

SOCIAL MEDIA ADVERTISEMENT ON SALES GROWTH: CASE OF COSMETIC COMPANIES IN MOGADISHU- SOMALIA

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Abstract:

The purpose of this study was to identify the influence of social media advertising to sales growth in some selected cosmetic companies in Mogadishu Somalia. Recent literature reported that social media advertisement on businesses can ensure their long-term viability in the marketplace. It can assist them in better targeting their promotions at the target set of clients while also ensuring financial viability (Marcela Korenkova, 2020).

The study used descriptive research design in order to deeply describe how social media (Facebook/TikTok) advertisement influence sales growth. The study found that both Facebook advertising and TikTok advertisements provide conventional placements in addition to more creative executions when it comes to ads types. Advertisers can run ads on Facebook in a variety of different formats. Static ads, video ads, collection ads, messenger ads, and other types of ads are available to brands. TikTok now only permits video assets to run in-feed, hence there are no static advertising available in terms of typical placements. The study concluded that there is positive relationship on social media advertisements specially Facebook and TikTok on the sales growth in Mogadishu, Somalia.

Both platforms can produce excellent results for your efforts, so you just need to decide which is better based on your objectives. If you have the money, you could also try running a test campaign with both partners and evaluating results.

Key words: Social Media, Advertisement, Facebook, TikTok, Sales Growth

INTRODUCTION

Advertising is a promotional tactic used to communicate non-personal information of the company to a target audience via a mass medium. It also informs the audience about a product or service. It has an impact on customer decisions since it persuades and educates people about the product offered. It raises awareness of a specific product and requires payment. People are informed and persuaded to buy the promoted goods or services through advertising. Advertising has a significant impact on consumer purchase decisions. Any product's sales volume is increased via advertising. It has made a significant contribution to the expansion of numerous sectors (Sagal, 2015). In order to interact with and involve customers in social responsibility issues, projects, and activities, social media has become one of the most crucial venues for businesses (Tripopsakul, 2022).

Advertising can take the form of almost any medium. Wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema, and television advertisements, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, and taxicab donuts are examples of commercial advertising media. Any place an "identified" sponsor pays to deliver their message through a medium is advertising (DURMAZ, 2011).

After 1994, advertising entered a new period marked by new problems, owing in part to the growing importance of the black middle class as a target consumer. Advertising in South Africa has seen significant changes, particularly in terms of race and cultural representations, as well as symbols of nationalism and patriotism. Some advertisements, such as those of the IMC, took on a didactic function in an attempt to change people's perceptions. These ideas were reflected in corporate advertising throughout the country. Despite the fact that television advertising underwent changes, individuals were unable to keep up with broadcasting. The dissertation investigates the differing viewpoints on this sort of advertising in South Africa (Asmall, 2010).

Advertising aims to encourage people to buy items and services by showcasing them. It's a marketing tactic that raises consumer awareness of a company's products and services while also helping the company grow. The advertising industry has been transformed by the Internet, which has expanded it beyond traditional mediums such as broadcast and print media to include social media. Businesses are increasingly competing fiercely to improve the impact of their advertising in order to raise awareness, boost sales, maintain market share, and establish brand identity.

In Mogadishu, Somalia the advertising is a powerful, highly visible communication force and one of the most essential marketing communication instruments for selling products, services, ideas, and images, among other things. Many people feel that advertising reflects current demands. Advertising is omnipresent, whether one likes it or not. Advertisements can be found in newspapers, magazines, on television, on Radio and on the internet, as well as being Social media websites like Facebook, Instagram, TikTok, YouTube, Twitter, and others are well-known internet destinations where people, especially young people, engage in open communication while exchanging information about one another's lives, products, and services using a multimedia mix of written words, images, videos, and sounds.

