

## **A SUCCESFULL WAY TO SELL HANDICRAFTS IN ALBANIA**

### **EMPIRICAL EXPLORATION OF THE ROLE OF WEB MARKETING**

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#### **Abstract**

*This article intends to explore role of web marketing in the sale of handicrafts in Albania. This connection between these two concepts is based on analysis of data collected from craft units in Albania. This research supplies us with the information on the positive or negative relationship between the dependent variable "web marketing" and independent variable, "selling handicraft products". This study also focuses on one of the problems of web marketing practices, its value, or more precisely the contribution of web marketing in selling craft products in Albania. Many artisans pay a lot about web marketing. Web marketing professionals try to prove how web marketing influences in this area (handicraft), for example how web marketing affects the growth of profits, as contributing to the spread of the market and supports consumer satisfaction. Research question in this paper is: "Is there a web marketing impact on the sale of handicrafts in Albania? Research regarding the measurement of web marketing and sale of craft products and connectivity between them are reflected in this paper.*

*Keywords: Web marketing, Sales, Craft Products, Albania*

#### **INTRODUCTION**

The Internet does not represent an idea which has great influence in every pore of human life, but is a technological compact structure that is able to save all kinds of information in itself, and distribute them in any place very immediately. Moreover, the Internet allows automated and interactive interaction between all types of interrelated elements such as people, computer

programs, electronic tools, and networks. Because of this compression complex, it is easy to understand that the Internet can not develop itself.

Business development, development of the Internet and Internet content development on the one hand influenced each other in their development strategies and in turn promote the development and improvement of each other. Thus, the development and improvement of the Internet have a direct impact on the growth and development of Internet content and these elements together dictate the development and changing business strategies. To conclude, the Internet is a complex structure. This structure, the development and improvement, driven by businesses that claim lofty goals. If internet marketing managers do not understand business objectives, they cannot reach results.

### **The aim of the Study**

The need to measure and evaluate the effectiveness of web marketing has grown in recent years. The purpose of web marketing is to help a master craftsmanship to achieve its business purpose. The main aim of the research are web marketing factors affecting the sale of handicrafts, which can be considered as factors related to the management and implementation of web marketing.

The study was aimed to assess whether this form of marketing is or not effective in Albanian terrain and in relation to the type of business we have taken into consideration. Except this goal the study focuses on the evaluation of other factors that can positively affect sales in this sector.

This study aims to produce an equation that expresses the relationship between these two variables. The dependent variable is the 'level of sales' of craft products and the independent variable is the web marketing, namely 'the number of clicks'.

### **METHODOLOGY**

The study is based on a survey that lasts a year to 10 craft units operating primarily in Kruja, Tirana and Shkodra. Given that the aim of the research is to explore the impact of web marketing on sales of craft products. For each craft unit was created a website to advertise their products. For each month during the year were recorded data on sales and number of clicks.

Also primary data were collected through a survey conducted in the selling points of craft products, souvenir shops and direct contacts with artisans or small craft. We have also implemented a number of detailed interviews with masters of craftsmanship, employees specializing in preservation and promotion of Albanian cultural heritage Albanian and a good

part of the original handicraft products and organizations aimed at promoting and developing this sector. The data was analyzed using SPSS 19.

## ANALYSIS & FINDINGS

Table 1: Descriptive Statistics

Months	Number of clicks (X)	Number of articles sold (Y)	Number of articles sold before the application of web marketing (Z)
1. January	65	300	300
2. February	105	402	340
3. March	170	445	490
4. April	203	600	400
5. May	300	620	360
6. June	247	605	600
7. July	424	700	900
8. August	600	800	1000
9. September	1200	930	814
10. October	1100	950	810
11. November	910	790	649
12. December	890	780	379

We tried to test the relationship between the dependent variable, which is the number of items sold after application of Web Marketing and three independent variables which are; number of clicks, number of items sold before the Web Marketing apply and the time, in the sense that it was the tourist period or not. The last variable is the variable quality for which I used encoding with '1' of those months (June, July, August and September) that are part of the tourist season and with '0' other months, because I assumed that the tourist season affects sales of these products.

