

**The impact of using e-commerce at SME
Apparel and accessories companies in Georgia**

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As the authors of the presented paper, we herewith declare, that our paper does not contain any published, accepted for publication or submitted for defence material, which has not been referenced or cited in this work in conformity with the relevant rules.

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Abstract

It has been a half of a century since e-commerce started to appear as an important sales tool for businesses. Nowadays many apparel or accessories producers or dealer companies in the world tend to choose internet commerce as the main channel for sales rather than traditional methods. Although this sector goes through the process of formation in Georgia and at this time demand on online purchase opportunities is growing year by year, we decided to study the local online market opportunities and development perspectives. The aim of the study is to show the importance of online sales to the small and medium sized apparel and accessories providing companies in Georgia. Furthermore, the research will help SME companies to be more concentrated on consumer demand and consider experience of the companies that already adopted e-commerce as an active sales tool. Thesis describes best e-commerce practices of this field on the local market and explores Georgian customers' online shopping behavior and attitude towards Georgian apparel and accessories online shopping websites. For the companies' research was used empirical research method with face-to-face interviews, while for customers' exploratory method with primary data collection technique was preferred. The findings of the research showed that Georgian SME apparel and accessories companies who already adopted e-commerce have increased efficiency and they plan to accept online shopping as a main selling channel. The findings and results of our study will benefit SME apparel and accessories companies to be more competitive by using E commerce properly.

Keywords: Georgian Apparel Industry, Online Shopping, E-commerce, Customer behavior, SME companies, Apparel, Accessories.

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