LITERATURE REVIEW

Advertising is an important media sector not only in and of itself, but also because of the structural relationship it maintains between commercial media and consumer products and service industries on the one hand. This can be thought of as a media complex that combines manufacturing and marketing. The old economic model that fostered this relationship during the mass media era is now being challenged by the internet's new forms of social communication. As a result, such a fundamental shift necessitates a critical examination of how advertising has hitherto been viewed. The semiological analysis of advertisements, Marxist

political economics of value, ethnographic investigations of advertising practice, and the "cultural turn" in social theory are all discussed in this essay (Sinclair, 2015)

Media advertising

Because of their privileged position in social communication and the notion that they have substantial influence over public opinion, cultural norms and values, and the popular imaginary, the media industries are distinct from other industries. This truth is especially true in the advertising sector, because advertising is not only highly visible in the cultural environment, but it is also the most important source of revenue for the great majority of commercial media. Advertising may even be argued to be the media industry that supports all other media industries (Sinclair, 2015)

In this study, we looked at how customers in Slovakia reacted to various types of advertising. The research included both modern forms of advertising (e.g., advertising on social networks, webpages, via e-mail, etc.) and traditional forms of advertising (e.g., television, radio, leaflets, etc.) that were used by companies in the Slovak Republic to obtain an overall picture of consumers' perceptions of advertising. When we looked through the various sources, we didn't locate any research that was as complicated as this. This information can help businesses ensure their long-term viability in the marketplace. It can assist them in better targeting their promotions at the target set of clients while also ensuring financial viability (Marcela Korenkova, 2020)

Social media sites such as Facebook, YouTube, Twitter, and others are popular internet sites where people, particularly young, freely engage, sharing and debating information about each other's lives, products, and services, utilizing a multimedia mix of personal words, photographs, videos, and sounds. Because of their importance to business, advertisers have always been attracted by the media and youth. Advertisers are investing a large portion of their advertising budget on social media, yet there is little or no research on the impact these platforms have on the youth (Omowale Adelabu, 2015)

Any paid type of non-personal communication about an organization or its product to a target audience via a mass/broadcast medium by an identified sponsor is referred to as advertising. It should be noted that any promotional action that is referred to as advertising must be paid for. In its true definition, it is the means through which businesses raise awareness of their products and introduce new products to new and potential customers (Abiodun, 2011)

Social media advertising

One of the primary internet marketing tools that assist in achieving a company's marketing objectives is social networks, including various social media. Most social media platforms overlap and serve more than one purpose, goal, or trait. It should be emphasized that the main characteristics of all social media are interaction, user friendliness, openness, freedom, and real time. The topic of social commerce is inescapable when talking about a company's use of social media to promote sales. Examining the effect of social media on sales growth in particular industries is vital given the current trend of internet marketing expansion since it combines the

largest number of people and has the ability to implement various business goals. (Dalia Štreimikienė, 2021). On other hand, To find out what factors influence customer intent to purchase groceries online, consumers who have already done some online shopping were the target respondents (Mastana, 2023).

Every company's marketing development is a significant and pertinent sector that has the potential to boost both recognition and net profit. Every business organization has the ability to accomplish marketing objectives online in the modern world. It should be mentioned that using a specific social network or a combination of several at once may be significant when attempting to accomplish the desired results. Not to be overlooked are the aspects of social networks that aid in achieving the objectives established by the business. The definition and classification of social networks receive a lot of attention (Mansi Paul, 2017).

In order to reach their clients and consumers, the majority of businesses use traditional and social media. The use of social media has been found to have helped businesses reach out to more customers and better meet their demands. Based on the data analysis, it has been determined that businesses have noticed improvements in the sales promotion and brand advertising that use social media to build positive brand awareness. By communicating clearly, minimizing confusion, and making sure that online visuals accurately reflect the company's image, businesses may also make better use of social media. Marketers view social media as the arena where the most consumers are present and view it as a gold mine for the building (Mujahid, 2016)

Advertising through Facebook

A social network is an established internet platform for social networking. Popular social platforms that enable users to build a public profile and communicate texts and photographs with others include social networking sites like Facebook, MySpace, Friendster, Live Journal, LinkedIn, Cyworld, and Xiaonei. Facebook is the most significant social networking site when it comes to the most popular online advertising networks. On a global scale, Facebook is used daily by an estimated two billion individuals. Businesses are interested in information sharing, product marketing, and interaction with both present and potential customers to ensure a better understanding of the targeted clients. - It's important to comprehend how Facebook advertising works and what advantages it offers (Yushan Lin, 2021).

