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Social Media Marketing

And Organizational Performance

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Summary

The present study dealt with the social media and was completed through three chapters, where more analytically the social media were analyzed in the first place, their importance was defined on the internet, their main characteristics, the behavior of the consumer as well as the business profile. It was not received to record what popular social networks are, their use through business, management tools, and Internet marketing.

Then the second chapter deepened business competitiveness from the social network. Initially, competitiveness was defined as the sources of competitive advantage and then reference was made to strengthening the competitiveness through social networks. In the third chapter the survey methodology was recorded, where the ways were used to make the research.

Results from quantitative and qualitative results were also recorded.
The work was duly concluded with the conclusions.

Introduction

John Naisbitt, one of the great futurists of our time, said that the new energy source is not money in the hands of a few but the information in the hands of many.

The Internet is the machine that feeds this transformation. Just as reading and writing became a means of freedom and a necessity, for those who eventually managed to access books, computer literacy has become an imperative for those wishing to take part in this new era of information technology. Consumer interest and the demand for electronic administrative procedures, information-rich web-portals have brought a new dimension.

In 1971 the first e-mail was sent for the first time. Nearly a decade later, the first real-time messaging service was created over the Internet, the well-known Internet Relay Chat. Since then, we have been in a time when people are more than ever connected via the Internet.

Today, social media counts close to 3 billion users worldwide, and the growing popularity of social media has greatly influenced consumer behavior. In this context, in order to reach out to their customers, survive in competition and grow, companies need to make their corporate social networking.

Social media evolve and change for the better ever. The shape that will have tomorrow is almost unpredictable for most, but it is known that they will continue to evolve in quick ways. Of course, in order to understand a rather complicated and amorphous perception, a basic line is needed (Scott, 2012). Social Media is a relatively new concept for the global advertising market, which seems to have changed the everyday habits of its users. Users communicate with people, groups, businesses globally, and through these websites share information and views that play an important role in

consumer behavior. Logically, businesses have realized the capacity of social media and wished to exploit it by continually developing marketing strategies to stimulate the dynamics of these websites to increase profitability (DuBose, 2011).

In previous years, studies have focused on information technology and on organizations using information technology. Human factors and their participation in technologies have been thoroughly studied.
However, a new wave has recently emerged, which focuses on issues arising from the implementation of information systems. Studies in this area are scattered, but there seems to be an exemplary orientation in people's basic assumptions and their interaction.

The Internet is widely used as a channel for the distribution and promotion of products and services. With regard to Mols (2001), the internet can affect a distribution channel in two ways. Initially, it is used as a new distribution channel and, secondly, the internet at the marketing level affects consumers. New electronic channels are able to provide consumers with better services with less time and more decentralization of the market.
Due to the size of the market, the Internet has a deeper impact on the element of the marketing segment. E-commerce determines the purchase decision where it is enough to have an internet connection (Malhotra, Birks & Wills, 2013). E-commerce is able to take various forms according to the degree of digitization it uses.

For example, the product or service being sold, that is, whether the product is natural or digital, throughout the process, that is, whether it is done electronically or through a physical process, and finally how the product is delivered, which can also be digital.

The most important feature of blogs is that each user can freely express his opinion without censoring. In addition, bloggers' personal views of users

often lead to open discussions between users, creating a sense of community among users. In recent years, blogs have been used by businesses to advertise their products or services.

There are several ways in which an entrepreneur can learn how a competitor works. Some of these are the study of various brochures, pages about social networks, price research, customer service and more. In this way he forms a view of his competitors and directs his business moves.
Social networks have a great use in the sports industry because, through their use from the very first years of their appearance, they have a great impact on the general public.

Especially over the years, social networking has become a part of everyday life for a large percentage of people working on the internet. Older and younger people are increasing social networking rates every day. It is important for the majority of businesses today to advertise and promote their work and their status through social networks.

Chapter 1
Social Media

A key element of these sites is the encouragement for discussion, feedback, interaction and sharing of any information between users. At the same time, people who maintain a social network are active members with common interests and are community-based groups.

So social networks or media are not just a posting and posting website by a third party, but it's the way anyone can manage their image through publications and communications that relate to him and identify him. Similarly, an enterprise has the ability to maintain profiles on social networks to be presented to become known to an ever-increasing number of audiences. (Lau, et al., 2011)

An integral part of these sites is the encouragement for discussion, feedback, interaction and sharing of any information between users. At the same time, people who maintain a social network are active members with common interests and are community-based groups. (Lau, et al., 2011)

There is a variety of different Internet services that cover social media. A classification of networks based on their function is shown below: (Lau, et al., 2011)

Based on social networking:

Social Networks (Facebook, MySpace, Linkedin)

Blogs (Blogger, Wordpress)

Microblogging (Twitter, Tumbrl)

Wikis (Wikipedia, Wikinews)

Based on content:

Photos and images (flickr, devianArt, Photobucket)

Videos (Youtube, Dailymotion, Vimeo)

Music (SoundCloud, MySpace)

Presentations and Text Files (SlideShare, Scribd)

Based on one function:

Live broadcast (Skype, Viber)

Bookmark Links (Delicious, Diigo)

Events (Eventful)

Locations (Foursquare)

Based on interests:

News (Digg)

Reviews (flixter, goodreads)

Shopping (Blippy)

The ever-increasing use of social media by people of all ages and not just by individual groups, shows that they are not a fashion of the time. Social networks have some features that make them unique, compared to simple websites and to what they provide to their users. In particular, properties such as:

 - User-based: Simple web pages are based on content that is only updated by the site's manager and read by other users. There is no way to stream information in both directions. On the other hand, social networks are user-

focused and would be non-existent if users did not interact and did not participate in the renewal and dissemination of information.

- Interactivity: Social networks are not just forums. Many of these, like Facebook, include game applications that enable interaction and collaboration among user-users and go beyond the narrow framework of simple entertainment.

- Participation: Social media encourage the contribution of anyone interested and "reduce" the distance between the media and the public.

- Openness: Most social networking services are open to the general public. They promote different kinds of voting, feedback, and information sharing without any obstacles beyond the existence of a password for protection.

- Community: Social media are created and thriving based on the concept of community. As in the real world, so also in the digital world, they are based on common beliefs and the common interests of the people who make up the communities and, by extension, the networks themselves.

- Unique email address: Each user has a unique web address that makes his / her personal email address where he can post and share all the information, he / she wants about him / her.

An information system is an organized system for collecting, organizing, storing and communicating information. From a business point of view, integrated information systems were originally designed to be used at secondary level for administrative and organizational purposes (Morrison, et al., 2013). (Lau, et al., 2011).

The rise of the system is progressive, which involves (Middleton, 2011):

• Problem recognition and specifications

• Collection of information

• Specification specifications for the new system

• System design

Elements of an information system can be grouped into five categories (Lau, et al., 2011):

1. Computer hardware

2. Software - Software

3. Data - data

4. Procedures - procedures (eg for the use and management of the information system)

5. People – people

It is worth mentioning that information systems are being developed to help their users achieve their goals.

In the past, studies have focused on information technology and organizations using information technology. Human factors and their participation in technologies have been extensively studied.

However, a new wave of attention has recently emerged which focuses on issues that arise from manframework of information systems. Studies in this area are scattered, but there seems to be an exemplary orientation in the basic assumptions of people and their interaction.

