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The Influence of National Cultural Dimensions on Consumer Behavior (A Case Study of Georgia and Azerbaijan)

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Abstract

Consumer behavior is one of the most important factors in the global economy, directly enabling businesses to make strategic decisions. Cultural factors, especially Hofstede's Cultural Dimensions in various countries have a significant impact on how individuals make decisions when purchasing products and services.

Georgia and Azerbaijan, as South Caucasus countries, are culturally distinct nations. This research will help both international companies and the academic community better understand how culture influences consumer choice. The innovation of this study lies in the direct application of cultural dimensions to compare Georgia and Azerbaijan, allowing for an analysis of how culture shapes decision-making strategies. The research will contribute to the adaptation of marketing strategies and provide a foundation for further international studies on South Caucasus markets. The aim of this study is to identify these differences, enabling businesses and marketers to plan more precise strategies, while also filling a gap in academic research regarding comparative analysis of consumer behavior across the cultures. Within the scope of the study, decision-making patterns related to purchasing products and services in Georgia and Azerbaijan should be analyzed through the lens of Hofstede's cultural dimensions (Individualism vs. Collectivism, Long-Term vs. Short-Term Orientation), in order to reveal the influence of cultural factors on consumer behavior.

The study employed a quantitative research methodology based on the updated methodology of Hofstede's Insights.

Keywords: Consumer Behavior; Culture; Hofstede