

CONSUMERISM IN THE MODERN WELFARE SOCIETY PSYCHOLOGY

Атаджанов Мамиржон Юсупович
психология фанлари номзоди, доцент
Фарғона давлат университети
mamurjon9697@mail.ru
tel: +998 90 232 96 97

Abstract

A consumer is a person or organization that buys, uses, owns and disposes of a product or service. Consumers can be people who use goods, services, ideas, groups of people, as well as organizations of different sizes and activities. The meaningful basis of consumer behavior is the decision-making process and its determining factors. The starting point of consumer behavior is lifestyle. In theory, it is believed that consumers buy to maintain or improve their lifestyle.

Keywords: consumer, consumption, service, goods, production, affluent society, spiritual values, lifestyle, behavior.

INTRODUCTION

Istemoilchilik izhtimoiy zharayon, shahsning izhtimoiy rollaridan biri b'lib, istemolga ham boshka izhtimoiy zharayonlar kabi bir khil omillar majmuasi faqat boshka darazada va boshkacha tarzda tasir kiladi.

The main content of consumer psychology is the attitude towards a product or service. Consumer behavior and behavior are social activities directly related to the purchase, use, and disposal of products, services, and ideas, including decision-making processes before and after these activities.

Consumption consumer by done is increased. The consumer is product or the service buy take, use, eat _ who does and disposition eat _ _ goods, services , ideas which uses people , people groups are also different _ in size and activity in the direction organizations to be can _ Consumer of behavior substantive basis decision acceptance to do process and him determiner factors organize is enough Consumer of behavior initial point life style is i . In theory i consumers their own marriage style styles _ _ save to stay or improve for buy that they will get it it is believed .

The same object of consumption for all people is usually food, clothing and medicine, which are intended to satisfy basic needs, but it is this and additional objects that are considered personal hygiene items, household equipment, jewelry, accessories, housing and the type, quality, quantity, and source of the goods depend on the consumer's financial situation and ability.

The following types of consumer behavior are distinguished: 1. Cyclic, repetitive actions of a person (for example, daily shopping); 2. Boundary movements of consumer behavior (for example, when a consumer moves from one status to another); 3. Consumer schemes and



stereotypes formed as a result of the influence of socio-cultural images, subculture elements; 4. Spontaneous acts and reactions of consumption under the influence of certain circumstances or provoked by an emotional state; 5. Specific actions that are the result of individual experience of a person.

The market society dominates the individual, and such dominance takes the following forms:

- demanding needs - through advertising, the market increasingly forms new needs or ways to satisfy them.
- accelerated consumption - things have shorter lifespans for technologically planned reasons or for reasons related to fashion.
- expected consumption or credit - living on credit increases psychological stress, anxiety and, as a rule, increases the price of things.
- selection from marginal, that is, insignificant differences - the growing flow of things does not differ much from each other, and this complicates the choice of the desired alternative and creates psychological pressure.

Not every welfare society is free from either consumption or production. A consumer society is a society in which there is a cult of consumption. But the cult of consumption provides consumer-oriented production and commerce, high competition, active shopping - factors that determine clear advantages and social development.

There are two main areas of consumer psychology: the process of choosing a product and the factors that influence this choice. Both of these areas consist of the following features:

First, these are the consumption characteristics of the advertised goods. This on the ground main the question is how much advertising can be a " sales engine" and the impact of advertising how increase need _ Ethnopsychological aspects in consumption and advertising ("justification" syndrome in advertising, linguistic manipulation - linguistic manipulation in itself, when the hidden possibilities of language are used by the speaker to impose on the listener a certain idea of reality, an attitude to it, an emotional reaction or an intention that does not correspond to what the listener can form takes place , cross-cultural perception of advertised goods), erotic themes and their effectiveness in consumption and even resistance to advertising pressure are considered. I consumer of psychology from the founders one psychology to advertising used John B. Uo ts on e di . " Johnson & Johnson " _ children products for the first ads created , where he mothers problems and to their children right care in doing traces of their abilities _ feeling _ affected . He is not only in advertising emotional attractiveness power , but products recommendation to do and them _ new or improved , that showing of experts the effect of witnessing too discover ate _ and used in practice .

