

IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

Visar Rrustemi ¹

Edona Draga ²

Abstract: *In today's technology-driven world, where the Internet is part of the daily life of people all over the world, a new form of interaction and communication is gaining more and more importance. Social networks have become a channel through which businesses can expand their marketing tactics, connecting their brands directly with customers, where they can exchange information, views and experiences with each other. This paper aims to research and analyze the role of social media in the decision-making process of consumers for purchases. Also, through this paper we can analyze whether consumers in our country are influenced to buy by social media. For the realization of this scientific paper, in the first part we will apply secondary data and the rest will be realized with primary data which will be collected through the questionnaire that was distributed to the consumers in the city of Peja. From the electronic questionnaire, the findings show that for some consumers their purchases are influenced by social media (26.8%), while for the rest social media do not play a role in the consumer's decision to buy products. As a result of this study, there are a number of practical and theoretical implications. Entrepreneurs should make an effort to differentiate themselves from others by keeping customers aware of the products they offer. This paper provides different results compared to previous studies, in terms of the factors that influence the purchasing behavior of consumers.*

Keywords: *Social media, consumer behavior, shopping, consumer decision making, consumer satisfaction.*

JEL Classification: *M31, M37, M39.*

Introduction

In recent years, the internet environment has been seen in a new light. The rapid expansion of social media has transformed the way people communicate and share information, changing the goals of businesses and marketers, and offering a new space for individuals to participate. The social media revolution has resulted in new methods of researching and obtaining information about a wide range of market items and services. Customers are able to connect and discuss brands quickly and easily through it.

Purchasing goods and services for personal consumption is referred to as consumer behavior. The study of consumer buying behavior is an examination of how consumers decide which products to purchase based on their needs and wants. It is a study of the actions of consumers that lead them to buy and use certain products. Consumers are no longer passive recipients of marketing messages, they use Facebook, MySpace, YouTube and Twitter to voice their opinions, positive and negative (Sinclair & Vogus, 2011). According to (Wertime & Fenwick, 2008), in recent

years, we have seen a transition in consumer behavior, from consumers as spectators to consumers as participants.

In purchasing behavior research, consumers examine a variety of situations, including what they purchase, why they purchase, when they purchase, how frequently they purchase, and why they purchase. Consumers have varying thoughts and attitudes when it comes to purchasing a product. A product's failure may be attributed to the inability to understand the customer's reaction. A variety of factors influence consumer behavior, such as changes in technology, trends, lifestyles, disposable income, and other factors. To align their marketing efforts in accordance with these factors, businesses must understand the factors influencing their marketing efforts.

2. Literature Review

2.1. Social Media

Several new definitions of social media have been given, both within the communication discipline and across related disciplines such as public relations, information science, and mass media. Definitions typically converge around the notion that social media refers to digital technologies that emphasize user-generated content or interaction.

Some existing definitions are relatively simple, focusing on the nature of message construction in social media. For example (Russo, Watkins, Kelly, & Chan, 2008) defined social media as "*that which facilitates online communication, networking and/or collaboration*".

Social media is often conceived in a technocentric way, based on specific devices or tool capabilities, often considered synonymous with web 2.0 or collaborative networking. Web 2.0 refers to web-based tools that rely on user-generated content that is constantly evolving and improving (Carr & Hayes, 2015).

(Carr & Hayes, 2015), define social media as Internet-based channels that enable users to communicate opportunistically and selectively, in real time or asynchronously, with large and limited audiences that receive value from user-generated content and the sense of contact with others.

Consumers, societies, and corporations have been transformed by the Internet and virtual communities through the availability of broad information, the improvement of social networks, and the improvement of communication skills. In this sense, social media can be defined as websites that connect millions of individuals around the world with similar interests, viewpoints, and hobbies. People of all ages use blogs, YouTube, MySpace, Facebook, Instagram, and Twitter as social media platforms (Loays & Stocia, 2014).

Users interact utilizing various online forms (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to exchange opinions about a certain product, service, or brand and to contact other customers, who are viewed as information sources. Social media has also affected customer behavior, such as words of displeasure or behaviors regarding a product or organization, from information acquisition through post-purchase behavior. According to business executives,

companies need to participate in social media sites such as Facebook, Twitter, Myspace, and others in order to compete in the online environment because it is significantly more efficient than traditional communication channels in terms of efficiency. Through the presence of likes and inclusion in circles by users on social networks, a variable number of positive and negative comments will be posted about the corporation (Loays & Stocia, 2014).

It is common for consumers to use social networks in their daily lives for a variety of reasons. The majority of online shoppers consider social media to be a valuable and reliable source of information when researching products and services (Loays & Stocia, 2014).

Communication through social media can have a significant impact on a buyer's decision to purchase. Even a small amount of negative information contained in a few posts may have a significant impact on consumer attitudes (Onete, Albăstroiu, & Dina, 2017).

2.2. Consumer Behavior

Consumer behavior reflects the totality of consumer decisions regarding the purchase, consumption and disposition of goods, services, activities, experiences, people and ideas by decision-making units (Hoyer, MacInnis, & Pieters, 2008). An important part of consumer behavior is an understanding of how consumers choose, use, and dispose of goods and services, as well as their emotional, mental, and behavioral reactions (Radu, 2019).

The study of customers and how they behave while deciding to acquire a product that fits their needs is referred to as consumer purchasing behavior. It is the study of consumer behaviors that lead to the purchase and usage of specific items.

Consumer purchasing behavior is crucial for marketers because it allows them to understand what customers expect. It is beneficial to comprehend what motivates a buyer to purchase a product. It is critical to examine the kind of items that people want so that they can bring them to market. Consumer purchasing behavior investigates various situations such as what consumers purchase, why they buy, when they buy, how frequently consumers buy and much more. (Cloutrack, n.d.).

There are four main types of consumer behavior:

1. Complex buying behavior; When buyers buy an expensive, occasionally purchased goods, they exhibit this sort of behavior. Purchasing decisions and consumer research are heavily influenced by them before making a high-value purchase. An example of complex buying behavior would be buying a house or a car.

2. Buying behavior that reduces dissonance; The consumer is very involved in the purchase process, but has difficulty distinguishing between brands. "Dissonance" can occur when the consumer worries that they will regret their choice.

