INVESTIGATING THE IMPACT OF ADVERTISING SPENDING ON BRAND EQUITY DIMENSIONS IN KOSOVO: A COMPREHENSIVE MARKET ANALYSIS

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ABSTRACT

This research paper examines the impact of advertising spending on three crucial aspects of brand equity—brand awareness, perceived quality, and consumer purchase intention—in Kosovo's unique market environment. The study aims to offer a detailed analysis of both the actual advertising expenditures and consumers' perceptions of these expenditures, exploring their influence on brand-related metrics. This approach not only fills a significant gap in the literature concerning advertising spending in Kosovo—a developing economy facing substantial economic challenges—but also provides practical insights for businesses to optimize their advertising strategies even in times of economic downturns. The research encompasses a diverse array of 24 brands from sectors such as banking, microfinance, insurance, furniture retail, and supermarkets, thus presenting a comprehensive view of advertising's role in shaping consumer behavior. Employing a robust quantitative framework, the study integrates both secondary and primary data through statistical models like ordinary least squares and Probit, highlighting the strategic value of advertising investments and offering a contextually rich perspective on its effectiveness in enhancing brand equity elements within a challenging economic landscape.

Keywords: advertising; spending; brand awareness; perceived quality; consumer purchase Intention

INTRODUCTION

One of the most important tools used by businesses in their marketing communication process is advertising. More than $8.6 billion was spent on advertising in Central and Eastern Europe in 2022 by marketers hoping to influence consumers to favor their brands over competing brands.

Branding provides an opportunity for firms to capitalize on their competencies and unique organizational structure to get placed in the minds and hearts of consumers (Keller, 1993; Anggoro, 2022). Along with a focus on the customer, marketers also think about how customers can better know their brand better (Anggoro, 2022). For a person to select a brand, some terms must be met. First, the brand needs to be on their list of preferences. Second, the brand needs to be seen as the highest-quality brand among all the other brands on the consumer's list of preferences. Third, the consumer must hold a positive attitude toward the brand until their purchase intention is formed. All or some of these terms may be

impacted by advertising. Based on these facts, the three brand equity dimensions - brand awareness, perceived quality, and consumer purchase intention – are analyzed in this study.

This study focuses on how those three critical dimensions of brand equity are influenced by advertising. To achieve this, data on companies' yearly brand-level advertising expenditures have been combined with data from a consumer questionnaire. Through this questionnaire, 415 participants were questioned about their awareness of several brands, scored the brands' quality, and declared their future intention to buy these brands (or not). The respondents of the sample were selected randomly as a result of a lack of a database for consumers of the brands chosen in this study.

In this study, brand awareness, perceived quality, and consumer purchase intention are examined as dependent variables that change depending on advertising spending (ADS). Herein, brand awareness refers to how knowledgeable customers are about the existence and presence of the brands included in the study and how advertising affects the consumer's knowledge of the brand. The quality rating assesses the level of subjective product distinction, which occurs when customers believe that the advertised brand is superior (Clark, Doraszelski, & Draganska, 2009). Many studies, such as that by Leung, Bai & Stahura (2015) have found that advertising has a positive influence on creating positive attitudes toward the advertised brands and simultaneously increases consumer intention to purchase. As a result, our data has enabled us to explore the link between advertising and these three critical elements of consumer behavior.

Currently, a great amount of data suggests that advertising spending is related to economic expansion. This means that in times of economic distress, businesses seek to lower the costs of advertising (Blank, 1962).

In many developing countries such as Kosovo, advertising is often the first expense to be reduced the moment a company faces a crisis. However, there still is a lack of data on the advertising market in Kosovo; only a few proper studies on the advertising market in Kosovo have been done. The most recent study examining the advertising market at a comprehensive level was conducted in 2013 (IMC, 2022). According to that study, more than 75% of companies in the country do not have an annual advertising budget. This study, though, leads to a better comprehension of the importance of advertising, as it broadly examines the influence of advertising by utilizing data from 24 brands from five different categories of products rather than focusing on a specific firm or sector. Furthermore, the particular measurements of how consumers perceive advertising allow for a bigger picture of the importance of advertising and how companies can use it as a tool to affect their consumer behavior even during a crisis.