Secondly , - on the Internet purchase to do psychological Features : Internet stores and simple in shops purchase to do reasons , motives , global Internet store characteristics , confidence , interests , reliability website problems _ design to buy influence and so _

Thirdly , the brand psychological learning and branding psychological promote of doing new direction _ A brand is a lot numerous consumers for subjective important firm to e or _ product . Psychologists mainly brand associations they learn because of the brand main psychological component subjective important e will be . The main task of psychologists in branding is to instill confidence in the consumer that the product, its taste, reputation, and safety are better than other similar products. It is firmly believed that there are two ways of forming brand



associations in consumers: product research based on associative memory (a process focused on past experience) and flexibility-based research (a process focused on future experience). There are also cross-cultural differences in brand perceptions, ideas and judgments.

The characteristics of the information influencing the choice of goods (in other words, marketing stimulation) are all types of information: the effectiveness of information received from advertising, from the seller, from friends, from the information on the packaging. There is also the issue of conflicting marketing information in multiple choice situations. It is argued that in a multi-alternative choice situation, the attractiveness of goods similar to those previously used is most beneficial. Socio-psychological factors affecting the consumer (the effect of social comparison on emotions, satisfaction with purchases and the desire to buy new goods, gender characteristics of social comparison).

Gender characteristics such as motivations, needs, and differences in purchasing goals of men and women are of great importance in consumption. For example, according to the results of research by English and American scientists in psychology and marketing, women and men have different attitudes towards material things. According to the ranking, women choose things with more sentimental value, while men choose things related to leisure and finance. In addition, differences in attitudes towards goods were also found: women valued their possessions because of their emotional comfort, while men were more aware of the properties related to their use.

From the above analysis, it can be concluded that consumption acts as a specific catalyst of modern production and economy, the increase in consumption opportunities stimulates the development of production and the economy, when necessary, the state stimulates consumption by increasing the purchasing power of the population through the means of fiscal policy, and increases the level of purchasing of their products by producers, thereby increasing the amount of revenues to the state budget.

But there is another, spiritual side of consumerism, and this aspect is of great importance in the conditions of regular stress, tension and pressure of the psyche of the members of the society in the modern developed society.

In what forms and forms does consumerism appear in the psychology of a person? Naturally, every person tries to live richer and richer every year. She wants to have a luxurious house, several types of clothes, jewelry, cars, modern audio-video equipment, computers, etc., and to educate her children in high-paying, elite educational institutions. This natural process, in Freud's language, is connected with the subconscious tendency of the individual to be the first. It is certainly good if a person aspires to live better and richer, because firstly, every person has the right to live more prosperously and happily, and secondly, aspiration acts as a catalyst for development. But in order to live a more comfortable and fuller life, of course, he has to work harder to find the corresponding funds. There is nothing wrong with working harder. But to work harder, a person has to spend more time. Working in more than one place, bringing some of the work home, etc. Gradually, work takes up all of a person's free time, there is no time left for health, recreation, theater, books, performances, and worst of all, for family, children, parents, relatives, friends. This is how spiritual and cultural impoverishment begins.

Consumer psychology also affects the system of social values. It is known that the system of social values reflects the attitude of a person towards himself, family members, relatives,



friends, spiritual, educational and cultural wealth, and society. As the psychology of consumerism grows stronger, the spiritual factor gradually takes a back seat due to the fact that the material basis prevails in a person's worldview, and the system of social values begins to break down. A person gradually begins to put himself, his family members and relatives behind work.

A natural question arises, is it possible to preserve the system of social values in a welfare, consumer society? Of course, it is possible and necessary, first of all, it is necessary to instill in every person that wealth and all comforts are valuable only when there is spiritual health. A. Maslow believed that spiritually healthy people have certain characteristics that distinguish them from other people. Such people satisfy the needs of security, belonging, love, respect and self-esteem, and therefore strive for self-realization, that is, the fulfillment of their duties, calling, destiny, the unity of their personality. Secondly, every person should be taught from a young age to enjoy communication with others. This can be achieved only by forming communication skills with friends and relatives from a young age. Finally, and thirdly, it is necessary to teach every person how to use time efficiently with the help of practical psychological exercises. So that every citizen learns to allocate limited time to work, to himself, to his relatives, to his relations.

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