THE INFLUENCE OF DEMOGRAHPIC FACTORS AND USAGE CHARACTERISTICS ON CONSUMER BEHAVIOR- IN THE CONTEXT OF FACEBOOK ADVERTISING- KOSOVO

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A b s t r a c t

The aim of this research is to examine the impact of demographic variables and Facebook usage patterns on consumer behavior in relation to Facebook advertising.

The study's setting, which included Kosovar citizens, was examined using a variety of statistical techniques, including discriminator validity testing, reliability analysis, descriptive statistics, and the Kruskal-Wallis H Test. In this study, 276 respondents or Kosovar citizens participated. Every Kosovo region has been met by these responders. The questionnaire was employed through the survey as a tool for gathering study data. Three sections comprised the questionnaire: questions on the respondents' demographics, questions concerning the features of Facebook use, and statements indicating the extent to which Facebook ads influenced consumer purchases.

With the exception of income level, which has a significant correlation with consumer behavior for making purchases through Facebook ads, statistical testing has led us to the conclusion that there is no significant correlation between gender, age, education, residential area, and consumer purchase in terms of purchasing through Facebook ads.

The experiments indicate that the variables pertaining to the features of purchases on Facebook do not significantly influence consumer behavior when it comes to making purchases through Facebook adverts

1. Introduction

Social media has become a vital tool for businesses to engage with their customers in recent years. The way individuals communicate with one another has altered dramatically as a result of social media (Kietzmann et al., 2011). Not only is there an increase in social network use in wealthy nations, but emerging nations are seeing an even greater increase in this regard (Wiese et al., 2020). Social media has had a significant impact on how consumers behave and make purchasing decisions (Jashari & Rustemi, 2017). Doing business online is one of the greatest things social media has given the world (Nekatibeb, 2012). Social media can affect customer behavior and purchase decisions because people these days undoubtedly rely on it when shopping (Gazal, Iris, Montague., & Wiedenbeck, 2019). According to Kathryn, Iris & Janice's (2019) research, social media has impacted the influence of customers based on demographic attributes such as gender, age, and income, and usage characteristics of Facebook.

Facebook may be defined as "the online medium that consumers use to share their experiences, ideas, communication, and perspectives with each other" (Kahraman 2010). Lukka & James (2014) claim that Facebook is a useful tool for targeted product advertising. Facebook has enough advertisers to customize its ads to appeal to a particular demographic of users. Based on their shared interests and demographic data, marketers target these customers. Facebook ads are a crucial tool for reaching the intended audience with company messages these days (Fazal, Tariq, & Shabir, 2014). Facebook's advertising-driven growth may indicate the beginning of a significant approach to company presentation and estimation.

Facebook advertising is a helpful tactic to draw in clients. In a matter of years, it has been included into businesses' promotional strategies to raise awareness in key markets and sway consumer opinion. Businesses are targeting their Facebook advertising to increase awareness and influence consumer behavior due to its recognition (Valh, 2011). Based on the data from earlier research, we came to the conclusion that this type of study is highly beneficial to businesses in the Kosovo region. This is because there aren't many studies available in the region due to a lack of business understanding and cultural differences that prevent businesses from using Facebook ads to attract customers.

First and foremost, it's critical for Kosovo's businesses to promote their goods on social media platforms like Facebook in order to promptly meet the demands and desires of their customers. The studies below, which were carried out by international organizations, discuss how much online advertising is used by businesses and consumers in Kosovo to establish connections.

According to this study, Kosovar citizens may be influenced by Facebook advertising because 73% of them utilize the social media platform and have a variety of demographic features. This suggests that Facebook advertising has an impact on consumer behavior. According to Solomon (2010), consumer behavior is the study of the ways in which people and groups are chosen, how they utilize goods and services, what they buy, and how they have experiences in order to fulfill their needs and desires. In their study on the impact of social media on consumer behavior in Kosovo, Rrustemi & Jashari (2016) found that 59% of Kosovar respondents had made impulsive purchases as a result of information they found on social media, and 61.5% of Kosovar respondents confirmed that their decision to buy was influenced by comments made by friends and family on social media. Studies for these markets are crucial for business because the expansion of emerging markets presents excellent chances to create or uncover new marketing methods and viewpoints (Paul, 2020).

