

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

KAROL
Ekaterina Sergeevna

**PERCEPTION BY CONSUMERS
OF COMMERCIAL BRAND ADVERTISING**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Natalia A. Elsukova
Candidate of Sociology,
Associate Professor

Minsk, 2018

ABSTRACT

The purpose of the graduate thesis is to define the main characteristics of advertising as a tool for promoting a commercial brand and the peculiarities of its perception by the target audience of consumers.

The object of the research work is the target audience of consumers of chocolate and chocolates at the age of 20-25 and 35-45 years. The subject of the research work is the perception of the advertising image by the target audience of the product.

The methodological basis of the graduate thesis is based on general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method and method of comparison, as well as the particular scientific methods used in social sciences (questionnaire method and data analysis through the compilation of perception maps)

In the process of writing the graduate thesis, the following results were obtained: the concept of advertising, its functions and types were considered; concepts of a brand and a trade mark are considered and their basic features are revealed; revealed receptions of advertising influence on the consumer and the perception of commercial advertising by the target audience through the construction of perception maps was studied. In the framework of the graduate thesis , a questionnaire survey was conducted using the method of semantic differential.

The survey was conducted among students and middle-aged people in the city of Minsk. A total of 80 people were interviewed from 20 to 25 years and from 35 to 45 years. The results of the study allowed to determine the characteristics of consumers' perceptions and to identify differences in the perception of advertising of confectionery brands by target audiences.

Materials and results of the graduate thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: advertising, advertising functions, types of advertising, brand, trademark, firm style, promotion of brand, impact on consumers, extraction.