



ISSN: 2723-9535

Available online at www.HighTechJournal.org

HighTech and Innovation Journal

Vol. 4, No. 3, September, 2023



The Impact of Social Media on the Development of Women Especially in Transition States

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Received 16 June 2023; Revised 10 August 2023; Accepted 19 August 2023; Published 01 September 2023

Abstract

The main goal of this paper was to highlight the importance of social media in the development of women entrepreneurs in the state of Kosovo, where the number of women entrepreneurs is increasing every day. In this research, two objectives are presented: to analyze the influence of social media on women's entrepreneurship in the case of Kosovo and to measure the impact of social media usage on sales of women's entrepreneurship in the case of Kosovo. To realize this empirical research, a questionnaire containing 25 questions was used, and 750 women entrepreneurs answered this questionnaire over a period of 5 months. The results of the analysis are presented through descriptive analysis, Pearson correlation, and the OLS model. The results of this research show that social media has a positive effect on increasing sales in women-led businesses; they have easier access to communication. Also, the results indicate that these media have a positive impact on increasing the audience as well as reducing expenses during the marketing campaign. Based on the presented results, it is stated that social media is the primary influencer in the development of women's entrepreneurship, and these findings are nearly similar to the results of research conducted by authors from various countries.

Keywords: Social Media; Women; Entrepreneurship; Development.

1. Introduction

Social media is now an inseparable part of our lives, where communication and information exchange are easier, as well as access to consumer behavior [1]. Therefore, the interest in the research of digital enterprises is growing every day more and more, as is also proven by the research done by various world authors [2, 3], and especially for women entrepreneurs [4, 5], considering that the number of women entrepreneurs is increasing every day. The main reason for promoting businesses online is that, over the last decade, the way businesses are marketed has changed [6]. Almost all businesses today also conduct their activities online, especially after the period of the COVID-19 pandemic.

Businesses led by women, which are mostly small businesses, have their greatest development through social media, as they face various problems, where the most prominent ones are adaptation to technological changes, where the latter is developing with big steps in recent years, cooperation with qualified people, as well as balancing family and work [7, 8]. This way of doing business is very welcome, especially for female entrepreneurs, since they can develop their businesses even without investments in facilities. In various women's associations, they can promote their businesses from their homes, where, without the development of social media, they could not have done so [9]. The reason for using

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 <http://dx.doi.org/10.28991/HIJ-2023-04-03-07>

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social media, compared to other media, is because of faster access to their customers as well as faster feedback. At the same time, the number of women entrepreneurs is increasing every day, so their support brings social and economic development to the country. Utilizing the potential that they have fostered sustainable development for the country, thus creating new jobs as well as social and financial capital, they contribute to economic and social development.

Park et al. [10] analyze the impacts of social media on women and girls, on gender equality, and on democracy and civic participation more generally. The study applies quantitative and qualitative approaches and provides an overview of gendered patterns of social media usage in the EU. The study highlights key areas of gender inequality in terms of access, self-expression, stereotypes, body image, self-esteem, (self) censorship, and targeted hate campaigns on different social media platforms. It also provides an overview of the position of the European Parliament and the European Commission and of existing legislation, programs, guidelines, or actions at the EU and international level related to the protection of women from the negative impacts of social media.

Almost a lot of the articles analyze the importance of social media for women's entrepreneurship, but this article fills the literature gap from the viewpoint of the country analysis because the main analysis of this study is women's entrepreneurship in the case of Kosovo as a developing Western Balkan country. In Kosovo, almost all businesses are micro and small businesses, so social media plays a crucial role in business development, with special emphasis on women's business development in the case of Kosovo.

The main purpose of this paper is to analyze the impact of social media on the development of women entrepreneurs, the attraction of new customers, etc. in the countries of Kosovo. The reason for researching this topic is that, so far, there are not enough papers on this topic for Kosovo. The paper is structured into five parts, where the first part is the introductory part, continuing with the review of the literature. In the third part, the detailed methodology of the work is presented, and after this part, the results of the research are presented, as well as the discussion part at the end.

2. Literature Review

According to Kumar et al. [11], social media is a platform for different businesses and individuals to transact with and interact with each other. Doing business in the last decade has undergone a change due to the launch and use of social media, as well as their impact on the relevant industry. Taking into account that the majority of people now spend their time using the Internet, for this reason, the way of marketing approaching customers and attracting them has also changed [9]. Baum et al. [12] say that through these media, it is becoming possible to receive different ideas regarding the opening of new businesses, the exchange of experiences, and different information. Social media have also offered various and numerous channels for the development of enterprises, especially for women, where through these media women have had easier access to the development of their dreams, i.e., that of doing business [13].

The large number of social media users has led businesses in general to use these media to attract customers and manage relationships with them as best as possible. Today, businesses use social media more for engagement in their business activities as well as acquisition of various knowledge, creation and strengthening of loyalty to their brand, building effective relationships with customers, faster acquisition of information against the competition, and analyzing the possibilities for combating them [14][14].

Social media is a powerful way of involving women in the digital economy, with new opportunities for business construction and development, also having better access to the world market. Unfortunately, in developing countries, women entrepreneurs are less involved in the digital economy than men [15]. Mozumdar et al. [16], who used the hierarchical multiple regression model, came to the conclusion that women entrepreneurs, in terms of social norms and customs in their social environment, are obstacles to performance; dimensions of entrepreneurial orientation, which are in combination with innovation and entrepreneurial orientation with risk, have a positive impact on performance; business training can also have a positive impact on business performance; and all these social media have a positive impact since through them women entrepreneurs have easier access to the business world and society in general.

