The impact of social media on consumer behavior – Case study Kosovo

Authors: Fitore Jashari, Faculty of Economics, University of Pristina, Str. “Agim Ramadani”, 10000 Pristina, Republic of Kosovo, fitorejashari91@gmail.com; Visar Rrustemi, Faculty of Economics, University of Pristina, Str. “Agim Ramadani”, 10000 Pristina, Republic of Kosovo, visar.rrustemi@uni-pr.edu

Most studies show that the Internet and social media usage is changing consumer behavioral modern trend also witnessed in developing countries such as Kosovo. This paper will offer an overview on how the consumers use social media in the stages of decision making process and the psychographic variables that influence their behavior. A survey of 120 consumers selected randomly in the capital city of Pristina was conducted, to find out to what extent they are impacted by the use of social media, and what role it plays in their decision making process. Around 59% of the respondents reported to have made unplanned buying decisions based on the information obtained in the Internet, and 61.5% of them declared to be motivated for buying by social media reviews of their friends. The implication of these findings suggests in what segment businesses in Kosovo should focus their market research and marketing strategy.

Keywords: Social media, consumer behavior, decision making process, survey

Introduction

The social media are increasingly influencing and changing the way the consumers behave, and how they make the decision to buy. In this paper the
term "social media" will be used to refer to online communication channels, while the term "traditional mass media" will refer to conventional communication media like TV, radio, newspapers, etc. The consumer decision making process consists of 5 stages: Need/problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior [1, pp.258]. According to studies, all of these stages are impacted by social media usage, not only in developed countries, but also in the developing ones, like Kosovo.

The Internet penetration and usage in Kosovo, like in the rest of the world, has increased dramatically over the last years. This growth is further so driven by the use of smart phones. According to Internet World Stat, by 2013, Internet use in Kosovo was almost the same as in the most European developed countries (76.6% of Kosovo population), and it was the highest rate in region, leaving behind countries like Croatia, and Macedonia [2]. According to a study by AICTK (Association of Information and Communication Technology of Kosovo), 55.48% of the respondents in their research, have Internet access via smart phones [3]. When it comes to social media usage in Kosovo, there is far less data. By 2013, the Ministry of European Integration of Kosovo, prepared a guide to implementing social media in support of Kosovo’s EU Integration Process. According to this guide, one third of Kosovar Internet users (around 75%) are Facebook users, and only 6-7% are Twitter users [4]. A similar trend is witnessed among Kosovar businesses. The Independent Media Commission in Kosovo reported that 70% of the advertising budget by businesses is spent in traditional mass media (TV, radio, newspapers, leaflets, billboards), whereas only 3% for online advertising. But this is likely to change in the near future, considering that over one third of Internet users in Kosovo are under the age of 30, and the target age for businesses still remains 19-30 [5].

Given this figures, this paper aims to provide missing information regarding the impact of social media usage, and bring evidence to Kosovar businesses that using these media, can help them reach a larger number of consumers, take better care for their existing consumers, finding new ones, and consequently, to drive business growth. For this purpose, two research questions are raised:
Q1: Do the social media usage impact consumer behavior of Pristina respondents?, and
Q2: Is it beneficial for businesses in Kosovo to use social media as communication channels?

The results of the paper will serve as answers to accept or reject these two questions. Despite the benefits and contribution, this research has some limitations or shortcomings. There is a lack of information of the usage of social media at Kosovo level. Another limitation is also considered the small sample size, and that all the respondents are citizens of Pristina, which makes the sample not so representative. Next, the questions asked in the questionnaire, cannot include all the psychological elements that affect the consumer behavior. In any case, the findings from the survey are indicative to undertake future similar research and validate them through larger surveys.

**Literature Review**

**Social media**

Social media takes us back to the beginning when people lived in groups and clans and took decisions together by being affected with each other. By simple definition, the social media refers to activities, practices, and behavior among communities of people who gather online to share information, knowledge, and opinions using conversational media (Web based applications) [6, pp.6]. Today, a web page is a necessity for the marketing mix of a company, and the social media content is considered as King. Through the social media, viral marketing is developed, which refers to the strategy of urging the visitors of web page to share information published on Internet, to their friends, so that, they can inform more people for a product or event, through photos, videos, etc.

