

THE IMPACT OF SOCIAL MEDIA ON SUCCESSFUL DECISION-MAKING TOWARDS INCREASED SALES

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Abstract

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The main purpose of this paper is to address the impact of social media on the performance of businesses, specifically on businesses in Kosovo. While technology is advancing more and more, social media has become routine for every business, especially for businesses that use these social media to improve their performance in various ways such as: achieving business objectives, increasing sales, and building their brand image through social media (Ile et al., 2018). The research method used in this scientific paper is based on the international scientific literature and the practical experience of the authors with a focus on improving decision-making in order to increase sales to various businesses. We focused on the collection and processing of primary data by formulating two questionnaires, one for consumers and one for businesses regarding the impact of networks social in making decisions for purchasing products and increasing the quality of decisions from businesses to increase sales to businesses. From the results of this study, we were able to conclude that social media in general has a positive impact on improving the performance of businesses, especially Kosovar businesses. Also, the results show that a significant part of Kosovar businesses can adapt to the trends that technology is bringing and we can say that the future will send even more to the use of different platforms that enable online sales.

Keywords: Social Media, Business Performance, Consumer, Social Networks, Marketing

Authors' individual contribution: Conceptualization — F.V. and P.M.; Methodology — F.V. and P.M.; Data Curation — F.V. and P.M.; Writing — Original Draft — F.V. and P.M.; Writing — Review & Editing — F.V. and P.M.

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1. INTRODUCTION

This paper presents the impact of social media in improving the performance of businesses in Kosovo. Today, social media is a powerful tool that helps businesses to perform well in a market where the internet and digital phones are now an inseparable part of us and thus enable those businesses to communicate at any moment with their existing customers, as well as with potential ones.

While technology is advancing more and more, social media has become routine for every business, especially for businesses that use these social media to improve their performance in various ways such as: achieving business objectives, increasing sales, and building their brand image through social media (Ile et al., 2018).

Dahale et al. (2021) point out that the effectiveness of social media as a marketing tool is possible only

when the organization with its presence in social media provides concrete and timely information to consumers.

According to Ng (2015), choosing appropriate social media metrics is important for a company's managers to ensure that the right data is being collected and measured, and thus, they can accurately monitor business performance resulting from media use social. After that, managers can make more accurate decisions about future investments in social media marketing and advertising.

Every business must adopt social networks for their business because there can be many benefits such as social networks significantly reducing the advertising budget, these social platforms enable organizations to create new partnerships with other organizations, and these were some of the findings by Musungwini et al. (2014).

Now, the presence of businesses on social networks has become a necessity because precisely these social networks are the place where customers search for products, follow and engage with their favorite brands, and then share their experiences with others. So, businesses need to be where their customers are, communicating, providing value, and creating long-term customer relationships.

Some of the main issues that have been examined in this scientific paper are the importance of social media in general, the difference between social media and social networks, the impact of social media on the performance of businesses, platforms that help improve the performance of businesses, social media strategies and other important issues on how consumers make purchasing decisions on social networks, i.e., how these social networks influence them to make online purchases or to become more informed about a particular brand, product or the service.

The main purpose of this paper is to address the impact of social media on the performance of businesses, specifically on businesses in Kosovo.

The objectives of this paper are formulated as follows:

- 1) to analyze how businesses use social media as a successful form of marketing and communication;
- 2) to evaluate the impact of social media on the performance of businesses;
- 3) to evaluate the impact of social media on the purchase decisions of consumers.

Therefore, the research questions of the study are:

RQ1: Can social media affect business performance?

RQ2: Does social media influence consumers to buy more?

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 describes the methodology used to achieve this paper's objectives and the methods used for data collection. Section 4 presents the results. Section 5 provides the conclusions of the study and some recommendations.

2. LITERATURE REVIEW

Social media provides opportunities for people to share ideas, materials, content, thoughts, and relationships online. They can differ from traditional media, as anyone can create, comment on, and add

to social media content, which can be in the form of texts, audio, video, images, and authored communities (Scott, 2021).

In the online world, social media has redefined the way people interact with each other, enabling them to build relationships without geographic and demographic barriers, however, the influence of social media does not stop there, they said (Kotler et al., 2016).

Initially, social media was a way to interact with friends and family, but later on, businesses agreed that they wanted to take advantage of this new method of popular communication to reach their customers, so we can say that the power of social media is the ability to connect and exchange information with anyone on Earth, or with many people simultaneously (Dollarhide, 2023).

The reason why social media marketing is important now more than ever is because social media is where buyers and customers are engaging (Ku, 2023).

Some of the activities of businesses in social media consisted of maintaining good relations with customers promoting the brand or products and continuing with other opportunities that these media offer, such as engaging customers in the development/creation of products news, information about customer preferences, as well as new product/service opportunities based on needs identified through semantic analysis of social media users' posts (Polańska, 2014).

Social media has not only been used by businesses as a marketing medium but has also been used to obtain information about the market, competitors, and customers as a tool to improve business performance and innovation (Soelaiman & Ekawati, 2022).

According to Ciprian (2015), social media marketing has become an essential part of the online marketing strategy for small businesses because of the cost, and speed to reach the target audience and generate more sales.

In similar research, Paquette (2013) concluded that retailers can increase their brand awareness by being creative when engaging customers on social media sites, as well as knowing which social media sites a company's target market uses. is another key factor that guarantees that online marketing will be successful.

It is important to know the difference between social media and social networks, so Scott (2021) clearly defined the difference between them as follows:

- social media is a superstructure, which means the totality of different media that people use to communicate on the Internet, they include blogs, Wikis, sharing videos, photos, and much more;

- while a subset of social media is the social network, a term used to refer to the way people interact on internet platforms such as Facebook, X/Twitter, LinkedIn, and other similar platforms, we are dealing with a social network, when users create a personal profile and interact to become part of a community (Scott, 2021).

Next, we will present some of the social media that help improve business performance.

Figure 1. Social media marketing platforms

Source: Baker (2023).

If you ask why social media presence is so important for businesses? The correct answer is that millions of people are on social media and now is the perfect time to use it to promote your business. A social media presence allows businesses to reach a wider audience faster and at a lower cost. Businesses can use social media to build authority, to show what the business is and what they offer, and to show that they can be trusted and that they are approachable. They help businesses generate revenue through various advertisements or posts, when people react to them, or when they get more clicks this results in revenue for businesses, then when businesses manage to be successful in these marketing tools, people with influencers will be willing to collaborate with them, talk about your brand, products or services. Another important thing that social media offers is that businesses with their presence on different platforms have the opportunity to get to know their customers better (Hasain, 2023).