Table 2. Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Periudha kohore, . Nr. i klikimeve, Nr. i shitjeve para		Enter

a. All requested variables entered.  
b. Dependent Variable: Number of items sold

Table 3. Regression Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.949 <sup>a</sup>	.900	.863	75.71557	.900	24.086	3	8	.000	1.140

a. Predictors: (Constant), Time period, Number of clicks, Number of items sold before

b. Dependent Variable: Number of items sold

Table 4. ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	414250.883	3	138083.628	24.086	.000 <sup>a</sup>
	Residual	45862.784	8	5732.848		
	Total	460113.667	11			

a. Predictors: (Constant), Time period, Number of clicks, Number of items sold before

b. Dependent Variable: Number of items sold

Table 5. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	330.684	71.290		4.639	.002
	Number of clicks	.388	.073	.774	5.307	.001
	Number of items sold before	.212	.176	.253	1.203	.263
	Time period	13.003	73.866	.031	.176	.865

a. Dependent Variable: Number of items sold

Analysing the findings we note that the model appears significant with a 95% confidence level, the coefficient adjusted  $R^2$  is 86.3%, which shows that 86.3% of the number of items sold by Web marketing application is explained by these three variables. But the analysis of indicators of the importance of each variable ( $p$ -value and comparison with  $\alpha$ ) and its relevance in the model results that only the number of clicks is important, while the number of sales before and the period of time does not affect the number of sales items after applying the Web Marketing in the business.

**Hypothesis Testing: The number of clicks affects the number of sales of craft items**Table 6. Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Number of clicks .		Enter

a. All requested variables entered.  
b. Dependent Variable: Number of items sold

Table 7. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.919 <sup>a</sup>	.845	.830	84.41915	.845	54.563	1	10	.000	.829

a. Predictors: (Constant), Number of clicks

b. Dependent Variable: Number of items sold

Table 8. ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388847.736	1	388847.736	54.563	.000 <sup>a</sup>
	Residual	71265.930	10	7126.593		
	Total	460113.667	11			

a. Predictors: (Constant), Number of clicks

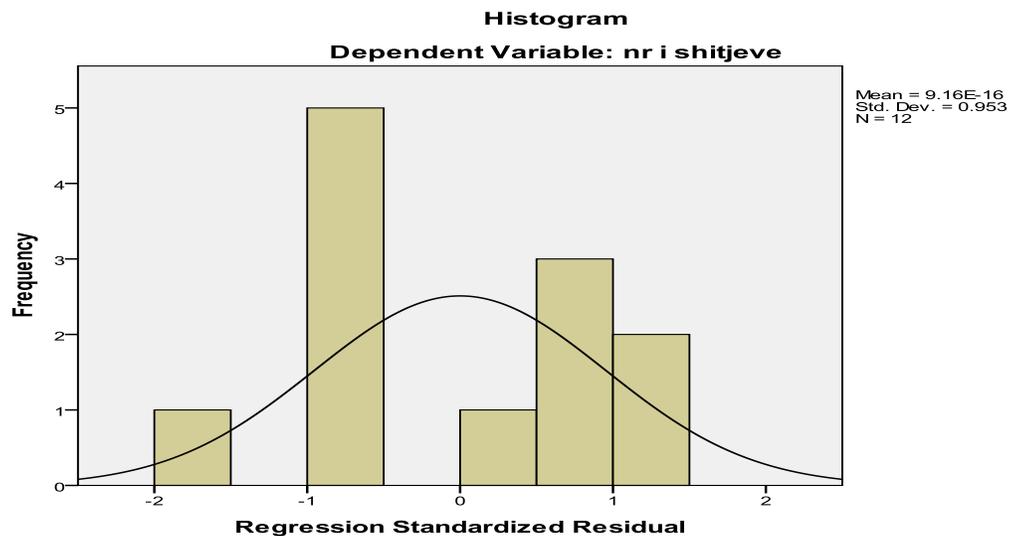
b. Dependent Variable: Number of items sold

Table 9. Regression Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	421.370	40.484		10.408	.000
	Nr. i klikimeve	.461	.062	.919	7.387	.000

