Analyzing the Effectiveness of Digital Market Entry Strategies of Premium Fast-Moving Consumer Goods Brands in Georgia

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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 accordance with the established academic norms.

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Abstract

This study examines the effectiveness of digital market entry strategies used by premium fast-moving consumer goods (FMCG) brands in Georgia, an emerging market that is still underexplored in academic studies. Using a mono-method quantitative, cross-sectional survey design, primary data were collected from 176 respondents through a structured self-administered online questionnaire consisting of 58 questions. The survey measured brand discovery through digital platforms, brand recognition and recall, consumer engagement and advocacy, trust formation, perceived value, price sensitivity, and purchase intention using validated five-point Likert scales.

The findings show that social media - led closely by Facebook and Instagram - is the dominant platform for brand discovery. Approximately 73% of respondents have discovered a premium FMCG brand online before. The biggest benefits that digital marketing produces are brand recognition and recall (composite M ≈ 3.51), while consumer engagement is mainly passive.

Perceived value (M = 3.72) and trust (M = 3.66) are the main drivers of purchase intention and their influence on consumer's purchase decision is higher than the direct impact of social media advertising (M = 3.13). Price sensitivity is high among respondents. Consumers need to see clear value before they are willing to pay a premium price (Q36: M = 4.18). The study demonstrates that trust and perceived value are key drivers of purchase intention, with strategic implications for premium FMCG brands entering the Georgian market.

Keywords: digital marketing, market entry strategy, premium FMCG, brand awareness, consumer engagement, purchase intention, Georgia, emerging markets.