Numerous factors influence customer behavior, but two of the most significant factors are Facebook usage patterns and demographic or personal traits of the consumer. All of these customer demographics utilize Facebook, therefore any advertisement that encourages them to make a purchase will have some effect on them. The ultimate objective of this study is to evaluate the predictive ability of demographic variables and usage characteristics on Kosovar citizens' buying intentions (or consumer behavior) in relation to Facebook advertising. The research questions of this study are:

☐ Does demographics factors influence purchase intention of Kosovar citizen in context of Facebook Advertising?
☐ Dose usage characteristics influence purchase intention of Kosovar citizen in context of Facebook Advertising? .

2. Review literature

Regarding the topic that we are discussing, it has been discussed in different forms by other studies, some of them have been selected and also examined in the review of the literature presented below. Initially, it was started for the importance of the use of the Internet in the development of marketing, the importance of Facebook in purchases, as well as the correlation of advertising through Facebook in consumer behavior.

New wave marketing originated on the Internet, which led to the development of internet marketing as a crucial link in the new wave marketing movement. Using the internet network to create marketing strategies and efficient promotion is known as "new wave marketing with internet marketing" (Dilham, Sofiyah., & Muda, 2018). Facebook is one of the top 20 most popular social media networks, Facebook has the most users overall and the highest level of brand recognition. Facebook is the most popular and significant social networking site that businesses utilize to inform, convince, and remind potential clients about a variety of goods and services (Priyanka & Srinivasan, 2015). Companies must carefully organize their advertising material to draw users in and encourage them to search and click on ways to further impact the consumer's buying intent. Businesses rely on social networking sites to give customers information about their products and services. The goal of this is to increase sales and boost business earnings (Mouakket, 2015).

According to Koch & Dikmen (2015) Facebook advertising offers a significant topic on the advantage of worldwide access to Facebook users who are not even aware that they are being advertised to, with a stronger influence on their purchase decisions. According to Adamopoulos & Todri (2015) Facebook users who are exposed to advertising on the platform not only show favorable buying intentions towards campaigns, but they also share or promote them among their social connections.

Consumer perceptions of Facebook advertisements are significant, particularly with regard to the kinds of activities that marketers hope to promote. The efficacy of online advertising has been the subject of numerous research (Chatterjee, 2008). Five million companies actively started Facebook sponsored advertising programs in 2018. Using their Facebook profile, about 70 million businesses take use of this marketing potential (Newberry, 2018). Advertising fosters a favorable perception of

the advertised service or good and, in the end, shapes consumers' buy intentions about the advertiser's goods, which finally results in the viewers of the advertisement making a final purchase. Observing the current state of sophisticated technology, the researcher concludes that Facebook advertisements influence purchase intentions favorably and that customizing Facebook ads is simpler than customizing traditional ads.

2.1. Demogrhapics factors (age, gender, education, income)

Demographics is the study of people statistics, including age, race, ethnicity, and geography. It also covers the number, makeup, and dispersion of the human population. Since consumers are the cornerstone of any market, demographics are significant (Stamenovski & Jaqovski, 2013). Because customers are the cornerstone of any market, demographics are significant. Consumers' purchase decisions in the marketplace are closely correlated with demographic traits (Lamb, Hair, & McDaniel, 2011). Consumer purchasing behavior has always been heavily influenced by social, cultural, and personal variables (Kotler & Keller, 2006). As per Blythe's (2005) work, personal factors encompass situational considerations, demographic characteristics, and the degree of consumer involvement in the process of acquiring products or utilities.

The attributes of the customer, including age, life stage, occupation, financial situation, personality, self-perception, way of life, and values, greatly influence their purchasing behaviors and choices. Food consumption habits and preferences are frequently influenced by the family life cycle, as well as by the number, age, and gender of household members as well as occupation (Kotler & Keller, 2006). According to Kotler, Armstrong, Saunders, and Wang (2006), personal traits like age, occupation, economic status, lifestyle, personality, and self-concept also have an impact on buying decisions.

