

РАЗВИТИЕ МЕТОДОВ И ФОРМ УПРАВЛЕНИЯ МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТЬЮ

DEVELOPING METHODS AND FORMS OF THE MARKETING ACTIVITY MANAGEMENT

Original article

UDC 366.1

<https://doi.org/10.24143/2073-5537-2022-3-96-105>

EDN BEDGSL

Trajectories of developing media behavior and media preferences of consumers of different classes of goods in social networks

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Abstract. Customers' behavior in social networks is continually developing. Businesses are tracking the changes in the consumers' preferences for the categories of their products, which is important for developing the effective promotion. The methods of studying the features of the consumers' media behavior and media preferences for the different categories of goods in the social networks includes the following elements: relevance, subject, goals, and tasks of the research topic; characteristics of methods and technologies for collecting and analyzing the data; description of each stage of the research process; formulation of hypotheses on the correlation between consumers' media behavior and media preferences in social networks and their interest in various categories of goods; technology for testing the hypotheses and processing survey results in the Statistical Package for the Social Sciences (SPSS); algorithm for developing proposals for promoting certain categories of goods in social networks. The methods are of interest and applicable for any business focusing on a certain category of goods. The methods were tested on the basis of empirical research in the form of a survey, the results of which allowed developing a set of proposals for promoting the top categories of goods, which are purchased on the Internet most often, in social networks. The set of proposals has been formed by selecting the core (a set of parameters common to the consumers of all goods) and peculiarities (features dominating in the characteristics of consumers' behavior only for a certain category of goods) of consumers' media behavior and media preferences in social networks.

Keywords: media research, media behavior, media preferences, promotion studies, social networks, promotion efficiency

For citation: Kmet E. B. Trajectories of developing media behavior and media preferences of consumers of different classes of goods in social networks. *Vestnik of Astrakhan State Technical University. Series: Economics.* 2022;3:96-105. (In Russ.). <https://doi.org/10.24143/2073-5537-2022-3-96-105>. EDN BEDGSL.

Научная статья

Траектории развития медиапредпочтений и медиаповедения в социальных сетях потребителей различных категорий товаров

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Аннотация. В современных условиях наблюдается тенденция непрерывного развития и изменения поведения пользователей социальных сетей, вследствие чего перед бизнесом возникает задача постоянного отслеживания преобразований поведения потребителей товаров в целях их эффективного продвижения на рынке. Методика исследования особенностей медиаповедения и медиапредпочтений в социальных сетях потребителей различных категорий товаров включает такие элементы, как актуальность темы исследования, предмет, цели и задачи; характеристику методов и технологий сбора и анализа данных; процесс исследования с описанием каждого этапа; формулировку гипотез о наличии взаимосвязи между медиаповедением и медиапредпочтениями потребителей в социальных сетях и их интересом к разным категориям товаров; технологию проверки гипотез и обработки результатов опроса в Statistical Package for the Social Sciences (SPSS); алгоритм разработки комплекса предложений по продвижению определенных категорий товаров в социальных сетях. Методика представляет интерес и применима для любого бизнеса, специализирующегося на определенной категории товара. Методика протестирована на основе эмпирического исследования в форме опроса, результаты которого позволили разработать комплекс предложений по продвижению в социальных сетях для лидеров рейтинга популярности товаров, приобретаемых на интернет-площадках. Комплекс предложений сформирован на основе выделения в медиаповедении и медиапредпочтениях потребителей в социальных сетях ядра (совокупности параметров, единых для потребителей всех товаров) и специфических особенностей, доминирующих в характеристике поведения потребителей только определенной категории товара.

Ключевые слова: медиаисследования, медиаповедение, медиапредпочтения, исследования в области продвижения, социальные сети, эффективность продвижения

Для цитирования: *Кмет Е. Б.* Траектории развития медиапредпочтений и медиаповедения в социальных сетях потребителей различных категорий товаров // *Вестник Астраханского государственного технического университета. Серия: Экономика.* 2022. № 3. С. 96–105. <https://doi.org/10.24143/2073-5537-2022-3-96-105>. EDN BEDGSL.

Introduction

Social networks have become an essential part of people's lives as well as suitable business grounds. The customers spend a lot of time in social media – they get acquainted with each other, communicate, entertain, search for information about goods, and make purchases. Accordingly, social media greatly impact people's social behavior, and brand and product loyalty. Social media also contribute significantly to creating demand. Social networks enable the business to analyze opinions, set up target advertising, and manage customer relations due to owning big data about customers' behavior [1]. Big data collected through social networks has become not only a valuable research tool but also created surveillance and manipulation risks [2].

