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**MODERN TECHNOLOGIES OF INFLUENCE ON CONSUMER BEHAVIOUR**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of study of the thesis is the end consumers of goods and services who purchase goods in chain stores. The subject of research of the thesis is the practice of participation of end consumers of goods and services in the shares of network trade organizations. The purpose of the thesis is to analyze and evaluate issues related to technologies that affect consumer behavior, their study and highlight practical ways to use the results of the study using the example of Euroopt LLC.

The methodological basis of the thesis was a systematic approach, abstract-logical analysis, observation, description, comparison, online survey in the form of a questionnaire.

As a result of the study, we have collected material that allows us to demonstrate, using a practical example, the wide possibilities of the influence of the company's promotional strategy on consumer behavior (using the example of Euroopt LLC). The concepts and essence of consumer behavior, varieties of consumer behavior, the main factors for assessing the personality and behavior of consumers when making a purchase, behavioral characteristics were also considered, and a deep analysis of consumer behavior was also carried out. The main models of consumer behavior, consumer motives in making a purchase decision, as well as factors influencing consumer behavior were identified.

The scientific novelty of the research lies in the development of theoretical and practical foundations for building strategies for the use of modern technologies as an influence on consumer behavior. Currently, the market for goods and services is vast and diverse, which leads to high competition. Under these conditions, it is necessary to carry out hard work to attract and retain customers, for this you need to know about modern technologies for influencing consumer behavior.

The results of the thesis work were obtained on the basis of reliable materials and independent theoretical and practical research.

*Key words: marketing, consumers, consumer behavior, influence, modern technologies, behavior patterns, motive, motivation, influence factors, action, action strategy.*