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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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**SPAZHYVETSKAYA LOYALTY YAK FAKTAR PAVODZINA BUYING ON
THE MARKET**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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ANNOTATION

The structure and volume of the thesis is 40 pages and includes 2 appendices, 2 figures, 15 tables and 44 sources used.

Key words: consumer behavior, decision-making process, loyalty, transactional loyalty, perceptual loyalty, complex loyalty, internal factors, external environmental factors, marketing incentives, target audience, advertising, bank, banking sector, means and methods of forming and increasing loyalty.

The object of research of the thesis is the banking sector and its clients.

The subject of the thesis research is the strategy and tactics of banks to create loyalty among consumers of banking services.

The purpose of the thesis is to study the methods, means and methods of forming consumer loyalty in the banking sector using the example of Alfa-Bank and BSB Bank.

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 method of comparison, the descriptive method, as well as special scientific ones used in conducting sociological research (the content analysis method).

In the process of writing the thesis, the following results were obtained: internal and external factors that influence consumer behavior were identified; marketing incentives for purchasing behavior have been identified; analyzed loyalty as a socio-psychological attitude; ways and methods for forming and increasing consumer loyalty are highlighted; The experience of forming loyalty among consumers in the banking sector was studied using the example of Alfa-Bank and BSB Bank.

The novelty of the results obtained is due to the lack of an integrated approach to the study of the formation and increase of consumer loyalty. 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, as well as in the development and implementation of strategies to achieve loyalty in the banking industry.

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