However, customers' behavior in social networks is continuously developing. Therefore, tracking changes in customers' behavior in social networks is essential for the development of effective promotion. Empirical surveys are used to track these behavioral changes in social media.

There is a wide range of research in the field of goods promotion. The work of Y. K. Dwivedi and a group of scholars [3] is especially worth considering among other media studies. This approach includes studying the communication capabilities of the advertising market as well as studying media behavior of consumers of certain goods and services in social networks and their media preferences [4].

The large companies such as Ipsos Comcon, Mediascope and Public Opinion Foundation Media spe-

cialize in studying the media measurement and advertising monitoring. Syndicate panel research projects of these companies are in demand by media campaigns since they allow building a smart strategy for selecting high-demand content and monetization.

Further, the assumptions about the differentiation of media preferences and media behavior are considered.

In a broad sense, media behavior is interpreted as a system of mental, physical, and social actions of an individual or a community, formed as a result of their interaction with the media environment and aimed at self-realization of an individual and meeting the information and communication needs [5].

It is common to distinguish the behavior types (or models) in the social networks. One of the most famous models is a model of behavior depending on the nature of actions, in which only two types are distinguished: active behavior (posting information, uploading photos, communicating with others, likes, and commenting) and passive behavior (viewing or observing content created by others) [6, 7]. More complex classifications of media behavior types are based on the source of information and the activity level and include active, reactive, and indifferent types [5].

In the context of two end-to-end parameters (user-sender and two-way interaction), there appear four types of social network behavior: interactive, reactive, broadcasting someone else's content, and passive [8–10]. Besides, the consumers' behavior may be classified by the volume of consumption across all

social media platforms (time and frequency of use), which is universal for all social media [8, 11].

Moreover, there is a concept of media preferences. Generally speaking, the consumers' preferences present a socially and personally determined positive attitude of a consumer toward a product or its attributes driving its choice among similar ones. Accordingly, media preferences in the social networks are a positive attitude of the information consumers toward a certain set of social networks and attributes that determine the choice of a consumer [8, 12]. The set of attributes covers the attitudes towards the market place, content types, advertising types, and formats [13, 14]. Visualization of media preferences of information consumers is given in the form of rating graphs.

Media studies of the social network users either have a universal nature or are conducted for the consumers of one specific category of goods. Therefore, the following areas of analysis should be considered in respect to media studies on consumers of certain categories of goods: studying the consumers' media behavior and media preferences in the social networks.

Studying the consumers' media behavior in the social networks should cover measuring their actions, the level of activity, consumption volume, and influence of advertising on purchasing decisions.

Studying media preferences should be aimed at identifying a positive attitude to purchase places in the Internet, certain social networks and messengers, content types, advertising types and formats in the social networks [15].

Many research works focus on assessing the impact of advertising in social networks on the users' intention to make a purchase and studying customers' attitudes and behavioral reactions (trust in advertising, evasion of advertising, skepticism towards advertising, attitude to advertising, and behavioral intentions) [16–19].

The author adheres to the idea that there exist two components in media preferences and media behavior of goods consumers: core parameters – stable, universal parameters (features) for all consumers of goods; specific features dictated by the characteristics of the product category.

Different goods correspond to the specific types of shopping behavior dictated either by the degree of involvement into the buying process, and differences between brands or the efforts to find information and the frequency of purchases [20].

Materials and Methods

The paper aims to develop a methodology for studying the features of media behavior and media

preferences of consumers of different categories of goods in social networks to track the trajectories of changes. The considered methodology is of interest and applicable for any business specializing in a particular category of goods.

