

**Master's Thesis:**

**Where do Bottom of the Pyramid consumers shop for clothes in post-Soviet countries – Bazaars versus Modern Shopping Centers:  
The Case of Tbilisi, Georgia**

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## Abstract

This thesis studies the consumer behavior of urban Bottom of the Pyramid (BOP) consumers in post-Soviet countries, using the example of Georgia. The research was conducted in Tbilisi, Georgia. During the first part of the research 10 semi-structured interviews were conducted to understand where BOP consumers shop and what shopping destination attributes are important for them. During the second part of the research 240 consumers were surveyed at two major shopping destinations: Vagzali Bazaar (the city's largest unorganized bazaar) and one of the city's largest modern shopping malls, to understand where they shop for clothing, and what characteristics and attributes consumers value when choosing a shopping destination for clothing.

The qualitative and the quantitative research have shown that bottom of the pyramid consumers mostly shop at bazaars and find following attributes of shopping destination important: price, quality, staff and variety. Location and accessibility seem to be important attributes but, bottom of the pyramid consumers do not rate it as high as the other attributes.