

Factors affecting chocolate purchase decision in Georgia



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Abstract

Nowadays, one of the major challenges of marketers is to get inside the customer's head and understand the needs they want to satisfy. Good understanding of customer needs is necessary but not enough to be successful on the market. Marketers should understand its customer buying behavior and most importantly, how the decisions on purchase are made. Purchase decisions generally are based on several factors, such as price, packaging, etc. and understanding these factors, affecting consumer decision-making, is critical for every marketer.

The main objective of this research is to identify all possible factors/variables having an impact on chocolate purchase decision and to choose the ones with greater significance. Therefore, the main area of our interest throughout this research was analysis of the most critical factors affecting chocolate purchase in Tbilisi.

Mixed-method approach was used for the research conducted both surveys and interviews. First, quantitative data to examine chocolate purchase pattern of customers through online survey was gathered. Second, in order to examine main reasons behind responses in questionnaire in-depth focus groups were organized. Lastly, interviews were conducted with industry professionals to examine their views on the most important determinants influencing customer purchase decision.

Results of research revealed that the most influential factor for the majority of age and income group segments were unique/distinctive taste, country of origin and availability in stores. Whereas for children and elder price and taste are top priority, students are attracted by packaging. Detailed conclusions and recommendations are provided at the end of study.

Research will be useful for chocolate manufacturers or importers to identify what their customer value according to different age, income and gender groups.

One of the limitations of research is sample size and method; another is data analysis approach, which did not enable us to provide numeric or percentage value of each variable. The topics for further research should be based on the limitation provided in this paper.