The rest of the paper flows as follows. The second part presents a review of the literature and the development of our hypotheses, the third part presents the research methodology, the fourth part presents the results of the empirical analysis, and the fifth part presents the discussion and conclusion.

LITERATURE REVIEW

The basic concepts

According to Kotler and Keller (2012), the most successful ways of using marketing communications activities to influence company profit and promote sales positively include building brand awareness, generating positive perceptions and attitudes about the brand, and strengthening the customer's purchase intention to the brand. These variables have been included in the study and have been analyzed individually in terms of advertising spending by Kosovan brands. Previous studies have demonstrated that advertising spending significantly impacts key brand equity dimensions, including brand awareness, perceived quality, and consumer purchase intention.

Advertising spending effects on brand awareness

Tritama and Tarigan (2016) stated that "brand awareness is the ability of a potential buyer to recognize and recall a brand as part of a particular product category." Knowledge of a brand underlies how consumers judge a particular product (Shwastika & Keni, 2021). Through advertising, brands become distinctive, memorable, and, above all, desirable to their target groups. According to Shwastika et al. (2021), brand awareness is a picture that is in the minds of consumers of a product that has been seen or heard such that they can recognize the

product again when given a hint. For frequently purchased products, brand awareness does not affect consumer purchase decisions significantly (Liaw, Kao, & Chien Yu, 2022). The delivery message after using and experiencing the product would enhance brand awareness (Liaw, Kao, & Chien Yu, 2022). Cianfrone et al. (2006), in a study of the effectiveness of sponsored advertising at sports events, found that virtual advertising creates brand awareness in the consumer regardless of the duration of their exposure to advertising. Furthermore, a study conducted by Clark et al. (2009), which included 300 brands, drew the key conclusion that advertising spending significantly improves customer awareness of the brand. Following the previous research, the first hypothesis of this study has been developed:

H1: Advertising spending positively influences consumer brand awareness.

Advertising spending effects on perceived quality

Products are created in the factory, but brands are created in the mind of the consumer, and currently, one of the best ways to influence the consumer's mind is through advertising. In many categories of products and services, competing brands are so similar that it is quite difficult to differentiate them based on functionality or performance. Usually, consumers tend to give a good impression of a product's quality if their perceptions are positive (Shwastika & Keni, 2021). Perceived quality is an intangible brand value of the product, and it is an overall construction of the brand (Liaw, Kao, & Chien Yu, 2022). Therefore, most of these products use a highly creative sales strategy based on developing a strong and memorable brand identity through advertising. Advertising is an essential method for increasing customer awareness, and considerable expenditure on advertising is a sign of excellent value and demonstrates that the firm is making investments in its reputation. As a result, there is a positive and statistically significant relationship between advertising expenditures and perceived quality (Aaker & Jacobson, 1994). Belch & Belch (2003), found that advertising is a perfect opportunity to create and change perceptions about brand value. Kirmani and Wright (1989), Kirmani (1990), and Kirmani (1997), identified a favorable correlation between advertising spending and perceived quality. Furthermore, the literature indicates that the greater the number of times a business is advertised, the higher is its perceived quality and loyalty among customers (Yoo, Lee, & Donthu, 2000).

Following the previous research, the second hypothesis has been developed:

H2: Advertising spending positively influences consumer perceived quality.