Now, consumers no longer have to rely on traditional media to get information about a product before making their purchase, because the use of social media enables them to easily have such information (Jamil et al., 2021), easily and very quickly.

Another research by Ismajli et al. (2022) shows how the COVID-19 pandemic changed the behavior of consumers, making them increase their online purchases and many of them continue with this trend.

For businesses to achieve high performance through the use of social media, they must first create a proper social media strategy, according to Schaffer (2013), who says creating a powerful social media strategy is the secret to managing social media return on investment (ROI). So, a concise social media strategy with well-defined objectives,

tactics, and metrics is the most rational solution to help you manage and understand all the social media activities your staff engages in. You'll no longer have to wonder how well you're doing on social media: instead, once you have a social media strategy, you'll be asking yourself what more you can do to maximize your business's success.

According to Brenner (2023), social media has multiple positive impacts on business in terms of brand recognition, customer engagement, revenue, and customer service. It also is a great tool to evaluate your competitors and how they are using social media for their growth. Also, Gibson (2018) shows the importance of social media marketing for a positive increase in brand loyalty, brand recognition and foot traffic.

In another scientific research, Emmanuel et al. (2022) conclude that the use of social media by B2B firms positively affects customer retention, transaction cost, customer relationship management, and financial performance.

According to Quesenberry (2018), social media should be treated separately, but still integrated into traditional marketing communication, even though social media goes beyond the disciplines of advertising, public relations, and even marketing itself because when marketers open a commitment to social channels, they will also find questions and interactions with customers that are more relevant to other business units such as operations, customer service, and human resources. So, a social media strategy affects the entire business organization.

Lockett (2018) states that ads in social media influenced the increase in sales of companies by a minimum of 25% within 6 months of implementation.

According to Appel et al. (2020), customer care through digital channels will change in the future, although to date many brands have used social media platforms as a place for providing customer care, addressing their specific questions and solving problems, while in the future this social media-based customer care is expected to become even more personalized and ubiquitous, where customers can engage with businesses anywhere and anytime, which is happening now that everything is more accessible and faster in terms of engaging businesses with customers through the use of social media. As Abuhashesh (2014) says, customers now have the authority and ability to become an important part of a business's product or service development process.

Another study by Nam and Hwang (2021) had the results that the creation of content by consumers, the exchange of information and the provision of comments on information are influenced by their digital literacy, need for recognition and self-esteem.

Businesses that are active on social media should also pay attention to the comments that customers can make after buying/receiving a product/service because many people are inclined to trust them, whereas Venkateswaran et al. (2019) say that active users of social media users are more likely to read online reviews to learn more about a product and to know the reliability, reputation, and history of a business before purchasing.

Tourani (2022) states that businesses should include social media in their marketing strategy because according to him, it will result in

the improvement of their performance, and at the same time it can lead to long-term relationships between businesses and customers.

The hypotheses are formulated as follows:

H1: Social media positively influences businesses to achieve high performance in the relevant market.

H2: Social networks provide consumers with more information about products/services and this leads them to buy more.

3. RESEARCH METHODOLOGY AND DATA

The research method used in this scientific paper is based on the international scientific literature and the practical experience of the authors with a focus on improving decision-making in order to increase sales to various businesses. Based on the research findings of the scientific literature and the personal experiences of the authors in order to achieve the purpose of this paper, we focused on the collection and processing of primary data by formulating two questionnaires, one for consumers and one for businesses regarding the impact of networks social in making decisions for purchasing products and increasing the quality of decisions from businesses to increase sales to businesses. During the compilation of the questionnaire, we paid special attention to the drafting of the questions, where the structure and form of the questionnaire were such that the answers received from consumers and businesses were in accordance with the validation of the hypotheses of this scientific paper. The questions in the questionnaires were different, starting with demographic questions, questions with options, open questions, and Likert-scale questions. The first questionnaire consisted of 13 questions, while the second questionnaire consisted of 16 questions. These questionnaires were prepared online using Google Forms and distributed in two forms: directly and through social networks (Facebook, Instagram, Gmail, and WhatsApp). Meanwhile, for the presentation of the collected data, we used the Excel program and the Statistical Package for the Social Sciences (SPSS) software,

which helped us to first code the data to continue with the breakdown and reflection of the results presented through various graphs, where these data after the analysis are explained in detail, the same program was also used to test the hypotheses which were two in this research and are presented through tables.

4. RESEARCH RESULTS

4.1. Data realized from the questionnaire

In this part of the paper, we have focused on the results of the questionnaire which we carried out with 100 different businesses from most of the municipalities of Kosovo and with 500 different individuals as consumers from most of the municipalities of Kosovo, related to the topic "The impact of social media on successful decision-making towards increased sales", where they were explained in detail below through the figures and comments of each figure extracted from the aforementioned questionnaires. The questions were asked directly and online through social media where these respondents from Kosovo are more active. The analyses used in this research were: descriptive analysis and Pearson correlation analysis from the SPSS software. Below you can find various graphics and tables which also contain texts that describe each of them. As a result of the answers to the questions in the two aforementioned questionnaires, we can conclude that the readers of this paper will gain sufficient knowledge regarding making successful decisions in terms of increasing sales for their businesses.

Figure 2 shows the types of businesses, where most of them specifically, 53 are businesses that deal only with trade, 30 businesses that deal with services, 8 businesses that deal with production, 5 of them are commercial and manufacturing, 2 are commercial, manufacturing and service, 1 business is commercial and service, as well as 1 other is both manufacturing and service.