3. Usual buying behavior; A consumer who routinely purchases a product is not very involved in the product category or brand. An example would be grocery shopping. Purchasing your favorite type of bread from the store is part of your daily routine. It appears that you are displaying a common pattern rather than strong loyalty to a particular brand.

4. Behavior that requires variety: Usually, consumers purchase a different product not because they are unsatisfied with the previous one, but rather because they wish to try something new.

Influencers of consumer behavior are further segmented into 3 factors:

1. Personal Factors: This category observes consumer behavior that fluctuates depending on parameters such as age of the consumer, gender of the consumer also affects the buying behavior, income of the consumer, cultural and spiritual beliefs, pursuits and principles, place where the consumer lives, country of shopping, transportation (Dayal, 2022).

2. Psychological Factors: It is not uncommon for behavior to change or transform involuntarily. It is important to remember that the consumer is a human being with opinions, tastes, and preferences. Therefore, psychological factors consist of factors that cause a change in consumer buying behavior based on perception and attitude, offers, sales, discounts, brand strength and popularity, brand marketing message, social presence and brand contributions. (Dayal, 2022)

3. Social Factors: Family, social groups (reference groups, aspirational groups, and member groups), and the communities in which we live are all social factors that affect consumer behavior (Dayal, 2022).

It cannot be denied that the increasing use of the Internet by end consumers has presented many challenges in the field of marketing research, and more specifically in the field of consumer behavior. Understanding the psychology behind online consumer behavior is key to competing in today's increasingly competitive and globalized markets (Martinez-Ruiz & Moser, 2019).

According to (Martinez-Ruiz & Moser, 2019) various authors found a much greater focus on aspects related to the relationships that consumers develop with online companies and are related to it, the analysis of attitudes, beliefs and feelings that consumers develop as part of their online experiences, thus moving the relationship from the physical into the virtual realm.

2.3. The evolution of the World Wide Web and its impact on consumer behavior

To better understand social media and its impacts on consumer behavior, it is considered necessary to present a brief historical background on the development and implications of the web.

The first phase in the evolution of the WWW was Web 1.0 (commonly referred to as the Basic Web). The WWW was primarily used to share information on a new platform, such as publishing corporate information online and facilitating basic business transactions. It was the first opportunity for businesses to develop an online presence and was mainly used by large international companies. Only a small fraction of consumers used it to stay informed and thus its reach was limited to early adopters of the new technology. Its limited scope and suitability for large companies and basic tasks only meant that Web 1.0 was mainly used for transactional marketing.

Web 1.0 has already shown the potential for relationship marketing on the Internet, for example, the possibility for consumers to have access to a greater breadth of information about products and brands than was physically available in the field (Martinez-Ruiz & Moser, 2019).

Web 2.0 (Social Network) was a big step forward evolving into a platform for collaboration. The WWW was no longer a repository of information, but an enabler of social interaction and collaboration on a global scale, with potentially anyone around the globe accessing the Internet. As a result of Web 2.0, when the user became a direct participant in the relationship between the one who posts information and the one who receives it, as well as having the ability to express their opinion on what was posted, the customer became more powerful and the seller became more cautious about communicating his message publicly (Onete, Albăstroiu, & Dina, 2017).

The third step in the evolution of the WWW was Web 3.0, the Semantic Web that enabled the provision of more relevant and more easily accessible information targeted specifically at consumer groups and based on their online behavior in real time thanks to applications. It further increased the amount and breadth of information available, in real-time and in an interactive way that took into account what decisions consumers made when browsing the Internet and responded to targeted requests and information. (Moser & Martinez-Ruiz, 2019).

The fourth step in the evolution of the WWW was the development of web 4.0 based on wireless communication and mobile devices. Web 4.0 is commonly referred to as the Symbiotic Web, due to its ability to connect people, places, and objects whenever and wherever they may be, both in the physical and virtual worlds, and in real time. Web 4.0 is where we currently stand, with its next steps about to take off and prototypes such as self-driving vehicles poised for mass production.

3. Meta - Analysis

There is a lot of research on the impact of social media on consumer behavior. Where in this table we have presented the findings of several works by different authors, in which I have compiled a summary of the existing literature on the impact of social media on consumer behavior.

Author, year	Title of the paper	The objective of the study	Findings	Recommendation
(Sundararaj & Rejeesh, 2020)	A detailed behavioral analysis on changing consumer and customer behavior in relation to social networking sites.	The main purpose of the study is to analyze the changing behavior of customers on various products by conducting a customer review.	The study found that people tend to use different types of social networking sites to know more about any product collect reviews and give feedback based on it. A number of	This study becomes essential for the firms to set clear objectives, to improvise the goods.

			social networking sites exist, including Facebook, LinkedIn, Twitter, Myspace, and YouTube. In addition, the study revealed that each individual has his or her duration spent on social networking sites, which will ultimately determine the change in the nature or behavior of human beings.	
(Fotis, 2015)	Social media use and its effects on consumer behavior: The context of field travel	This study aims to explore the use and impacts of social media on consumer behavior with a particular focus on holiday travel. To accomplish this goal, a qualitative methodology was designed to provide an insider's perspective on how consumers use social media throughout the vacation travel process and the impacts of such use on consumer behaviors.	Although not resulting from the findings, this study used the state of inertia as a hypothetical behavioral state in order to illustrate the travel process model enabled by social media. Inertia can be present between the post-travel stages and the dreaming stages of the vacation travel process.	This study proposes that social media are the tools and platforms that enable marketers to engage and interact with consumers at all stages of this extended journey.

(Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019)	The role of social media marketing in consumer behavior	The objective of the paper is to examine how consumers experience, and are influenced by, the digital environment that they are part of in their daily lives.	Analyzing the information, we can say it suggests many people want to promote their product or service on their favorite company social network	The application of marketing technologies allows the promotion and realization of common enterprise resources, including goods and services, and to choose effective methods of promotion for each product.
(Ioanăș & Stoica, 2014)	Social media and its impact on consumer behavior	In this paper we study the influence of social networks on the purchase decision of online users.	Typically, online buyers are young and work for a company. A consumer is usually informed about a product before purchasing it online via forums, company websites, social media accounts, or peer reviews. Therefore, it can be concluded that there is an imbalance between rural and urban respondents.	It would have been interesting to observe in the future to what extent the concentration of online products and services occurs in rural areas, given the fact that urban areas are always more cosmopolitan and in tune with the latest trends, as well as a developed infrastructure under development. It can be a future research direction to support and promote their online business more intensively as they continue to develop it using a scientific approach.
(Voramontri & Klieb, 2019)	The role of social media in consumer behavior	The main objective of this paper is to empirically	Results show that social media use affects consumer	

		investigate how social media influence consumer decision-making for complex purchases characterized by significant brand differentiation, high consumer involvement, and high risk.	satisfaction during the information search stage and alternative evaluation stage, with satisfaction increasing as the consumer progresses toward the purchase decision stage and the post-purchase evaluation stage.	/
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We can conclude from the summary of the existing literature that there are only a limited number of studies that investigate how social networks affect consumer behavior. Studies indicate that some consumers inform themselves before purchasing a product online through forums, company websites, Facebook accounts, or peer reviews. Consumers who usually buy online are young.

4. Methodology, Research Questions and Hypotheses

In this paper, we will analyze whether social media influence the behavior of consumers in the municipality of Peja. The data that were used in the first part for the realization of this work are secondary data, which are the literature used in the function of the studies, as additional sources, other electronic sources such as reports, web-pages, etc. were also used.

This paper is also based on the quantitative method using the questionnaire, the questions are described as clear, easy, understandable and suitable for the respondents who have given their answers. In the case of data collection, the respondents were informed in advance that their answers will be respected with complete confidentiality. We will analyze these data through the Microsoft Office Excel program and the SPSS program.

The research questions in this paper are constructed in this way:

1. Are respondents more likely to make purchasing decisions through the use of social media?
2. Are there any differences in spending for buying online products for women and men?
3. What are the reasons that people buy on social media?

The hypotheses of this paper are constructed in this way:

H1: Younger respondents are more likely to make purchasing decisions using social media.

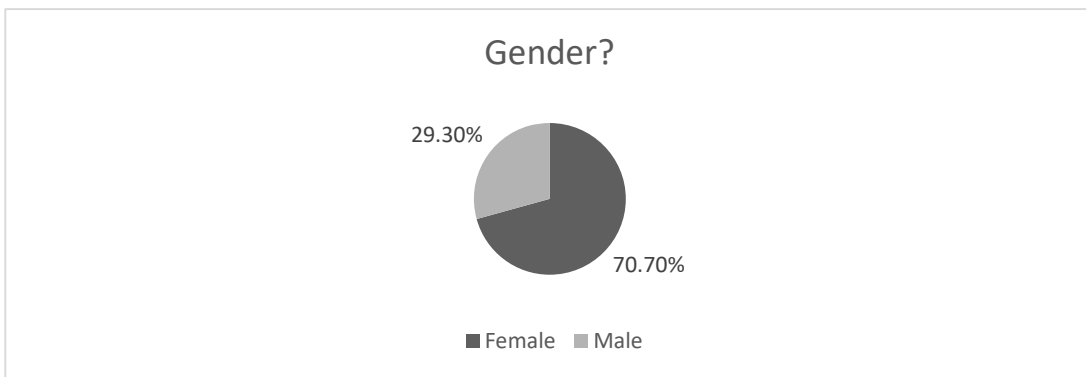
H2: Spending on purchasing products online among women is different from spending on purchasing products online from men.

H3: Convenience and time saving are the reasons why people buy on social media.

5. Empirical Analysis – Questionnaire Results

This questionnaire was designed to understand the impact of social media on the consumer's purchase decision-making process. There are a total of 22 questions in the questionnaire, which were answered by 82 respondents.

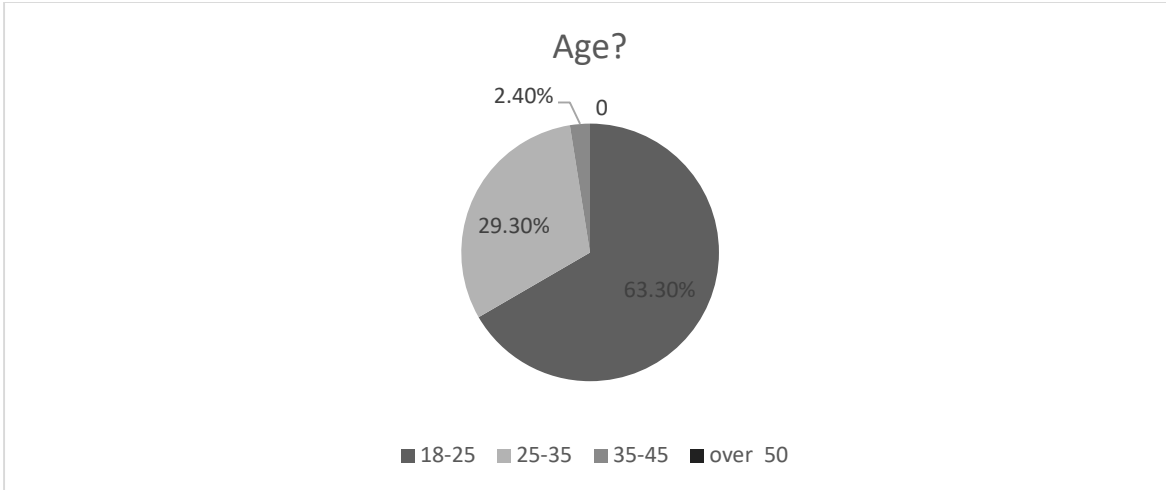
Chart 1. Gender of respondents



Source: The author's conclusions from the data obtained from the questionnaire

First, we asked the respondents about their gender. Out of 82 respondents, (70.7%) of the respondents were in the female category, while the remaining (29.3%) of the respondents were male.

