



Kolegji AAB

FACULTY OF ECONOMICS

DEPARTMENT:

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

**“IMPLEMENTATION OF MARKETING OF TRADE ENTERPRISES
THROUGH SOCIAL NETWORKS”**

Mentor:

Prof. ass. dr. ShaipBYTYCI

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Candidate:

LavdijeFERIZI

CONTENT.....

Appendix 1: List of charts and images	
1. Introduction.....	
2. Purpose of paper work	
3. Methodology of paper work.....	
4. Problem and hypothesis of the research.....	
CHAPTER I.....	
1. Review of literature/theoretical framework of research	
1.1 Marketing, its role and characteristics	
1.2 Description of marketing on Internet.....	
1.3 Meaning and characteristics of E-business	
1.3.1 Categories of E-business.....	
1.4 Informative technology in support of business.....	
CHAPTER II.....	
2. Implementation of marketing of trade enterprises through social networks.....	
2.1 Types of marketing’s implementation through social networks.....	
2.1.1 E-mail.....	
2.1.2 Facebook.....	
2.1.3 Web	
2.1.4 Instagram.....	
2.1.5 Twitter.....	
2.1.6 YouTube	
CHAPTER III	
3. Research findings – analysis of questionnaires	
3.1 Research findings – analysis of questionnaires for the surveyed	
3.1.1 General profile of the surveyed.....	
3.1.2 Questions for buyers/users of social networks.....	
3.1.3 Profile of trade and service enterprises.....	

3.1.4 Questions for trade enterprises.....

CHAPTER IV

4. Discussion of results, conclusion and recommendation

4.1 Conclusion

4.2 Recommendations.....

4.3 Used literature

4.4Appendix 2: Survey questionnaire.....

INTRODUCTION

Social networks have enabled a competitive market, which made many trade enterprises change the model of business, in order to be as competitive as possible in the market.

The development of the internet technology has enabled the development of economical branches which by the help of internet release a successful business. Internet has created a market, which is developed rapidly, that has enabled all the communication and easier contacts among people, and business partners.

Electronic trade includes buying or selling ware or services by electronic systems such as internet or other computing networks. An increasing number of businesses already offer products or services and communicate with consumers and their suppliers through internet.

Internet must be a part of the permanent strategy of communication policy of a company.

No type of business is necessarily better than the other. Depends on which business, we define the models of business are more suitable for their function.

Electronic business has an impact on the way how the enterprise defines its strategy and operations, it is more than technology. Many businesses have started the transformation process in e-business with the investment in e-mail, presence in web and internet. This form of creating strategy of e-business for an enterprise is basic and as a good start for the advance of further development.

CHAPTER IV

4. Discussion of results, conclusion and recommendations

4.1 Conclusion

Electronic marketing has enabled a competitive market, that as a consequence many enterprises are becoming more competitive in the market, are changing the form of business, by passing from traditional business to electronic business. Marketing through social networks is a process of the marketing line through the use of internet, which includes the direct and indirect marketing, elements and most advanced uses of technology that help the business line with consummators.

As a result of globalization and opening of markets, trade enterprises face with competitive pressure in increase, which challenge these long term confrontations must find more efficient forms, in order for their products to be nearer to the consummator, in the easiest and fastest way possible and in the right time and place. All of this, can be achieved by trade enterprises by offering big value products and low costs, exactly through social networks that are becoming an inseparable part of each of us.

The development of marketing's implementation through social network, is considered to be an important factor of information because of the three Es (economy, efficiency and effectiveness), which are presented with many advantages, productivity, low cost, savings in expenses etc.

Consummators through social networks facilitate their way of shopping, by creating an easy choice, sufficient information 24 hours a day, by allowing them to avoid mediators between them, they low all their costs. Being based on the research I have done with the citizens in the quality of the consummator, from thirty surveyed, 100% of them use internet. About 97% of them use Facebook, 67% use Instagram, about 6% Twitter, 94% Google, 74% use Web, meanwhile 97% of them even Youtube.

All the surveyed declared that they use internet to inform regards to their needs, whether education needs up to products which they're interested in.

70 % of the surveyed said that their life has been easier by the promotion of information through social networks , meanwhile 30% said A LITTLE.

When they were asked if they were content with the promotion of marketing through social networks from businesses in Kosovo, three of them answered YES, 4 of them NO, meanwhile 23 of them have declared that businesses should do more in this field, which means that 77% of them aren't content. If it happened to them personally to buy something because they were attracted from the good work of marketing through social networks, we understood that 100% of them experienced this.

Meanwhile, from the research which was conducted for trade enterprises through questionnaires divided in three sections, it results that from thirty interviewed enterprises, 90% of them implement marketing through social networks to release their business. They were asked what networks they use and it resulted that 93.3% of them use Facebook, 90% e-mail, 76.6% Instagram, 63.3% Web, 30% Twitter, 13% YouTube meanwhile other networks still don't implement. 30% of interviewed enterprises have begun to use Internet from the age of 4-5, 30% of them from the age of 3-4 and the rest less. Social media as a marketing platform of their business, for 86.6% of these enterprises was so important, 6.6% were declared that it's important and other 6.6% that it was a bit important. When enterprises were asked if they promoted their company by putting information based on the Internet page, 90% of them answered positively, meanwhile if they accept information requirements online from clients, 96.6% of them declared that they did.

On how they think that marketing through social networks had influence in the development of the company, 76.6% of enterprises said that the influence was very good. 66.6% of the interviewed enterprises have declared that they inform clients for their products quite good through social networks. About 60% of these enterprises think that they create very good relations with consummators through social networks. 76.6% of them think that they create good opportunity by social networks to gain new clients.