Advertising through TikTok

Paying attention to the following dimensions will help you improve the advertising for beauty products on TikTok social media: advertising material (such as reliable information, creative content, delivering something new) and sales promotion content (such as offering discounts, giving gifts, lowering product prices) can further promote content. When it comes to brand functionality (the usefulness of a brand), such as outstanding product quality, the perception of beauty products is increasingly enhanced. This is because the perception of beauty products has a strong and significant impact on customer purchase decisions, possessing a different uniqueness from rival brands, resulting in a product performance that is better, and comfortable to use for skin and symbolism like making consumers' personalities look different from rival

brands, is the best brand in the cosmetics industry, using the best brands makes consumers accepted in the circle of friends, brand X does not let consumers down and can raise consumers' social standing so that this beauty brand is desired by consumers. Consumer purchasing decisions are significantly influenced by social media TikTok advertising and the perception of beauty items (Erdiansyah1, 2021).

TikTok allows short format videos to increase the amount of daily content that is shown on the app; many videos that a user can watch in a short period of time result in a lot of information that is perceived, therefore, to be relevant and remembered in the user's mind when contending with many more brands and user-generated content (UGC); this increases the competition to attract the interest of this generation that uses TikTok (Betancourt, 2021)

Large social networking sites have proliferated over the past ten years as a result of the internet's information and communication technology's (ICT) rapid expansion. Social media can be utilized as a platform for advertising to develop and strengthen relationships between companies and their clients. Businesses utilize TikTok social media as a technique to advertise their goods with the intention of spreading marketing communication messages to draw attention and influence online audiences. Before making a purchase, up to 70% of consumers check online customer evaluations, and 81% are impacted by what their peers write on social media (Erdiansyah1, 2021)

Sales growth

The selling and exchange of direct and indirect purchases of products and services over international computer networks is included in the rapidly expanding sector of electronic commerce. E-commerce uses current communication technology, supply chain management, and money transfers to incorporate all ordering and business-related activities into the growth of the commercial market. Recent years have seen an increase in the popularity of e-commerce, while social media has maintained its relevance and style thanks to its interactivity and vast possibility for relationship development (Bazuhair, 2023).

Small and medium-sized businesses, which make up the majority of businesses worldwide and have a significant impact on global economic growth, are also important to note. Small and medium-sized businesses (SMEs) are crucial for the creation of new jobs, for innovation, and for the encouragement of private ownership and entrepreneurial abilities. All for-profit businesses should value growth (MARTIN MACHEK, 2013).

For all for-profit firms, growth is a crucial phase of their lifespan. Academic research has focused a lot of attention on the factors that contribute to corporate growth. The vast majority of businesses fall into the category of small and medium-sized businesses, and these businesses also have a significant impact on global economics (Ondřej Machek, 2014).

RESEARCH METHODOLOGY

Design, sample, and data collection

To achieve the goals of the study, a quantitative research approach using a descriptive research design will be used. Since the researcher wants to focus on the impact of social media advertising on sales growth, the study is grounded in positivist research methodology. The study will be carried out in Somalia utilizing a convenience sampling approach; this method hastened the data collection and given the researchers the ability to contact study participants who are easily accessible and eager to participate. The population of the study will consist of (100) employees who were selected from four cosmetic Companies in Mogadishu. The reasons that researcher chosen this target population are because they are the largest cosmetic companies and their data are available and easy to research. Slovin's sampling formula was used to calculate the study's sample size; a 100 sample size was used for data collection; after being reshuffling and removing the missing data, 80 respondents were used as the final answers to the questionnaire.