About recent views, information is being added about our understanding of different types of human information systems (Zulkifli, & Tahir, 2012). Entrepreneurship is the process by which either a person or a team identifies a business opportunity and acquires and has the necessary means to exploit it. The French economist Jean-Baptiste Say in the early 19th century gave a broader definition of entrepreneurship, saying that "shifts financial resources from a lower sector to a sector with higher productivity and higher returns". Entrepreneurs create something new,

something different, changing or transforming values. Irrespective of the size of the business, whether large or small, they can engage in entrepreneurial opportunities (Lau, et al., 2011). (Hashem et al., 2015). Data refers to the standard form of concepts, commands, representations or situations. The hardware is about the operation of the system and is often available on the market. The kind of equipment has to do with the data the system will manage (Laudon, & Laudon, 2015).

There are several types of classification information systems, including the following common types (Laudon, & Laudon, 2015):
• Operating support systems, including transaction processing systems
• Management information systems
• Decision support systems
• Executive information systems. (Lau, et al., 2011) (Pearlson et al., 2016).

Traditional aspects of authentication and access control are difficult because devices have limited capabilities in encryption operations or in the assessment of complex access control policies (Laudon, & Laudon, 2015).

Issuing and verifying certificates is difficult to obtain computationally, but SMCs still need to interact with other devices and SMCs with which they do not share any prior knowledge or basic material.

The purpose of the information system is to determine the requirements that are classified according to the requirements of a system as well as the requirements of the software in use. (Bonham 2014).

The requirements specification document of a system contains the following elements that define its development processes (Bonham 2014).

• Collecting and storing items

• Define the cause of the problem

• Provision of information strategy

• Purpose of the system and the project under development and analysis of the relative constraints with them

• Functions per component of the problem with respect to material, people, and user data

• Development, operation and maintenance environments

• Strategy to solve every problem

• Deepen into system data

• System acceptance criteria

The increasing importance of information over time for both society and the economy has been used to show that we are now in the "information age". The era of information takes over from the industrial age, followed by the agricultural season. In the agricultural season the main resources were the land and the people who worked for it and defended it. When the product was originally created it was essentially a person's job (Piwek, et al., 2016). (Prajogo& Cooper, 2017).

1.1 Definition

Social media are evolving and constantly transforming. How it will be tomorrow is almost unpredictable for most of us, but it is known that they will continue to evolve in fast and avid ways. However, in order to understand an extremely complex and amorphous concept, a baseline is needed (Scott, 2012).

Social networks are defined as computer communication that connects people, organizations or a group of people (or even their social organizations) that are linked to family, friendly or professional

relationships.

Boyd (2003) suggests that "people naturally tend to use software as a means to promote their personal interests and interact socially," so almost any software program could be considered social networking.

Having noticed the market in advertising, we found that most of the businesses, in most industries, are facing social media marketing as the leader in their online advertising campaign (Kathimerini newspaper, 2012).

Social Media is a relatively new concept on the global advertising scene, which seems to have changed the daily routines of its users. Users are communicating with people, groups, businesses around the world, and through these websites share information and views that play a major role in their consumer behavior. Logically, businesses have identified this social media capability and wanted to exploit it by continually developing marketing strategies to boost the dynamics of these websites to increase profitability (DuBose, 2011).

Instagram is a social networking tool that first appeared in October 2010 and has since been a specialized mobile application that allows its users to publish photos and videos. The application is used for free and is compatible with Android and IOS devices. This application has a lot of potential, initially its users can follow accounts that are interesting to see their polls. Other users can be followers of their own account. One is directly intertwined with the other.

Since Instagram is an image-based application, it enables its users to process and apply predefined filters to their photos and videos in order to determine how they want to show themselves online (Hansen, 2011).

Users have the ability to view photos, but to declare others who like it (Like),

they can still post comments and send direct personal messages to any user they choose. They can also link a photo or video to another user's account by using the @ symbol while they can also use "hashtags" with the # symbol to describe a particular image.

In addition, they can link their account to Instagram with their account on other social media tools such as Facebook and twitter to make the same material available to other social networks. In recent years, Instagram has the ability to publish temporary images or videos that are available to their followers for a 24-hour run while enjoying live video.

Every new account is public, which means that all users have the option of viewing and posting an account. However, Instagram also provides the option to change the account from 'public' to 'private', meaning access to the account is allowed only after approval by the owner. Networking via Instagram is very easy, as the application makes it easier to search for other accounts, people, tags, or sites. In addition, photos, videos, or user accounts are presented according to the user's action. Finally, there are professional profiles, where users can find contact information with businesses that follow and interest them as they are added to the business account.

The term Social Media Networks or Social Media was first introduced in 2004 when LinkedIn created its first social network (Benefits and Compensation Digest, 2010). This app is an online tool that allows people to easily communicate over the Internet and share information and personal experiences.

Traditional media such as newspapers, magazines, television and radio provide one-way communication. This means that the readers of a newspaper or the listeners of a TV show are simply informed by it without being able to express their point of view directly. Unlike traditional media, social networking applications enable anyone who

maintains an account in these applications to instantly express their point of view and respond in the form of a message or comment to an article, video, photo, etc.

Trying to analyse etymologically the term "Social we observe that the first word" Social "indicates the need of people for communication. People have the need to belong to a group of common interests and to interact with them. The second word "Media" refers to the means that man uses to communicate with others. These are the phone, the computer, the tablet, and various other technologies. Therefore, social media is related to the use of different technologies by people in order to communicate with other people.

1.2 Key Features of Social Media Tools

Social media encourage sharing of information, responding and sending feedback between users about a topic of "discussion". In social media each individual can build a public or semi-public profile within a clogged system, define a list of other users with whom they want to share a link, and see the list of links and other members in the system. The nature and nomenclature of these links may vary from website to website.

While social media have implemented a wide range of technical features, their trunk is based on visible profiles that show a modular list of friends that also consist of system users. In fact, networks like Facebook allow users to add sections that enhance their profile. But beyond profiles, friends, comments and the ability to send personal messages, social networking tools vary greatly in their main features and type of users. Some have the ability to share photos or videos.

1.2.1 Consumer Behavior on The Internet

The general public came up with increased commercial use. While the two most important components of the Internet are e-mail and the World Wide Web (www), the latter is mostly used by companies as a means of advertising and information. Using the web as a new distribution channel is still limited, but it is growing. Estimate for the current global ecommerce volume is $ 2 billion and forecasts since 2000 range from $ 46 billion to $ 73 billion.

Although retail selling without shops has long existed, it accounted for only 2.5% of total retail sales in Europe in 1990. In addition to some very good reasons for companies to consider the Internet as a means of direct marketing Mehta & Sivadas, 1995), the Internet also provides some special advantages for the consumer as a distribution channel:
1. Availability 24 hours, 7 days a week

2. Immediate satisfaction, because the user does not have to wait for some time before information becomes available

3. Interactivity, meaning that the consumer controls the flow of information.

However, since most types of retail without physical stores imply a higher perceived risk than traditional types of stores, there are some drawbacks that can be identified (McCorkle, 1990?) Even if there are security reasons for Internet transactions , this issue is excluded from this empirical research because many experts have considered the issue of security and consider that it has almost been largely resolved by encryption methods The Big companies have announced that joint effort and there are working groups working in security

It has been well documented in the literature that purchases without physical stores are considered to be more dangerous than purchases in physical retail outlets. The higher perception of risk arises from the inability of physical examination of products and the lack of personal contact. To overcome this competitive disadvantage, non-physical retail outlets can offer risk mitigation. Three such instruments have been shown to have good risk mitigation properties in the following order of effectiveness: 1) to provide a money back guarantee, 2) to offer products of a well-known brand, and 3) to sell at discounted prices (Rung et al., 2017).

