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**THE INFLUENCE OF SOCIAL MEDIA  
ON CONSUMER DECISION-MAKING**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of the research is book buyers, and the subject is the impact of social media on decision-making when it comes to purchasing books. The aim is to study how social media affects consumer decision-making in general and specifically for book purchases, and to obtain corresponding data. The relevance of the topic is due to the lack of information on the nature of information's influence on consumer decision-making in today's rapidly changing conditions. The research methodology involved analyzing literature on the topic, comparing various periodical sources, and synthesis.

As a result of the study, some aspects of consumer behavior when choosing books were identified. When choosing and purchasing books, people are more inclined to follow their own interests, rely on the advice of friends, acquaintances and colleagues, and obtain information from authoritative bloggers, leaders, and celebrities. The most popular sources of information include searching for top lists, studying author pages on the internet, and viewing reviews on YouTube channels. The study showed that most people acquire books through traditional means in physical shops, with slightly fewer respondents buying books online, though a portion of people buy books through both online and offline methods. The majority of respondents used platforms such as LitRes, Wildberries, and Ozon to order books. Bloggers were considered as opinion leaders in the research, and it was found that most people do not listen to book bloggers when choosing which books to read.

*Keywords: consumer, decision-making process, social media, consumer behavior, blogging, opinion leaders, information.*