

Factors Affecting Customer's Purchase Behaviour of Georgian Lemonade

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Abstract

The soft drink industry is attractive worldwide as it is one of the largest groups in beverage industry, capable of generating highly profitable returns. Even though the industry has key market players and competition is fierce, companies spare no effort to maintain and increase their market share.

Lemonade was introduced in Georgian market in 19th century and since then it became integral part of Georgian culture. Along with foreign well-known brands, lemonade is significant part of Georgian soft-drink industry.

Financial situation of major lemonade producers indicate that this industry is profitable and thus attractive for new-comers. Meanwhile, existing companies struggle for obtaining customer's loyalty and increasing market share. In these competitive markets, it is not arguable that company's success depends on their ability to understand customer's preferences.

This research attempts to analyse buying behaviour, customer profile and their perceptions for lemonade on the local market. Based on literature review, we identified some mostly referred factors that affects purchasing behaviour of soft customers in various countries. However, to our knowledge, in Georgia no comprehensive research was conducted on lemonade customers recently. Therefore, it is not known what are lemonade customers' genuine preferences nowadays. Consequently, we have decided to conduct a research in order to have better understanding of factors that influence customer buying process in Georgian lemonade market.

This research is based on pragmatism philosophy, because it is capable of providing solutions to real-life problems by starting with research question and exploring the issues from multiple perspectives. The present study is descriptive in nature. We use deductive method and test the validity of presumed factors. The methodology used for this study is based on mixed-method approach. Strategy that is considered during the research is a survey, which is associated with the deductive approach. Data collected from online surveys (among 418 participants) and face-to-face interviews (among 10 participants) is collected and analysed.

This research is one of the first comprehensive studies done in Georgian market that focuses

on lemonade customer preferences. We believe that the research will help manufacturers find out what are main preferences of lemonade customers. Moreover, the companies can use this study as a basis for further researches aiming to understand profoundly existing and potential customer's preferences.

There are several limitations of this study. Degree of generalization of findings is limited, due to the fact that online questionnaire form was shared among 418 respondents where age groups were not distributed equally. There is a chance for potential bias, as the data collected is limited to internet users and few customers of Tbilisi's large supermarkets. Also, the data gathered is limited to particular time period. On the other side, another limitation of study is data analysis approach, which does not provide an opportunity to find numeric or percentage difference of referable variables represented in the study.

Key words: customer behaviour, soft drinks, purchasing behaviour, buying behaviour.

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