To approach the alternatives that apply to physical stores, two channels of non-physical stores and two channels of physical stores have been examined. These types of stores were; a mail sales company, a virtual online store, a specialized store, and a supermarket. The choice of these types of stores is motivated by the following arguments:

• specialized stores are known for their niche products combined with a high level of service usually offered by a more trained staff

• supermarkets are characterized by a large but non-specialized variety of products and

• Mail order purchases (that is, the most important retail outlet without stores) were included to act as a benchmark.

In addition, these three types of stores are easily available, and most consumers have bought at least once from each alternative. After exploring the overall Internet offer evaluation compared to other channel alternatives, it was investigated the acceptance of specific channel functions that the Internet can perform. Retail functions performed by the Internet can be classified into the following general categories:

1. Information channel without shop

2. reservation channel without shop with delivery via traditional mail or courier services;

3. shopping without a store and delivery from a natural distribution channel.

These three categories represent groups of individual channel functions. Several studies confirm the acceptance of information from current Internet users (i.e. category 1) on the Internet. This is also demonstrated by the huge success of websites that offer search engines (such as Google). The second category (i.e., the reservation channel) includes the operation of the order channel, except the information mode. The third category goes beyond the second category and also includes the physical delivery of the product via the Internet or the service to the consumer. It is clear that only certain product categories can be delivered via the Internet, including software and all kinds of services.

Little is known about the acceptance of channel functions by consumers beyond their use to collect information. The focus of this study is therefore the second and third category in the above-mentioned categorization, namely the use of the Internet as a reservation channel without a store with traditional mail or courier service and the use of the Internet as a channel of delivery without shop and as a natural distribution channel. It seems reasonable to expect that the use of the Internet will be more acceptable as a means of making a single booking, purchase or order (i.e. Category 2) than in the case of physical delivery (ie.. Category 3).

1.2.2 Business Profile on The Internet

Today, the Internet is undoubtedly the most important medium of the media. By March 2006, there were over one billion Internet users around the world. The number of Internet users increased by 114% compared to

the 2000 rate. Burns (2006) predicted that the adoption of various IT technologies, including wireless connectivity (Wi-Fi), RSS feeds, blogging of podcasts, will lead to the use of the Internet around the world. New communication technologies, including the Internet, have a significant impact on the lives of young people compared to all other technological innovations (Rung, et al., 2017).

MMS messages are equally important socialization tools, such as parents and school in the life of modern youth. Multimedia contents and media use frameworks can and do affect young people's beliefs, attitudes and behaviors. Previous research on the use of online media by children and adolescents found that the amount of time spent on different media is associated with social and demographic variables. For example, boys devoted more time to computers and video games. The audience increased until the age of 12 and stabilized while listening to music began around the age of nine and increased throughout adolescence.

Young people choose the means they use according to their personality, the needs of socialization and the need for personal recognition. Now, with the increasing penetration of the Internet in Hong Kong, it is time to explore how these new media can influence the distribution of the time spent by young people on the various media and how the Internet can be used to fulfill of different communication needs.

Children and young people generally enthusiastically adopt the Internet for communication, entertainment and education purposes. Children consider the Internet as a flexible tool and surveys have identified (in a ranking order) the following motives in its use: affinity with computers, information, entertainment, avoidance, electronic social interaction and non-electronic social interaction Often they consider themselves that they are more expert on the Internet than their parents.

Although children and young people enjoy digital experiences on the Internet and incorporate them into their daily lives, internet use has negative effects, both real and potential. Online hazards include exposure to inappropriate content, the risk of contact with, and exploitation of, dangerous persons, as well as privacy, advertising and commercial risks.

The global youth market is important for international businesses and advertisers due to its size and homogeneity. Giges (1991) found that the lifestyle and consumer habits of people aged 14 to 34 throughout the world are similar. (Malhotra, Birks & Wills, 2013).

Consumer's Main Reasons for Using the Internet

Communication is an integral part of our society. The tasks of communicating in a society include sharing knowledge, socializing new members, recreating people, and reaching consensus through persuasion or control. The person or entity responsible for performing the communication tasks changes over time. For example, parents used to be the main factor of socialization in a traditional society, while schools and the media now play a more important role in the socialization of new members in a modern society. exposure to the media, especially television, is seen as an important socializing factor for teenagers. With the emergence of new forms of media and the convergence of media technology, media use patterns will inevitably undergo rapid changes (Rung, et al., 2017).

Stages of Purchasing Process On the Internet

As mentioned above, the consumer initially recognizes the problem, then looks for information about his alternatives. He then proceeds to evaluate his alternatives. At the next stage, the consumer chooses an alternative which he obtains. The final stage relates to buyer-consumer behavior after purchase and concerns the degree of satisfaction or dissatisfaction with the buying option. (Peppard, & amp; Ward, 2016).

On the Internet, information systems allow the identification of the individual needs of the consumer and the consequent design of personalized and customized communication messages. This is very important in the phase of recognizing the need of the consumer in order to anticipate and respond to emerging consumer needs and to use information tools. (Rung, et al., 2017).

The drastic reduction in search costs on the internet makes it possible for the consumer to actively seek out information about the various alternatives to meet his or her needs and needs.

On the other hand, in the internet business companies have the opportunity to use technologies to communicate their solutions. This means that they can systematically and consistently inform targeted market segments for product offers, product features, and more. Businesses can then identify potential consumers and send them proactive information about their products.

In addition, they can use third parties, information infomediaries for this purpose. Such services are called web casting. In addition, they can use subscription services to send information to users searching for it through queries and subscriptions to their web sites. (Malhotra, Birks & Wills, 2013).

In the third stage of the purchasing decision process in e-markets, information technologies allow the consumer to use more and more well-defined evaluation criteria. These include electronic purchasing agents and 3D imaging models. In addition, the online consumer can share information posted by other users about the available alternatives through access to virtual communities. Through the participation in virtual communities, where the consumer shares his views and

experiences, as well as the opportunity offered by the internet to businesses to collect personalized data for their customers, the consumer becomes the co-creator of the products. Essentially, in the internet, the consumer becomes co-creator of value.

In the fourth stage, the place of purchase is a decision related to the choice of supplier. On the Internet, competition is driven by suppliers to create more interesting and integrated network sites from competitors, to provide comprehensive purchasing experience and to attract consumers and users. The way of purchase relates to the nature of the trade agreement and the transaction.

The final stage, as a stage, is of particular importance in understanding the overall consumer behavior in both the physical and online markets. On the Internet, this marks the development of fully interactive, coordinated and renewed websites that make it possible to establish lasting relationships with customers before, during and after the purchase (Peppard, & Ward, 2016).

Using the Internet as a Medium Display Channel

With the introduction of the Internet, today, it is much easier on the part of consumers to compare prices, communicate with companies, direct purchase. Land-use restrictions are eliminated on a global scale, giving more choice to consumers. Increasing consumer power over businesses, increasing transparency, comparing products and services, and enabling purchases on more favorable terms than the traditional market (Malhotra, Birks & Wills, 2013).