The following tasks have been solved in order to achieve the goal:

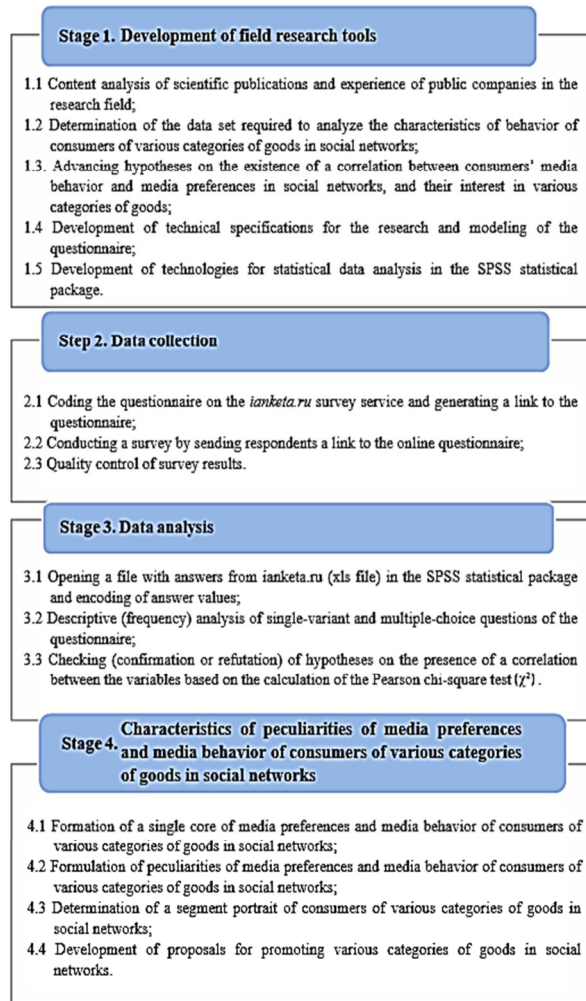
- formulated the research relevance and determined the goals, tasks, object and subject;
- described the characteristics of methods and technologies for data collection and analysis;
- developed a research process with a description of each stage;
- formulated hypotheses about the existence of a relationship between media behavior and media preferences of consumers in social networks, and their interest in different categories of goods;
- described the technology of testing hypothesis and processing survey results in the spss statistical package;
- described the algorithm for developing a set of proposals for promoting certain categories of goods in social networks;
- verified the methodology based on empirical research.

The research object is the behavior of consumers of different categories of goods in social networks, the subject of the research is a structure of their media preferences and media behavior.

To collect the data, the author applied the method of quantitative field research in the form of a survey of respondents in the Computer Assisted Web Interview (CAWI) technology on the *ianketa.ru* survey website. To analyze the data (frequency analysis for single-variant questions, analysis of multiple correspondences, and correlation analysis to identify the strength, direction, and nature of dependence), the author used the statistical analysis methods.

The Figure presents the process of studying the characteristics of media preferences and media behavior of consumers of different categories of goods in the social networks.

Table 1 presents hypotheses on the existence of a correlation between consumers' media behavior and media preferences in the social networks, and their interest in different categories of goods. The hypotheses are based on the results of a content analysis of scientific publications and studying the public companies promoting experience in social networks. Hypotheses are subject to confirmation or refutation based on in-depth analysis of the results of empirical field research using the statistical analysis methods implemented in the SPSS statistical package.



Studying the characteristics of media preferences and media behavior of consumers of different categories of goods in the social networks

Table 1

Signs and hypotheses on the correlation between consumers' media behavior and media preferences in social networks, and their interest in various categories of goods

| Signs | Hypotheses |
|---|---|
| Media behavior is interpreted as a system of mental, physical, and social actions of an individual or a community, formed as a result of their interaction with the media environment [8], and media preferences in social networks reflect the positive attitude of information consumers to a certain set of social networks and attributes that determine the choice of a consumer [8, 12] | H1: In media preferences and media behavior of consumers of various goods, there are stable universal features – a stable core – for all products and specific features dictated by the characteristics of the product category |
| There are measures (indicators) based on behavioral data obtained from social media platforms and universally applied [8] | H2: The core of consumers' behavior in social networks includes the following parameters: frequency of purchases, number of hours per day spent on social networks, and sources of information about goods in social networks |
| Each user demonstrates a stable type of behavior in social networks, which is characterized by a certain nature of action [11] | H3: Consumers' media behavior in social networks includes the following features: nature of actions; attitude to the source of information and the degree of activity; and reasons for using social networks |
| Preferences are associated with online shopping locations, and advertising influences purchasing decisions [12] | H4: The core of consumers' media preferences in social networks is formed by shopping platforms and the influence of advertising on the decision to purchase a product in social networks |
| Media preferences are associated with positive attitudes towards certain social networks, types of content, and advertising types and formats [18] | H5: Features of consumers' media preferences in social networks include a set of used and popular social networks and messengers, the preferred type of content, and advertising types and formats |

After making the hypotheses the author developed a field research toolkit (technical requirements for research and a questionnaire). The questionnaire consisted of 25 questions, including the last five single-variant questions that allowed describing the respondent's portrait (gender and age, education, occupation, and financial situation). The first question was aimed at excluding respondents who did not make purchases online. The remaining questions were intended to test the hypotheses.