Figure 2. Types of businesses

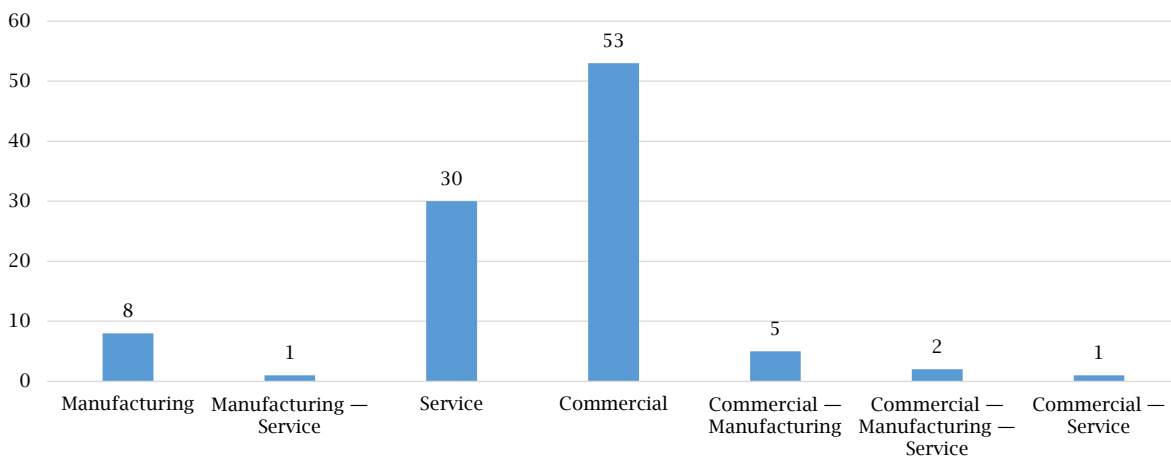
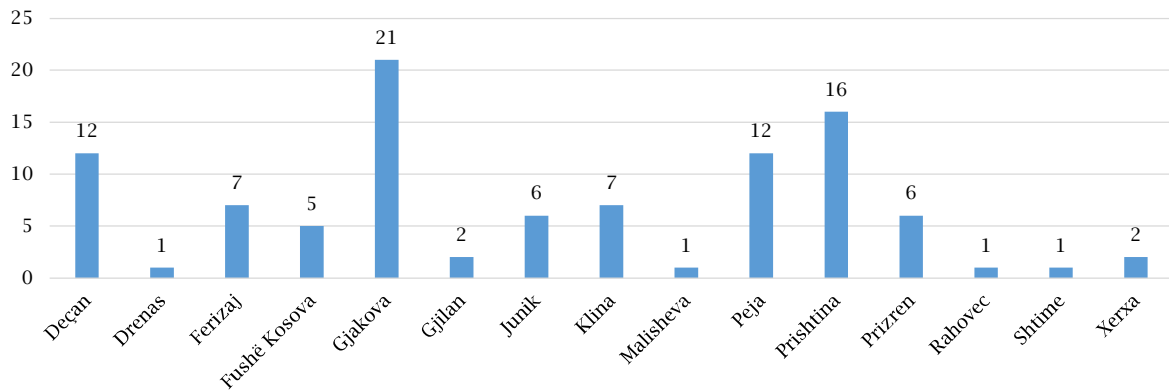


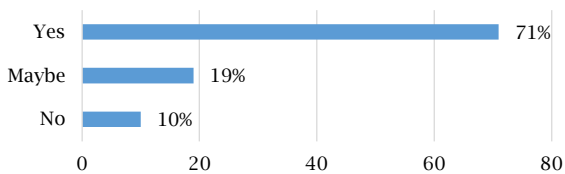
Figure 3. The place where businesses exercise their activity



Here are the places where the surveyed Kosovar businesses carry out their business activities, where we have the largest participation: Gjakova with 21 of them, Prishtina with 16, Peja and Deçani with 12 each, Ferizaj and Klina with 7 of them, Prizren and Junik also from 6 participating businesses, 5 businesses in Fushë Kosova, and with smaller participation we can list Gjilan, Xerxa, Shtime, Malisheva, Rahovec, and Drenas.

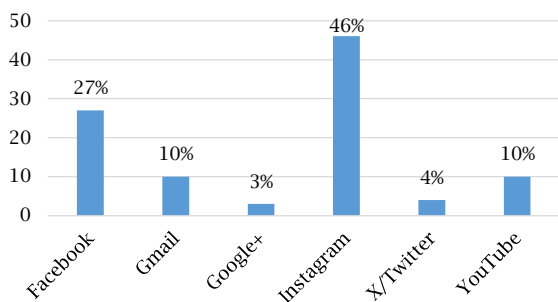
In the question of whether Kosovar businesses use marketing channels such as social media, we have the following results: 71% said that they use social media for promotion, 19% of them said maybe, and 10% of these businesses do not use social media.

Figure 4. Businesses that use marketing channels such as social media to promote their products/services



Based on Figure 5, in Kosovo, the Instagram application is the most used by businesses, 46% of these businesses confirm it, then comes Facebook with 27% of them, 10% are using YouTube, and another 10% use Gmail, while a smaller percentage are the applications: X/Twitter with 4% and Google+ with 3%.

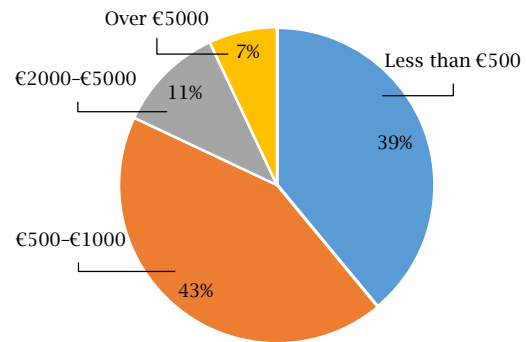
Figure 5. Social media platforms most used by Kosovar businesses



The amounts that businesses spend on social media expressed annually are: 43% spend €500-€1000,

39% — less than €500, 11% — €2000-€5000, while 7% of them spend over €5000.

Figure 6. Business spending on social media (per year)



That social media is a good opportunity for online sales and communication with customers is fully agreed with a large percentage of 61% of businesses, 21% agree, 9% are neutral, 5% disagree and 4% are of those who do not agree at all.

Figure 7. Social media provides opportunities for online sales and customer communication

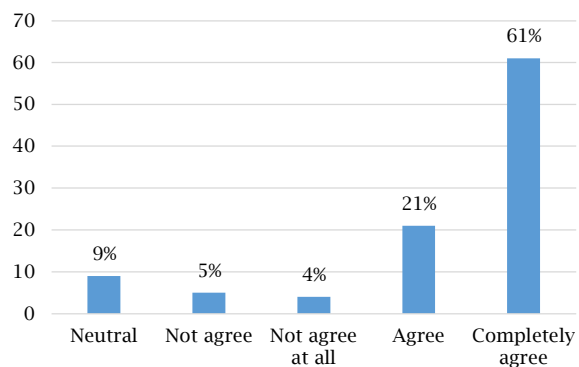
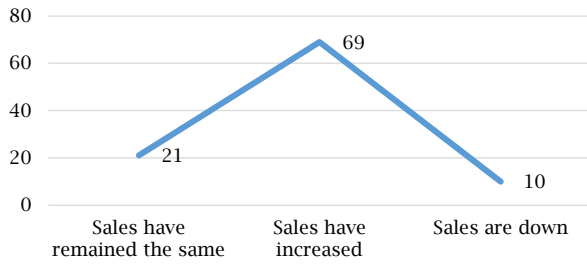


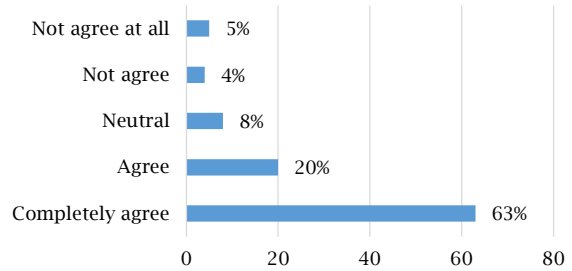
Figure 8 shows that 69 Kosovar businesses state that social media has influenced their sales to increase, 21 businesses say that sales remain the same and 10 of these surveyed businesses say that social media has not helped at all and that their sales have decreased.