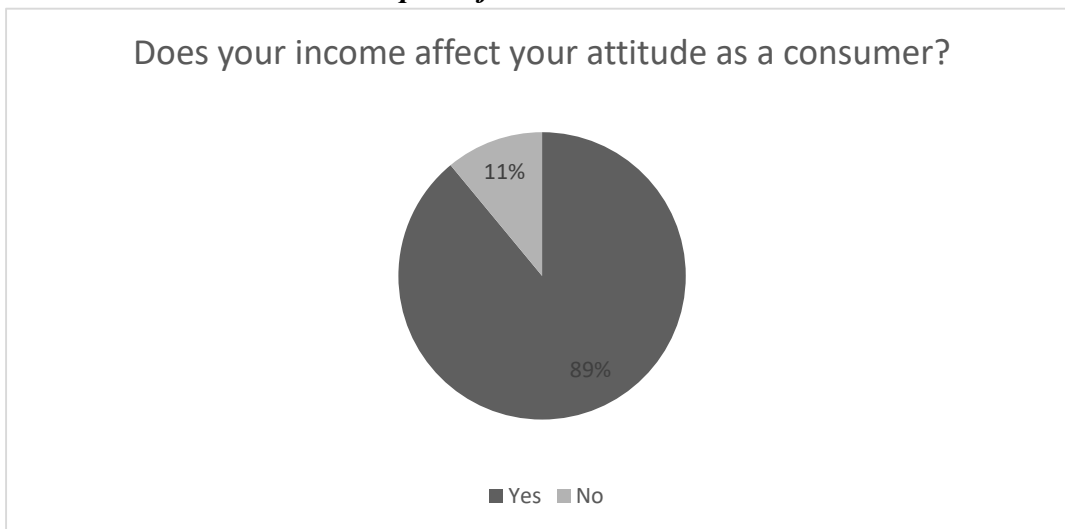
Chart 2. Age of respondents



Source: The author's conclusions from the data obtained from the questionnaire

After finding out the gender of the respondents we wanted to understand what age group they belong to. From the collected data, it turned out that (63.3%) of the respondents belonged to the group of 18 to 25 years old, while (29.3%) of the respondents were in the group of 25 to 35 years old, and finally (2.5%) were in age range of 35-45 years.

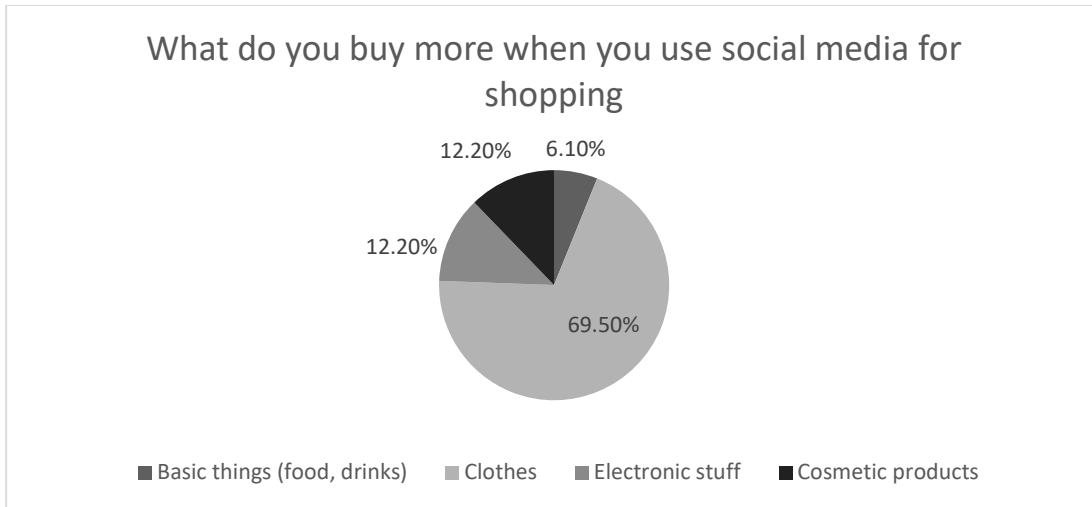
Chart 3. The impact of income on consumer attitudes



Source: The author's conclusions from the data obtained from the questionnaire

Based on the results, we see that (89%) of the respondents answered that income affects their attitude as consumers, while (3.2%) of them answered that income does not affect their attitude as consumers.

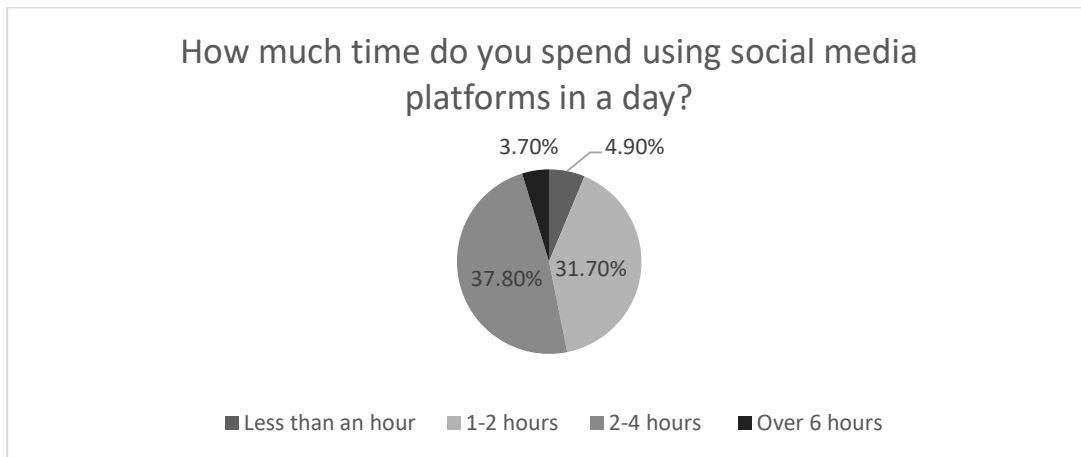
Chart 4. Shopping through social media



Source: The author's conclusions from the data obtained from the questionnaire

Here we see that (6.1%) of the respondents buy basic things when using social media for shopping, (60.5%) of them buy clothes, (12.2%) of them buy electronic things, and also (12.2%) buy cosmetic products when use social media for shopping.