FINDINGS AND DISCUSSION

Demographic profile

	Frequency	Percentage
<i>Age</i>		
20 - 25 years	41	51.2%
26 - 30 years	34	42.5%
31 - 35 years	4	5.0%
Above 35 years	1	1.3%
Total	80	100.0%
<i>Gender</i>		
Male	66	82.5%
Female	14	17.5%
Total	80	100.0%
<i>Marital Status</i>		
Married	45	56.2%
Single	35	43.8%
Total	80	100.0%
<i>Educational Level</i>		
Secondary	25	31.2%
Diploma	9	11.2%
Bachelor	44	55.0%
Master	2	2.6%
Total	80	100.0%
<i>Job Experience</i>		
less than one year	12	15.0%
one year	29	36.2%
two year	29	36.2%
three year	5	6.2%
above three year	5	6.4%

Total	80	100.0%
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*Source: primary data,
2022*

Age, Gender, Marital, Education and experience of the respondents

Age of the respondents Table 4.1 reveals that 51.2% of respondent's age is between 20 – 25 years, 42.5% were 26 – 30, moreover, 5% of respondents were 34 – 35, and In addition, the last group of respondents, which are 1.3%, was above 35 years. As a result of the above table, most of the respondents' age was between 20-25 because they prefer to recruit younger. Table 4.1 shows that 66% of the respondents were male, while only 14 were female. This indicates that most of the respondents were male because most of Somali's culture encourages males for markets and jobs, while the Female do not give consideration. Table 4.1 shows that 56.2 %of the respondents were married. While only 43.8% were single, this indicates that most of the respondents were married because they seek the income to invest their own shop. Table 4.1 shows that respondents who had Secondary level were 31.2% while those who had Diploma level were 11.2%I, In addition to that, respondents with first degree were the most respondents of this study and they were 55%. The respondents with master degrees were 2.6%. In conclusion, most of the respondent's education level was bachelor degree because of unemployment rate of the country is higher and when they graduate, they look for a job. The biggest job they can find is selling beauty cosmetic companies, also the cosmetic companies prefer to hire persons who had a Bachelor Degree. Table 4.1 indicates that majority of the respondents were in between 1, 2 years (36.2%) (36.2%), 15% of the respondents have experience of less than one year while the respondents in 3years and above three years were 6.2% and 6.4% , most of the respondents have job experience for 1-2 years because the Market of cosmetic is new in Somalia.

Social media advertising

NO	Social Media(Facebook and TikTok) Advertising	Mean	Std. Deviation
1	<i>In order to gain high sales it is important to make social Media Advertising how highly you Agree?</i>	3.20	0.488
2	<i>Do you believe in Somalia Social Media Advirting is the most minted of Advertising that cosmetic companies use?</i>	3.17	0.759
3	<i>Do you think it is important to make Social Media Advertising to those who sell beauty cosmetics?</i>	3.14	0.759
4	<i>Do you Believe that TikTok Advertising is less expensive then Facebook Advertising and that is why most of cosmetic Companies in Mogadishu use TikTok Advertising?</i>	2.99	1.025
5	<i>Do you Agree that TikTok Advertising is more effective then</i>	3.37	0.769

	<i>Facebook Advertising?</i>		
6	<i>Do you believe that social media advertising effect the sales growth of the company?</i>	2.81	0.843
7	<i>According to your experience do you seethat there is a direct impact on the sales growth?</i>	2.26	0.951
8	<i>Do you think Advertising through the Facebook is more costly?</i>	2.95	0.953
9	<i>According to your experience do you believe that social Media Advertising changed the level of sales growth?</i>	2.81	0.982
10	<i>Comparing before and after using Social Media Advertising, Do you believe there is some change about the sales growth or not?</i>	2.75	1.049
	Mean Index	2.945	0.8578