Figure 8. The impact of social media on the sale of products/services



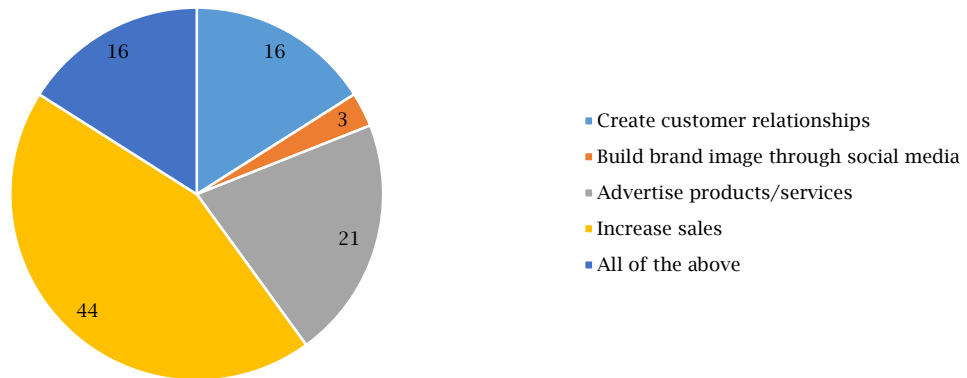
Being present on social media helps businesses to increase their audience online, 63% of businesses fully agree with this, 20% of businesses agree, 8% are neutral, 5% of businesses do not think so at all, and 4% of businesses also do not agree.

Figure 9. Social media presence and importance in growing online audience



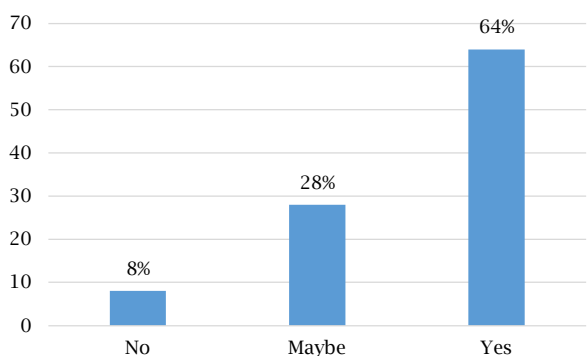
Some of the reasons businesses use social media are mostly: increasing sales, advertising products/services, creating customer relationships, and building brand image through social media.

Figure 10. Intentions of businesses through the use of social media



Businesses attach importance to posts and advertising because through them customers engage and react to make purchases, the largest percentage of businesses say yes, that is 64%, maybe, or those who are not very sure 28% and 8% express no.

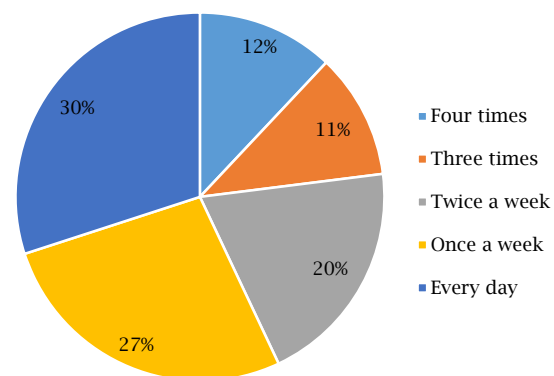
Figure 11. Customer reactions to posts or advertisements made by businesses through social media



The largest percentage of businesses take care to post/advertise their products/services every day, respectively 30% of them, 27% only once

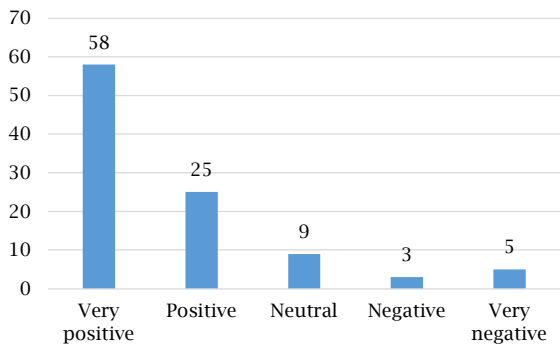
a week, 20% twice a week, 12% four times, and 11% posting/advertising three times a week.

Figure 12. Percentage of businesses that post/advertise on their social media expressed per week



Another very important question for our work was how social media generally affects the performance of businesses, where out of 100 businesses, 83 of them combined very positive and positive impacts on their performance, 9 are neutral, 5 are very negative and 3 of them are negative.

Figure 13. Assessment of the impact of social media on business performance



From the second questionnaire with clients who are users of social networks in Kosovo, we have the following results.

Figure 14 shows the gender structure according to age where it can be seen that from the age of 15–20 years old participants in this questionnaire, 50 of them are female and 29 are male, then from the age of 21–30 years old 161 are female and 88 are of the male gender, while from the age of 31–40 years old, there are 55 of the female gender and 51 the male gender, from the age of 41–50 years old there are 22 of the female gender and 25 of the male gender and over the age of 50 years old 6 are of the female gender and 13 of the masculine gender.