Women entrepreneurs, not only in developed countries but also those that are developing, face various challenges, including access to the international market, but developed technology and various social networks are their biggest support, through which they can develop their businesses and access international markets [17–19]. Also, Rah et al. [8] claimed that women entrepreneurs in developing countries, due to different traditional and cultural customs, as well as their lack of support, started their businesses, and accessing the operating market was easier through social media.

According to Agarwal [9], the advantages of social media for women entrepreneurs are many. Many of them are returning to the workforce, and after starting their own families, this model of doing business is very welcome to them. The other is that this way of doing business is also welcome for consumers. The number of these women-led businesses is growing every day. Ongare [20] studied the use of social media in the development and sustainability of women entrepreneurs. The positive correlation between different social media and the sustainable development of women entrepreneurs has been proven, so with their use, their business sustainability also increases. In this research, 70% of the interviewees affirmed that social media was the main catalyst for the development and sustainability of their enterprises.

In the research findings of Miniesy et al. [21], it is said that 95% of entrepreneurs surveyed said that if it weren't for social media, they could not have started their businesses. It has also been asserted that through these media, decisions are easier and more accessible regarding investments, personal education, and various professional trainings. The use of social media is increasingly developing and empowering women's businesses, both entrepreneurial and developed. The findings of another study by Brahem & Boussema [22] show that social media have opened new horizons for doing business, where these media have made it possible to use marketing tools at no cost as well as to attract customers easier. Also, women entrepreneurs are not only using social media to create their own businesses, but they are also using it to develop existing businesses [23]. In the research findings of Olsson & Bernhard [24], it is said that women entrepreneurs are already developing their businesses by adapting to continuous digitization in order to stay ahead of the times and by being active and visible on the Internet in order to be one step ahead of the competition; otherwise, it will be the competition that will punish them by getting one step ahead of them. One of the four results achieved in the empirical research by Khan & Ghadially [25] concluded that before the era of digitalization, specifically in digital entrepreneurship, males had a higher average than female entrepreneurs, whereas after the era of digitalization, female entrepreneurs now have a higher average. The social media that are most used to announce the opening of new ventures, mainly led by women, are Instagram and Facebook, but on the other hand, they do not leave out other media as well. The reason for promoting new or existing businesses is that the number of Instagram users is increasing, spending three to four hours a day on this media [26]. Based on Gbandi & Iyamu [27], it is claimed that many businesses turn to Instagram for advertising their businesses as well as for attracting specific customers. Also, according to Al-Ammary [28], it is confirmed that social media has now created a new path in the development of these women, empowering them. These platforms have also led to businesses evolving differently, as their development is now more cost-effective due to online promotion. In addition to the influence that these media have had on the opening and development of businesses, they have also had an impact on these women being inspired by successful individuals. Among other things, they have created new contacts, and through collaboration, business development has been even more significant [29].

The reason for this positive relationship between businesses and social media is due to the easy communication between them, the increase in purchasing power, the ease of attracting a larger audience, and the reduction of expenses associated with various forms of marketing, where enterprises and other businesses are benefiting from social media [30]. In the research findings of Virtanen et al. [1], it is said that the reason for the more frequent use of Instagram by entrepreneurs is so that they can notice their new followers, so they can react to their approvals while meeting their needs and requests, as well as another motivating factor in social media being noticed by others, which makes entrepreneurs feel even more special [31]. The reasons for using this application are quick access to potential clients and easy connection with them; building strong relationships with existing clients; and improving the chances of making sales within the application [32].

Considering that technology is advancing every day more and more, the competition between businesses in the operating market is increasing more and more, and these businesses need to create new strategies in order to be in step with time [33–35]. In their research, Parveen et al. [36] asserted that businesses have a distinct competitive advantage over their competitors if they use social media. So businesses, in addition to Instagram, also use Facebook to promote and develop their businesses. According to Conlin [37], Facebook is the largest network and one of the most used social media sites. These businesses have many different benefits, where The biggest ones are: the possibility of creating a brand; creating professional connections between competitors; if customers have different biases, Facebook helps change biases and create beliefs; increasing productivity; making appointments easier; and providing digital marketing.

These media not only influence the development of businesses led by women but also contribute to raising awareness about being a woman in modern society. These women are increasingly achieving positive results, not only in the field of economics but also in many other areas. They are making significant contributions to various fields [38].

3. Research Methodology

This section presents the research methodology, and the data collection for this study. A broad body of literature is reviewed, and upon the presented literature review, the research method is identified, as is the type of data and its collection. The research method in this study is qualitative, while the data used to achieve the purpose of the study are primary. The primary data were obtained through the online questionnaire, which was distributed to a random sample of businesses operating in Kosovo, but only the questionnaires that selected the option of women entrepreneurs were selected as valid questionnaires.

The questionnaire includes a total of 25 questions and was conducted for a period of 5 months, from September 2022 to January 2023. The questionnaire includes closed questions, which are multiple choices; dichotomous questions with yes and no statements; questions on the Likert scale, which include five levels of completely agree, agree, neutral, disagree, and disagree at all; and the last question of the questionnaire is an open question, which is defined with the aim of obtaining the opinion of business women who operate in Kosovo about the use of social media and the impact on their businesses. In the study, 750 women entrepreneurs were included based on valid questionnaires.

Empirical research includes the findings of descriptive statistics and frequencies, correlation analysis, OLS-multi factorial linear regression, and various econometric tests for data validity, such as reliability statistics results (Cronbach's alpha) and the inter-item correlation matrix.

Figure 1 represents the schematic view of the research methodology followed in this study.