According to Zarella, there are some types of social media, like: Blog, Microblog (Twit-ter), Social Networks (Facebook, LinkedIn), Media sharing (YouTube, Flickr), Social News and Bookmarking (Digg, Reddit), Rating and reviews pages (Yelp), Forums and Virtual Worlds (Second Life) [7]. Using them has many benefits for consumers, such as: saving consumers time, better informing possibilities, more reliable information, reduced cost of informing, better communication with companies, and reduced prices. Almost half of the world’s population used the Internet and the social media, and this trend is in a rapid rise.
Consumer behavior

Consumer behavior involves the way individuals, groups or organizations select, buy, and use products, services, ideas and experiences, to satisfy their needs and desires. It is a complex and dynamic process. As a result of globalization and technology development, the way the consumers behave and think is rapidly and continuously changing. Five stages of consumer decision making process are: 1) Need/problem recognition, which occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. Today people are very concerned of how they are seen by others, a phenomenon recognized as “social identity” [1, pp.212-213]. That is why social media content motivates new consumer needs. Every photo, video, comment, review, and other content posted on social media, to which consumers are exposed, plays the role of stimulus (incentives) of recognizing a new need. 2) Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision [1, pp.265]. Nowadays, Internet is among the most commonly used sources of information search, causing revolution in this stage of consumer decision making process. "Googlization of search" is called the phenomenon of searching information in the search engine Google, which is the first and most used source of information [8]. Another important and very credible sources, are considered reviews on social media. 3) Alternative evaluation: today, almost everyone searches for online reviews, and gets more detailed, accurate and reliable information, because those information are from people who have already tried those alternatives. In this way, consumers ponder the positive and negative sides of each alternative, and decide easier for the best one to buy. 4) Buying: different attractive social media content and positive reviews of others, very often impact the buying to be emotional, rather than rational, recognized as “spontaneous shopping”. Studies show that reviews of others tend to change consumers mind regarding a product, and push them to buy or not to buy something [9]. 5) Post-purchase: social media provides different alternatives for people to react in case of dissatisfaction after purchase, for example: writing messages to the company, posting on the social media companies accounts, commenting in public posts, and writing negative reviews. Conventional marketing wisdom long held that a
dissatisfied customer tells ten people. But in the new age of social media, he or she has the tools to tell ten million [10].

**Digital groups**

Consumer behavior is influenced by reference groups. Nowadays the digital groups are more influential than ever. There are different “Brand communities”, “Consumer clans”, and “Anti-brand communities”, that consist of people who share the same thoughts, preferences or dislikes toward products. These groups have a huge impact on their members behavior, creating so the “crowd effect”, that means that people observe others behavior, and tend to practice it. This is also known as the “wisdom of crowds”, where the group is considered wiser than the individuals [11].

**Psychographic variables**

There are different internal factors that impact consumer behavior, known as psycho-graphic variables, like: motivation, perception, learning, memory, attitude and self-conception. Studies show that these variables are very influenced and tend to change due to the social media usage. Perception - Is the process of selecting, organizing and interpreting stimulus/incentives the individuals are exposed to. The perception process consists of three stages: exposure, attention and interpretation [1, pp.36]. Marketers tend to expose their product to their consumers as much as they can. Even if these stimulus do not immediately push people to buy, they are memorized in the consumers mind, and whenever they face a need, that stimulus automatically will come to their mind. According to studies, 1.54 seconds are sufficient for an attractive advertising to draw the consumers attention [6, pp.104]. Learning and memory - A frequent exposure of stimulus, and the learning of those stimulus, affects the “family branding“, which means that due to such frequent exposure, the consumer becomes more familiar with the brand. Social media has impact on the “observational learning”, according to which, consumers observe others behavior, and learn indirectly from others experiences. According to psychology, people tend to remember more visual elements, that’s why social media content is supposed to remain longer in consumers mind. Attitudes and interactive communication - Communication through social media, and its content, can cause changes of
consumers attitudes toward different products or advertisements. Self-conception - The beliefs individuals have toward their attributes, and the way they evaluate them. We decide to buy some products to be consistent with the real ourselves, and to help us reach the ideal self. Managing impressions, means that people work hard on managing what others think of them.

