

Some Aspects of Social Media Marketing (Georgian Case)

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Abstract : This paper is focusing on the attitude of Georgian consumers toward social media, influence of social media on consumer buying behavior. The purpose of this paper is to explore the impact and usage of social media marketing strategies for Georgian companies and consumers in the new reality of Georgia. There is a lack of research on social media marketing in Georgia, especially the topic which analyzes the possible purchase influence of consumers. The result of marketing research has revealed that social webs are mostly used by Georgian consumers, but they have little impact on the buying decision. The research method was exploratory in nature in the sense that there is no previous academic research about consumers' attitude towards social media marketing.

Keywords : marketing research, purchasing behavior, social media marketing, social networking sites

Conference Title : ICIM 2015 : International Conference on Innovation and Marketing

Conference Location : Venice, Italy

Conference Dates : April 13-14, 2015