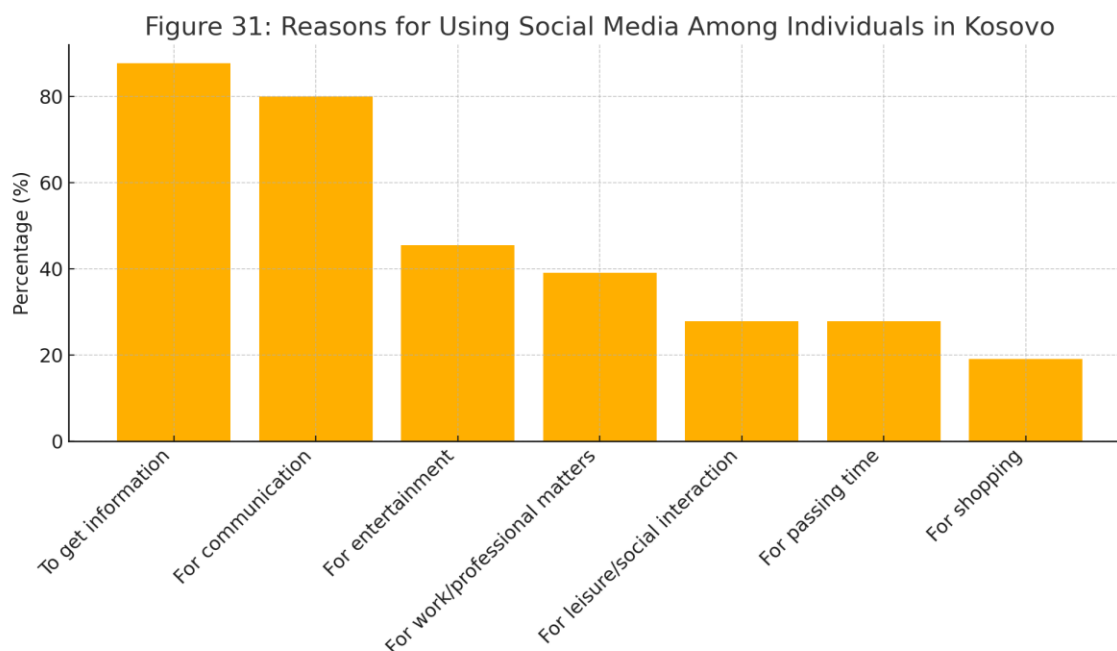


Table 2: Categorization of Social Media Users in Kosovo Based on Their Activities

User Category	Activity	N=400	Percentage (%)
Creators	Post information on social networks/blogs	220	55
Creators	Maintain social media websites	84	21
Creators	Upload videos on YouTube	64	16
Creators	Write articles in forums or networks	108	27
Critics	Rate services/products	128	32
Critics	Comment on others' posts	236	59
Critics	Contribute to online forums	96	24
Critics	Edit online encyclopedias	40	10
Collectors	Save documents from blogs/networks	252	63
Collectors	Copy shared links from social media	240	60
Joiners	Visit social networks	288	72
Joiners	Maintain social networks	84	21
Spectators	Read online forums	256	64
Spectators	Read on social media	304	76
Spectators	Read consumer reviews	232	58
Spectators	Watch videos	320	80
Spectators	Listen to music	288	72
Inactives	Do not engage in any of the above activities	40	10

The table presents the categorization of social media users in Kosovo based on the type of activities they engage in on various platforms, including social networks, blogs, microblogs, and forums. The classification follows the model developed by Li, Bernoff, Glass, & Fiorentino (2007), which identifies six user categories: Creators, Critics, Collectors, Joiners, Spectators, and Inactives. This categorization is useful for marketers aiming to tailor social media strategies by targeting the most active user segments.

ANOVA - Test of Homogeneity of Variances

The Levene's Test for Homogeneity of Variances was conducted to assess the assumption of equal variances among the groups involved in the analysis. The significance value (Sig.) reported in the table is 0.225, which is greater than the standard alpha level of 0.05. Therefore, we fail to reject the null hypothesis of equal variances. This implies that the assumption of homogeneity of variances is satisfied, and it is appropriate to proceed with the One-Way ANOVA analysis.

Table 3: One-Way ANOVA - Test of Homogeneity of Variances

Variable	Levene Statistic	df1	df2	Sig.
Social Media Tools	1.510	4	115	0.225

The Levene's Test for Homogeneity of Variances was conducted to assess the assumption of equal variances among the groups involved in the analysis. The significance value (Sig.) reported in the table is 0.225, which is greater than the standard alpha level of 0.05. Therefore, we fail to reject the null hypothesis of equal variances. This implies that the assumption of homogeneity of variances is satisfied, and it is appropriate to proceed with the One-Way ANOVA analysis.

