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**THE ATTITUDE OF CONSUMERS IN THE CIS COUNTRIES TO
BELARUSIAN COSMETICS BRANDS**

Graduate Thesis

ABSTRACT

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ABSTRACT

The object of the research of the thesis is the Belarusian brands of cosmetics. The subject of the study is the peculiarities of the attitude of consumers of the CIS countries to Belarusian cosmetics brands. The purpose of the thesis is to identify the peculiarities in relation to Belarusian brands for representatives of the CIS countries on the example of Belarusian cosmetic brands Belita-Vitex, Relouis, Luxvisage. The methodological basis of the research is the general scientific methods of dialectics, formal logic and system analysis, in particular, general logical methods of analysis, induction, deduction and analogy, methods of observation, description and comparison, as well as content-analytical methods.

In the process of writing the thesis, the following results were obtained: the concept of the brand, its key characteristics and positioning were considered, the brand image was determined as one of the factors of the purchase decision, the specifics of consumer attitudes to the brand were studied, the methods of consumer attitudes to the brand were studied, the content analysis of reviews on the Internet about Belarusian cosmetics brands from consumers of the countries was studied CIS, negative and positive reviews are considered, the image of Belarusian cosmetics brands for consumers of CIS countries is considered, The peculiarities in relation to Belarusian brands for representatives of the CIS countries are studied on the example of Belarusian cosmetic brands Belita-Vitex, Relouis, Luxvisage.

The novelty of the results obtained is due to the lack of up-to-date information about the peculiarities of the attitude of consumers of the CIS countries to Belarusian cosmetics brands.

The obtained results are characterized by wide possibilities of practical application. The materials of the thesis can be used in the educational process, as well as in the development of strategies for promoting Belarusian cosmetics brands for consumers from other countries.

The author of the work confirms that the materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: brand, brand image, Belarusian cosmetic brands, consumers of cis countries, content analysis, attitude.