

THE MAIN FACTORS OF STUDYING CONSUMER BEHAVIOR AND THE IMPACT OF ADVERTISING ON CONSUMERS

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Abstract: this article is about consumer behavior, which is the first step towards entering the market, enhancing its business and ensuring its competitiveness. Nowadays, this is a very important issue, and there are few questions that businessperson is looking for: what to produce, whom to produce, what quantity should be produced. Consumer signing also helps entrepreneurs. Advertising also plays a key role in the promotion of consumer behavior as an external factor. The reason is that you do not have to worry about their future without advertising. This is because advertising is the most optimal way of getting to know.

Keywords: consumer behavior, consumer signing, advertising, artificial consumption.

ОСНОВНЫЕ ФАКТОРЫ ИЗУЧЕНИЯ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ И ВОЗДЕЙСТВИЯ РЕКЛАМЫ НА ПОТРЕБИТЕЛЕЙ

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Аннотация: в этой статье рассматривается поведение потребителей, что является первым шагом на пути выхода на рынок, укреплением бизнеса и обеспечением его конкурентоспособности. В настоящее время это очень важная проблема, и есть несколько вопросов, ответы на которые ищет бизнесмен: что надо производить, кому надо производить, какое количество должно быть произведено. Подписание потребителей также помогает предпринимателям. Реклама также играет ключевую роль в продвижении потребительского поведения как внешнего фактора. Причина в том, что вам не нужно беспокоиться о своем будущем без рекламы. Это потому, что реклама является наиболее оптимальным способом познания.

Ключевые слова: поведение потребителей, потребительское подписание, реклама, искусственное потребление.

At all times, people were consuming behind the economic processes. Consumption creates a demand. On the other hand, the demand creates the offer. It creates a basis for the economy to be interconnected and dependent upon one another. It is clear that, the most important section in the economy are consumers, therefore, consumer and consumer behavior are an urgent and important issue for all entrepreneurs.

What does consumer behavior mean?

Consumer behavior is acquiring consumers' emotions and mental behaviors through purchasing goods of individuals, groups and organizations [1].

We can see that the most important task in the business of influential firms is to examine consumers thoroughly. The well-known American writer Tom Peters has advised marketing professionals that their consumer needs to learn and listen to them and that they need to spend about 25% of their time using a guide to many entrepreneurs today.

One of the most important tasks of entrepreneurs is the consistent study of consumers in this marketing strategy. Flexible entrepreneurs are well know that profits can only be obtained if they are well aware of their customers and fully satisfy customers' needs. To better understand the consumer, the following four concepts are fundamental:

- Consumer is boss;
- Understanding the consumer motivation and behavior of the business to succeed;
- The consumer is exposed to external influences;
- Work with consumers must comply with social law and ethical considerations [1].

Entrepreneurs who learn the market's motivation and behavior, considering that consumer is boss, can only succeed today as the demand is created by consumers. However, it should not be forgotten that the behavior of the consumer as a boss depends on external influences. Customers who first buy a particular product do not have enough information to make decisions. Experienced customers may also need to look outside. At the same time, no one can deny that the role of advertising is so great. Experts in the advertising industry know well how to create an artificial demand for consumers. They rely on the simplest and natural instincts of people. Good advertising has always resulted in higher demand. Today, many of the advertising spheres are being attracted, as can be seen from the chart below.

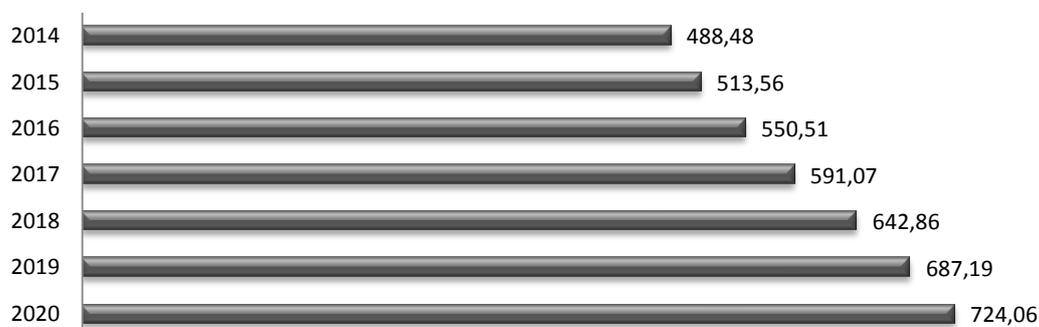


Fig. 1. Global advertising spending from 2014 to 2020(in billion U.S. dollars) [3]

This graph depicts the global advertising spending in 2014 and 2015 and a forecast until 2020. In 2017, advertising expenditure worldwide is expected to exceed 591 billion U.S. dollars. The source projected it would further grow to 724.1 billion by 2020. Television is the largest advertising medium worldwide. In 2016, it accounted to 35.5 percent of the advertising spend. The largest ad market was the United States with 190.8 billion U.S. dollars in ad spending, followed by China and Japan.

One more important aspect of consumers' behavior is the separation of consumers into sectors. Typically, entrepreneurs focus on consumer distribution by their location, national capacities, lifestyle, consumer income, age, gender, and many other factors.

In conclusion, today, in all countries and across continents, economic development and striving to become more independent are rising. With the growth of net income, the growing standard of living is becoming a major incentive for procurement of goods. Seekable entrepreneurs everywhere can benefit from their future customers and the needs of these consumers, based on their cultural identity.

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