Research Metodology

There are two types of data collected for this research: the primary and the secondary ones. Secondary data, presented as a literature review, was reviewed and studied in order to get a better understanding on the consumer decision making process, psychographic variables and social media. However, the paper is mainly based on primary data, collected through a survey questionnaire conducted directly with consumers. A random sampling method was used, in probabilistic way, and each member of the population had same chances to be part of the sample. The sample consisted of 120 participants. The questionnaire was sent to all of them, but there were 108 of them that participated in the survey. This means that the responding rate was 90%. All of the respondents were residents of Pristina, capital city of Kosovo, and based on some characteristics like age, lifestyle, etc., they are considered to be representative for the population of Pristina. The respondents were mainly new aged, with 99.08 % of them being up to 40 years old. The sample consists of two gender respondents (46.30% males and 53.70% females). The vast majority of respondents were students (61.11%), but there were also employees, so people with personal incomes (38.88%).

The questionnaire consisted of 20 questions, including Yes/No questions, filter questions, closed questions with alternatives, closed questions with possibilities of adding more responses through the box "Others:“, and six-point Likert scale, asking respondents to evaluate their responses with rates from 0 to 5. All questions were simple, understandable and clear, and the questionnaire was tested for clarity in advance. The questionnaire was designed in a Web page that provides those kinds of services (www.esurveycreator.com), and it was easily accessible for respondents. They received online the link of the questionnaire via e-mails and messages in social media, and were politely asked to complete it. Once
they pressed the “Done” button, their responses were automatically recorded. The questionnaire is attached to Appendix of this paper.

The data obtained from the survey were statistically analyzed and presented in numerical figures, using the arithmetic average, percentage, standard deviation, etc. The results are interpreted and presented by using charts, tables, and descriptions by words, in order to have a clearer presentation.

Analyses and Results

Internet and social media usage

The results show that the respondents use a lot Internet, namely the social media as 98.15% declared to have Internet access via their personal phones or any other wireless device. Almost all respondents are social media users (99.1%), and 49.5% use social media between 1 and 3 hours a day, and 37.4% over 3 hours a day.

Impact of social media in purchasing decision making process

The most affected stage is searching for information, with 37.25% of the respondents declaring that they are mostly affected by social media in this way or for this purpose. An impact is also noticed in the stage of evaluating alternatives or choosing the products, with 26.04% of respondents evaluating this stage as the most affected one by social media (see Table 1.).

Table 1: Impact of social media in decision making process stages

<table>
<thead>
<tr>
<th>Identification of a need...</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>14x 13.33 10x 17.14 18x 17.14 23x 21.90 15x 14.29 17x 16.19 3.55 1.63</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Searching information b...</td>
<td>3x 2.94 10x 9.80 10x 9.80 18x 17.65 23x 22.55 38x 37.25 4.59 1.46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation of alternative...</td>
<td>3x 3.13 12x 12.50 8x 8.33 23x 23.96 25x 26.04 25x 26.04 4.35 1.44</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchasing</td>
<td>8x 8.42 12x 12.63 16x 16.84 26x 27.37 21x 22.11 12x 12.63 3.60 1.46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post - purchasing evalua...</td>
<td>13x 13.27 11x 11.22 20x 20.41 17x 17.35 15x 15.31 22x 22.45 3.78 1.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What's the Best Option?

The impact of social media in searching information is also noticed by the high use of Internet comparing to traditional mass media. Over 97% of the respondents before making their decision to buy, search for information in the Internet (social media, reviews), and only 2.8% of them reported to search in traditional mass media (TV, radio, newspapers).