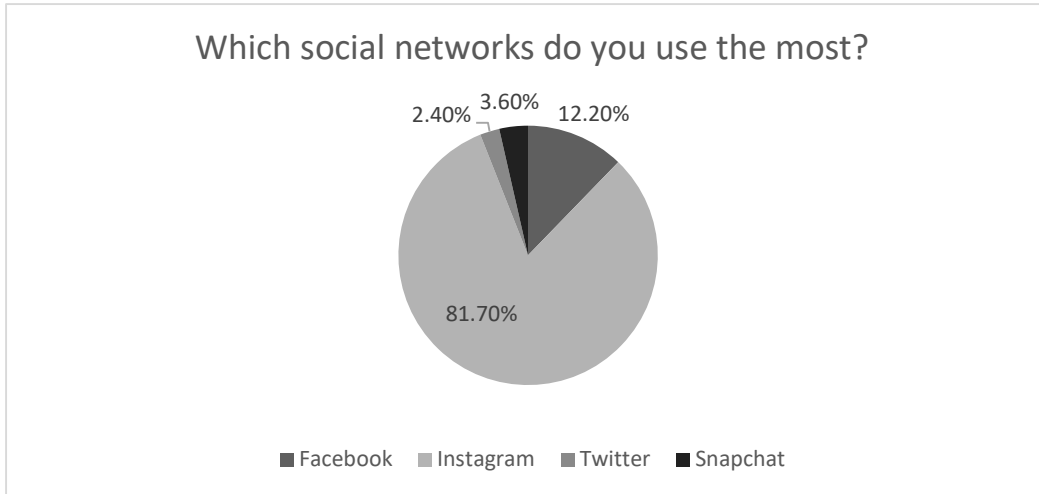
Chart 5. Time that respondents spend using social media



Source: The author's conclusions from the data obtained from the questionnaire

Less than an hour is spent using social media platforms (4.9%) of them, (31.7%) of them spend 1-2 hours, (37.8%) of them spend 2-4 hours a day and (3.7%) of of them spend over 6 hours a day using social media.

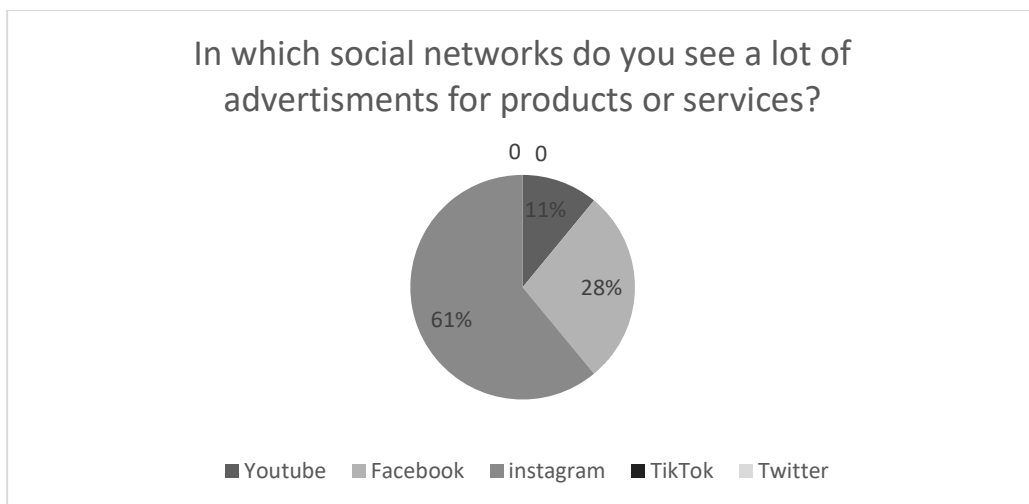
Chart 6. Types of social networks that respondents use



Source: The author's conclusions from the data obtained from the questionnaire

Based on the results, we can see that the majority of respondents (81.7%) use Instagram, (12.2%) use Facebook more, (1.4%) of them use Twitter, and the rest of (3.6%) they use the Snapchat network the most.

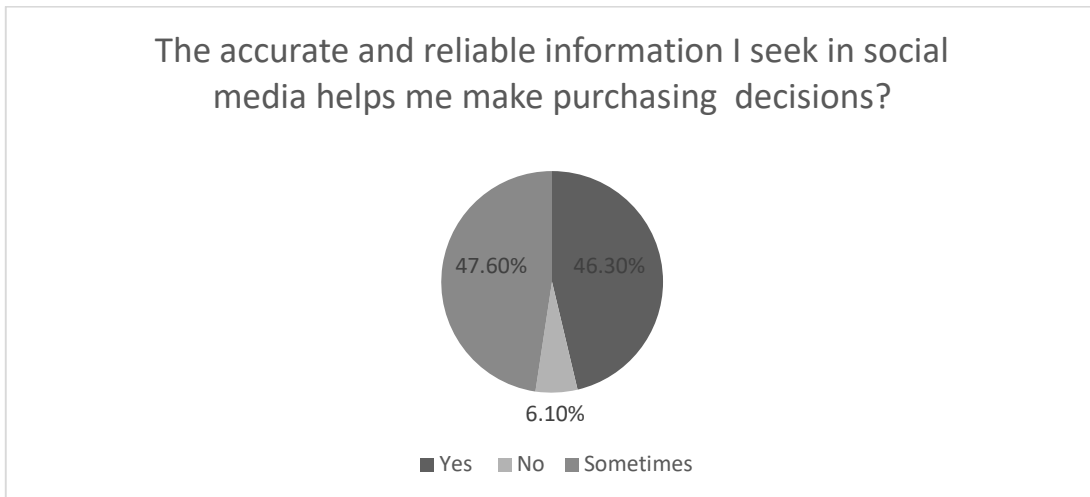
Chart 7. Types of social networks where respondents come across advertisements



Source: The author's conclusions from the data obtained from the questionnaire

From the collected data, we see that the majority of them (61%) have stated that you see more ads on the social network Instagram, the rest of them (28%) have answered for Facebook and (11%) for Youtube.