The following five questions described the core of media behavior:

Question 2. How often do you shop online?

Question 3. What are the reasons that make you shop in the Internet?

Question 6. Do you use social networks and instant messengers?

Question 9. How many hours a day do you spend on social networks on average?

Question 10. What are the main reasons of using social networks?

The following three questions help analyze the specific features of media behavior:

Question 11. Specify the statements that describe your behavior in social networks.

Question 15. Name the categories of goods you most often search for information in the social networks.

Question 16. What social networks do you most often use to look for the information about products?

The following five questions described the core of media preference:

Question 5. Where do you most often make online purchases?

Question 13. Do you look for information about products in the social networks?

Question 14. What source of information in the social networks do you use to find information about products?

Question 17. What do you think about advertising in the social networks?

Question 20. Does advertising in the social networks influence your decision to purchase goods?

The author analyzed the specific features of media preferences based on the following six questions:

Question 4. What categories of goods do you most often buy in the Internet?

Question 7. What social networks and messengers do you use?

Question 8. Which of the social networks and messengers do you prefer?

Question 12. What content do you most often view in the social networks?

Question 18. What format of advertising in social networks seems the most preferable to you?

Question 19. What type of advertising in social networks is the most preferable to you?

Table 2 presents the technology for implementing the analysis in the SPSS statistical package at the third stage of the study.

Table 2

Technology for implementing the analysis in the SPSS statistical package at the third stage of the survey process (Steps 3.2 and 3.3).

| Analysis steps | SPSS statistical analysis procedures and menu commands | Visualization |
|--|---|---|
| 3.2. Descriptive analysis (frequency analysis) for single-variant and multiple-choice questions | | |
| Structure of answers to single-variant questions | Creation of linear distributions for each question. <i>Main menu command (Analyze / Frequencies)</i> | Pie charts by respondents' ratio |
| Ratings and TOP answers | 1. Creation of multivariate variables (or sets of multiple responses) to a multiple-choice question allowing multiple responses. <i>Main menu command (Analyze / Multiple responses / Define variable sets).</i> 2. Creation of linear distributions for multiple responses to each question. <i>Main menu command (Analyze / Multiple responses / Frequencies)</i> | Bar charts by respondents' ratio |
| 3.3. Checking (confirmation or refutation) of hypotheses on the presence of a correlation between the variables based on the calculation of the Pearson chi-square test (χ^2) | | |
| Revealing the correlation between preferences of the categories of purchased goods and variables characterizing consumers' media preferences and media behavior | 1. Creation of some sets of multiple responses to all multiple-choice questions. <i>Menu command (Analyze / Tables / Sets of multiple responses).</i> 2. Creation of custom tables in pairs between sets of multiple responses describing consumers' media behavior and media preferences, and their interest in different categories of goods. <i>Menu command (Analyze / Tables / Custom tables).</i> In the table, the determination of Question 4 vertically (categories of goods purchased online) and horizontally (questions characterizing consumers' media preferences and media behavior in social networks). In the <i>Statistical tests</i> window, selection of the <i>Test independence (chi-square test)</i> checkbox | Tabular form (Table 3). Conclusions with hypothesis checking in tabular form |

Table 3

P-value and the Pearson chi-squared test results indicating a correlation between product categories purchased in the Internet (Question 4) and other questions