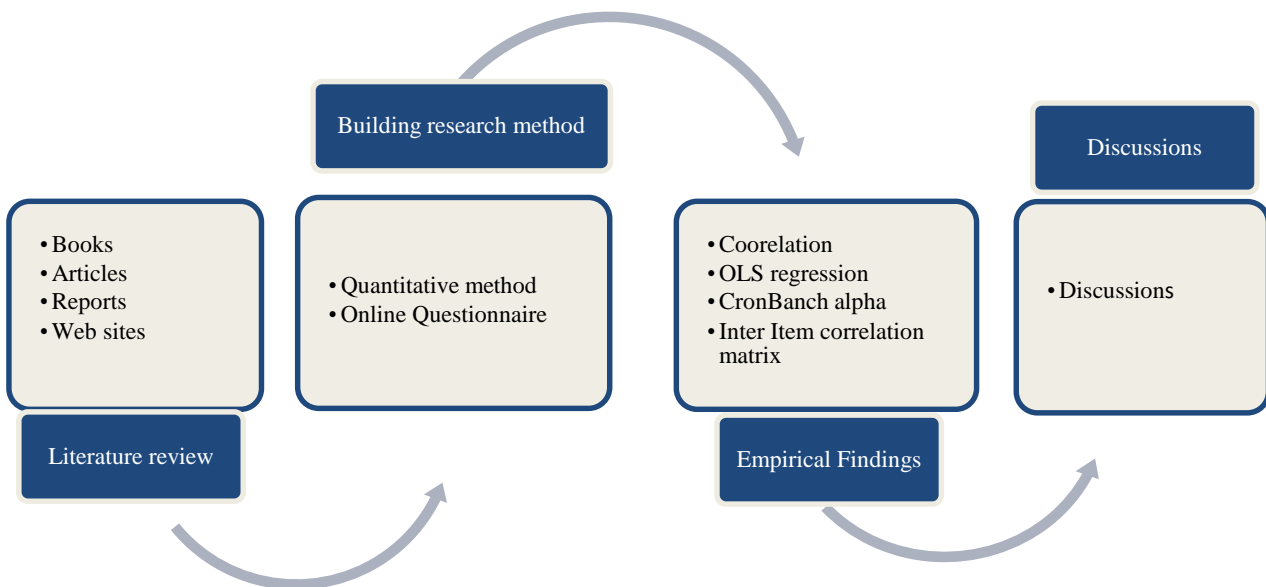


Figure 1. Concept of research

This research presents these hypotheses and objectives:

H1: Social media creates brand loyalty, thus increasing sales.

H2: The easy communication of social usage impacts the increasing sales positively.

H3: The bigger audience using social media has a positive impact on women entrepreneurs in the case of Kosovo.

H4: The minimal costs of social media usage impact positively the sales incensement in Kosovo and the region for women entrepreneurs in the case of Kosovo.

Objective 1: To analyze the influence of social media on women’s entrepreneurship in the case of Kosovo;

Objective 2: To measure the impact of social media usage on sales of women's entrepreneurship in the case of Kosovo.

In this research, Pearson correlation was used to measure the following Equation 1, where Pearson's correlation coefficient (r) is a measure of the linear relationship between two variables. Correlation coefficient values range from -1 to +1. Positive correlation coefficient values indicate a tendency for one variable to increase or decrease along with another variable. Negative values of the correlation coefficient indicate a tendency that the increase in the values of one variable is related to the decrease in the values of the other variable, and vice versa. Correlation coefficient values close to zero indicate a low relationship between the variables, and those close to -1 or +1 indicate a strong linear relationship between the two variables.

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}} \tag{1}$$

where r is correlation coefficient, x_i is values of the x-variable in a sample, \bar{x} is mean of the values of the x-variable, y_i is values of the y-variable in a sample, and \bar{y} is mean of the values of the y-variable.

Following the correlation matrix is presented the results obtained from the OLS regression, Equation 2, OLS Regression, the equation ad the empirical findings:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_3 + \beta_3 X_3 + \beta_n X_n + \mu \tag{2}$$

where Y is dependent variables, β_0 is the constant, $\beta_1, \beta_2, \beta_3, \beta_n$ are the parameters, $X1, X2, X3, Xn...$ are the predictors or independent variables and μ is the error terms.

Figure 2, shows the flowchart of the research methodology through which the objectives of this study were achieved.

