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ORIGINAL RESEARCH PAPER

**ENTERPRENEURSHIP AND FACEBOOK: ANALYZING THE
NETWORK USAGE ON A DAILY AND WEEKLY BASIS AMONG
SERBIAN AND AMERICAN RESPONDENTS**

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ABSTRACT

The subject of this research paper is the intensity of using the social network Facebook on a daily and weekly basis in the context of two national cultures, a collectivist national culture to which the Republic of Serbia belongs, and an individualistic national culture to which the United States belongs. In this regard the measures that were used are: descriptive statistics and group comparison analysis. Data were collected through an online survey, and empirical research was conducted on respondents from the Republic of Serbia and the USA. The data we have obtained is a valid basis for a better understanding of the intensity of use of Facebook, and therefore improvement of the existing commercial communication space on this social network, which provide entrepreneurs with information on the behaviour of their customers and potential customers in two different cultural milieus. Social networks are profoundly transforming the way customers use the web, thus causing changes in the entrepreneurial business practices. The results show that there are similarities in the intensity of use of Facebook, on a daily and weekly basis, among respondents from both national cultures, and, that entrepreneurs can use the concepts of dynamics of online appearance in the same intensity in both markets. The aim of this paper is to enable entrepreneurs to better manage their activities on the social network Facebook through, both the support of the existing literature and the data obtained from empirical research in order to achieve their entrepreneurial goals in different cultural contexts.

Keywords: Facebook, intensity of use of Facebook, national culture, entrepreneurship

JEL Classification: M13, M31

INTRODUCTION

Today, the activities of the majority, both individuals and entrepreneurs, cannot be imagined without the use of social networks. In the age of the digital economy, social networks are experiencing significant growth [1]. In addition to being a socialization and entertainment service, Facebook is also a significant business tool. It is used by many companies which create communities of users, thanks to Facebook, that gather around their pages through which companies present their products and services. It is also an exceptional source of information potentially relevant for business, business activities and marketing campaigns [2].

The users of social networks are all people on planet Earth, from teenagers, students and millennials to business people and intellectuals [3]. Social networks are profoundly transforming the way customers use the web, thereby causing business changes for entrepreneurs and small and medium-sized enterprises (SMEs).

Although social networks provide favourable marketing channels and thus are suitable tools for resource-constrained firms, some entrepreneurs and SMEs are still questioning their credibility and sustainability [4].

The motive of the research is to provide entrepreneurs, who use the social network Facebook for business and promotional purposes, insights on the intensity of Facebook usage among respondents from individualistic and collectivistic national cultures in order to provide them with a clear indication of whether they need to adapt their business and promotional strategies on Facebook to customers from different markets or not. The subject of this paper is the intensity of using the social network Facebook on a daily and weekly basis in the context of two national cultures, a collectivist national culture to which the Republic of Serbia belongs, and an individualistic national culture to which the United States belongs. This issue is tested through valid set up hypotheses, in line with the previous literature review, which are proven. Methodology for data collection refers to an online survey, as a tool for data collection. Data processing methodology refers to data analysis using Excel and SPSS for Windows 17.0. Data were analysed by the following statistical methods: Descriptive statistics (arithmetic mean, standard deviation) and Group comparison analysis. The social justification of this paper is reflected in the actuality of the research itself, given that we are witnessing an information and communication revolution. The justification of the paper is also reflected in the lack of similar researches on the territory of the Republic of Serbia.

APPROACH TO THE FACEBOOK AS A NEW MARKETING TOOL FOR ENTREPRENEURS

The phenomenon of Facebook is reflected in a growing number of academic articles. This topic has aroused interest among scholars in various disciplines such as law, economics, psychology, sociology, information technology, and the scope of research is growing rapidly [5]. Everyone is on Facebook, from the youngest to the oldest, from the technologically most literate to those without extensive

technological knowledge [6]. The social network Facebook is the most used social network globally, which is accepted by citizens from 180 countries of the world [7]. Social network Facebook, in addition to Instagram, Twitter, LinkedIn, belongs to the category of social network that allows its users to create online profiles and build social relationships with other people, also users and owners of their profiles [2].