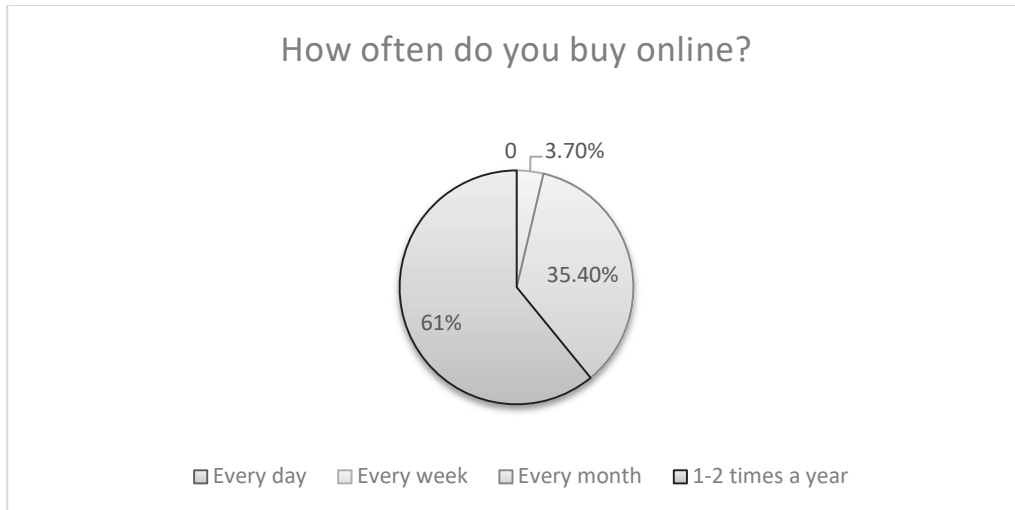
Chart 8. Decision to buy based on accurate and reliable information



Source: The author's conclusions from the data obtained from the questionnaire

Here we see that accurate and reliable information that the respondents look for in social media helps them make purchasing decisions (46.3%) of them, while they sometimes state (47.6%) that information about products and services helps them make decisions about purchase, the rest of (6.1%) answered no.

Chart 9. How often do the respondents buy online?



Source: The author's conclusions from the data obtained from the questionnaire

The experience that businesses can offer their customers is one of the reasons why online shopping has grown so rapidly over the years. We're constantly seeing businesses add new features and services to online shoppers, with the goal of providing them with the same support and convenience. Referring to the question of how often the respondents who participated in the study buy online, we see that the majority of them (61%) buy online 1-2 times a year online, then a part of (35.4%) have stated that every month they shop online and a small number (3.7%) answered that they shop online every week.

Chart 10. Online applications for purchasing products

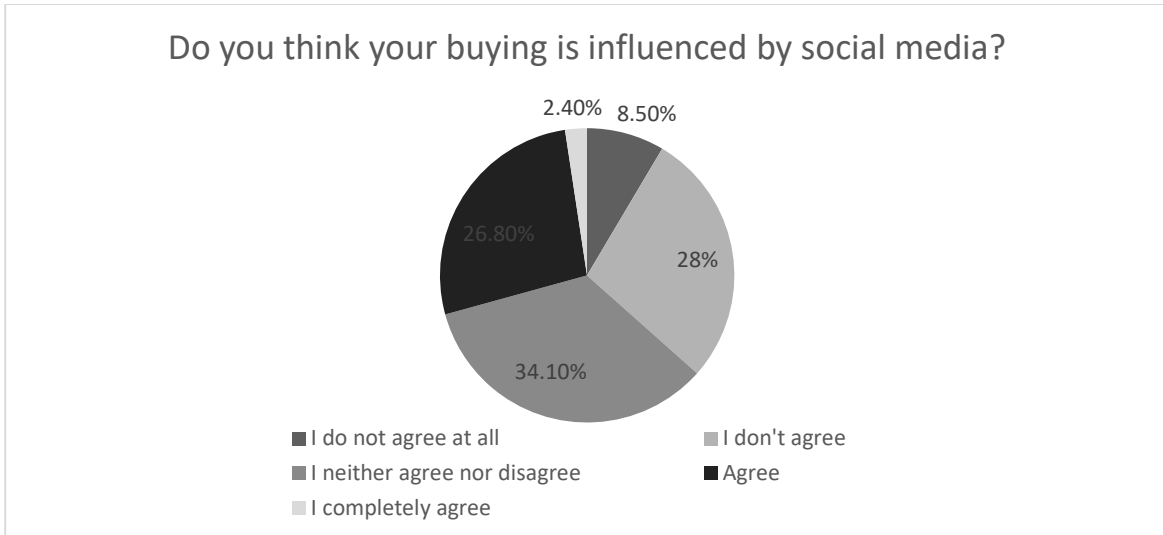


Source: The author's conclusions from the data obtained from the questionnaire

Based on the results, we see that Amazon is used by (1.2%) of the respondents to buy products online, Zara is used by (24.4%), Ali Express (4.9%) of them, the Shein website is used by (3.7%),

while they use the Gjirafa site (17.1%), use the Facebook application to buy products online (4.9%), Instagram (41.5%), Zalando (1.2%), and none of them (1.2%).

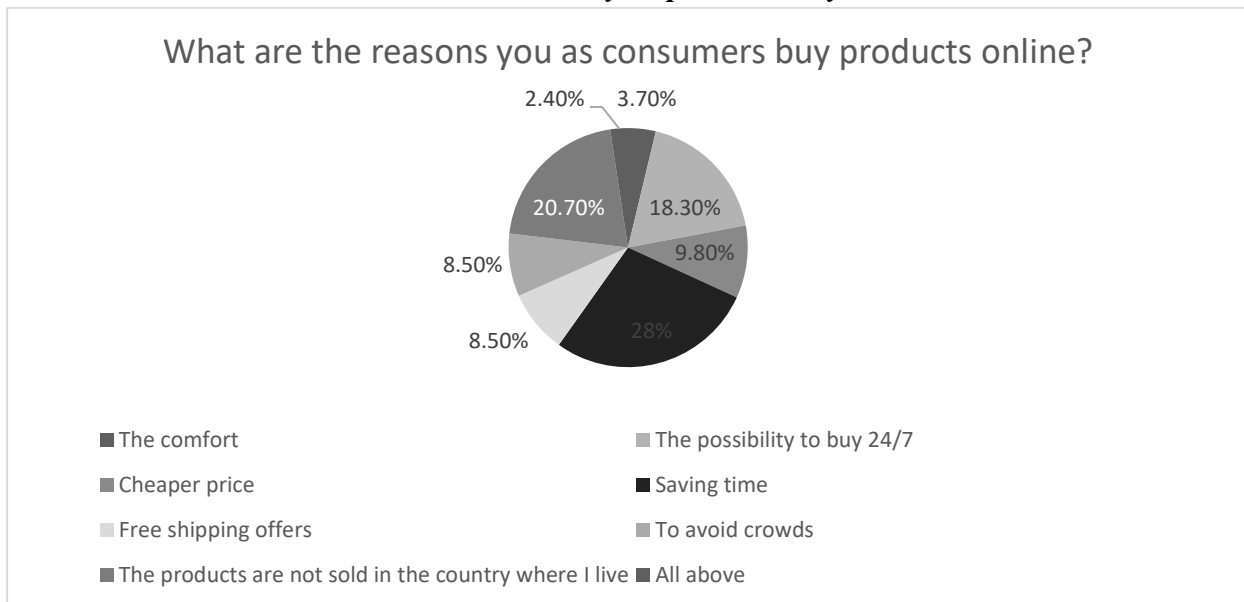
Chart 11. The impact of social media on purchases