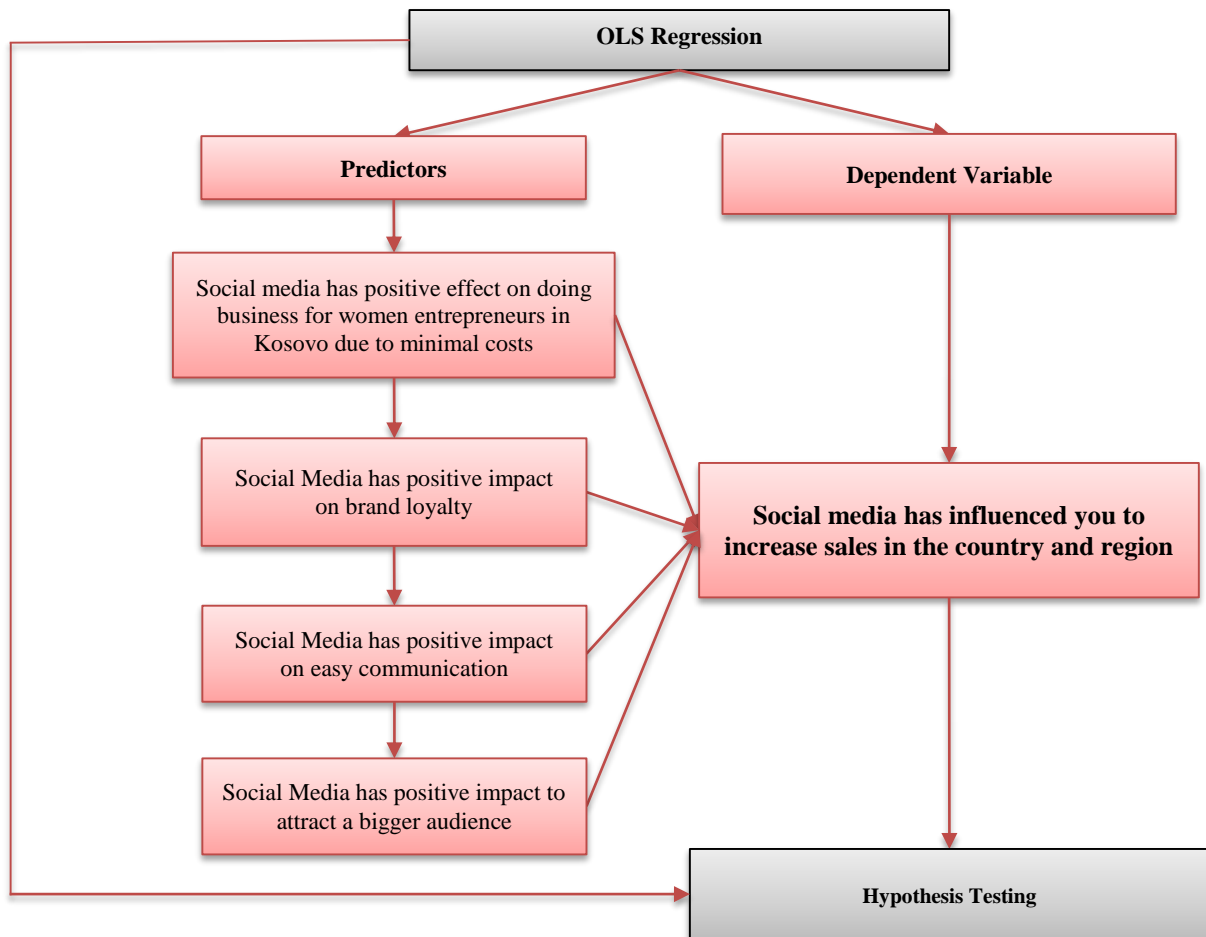


Figure 2. The OLS Regression framework

4. Research Results

In this section, the empirical results of the study are presented. Firstly, the section presents the overall information about the frequencies and descriptive statistics in Tables 1 to 3, and the following are the results obtained from correlation and OLS regression using tables.

The survey applied there includes 25 questions, 24 closed questions, and one open question. The closed or structured questions are used in order to quantify the data and present the findings using statistics. As structured questions, multiple, dichotomist, and Likert scale questions are used. The sample used was 1,000 enterprises, but only 750 questionnaires were valid, and the results are presented in Tables 1 to 3. About 55.5 percent of the women entrepreneurs in this survey are in the service sector, 33.9 percent are in wholesale, 3.2 percent are in retail trade, and 7.5 percent indicate the other option. Almost 46.8 percent of the businesses are about 6-10 in the market, 19.2 about 1-5 years, and 20.3 of them 15-20 years. About 46.8 percent of the women entrepreneurs in Kosovo use social media as a digital marketing channel for their activities, and 40.3 percent also use pay-per-click marketing PPC; websites use 12.8 of them, and other digital channels use 2.1 of them. 85 percent of women entrepreneurs indicate that social media has a positive impact on business development. 43.5 percent of them indicate that social media usage has its advantages as a result of the 24/24 opportunity to be online with customers directly without the need for mediation or a third party. 26.7 percent of them indicate the easy way for information sharing, 12.8 the low cost, and 17.1 the influence of social media for the business to grow quickly.

Table 1. Multiple choices questions

Questions	Options	Percent
What activity does your company perform?	Service	55.5
	Wholesale	33.9
	Retail Trade	3.2
	Other	7.4
	Total	100.0

How long have you been operating in the market as a business?	1-5	19.2
	6-10	46.8
	10-15	20.3
	15-20	5.1
	20-25	7.3
	25+	1.3
Total		100.0
Which of the following digital marketing channels does your company use?	Social Media	44.8
	Pay per click marketing PPC	40.3
	Website	12.8
	Other	2.1
	Total	100.0
How does social media affect the development of your business?	Positively	85.1
	Negatively	6.4
	Neutral	8.5
Total		100.0
What is the advantage of social media in doing business?	Information is easily shared	26.7
	Low costs	12.8
	It is flexible, it influences the business to grow quickly	17.1
	24/24 with online customers directly without the need for mediation	43.4
	Total	100.0

Table 2. Dichotomous multiple-choice questions

Questions	Options	Percent
Do you think that the rapid development of social media has influenced the development and growth of your business?	Yes	47.7
	No	50.1
	I have no comment	1.1
	Neutral	1.1
	Total	100.0
Do you think that social media is the right way to do business?	Totally agree	93.6
	Agree	6.4
	Total	100.0
Which of the digital marketing channels do you think has the greatest impact on increasing sales?	Social Media	61.6
	Website	25.6
	Other	12.8
	Total	100.0
Do you consider that social media has influenced you to increase sales in the country and region?	Yes	92.5
	No	7.5
	Total	100.0
Which social media do you consider the most important?	Instagram	72.3
	Facebook	13.8
	Tik Tok	7.5
	Other	6.4
	Total	100.0
Did social media have an impact on increasing sales in your business?	Yes	58.4
	No	36.3
	Neutral	5.3
	Total	100.0