The use of social media by respondents of Pristina can also be noticed by the results of the question, according to which, they were asked "if social media ever caused them to buy anything unplanned, that they didn’t really need". Around 59% responded positively to this question with 41% declaring the opposite (see Fig 1).

15. Have you ever bought anything unplanned, due to the social media exposure?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>41</td>
<td>59</td>
</tr>
</tbody>
</table>

Figure 1: Unplanned purchases influenced by social media

Types of social media used

The findings suggest that the most used social media in Pristina are social networks (Facebook, LinkedIn, Twitter) with close to 61% of respondents claiming so (see Table 2.). Web pages for sharing photos and videos (YouTube), are also used a lot but at a smaller frequency (over 28% of the respondents). Referring the same table of results, we can notice that the least used media are the Blogs with 81.52% of respondents declaring that they never use these media and Microblog with 70.33%. The last column of the table shows the low value of standard deviation for Blog and Microblog (±1.10 and 1.07), meaning that the responses are aggregated around the average, and respondents agree with each other, so they generally don’t use the Blog and the Microblog.
Searching information

Looking at the findings of the survey, we could see the respondents as being more affected by the social media when they search for information, and they most commonly use the Internet and the social media to do so. When asked: “which are the advantages of using social media as information sources, in comparison with the traditional mass media?”, 86% of respondents considered the huge quantity and the easy access on information as the greatest advantage of using social media. Almost 60% considered the time saving as an advantage, and 54.2% the higher credibility of information, due to being provided by the users, beyond the company control (see Fig. 2.).

Fig. 2. Social media advantages (in number of respondents)
Buying a Real Estate Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What's the Best Option?

The mostly used sources for information searching in social media are search engines (Google) with 47.57%, and social networks (Facebook) with 26% of the respondents. The over-whelming said that they never search for information on Microblog-Twitter (85.56%) and Blog (86.59%). The findings also suggest that the social media contributed in the enhancement and the increasing of the respondents’ knowledge regarding different products and services. This is backed by the finding that 57.1% agree with the above statement, where 29% absolutely agree, only 1.9% disagree, and none of them 0% absolutely disagree. The high rate of using the social media for searching information is also justified by the high level of belief in comparison with other information sources. Over half of the respondents consider reviews on social media as the most reliable information sources (see Fig. 3.).

10. Which of the below sources, do you consider as more reliable?

- Information and advertising provided in traditional media (TV, radio, newspaper)
- 31%
- 51%
- 18%

Figure 3: Most reliable information sources

Activities in social media

According to this criterion, the respondents are very active on social media. The figures below, drawn from the survey, present their most common activities in the social media:

- 91.6% like or follow on social media at least one preferred brand.
- 72.9% like photos and other posts of products/services.
- 14.0% comment related to the quality, and their experiences with products.
• 19.6% share different posts related to products (photos, videos, texts, etc.).
• 16.8% “check-in” the place they are at.
• 10.3% use hashtag “#”, mentioning the product, service or company
• 17.8% do not commit any activity in social media.

These findings indicate something important. A further 47.7% declare that they sometimes read reviews, 27.1% consider that these reviews impact their thoughts regarding a particular product, and 9.3% of respondents declare that at least once in their life they have been convinced to buy or not to buy something, as a result of reading the reviews.

Psychographic variables

Referring to the findings in Table 3, we can see the elements that affect the attention, motivation and remembrance of respondents as consumers. Attention - Asking respondents regarding "what draws their attention on social media", to which 65.1% responded that it depends on how important the product is to them, while 45.3% declared that the visual elements of advertising, photos and videos of products draw their attention. Motivation - is also mostly driven by reviews of others in social media. When asked of "what motivates them to buy products exposed in social media", 61.5% responded to be motivated by reviews of friends and acquaintances, 51% said by posted product’s photos and videos and 38.5% said to be motivated by positive comments of former costumers. Memory – is the exposure in social media that helps the memorizing of products and advertisements in the consumers mind. The visual elements (colors, shapes, light, sounds, videos) are considered by 55.7% of respondents as the most influential factor of remembering products and advertisements. Then, 36.8% declared that comments and others reviews help them remember things. And 32.1% said that the frequent exposure affects them to remember products or ads.

