

**Master's Project: Profile of a Georgian Online Shopper: Examining the Behavior  
of Georgian E-retail Consumers**

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## Table of Contents

List of Abbreviations.....	ii
Abstract .....	1
Introduction .....	2
E-marketplace.....	3
Georgian market overview .....	12
Literature Review .....	16
Methodology .....	20
Results.....	22
Segments of active online shoppers .....	42
Correlative relationship between factors.....	45
Discussion.....	46
Limitations and suggestions for future research.....	50
Conclusion .....	51
Appendix #1 .....	52
Survey Questionnaire.....	52
Appendix #2 .....	56
Additional Charts .....	56
Data Tables .....	63
Regression Output.....	78
Bibliography .....	80

## **List of Abbreviations**

1. ICT – Information Communication Technologies
2. B2B – Business to Business
3. B2C – Business to Consumer
4. STP - Segmentation, Targeting and Positioning
5. WWW – World Wide Web
6. EDI – Electronic Data Exchange
7. GEOSTAT – National Statistics Office of Georgia
8. ITU – International Telecommunication Union
9. SSL – Secured Socket Layers
10. 3PL – Third Party Logistics Companies
11. GCI – Global Competitiveness Index
12. VAT – Value Added Tax

## **Abstract**

Groundbreaking advances in Information Communication Technologies (ICT), which occurred at the end of the 20th century, have fundamentally changed the conduct of most commercial transactions. The global phenomena such as Internet and the World Wide Web have brought along the creation of global, borderless and interconnected market represented by the so-called e-marketplace. These developments have introduced unprecedented opportunities for marketers to identify and obtain detailed information about target consumer segments, which in turn enables the creation, communication and delivery of consumer-oriented value internationally. However, the advances in ICT's are not necessarily followed by similar leaps in development of physical infrastructure to support the functioning and expansion of e-marketplace in less developed countries such as Georgia, which has become an active part of the global e-market place only in the recent decade. Given the recent nature of the engagement of Georgian online shoppers in the global e-retailing, the knowledge about the consumer segments, their demographic and behavioral patterns are relatively unexplored, which undermines the exploitation of the market's full potential for both local and international e-retailers. By gathering and analyzing qualitative and quantitative data from the local consumer, the given research aims at examining, identifying and describing Georgian consumer's segments, which are engaged in the e-retailing, in an attempt to define their behavioral patterns and to estimate possible correlative relationships among demographic and behavioral variables.

**Keywords:** E-commerce, e-retail, consumer behavior, segmentation.