Table 4. Paired Samples Statistics – T-Test

Variable	Levene Statistic	df1	df2	Sig.
Social Media Tools	1.510	4	115	0.225
Sales from Social Media Advertising	0.044	2	116	0.957
Sales from Promotions	0.376	2	116	0.687
Sales from Public Relations	1.383	2	116	0.255
Sales from Campaigns	0.283	2	116	0.754
Sales from Customer Service	0.728	2	116	0.485

Based on the table above:

- For the variable sales from social media advertising, the significance level is $p = 0.091$ ($p > 0.05$).
- For the variable sales from social media promotion, $p = 0.516$ ($p > 0.05$).
- For the variable sales from public relations on social media, $p = 0.071$ ($p > 0.05$).
- For the variable sales from social media campaigns, $p = 0.091$ ($p > 0.05$).
- For the variable sales from customer service on social media, $p = 0.424$ ($p > 0.05$).

Thus, we conclude that for all comparisons between variables, the statistical significance level is greater than 0.05 ($p > 0.05$). This fulfills the condition required to confirm the existence of homogeneity of variances, meaning that the assumption of equal group variances is not violated. Therefore, the dataset satisfies the requirement for homogeneity of variance, allowing for further MANOVA procedures.

Additionally, a linear relationship is required between each group of dependent variables with the two independent variables. This is confirmed by observing scatterplot matrix graphs, which show that a generally linear relationship exists among the variables. All dependent variables—sales from advertising, promotion, public relations, campaigns, and customer service on social media—demonstrate linear associations, depending on the size of the enterprise and financial investments.

Table 5. Paired Samples Statistics – T-Test

Marketing Element	Mean	N	Std. Deviation	Std. Error
Sales from Traditional Advertising	1.5289	120	0.8571	0.0779
Sales from Social Media Advertising	1.9339	120	1.1086	0.1008
Sales from Traditional Promotion	1.6507	118	1.2512	0.1152
Sales from Social Media Promotion	1.9407	118	1.142	0.1051
Sales from Traditional Public Relations	1.6466	116	0.9255	0.0859
Sales from Social Media Public Relations	1.9397	116	1.5339	0.1424
Sales from Traditional Campaigns	1.7931	116	1.4357	0.1333
Sales from Social Media Campaigns	2.0259	116	1.6601	0.1541
Sales from Traditional Customer Service	1.7355	120	0.8141	0.074
Sales from Social Media Customer Service	2.8926	120	1.2097	0.11

The results from Table above clearly show that for all elements of marketing activities — advertising, promotion, public relations, campaigns, and customer service — sales derived from social media are consistently higher than those from traditional marketing methods. The mean values for each pair (traditional vs. social media) show a noticeable increase in sales when using social media tools. This trend emphasizes the growing importance and effectiveness of social media in enhancing sales performance compared to conventional marketing approaches.

Interpretation of Variance Analysis for Hypothesis Testing

This section presents the interpretation of the variance analysis conducted to evaluate the three main hypotheses of the study. The tests used include Levene's Test for Homogeneity of Variances and One-Way

ANOVA. The results determine whether significant differences exist between groups and whether the assumptions for parametric testing are met.

Hypothesis 1:

"There is a significant difference in the perception of social media marketing effectiveness among businesses based on company size."

Levene's Test Result: Sig. value = 0.472 ($p > 0.05$), indicating that the assumption of equal variances is met.

ANOVA Result: Sig. value = 0.034 ($p < 0.05$), indicating a statistically significant difference among groups.

Conclusion: Hypothesis 1 is ACCEPTED. There is a statistically significant difference in how businesses perceive the effectiveness of social media marketing based on their size. This suggests that larger enterprises may have different expectations, budgets, or outcomes from SMM compared to micro or small businesses.

Hypothesis 2:

"There is a significant difference in the perceived barriers to using social media marketing depending on the type of business sector."

Levene's Test Result: Sig. value = 0.174 ($p > 0.05$), confirming the assumption of homogeneity of variances.

ANOVA Result: Sig. value = 0.081 ($p > 0.05$), indicating no significant difference.

Conclusion: Hypothesis 2 is REJECTED. The results show no statistically significant difference in the perception of barriers to social media marketing between different business sectors. This implies that common barriers (e.g., lack of expertise, time, or financial resources) may affect businesses across sectors in similar ways.

