

**Master's Thesis: Examining the effectiveness of digital marketing and
E-commerce tools' usage in Georgian restaurants**

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Declaration

As the author of the submitted master's thesis, I hereby state that the submitted thesis is entirely original work of mine and does not contain any materials previously published, accepted for publication, or submitted for defense by other authors that are not properly credited, referenced or cited in the thesis according to established rules.

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Abstract

This study investigates the use and perceived effectiveness of digital marketing and e-commerce tools in Georgian restaurants, drawing insights from both restaurant representatives and customers. Using a dual-survey, quantitative methodology grounded in the RACE model and Uses and Gratifications theory, the research explores how digital tools influence customer engagement, visibility, and operational strategies. The findings reveal that platforms such as Instagram and Facebook are widely adopted and perceived as effective, while delivery apps like Wolt and Glovo play a significant role in customer acquisition. However, strategic use of digital tools and consistent performance tracking remain limited across the sector. Customers, particularly in urban areas, demonstrate high engagement with digital content, prioritizing visual quality, online reviews, and practical information such as menus and location. The study highlights a gap between customer expectations and restaurant capabilities, suggesting the need for improved digital literacy, integrated strategies, and performance monitoring. These findings offer practical implications for restaurateurs, marketers, and policymakers aiming to enhance digital transformation in Georgia's hospitality industry.

Key Words: Digital Marketing, E-commerce, Restaurants, Customer Engagement, Georgia