These have led to a change in the data in relation to the consumer's buying process. The internet has greatly improved the purchasing process today, enabling consumers to better classify the information

they are given by purchasing, increasing their choices and having more choices in more reliable sources. Given better information, consumers make better choices, which adds to their satisfaction

Using the Internet as a Distribution Channel

The internet is widely used as a channel for distribution and promotion of products and services. According to Mols (2001) the internet can affect a distribution channel in two ways. First, it is used as a new distribution channel and secondly, the internet at the marketing level affects consumers. New electronic channels can give consumers better services in less time and more decentralization of the market.

Due to the size of its market, the Internet has a deeper effect on the element of the part in the marketing mix. Ecommerce puts the purchasing decision wherever it is enough to have an internet connection (Malhotra, Birks & Wills, 2013).

Evans and Wurster (1999) refer to accessibility, i.e. the number of users that focus on a website. They argue that affordability is the most visible difference between e-commerce and the physical world. Dumbill (2013) reports that the Internet could be used to change the concept of value chain. Very often the internet helps businesses to bypass some parts of the value chain.

Finally, according to Evans and Wurster (1999), the internet allows small producers to have easier access to markets. Through this process, the content of competition in markets changes (Peppard, & Ward, 2016).

Goods that have a strong presence on the Internet

Of all the goods and services on the conventional market, a large part of these are also found on the internet. It is certain, however, that they do not all have the same acceptance and the reason is that the e-market has

particularities that make some goods / services more ideally than others in their online traffic. Specifically, the goods and services provided for online purchases have any of the following characteristics:

- Computer-related goods due to the technological orientation of Internet users (mainly originals) as well as the easy distribution of software goods over the internet,

- Intangible goods and in digital (digital) format such as software and CDs their variable cost is considered zero,

- Goods that do not need direct examination or testing ie what is not evaluated through sensations, especially touch, smell or taste,

- Goods described by specific elements such as high-tech goods,

- Goods to be valued before the purchase (Search goods), rather than on consumption goods (Experience goods). Search products may be described over the internet and evaluated before they are purchased (eg a CD), whereas for the experience goods this information may not be sufficient for their evaluation,

- Ideal goods for gifts. The internet greatly facilitates those who want to offer gifts to people who are not likely to visit due to distance, lack of time,

- Branded goods with a well-known brand name,

- Goods whose value is considered capable of covering the cost of electronic transactions. Goods of very low value are not marketed via the Internet

- Highly diversified goods that have a competitive advantage through their diversification.

Buyer and Non-Buyer Profile via Internet

The internet is considered a very new medium and its users' profile varies from the profile of the total population. Internet purchases make something even more innovative for Greek society, so it is those who have made online purchases that are significantly different from those who have not yet made electronic transactions.

Indeed, the research by Vrechopoulos, Siomkos et al. (2001) suggested that the Greek users who have already made electronic transactions have some common elements and could be grouped as follows: they are mainly young men and most of them belong to the highest educational scale. Half of them are unmarried and most have an income above the average. Finally, most of them are private employees, scientists or freelancers.

Wishing to enter some more figures, according to Consumer Internet Survey, 11.8% said they already use the Internet for online purchases, according to Internet Consumer Survey (IPO). However, only 8% use the internet to buy remotely from a few to several times. However, the "Information Society" survey (2002) suggests that just 4.2% of Internet users - 0.8% of the total population - consider online shopping as one of the main reasons for using the internet. With regard to Jupiter Research, a world-renowned research firm, the future is more promising, as by 2007 56% of Internet users in Europe are going to make online purchases. (Katerelou, 2016, etc. 2016).

On the other hand, those who have not made online purchases and at the same time declare that they will not do so in the future, differ from the group of those who have already traded online. 54% of them are women while in age, 80% are between 25 and 44 years of age. Nearly half of them have university education and their monthly income moves between the middle and the lowest level. As a whole, they make up the bulk of the sample (70%). In conclusion, it is noted that Internet buyers have the elements of "innovative" - those who first adopt a new product or innovation. On the other hand, those who are not buyers and do not care to become can be described as "late adopters" - those who extend the acceptance of innovation until the social pressure is imposed on them

Reasons to Accept and Reject the Internet as a Commercial Channel

A) Reasons for accepting the Internet as a trading tool - advantages of e-commerce.

The research carried out by BCG (2001) mentions the five main reasons for making electronic markets in Europe:

1. Ability to search for information and purchases 24 hours a day and 7 days a week.

2. Saving time

3. Easy buying process

4. Access to goods that are not available offline

5. Ease of comparison of prices and characteristics of goods (comparison of alternatives)

In other studies, we additionally find the following reasons that lead consumers to online shopping:

1. Saving money due to better prices from conventional markets

2. Avoid traveling costs

3. Avoid shop tails

4. Avoiding Pressure by Sellers (Forsythe, Shi, 2003)

5. Direct distribution of digital products such as music (Vijayasarathy, 2002)

6. Markets with isolation and quiet (Balthas, 2001)

7. Avoid traffic

8. Avoiding parking problems (Katerelou, 2016, etc. 2016).

B) Causes of Internet Disapproval as a Commercial Instrument - The Disadvantages of Electronic Transactions

Concerning the BCG survey (2001), the following (in order of priority) are mentioned as the main reasons for non-realization of electronic transactions:

1. Interest in making available the credit card number

2. Interest in physical contact and examination of the goods prior to their purchase

3. Interesting on the cost and effort of returning the wrong goods

4. Willingness to disclose personal data. Indeed, As far as studies are concerned, 94% of those who do not carry out e-commerce are very or very worried that the companies with which they would deal would use their personal data to send unwanted information.

5. Treat conventional markets as a type of entertainment

6. Interest of discussing / negotiating the market with a seller

7. High distribution costs

8. Interest in not receiving the goods

9. Lack of purchase by unknown people

10. an arduous online shopping process

11. Difficulty in understanding a foreign language site

12. Very high prices

13. Lack of Credit Card

14. Difficulty browsing commercial sites

15. small variety of goods

Selling Digital Products Through Eshop

E-commerce describes the process of buying, selling, transferring and / or exchanging products, services and information over the Internet or other computer networks. E-business refers to a wider definition of e-commerce, not including the purchase or sale of goods services, but also, among other things, customer service, cooperation with trading partners and distance learning.

E-commerce can take various forms, depending on the degree of digitization it uses. For example, in the product or service being sold, that is, whether the product is natural or digital, in the whole process, ie whether it is done electronically or through a natural process, and

finally, the way of delivering the products, which can be also digital.

If the product is 100% digital, then the ecommerce business usually only works in the digital way. On the other hand, e-commerce can also include businesses that complement the e-commerce practice throughout their business cycle. These are the so-called click-and-mortar businesses. The term refers to the existence of a "mortar" as well as a click shop. Example is a physical store that accepts customers in a physical location (on-site), but also has an online store (e-shop) from which one can buy the same products.

Social networks have a great use in the sports industry because, through their use from the very first years of their appearance, they have a great impact on the general public. Especially over the years, social networking has become a part of everyday life for a large percentage of people working on the internet. Older and younger people are increasing social networking rates every day. It is important for the majority of businesses today to advertise and promote their work and their status through social networks. Particularly sporting companies and any company involved in sporting products are advised to highlight their work online while informing the public. For these reasons, and not only, it is necessary to conduct this research in order to ensure more comprehensive and valid conclusions on the subject. (Katerelou, 2016;. 2016).