Source: primary data, 2022

The table 4.2 shows the discussion and analysis of Social Media Advertising variable. The first question of table 4.2 presented the mean is 3.20 while the standard deviation is 0.488 this indicates that if the company want to get high sales it must make Social Media Advertising. The second question of table 4.2 presented the mean is 3.17 while the standard deviation is 0.759 this means that Social Media Advertising is the significance source that cosmetic companies can afford and it's the most preferable source for the side of the population . The third question of table 4.2 presented the mean is 3.14 while the standard deviation is 0.759 this indicates that there is a competition in the Market of beauty so cosmetic companies must Advertise their product in order to exist. The fourth question of table 4.2 presented the mean is 2.99 while the standard deviation is 1.025 this means that the population of Mogadishu prefer to the cheap and shorter videos rather than watching long once. The fifth question of table 4.2 presented the mean is 3.37 while the standard deviation is 0.769 this means that TikTok allows short format videos to increase the amount of daily content that is shown on the app; many videos that a user can watch in a short period of time result in a lot of information. The sixth question of table 4.2 presented the mean is 2.81 while the standard deviation is 0.843 this means that if the company make Social Media advertising it will gain a high growth. The seventh question of table 4.2 presented the mean is 2.26 while the standard deviation is 0.951 this indicates that if the company make Social Media Advertising it will get a growth, on the other hand if the company doesn't make Social Media Advertising it will not get a growth. The eighth question of table 4.2 presented the mean is 2.95 while the standard deviation is 0.953 this means that in Mogadishu the Facebook advertising cost charge is high price rather than other social media. The ninth question of table 4.2 presented the mean is 2.81 while the standard deviation is 0.982 that Social Media advertising Awareness, and persuade the people the product and the

service of the company so it changes the level of the sales growth. The last and tenth question of table 4.2 presented the mean index of media advertising is 2.75 while the standard deviation is 1.049 this result indicates that Social media Advertising has the power to influence the customers and persuade the features and the good side of the product.

Level of sales growth

NO	Sales growth	Mean	Std. Deviation
1	<i>If the Company set good plan for the social media Advertising, can the Company gain a growth?</i>	3.45	0.634
2	<i>Taking risk is one of the fundamentals of gaining a sales growth, if the Company put its capital on how to gain a sales growth, Do you believe that the company could ensure a growth?</i>	2.64	0.971
3	<i>Do you believe if the company laugh risk adverse strategy is it possible to gain a salesgrowth?</i>	3.04	0.849
4	<i>One of the tools of gaining profit is to take a risk so if the Company decides to engage that risk is it possible to gain a profit hence to increase the sales of the Company?</i>	2.80	0.960
5	<i>Do you think that there is a relationship between Social media and sales?</i>	3.44	0.691
6	<i>If the Company able to cover all its Costs such as (Facebook, TikTok advertising) can you say that the company earn a growth?</i>	3.20	0.802
7	<i>Pricing is one of the factors that affect the sales; if the Company set a low price can we say that the company can have a sales growth?</i>	3.17	0.839
8	<i>Companies sell their products or services with low price typically can have a rapid growth, do you believe that idea?</i>	3.29	0.889
	Mean Index	3.1287 5	0.829375

Source: primary data, 2022

The table 4.3 shows the discussion of level of sales; the first question of table 4.3 presented the mean is 3.45 while the standard deviation is 0.634 this means that good plan can give you the

way to get the growth. The second question of table 4.3 presented the mean is 2.64 while the standard deviation is 0.971 this result indicates that where there is a high risk there is a high opportunity. The third question of table 4.3 presented the mean is 3.04 while the standard deviation is 0.849 this means that if the company make a good plan on how to afford the risk it probably gain a growth. The fourth question of table 4.3 presented the mean is 2.80 while the standard deviation is 0.960 This means that where there is a high risk there is a high opportunity. The fifth question of table 4.3 presented the mean is 3.44 while the standard deviation is 0.691 this result indicates that there is a positive relationship between media advertising and sales growth ,if the company make media advertising the sales will grow up in contras if the company did not make media advertising the sales will down. The sixth question of table 4.3 presented the mean is 3.20 while the standard deviation is 0.802 this result indicates us the company is in booming situation and can gain a growth. The seventh question of table 4.3 presented the mean is 3.17 while the standard deviation is 3.17 this means that if we apply the law of demand if the price of the goods decrease the quantity of demanded will decrease. The eighth question of table 4.3 presented the mean is 3.29 while the standard deviation is 0.889 this means that there is a massive competition between electronic companies and day after day they are increasing so they try to get a high number of customers so they down the price to get a high growth. According to the above table 4.3 presented the mean index of the sales growth is 3.12875 while the standard deviation of the sales growth is 0.829375 so this indicates the level of Sales growth of most students due to media advertising is good because the result of strongly agree.