Figure 14. Age and gender of participants

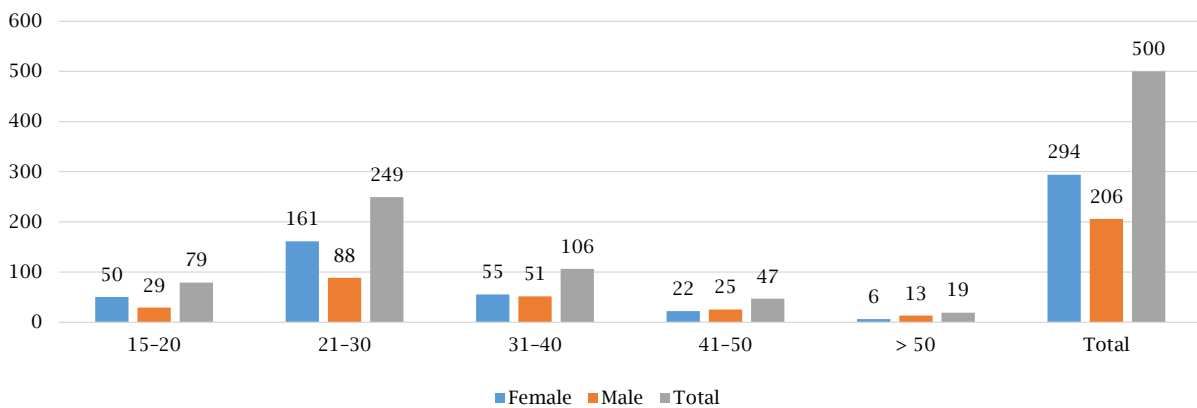
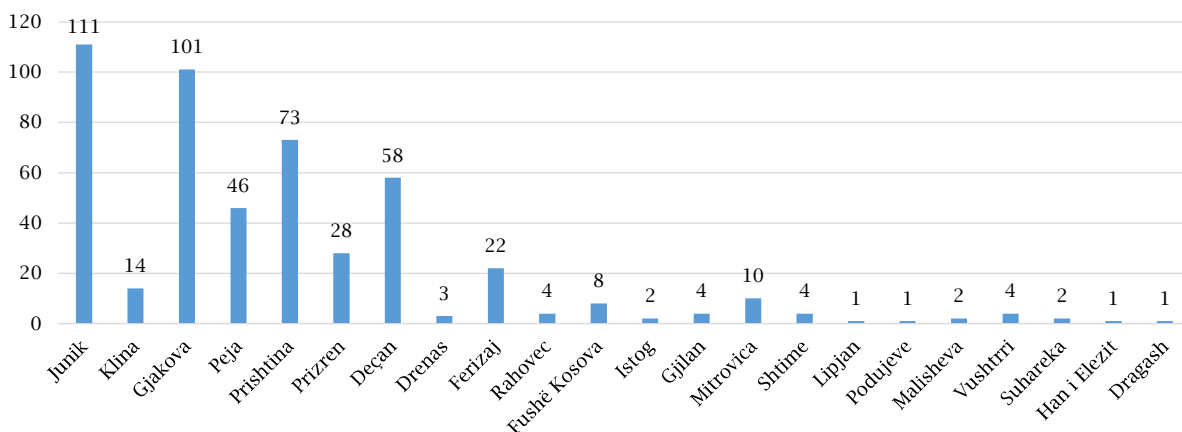


Figure 15 shows the structure of the participants in the questionnaire according to the cities of Kosovo, where it can be seen that 111 participants are from Junik, 14 participants are from Klina, 101 from Gjakova, 46 from Peja, 73 are from Prishtina, 28 from Prizren, 58 from Deçan, 3 from Drenas, 22 from Ferizaj, 4 from Rahoveci, 8 from

Fushë Kosova, 2 from Istog, 4 from Gjilan, 10 from Mitrovica, 4 from Shtime, 1 from Lipjani, 1 from Podujeve, 2 from Malisheva, 4 from Vushtrri, 2 from Suhareka, 1 from Han i Elezit, and 1 participant from Dragash. So, the largest number of participants are from Junik, Gjakova, Prishtina, Deçan, and Peja.

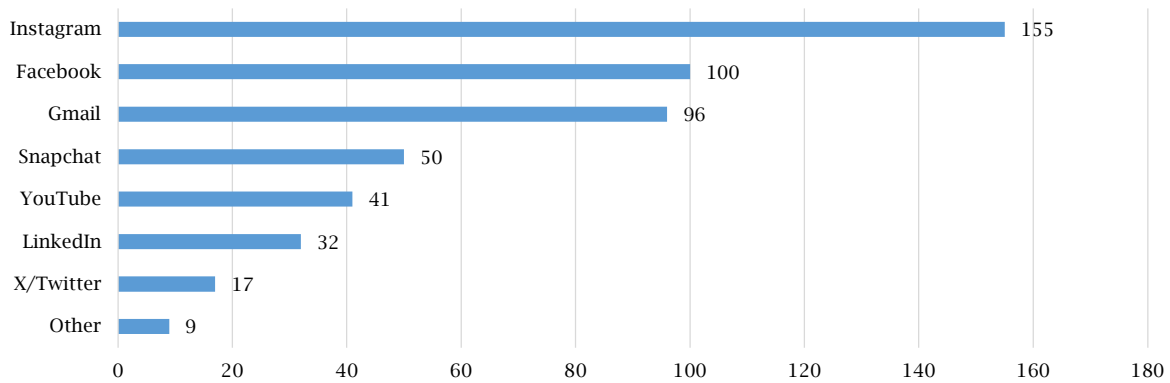
Figure 15. Structure of participants according to the cities of Kosovo



In Figure 16 it can be seen that Instagram as a social networking platform is used the most by 155 participants, followed by Facebook with 100 participants, then by Gmail with 96 participants,

Snapchat with 50, YouTube with 41 participants, LinkedIn with 32, X/Twitter with 17 participants, and other platforms 9 participants.

Figure 16. The most used platforms



The graph in Figure 17 shows the hours spent per day by the participants of the questionnaire on social networks, where it can be seen that 28 people spend less than 1 hour a day, 101 people spend

1 hour a day, 143 people spend 2 hours a day, 106 people spend 3 hours a day, 47 people spend 4 hours a day, and 75 people spend on social networks more than 4 hours a day.

