



Digital and Sustainable Business Models: Understanding Customer Motivations in the Sharing Economy

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Abstract

This research investigates the emerging field of the sharing economy in Georgia, a topic not yet explored in local academic communities. It examines into the intersection of sustainability, digitalization, and innovation, specifically focusing on the motivations driving young Georgian consumers to engage with digital platform-based business models in sharing economy (SEBMs). In a time characterized by rapid technological progress and a global emphasis on sustainable practices, understanding these motivations is essential. The methodology is designed to observe and analyze the distinct dynamics of the Georgian market. This study offers insights into consumer behavior within a digitally-transformed, sustainable economy. It emphasizes the importance of the sharing economy as an innovative business model and demonstrates how digital platforms can be utilized for sustainable development. The findings are interesting for emerging economies like Georgia, where digital technologies and sustainability are increasingly vital. By examining the factors that influence young consumers' participation in the sharing economy, the research enhances the understanding of digital platform management and innovative economic models.

Keywords: consumer behavior, digital economy, innovation, SEBMs, sustainability