Ages differ in their demands and preferences. Consequently, a consumer's identity is greatly influenced by his or her age (Ceku, 2010). Consumer spending is significantly impacted by age (Hollensen, 2010). Young individuals, about ages 18 to 29, have become huge fans of social networking sites (Madden & Zickuhr, 2011). The bulk of Facebook users, who ranged in age from 13 to 29, were young people. According to Duffett (2017), only 25% of consumers were 30 years of age or older. Younger consumers are more likely than older consumers to make purchases online, according to Clemes et al. (2014).

Due to the fact that men's and women's interests and behaviours are always changing, gender segmentation is most prevalent (Solomon, Bamossy., & Askegaard, 2006). Brown, Pope., & Voges (2003)

claim that gender affects a person's intention to shop online. Their research indicates that men are more likely than women to make internet purchases. Madahi & Sukati (2012) discovered that purchase intention is positively influenced by gender, with female customers having a considerable impact. Bannister, Kiefer, & Nellums (2013) discovered, however, that women's attitudes on Facebook advertising were marginally more favorable.

A person's choice of merchandise is influenced by their financial situation. Regarding personal income, savings, and interest rates, marketers exercise caution (Kotler, Armstrong, Saunders, & Wang 2006). One socioeconomic factor that is frequently utilized to determine the social class statuses of consumers is personal or family income (Schifman & Kanuk 2004). Girard, Korgaonkar., & Silverblatt (2003) found that consumers with higher income levels make more internet purchases than do those with lower income levels.

An individual's standing in society is influenced by his educational attainment. High school graduates are typically anticipated to earn more money and occupy a respected position in society (Schifman & Kanuk, 2004). A person's ability to earn more money is primarily determined by their level of education (Lamb, Hair, & McDaniel, 2011). Purchase decisions and behavior are influenced by the consumer's profession and purchasing capacity (Solomon, 2004). Higher educated individuals are more likely than lower educated individuals to shop online (Cunningham & Cunningham, 1973). Girard, Korgaonkar., & Silverblatt (2003) found that consumers with higher levels of education are more likely than those with lower levels of education to make purchases online.

3. Methodology

This study presents analyse of the predictive power of demographic factors and usage characteristics on purchase intention (consumer behavior) of Kosovar citizens in the context of Facebook advertising. In order to analyse the influence of demographic factors and usage characteristics the on purchase intention of Kosovo citizens in the context of Facebook advertising was conducted research using an online survey method. This study was conducted based on primary data collected in questionnaires exactly for this purpose. Is very useful and important that primary data to comparison with secondary data for research for identical researches. Primary data were particularly made for research and secondary data ware used for comparison of researches and to elaborate theoretical background. Secondary data was used for the theoretical background of this work, and for comparison matter.

The survey method means that the study has conducted through the questionnaire, is designed to analyse independent variables

(demographics factors) and dependent variable (intention to purchase) in the context of Facebook advertising. The survey method is a very convenient method to use for researches because is prepared to collect a large number of responses from different respondents in the same time. But this method is very expensive because the fieldworkers should be educated in the training. But in our research we have used the online survey method, we have eliminated the high cost for fieldworkers and we have got direct answers from respondents. One of the reasons for using the online survey method is because this method provided answers directly into a shareable spreadsheet.

The researcher could get email notification of results and being mobile-friendly for quick updates simultaneously. Also, the researcher shared a questionnaire in Google form with an email and a link. The researcher remained informed about all the updates regarding data collection and watched the responses appearing in real-time. The data will be compiled in a database, used to analyze and compare the results. On the other hand, the disadvantage of this method is regarding the exact measurement and scale of feelings and emotions, and the unconscientious answers that might affect the answers rate.

Participants in this study were citizens of Kosovo from every area. The study's participants were regular individuals within the 18 to 35 age range, exhibiting varying degrees of wealth and education. There are 276 respondents, or citizens of Kosovo that took part in the survey overall. In this study a random sample was applied. All of the respondents are Facebook users, but they also need to be aware of Facebook advertising or have bought things through it.