	The business has grown enough	27.6
	Customer confidence has increased	60.3
Following your company’s utilization of social media:	Costs are reduced	11.7
	The income has increased	0.3
	The brand is created	0.1
	Total	100.0
What are the main challenges you have faced as a business in using social media?	Customer confidence in the quality of products during online shopping	13.7
	Unfair competition	37.2
	Review of sales strategies	28.8
	Other	9.6
	The brand loyalty	10.7
	Total	100.0

Table 3. Likert scale questions

Questions	Options	Percent
Social media have positive impact on Brand loyalty	Totally agree	75.7
	Agree	8.5
	Neutral	3.2
	Do not agree	4.3
	Totally do not agree	8.3
	Total	100.0
Social media have positive impact on easy communication	Totally agree	75.7
	Agree	8.5
	Neutral	9.3
	Do not agree	3.2
	Totally do not agree	3.3
	Total	100.0
Social media make difficult to erase the effects of an offensive	Totally agree	75.7
	Agree	8.5
	neutral	9.3
	Do not agree	3.2
	Totally do not agree	3.3
	Total	100.0
Social media impact to attract a bigger audience	Totally agree	75.7
	Agree	8.6
	Neutral	3.2
	Do not agree	6.1
	Totally do not agree	6.4
	Total	100.0
Social media marketing is a competitive industry that pushes everyone to do their best	Totally agree	75.7
	Agree	8.5
	Neutral	9.5
	Totally do not agree	6.3
	Total	100.0
Social media helps in spreading the word about a business quickly and effectively	Totally agree	75.7
	Agree	11.7
	Neutral	6.3
	Totally do not agree	6.3
	Total	100.0
Social media marketing applies the concept of targeted marketing and advertising	Totally agree	75.7
	Agree	8.5
	Neutral	9.5
	Do not agree	3.1
	Totally do not agree	3.2
	Total	100.0

Social media platforms are used to attract new customers and form a special connection with existing customers	Totally agree	78.8
	Agree	8.5
	Neutral	6.4
	Do not agree	3.1
	Totally do not agree	3.2
Total		100.0
Social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs	Totally agree	75.7
	Agree	14.8
	Neutral	6.4
	Totally do not agree	3.1
Total		100.0
Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs	Do not agree	1.9
	Totally agree	84.3
	Agree	12.7
	Neutral	1.1
Total		100.0
You consider that social media is the most common form used by your business for online sales?	Totally agree	91.5
	Agree	8.5
	Total	100.0

4.1. Descriptive Statistics

In the survey, there are 25 questions, 24 closed questions, and one open question. The closed or structured questions (such as multiple choices; dichotomous questions with yes and no statements, and Likert scale questions) are used to quantify the data and present the findings using statistics. The sample used was 1000 enterprises, but only 750 questionnaires were valid, and the results are presented in Tables 1 to 3 of this study. 55.5 percent of the women entrepreneurs in this survey are in the service sector, 33.9 percent are in wholesale, 3.2 percent are in retail trade, and 7.5 percent indicate the option other than almost 46.8 percent of the businesses are about 6–10 in the market, 19.2 percent are about 1–5 years, and 20.3 percent are 15-20 years. 46.8 percent of the woman entrepreneurs in Kosovo use social media as a digital marketing channel for their activity, and 40.3 use also the pay-per-click marketing PPC, websites use 12.8 of them, and other digital channels use 2.1 of them. 85 percent of women entrepreneurs indicate that social media has a positive impact on business development. 43.5 percent of them indicate that social media usage has its advantages as a result of the 24/24 opportunity to be online with customers directly without the need for mediation or a third party. 26.7 percent indicate an easy way to share information, 12.8 indicate a low cost, and 17.1 indicate the influence of social media on business growth.

In the question, do you think that the rapid development of social media has influenced the development and growth of your business? 47.7 percent of the respondents responded yes, 50.1 percent responded no, 1.1 percent responded I have no comment, and 1.1 percent responded neutral.

In the question, Do you think that social media is the right way to do business? (this was a Likert scale question with five stages: totally agree, agree, neutral, do not agree, and totally do not agree), 93.6 percent of the respondents totally agreed with the statement that social media is the right way to do business, and 6.4 percent agreed. In this question, we have not answered with neutral, do not agree, or totally do not agree.

The following question is presented in Table 2. Which of the digital marketing channels do you think has the greatest impact on increasing sales? 61.6 of the respondents declare social media the best digital marketing channel for sales increase, 25.6 of the respondents declare the website, and 12.8 of the respondents declare the option other, which means the other digital channels. As is presented in Table 2, 92.5 percent of the respondents consider that social media has influenced businesses to increase sales in the country and in the region. Thus, 58.4 percent of the respondents consider that social media has impacted their own business in order to increase sales, thus forming their own perspective; 36.3 percent declare no, and only 5.3 declare neutral. Another very important finding in this regard is that 60.3 of the total percentage of respondents declare that after using social media, their company has increased their customer confidence. 27.6 percent that the business has grown enough, 11.7 percent that the costs are reduced, 0.3 percent that the income has increased, and 0.1 percent that the brand is created. In the last question of Table 2, we can see that 37.2 percent of the respondents consider the main challenges that they have faced as a business in using social media to be unfair competition, 28.8 percent review sales strategies, 13.7 percent found the main challenge during the usage of social media to be customer confidence in the quality of the products, 10.7 percent brand loyalty, and 9.6 percent declare other.