Besides serving socialization and entertainment purposes, Facebook is a popular tool in the field of promotion and marketing [2]. It is recognized that social networks can be significantly used as a means of communication on the Internet, but they can also be a great tool for viral marketing. Today, social networks are a special distribution channel in marketing, for spreading all the necessary information to all target markets of companies [8].

Many marketers have started advertising campaigns on social networks, not only because of the large audience, but because social networks allow very specific targeting of selected individuals who fall under predefined characteristics [9]. The average time spent on Facebook is between 60 and 120 minutes with younger users [10].

Raacke and Bonds-Raacke (2008) conducted a survey on 116 students who had accounts on various social networks, including Facebook. They spent an average of 3 hours a day communicating or sending messages [11].

The position of small and medium-sized enterprises (SMEs), or entrepreneurs, is quite interesting from a social media marketing perspective and is worth exploring, especially as social media channels are considered as “affordable” marketing tools [12] for entrepreneurs, SMEs and companies with limited resources. This perspective has given rise to a rich literature devoted to marketing practices in small and medium-sized enterprises. Several characteristics have been identified as influential in SME management and marketing strategies [4]. First, SME size is considered to be a salient and distinctive feature that has an important impact on SME management and marketing strategy development [13]. Second, since SME owners hold great power and a central position in SMEs [14]. Their ability to develop personal contacts is crucial to the firm [15, 16]. In fact, given the informal SME marketing style, networking is considered to be an efficient strategy for environmental scanning activities [17] collaboration [18] cooperation [19, 20].

Networking refers to the use of a variety of networks [20] such as personal contact networks, business networks, and marketing networks. Given these specificities and limitations, SME marketing can indeed be described as “haphazard, informal, loose, unstructured, spontaneous, reactive, built upon and conforming to industry norms” [21].

The efficiency of marketing procedures in SMEs should be understood with respect to a relational marketing view [22]. Entrepreneurial marketing is an “organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit both the organization and its stakeholders, and that is characterized by innovativeness, risk-taking, pro-activeness, and may be performed without resources currently controlled” [22]. Internet social networking offers more

possibilities for SMEs to develop their marketing actions and reinforce their visibility in the market [4].

Marketing has shifted from a transactional conception to a relational one, mass production has been greatly replaced by the customization of products, and interactive marketing has become far more prevalent than direct marketing [23].

The social media are growing rapidly and having a significant impact on business and marketing practices. SMEs and entrepreneurs can now manage customer relationships online [24] which puts great pressure on them to find the best ways of coping with all these new consumer relationships. Publications have also shown interest in investigating the effects of user-generated content on entrepreneurial behaviour [25]. In order to know how to do this, they need to be familiar with some of the patterns of consumer behaviour on social networks.

PREVIOUS RESEARCH ON FREQUENCY OF USING FACEBOOK ON A DAILY AND WEEKLY BASIS IN SOME EU COUNTRIES AND IN THE U.S.

When it comes to the frequency of social networking use, authors who have studied it [26, 27, 28, 29, 30, 31, 32, 33, 34]. argue in their research that social networks are used by younger population on a daily basis. So, in the US, for example, 100% of students were shown to use social networks almost daily [35] which is also related to research conducted through a population-based survey by the US *Pew Research Center*, which has found that young people in the US (18-25) use one of the social networks on a daily basis, at least once or several times a day [36]. In the European continent, a survey on the frequency of social networking use was conducted in Germany in 2012 among 774 German students where more than half of the respondents were found to be accessing their Facebook account on a daily basis [36].

In addition to daily logging in to social network accounts, the frequency of using social networks also includes the number of logins to social networks during the day as well as the average time spent on social network usage. Mazman and Usluel argue that in one European survey involving 606 respondents, mainly younger population (between 18 and 25 years old), more than half of the respondents were found to be accessing their social media accounts several times a day, dozens accessing their account at least once daily while dozens of respondents access their social media accounts several times a month [37, 38, 39]. *Pew Research Center* presents another survey by Princeton University's International Research Center on a sample of 1597 Internet users conducted in 2014 using a combined omnibus survey, which yielded the following data on the frequency of use of social networks, presented in Tab 1.