Figure 17. The time participants spend on social networks

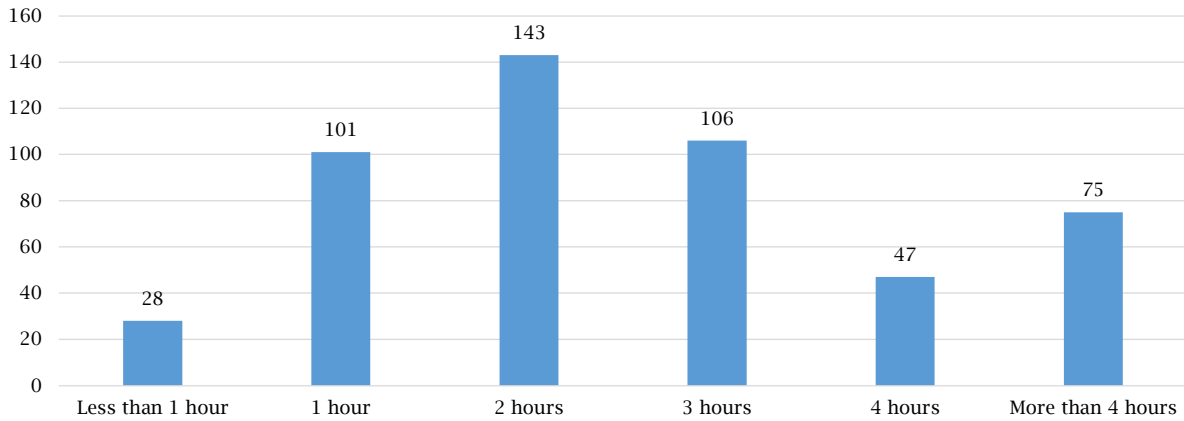
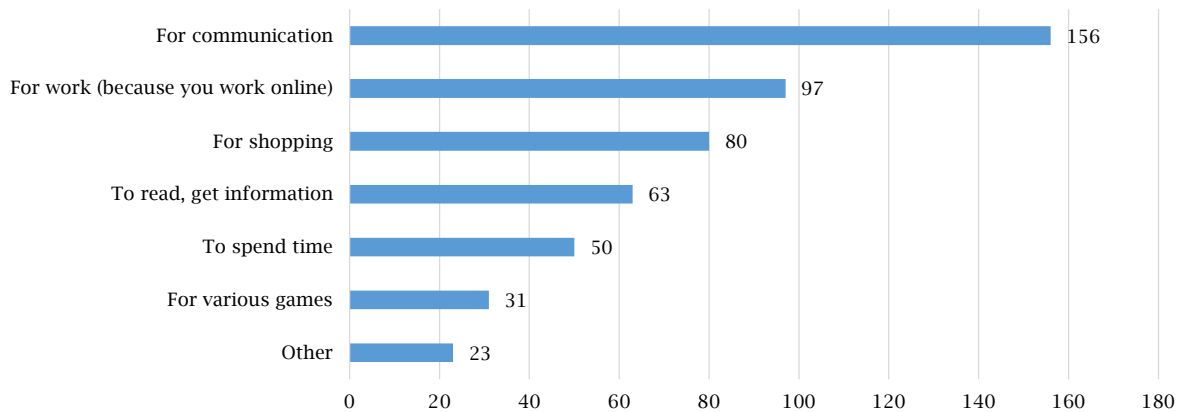


Figure 18 shows the reason why social networks are used by the participants in this questionnaire, where it can be seen that 156 people use them for communication, 97 people use them

for work, 80 people use them for shopping, 63 people use them for reading and receiving information, 50 people use for spending time, 31 people use it for various games and 23 people use it for other reasons.

Figure 18. The reason for using social networks



A percentage of the participants in this questionnaire agree that businesses on social networks, through constant posts or advertisements, have pushed them to buy more products online,

where it turns out that 48% completely agree, 26% agree, 18% are neutral, 7% do not agree, and 1% do not agree at all (see Figure 19).

Figure 19. The influence of posts/advertisements on the purchase of online products

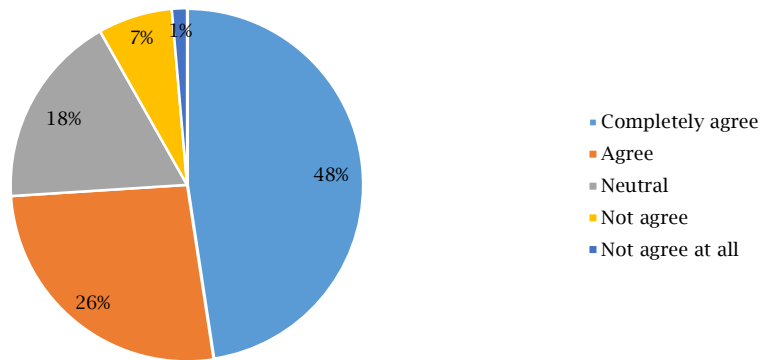
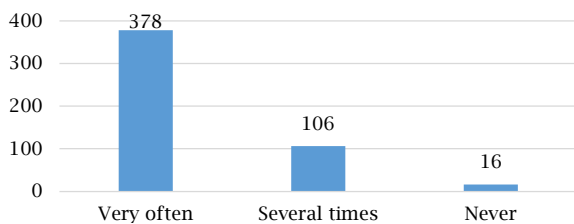


Figure 20. Display of advertisements on social networks



How often has it happened to the participants of this questionnaire to see ads while logged in to social networks, we have the following answers: 378 people have affirmed that it has happened very often, 106 people — several times, and it has never happened to 16 people (see Figure 20).

The graph in Figure 21 shows how the participants of the questionnaire react when they see the ads, where it can be seen that 255 people are interested and click further, 111 people are not interested and pass them, and 134 people are neutral.

Figure 21. Participants' reactions to the display of advertisements on social networks

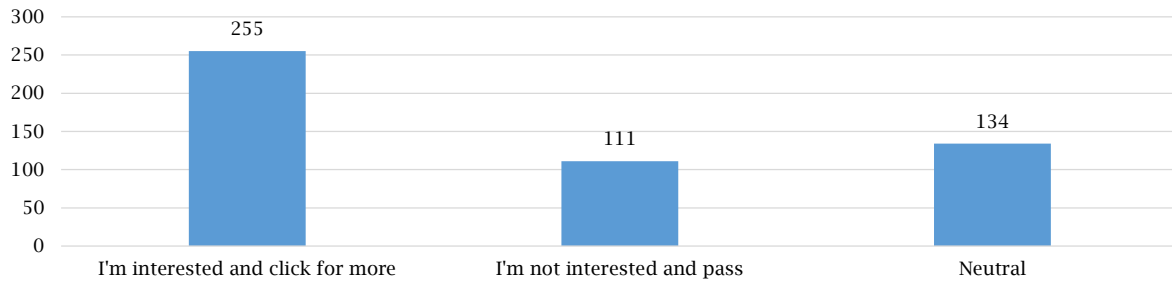


Figure 22 shows how much advertising on social networks has influenced the participants of this questionnaire to buy products or services, it turns out that 59% of the participants of this questionnaire were influenced by advertisements to buy a product, 17% were not influenced, and 24% were neutral about social network ads, for the purchase of products or services.