Table 3 presents the frequency statistics of the Likert scale questions included in the analysis. As we can see from the results presented in Table 3, 75.7 percent of the respondents totally agree that social media has a positive impact on

brand loyalty; 8.5 percent agree, 3.2 percent are neutral, 4.3 percent do not agree, and 8.3 percent totally do not agree. In the statement, social media has a positive impact on easy communication; 75.7 percent of the respondents declared totally agree, 8.5 percent agree, 9.3 percent are neutral, 3.2 percent do not agree, and 3.3 percent totally do not agree. In the question, social media makes it difficult to erase the effects of an offense; 75.7 percent of the respondents declared totally agree, 8.5 percent agree, 9.3 percent are neutral, 3.2 percent do not agree, and 3.3 percent totally do not agree. In the question about the impact of social media on attracting a larger audience, the percentage of respondents who answered this question is: 75.7 percent declared totally agree, 8.6 percent agree, 3.2 percent are neutral, 6.1 percent do not agree, and 6.4 percent totally do not agree. In the question of whether social media marketing is a competitive industry that pushes everyone to do their best; 75.7 percent of the respondents totally agree, and the same percentage of the respondents also totally agree that social media helps in spreading the word about a business quickly and effectively, that social media marketing applies the concept of targeted marketing and advertising, and that social media marketing is cost-effective and efficient, which reaps tons of profit for entrepreneurs. 78.8 percent of the respondents totally agree that social media platforms are used to attract new customers and form a special connection with existing customers. 84.3 percent of the respondents totally agree that social media has a positive effect on doing business for women entrepreneurs in Kosovo due to its minimal costs. Thus, in the last question from Table 3, we can see that 91.5 percent of the total percentage of the respondents totally agree that social media is the most common form used by your business for online sales.

In Table 4, the results from the descriptive statistics of the variables are presented. The results include the number of questionnaires, the minimum number of questions answered, the maximum, and the standard deviation. The sample size of the valid questionnaire was 750 in all cases included in the analysis. The minimum in almost all the questions is one, and the maximum depends on 2 to 6. The lower mean value is in question. Do you consider that social media has influenced you to increase sales in the country and region? 1.07, with a standard deviation of 0.263 and a variance of 0.69.

Table 4. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What activity does your company perform?	750	1	4	1.63	0.864	0.747
How long have you been operating in the market as a business?	750	1	6	2.39	1.151	1.324
Which of the following digital marketing channels does your company use?	750	1	4	1.72	0.765	0.585
How does social media affect the development of your business?	750	1	3	1.23	0.592	0.351
What is the advantage of social media in doing business?	750	1	4	2.77	1.257	1.580
Do you think that the rapid development of social media has influenced the development and growth of your business?	750	1	5	1.58	0.661	0.437
Do you think that social media is the right way to do business?	750	1	2	1.06	0.245	0.060
Which of the digital marketing channels do you think has the greatest impact on increasing sales?	750	1	3	1.51	0.712	0.507
Do you consider that social media has influenced you to increase sales in the country and region?	750	1	2	1.07	0.263	0.069
Which social media do you consider the most important?	750	1	4	1.48	0.885	0.784
Did social media have an impact on increasing sales in your business?	750	1	4	1.52	0.755	0.570
After using social media, your company had;	750	1	2	1.93	1.631	2.659
What are the main challenges you have faced as a business in using social media?	750	1	5	2.66	1.154	1.332
Social media have 1sitive impact on Brand loyalty	750	1	5	1.61	1.246	1.552
Social media have 1sitive impact on Easy communication	750	1	5	1.50	1.007	1.014
Social media make Difficult to erase the effects of an offensive 1st	750	1	5	1.50	1.007	1.014
Social media impact to Attract a bigger audience	750	1	5	1.59	1.202	1.444
Social media marketing is a competitive industry that pushes everyone to do their best	750	1	5	1.53	1.092	1.192
Social media helps in spreading the word about a business quickly and effectively	750	1	5	1.49	1.062	1.129
Social media marketing applies the concept of targeted marketing and advertising	750	1	5	1.49	1.004	1.009
Social media platforms are used to attract new customers and form a special connection with existing customers	750	1	5	1.43	0.971	0.943
social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs	750	1	5	1.40	0.858	0.737
Social media has a 1sitive effect on doing business for women entrepreneurs in Kosovo due to minimal costs	750	0	3	1.13	0.415	0.172
You consider that social media is the most common form used by your business for online sales?	750	1	2	1.09	0.280	0.078

Table 5 shows the output of the ANOVA analysis and whether there is a statistically significant difference between the group means. The significance value is 0.000 (i.e., $p = .000$), which is below the condition less than 0.05 [39], and, therefore, in our case of analysis, there is a statistically significant difference in the group means.

Table 5. ANOVA Table

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig
Between People	5754.943	749	7.684		
Between Items	219.311	10	21.931		
Within People	Residual	1947.962	7490	0.260	84.326 0.000
	Total	2167.273	7500	0.289	
	Total	7922.216	8249	0.960	
Grand Mean = 1.43					

In the following section, the Pearson correlation results are presented.

4.2. Pearson Correlation Results

In this subsection, the results obtained from the Pearson correlation are presented. First, the variable codes and definitions are presented in Table 6, followed by the equation that measures the person correlation. At the end of this subsection are presented the results obtained from the Pearson Correlation Matrix.