Source: The author's conclusions from the data obtained from the questionnaire

Based on the collection of results, we see that the majority of the respondents (34.1%) have stated that they neither agree nor disagree that their purchase is influenced by social media, the rest of the respondents (28.%) strongly disagree that their purchase is influenced by social media, (26.8%) of them agree and (8.5%) completely agree that their purchase is influenced by social media.

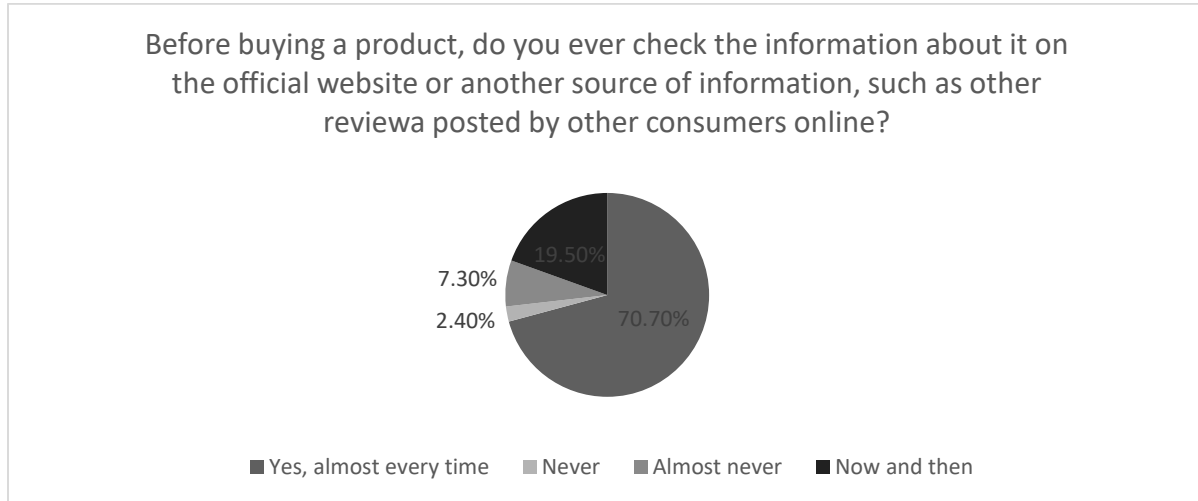
Chart 12. Reasons why respondents buy online



Source: The author's conclusions from the data obtained from the questionnaire

Here we see that for (3.7%) of the respondents convenience is the reason that consumers buy products online, cheap price (9.8%), shipping offers (8.5%), another reason is that the products are not sold in the country where I live answered (28%), the opportunity to shop 24/7, saving time were answered (28%), to avoid crowds (8.5%), and all above were answered (2.4%).

Chart 13. Information available online for official site



Source: The author's conclusions from the data obtained from the questionnaire

In the end, based on the results, we see that (70.7%) of the respondents almost every time before buying a product check the available information about the official website, or any other source, they never answered (2.4%) of them, (7.3%) almost never check the information available about a product on the official website, and occasionally (19.5%).

6. Econometric analysis, Hypothesis testing and Findings of the study

H1: Younger respondents are more likely to make purchasing decisions using social media.

Table 1. Crosstabulation of the influence of age on the purchase decision

mosha * Informacioni i saktë dhe i besueshëm qe kërkohet ne mediat sociale më ndihmon të marr vendime për blerje? Crosstabulation

			Informacioni i saktë dhe i besueshëm qe kërkohet ne mediat sociale më ndihmon të marr vendime për blerje?			Total
			Po	jo	ndonjehere	
mosha	18-25	Count	22	3	31	56
		% of Total	26.8%	3.7%	37.8%	68.3%
	25-35	Count	16	2	6	24
		% of Total	19.5%	2.4%	7.3%	29.3%
	35-45	Count	0	0	2	2
		% of Total	0.0%	0.0%	2.4%	2.4%
Total		Count	38	5	39	82
		% of Total	46.3%	6.1%	47.6%	100.0%

Source: Author's conclusions in the SPSS program

Based on the crosstabulation table we can see that respondents aged 18-25 when they get the accurate and reliable information they are looking for on social media help them make purchasing decisions (26.8%). While respondents aged 25-35, 19.5% of them agreed that accurate and reliable information helps you to make decisions

Table 2. Chi-Square Tests for the first hypothesis

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.477 ^a	4	.076
Likelihood Ratio	9.509	4	.050
Linear-by-Linear Association	1.886	1	.170
N of Valid Cases	82		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .12.

Source: Author's conclusions in the SPSS program

According to the Chi-Square hypothesis testing table with a significance level of 0.10, the actual value of the Pearson coefficient for the Ki-squared test is 8.477 and the significance value (Asymptotic Significance (2-sided)), P-value $0.076 < 0.10$ which means that the alternative hypothesis is accepted and the basic hypothesis is rejected. So this means that younger respondents are more likely to make purchase decisions with the use of social media.

H2: Spending on purchasing products online among women is different from spending on purchasing products online from men.

