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INTERNET MARKETING IN THE FIELD OF AUTOMOBILE BUSINESS

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The purpose of the graduate thesis is to determine the possibilities of Internet marketing in the automotive business.

The object of the research work is Internet marketing. The subject of the research work is the possibility of Internet marketing for the automotive business. The methodological basis of the graduate thesis is based on general scientific methods: the method of analysis and synthesis, the method of generalization and abstraction, the method of induction and deduction, the method of analogy and modeling, the historical method, as well as the particular scientific methods used in carrying out sociological research (the survey method).

In the process of writing the graduate thesis, the following results were obtained: the user interfaces of mobile applications were compared, it was clarified in which application the navigation was more understandable, the degree of readability of the text in the application was different under different illumination, the user's satisfaction with the speed characteristics of the application was assessed, the unique functionality of the applications was revealed, the user's level of satisfaction with working with the mobile application is estimated.

The novelty of the results is due to the lack of information regarding the usability of the developed applications by auto dealers from the user's point of view.

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

Keywords: internet marketing, autodyler, automobile business, mobile appointment, information economics, automotive market.