Table 6. Variables including into Pearson correlation matrix

VAR	Variables names
VAR 1	Social media have positive impact on brand loyalty
VAR 2	Social media have positive impact on easy communication
VAR 3	Social media make difficult to erase the effects of an offensive post
VAR 4	Social media impact to attract a bigger audience
VAR 5	Social media marketing is a competitive industry that pushes everyone to do their best
VAR 6	Social media helps in spreading the word about a business quickly and effectively
VAR 7	Social media marketing applies the concept of targeted marketing and advertising
VAR 8	Social media platforms are used to attract new customers and form a special connection with existing customers
VAR 9	Social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs
VAR 10	Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs

Table 6 presents the code of the variables and their definitions that are included in the correlation matrix.

Table 7 presents the results from the correlation matrix. In the analysis, ten variables are included, such as whether social media has a positive impact on brand loyalty and whether social media has a positive impact on easy communication.

Table 7. The Pearson Correlation Matrix Results

Column1	VAR 1	VAR 2	VAR 3	VAR 4	VAR 5	VAR 6	VAR 7	VAR 8	VAR 9	VAR 10
VAR 1	1									
VAR 2	0.892**	1								
VAR 3	0.892**	1.000**	1							
VAR 4	0.923**	0.981**	0.981**	1						
VAR 5	0.903**	0.933**	0.933**	0.934**	1					
VAR 6	0.870**	0.884**	0.884**	0.874**	0.987**	1				
VAR 7	0.907**	0.969**	0.969**	0.954**	0.990**	0.972**	1			
VAR 8	0.784**	0.908**	0.908**	0.860**	0.938**	0.916**	0.940**	1		
VAR 9	0.847**	0.744**	0.744**	0.798**	0.671**	0.633**	0.708**	0.467**	1	
VAR 10	0.218**	0.394**	0.394**	0.354**	0.290**	0.235**	0.322**	0.399**	0.262**	1

Social media makes it difficult to erase the effects of an offensive post; social media impact to attract a bigger audience; social media marketing is a competitive industry that pushes everyone to do their best; social media helps in spreading the word about a business quickly and effectively, social media marketing applies the concept of targeted marketing and advertising, social media platforms are used to attract new customers and form a special connection with existing customers, social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs, Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal cost.

Variable one, VAR 1, is in a strong relationship with the whole set of variables included in the analysis, except for variable ten, which has a weak relationship. Thus, the closer the coefficient is to one, the stronger the relationship between the two variables. If the coefficient is under 0.5, this means a weak relationship, and if the coefficient has a negative value, this means a negative relationship between two variables.

Variable two is strongly correlated with the whole set of variables instead of variable ten. As we can see from Table 7, all the variables are strongly correlated with variable ten, thus indicating that the relationship of all the variables is weak with variable ten, which states that social media has a positive effect on doing business for women entrepreneurs in Kosovo due to its minimal cost. The following subsection presents the findings from the OLS model, the variables used, and the results.

Table 8 presents the findings of the OLS model when the predictors are the variables: social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs; social media has a positive impact on brand loyalty; social media has a positive impact on easy communication; social media has an impact on attracting a bigger audience; and the dependent variable is: social media has influenced you to increase sales in the country and region. Referring to the R coefficient of 0.442, we can conclude that the model used explains 44 percent of the impact of predictors on the dependent variable, and 56 percent may be other factors that influence sales increases in the country and in the region for women entrepreneurs in the case of Kosovo.

Table 8. The model summary of the OLS Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.442 ^a	0.195	0.191	0.237

- a. Predictors: (Constant), social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs, social media have positive impact on Brand loyalty, social media have positive impact on Easy communication, social media impact to Attract a bigger audience.
- b. Dependent Variable: social media has influenced you to increase sales in the country and region.

Table 9 presents the results obtained from the ANOVA test. The result is .000, which means we have good results and the model fits; thus, in Table 10, we will continue with the coefficient results and the interpretation.

Table 9. ANOVA Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	10.107	4	2.527	45.127	0.000 ^b
	Residual	41.712	745	0.056		
	Total	51.819	749			

- a. Dependent Variable: Do you consider that social media has influenced you to increase sales in the country and region?
- b. Predictors: (Constant), social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs, Social media have positive impact on Brand loyalty, Social media have positive impact on Easy communication, Social media impact to Attract a bigger audience.

Table 10. Interpretation of the coefficient results obtained from the OLS model

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Social media have positive impact on Brand loyalty	0.076	0.019	0.362	4.008	0.000
Social media have positive impact on Easy communication	0.107	0.046	0.408	2.334	0.020
Social media impact to Attract a bigger audience	-0.190	0.044	-0.870	-4.325	0.000
Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs	0.296	0.024	0.468	12.390	0.000

- a. Dependent Variable: social media has influenced the woman entrepreneurs in case of Kosovo to increase sales in the country and region?

In Table 10, the study presents the results from the coefficients obtained from the OLS model. It is noted that the dependent variable in the model is social media, which has influenced women's entrepreneurship in the case of Kosovo to increase sales in the country and region. The predictors or independent variables used are Social media has a positive impact on brand loyalty; social media has a positive impact on easy communication; social media has an impact on attracting a bigger audience; and social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs.

The importance of the variables will be interpreted using the p-value; thus, a p-value less than 0.05 indicates that the variable is important and impacts the dependent variable. In our case, all the predictors have a positive impact and influence women's entrepreneurship to increase sales in the country and in the region.