| Question and question number | P-value | Pearson chi-squared test (χ^2) |
|---|---------|---------------------------------------|
| Core of media behavior | | |
| 2. Frequency of online purchases | 0.292 | 60.233 |
| 3. Reasons for shopping online | 0.000 | 158.890 |
| 6. Use of social networks and messengers (yes/no) | 0.350 | 12.190 |
| 9. Number of hours per day spent on social networks | 0.000 | 70.022 |
| 10. Reasons for using social media | 0.000 | 190.122 |
| Peculiarities of media behavior | | |
| 11. Statements characterizing media behavior in social networks | 0.000 | 164.269 |
| 15. Intensity of searching for information about goods online | 0.000 | 249.354 |
| 16. Rating of social networks as a source of information about goods | 0.102 | 117.269 |
| Core of media preferences | | |
| 5. Online shopping platforms | 0.027 | 36.415 |
| 13. Search for information about products online (yes/no) | 0.275 | 13.292 |
| 14. Source of information about goods in social networks | 0.361 | 23.747 |
| 17. Attitude towards advertising in social networks | 0.002 | 75.661 |
| 20. Influence of advertising in social networks on the decision to purchase goods | 0.001 | 63.676 |
| Peculiarities of media preferences | | |
| 7. Rating of social networks and messengers used | 0.000 | 205.696 |
| 8. Rating of the popularity of social networks and messengers | 0.000 | 158.359 |
| 12. Content type preferred | 0.001 | 109.463 |
| 18. Advertising formats preferred in social networks | 0.000 | 154.871 |
| 19. Advertising types preferred in social networks | 0.001 | 63.644 |

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The algorithm for developing a set of proposals for promoting certain categories of goods in the social networks is based on the results of the third stage. The general core of media preferences and media behavior of consumers of various categories of goods, the peculiarities of media preferences and media behavior of consumers of various categories of goods in social networks, and a portrait of consumer segments are consistently described.

Results

Below are given the results of checking (testing) the methodology according to the survey of respondents in April 2021. The survey was conducted using the CAWI technology.

The overall population was 95.6 million people aged 12+, who use the Internet at least once a month in Russia. The size of the optional sample was 384 people with a confidence level of 95% and an error of ± 5 units.

Descriptive (frequency) analysis of the answers showed the following results.

Preferences for the categories of goods purchased in the Internet were selected as the main criterion for the segmentation of consumers. The top three product categories include clothing and footwear (19.8% of responses), personal hygiene products (18.1%), and household goods (12.1%). However, the highest intensity of information search is taken by the personal hygiene products (20.6% of responses). The second place is taken by clothes and footwear (19.3%), and household appliances and electronics (13.0%) occupy the third place. The increase in search intensity is associated with concerns about the safety and environmental friendliness of cosmetics and hygiene products for skin and

makeup, price level, and financial risks associated with the purchase of household appliances and electronics.

General characteristics of media behavior are as follows: more than half of respondents (59.8%) make purchases 1–2 times a month; the main reason for shopping on the Internet is a refusal to visit a store (26.6%); most respondents (99.1%) use social networks and instant messengers; one-half of respondents (50%) spend 3–4 hours a day in social networks; viewing information and educational content (19.4%) and communication with friends and acquaintances (18.5%) are the main reasons for using social networks indicated by respondents; about a quarter of respondents (26.4%) like to post personal content on social networks and share their experiences and thoughts; one-fifth of respondents (20.6%) most often look for information about personal hygiene products on social networks; information about products is more often searched for on Instagram (31.1%) and YouTube (21.1%).

As for media preferences, it should be noted that most purchases are made on trading platforms (83%).

Respondents actively search for information about products in the Internet (89.6%) and prefer to rely on the opinion leaders' reviews and posts as a source of information (50%).

Almost one-half of respondents (49.1%) expressed a neutral attitude to advertising and ignored it, while 21.7% indicated that it distracted from the content.

One-half of respondents (50%) believe that advertising in social networks does not influence the purchase decision (it cannot convince customers regarding uninteresting offers or already purchased goods; however, it is possible to see interesting offers sometimes).

The top three in social networks are Instagram (23.2%), VKontakte (17.1%), and YouTube (16.9%).

However, among the most liked social networks, Telegram unexpectedly took second place (21.2%).

The favorite type of content in the social networks is data on major themes (35.7%), the leading advertising format is an advertising video in the news feed (22.7%), and the leading type of advertising is the informational advertisement with the descriptions of the main characteristics of the product (44.3%).

The Pearson chi-square test was used to test hypotheses put forward to identify the correlation between preferences for categories of purchased products and variables characterizing customers' media preferences and media behavior (χ^2). Since most questions are multiple-choice and offer the respondents several answer options, the Pearson chi-square test should be calculated to determine the correlation between pairs of variables. However, in the beginning the statistical significance (the probability of the occurrence or non-occurrence of the event under study) should be considered. The statistical significance should be less or equal to 0.05 (5%), which indicates a significant correlation. Consequently, with a 95% probability, it can be stated that the event under study has not happened by chance and is associated with any system. The most significant dependence is represented by the value $P < 0.001$, very significant – $0.001 \leq p \leq 0.0$.