Figure 22. Purchase of products/services through the display of advertisements on social networks

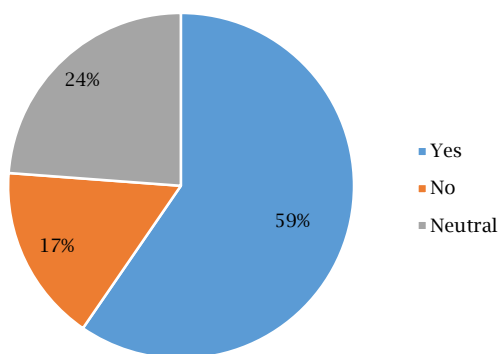
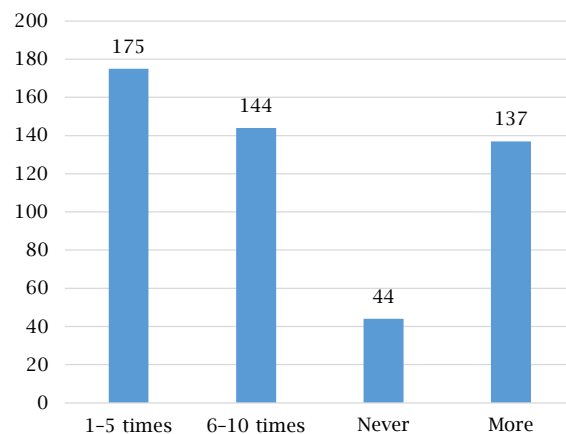


Figure 23 shows the volume of purchases from the participants of the questionnaire to people who were influenced by advertisements on social networks for purchasing products or services, where it turns out that 175 people have bought 1-5 times, 144 people — 6-10 times, 137 people — more than 10 times, and 44 people have never bought.

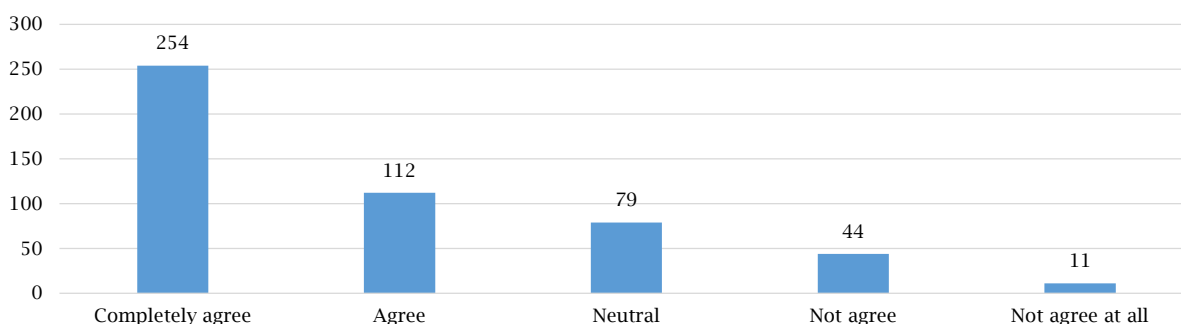
Figure 23. The volume of online purchases



How much do the participants in this questionnaire agree that businesses through posts on social networks have influenced them to buy

products online more, it turns out that 254 people completely agree, 112 agree, 79 people are neutral, 44 people disagree, and 11 people do not agree at all.

Figure 24. Participants' opinions about the influence of social networks on their online purchases



4.2. Hypothesis testing

Here we present the testing of hypotheses through Pearson correlation analysis, i.e., *H1* and *H2*.

In Table A.1 (see Appendix A) through the Pearson correlation analysis, we can see that we generally have strong and positive relationships between these variables, starting here with the *V1* which says that businesses through social media have managed to increase their sales, which variable is seen to have a significant correlation with all other variables, and if we compare it here with *V2* which is at the level of the Pearson coefficient 0.820, which expresses a strong, positive and important relationship between the variables. So, businesses with their presence in social media influence to have an increase in online audiences respectively on the platforms where the businesses are present, i.e., *V1* and *V2*, and continuing with the other variables where we have the largest coefficient of 0.908, where it shows the great relationship between the variables and which states that in general social media has a positive impact on the performance of businesses. Therefore, we can accept *H1*.

Further, in Table A.12 (see Appendix A), we presented the Pearson correlation analysis for testing *H2*, where we also see that we have a positive correlation between the variables selected for analysis. That businesses through social networks offer more information about their products or services is also expressed by consumers, where all this then makes them react when they see the advertisements of different businesses and become interested in more, so this represents *V1* and *V2* with the Pearson coefficient level 0.508. Other variables are also seen to have significant relationships between them since the presence of businesses in social networks has pushed or influenced consumers to buy more online. So, we can accept *H2*.

5. CONCLUSION

From the results of this study, we were able to conclude that social media, in general, has a positive impact on improving the performance of businesses, especially Kosovar businesses, this was confirmed by the participating businesses in our work, where most of them answered with the very positive and positive options because social media has this power

to help them perform at high levels in the markets they operate. It is now necessary and very important for businesses to have a presence on social media as even the largest audience is almost there and they expect to see how businesses promote their products/services, how they attract them, and how much those products/services can help them meet their needs or solve their problems in the best way, so most of the businesses had the opinion that social media enables them to reach this audience online and at the same time social media help create long-term relationships with customers and increase sales. The businesses participating in our work expressed that they attach importance to posts and advertisements on social media because through them customers can engage and have reactions that lead to making a purchase decision, and we also had such answers from the participants of the questionnaire. Secondly, specifically from social media users who share the same opinion that the most genuine businesses with their activity either with posts or different advertisements push them to make purchases even more until this is expressed by 48% of them. Therefore, it was important to have these results also from the active users of social media, where we had these findings that are quite valuable for the paper since they are consistent with how businesses are adapting to changes in customer behavior, whether moreover, the platforms most used by both sides were Instagram and Facebook, so businesses are where the current or even potential customers are. The results show that a significant part of Kosovar businesses can adapt to the trends that technology is bringing and we can say that the future will send even more to the use of different platforms that enable online sales. This paper is important for the future because managers can be notified of the practical results researched in the field, where they can be informed about the problems of clients facing businesses and will also find it easier to make the right decisions in order to meet the wishes, needs and demands of their clients.

This paper suggests some recommendations for businesses in Kosovo: businesses should constantly advance through scientific and technological developments in the direction of using innovative technological equipment related to creating the closest and fastest contact with clients who use social networks, for example, the application of

many software in all smart devices that can be downloaded in the play store or even in other applications. Businesses should pay special attention to comments that ask customers in the publications of products or services from businesses for additional information and the answers should be as quick and honest as possible regarding the characteristics of the products or services that these businesses sell and also be attentive to the comments that customers can leave on their social networks after using or experiencing your brand because it can also determine your potential clientele. Having an adequate staff that deals with the management part of social networks and at the same time with the continuous communication with the clientele depending on their needs. To continue with the strategy of posting their products or services every day, those businesses

that apply it only once a week should increase the number of posts, and stories because in this form they attract more attention from their customers and cause more reactions around them.

