

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

**LOBAN**  
Ekaterina Nikolaevna

**CONSUMER BEHAVIOR ON SOCIAL MEDIA**  
(on the example of the blog «koko.by»)

Graduate Thesis  
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Nadezhda V. Efimova  
Candidate of Philosophy,  
Associate Professor

Minsk, 2019

## ABSTRACT

The object of research of the thesis - consumer communication networks on the Internet. The subject of the research of the thesis is the informational interaction of the subscribers of the blog “koko.by” on Instagram. The purpose of the thesis is to evaluate the interaction between the blogger subscribers associated with promotional materials. The methodological basis of the thesis consists of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the case study, as well as private scientific methods used in conducting sociological research (network analysis). In the process of writing a thesis, the following results were obtained: a number of key characteristics of the information society were identified, which were due to its historical development; The main characteristics of the generation Z, formed as a result of the development of information technologies, are determined; The structure of blog elements “koko.by” has been defined and proposed; proposed a basis for assessing the consumer behavior of young people under the influence of the blogger sphere and a number of recommendations for studying it were given. The novelty of the results is due to the lack of a comprehensive study of the materials of bloggers and their impact on consumer communication networks. The results obtained are characterized by wide possibilities of theoretical and practical application. Thesis materials can be used in the educational process, as well as in the development of brand image strategy. Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

*Keywords: consumer behavior, information society, decision-making process, z-generation, generation theory, socail networks, “koko.by” blog, instagram, interner, partnership material, popsters, group details, central professional resourcess, centrality by degree, communication networks.*