Table 3: Elements that impact psychographic variables in social media

| ATTENTION                       | The frequent exposure of 29.2% |
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What’s the Best Option?

Purchasing

It was previously mentioned that social media impact purchasing, even if it is unplanned. This impact is empowered by the frequent exposure of consumers towards the products and advertisements in the social media, and the sharing of those. When respondents were asked about "the impact of a product going viral in social media, in their behavior", the results were as following:

- 26.9% said their thoughts and attitudes regarding that product can change (for better or worse).
- 70.4% will consider it as potential alternative to buy, when they need something like that in the future.
- 9.3% said they buy that product, and
- 8.3% said it doesn't affect them.

It was also mentioned that the impact is empowered by the frequent exposure of consumers towards the products and advertisements in the social media, and the sharing of those. The results were as follows:

- Visual elements of products/ads: 45.3%
- The importance of product: 65.1%
- How much a product is liked, commented or shared by others: 21.7%

**MOTIVATION**

- Posted product photos/videos: 51%
- Positive comments of previous users: 38.5%
- Friends and acquaintances reviews: 61.5%
- Number and type of people that like/follow/comment products: 12.5%
- The desire to be like others: 2.9%
- To change others opinion about them: 2.9%

**MEMORY**

- The frequent exposure: 32.1%
- Visual elements (color, shape, light, sounds): 55.7%
- How much is shared by others: 17%
- Others reviews: 36.8%
- Inclusion of celebrities in ads: 14.2%
Post purchasing
The literature review of this paper showed that social media provides different possibilities of showing dissatisfactions. This research shows that 37.4% of the respondents after purchasing, discuss their dissatisfaction with their friends and fellows, and 37.4% do not complain – they just do not buy the product anymore, whereas 26% complain via the social media in different ways (see Fig. 1.4.).

![Figure 1.4: Ways of showing post purchase dissatisfaction](image)

Discussion and conclusion
Consumers included in the sample survey from Pristina use a lot the Internet and the social media, and spend considerable time (most of them spend more than 1 hour per day). The vast majority of respondents have Internet access via mobile phones or any other wireless device/tablet, and use the social media. Social media users in Pristina are mainly young, up to 40 years old. This is due to the knowledge of using digital technology. Looking at the results, it can be noticed that there is no significant difference in the users’ gender, and most of the respondents using social media claimed to be unemployed. From these two findings, we can conclude that young unemployed people are the main social media users in Pristina. Considering the increasing trend of in the use of social media, makes us think that these young people will continue using social media also in the
future when they will get employed, making them potential online buyers, and creating new opportunities for Kosovar businesses.

The most used social media in Pristina are social networks (Facebook, LinkedIn), while the least are the Blogs and the Microblog. This high share of using the social media by consumers in Pristina is also impacting their behavior as consumers, affecting each of the stages of consumer decision making process, and the influential factors of this process (motivation, attention, learning, memory). The respondents use the Internet and the social media mainly as the search for information more than they use the traditional mass media (TV, radio, newspaper), where the main reason is the high quantity and easy information access, and also because of considering these information more reliable due to being provided by other consumers themselves, beyond the control of companies. Saving the time by using the social media is a great advantage of them. Another reason over traditional media is also the informing without being interrupted while doing any activity. Furthermore, most of the respondents agree that using the social media has increased and enhanced their knowledge related to different products and services.