1.3 Social Networking

Social media are categorized into different categories depending on the features and usefulness they have. These categories are:

Blogs: The blog originally started as a personal website, which was used as a diary or magazine. Nowadays, blogs are used as an interactive

website to allow new entries to be added and to provide information to their users or as they are called in English bloggers. A blog usually includes articles with images and links to other blogs or websites that are related to a specific topic. The most basic feature of blogs is that each user can freely express his opinion without being censored. In addition, the personal views of users posted on blogs often lead to open discussions between users, thus creating a sense of community among users. In recent years, blogs have been used by businesses to advertise their products or services.

Social Networks: As soon as access to a social networking site is allowed, socialization begins, including the reading of profile pages of other members, as well as communication with them.

Micro blogs: Micro blogs are WebPages that contain small content messages that can be text, an image, an external link, or even a small video. The advantage of micro blogging is that it offers the immediate publication of messages with minimal constraints on their content and also offers immediate coverage of news from individuals who are directly involved in events unfolding. So, micro blogging offers faster coverage of events than traditional news sources.

Wikis: Wiki is a web-based application that allows users to contribute to its content, meaning it allows them to add, modify, or delete the content of the page (Mitchell, 2008). A wiki differs from a blog or a forum in that wiki content is created without a specific owner and that all users can contribute and edit existing content. Wiki supports hyperlinks, but it can also be a simple text.

Video Sharing: Video sharing allows the user to watch videos uploaded by other users or even by businesses that seek to advertise their products or services. In addition, these websites allow the user to post their own videos. The themes of these videos can vary, such as funny videos, movies, video clips, product ads, etc. The most popular video

sharing site is YouTube, which has millions of videos and has millions of users worldwide.

Photo Sharing: Photo sharing websites allow the user to publish their photos on the Internet and share them with other users, whether public or private. This feature is provided through WebPages, where their applications make it easy to upload and display images. The "sharing" concept means that other users can see the photo, but not that users are also allowed to download the photos. Web shots, Smug Mug, Yahoo! and Flickr were some of the first websites that provided this feature. Unlike blogs that only show chronologically the photos, most photo sharing websites provide multiple views, allowing you to sort photos in albums as well as add comments from users.

1.4 Demophilic Social Networks

The evolution of the Internet, mobile telephony and social media is growing rapidly. According to research data from the We Are Social and Hoot suite Society for 2017 digital society, more than 50% of the world's population is the owner of a Smartphone, while 50% of the population is Internet users.

Nearly one-third of the populations are active users of a social networking tool. What is of particular interest is that social network users now use their mobile devices to navigate the various pages rather than conventional devices such as computers. According to this survey, Facebook is the world's most popular social network for 2017. Facebook, with over 1,870 million active users, holds a market share of 18%, 7% more than its nearest competitor, What Sapp (Smart Insights, 2017).

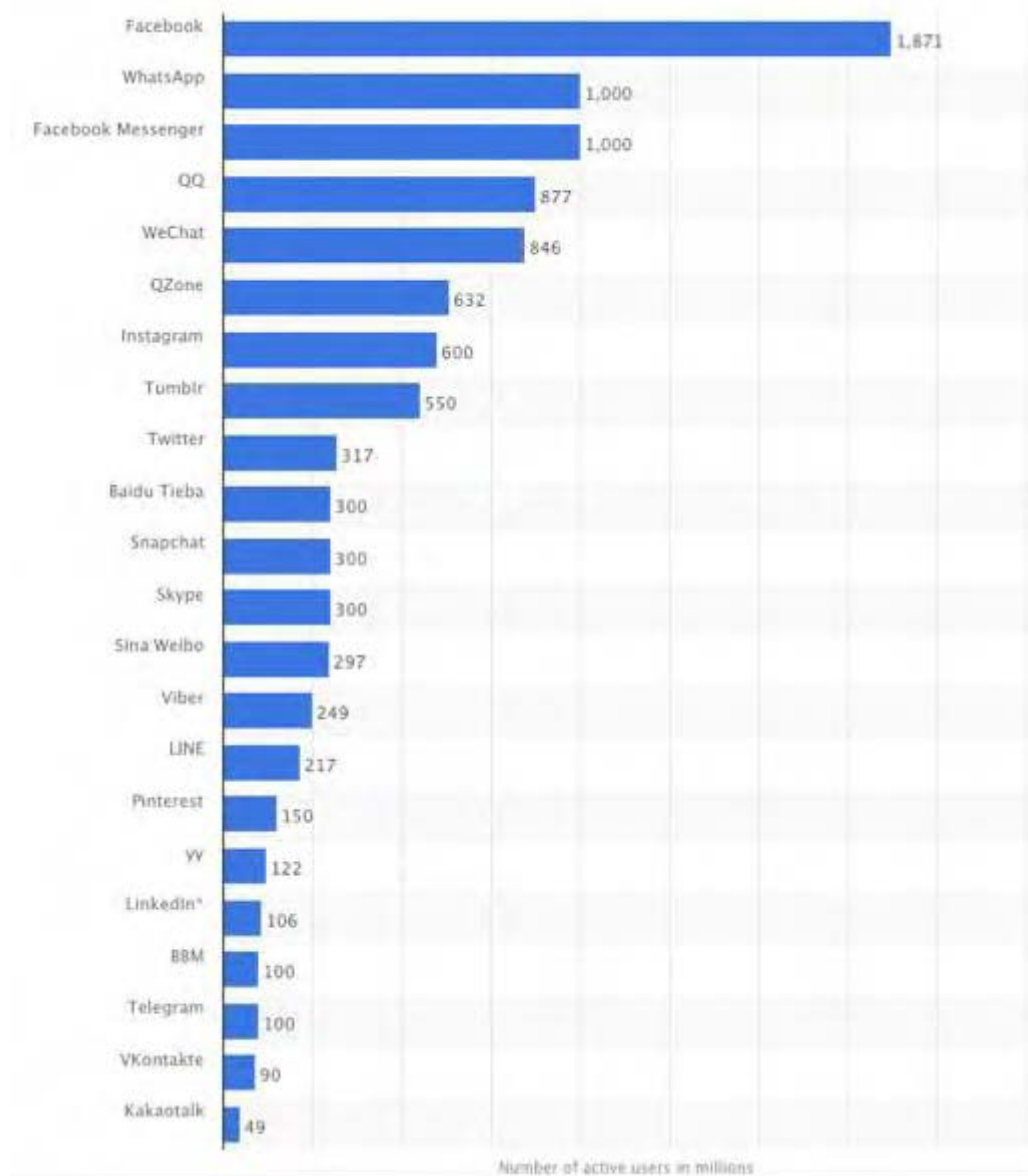**Figure 1.1 - Sorting social media based on the number of active users in 2017**

These tools are used either for the purposes of promoting products or services by businesses or to meet the needs of their users to communicate with others. Through the multitude of social media available on the Internet, we present those that have the most users worldwide and are particularly popular in our country.

Facebook: Facebook is a social networking service that started operating in February 2004. Its founder is Mark Zuckerberg along with his fellow students Eduardo Sasserin, Dasin Maskovic and Kris Hughes. Initially, the purpose of this page was to offer a kind of Internet communication among students at Harvard University. Initially, only Harvard students were eligible to participate, and later expanded to other universities in the United States of America. Since 2007, Facebook has been accessible to anyone in the world who is over 13 years old. Now users with Facebook have more than 1,870 million (Smart Insights, 2017). Face book's special features are direct, personal, and it allows the combination of many forms of content. In order for people to use Facebook, they need to subscribe and create a personal profile. The registration process on this page is easy and free of charge. Facebook users can search for other people and ask them to become "friends". With their "friends" now, they can communicate; send messages or chat, as well as share their photos. Users can update as often as they want their profile by giving their own personal data or even where they are using specific applications. As far as businesses are concerned, Facebook pages show great potential for strengthening / building the brand of the company online. Typically, businesses keep pages on that social network with all the necessary information for their visitors, such as contact telephones, address, hours of operation. Renewal of the page at regular intervals is necessary to attract more audiences.