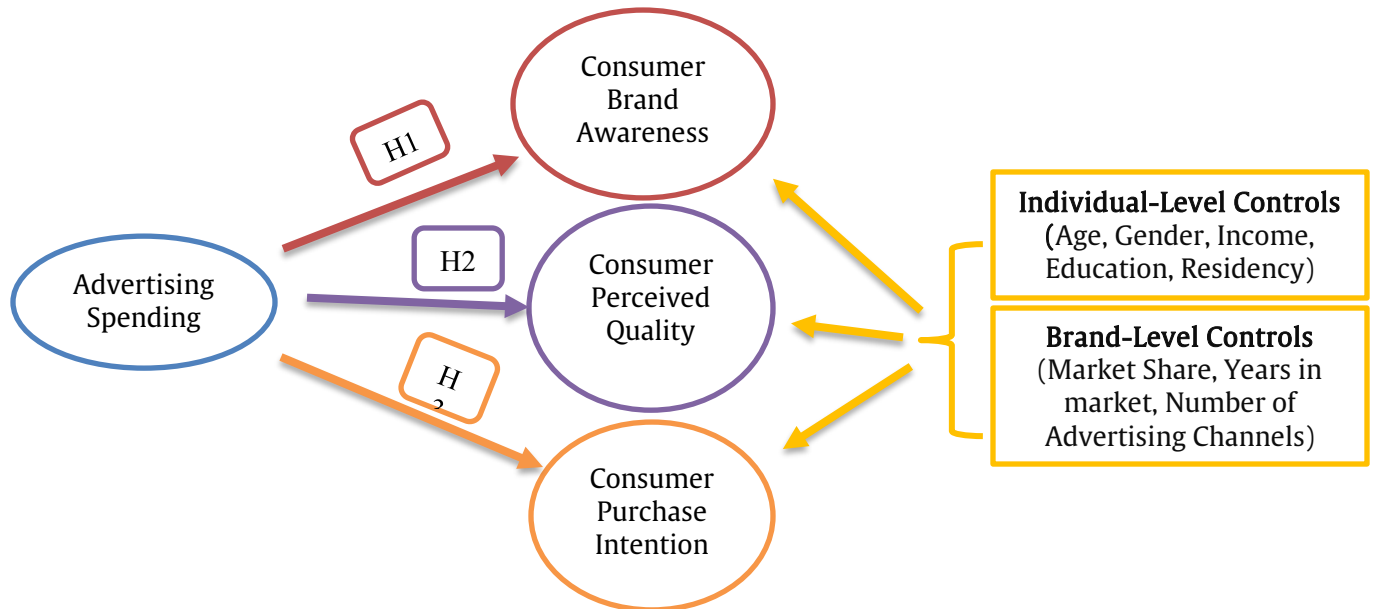## Advertising spending effects on consumer purchase intention

Gautam and Sharma (2017) said that "purchase intentions refer to the possibilities of purchases made by consumers in the near future". Purchase intention is defined as the feeling at the final phase of the hierarchy-of-effects model that attracts customers to buy certain brands (Hutter, Hautz, Dennhardt, & Fuller, 2013). Banerjee & Dholakia (2012) defined purchase intention as the probability that the consumer will buy a particular product. Nagy (2018) stated that intention is a factor that anticipates a consumer's future behaviors. Companies need to identify the factors that influence consumers' intention to buy a product (Shwastika & Keni, 2021). Chang (2016), in a study of Taiwan's tourism industry, concluded that the information that advertising contains has a strong positive effect on consumer purchase intention. Keller (2008) found that social media advertising positively influences consumers' intention to buy. Dodoo and Wu (2019) concluded that social media marketing influences online customers' impulsive purchases. Thuy et al. (2022) stated that advertising attracts consumers and encourages purchasing products at a store, so retailers must continue to emphasize advertising, such as providing content and visuals or enlisting celebrity endorsers to grab attention and interact with customers. This leads to the third hypothesis:

H3: Advertising spending positively influences consumer purchase intention.

In addition to actual advertising spending by the brands included in the sample, this study also examined perceived advertising spending and its impact on brand awareness (BA), perceived quality (PQ), and purchase intent (PI). Using perceived advertising spending as an independent variable is a common practice in the

field of marketing, and significant supporting research studies were identified through the literature review (e.g., (Kirmani, 1990, 1997). This method was compared in the last part of this study with the method of using real advertising spending by the brands included in the study. As expected, these two methods generated very different results, which is elaborated in Section 4.

Figure 1. Model of tested hypotheses

Source: Authors' own elaboration

Figure 1 depicts the influence of Advertising Spending on the three dependent variables: Consumer Brand Awareness, Consumer Perceived Quality, and Consumer Purchase Intention. These relationships are direct, with increased advertising expected to impact each of these brand equity dimensions positively.