The purpose of this study's questionnaire design is to determine how Kosovar residents' purchasing intentions are influenced by usage characteristics and demographic parameters in the context of Facebook advertising. The following categories of these questions were present in the questionnaire:

1. Demographic information (age, gender, level of education, income level, and residential area).
2. Usage on Facebook information (period time using FB, method of access on FB, time hours spending on FB, number of daily account logins, and number of contacts in the "friends" list).

3. Attitude towards consumers in the context of Facebook advertising.

Multiple-item solutions are used to design questions regarding Facebook usage characteristics and demographics. Five questions cover sample Facebook usage characteristics (access, length of usage, log on frequency, log on duration, and number of contacts in the "friends" list) and five cover sample demographics characteristics (age, gender, level of education, income level, and residential area).

Multiple-choice questions are used to create inquiries about opinions regarding Facebook advertising formats. This scale is estimated in 14 questions. Every construct question was scored using a Likert scale with seven points. The response options on the scale go from "strongly disagree" to "strongly agree". The measure items for each component were taken from earlier research.

The study's questions were modified from those established by Duffett (2015), who examined the effects of Facebook advertising on Millennials' intentions to buy. To produce the questionnaire was used a Google form. It is an online survey that is simple for customers to answer. Since the study will involve Kosovo nationals, the preliminary questionnaire was first created in English and will then be translated into Albanian by the author.

4. Empirical Results and Discussions

Within this sector of the work, the results of the research are presented based on the answers received from the respondents. First, descriptive statistics with frequencies and percentages are presented. From the results we understand that the female gender dominated with 65.6%, while the male gender with 34.4%, the most dominated age group is 19-30 years old with 77.5%, the most dominated education level is the bachelor level with 57.2%, while the income level the most dominated is under 300 euros, while most of them live in urban areas with 70.7%. For more details on the results of the demographic variables see (table 1).

Table 1. Descriptive statistics of demographic variables

Demographic Variables		F	%
Gender	Women	181	65.6%
	Men	95	34.4%
Age	18 age	10	3.6%
	19-30 age	214	77.5%

	30-35 vjeç	31	11.2%
	Over 35 vjeç	21	7.6%
Education	Primary education	3	1.1%
	Non-academic higher education	38	13.8%
	Secondary education	14	5.1%
	Bachelor	158	57.2%
	Master/PhD	63	22.8%
Income	Nën 300 euro	124	44.9%
	300-500 euro	72	26.1%
	500-700 euro	34	12.3%
	Mbi 700 euro	46	16.7%
Residential area	Urban	195	70.7%
	Rurale	81	29.3%

A very important part of the work are the variables of the characteristics of the use of Facebook, as well as the demographic variables and we have presented these variables in descriptive statistics with frequencies and percentages. From the results we understand that the majority of Kosovar citizens access FB through the phone or 58% of them, the dominant part of them use FB for more than five years or 78.6% of them, the average use of FB for the most part for citizens is less than 1 hour or 54% of them, as well as the highest number of contacts in most of them is 101-500 contacts spo 33.3% of them. For more details on the results of the usage characteristics variables see (table 2).

Table 2. Descriptive statistics of usage characteristics variables

Usage characteristics variables		F	%
Access to FB	Personal Computer (PC)	31	11.2%
	Phone/tablet	160	58.0%
	Both	82	29.7%
	Other	3	1.1%
FB usage time	Less than 1 year	7	2.5%
	2-3 years	18	6.5%
	3-4 years	12	4.3%
	4-5 years	22	8.0%
	More than 5 years	217	78.6%
Visiting the Facebook platform	Every day	225	81.5%
	Once a week	16	5.8%
	Once a mouth	4	1.4%
	1-3 times a week	21	7.6%
	1-3 times a month	10	3.6%
Average time spent on FB	Less than an hour	149	54%
	2-3 hours	79	28.6%
	3-4 hours	22	8%
	Over 4 hours	22	8%
	Ohter	4	1.4%
Number of contacts in the "friends" list	Less than 10	18	6.5%
	11-30 contacts	23	8.3%
	31-50 contacts	18	6.5%
	51-100 contacts	43	15.6%

	101-500 contacts	92	33.3%
	Over 500 contacts	82	29.7%

The following table shows the mean and standard deviation results for demographic variables and usage characteristics. These results tell us which question options have the highest level of exposure. For more details see (table 3).

