

Modeling and Adoption of Social Media Marketing in Small and Medium Firms in North-Eastern Bosnia and Herzegovina

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The purpose of this study is to research whether the market in Bosnia, with the focus on north-eastern Bosnia and Herzegovina region poses enough capacity, and whether social media marketing could be adopted as an efficient way of advertising and promoting goods. It is obvious that Bosnia and Herzegovina is one of the poorest country in Europe, and firms in country believes in traditional marketing. There is small percentage of firms, that is raising by year, that are trying to develop an efficient way of promoting their goods by social networks, and small percentage that are getting in touch with social media marketing for the first time in any possible way. Researcher chooses survey method to be the main research tool. Model which will be used for adoption will be consisted of 5 stages: awareness, interest, evaluation, trial, and adoption (or rejection). Researcher found that brand awareness, website traffic, customer satisfaction, positioning a brand, and youth population, as a variable for research, all play roles in the adoption process of social media. At the end through theoretical framework and results gained, study will help to identify which organization will or can adopt social media marketing as an improved way of their company.

Keywords: Bosnia and Herzegovina, Social Media, Adoption, Model, Company