The model also includes Individual-Level Controls (age, gender, income, education, residency) and Brand-Level Controls (market share, years in the market, number of advertising channels), positioned to indicate their role in moderating the effects of advertising spending on the dependent outcomes. Arrows from these control variables demonstrate their potential to influence consumer perceptions and behaviors separate from the direct impact of advertising.

RESEARCH METHODOLOGY

Based on the lack of resources and circumstances, the only research method used was a quantitative method designed to quantitatively measure the impact of advertising expenditures on the dimensions of brand awareness, perceived quality, and consumer purchase intention. The study was separated into two parts. The first part was characterized by gathering data using secondary research, namely collecting the data from the different research papers, books, and official reports in order to draw the literature review regarding the aim of the study and to generate the hypotheses.

The second part of the study is characterized by gathering data using a primary research method, a structured questionnaire. The questionnaire, comprising seven sections, was created based on previous studies (Clark, Doraszelski, & Draganska, 2009; Honka, Hortacsu, & Vitoriono, 2017; Moorthy & Zhao, 2000; Cianfrone, Bennett, Siders, & Tsuji, 2006; Speech & Phuong Thao, 1999; Chang, 2016). However, the questions included were modified or adapted to fit our study context. In order to conduct this research paper, secondary data collected from different sources, such as the annual reports of the companies, websites of the brands, data from TV stations on which these brands advertise, "Google trends," etc., were also used.

We employed two vectors of control variables to ensure a robust analysis of the impact of advertising spending on brand equity

dimensions. The first vector comprised individual-level control variables, which include age, gender, income, and education. These variables were selected to account for demographic differences that might influence consumers' perceptions and behaviors independently of advertising efforts.

The second vector included brand-level control variables, such as market share, years in the market, and the number of advertising channels used. These variables helped control for the inherent differences in brand visibility and market presence, which could also significantly impact the effectiveness of advertising expenditures.

Each of these control variables was carefully integrated into our statistical models to parse out the effects of advertising spending from other potential influences on the dependent variables—namely, brand awareness, perceived quality, and purchase intention. This methodological approach allowed us to more accurately assess the direct impact of advertising spending on brand equity dimensions while controlling for other factors that could affect consumer perceptions and behaviors.

Based on the equation by Yamane (1973), and on the Kosovo population, which for 2021 was estimated to be 1,782,115 inhabitants (KAS, 2021), and taking as a level of reliability the measure 95% and a margin of error of 5%, the calculations indicated that the appropriate sample number for this study was approximately 400 persons. Accordingly, the number of respondents involved in this research was 417, and the study was conducted during the 2nd quarter of 2021.

STATA software was used to collect, analyze, and present the data collected from a sample.

Empirical Model

Two cross-sectional regression models were used to test the hypotheses of this study: an ordinary least squares (OLS) method and a probit model for the variables defined in binary form. The use of both models was required because the dependent variable data were not uniform. Specifically, the data collected for two dependent variables, brand awareness and perceived quality, were on a scale of 1–5, and the data for consumer purchase intention were in the binary form [Yes or No (0 or 1)]. Based on the definition

of the hypothesis above, the independent variables in this study are: brand awareness, perceived quality, and consumer purchase intention. On the other hand, the dependent variable is Advertising Spending, which is dependent on those aforementioned independent variables.

Model 1: Ordinary Least Squares

To measure the advertising effect, the reduced-form equation was used as follows: the dependent variable Y_{ik} of individual i and brand k was regressed with an advertising spending function and two control variable vectors, the first of which was at the individual level and the second of which was at the brand level. Formally, the equation is as follows:

$$\ln(Y_{ik}) = \beta_0 + \beta_1 \text{ADS}_k^R + \sum_{i=1}^{I} \boldsymbol{\beta}_i \, \boldsymbol{X}_i + \sum_{k=1}^{K} \boldsymbol{\delta}_k \, \boldsymbol{X}_k + \varepsilon_{ik} \qquad (1)$$

where the dependent variable Y_{ik} captures the level of brand awareness and perceived quality. The variable ADS_k^R is the main variable of interest and is included in the model as the logarithm of the ratio of advertising spending of brand k to the average advertising spending of the competition within a category; therefore, the interest rate β_1 measures the effect of outspending the competition on advertising on each of the dependent variables, and also considers the effect of advertising spending by the competition on the results of brand k. The other independent variables were divided into two groups. The first group, X_i ($i = 1, ..., I$), is a vector of variables observed only at the individual level. The second group, X_k ($k = 1, ..., K$), is a vector of variables observed only at the brand level. This vector includes the fixed effects of the local presence of the brand in the city of individual i to check for unobserved heterogeneity derived from the local presence, fixed effects of the number of employees of brand k to check for trends in advertising resulting from the brand size, and fixed effects of brand age to check for the experience of brand k in the market.