Table 3 presents the P-value and the results of the Pearson chi-squared test, indicating a correlation between product categories purchased in the Internet and consumers' media preferences and media behavior in the social networks.

In Table 3 the values of the Pearson chi-squared test (χ^2) that correspond to the significant and strong correlations are given in dark gray, the significant and average strength correlations values - in light gray. The presented values will be used to formulate the results of testing the hypotheses and introduce the first three steps of the fourth phase of research describing the media behavior and media preferences of goods consumers in the social networks (Fig.).

Studying the hypotheses revealed the following results:

The H1 hypothesis was fully confirmed. The Pearson chi-squared test values are significant and show a stronger relationship with the product categories for media behavior and media preferences peculiarities than for the core. The general pattern is disturbed by

the reasons for online shopping and the reasons for using social networks. Their correlation with product categories is strong, which is considered as peculiarities of media behavior, but not the core.

The H2 hypothesis was partially confirmed. The frequency of online purchases, the use of the social networks and instant messengers, and the number of hours spent on the social networks per day do not demonstrate a relationship with product categories. However, the reasons for online shopping and the reasons for using social networks strongly correlate with product categories and, therefore, should be attributed to the peculiarities of media behavior.

The H3 hypothesis was partially confirmed. The statements characterizing behavior in the social networks and search activity are significant and strongly correlate with product categories. The rating of social networks as a source of information about goods should be attributed to the core of media behavior.

The H4 hypothesis was fully confirmed. All parameters are not associated with product categories or have a significant but weak correlation.

The H5 hypothesis was fully confirmed. All parameters have a significant and strong relationship with product categories.

Thus, the final distribution of parameters for media behavior and media preferences of consumers of various categories of goods in social networks should look the following way:

The core of media behavior is described in the answers to Questions 2, 6, 9, and 16.

The peculiarities of media behavior are described in the frequency tables created for product categories (Question 4) and Questions 3, 10, 11, and 15.

The core of media preferences is described in the answers to Questions 5, 13, 14, 17, and 20.

The peculiarities of media preferences are described in the frequency tables created for product categories (Question 4) and Questions 7, 8, 12, 18, and 19.

Further will be considered the core and peculiarities of media preferences and media behavior of goods consumers in the social networks. The top three most popular product categories of the consumers' media preferences, as well as the core and peculiarities of media behavior based on a survey on social networks are given in Table 4.

Table 4

Description of the core and peculiarities of media preferences and media behavior of goods consumers in the social networks

| Product category | Clothing and footwear | Personal hygiene products | Household goods |
|------------------|--|---------------------------|-----------------|
| % of responses | 19.85 | 18.1 | 12.1 |
| Questions | Core of media behavior | | |
| 2, 6, 9, 16 | 59.8% of respondents make purchases online 1–2 times a month; 99.1% of respondents use social networks and messengers; 50% of respondents spend 3–4 hours a day in social networks; Top-3 social networks used for searching for information about goods: Instagram (31.1%), YouTube (21.1%), and VKontakte (15.5%) | | |