It should be noted that although questionnaires can be a valuable tool for gathering certain knowledge, they have their limitations in this study, for example, respondents may not always provide accurate or complete information, especially when about complex topics such as decision-making processes, another limitation is that they may introduce biases, as participants may provide desirable answers or may not fully understand the nuances of their decision-making influenced by social media, also questionnaire respondents may not fully represent the diversity of social media users and businesses, limiting the generalizability of the findings.

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APPENDIX A

Table A.1. Pearson correlations analysis for testing H1

| Description of variables | | V1. Then, how has the use of social media affected your sales? | V2. Social media presence is important because it helps to increase your online audience. | V3. Do your social media posts or ads influence customers to respond more to your product or service? | V4. How do you assess the impact of social media on the performance of your business in general? |
|-------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| V1. Then, how has the use of social media affected your sales? | Pearson correlation | 1 | | | |
| V2. Social media presence is important because it helps to increase your online audience. | | 0.820 | 1 | | |
| V3. Do your social media posts or ads influence customers to respond more to your product or service? | | 0.656 | 0.504 | 1 | |
| V4. How do you assess the impact of social media on the performance of your business in general? | | 0.802 | 0.908 | 0.542 | 1 |

Table A.2. Pearson correlations analysis for testing H2

| Description of variables | | V1. Do you agree that businesses that are present on social networks provide enough information about their products or services? | V2. How do you react when you see advertisements often? | V3. Have social media ads influenced you to buy a product/service? | V4. Do you agree that businesses on social networks, through constant posts or advertisements, have pushed you to buy products online more? |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| V1. Do you agree that businesses that are present on social networks provide enough information about their products or services? | Pearson correlation | 1 | | | |
| V2. How do you react when you see advertisements often? | | 0.508 | 1 | | |
| V3. Have social media ads influenced you to buy a product/service? | | 0.406 | 0.487 | 1 | |
| V4. Do you agree that businesses on social networks, through constant posts or advertisements, have pushed you to buy products online more? | | 0.665 | 0.550 | 0.481 | 1 |

APPENDIX B

Questionnaire 1

1. Type of businesses? _____
2. The place where businesses operate? _____
3. Do you use a marketing channel like social media to promote your business?

| | | |
|-----|----|-------|
| Yes | No | Maybe |
|-----|----|-------|
4. If yes, which social media platforms do you use the most?

| | | | | | | |
|----------|-----------|---------|-----------|---------|-------|-------|
| Facebook | Instagram | Google+ | X/Twitter | YouTube | Gmail | Other |
|----------|-----------|---------|-----------|---------|-------|-------|
5. How much do you spend on social media marketing (per year)?

| | | | |
|----------------|------------|-------------|------------|
| Less than €500 | €500-€1000 | €2000-€5000 | Over €5000 |
|----------------|------------|-------------|------------|
6. Today social media is an opportunity to sell online and communicate with customers.

| | | | | |
|--------------------|-------|---------|----------------|----------------------|
| I completely agree | Agree | Neutral | I do not agree | I don't agree at all |
|--------------------|-------|---------|----------------|----------------------|
7. So, how has the use of social media affected your sales?

| | | |
|--------------|------------------|-----------------------------|
| They grew up | They are reduced | They have remained the same |
|--------------|------------------|-----------------------------|
8. Is social media presence important because it helps you reach your audience online?

| | | | | |
|--------------------|-------|---------|----------------|----------------------|
| I completely agree | Agree | Neutral | I do not agree | I don't agree at all |
|--------------------|-------|---------|----------------|----------------------|
9. What are the goals that you want to achieve by using social media?

| | | | | |
|----------------|----------------------------------|-------------------------------------|-------------------------------------------|------------------|
| Increase sales | Advertising of products/services | Establishing customer relationships | Building brand image through social media | All of the above |
|----------------|----------------------------------|-------------------------------------|-------------------------------------------|------------------|
10. Do your social media posts or ads make customers more responsive to your product or service?

| | | |
|-----|----|-------|
| Yes | No | Maybe |
|-----|----|-------|
11. If yes, how often do you take care to share online (post-advertise) your products/services with the clientele (in a week)?

| | | | | |
|-------------|--------------|--------------------|-------------------|-----------|
| Once a week | Twice a week | Three times a week | Four times a week | Every day |
|-------------|--------------|--------------------|-------------------|-----------|
12. How do you rate the impact of social media on your overall business performance?

| | | | | |
|---------------|----------|---------|----------|---------------|
| Very positive | Positive | Neutral | Negative | Very negative |
|---------------|----------|---------|----------|---------------|
13. Do you consider it necessary in your business to have competent people who deal with social media management (social media manager)?

| | |
|-----|----|
| Yes | No |
|-----|----|

Questionnaire 2

1. Gender

| | |
|--------|------|
| Female | Male |
|--------|------|
2. Age

| | | | | |
|-------|-------|-------|-------|---------|
| 15-20 | 21-30 | 31-40 | 41-50 | Over 50 |
|-------|-------|-------|-------|---------|
3. The city: _____
4. Your level of education

| | | | | |
|-------------|-----------------------|--------|-----|--------------------------|
| High school | University (Bachelor) | Master | PhD | Scientific academic call |
|-------------|-----------------------|--------|-----|--------------------------|

5. Which social networking platforms do you use most often?

Facebook Instagram WhatsApp Snapchat YouTube X/Twitter LinkedIn Gmail Other

6. How many hours a day do you spend on social media?

Less than 1 hour 1 hour 2 hours 3 hours 4 hours More than 4 hours

7. Why do you use these social media?

For work (because you work online) Communication with friends, family For purchase For various games To pass the time To read, get information Other

8. Do you agree that businesses that are present on social networks provide enough information about their products or services?

I completely agree Agree Neutral I do not agree I don't agree at all

9. Have you often seen ads while you are connected to social networks?

More often Sometimes Never

10. Has it happened to you that those ads that have been shown to you before have been customized according to your needs or desires?

Yes No Sometimes

11. How do you react when you see advertisements often?

I am interested and click for more I'm not interested and pass it Neutral

12. Have social media ads influenced you to buy a product/service?

Yes No Sometimes

13. If yes, how many times have you made online purchases through social media?

1-5 times 6-10 times More

14. Do you agree that businesses on social media, through constant posts or advertisements, have pushed you to buy products online more?

I completely agree Agree Neutral I do not agree I don't agree at all

15. From 1 to 10, how much do you trust online shopping? _____

16. Any suggestions for businesses that are active on social networks, or that also sell online?
