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VIRAL VIDEO ADVERTISING AS A MARKETING TOOL

Graduate Thesis

ABSTRACT

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ABSTRACT

The object of the thesis is viral video advertising. The subject of the thesis is the features of viral video advertising as a marketing tool. The purpose of the thesis is to reveal the features of viral video advertising as a marketing tool. The methodological basis of the thesis was general scientific methods: the method of analysis and synthesis, the method of induction and deduction, as well as private scientific methods used in social research (questionnaire survey).

In the process of writing the thesis, the following results were obtained: the essence of viral video advertising was characterized, the types of viral video advertising were described, the possibilities and limitations of viral video advertising were considered, and a questionnaire survey was conducted among consumers (on the example of students of the Republic of Belarus) in order to identify their attitude to viral video advertising. As a result of the study, the attitude of consumers (on the example of students of the Republic of Belarus) to viral video advertising was revealed: consumer awareness of viral video advertising, consumer behavior in relation to viral video advertising, as well as the assessment of consumers of viral video advertising.

The scientific novelty of the results obtained is due to the lack of research on identifying consumer attitudes towards viral video advertising. In view of the fact that viral video advertising continues to actively develop and gain momentum, demonstrating its practical significance, advantages and effectiveness in application, there is an increasing need to know how modern consumers relate to this marketing tool. This knowledge will help in building the most effective promotion strategies when using viral video advertising as a marketing tool. The results of the thesis work were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

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Key words: viral marketing, viral advertising, viral video advertising, viral content, viral video advertising as a marketing tool, consumer.