Model 2: Probit for binary variables

A probit model was used to verify the impact of advertising spending on the dependent variables of the study (BA, PQ, and PI). This model was measured using the standard maximum-

likelihood procedure. Formally, the probit model had the following form:

$$\Pr(Y_{ik} = 1|X) = \boldsymbol{\phi}(\beta_0 + \beta_1 \text{ADS}_k^R + \sum_{i=1}^{I} \boldsymbol{\beta}_i \, \boldsymbol{X}_i + \sum_{k=1}^{K} \boldsymbol{\delta}_k \, \boldsymbol{X}_k + \varepsilon_{ik}) \tag{2}$$

In this equation, $\Pr(Y_{ik} = 1|X)$ is the probability that individual i (a) knows brand k; (b) considers brand k to be of high quality; and (c) intends to buy brand k. Y_{ik} captures dependent variables. The function $\boldsymbol{\phi}$ represents the normal cumulative distribution. The coefficient β_0 is a constant, and the coefficient of interest β_1 measures the effect of ADS_k^R, which is the effect of outspending the competition on advertising on the dependent variables Y_{ik}. As in Eq. (1), in this model the other independent variables were divided into two groups. The first group, X_i (i = 1, ..., I), is a vector of variables observed only at the individual level. The second group, X_k (k = 1, ..., K), is a vector of variables observed only at the brand level.

Sample Description

Table 1 presents the descriptive characteristics of the 417 respondents. The respondents were selected randomly as a result of a lack of a database for consumers of the brands chosen in this study. The data collected from the respondents were gathered through a questionnaire that was distributed through the online platform Google Forms to the targeted respondents. The time of collecting data from respondents lasted for 4 weeks. In general, 62% of the respondents were female, and 72% of the respondents were in the age group 25–45 years. In terms of education, the majority of respondents (53%) had completed at least a Bachelor's degree. Furthermore, 70% of respondents were from urban areas, 63% were married, and 70% of the respondents were employed. The respondents were from different regions of Kosovo.

Table 1: Profiles of respondents

Item	Frequency	Percentage (%)
Gender		
Female	258	62
Male	159	38
Age		
<25	117	28
25–45	300	72
Education		
Secondary	71	17
Bachelor's	221	53
Master's or PhD	125	30
Area of residence		
Rural	121	29
Urban	296	71
Marital status		
Single	125	37
Married	263	63
Employment status		
Employed	384	91
Unemployed	38	9
Region		
Prishtina	154	37
Mitrovica	188	45
Prizren	84	19

Source: author's work.

The above table shows only the composition of the selected sample and has no direct impact on the raised hypotheses of the study.

In addition, the study analyzed 24 brands in five different categories: banks, microfinance institutions (MFIs), insurance companies, furniture retailers, and supermarkets. All selected brands in each category have different market positions and different marketing features, which adds value to our findings.

Table 2 presents the descriptive data for the brands included in the study. The brand classification is based on the Annual Statistical Report of the Kosovo Agency of Statistics (KSA). The first column lists all the brands included in the analysis. The second column, Advertising spending, shows that information on advertising spending is missing for five of the brands; therefore, the regression tables, which include advertising spending in 2021 as a variable of interest, do not include those brands. As expected, the brands with the highest level of sales spent the most on advertising, whether in relative or absolute value. In general, supermarkets spent the most on advertising—Viva-Fresh and ETC were the biggest advertising spenders, about €1.7 million and €1.4 million, respectively. The second-ranked category in terms of the level of advertising spending is banks, which spent an average of about €500,000 in 2021; Raiffeisen Bank spent the most on advertising in this category, about €1.2 million, followed by Pro-Credit Bank, with €695,000.