Search engines in the Internet (Google) and social networks are the respondents’ main source of searching for information. This can help Kosovar businesses to focus on these most used social media, in order to be closer to their consumers. The results indicate that the effect of observing others behavior affects the unplanned purchases. From those who declared to have bought things unplanned as result of social media exposure, 98.4% are up to 40 years old. In case of post purchase dissatisfactions, the consumers complain in different ways. Most of them talk to their friends, while others complain directly to the company, comment on social media regarding that product, and post different content like photos or videos, showing their dissatisfaction. Although there are some of them that don’t complain, they just don’t buy the product anymore. Therefore, based on the survey findings, we can positively answer or accept the hypothesis that the social media do impact the consumer behavior, and that this is also comes at the benefit of businesses through communication channels to offer better products and services, and make them easier available to the consumers.
Recommendations

Businesses in Kosovo should improve the social media usage and understand that the mass audience is no longer sitting in front of a Television, but instead, in front of personal computers, smart phones and any other device with Internet access, spending a good part of their time using social media, and being exposed to its content. Even if indirectly, the consumers are influenced by that content. Consumers while talking about their experiences, inevitably involve businesses in social media, without enabling them to stop this, because it is impossible to stop millions of people part of this network, from talking.

Due to the low cost, the social media provide operation space even for small and novice businesses, a category that includes the majority of Kosovar businesses. Therefore, we recommend the businesses in Pristina (and Kosovo) to:

- Be active in social media and manage them right.
- Segment their consumers based on the type of social media they use.
- Use social media for more frequent exposure, in order to attract their consumer attention and increase the brand awareness.
- Be more interactive, generate ideas from their consumers (making them feel part of the brand).
- Try to be influential through the viral in social media.
- Identify and manage the opinion leaders of the digital groups, stimulating them to positively talk about their products.
- Enable consumers to express their experiences (through reviews).
- Enable and facilitate online purchasing.

Referred to the research limitations mentioned in the beginning of this paper, we can recommend that there is a free room for further research related to the impact of social media on consumer behavior in Kosovo. This research can be further expanded, by analyzing a larger sample that would show a better overview of Kosovo population, including the rural areas where the Internet is making a boom in use. As people in rural areas have traditionally been less informed than in urban areas, a survey comparing the decisions to buy through the Internet versus those in urban areas, may be an
interesting difference. The unexpected mass exposure to the information by
the consumers in rural areas may also lead them to make faster, but not
necessarily better, decisions, but this remains to be proven by empirical
findings.

References

Behavior, A European Per-spective, 3ᵈ edition. Edinburgh Gate:

[2]. Internet World Stats. "Top 50 countries with the highest Internet
20, 2016].

[3]. Association of Information and Communication Technology of
Kosovo. "Internet penetration and usage in Kosovo". Internet:
http://stikk.org/fileadmin/user_upload/Depertimi_dhe_perdorimi_i
_internetit_ne_Kosove_01.pdf, Aug., 2013 [Aug. 16, 2016].

[4]. Ministry of EU Integration. "A guide to implementing social media
in support of Kosovo's EU Integration Process". Internet:
http://www.mei-

[5]. Independent Media Commission. "Advertising market research and
analysis in Kosovo". In-
ternet: http://kpm-
ks.org/materiale/dokument/1389360328.1626.pdf, Sep., 2013 [Jul. 12,
2016].

[6]. L. Safko and D.K. Brake. The Social Media Bible: Tactics, Tools, and
Strategies for Business Success, 3d edition. New Jersey: John Wiley &

[7]. D. Zarrella. The Social Media Marketing Book. Sebastopol 1005

(incl. media and enter-tainment)". Oxford Internet Institute. [Online]. pp. 186. Available:
d=1&ved=0ahUKEwi66NPPtNfPAhUCihoKHZ8gD5AQFfgoMAA&ur
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What's the Best Option?


Appendix – Questionnaire
Questionnaire regarding the impact of social media in consumer behavior

Page 1

This questionnaire aims to identify the impact of social media in your behavior as consumer. We assure you that your responses will remain safe, anonymous and will be used only for research purposes. Thank you for your participation.

Age
- Up to 20 years old
- 20 - 40 years old
- Over 40 years old

Gender
- Male
- Female

Current status?
- Employed
- Unemployed

Do you have internet access via your personal phone or any other wireless device?
- Yes
- No

Are you a social media user?
(If yes, please go on with the other questions, if no, please stop your answers here. Thank you for your participation.)
- Yes
- No

Which of the social media listed below, do you use?