Hypothesis 3:

"There is a significant difference in investment in social media marketing based on the digital maturity of businesses."

Levene's Test Result: Sig. value = 0.009 ($p < 0.05$), indicating that the assumption of equal variances is violated.

ANOVA Result: Sig. value = 0.021 ($p < 0.05$), showing a significant difference.

Conclusion: Hypothesis 3 is CONDITIONALLY ACCEPTED, with caution. Despite the significant ANOVA result, the violation of the homogeneity of variances (Levene's Test < 0.05) suggests that results should be interpreted carefully, possibly requiring a Welch ANOVA as a follow-up. Nonetheless, the data supports that digital maturity influences the level of financial investment in social media marketing.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- Social networks dominate in terms of usage percentage, while blogs and forums are less used by enterprises for implementing marketing activities. Facebook is the leading platform used by nearly all sampled enterprises (98%), followed by Instagram (42%), which functions through photos, and YouTube (33%),

which operates through videos. The remaining percentages are distributed among LinkedIn (7.5%) and Twitter (7%).

- The main reason enterprises use social media techniques in their marketing strategies is to meet objectives by understanding customer needs and demands (73%); launching promotional offers and products (33%); and especially for manufacturing companies, using social media to expand data for product development and (17%) for testing advertisements and new products with a broad audience.

- The more developed the traditional marketing strategy and the more clearly defined the tools, materials, and activities, the more effective social media marketing management will be.

- Private enterprises in Kosovo consider social media marketing to have an advantage over traditional marketing in generating sales, although higher financial investments are still made in traditional marketing methods.

- Despite interactions between financial investments in social media marketing and enterprise size, investment levels remain low, meaning that increased cooperation between these elements does not significantly influence sales growth.

- Larger enterprises (by number of employees) allocate higher financial investments in managing social media platforms during a fiscal year. Differences are noted in hiring dedicated personnel (agencies or individual workers), hardware and software infrastructure investments, and application-related expenditures.

- Facebook, Instagram, and YouTube are the most widely used social media tools by individuals, while forums and blogs are the least used. Of 400 sampled participants, 95% use Facebook, 66% use Instagram, 57% use YouTube, 41% use Google+, 38% use Snapchat, 22% use Twitter, 21% use LinkedIn, 7% use forums, and 5% use blogs.

- Receiving information and communicating with others are the primary reasons individuals use platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube (88% and 80% respectively).

- In Kosovo, social media usage is lower among men compared to women (45% vs. 55%). Both genders use social media mainly for information (34% and 49%), communication (29% and 44%), and professional purposes (19% and 26%). Men use social media least for shopping, while women use it least for passing time.

- Individuals aged 18–29 are the most active social media users (64%), while those aged 65+ use it the least. Facebook, Instagram, and YouTube are the most used platforms across all age groups, with Facebook leading especially among the youngest (18–29) and oldest (65+) users. YouTube is most used among the 50–64 age group, while Snapchat is most used among 18–29-year-olds.

- Employment status does not significantly impact social media usage; the most active users are those employed full-time (45%). Regarding education level, university graduates use social media more than individuals with only primary education.

- Kosovo users are mostly classified as spectators, collectors, collaborators, critics, creators, and passive users based on their social media activity levels.

Recommendations

- It is recommended that enterprises utilize other available tools on social media platforms besides networks, especially to differentiate from competitors and increase interactivity through blogs and forums.

- Enterprises currently using only Facebook should also activate on Instagram and YouTube, as these are cost-effective platforms.
- Snapchat should be used for targeting the 18–29 age group, Facebook for the 65+ age group, and YouTube for the 50–64 age group, through specific marketing strategies.
- Before using social media tools and techniques, enterprises should develop a project plan and clearly define a strategy with set objectives.
- Enterprises practicing traditional marketing techniques should have ready materials from their MT strategy (e.g., logo design, posters, TV ads) to more easily integrate them into social media marketing activities.
- Kosovo-based enterprises should apply marketing elements such as advertising, promotion, public relations, campaigns, or customer services using social media tools to boost sales over traditional methods.
- Enterprises should increase both financial investments and enterprise size metrics beyond current levels to have a more meaningful impact on sales.
- Small and medium-sized enterprises should raise their annual budget allocations for social media platforms, as it can positively impact human resource capacity, motivation, and implementation of adequate strategies.
- Future researchers are encouraged to conduct more studies on social media marketing, as understanding and using new media will continuously evolve in line with advancements in information technology.

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