Table 1. Frequency of usage of certain social networks in the USA [40]

Social network	Daily access	Weekly access	Less frequent
Facebook	70%	17%	12%
Instagram	49%	24%	26%
Twitter	36%	24%	40%
Pinterest	17%	29%	52%
LinkedIn	13%	25%	61%

As shown in Tab. 1, we can see that in terms of frequency of use of social networks in the US, on a daily basis, the social network Facebook is leading, followed by social networks Instagram, Twitter, Pinterest and LinkedIn. On the other hand, when it comes to weekly use of the social network Facebook, the frequency of use is lower (17%) compared to the daily use (70%), and there are also differences in the weekly use of Facebook (17%) compared to the remaining social networks Instagram and Twitter (24%), LinkedIn (25%), and Pinterest (29%). It tells us that the social networking site Facebook is more used on a daily basis in the US while the social networks Instagram, Twitter and LinkedIn are used more on a weekly basis in the US.

When it comes to the age structure of social network Facebook users, one study shows that a predominantly younger population uses network intensively. The intensive use of social network Facebook is reflected in many studies, one of them is a study of Charlene Li. According to Charlene Li (2017), 60% teenagers use social network Facebook daily or more frequently, 17% 2-3 times a week, 13% weekly, 10% monthly. Furthermore, 68% of young adults (18-21) use the social network Facebook daily or more frequently, 16% use 2-3 times a week, 10% weekly and 7% monthly.

For the adults above 21 the research show that 42% use the social network Facebook daily or more frequently, 21% 2-3 times a week, 13% weekly and 24% monthly [41].

METHODOLOGY

Using literature review as a basis and in the absence of similar research in the Republic of Serbia, we explore the following research questions:

- H₁: There are statistically significant differences in the daily intensity of use of the Facebook social network between respondents from Serbia and the USA.
- H₂: There are statistically significant differences in the weekly intensity of use of the Facebook social network between respondents from Serbia and the USA.

Data on social network Facebook was collected through an online survey over a three-week period in December 2019. The social network Facebook was chosen, which according to the existing literature was presented as the most popular or the most used social network in the world. Considering that this is an examination of the views of the respondents, users of social networks, coming from the territories of countries belonging to different national cultures, an appropriate sample was selected in relation to the set goal and hypotheses of the research. Given that previous theoretical research had shown that users of social networks are all people on planet Earth regardless of gender, age, education level, income, and the nature of the work they do, the sample was made random in order to collect the respondents' views as comprehensively as possible.

The planned sample was supposed to include 100 respondents from the territory of the Republic of Serbia and 100 respondents from the US territory, which would have total 200 respondents, but after elimination of the incompletely filled out survey the sample was reduced to 98 respondents from the territory of the Republic of Serbia and 96 respondents from the USA, which finally makes up 194 respondents in the total. The sample was designed numerically to avoid and overcome all limitations in terms of physical distance, availability of technical equipment to conduct the research, required permits to conduct the research, and any other possible research restrictions that were foreseen by the author. The questions in the survey are identical for both groups of respondents. The survey consists of two parts. The first part of the survey includes questions concerning the socio demographic characteristics of the respondents (gender, age and education), and in the second part of the survey consist of questions whose answers would contribute to accepting or rejecting hypotheses H_1 and H_2 .

The data obtained using the tool described above were analysed using Excel and SPSS for Windows 17.0. Data were analysed by the following statistical methods: Descriptive statistics (arithmetic mean, standard deviation) and Group comparison analysis.

RESEARCH RESULTS

The socio demographic data of the respondents are shown below.

Table 2. Respondents' gender structure

		Gender		Total
		Male	Female	
Group	SRB	27	71	98
	USA	36	60	96
Total		63	131	194

Source: Authors' calculation

The sample is not gender balanced, with the majority of respondents in both groups being female respondents.

Table 3. Respondents' age structure

Group	AS	N	SD	Min	Max
SRB	27.88	98	6.113	19	44
USA	32.46	96	9.765	17	69
Total	30.14	194	8.425	17	69

Source: Authors' calculation

The average age of the respondents on the total sample is 30.14 years, SD=8.42.

As shown in Tab. 3, the age range is somewhat different in the two groups – the respondents from Serbia are on average slightly younger AS=27.88, SD=6.11, and the age ranges from 19 to 44 years, while the US' respondents mean age is 32.46 years, SD=9.76, age range from 17 to 69 years.

