

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
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**NEUROMARKETING AS A TECHNOLOGY FOR PROMOTION OF
GOODS AND SERVICES THROUGH SOCIAL NETWORKS**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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ANNOTATION

The volume of the thesis consists of 49 pages and includes 11 illustrations, 6 tables, 7 appendices and 39 sources.

KEY WORDS: MARKETING, CONSUMER BEHAVIOR, NEUROMARKETING, METHODS, TOOLS, AFFECT, EMOTION, RATIONALITY, ANALYSIS, NEUROBIOLOGY, RESEARCH.

The object of the thesis is neuromarketing as a modern technology for the study of consumer behavior and its influence.

The subject of the thesis is neuromarketing methods and tools used in social networks to promote goods and services.

The purpose of the thesis is to analyze the use of methods and tools of neuromarketing in Belarusian commercial companies using examples.

The methodological basis of the thesis was made up of general scientific methods (analysis, analogy, comparison) and special scientific research methods (observation method, content analysis of social networks, content analysis of advertising in social networks).

In the process of writing the thesis, the following results were obtained: concepts of neuromarketing, marketing, neurobiology were considered; studied methods, techniques and tools of neuromarketing; the statistics of the use of various neuromarketing methods in Belarusian commercial companies are analyzed; a visual analysis of advertising in social networks using neuromarketing techniques was carried out.

The novelty of the obtained results is due to the lack of research data on the influence of neuromarketing techniques on Belarusian consumers of goods and services and research on the further behavior of these consumers.

The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as by marketers and advertising specialists when creating a more effective advertising message.

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