a. Dependent Variable: Number of items sold

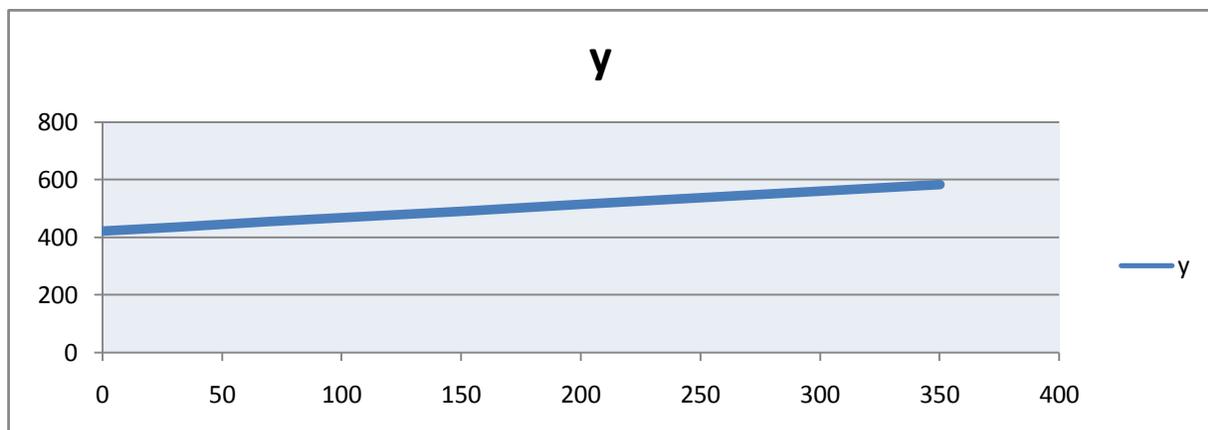
Figure 1. Histogram



From the above analysis we observe that the model output is very important to an adjusted  $R^2 = 83\%$  and 95% significance level can affirm and generalize that have a positive fair relation between two variables, so the number of items sold and clicks sites, which promotes online articles (refer indicators  $t$  and  $p$ -value in the table). Thus it is proved the hypothesis discarded early that Web Marketing has an impact on the number of items sold.

If we compare the levels of  $R^2$  Regulation has for both models that lifted above results that there is no significant reduction of the model with three independent variables in the model with one independent variable, showing once again that this indicator has a significant impact.. The equation of simple linear regression of  $Y(x) = 421.37 + 0.46x$  is given below graphically:

Figure 2. Simple linear regression equation of Y on X



Also it is collected the data on the level of annual sales for 10 units craft involved, before and after the creation of internet websites. Using these data, we have completed a biased hypothesis testing if the implementation of Web Marketing has increased sales effectiveness.

Table 10. Data on the effect before and after the sale of units of Web Marketing

Craft units	Number of items sold after Web Marketing	Number of items sold before Web Marketing
1	810	780
2	635	562
3	600	569
4	780	755
5	900	690
6	1400	1100
7	1020	980
8	650	579
9	810	800
10	317	227

Taking into consideration that there are two similar choices, it is conducted a simple test with one variable, and assumptions are:

Ho:  $\mu_d \leq 0$  (Web Marketing ineffective)

Ha:  $\mu_d > 0$  (Web Marketing effective)

Table 11. Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Sales after applying Web Marketing	792.20	10	287.016	90.763
Sales before the application of Web Marketing	704.20	10	243.202	76.907

Table 12. Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Sales after the application of Web Marketing & Sales before the application of Web Marketing	10	.951	.000

Table 13. Paired Samples Test

		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
F	Sales after the application of Web Marketing	88.000	93.877	29.687	20.844	155.156	2.964	9	.016
r	- Sales before the application of Web Marketing								

In the table we find the student distribution of the t-critical value, the significance level  $\alpha = 5\%$ , 9 degrees of freedom (n-1): 1.8331 (unilateral testing). Since the computed value of t's (table above) results greater than the critical value we reject the hypothesis  $H_0$  and conclude that Web Marketing has had a positive effect on sales of craft products.

## DISCUSSIONS

As mentioned above we tried to find connection or correlation between sales in the number of articles and several other variables. The processing of the data issue the following results:

Regarding the link between sales and number of clicks it results strong and more relevant link in the model that I have raised.

Regarding the link between sales and data on previous sales, this turns out to be an insignificant variable and is excluded from the model.

Also have reached the same conclusion on the other variable, that is the 'time period', whether we are dealing with the tourist season or not.

So the above model limited to the variable "number of clicks" indicating significant impact that this variable has in the sale of handicrafts. The fact that sales of previous periods had no impact on actual sales I think is the typology of craft products, which are not consumer products and their buyers are not constantly repeated purchases, but the purchase was based on spontaneous desire.

In the end there is the sales comparison between the two periods to reinforce the conclusion given above, because the result shows that sales have changed between the two periods, which are explained mainly by the application of a new form of marketing, such as Web Marketing.

Finding the best forms of promotion of craft products to target market is an important element of the marketing mix. Forms of integrated marketing communications for a common

business are: advertising, personal selling, sales promotion, publicity, public relations and e-marketing added as trend of recent years. Unfortunately their application by artisans or businesses of these products are little known and do not get much attention.

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