Table 4. Respondents' education structure

Level of education		Primary school	Secondary school	College and faculty	Total
Group	SRB	0	12	86	98
	USA	1	7	88	96
Total		1	19	174	194

Source: Authors' calculation

The sample in both groups is made up mostly of respondents with higher education. In order to check whether there are statistically significant differences in the number of visits to the social network Facebook on a daily basis between users from Serbia and the USA, a chi-square analysis was performed. The distributions of the respondents from both user groups as well as the results of the analysis are shown in Tab. 5.

Table 5. Number of visits to the social network Facebook on a daily level

		FB-number of visits a day				Pearson's chi-square test	df	p
		0	1 daily	2-5 times daily	More than 5 times daily			
SRB	N	0	29	32	31	23.130	3	.000
	%	.0%	31.5%	34.8%	33.7%			
USA	N	5	9	55	22			
	%	5.5%	9.9%	60.4%	24.2%			

Source: Authors' calculation

According to the results of the chi-square test, there are significant statistical differences in the number of visits to the Facebook social network between respondents from Serbia and the USA, more than half of the respondents from the USA visit Facebook 2-5 times a day, while users in Serbia are relatively evenly distributed in three groups (once daily, 2-5 times daily and more than 5 times daily).

In order to check whether there are statistically significant differences in the number of weekly visits to the Facebook social network between users from Serbia and the US, a chi-square analysis was conducted. The distributions of the respondents from both user groups as well as the results of the analysis are shown in Tab. 6.

Table 6. Number of visits to social network Facebook on a weekly basis

		FB-number of visits a week				Pearson's chi-square test	df	p
		0 days	1-3 days	3-6 days	daily			
SRB	N	0	7	24	61	6,199	3	.102
	%	0%	7.6%	26.1%	66.3%			
USA	N	4	7	15	65			
	%	4.4%	7.7%	16.5%	71.4%			

Source: Author's calculation

The difference in the intensity of use of the Facebook social network between the respondents from Serbia and the USA, as countries of different cultures, was operationalized for the social network Facebook through two indicators: average number of visits to the social network during one day, thus testing the validity of the hypothesis H₁: There are statistically significant differences in the daily intensity of use of the Facebook social network between respondents from Serbia and the USA and the average number of visits to the Facebook social network on a weekly basis, which tested the validity of the hypothesis H₂: There are statistically significant differences in the weekly intensity of use of the Facebook social network between respondents from Serbia and the USA.

The socio demographic characteristics of the respondents (primarily referring to the age of the respondents) largely coincide with the previously conducted research that we refer to in the paper. More precisely, research shows that the Facebook social network is more widely used among the younger population (up to 30 years of age), as well as among highly educated respondents. The study is dominated by female respondents who use Facebook to a greater extent. However, compared to previous research, users of the social network Facebook are members of both genders alike.

According to the results of the chi-square test, most users from both countries visit this social network on a daily basis, therefore there are no significant statistical differences in the number of weekly visits to the Facebook social network between respondents from Serbia and the USA.

The results of the chi-square test showed that there are significant statistical differences in the number of daily visits to the Facebook social network between respondents from Serbia and the USA. More than half of US respondents visit Facebook 2-5 times a day, while users in Serbia are relatively evenly distributed in three groups (once, 2-5 times and more than 5 times a day).

CONCLUSION

The social network Facebook proved to be the most popular and the most used social network. According to the socio demographic characteristics of the respondents it is more used by female members, younger generations and highly educated respondents. When it comes to the frequency of Facebook use on a daily and weekly basis, the empirical research in this paper coincides with some of the previous studies conducted in the US and some European countries, with an average use of 2-5 times a day to more than 5 times during the day. Further analysing the frequency of Facebook use on a weekly basis, the differences are almost non-existent. In both user groups, we can see that the vast majority of respondents use Facebook all seven days a week, therefore daily.

This data can serve entrepreneurs and SMEs who intend to use social networks in their marketing practices given the high frequency of usage, so entrepreneurs and SMEs are strongly recommended to use Facebook for marketing purposes all seven days a week. Campaigns can be organized several times during the day, given that visibility would be high or equivalent to the daily number of visits to Facebook by users in both cultural patterns.

The lack of research is reflected in the insufficient number of respondents, and the construction of a larger sample is proposed as a direction for further research.

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