Cronbach's alpha is a convenient test used to estimate the reliability or internal consistency of a composite score; thus, the general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, 0.80 and above is better, and 0.90 and above is best [40]. The resulting α coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a measure's reliability. If all of the scale items are entirely independent of one another (i.e., are not correlated or share no covariance), then $\alpha = 0$; and if all of the items have high covariance, then α will approach 1 as the number of items in the scale approaches infinity; thus, the higher the α coefficient, the more the items have shared covariance and probably measure the same underlying concept [41]. In our case, Cronbach's alpha is 0.966, meaning that the questions or the variables have shared covariance (Table 11).

Table 12 presents the item statistics used in our case, which include 11 variables in a sample of 750 surveys. With a mean between 1.09–1.61 and a standard deviation of 0.28–1.24.

Table 11. The reliability Statistics results - Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.966	0.960	11

Table 12. Item statistics

	Mean	Std. Deviation	N
Social media have positive impact on Brand loyalty	1.61	1.246	750
Social media have positive impact on Easy communication	1.50	1.007	750
Social media make Difficult to erase the effects of an offensive post	1.50	1.007	750
Social media impact to Attract a bigger audience	1.59	1.202	750
Social media marketing is a competitive industry that pushes everyone to do their best	1.53	1.092	750
Social media helps in spreading the word about a business quickly and effectively	1.49	1.062	750
Social media marketing applies the concept of targeted marketing and advertising	1.49	1.004	750
Social media platforms are used to attract new customers and form a special connection with existing customers	1.43	0.971	750
social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs	1.40	0.858	750
Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs	1.13	0.415	750
You consider that social media is the most common form used by your business for online sales?	1.09	0.280	750

Table 13 presents the scale statistics for 11 variables, or a number of items included in the analysis, with a mean of 15.75 and a variance of 84.519 with a standard deviation of 9.193.

Table 13. Scale Statistics

Mean	Variance	Std. Deviation	No of Items
15.75	84.519	9.193	11

Based on the results of OLS regression, we conclude that the variables entered into the analysis are important due to the p-value of less than 0.05. Thus, we can conclude that: Social media creates brand loyalty, thus increasing sales. The easy communication of social usage impacts positively the increasing sales; the bigger audience using social media has a positive impact on woman entrepreneurs in the case of Kosovo and The minimal costs of social media usage impact positively the sales incensement in Kosovo and the region for women entrepreneurs in the case of Kosovo.

5. Discussion

Using a sample of 750 women entrepreneurs in the case of Kosovo to analyze social media usage and its importance, an online questionnaire was used and distributed randomly to a sample of 1,000 entrepreneurs in the case of Kosovo, when only 750 women entrepreneurs were used as valid questionnaires to conduct the research.

From the OLS model used, the study found that the OLS model explained 44 percent of the impact of predictors such as social media having a positive effect on doing business for women entrepreneurs in Kosovo due to minimal costs, social media having a positive impact on brand loyalty, social media having a positive impact on easy communication, and social media having an impact on attracting a bigger audience as a dependent variable. Social media has influenced you to increase sales in the country and region, and 56 percent may be other factors that influence sales increasing in the country and in the region for woman entrepreneurs in the case of Kosovo. Also in line with this discussion is the empirical research of Johansson & Hiltula [42], where, among other things, it is affirmed that social media already has a positive effect on brand image as well as on brand loyalty, whereas a conclusion is stated that the increase in brand image has a positive effect on brand loyalty. The significance of this research lies in the fact that such research for countries in transition, specifically for the state of Kosovo, has not been conducted thus far. Therefore, this research will be of great importance in this field, especially for transition countries.

6. Conclusion

This study concludes that social media has a positive impact on women entrepreneurs in the case of Kosovo. From the empirical results, the study comes to the conclusion that almost all women entrepreneurs, including those in this survey, use social media as a digital marketing channel for their activities, and 40.3 percent also use pay-per-click marketing PPC; websites use 12.8 of them; and other digital channels use 2.1 of them.

The study concludes that social media is of great importance as a result because it offers the opportunity to be online 24/7 with consumers without the need for intermediation. In line with this conclusion are also the results by Harima [43]. This impact has been made both during and after the COVID-19 pandemic. From the correlation matrix, the study concludes that almost all variables used have a positive relationship. In the Pearson correlation analysis includes ten variables such as social media have a positive impact on brand loyalty; social media have a positive impact on easy communication; social media make it difficult to erase the effects of an offensive post; social media impact to attract a bigger audience; social media marketing is a competitive industry that pushes everyone to do their best; Social media helps in spreading the word about a business quickly and effectively, social media marketing applies the concept of targeted marketing and advertising, social media platforms are used to attract new customers and form a special connection with existing customers, social media marketing is cost-effective and efficient, which reaps in tons of profit for entrepreneurs, Social media has a positive effect on doing business for women entrepreneurs in Kosovo due to minimal cost. The study by Dwivedi et al. [44] is in line with these results, where it is claimed that the use of social media has changed the behavior of consumers and the way companies develop their businesses, as well as that these media offer many and different opportunities for companies with low costs, business improvement, and increased sales. Thus, the study concludes that all the predictors included in the analysis impact women's entrepreneurship to increase sales in the country and in the region.

6.1. Future Research

The plans for future research include conducting comparative studies, initially comparing with neighboring countries and then extending to other nations. These comparisons will be valuable, as based on the recommendations provided, they could serve as positive milestones for female entrepreneurs.

7. Declarations

7.1. Author Contributions

X.H.I. and RR.G. contributed to the design and implementation of the research, to the analysis of the results and to the writing of the manuscript. All authors have read and agreed to the published version of the manuscript.

7.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

7.3. Funding

The financing of this research will be done by the AAB College, for which we are very grateful.

7.4. Institutional Review Board Statement

Not applicable.

7.5. Informed Consent Statement

Not applicable.

7.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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