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**FEATURES OF BEHAVIOR OF THE AUDIENCE OF SPORTS BRANDS
(BY EXAMPLE OF CONSUMER BEHAVIOR
BELARUSIAN ATHLETES)**

Diploma work
ANNOTATION

Specialty 1-23 01 15 Social Communications

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Minsk, 2024

ANNOTATION

The structure of the thesis consists of an introduction, four chapters and a conclusion. The first chapter is theoretical, it reveals modern sport in a consumer society, the process of commodification and its main directions. The second chapter is theoretical and practical, which describes the general characteristics of sports brands, describes the problems of promoting sports brands and highlights the strategies of sports brands. The third chapter is theoretical and practical; it describes consumer behavior and the specifics of consumer behavior of Belarusian athletes. The volume of the thesis is 58 pages and includes 1 table, 4 figures, 4 appendices and 29 sources used.

KEYWORDS: SPORTS, COMMODIFICATION, BRAND, CONSUMER BEHAVIOR, PROMOTION, CONSUMPTION.

The purpose of the work is to identify the characteristics of consumer behavior of the audience of sports brands (using the example of consumer behavior of Belarusian athletes).

The object of this work is the consumer behavior of the audience of sports brands.

The subject of the work is the specifics of consumer behavior of Belarusian athletes.

The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, as well as specific scientific methods used in conducting sociological research (the expert and the semi-structured interview method).

In the process of writing the thesis, modern sports in a consumer society were described, the commodification of sports and its main directions were considered, sports brands and their general characteristics were described, the main problems of promoting sports brands were considered, strategies for promoting sports brands were made explicit, the general characteristics of consumer behavior were described, the specifics of consumer behavior of Belarusian athletes were revealed.

The novelty of the results obtained is due to the lack of research on promotion strategies for sports brands and the specifics of consumer behavior of Belarusian athletes. The results obtained are characterized by wide possibilities for theoretical and practical application. The materials of the thesis can be used in the educational process, in the process of studying of the commodification of sports and the behavior of consumers of sports brands.

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