Twitter: Twitter is an online social networking service and micro blogging service, which allows its users to get in touch with other people with whom they share interests. It was founded by Jack Dorsey in March 2006 and its operation began in July of the same year. Twitter has become world-famous as the "Internet SMS", as "tweets" are no more than 140 characters long. Twitter is considered to be a micro blogging service due to this limitation in terms of the extent of the messages users are allowed to post. In order for someone to become a

Twitter user, they must subscribe to the service, which is free of charge, and create an account with their details. After this process, his account is ready for use. Then, the user must follow other registered Twitter users so that they can read the messages they have uploaded to their profile or to other pages. Twitter is a very simple and easy to use website, allowing you to post simple messages and communicate directly with other users. The fact that it is a popular website is also shown by the fact that Twitter users for 2017 exceed 317 million (Smart Insights, 2017).

YouTube: YouTube is an online service belonging to the Video Sharing category. Allows any Internet user to publish videos and share them with other users. YouTube was created in 2005, and since then counts millions of daily visits around the world. The technology used is Adobe Flash Video, so it can display a wide variety of user-created content. Such content is movie, TV, video and music clips, as well as amateur content such as video blogging and short videos. Most of YouTube's content is loaded by ordinary people, although the media, as well as various businesses, such as the BBC, provide their content because of their partnership with YouTube. Unregistered users can watch videos while registered users are allowed to upload an unlimited number of videos. Together with the movies, the number of users who have seen them is shown, so they can see what is most popular. Also, a user can express his or her opinion of whether he likes a video or not, comment directly under each video, and also rate comments made by other users. The image of a business can be promoted through YouTube by creating and viewing videos about the services or products the company offers. The business may have its own "channel" on YouTube where users will be able to watch a series of videos they will produce.

1.5 Use of Social Media By Businesses

The success for the social media is a popularity contest. In the sense that the person who has the most influence on his friends is defeated. Growth and a host of social networks offer a huge range of business promotion tools. Social networks manage to break traditional communication standards and make commercial messaging and advertising a process that is now at a very low price and manages to reach the final consumer directly. For example, magazines and newspapers distribute a precise content to consumers while advertisers pay for this privilege by entering their ads into the content of those pages. Instead, a post on a blog, a tweet on Twitter, or a YouTube video can be posted and seen by millions of people right now. The aforementioned social media tools are mainly used for business to business (B2B) communication. What makes social networks stand out from other online services is sophisticated tools that allow users to share digital files (such as text, images and videos) and sophisticated tools for communicating and socializing users. Social media can be used for a variety of reasons such as commerce, customer service, research, development and public relations. The way in which social media are adopted by business varies from business to business.

1.6 Management Tools

In addition to the many social media tools that exist and which each business can choose for its needs, there are many social networking tools. These tools make it easier to organize the presence of the business on the social web by simultaneously sharing content across multiple social networking platforms and managing different accounts from one point. Some of these tools are:

HootSuite, which supports monitoring and simultaneous

publishing data across various social networks, such as Facebook, LinkedIn, Twitter, etc., also providing statistics.

TweetDeck, which is an application for managing Twitter accounts via a mobile device.

Semimic, which allows simultaneous account management from the most popular social networks such as Facebook, Twitter and LinkedIn, and also supports third-party applications such as Klout, Zendesk, Salesforce Chatter, Yammer and Stocktwits.

SocialOomph, which provides numerous services, among them the planned publication of articles on blogs.

CoTweet, which allows to track and analyze conversations on Facebook and Twitter.

IFTTT, which enables the user to "build" automated actions on social media.

TwitterFeed, which integrates RSS feeds into social networking platforms.

SpredFast, which provides statistics and analyzes for the public in diagrams.

SocialFlow, which calculates the time at which the user's tweets will receive more reception.

One of the most important features of social networking for businesses is that they can measure the effectiveness of their use but also of their specific campaign. The term Social Media Analytics refers to the process of measuring, analyzing and interpreting interactions and correlations between users, themes and ideas (Gartner, 2017).

By analyzing information coming from social networks, a business can draw valuable insights into customer demographics, preferences, reactions to products and services, and many other conclusions. In addition, through data analysis, a business can recognize market trends and better adapt its strategy. Additionally, businesses can measure the effectiveness of their advertising campaign, brand-name analysis, competitive advantage, customer service, and market intent. On the Internet there are many data

analysis tools created by social media tools. Some of these tools are listed below:

Google Analytics, which provides statistics for traffic to a website or social network, that is, items such as traffic and demographic visitors.

Facebook Insights, which provides statistics for every Facebook page audience.

Social Mention, which provides content search across various social networks and other sources, such as a product, a company.

Trending, which analyzes daily the Greek twitter for statistics such as most popular users, topics etc.

Sentiment See, which shows the feeling of tweets and related terms based on a keyword / hashtag.

BoerReader, which provides data and statistics on the progress of the discussion on a search term.

1.7 Internet Marketing

In recent years Internet marketing through social networks has become an essential component of the online marketing of every business in Greece and abroad. As mentioned in the previous sections of this paper, social networks are of interest to the business sector for a variety of reasons:

It is extremely popular with millions of users worldwide to spend enough personal time on them everyday.

They constitute a new communication tool for consumers and a new advertising tool for business (Hennig-Thurau et al., 2010). According to a survey by Fadzil and Yusoff (2015), new businesses, ie businesses with less than five (5) years of operation, use social media as platforms for advertising their products. Users voluntarily publish a huge number of personal information such as phone number, home address, hobby, pet name and

other information that is too often used by other services as a safety net in case of loss of entry code.

Until 5-10 years ago, businesses were able to control the information available to them through an organized PR department. Today, however, through social networks, network users or even better their customers are the ones who shape the image - the company's reputation through the public comments posted on the social networking pages. For example, Wikipedia explicitly forbids the participation of companies in the writing of wikis. With the emergence of new tools and tools in the market to promote the products of a business, as well as to communicate with customers, new conditions emerged in the field of business marketing. The new methods of advertising and consumer communication are virtual marketing, Word Of Mouth, direct marketing and Social Media Marketing.

All of the above-mentioned methods take place via the Internet. Social network marketing is targeted at all businesses of all sizes. What is needed is that each business sets its goals, designing and implementing the necessary actions to get the best out of its online campaign. A basic element of the online campaign is nothing more than choosing the right social networks. According to Borges there are four stages of interaction with social networks.

These steps are:

Engaging: Need to systematically and regularly use the page to increase interaction with page users. Frequency depends on each business (Borges, 2009).

Listening: Comments written by users on business pages whether positive or negative should always be treated with the same seriousness and not indifference. In response to negative comments, this shows that the company is interested in building relationships with its customers and having satisfied customers (Borges, 2009).

Interacting: The interaction of a business with users of social networks comes naturally. Uploading a photo with a description of a new product or link to an interesting piece of information is enough for the members of the page to start making comments or doing like / share. The photo of a new product or the description of a new service enables the public to know about this product or service and urges them to try it out. With the

an appropriate reaction can be created with the members of the page, which will be disseminated to the members' friends and thus to more potential new "clients" (Borges, 2009).