Table 3. Crosstabulation of the influence of gender in determining expenses

gjinia * Çfarë bleni me shumë kur perdorni mediat sociale për blerje? Crosstabulation

			Çfarë bleni me shumë kur perdorni mediat sociale për blerje?				Total
			Gjerat elementare (ushqim,pije)	Rroba	Gjera elektronike	Produkte kozmetike	
gjinia	femer	Count	3	43	3	9	58
		% of Total	3.7%	52.4%	3.7%	11.0%	70.7%
	mashkull	Count	2	14	7	1	24
		% of Total	2.4%	17.1%	8.5%	1.2%	29.3%
Total		Count	5	57	10	10	82
		% of Total	6.1%	69.5%	12.2%	12.2%	100.0%

Source: Author's conclusions in the SPSS program

Based on the crosstab, we can see that in the female gender, 3.7% buy basic things when using online shopping, 52.4% buy clothes, 3.7% electronic things, 11.1% buy cosmetic products when

using online shopping. While 2.4% of men buy basic things, 17.1% buy clothes, 12.2% buy electronics when using social media for shopping.

Table 4. Chi-Square Tests for the second hypothesis

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.696 ^a	3	.013
Likelihood Ratio	10.144	3	.017
Linear-by-Linear Association	.010	1	.920
N of Valid Cases	82		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.46.

Source: Author's conclusions in the SPSS program

According to the Chi-Square hypothesis testing table with a significance level of 0.05, the actual value of the Pearson coefficient for the Ki-squared test is 10.696 and the significance value (Asymptotic Significance (2-sided)), P-value $0.013 < 0.05$ which means that the alternative hypothesis is accepted and the basic hypothesis is rejected. So this means that the expenses for buying products online among women are different from the expenses for buying products online from men.

H3: Convenience and time saving are the reasons why people buy on social media

Table 5. Table KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.586
Bartlett's Test of Sphericity	Approx. Chi-Square	68.786
	df	21
	Sig.	.000

Source: Author's conclusions in the SPSS program

Since KMO test $0.586 > 0.50$ the data set is suitable for factorial analysis. Also Chi Square = 68.786, with a significance level of $0.000 < 0.05$ which means that this econometric model is statistically significant and we have high correlations between the independent variables.

Table 6. Number of factors of the factorial analysis

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.002	28.596	28.596	2.002	28.596	28.596	1.910	27.290	27.290
2	1.349	19.266	47.862	1.349	19.266	47.862	1.269	18.123	45.413
3	1.084	15.487	63.350	1.084	15.487	63.350	1.256	17.937	63.350
4	.946	13.521	76.871						
5	.628	8.978	85.848						
6	.584	8.350	94.198						
7	.406	5.802	100.000						

Extraction Method: Principal Component Analysis.

Source: Author's conclusions in the SPSS program

In the Eigen table of values, 3 factors have been obtained from 7 independent variables. The first factor explains 27.290% of the total variance. The second factor for 18.123%, the third factor for 17.937%.

Table 7. Matrix of rotation factors

	Rotated Component Matrix ^a		
	Component		
	1	2	3
Mundesia per te blerë 24\7	.840	.105	.014
Kursimi i kohës	.792	-.021	-.181
Produktet nuk shiten ne vendin ku jetoj	.697	-.049	.375
Ofertat e transportit falas	.144	.775	.174
Për të shmangur turmat	-.116	.725	-.086
cmimi me i lire	-.127	-.094	.848
Komoditeti	.202	.347	.570

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Author's conclusions in the SPSS program

Factor 1: Ability to shop 24/7 (0.840), saving time (0.792), products are not sold where I live (0.697).

Table 8. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.696	3

Source: Author's conclusions in the SPSS program

The value of the Cronbach's Alpha coefficient is 69.3% and based on this value we can conclude that the independent variables of the first factor are a very reliable measure.

Table 9. ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		335.480	81	4.142		
Within People	Between Items	5.301	2	2.650	2.084	.128
	Residual	206.033	162	1.272		
	Total	211.333	164	1.289		
Total		546.813	245	2.232		

Grand Mean = 3.11

Source: Author's conclusions in the SPSS program

Based on the Anova results, we can conclude that the variables of the first factor do not affect the reasons why people buy products on social media. So according to these results we can observe that the basic hypothesis is accepted (Sig 0.128 > 0.05) it means that convenience and saving time are not the reasons why people buy on social media.

7. Discussions

Recent internet improvements and the growth of social media have made it simpler for customers to connect. The majority of consumers communicate socially through social media platforms, such as online forums, blogs, reviews, ratings, and recommendations. These innovations have introduced a new e-commerce trend known as social commerce, which allows users to create content and influence others.

Social media has become a crucial instrument for online consumers nowadays. As a result, all types of businesses have turned to social media for finding and connecting with their target audience.

We also saw based on the empirical analysis that the respondents when they use social media for shopping buy clothes, electronics and cosmetic products, most of the respondents were young and 31.7% of them spent 1-2 hours using of social media.

Accurate and reliable information that consumers look for on social media helps you make purchasing decisions, respondents of this research before buying a product almost always check the information available on official sites or read other reviews from other online consumers.

From the electronic questionnaire, the findings show that for some consumers their purchases are influenced by social media (26.8%), while for another part, social media does not play a role in the consumer's decision to purchase products. We also saw that the sites that consumers use the most for buying products online are Zara, Instagram, Shein, Gjirafa, Facebook, etc.

8. Conclusions and Recommendations

Marketers can now access and monitor consumer opinions in real time through social media by listening and participating in online conversations and monitoring what consumers are talking about on social networks, forums, and online communities. Using social media to improve product offerings, customer relationships, and profitability requires businesses to use the vast amount of information freely available on the platform in a positive manner.

Research has shown a powerful influence of social media on consumer buying behavior. Most of the respondents based on the results, almost every time before buying a product check the available information about the official website, or any other source, consumers are also very selective when making a purchase.

As a recommendation of this paper, businesses should pay more attention to media marketing. Their presence on social networks can give them more visibility and can also increase brand value which will lead to more customer loyalty and customer lifetime value.

Companies can be more connected to customers through social media, inform them about the products or services they offer in their business, in this way help or guide customers to make a better purchasing decision.

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