Table 3. Mean and standard deviation of demographic variables and usage characteristics

Descriptive Statistics		
	Mean	Std. Deviation
Gender	1.34	.476
Age	2.23	.634
Education	3.87	.956
Income	2.01	1.115
Residential area	1.29	.456
Access to FB	2.21	.642
FB usage time	4.54	1.017
Visiting the Facebook platform	1.46	1.083
Average time spent on FB	1.74	1.003
Number of contacts in the "friends" list	4.50	1.505

The table below presents the descriptive statistics (mean and standard deviation) for the statements of the consumer purchase variable through FB ads. These variables are evaluated through Likert scales (strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree) which means from 1 to 5. The overall average level of all these statements that represent this variable is (2.79), which means that the respondents were mostly neutral (neither agree nor disagree) about these statements, this is also observed in (table 4).

Table 4. Mean and standard deviation of Facebook (FB) advertising intention-to-purchase scale

Descriptive Statistics		
	Mean	Std. Deviation
I always buy products that are advertised on FB	2.10	.962
I want to buy products that are promoted on FB	2.61	1.072
I think that advertisement on FB does not impact in increasing purchase intent of companies	2.57	1.181
Advertisement on FB have positive impact on my purchase decision	2.87	1.200
Advertisement on FB have negative impact on my purchase decision	2.39	1.055
I'm afraid to buy the products based on FB advertisement	2.96	1.190
I'm likely to buy some of the products that are promoted on FB	3.20	1.092
Advertisement on FB make me to believe less to the companies	3.21	1.076
I'm aware to purchase products promoted on FB	2.60	1.062
I visit product website after being exposed to an ad in Facebook	3.24	1.198
Facebook advertising is the best source of information about latest products	3.04	1.178
I use many of the products that are promoted on FB	2.52	1.073
Advertisement on FB help make me loyal to the promoted products	2.54	1.083
Advertisement on FB help me to know many brands	3.28	1.203

Table (5) shows the level of reliability of statements of consumer behavior in purchasing through Fb ads. From the table we notice that each statement that represents that variable has a value above (.8), which means that the statements of this variable have a high level of reliability, as a result of which the data resulting from this study are reliable. The overall level of reliability of these statements is (.846), a value that indicates a high level of reliability. Cronbach's alpha, Reliability was assessed using the

Cronbach's α coefficient mechanism, with reliability values of
0.7 and higher considered satisfactory (George & Mallery, 2003).

Table 5. Cronbach's Alpha of items of Facebook advertising intention-to-purchase scale

Variables	Cronbach's Alpha
I always buy products that are advertised on FB	.839
I want to buy products that are promoted on FB	.832
I think that advertisement on FB does not impact in increasing purchase intent of companies	.855
Advertisement on FB have positive impact on my purchase decision	.830
Advertisement on FB have negative impact on my purchase decision	.855
I'm afraid to buy the products based on FB advertisement	.854
I'm likely to buy some of the products that are promoted on FB	.823
Advertisement on FB make me to believe less to the companies	.824
I'm aware to purchase products promoted on FB	.850
I visit product website after being exposed to an ad in Facebook	.827
Facebook advertising is the best source of information about latest products	.827
I use many of the products that are promoted on FB	.829
Advertisement on FB help make me loyal to the promoted products	.827
Advertisement on FB help me to know many brands	.823

The results of the discriminant validity test for consumer purchase rates based on Facebook ads are displayed in the table below. The square root of an individual construct's AVE must be greater than its bivariate correlation with other constructs in the model in order for the discriminant validity test to be confirmed (Hair et al., 2010). We may infer from the data that there is good internal consistency in the rate of customer purchases made through Facebook advertising. The majority of the variables for the measurement scales of consumer purchases through Facebook advertising showed a moderate (r>0.3) to high (r>0.5) positive association, according to an analysis of Pearson's correlation coefficient.