Measuring: This measurement is important when the business has set some specific goals. For example, a goal can relate to the number of fans, so what you can count on is the number of new likes or the total number of likes that the page has. Another goal may be the quantity and quality of comments for each new post on the business page (Borges, 2009).

An enterprise can achieve a lot through social networking. The company can interact with its audience, which means that it sets the foundation for building long-lasting relationships not only with consumers but also with all interested members such as suppliers, partners, business personnel. The most important thing to achieve is to establish a relationship of trust with all the above-mentioned members. Consequently, the company communicating regularly with members does not just have a superficial presence in social networks but uses them in a substantial way adding value to the company itself.

Chapter 2: Business Competitiveness Through Social Networking

2.1 Definition Of Competitiveness

Competitiveness is, by its very nature, a comparative concept and results from each country's performance compared to other macroeconomic as well as microeconomic levels. It is a complex and multidimensional concept that depends on many factors.

A few decades ago, most analysts trying to explain the concept of competitiveness were strictly confined to the economic approach of the concept, focusing on cost factors and prices, and identifying this concept with the static, comparative advantage (Toris, 2014). Following this approach, analysts did not look at a number of factors that are not directly related to prices but are equally important for a country as it grows. Thus, modern analysts are moving towards a dynamic, multidimensional concept of competitiveness, which focuses on the future and integrates value judgments and policy objectives (Tori, 2014).

Consequently, real competitiveness depends on productivity. The level of productivity determines the level of prosperity that an economy can enjoy, as well as the return on investment. Therefore, as far as the standard of living of citizens is concerned, the productivity of the whole economy and not just trade is decisive. Competitiveness, therefore, is a powerful means of raising living standards and social well-being.

2.2 Business Competitiveness

In addition, an enterprise is considered to be competitive if it is able to produce products and services of superior quality and lower cost than its competitors, whether domestic or international, and to maintain that advantage in the long term. Thus, the competitiveness of an enterprise means high profitability in the long run for the company and, at the same time, it can pay its employees and deliver high returns to its shareholders. (Zouganeli, 2009).

An important prerequisite for a competitive business is to offer the best relationship between the price offered by its goods or services and the quality of the goods or services offered by its competitors. A key factor for a company's competitiveness is none other than the consumer. It is the consumer who determines which business offers the best value for money. Therefore, businesses should think as if they were consumers to make their business more competitive. In this way they recognize their advantages over their competitors and take care of improving these advantages.

There are many ways in which an entrepreneur can learn the way a competitor works. Some of them are the study of various advertising brochures, pages on social networks, price research, customer service and more. In this way he formulates a view of his competitors and directs his own business moves. However, before commencing any business, it is a good idea for an entrepreneur to first know the consumer's opinion of competing

businesses about the product he wishes to produce and offer himself. In addition, it should be aware of the financial ability of the competing firms in the sector in which the trader wishes to operate. It is important to know the market share of its competitors and the ability to apply innovations from competitors in the area that it wishes to operate (Zouganeli, 2009).

An enterprise's competitiveness is finally reflected in its business processes and strategy, and if it is unable to generate sufficient profits, it will automatically be driven out of the market. Conversely, competition between countries is not about profit. States compete to offer the best possible environment for companies active in them. Consequently, one country's competitiveness focuses on its ability to provide its citizens with a high standard of living for a long time.

According to Ezeala-Harrison, an enterprise's competitiveness can be measured by using seven indicators. These indicators are: 1) the nature of the competitive advantage; 2) the ability to innovate; 3) the brand extension; 4) the limitation of environmental regulations; 5) the quality in the education of mathematics and science; the quality of the education system, and 7) the ease of credit access (Ezeala-Harrison, 2005). According to Fendel and Frenkel, business competitiveness can be measured by the following eight factors: 1) physical infrastructure, 2) human capital, 3) the efficiency of market goods, 4) the efficiency of financial markets, 5) technological development, 6) openness and market size, 7) complexity of business, 8) innovation.

2.3 Sources of Competitive Advantage

The goal of businesses is to develop a means by which they can perform better than their competitors. According to South, the competitive advantage is defined as "the logic of choosing only competing organizations where victories are clearly feasible" (South, 1981).

The following sources of competitive advantage follow (Wen-Cheng et al., 2011):

- Technology and innovation for competitive advantage
- The process of innovation refers to new processes that either reduce production costs or allow the production of new products.

Human Resources and Competitive Advantage

Human resources are a term used to describe people who are the workforce of a business.

Organizational Structure for Competitive Advantage An organization can be structured in many different ways depending on its goals.

When resources are available outside of the business, companies make increased use of strategic alliances to fill these missing resources and sometimes improve their own capabilities. The organization should provide for the possibility of applying individual skills in order to achieve high flexibility and creativity.

2.4 Enhancing Competitiveness Through Social Media

At the end of 2008, the financial crisis broke out in Greece, which had a dramatic impact on the social life of the Greeks, as the decline or lack of income caused losses to the well-being of the population. In the years that followed, businesses of any size saw changes in their turnover and sales figures. Unfortunately, these changes were not positive. The impact of the economic crisis is evident in important sectors of the economy such as consumer habits, unemployment, tax levels, labor relations, etc. Moreover, the difficulty of small shops to cope with the economic crisis and to ensure

their viability. There were many companies that closed for these reasons because the crisis found them unprepared. In this context, businesses that have managed to survive have diversified their mentality with a major change in their socialization and the approach of their clients. It is not a few times everyday that consumers come into contact with businesses via the Internet. This contact is based on the online presence strategy of these businesses that includes corporate social networking (Facebook, Twitter, Instagram), the existence of a corporate website, and campaigns through e-mail and newsletters.

Chapter 3: Methodology

3.1 Qualitative

Research methods are of two kinds. Quantitative and qualitative research. Quantitative research results in quantitative results, which are governed by credibility, as in their analysis and interpretation they leave out any prejudices of the researcher. Also, in quantitative research the researcher can measure variables and form observable and measurable research goals.

Finally, quantitative research can gather a large number of data from many people. This study will also be a qualitative analysis and a quantitative analysis. Quality refers to specific questions that, in the writer's direction, received the appropriate answers from the respondents whose answers were considered essential for the conclusions to be drawn

3.2 Quantitative

Quantitative surveys are mainly used to collect information (through structured standardized questionnaires) about perceptions, views, knowledge of attitudes and behaviors of a sample using mainly questions that require a clear answer. The purpose of quantitative research is to find relationships between different actors. Quantitative

research refers to the systematic investigation of phenomena with statistical methods, mathematical models and numerical data.

A typical sample of observations is usually used, and generalization is sought in a wider population

Data collection is based on structured protocols, such as questionnaires, scales, and proofs of achievement (Weber, 2017).

The quantitative approach was chosen because it is more appropriate to collect a large number of samples and is believed to produce more reliable results. This choice can be explained because quantitative research serves the positive theoretical model that claims that in the "social field" there is an objective truth that can identify, evaluate and measure through a quantitative approach. This truth is framed by the participants' perception of research as they respond to the structure of the research topic.

This issue concerns a cross-sectional study that takes place in epidemiological investigations to search for correlations on this subject. In the cross-sectional study, a population is studied at a time and the prevalence is determined.