Table 2: Profiles of brands included in the study

Brand category	Advertising spending (€1,000)	Sales (€1,000)	Number of employees
Banks			
BpB	225	14,821	366
Banka Ekonomike	220	16,020	339
Raiffeisen bank	1242	44,677	870
Pro-Credit	695	29,512	256
TEB	551	30,650	590
NLB	254	36,788	489
BKT	272	21,300	360
MFI			
KEP	126	9,403	246
AFK	—	—	150
Finca	237	10,712	—
KRK	82	7,016	250
Insurance companies			
Scardian	65	10,071	200
Sigal	423	10,509	155
Illyria	50	10,320	197
Furniture retailers			
Binni	51	8,394	170
Berto	47	3,254	90
Palma	132	4,966	—
Walker	—	—	—
Mobin	—	—	100
Supermarkets			
Interex	—	—	500+
Superviva	483	38,987	500+
Viva Fresh	1762	176,842	500+
ETC	1385	272,156	500+
Meridian	373	23,191	500+

Source: author's work.

The third and fourth columns of Table 2 list the sales and the number of employees, respectively, of each brand in 2021.

RESEARCH RESULTS

Results of the effects of advertising spending on brand awareness, perceived quality, and purchase intention.

Table 3 presents the key findings regarding the impact of advertising spending on brand awareness, perceived quality, and consumer purchase intention. In general, the findings suggest that the increase in advertising spending increases brand awareness by the consumer, improves consumer perceptions about brand quality, and increases the probability that the consumer will buy the advertised brand in the future.

Table 3: Effect of advertising spending on BA, PQ, and PI

Variable	Effect of advertising spending
BA	0.088
PQ	0.031
PI	0.017

Source: author's work.

The results presented in Table 3 show that a 1% increase in company advertising spending was associated with a statistically significant increase in brand awareness of 8.8% (100 × 0.088). Advertising spending was positively related to consumer-perceived brand quality; a 1% increase in advertising spending was associated with a statistically significant increase in consumer-perceived brand quality of 3.1% (100 × 0.031). A 1% increase in advertising spending was associated with a 1.7% (100 × 0.017) increase in the probability of future consumer purchase intention, however, this finding is only marginally significant. Our findings indicate that a 1% increase in advertising spending leads to significant improvements in the dimensions of brand awareness and perceived quality.

The study compared perceived advertising spending with the results from the analysis of the effects of annual brand-level advertising spending on BA, PQ, and PI. In this case, advertising spending was measured subjectively, i.e., respondents were asked to assess how much they thought each brand spends on advertising (on a scale of 1–5). The results (Table 4) are significantly distinct from those in Table 3.

Table 4: Effects of advertising spending on BA, PQ, and PI

Variable	Effect of Perceived Advertising Spending
BA	0.473
PQ	0.435
PI	0.184

Source: author's work.

In our analysis of the effects of advertising spending across 24 brands from diverse sectors, we observed notable differences in how a 1% increase in advertising spending impacts brand equity dimensions. These variances underscore the unique market dynamics and consumer behaviors characterizing each sector.

For instance, sectors such as banking and supermarkets, which involve frequent consumer interactions and high competitive intensity, exhibited a more substantial impact from increased advertising spending. Specifically, our data shows that in these sectors, a 1% increase in advertising spending correlates significantly with improvements in brand awareness and perceived quality. This finding is supported by the stronger correlation coefficients observed in these sectors, indicating a more pronounced response to advertising stimuli compared to other sectors.

Conversely, the insurance sector, characterized by infrequent consumer decisions and a complex decision-making process, showed a less immediate impact from similar increases in advertising spending. The results for this sector suggest a more gradual influence on brand equity dimensions, which may be attributed to the nature of the products and the decision-making process involved in insurance purchases.

These sector-specific findings highlight the necessity of tailoring advertising strategies to align with the inherent characteristics and consumer engagement levels of each sector. Such an approach ensures that advertising expenditures are optimized to yield the most significant impact on brand equity.