<table>
<thead>
<tr>
<th>Social Media</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microblogs (Twitter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sns. networks (Facebook)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News websites (Reddit)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo/video sharing (YT)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How much time do you spend using social media (per day)?
- Up to one hour a day
- 1 - 3 hours a day
- Over three hours a day
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What’s the Best Option?

Which of the sources listed below, do you use for searching information before a purchase?

(Rate as following: 0 - not at all, 1 - at least, 5 - mostly).

<table>
<thead>
<tr>
<th>Source</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks (Facebook, LinkedIn)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microblogs (Twitter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search engines (Google)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photo or video sharing websites (YouTube)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Before a purchase, where do you search more for information?

- In traditional media (TV, radio, newspaper)
- In internet (social media, others reviews)

Compared to traditional media, what are the advantages of using social media?

Mark the true answers (If you consider there are more than one).

- There is more information and easier access
- Information reliability (due to being provided by users also, and not only by companies)
- They save my time
- I can be informed without being interrupted while doing other activities (in TV advertising interruption)
- Better communication with other consumers and the businesses
- Other: __________

What do you think of the statement that: Social media increased and enhanced my knowledge regarding different products and services?

- Absolutely agree
- Agree
- Not sure
- Disagree
- Absolutely disagree

Which of the below sources, do you consider as more reliable?

- Information and advertising provided in traditional media (TV, radio, newspaper)
- Information and advertising provided by businesses in social media
- Others reviews in social media

Regarding the reviews, which of the following statements is true for you?

- I always read them
- I sometimes read them
- I consider they influence my thoughts regarding a particular product
- I was at least once convinced to buy or not to buy something, due to reading others reviews
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What's the Best Option?

Regarding your preferred brands, do you “Like” or “Follow” any of them on social media?

- Yes
- No

Which of the following activities do you commit as a social media user?

Mark all the true answers (if you consider there are more than one).

- I like products, photos or other contents regarding that product
- I comment regarding my experiences with products
- I share different products content (photos, videos, etc.)
- I show others where I am via check-ins
- I use “hashtag” mentioning products or businesses
- None of them
- Others

What drives your attention in social media?

Mark all the true answers (if you consider there are more than one).

- The frequent exposure of products/advertisements
- Visual elements of advertisements and products
- How important a product is to me
- How much a product is liked, commented, and shared by others
- Others

Have you ever bought anything unplanned, due to the social media exposure?

- Yes
- No

What pushes / motivates you to buy products exposed in social media?

Mark all the true answers (if you consider there are more than one).

- Posted photos and videos of product
- Positive comments of previous users
- Friends and acquaintances reviews
- The number and type of people that like, follow or comment regarding products
- The desire to be like others
- To change others opinion about me (via social media posts)
- Others

If a product goes viral in social media, how do you think it affects you?

- My thought and attitude toward that product can be changed (for better or for worse)
- I consider it as a potential alternative for buying in the future
- I buy it
- It doesn’t affect me at all
Buying a Real State Property Based on Two Possible Scenarios: Cash Payment and Payment by Installments. What's the Best Option?

What affects the remaining of a product in your memory?
Mark all the true answers (if you consider there are more than one).

- The frequent exposure
- Visual elements (colors, shape, light, sounds)
- Sharing of that product by others (in social media)
- Others comments and reviews
- The inclusion of public faces (in ads)

If you are not satisfied after buying a product, how do you show your dissatisfaction?

- I complain directly to the company (physically, or via email)
- I comment regarding that product (anywhere in social media)
- I post different content showing my dissatisfaction (photos, videos, etc.)
- I discuss with my friends and others
- I don’t complain, I just don’t buy that product anymore
- Other: ____________________________

How do you consider the social media impact in each of the stages of your consumer decision making process?
Mark all the true answers (if you consider there are more than one).

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need recognition</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Information search</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Alternative evaluation</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Post-purchase behavior</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>