3.2.1 Sample

A sample of 100 companies was gathered for the research aims of this study. 65% of the employees that answered the questionnaire were males. 23% of the sample had a work experience below 3 years, 67% had between 4 – 6 years and the rest 10% had above 7 years. Furthermore 55% of the sample had a bachelor's degree, 30% had a master, 8% had a PHD and 7% had a high school diploma. Finally, 48% of the sample were married, 33% of the sample were single and the rest 19% of the sample had different marital status.

3.2.2 Ethical Issues

The study will be completed after it becomes clear to the respondents that their personal data will be respected, and anonymity guaranteed.

3.2.3 Research limitations

A limitation on this research is the short questionnaire completion time and a small sample of respondents. The larger the sample, the more detailed and accurate the result will be.

3.3 Qualitative Results

According to the answers that emerged from the qualitative analysis most of the companies are in operation from 2011-2018. Most of the companies in the sample have commerce as main business activity of the companies have 1–10 number of employees and foreign participation and positive expectations for the next 2 years.

The most companies evaluated their competitiveness in a fairly good level in relation to other domestic companies with similar characteristics to them and have an account in social media.

For the companies that have an account in social media Facebook has the most usage. Most of the companies is planning to start using social media. The most significant reason of the companies that do not have a social media account is the minimum time available for social networking

3.4 Quantitative Results

Table 1

The company operates since:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2011-2018	46	46,0	46,0	46,0
	2001-2010	19	19,0	19,0	65,0
	1991-2000	23	23,0	23,0	88,0
	1981-2000	10	10,0	10,0	98,0
	Before 1980	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

According to table 1 46% of the companies are in operation from 2011 -2018, 23% of the companies are in operation from 1991 -2000, 19% of the companies are in operation from 2001 -2010 and 2% of the companies are in operation before 1980.

Table 2

Main business activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturing Construction	/ 10	10,0	10,0	10,0
	Commercial	70	70,0	70,0	80,0
	Services (Financial, Insurance, Consulting)	13	13,0	13,0	93,0
	Tourism	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

According to table 2 70% of the companies in the sample have commerce as main business activity, 13% of the companies are in the service sector, 10% of the companies are in the manufacturing / construction sector and 7% of the companies are in the tourism sector.

Table 3

Number of employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10	91	91,0	91,0	91,0
	11-20	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

According to table 3 91% of the companies have 1 – 10 number of employees and the rest 9% of the companies have 11 -20.

Table 4

Nature of the company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	86	86,0	86,0	86,0
	With foreign participation	7	7,0	7,0	93,0
	100% foreign ownership	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

According to table 4 86% of the companies are local, 7% of the companies have foreign participation and the rest 7% of the companies have foreign ownership.

Table 5

Expectations for the course of the company the next 2 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much better than this year	36	36,0	36,0	36,0
	Better than this year	37	37,0	37,0	73,0
	Same as this year	21	21,0	21,0	94,0
	Worse than this year	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

According to table 5 73% of the companies have positive expectations for the next 2 years, 21% of the companies have neutral expectations and 6% of the companies have negative expectations for the next 2 years.

Table 6

Company competitiveness

	M	SD
Other domestic companies with similar characteristics to your company	3.90	.88
Other companies in South and Eastern Europe with similar characteristics	3.54	.69
Other companies in Western Europe with similar characteristics	3.44	.66

According to table 6 companies evaluated their competitiveness in a fairly good level in relation to other domestic companies with similar characteristics to them (M = 3.90, SD = .88), other companies in South and Eastern Europe with similar characteristics (M = 3.54, SD = .69). and other companies in Western Europe with similar characteristics (M = 3.44, SD = .66).

Table 7

Account in social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	94,0	94,0	94,0
	No	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

According to table 7 94% of the companies have an account in social media and the rest 6% does not have an account in social media.

Table 8

Social media usage

	N	Minimum	Maximum	Mean	Std. Deviation
Facebook	94	2	5	4,33	,781
Twitter	48	2	3	2,63	,489
YouTube	48	2	5	3,37	,815
Google+	63	3	5	3,84	,700
Instagram	75	3	5	4,03	,771
Other	30	2	5	3,67	1,093

For the companies that have an account in social media facebook has the most usage (M = 4.33, SD = .78), Instagram follows (M = 4.03, SD = .77), in the third place is Google (M = 3.84, SD = .70), in the fourth place is youtube (M = 3.37, SD = .82) and in the fifth place is twitter (M = 2.63, SD = .49).

Table 9

Planning to start using social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	16,7	16,7	16,7
	No	5	83,3	83,3	100,0
	Total	6	100,0	100,0	

For the companies that do not have a social media account only 16.7% of the companies is planning to start using social media while the rest 83.3% is negative.

Table 10

Reasons of not using social media

	M	SD
Lack of access to the Internet by the company	2.67	.52
Lack of knowledge of using social media	3.67	.82
Minimum time available for social networking	4.33	.82
Doubt as to the utility of social media in general	4.17	.75
Difficulty in controlling and managing information	2.83	.75

According to table 10 the most significant reason of the companies that do not have a social media account is the minimum time available for social networking (M = 4.33, SD = .82), in the second place is the doubt as to the utility of social media in general (M = 4.17, SD = .75), in the third place is the Lack of knowledge of using social media (M = 3.67, SD = .82), in the fourth

place is the difficulty in controlling and managing information (M = 2.83, SD = .75) and in the fifth place is the lack of access to the Internet by the company (M = 2.67, SD = .52).

Conclusions

The analysis conducted above concluded that ¾ of the companies had positive expectations for the next 2 years while 1/5 of the companies had neutral expectations. In relation to the companies' competitiveness it was in a fairly good level in relation to other domestic companies with similar characteristics to them and other companies in South and Eastern Europe with similar characteristics and other companies in Western Europe with similar characteristics. Also, almost all companies had an account in social media. For the companies that had an account in social media facebook has the most usage, Instagram follows , in the third place is Google, in the fourth place is youtube and in the fifth place is twitter. In addition, companies that did not have a social media account only 16.7% of the companies were planning to start using social media. The most significant reason of the companies that did not have a social media account is the minimum time available for social networking, in the second place is the doubt as to the utility of social media in general, in the third place is the Lack of knowledge of using social media, in the fourth place is the difficulty in controlling and managing information and in the fifth place is the lack of access to the Internet by the company.

Additionally, companies that had a social media account evaluated in a fairly good place the factors like the Improved company image, Brand reinforcement / building, Disclosure of products or services to the general public, Understanding consumer requirements, Establishing a relationship of trust with customers in terms of products and services, Increased business sales, Reduced business costs as traditional marketing (print advertising, TV / radio ads) has been limited, Attracting new customers, Increased traffic to

the corporate website, Further development of public relations, Opportunity for new business activities and partnerships and Creativity and innovation regarding their contribution to the organizational performance.

Furthermore, 2/3 of the companies that have a social media account manage their promotion through social media by themselves, 1/6 with the help of an expert and another 1/6 use a combination of both. Moreover, 1/5 of the companies that have a social media account were helped from Partners / Friendly environment, 1/6 of the companies were helped from Promotion / Marketing Agencies, 1/6 of the companies were helped from education / Training Centers and 1/20 of the companies were helped from the search for instructions on the Internet.

Finally, companies evaluated in a very good level the effectiveness of social media as traditional advertising media, they would spend money to successfully promote their company through social media as part of their marketing campaign   and they were satisfied from their advertising campaign through social media.

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