

FORMATION OF CONSUMER BEHAVIOR IN YOUTH: CONTENT AND FORMS, CAUSES AND CONSEQUENCES

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Abstract:

The article concludes that consumption practices and consumerism-oriented attitudes are quite firmly rooted in the structure of everyday life of Uzbek youth, turning into symbols of prosperity and success. The economic behavior of Uzbek youth, despite the impact on it of the irrational components of total advertising, continues to maintain the criteria of rationality, largely ensured by inclusion in the practices of labor socialization, as well as due to limited financial resources.

Keywords: consumer behavior, youth, market economy, spirituality, society, development, sociology.

Introduction

New global changes that occurred in the world in the second half of the 20th - early 21st centuries led to the regulation of consumer society.

After all, global economic growth, the development of postmodern marketing communications, the globalization of teachings that encourage individuals to consume have turned consumption into a high value for the individual. These factors are fundamentally changing consumer behavior, especially among young people.

In this regard, the issue of determining the content and forms of consumer behavior of modern youth, enriching it through new trends and laws of relationships is becoming increasingly relevant.

In world science, fundamental research related to consumer behavior and culture is carried out by a broad scientific community. In particular, research related to the content and nature of consumption, the characteristics of individual consumer behavior, as well as social, economic, cultural and psychological factors influencing its formation are becoming increasingly important. In the process of modern globalization, the increase in the size of egoistic desires, material and spiritual needs of the individual increases the social need for research. From this point of view, there is a need for a special socio-philosophical study of the causes and consequences of the formation and changes in consumer behavior among the population, especially young people.

In the course of the fundamental reforms being carried out in our country in the socio-political, spiritual, educational, economic and legal spheres, special attention is paid to the issue of developing consumer behavior in the minds of young people. In the development of any society, the healthy and mature maturation of the younger generation plays a decisive role, ensuring its future." In order to guide mature young people into adulthood, it is necessary to identify factors that improve their behavior and culture, especially consumerism.

Indeed, for centuries, the consumer behavior of young people has been based on rational and ethnic criteria, self-restraint, contentment, patience and a sense of gratitude.

From this point of view, the study of socio-spiritual mechanisms, principles and patterns of formation of consumer behavior of young people becomes an important scientific problem.

Modern Uzbek society lives in a market economy, which means in conditions of choice of consumed products and resources. The main problem of a market economy is the problem of limited resources with limitless needs.

One of the main questions of a market economy is the question "For whom?" - "who will buy the selected goods and services, pay for them, and benefit from it." The study of consumer behavior allows us to answer this question.

By consumer behavior we understand the sum of efforts made by a person to satisfy his needs for various goods and services, realize his inclinations to consume them, and adapt to natural and social conditions.

The main characteristics of consumer behavior are as follows: consumer behavior has a specific historical nature, it does not have a single goal and sustainable interest, the same for all times; As social conditions, factors and means influencing consumer behavior change, the goals and objectives of consumer behavior change;

In a certain period, not one, but several models of consumer behavior predominate in proportion to the social hierarchy, demographic situation, class structure, cultural level, etc.

These models consist of a set of mutually general and specific elements; consumer behavior is temporary and changes rapidly;

When there is a demand for a product, efforts are made to satisfy this need in consumer behavior, the loss of demand leads to the loss of corresponding aspirations;

Consumer behavior is a synthesis of elements of rationality and emotionality, but in most cases it is aimed at satisfying the emotional needs of the consumer;

Actions to acquire artifacts recognized as valuable in the structure of consumer behavior, which have become products of mass consumption, acquire priority;

The mood to consume original and unique goods and services is of secondary importance in consumer behavior;

consumer behavior develops regardless of the principle of continuity, since there is no mechanism for transferring consumer values from ancestors to generations;

The system of needs and inclinations included in its composition becomes relevant and important only during a certain period, and then gives way to completely new needs and inclinations;

Although elements of consumer behavior satisfy the vital and everyday needs of the consumer, they do not serve his spiritual growth, i.e. do not develop personal beliefs, qualities and characteristics, citizenship and life position.

Consumer behavior is a form of human economic behavior and fully reflects the social status of a group and an individual.

The transition of Uzbekistan from a distribution system of resources and goods to a system of free market production and consumption has radically changed the consumer market for goods and services.

The living conditions of all social groups and strata of society, including young people, have changed.

Market reforms have led to a significant stratification of Russian society, both in terms of income and in terms of the level and quality of life. The main form of behavior of the population in conditions of profound transformation of society has become adaptation to new socio-economic conditions.

Modern youth is a generation whose worldview was formed under the influence of the transition to a market system of management and social relations in the economy, politics, cultural and spiritual spheres, and the new realities of modern life do not require the adaptation necessary for older generations of Russians.

The new realities of modern society, included in the processes of globalization, accelerated modernization, intensification, and urbanization, give particular significance to the problems of coordinating the interests of the economy, politics, culture and society.

Under these conditions, consumer behavior becomes an indicator of various socio-economic processes, as well as a factor in the stability of society.

Determining the patterns of formation of a consumer behavior management system, studying the connections of its elements and improving management methods are important tasks, the solution of which contributes to the sustainable development of both the economy and social relations.

The dominance of economic interests, which determines the goal setting of many political decisions, and the accumulation of resources in the field of management increase the degree of influence on the consumer behavior of the population, which becomes a latent cause of social and cultural transformations.

An illusion is created of the spontaneity of these processes, regulated exclusively by market mechanisms.

The importance of the youth aspect in the problem of managing consumer behavior is increasing due to the fact that: firstly, youth are becoming an independent actor in economic relations; secondly, the increased participation of young people in protest political movements forces society and the state to more carefully study the mood and lifestyle of young people, reflected in consumer behavior;

Thirdly, social practices associated with consumer behavior are acquiring a much stronger influence on the directions and forms of manifestation of the social subjectivity of young people. Urbanization processes are exacerbating the problem of managing the consumer behavior of young people.

The 2008 UN report "On the Prospects for Urbanization of the World's Population" stated that by 2030, three out of five people on the planet will live in cities. The process of urbanization is expressed not only in the growth of the urban population, but also in the tendency to adopt the "urban lifestyle" by residents of various forms of settlements.

Thus, methods of managing the consumer behavior of young people, developed in a metropolis, will be relevant for the entire population of Uzbekistan. On the other hand, the social consequences of managerial influences on the consumer behavior of young people will have a prolonged effect and will be extrapolated beyond the boundaries of the metropolis to the entire society.

Despite a large number of applied studies of the impact of advertising and marketing communications, analysis of the emerging system of consumer behavior management, identification of the characteristics and nature of managerial influence on the consumer behavior of young people, taking into account the specifics of the metropolis, has not been carried out. Consequently, from an epistemological standpoint, it is important to apply the methodology of management sociology to the problem of managing the consumer behavior of young people, thus overcoming the limitations of the economic discourse on this topic.

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