PEARSON CORRELATION

Pearson correlation measures the degree of the linear relationship between variables. So the main constructs in this study is to examine the interrelationships among social media advertising and sales growth in Mogadishu-Somalia. As shown in below table. Dependent variable there was significantly and positively correlated with the independent variables, and there correlation become ($r= .981^{**}$, $p=.000$), Moreover, there were significant correlations among the independent variables.

Correlations

		Social Media advertising	Sales growth
Social Media advertising	Pearson Correlation	1	.981 ^{**}
	Sig. (2-tailed)		.000
	N	80	80
Sales growth	Pearson Correlation	.981 ^{**}	1
	Sig. (2-tailed)	.000	
	N	80	80

Source: primary data, 2022

^{**}. Correlation is significant at the 0.01 level (2-tailed).

The major findings of this study suggested that there is a direct relationship between social media advertising and sales growth in beauty cosmetic companies in Mogadishu Somalia,

However, the researcher discussed each variable separately, because the researcher wants to know whether their result is the same as what other researchers found out before. This study was examining the influence of social media advertising and sales growth in beauty cosmetic companies in Mogadishu Somalia. The sample of this study was 80 customers. This study has objectives: the first objective is to describe the effects of Facebook/Tik Tok advertising on sales growth. The researcher found that there is a positive significant relationship between Facebook/Tik Tok advertising and sales growth. The second objective of this study is the relationship between social media advertising and sales growth. The researcher found that there is a positive significant relationship between media advertising and sales growth in beauty cosmetic companies in Mogadishu Somalia.

CONCLUSION

This study was examining the influence of social media advertising and sales growth in some selected cosmetic companies in Mogadishu Somalia. The sample of this study was 80 customers. This study has objectives: the first objective is to describe the existence of social media advertising in cosmetic companies in Mogadishu use (Facebook, TikTok). The study found that both Facebook advertising and TikTok advertisements provide conventional placements in addition to more creative executions when it comes to ads types. Advertisers can run ads on Facebook in a variety of different formats. Static ads, video ads, collection ads, messenger ads, and other types of ads are available to brands. TikTok now only permits video assets to run in-feed, hence there are no static advertising available in terms of typical placements. So there is a positive significant relationship between Social Media advertising and Sales growth in some selected cosmetic companies in Mogadishu Somalia. The second objective of this study is to describe the level of sales in cosmetic companies in Mogadishu Somalia. The researcher found that there is a positive significant relationship between social media advertising and level of Sales growth in some selected cosmetic companies in Mogadishu Somalia. The third objective of the study is to describe the relationship between social media advertising and sales growth in cosmetic companies in Mogadishu Somalia. The researcher found that the platform does provide some especially inventive forms, including Branded Lenses and Branded Hashtags, for ambitious marketers trying to make a difference. These are capable of generating some incredibly high levels of interaction and even viral renown. It's good to review both the Facebook and TikTok ad guides to discover which formats are most appropriate after you have a certain campaign objective and target market in mind. So that the study recommended beauty cosmetic companies in Mogadishu Somalia:

- Facebook's audience reach is really astounding, and campaign refinements are made possible by years of data collecting and research.
- On the other hand, TikTok is a fascinating new platform that connects with a certain audience and supports creative executions that are novel. It might also be more effective in attracting younger audiences.
- Both platforms can produce excellent results for your efforts, so you just need to decide which is better based on your objectives. If you have the money, you could also try running a test campaign with both partners and evaluating results.

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