While this study establishes a notable link between advertising spending and brand awareness within Kosovo, it is essential to acknowledge the context-specific nature of the findings. Their applicability to other markets, which may differ significantly in competitive dynamics and consumer behaviors, could be limited. Consequently, further research is recommended to evaluate these results across varied economic landscapes to understand their global relevance better.

Future investigations should extend this analysis to different markets, assessing how diverse market conditions influence advertising effectiveness on brand awareness. Comparative research would provide crucial insights into the generalizability of our conclusions across various cultural and economic environments. Furthermore, examining the impacts of digital versus traditional advertising methods, along with the effects of market saturation, would offer deeper insights into the nuances of advertising strategies.

DISCUSSION AND CONCLUSION

The results confirm the conclusions of researchers (Clark, Doraszelski, & Draganska, 2009; Kirmani, 1990; Belch & Belch, 2003; Chang, 2016; Dodoo & Wu, 2019), about the positive effect of advertising spending on brand awareness, perceived quality, and consumer purchase intention.

The study shows that a 1% increase in advertising spending leads to an 8.8% increase in brand awareness. Based on this, the first hypothesis about the positive effect of advertising spending on brand awareness is proven. Even though the results have proved the first hypothesis, those results might be under discussion, especially when the sample is greater, and other neighboring countries are taken into account. On the other hand, according to Zailskaite-Jakste & Minelgate (2021), the impact of communication on the dimensions of brand equity (awareness, associations, and loyalty) differs by the business sector. A 1% increase in advertising spending leads to a statistically significant 3.1% increase in perceived brand quality. Based on this, the second hypothesis about the positive effect of advertising spending on perceived brand quality is proven. A 1% increase in advertising spending leads to a 1.7% increase in consumer purchase intention. Although this conclusion is only marginally significant, we still submit that the third hypothesis of this study is proven and that advertising has positive effects on consumer purchase intention.

In general, it could be concluded that an increase in advertising spending by the brands positively affects brand awareness, perceived quality, and consumer purchase intention. However, the largest positive effect of advertising spending was observed for the variable of brand awareness.

Measuring advertising spending subjectively (by asking consumers how much they thought specific brands spend on advertising) produced subjective results, which is drastically different from an analysis using annual brand-level advertising spending. Therefore, the results derived from this research paper conclude that using such an indicator of advertising spending overestimates the effect of advertising on consumer behavior and produces unsustainable results.

According to the results, the greatest effect of advertising is on brand awareness. Based on this, it could be recommended that new companies and existing companies in the market introducing a new product or service, making new offers, or providing any kind of information about their brand should use advertising to influence consumer brand awareness.

Finally, the importance of continuing to invest in advertising should be emphasized even though many companies in Kosovo have suffered adversely from the COVID-19 pandemic.

According to the results of this study and the findings of Liu et al. (2014), if advertising has a positive impact on consumer preference and if advertising were likely to enhance consumer's willingness to buy a product (purchase intention), there would be a positive impact on its financial goals. We think we have a good starting point for analyzing the effects of advertising on the financial aspects of companies. Frolova et al. (2019), stated that setting up a promotional budget and monitoring the success of advertising are two of the most significant issues that are currently being overlooked. Specifically, the effects of advertising expenses on the volume of sales of companies in developing countries present a promising avenue for further research.

In our country and in our region, most companies hesitate to invest money in marketing communication because they are not conscious that advertising makes an impact on brand equity dimensions, such as brand awareness, perceived quality, loyalty, etc. Hence, the results and conclusions that have been derived from this study would be useful to companies in our country and beyond, considering the investment in marketing communication as a necessity nowadays.

LIMITATIONS OF THE STUDY

Besides the results that have been derived from the study and all the research work that has been done, this study has some obstacles and limitations. The biggest limit of this study lies in the lack of official statistical reports from any official agency in Kosovo regarding advertising spending. Th only statistical report from the Kosovo Agency of Statistics that could be included in the study limited the broadening of the sample of brands.

The next limitation of this study is related to the determination of the sample of consumers. The consumers were selected randomly as a result of a lack of a database for consumers of the brands chosen in this study.

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