| Product category | Clothing and footwear | Personal hygiene products | Household goods |
|-------------------|---|---|---|
| Questions | Peculiarities of media behavior | | |
| 3, 10, 11, 15 | The option not to visit a store is the main reason for online shopping (27.4%). Viewing informational and educational content is the main reason for using social networks (33.9%). The statement "I like to post personal content on social networks and share my experiences and thoughts" (30.2%). Personal hygiene products is the most popular category of goods about which respondents are looking for information (25.5%) | The option not to visit a store is the main reason for online shopping (25.4%). Viewing informational and educational content is the main reason for using social networks (28.3%). The statement "I like to post personal content on social networks and share my experiences and thoughts" (28.3%). Personal hygiene products is the most popular category of goods about which respondents are looking for information (28.3%) | The great number of discounts and offers is the main reason for online shopping (15.1%). Communication with friends and acquaintances is the main reason for using social networks (17.9%). The statement "I like to post personal content on social networks and share my experiences and thoughts" (18.9%). Clothing and footwear is the most popular category of goods about which respondents are looking for information (17%) |
| Questions | Core of media preferences | | |
| 5, 13, 14, 17, 20 | 83.0% prefer online shopping at trading platforms (Ozon, Wildberries, etc.). 89.6% search for information about goods in social networks. Bloggers' reviews and product posts are the most popular sources of information (50%). 49.1% of respondents assess their attitude to advertising in social networks as neutral and ignore it. Regarding the influence of advertising in social networks on the purchase decision, 50% of respondents believe that advertising rather does not affect (there are uninteresting offers or already purchased goods, but sometimes, it is possible to see interesting offers) | | |
| Questions | Peculiarities of media preferences | | |
| 7, 8, 12, 18, 19 | Most used: Instagram (43.4%), YouTube (42.5%), and VKontakte (31.1%). Most preferred: Instagram (39.6%), Telegram (30.2%), and YouTube (19.8%). Content type: entertaining – humor, memes, and show business news (30.2%). Advertising format preferred: promotional video in the news feed (23.6%). Advertising type preferred: humor and entertaining (17%) | Most used: Instagram (39.6%), YouTube (30.2%), and VKontakte (29.2%). Most preferred: Instagram (33%), Telegram (26.4%), and YouTube (17.9%). Content type: informational (on topics of interest) (29.4%). Advertising format preferred: advertising video in the news feed (25.4%). Advertising type preferred: informational, with the description of the main characteristics of a product (20.8%) | Most used: Instagram (24.5%), YouTube (23.9%), and VKontakte (18.9%). Most preferred: Instagram (22.6%), Telegram (17.9%), and YouTube (14.2%). Content type: informational (on topics of interest) (16%). Advertising format preferred: direct advertising of bloggers in social networks (13.2%). Advertising type preferred: humor and entertaining (12.3%) |

Table 4 presents only the most frequent responses. All users gave the same answers to the questions describing the core of media preferences and media behavior. Nevertheless, the peculiarities of media preferences and media behavior are defined in the context of consumers of the specific categories of goods.

Discussion

In the research works studying media behavior in the social networks the scholars distinguish models (types) of behavior depending on one classification parameter or several end-to-end parameters. For example, the nature of users' actions, the attitude to the source of information, the degree of activity, and the volume of consumption act as one parameter [6, 11, 13]. Such combinations as the attitude to the source of information and the degree of activity, and the user-sender and the two-way interaction are used as two end-to-end parameters [5, 8]. It should be emphasized that the described models of consumers' media behavior are universal and characteristic of all social networks.

Scientific publications focusing on the study of media preferences in the social networks describe the attributes of a positive attitude, such as an attitude to a place of purchase of goods, types of content, and advertising types and formats [12–14]. Studies of the media preferences of the social network users are uni-

versal (for all social networks) or local (for one social network). They may also be performed for consumers of one specific category of goods.

According to the analysis of scientific publications and the personal research results, the author proposes to single out two areas in the media studies on consumers of certain categories of goods: studying the media behavior and studying the media preferences of consumers in the social networks. In each of the areas of media studies, the author proposes highlighting the core – stable, universal parameters (features) for all consumers of goods, and specific features dictated by the characteristics of the product category.

The results of the empirical study confirmed the position of the author, and the verification of the hypotheses made it possible to clarify the distribution of parameters by media behavior and media preferences of consumers of different categories of goods in the social networks.

Conclusion

Testing the proposed methodology, conducted according to the survey results, reveals the common features and peculiarities in consumers' media behavior and media preferences in the social networks. The common features and peculiarities are typical for consumers of certain categories of goods. The study of the

hypotheses helped to revise and clarify the parameters that form the core and peculiarities of media behavior and media preferences in the social networks.

The scientific novelty of the research lies in the theoretical analysis and empirical verification of the content of media studies of consumers of different categories of goods in the social networks and the clarification of the parameters that form the core and peculiarities of media behavior and media preferences in the social networks.

Methods of studying the peculiarities of media behavior and media preferences of consumers of differ-

ent categories of goods in the social networks allow businesses to develop effective measures to maintain the demand for goods and increase customers' loyalty to the company, brand, and product.

Some limitations of the practical use of the methodology should be noted. For example, to track the development trajectories of consumers' behavior in the social networks the research should be carried out at the regular intervals (once or, preferably, twice a year), which requires certain costs and efforts. Consequently, the employees of the enterprise should be skillful enough to conduct such research.

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Статья поступила в редакцию 10.05.2022; одобрена после рецензирования 29.06.2022; принята к публикации 30.08.2022
The article was submitted 10.05.2022; approved after reviewing 29.06.2022; accepted for publication 30.08.2022

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