Non-parametric tests, or the Kruskal-Wallis H Test, otherwise known as the Anova test, were used to understand the effects of demographic variables and usage characteristics on consumer behavior to buy through Facebook ads. This test is used when we are testing more than two groups. The following table shows the results which prove the influences between them. As for the demographic variables, gender with the value of p (.187) made us understand that it is not significant, age group with the value of p (.810) is not significant, education with the value of p (.629) is not significant, income with the value of p (.027) is significant, as well as the residential area with the value of p (.308) is not significant. As for the usage characteristics variables, access to FB with the value of p (.145) is not significant, my FB usage with the value of p (.930) is not significant, Visiting the Facebook platform with the value of p (.541) is not significant, average time spent on FB with p value (.219) is not significant, and number of contacts in the "friends" list with p value (.828) is not significant. (Table 6).

Table 6. Effect of usage characteristics and demographics on Facebook advertising intention-to-purchase

Independent variables	Kruskal-Wallis H Test	Type III df	p
Gender	1.745	1	.187
Age	.964	3	.810
Education	2.590	4	.629
Income	9.149	3	.027
Residential area	1.037	1	.308
Access to FB	5.402	3	.145

FB usage time	.862	4	.930
Visiting the Facebook platform	3.103	4	.541
Average time spent on FB	5.745	4	.219
Number of contacts in the "friends" list	2.149	5	.828
Kruskal-Wallis H Test showed a significant difference at $p < 0.001$			

The authors Vranješ, Jovičić, & Gašević (2019) showed that there are no statistically significant variations in the choice to purchase through Facebook advertising based on gender or age. Furthermore, no statistically significant differences are seen in this direction for the factors pertaining to the features of Facebook social network usage. The author Aziz's (2016) study found no evidence of a significant relationship between gender and marital status and attitudes or intentions to purchase. Facebook advertising has been shown to positively influence consumer purchases, according to author Duffett's (2015) study, whereas usage and demographic factors have produced positive opinions about Facebook advertising.

5. Conclusion, Limitation And Contribution

This paper in itself has broken down a very important topic which is problematic for every company, because today most of the purchases from consumers are made through social media using all these applications and especially Facebook. The importance of this topic is that, for the first time, a study of such an analysis is made that takes into account the demographic factors and the characteristics of the use of Facebook in the influence to buy products/services from different companies through advertisements carried out on Facebook. Now it has become practical for companies to advertise products/sales through social networks, one of the most important being Facebook. Companies should do this part of product/service advertising as a strategy, so they can create strategic plans to reach as many buyers as possible through the use of social networks or Facebook.

Through the results of this paper, important results have been obtained for the current situation of Kosovar citizens for the factors that can influence the purchase and knowledge that we will need to use for other studies, or to expand this knowledge. This study is also very important for Kosovar companies because companies can get information on how the factors in question affect consumer purchases, and especially for those companies that intend to sell their products/services through Facebook ads. The paper provides valuable knowledge about the attitudes and behavior of Kosovar citizens towards Facebook ads, and also informs us that the characteristics of Facebook use do not have an impact on their perceptions to buy through Facebook ads, as well

as the income variable that has a significant impact, other demographic variables do not have a significant impact on perceptions and demographic variables that have a favorable impact on their perceptions to buy through Fb ads.

This paper has included two concepts "Consumer Behavior" and "Facebook Ads", these two concepts are not based on generalizations, it is not related to any specific brand, but it includes all products in total. The sample does not represent the population, it should have been a larger sample. A larger sample could create more reliable and valid results. The Regions of Kosovo should have been separated, and the respondents should not have been presented in a generalized form for all regions. The distribution of the questionnaire was done via the Internet, which has lost the opportunity to establish physical contact with the respondents, which I think is very important because it gives more insight into the reliability of the respondents' answers. Given that statistics demands a bigger sample size to guarantee that the generalization is founded on representative samples, some categories may be represented by a different proportion than reality. These sample categories might not offer data that is trustworthy enough. Therefore, in order to evaluate and generalize the results more broadly, some predicted deviations must be considered. The study analyzed only Facebook advertising, other forms of social networks can be taken into consideration by other researchers. Analysis is still needed to understand the attitudes of consumers in addition to purchases through advertising from social networks.

This study has already opened the possibility for other researchers to expand their studies around this field. This research can be analyzed in other countries to understand the differences between different countries for the attitudes of buyers. Additional research will further illuminate the value of this study.

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