

**BEHAVIORAL ASPECTS OF PRODUCTION DEVELOPMENT STRATEGY****Alimova G. A.,**doctor of philosophy (PhD) in economic sciences, professor of the Department of  
economic sciences of the University of Public Safety of the Republic of Uzbekistan**Yunuskhodjaev O. M.,**cadetUniversity of Public Safety of the Republic of Uzbekistan  
(Uzbekistan, Tashkent)

**Abstract.** This article examines the role and influence of advertising on consumer behavior of consumers, the importance of the modern digital economy on the production and choice of advertised goods, the concept of motives and their impact on the consumer behavior of consumers, features of purchase motivation and consumer behavior, its mechanisms and patterns, conclusions of statistics on customer preferences, as well as some psychological and economic statistics.

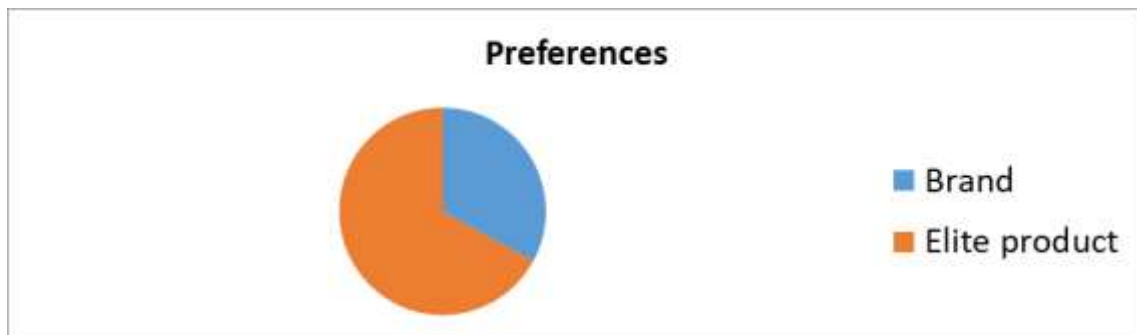
**Key words:** entrepreneurial activity, advertising, motives, consumer behavior, brand, elite product, product appearance, customer motivation, preferences, advertising..

---

**Introduction**

The socio-economic transformations taking place all over the world in recent decades have formed a relatively new social group: entrepreneurs. This group, whose representatives are active authors of economic activity, has acquired some specific behavioral features, taking into account the current market and market relations.

In the modern world, when supply outstrips demand for a huge amount of products, the organization of the sale of goods takes on its own specific forms, and in addition new problems. Thus, among the population, the role of consumption has changed in the direction of complication. For example, now the purchase of goods is influenced by a whole range of different factors, such as aesthetic, ethical, social and material. Of course, do not forget about the fashion, prestige of a particular product. The main point is that a person, when purchasing a product, relies not on one basic need, but on a whole variety of different ones, both in level and value. In this regard, the previous methods of motivation lose their effectiveness, while requiring improvement taking into account all available innovations [1].



Published under an exclusive license by open access journals under Volume: 3 Issue: 5 in  
May -2023

Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms  
of Creative Commons Attribution License (CC BY). To view a copy of this license, visit  
<https://creativecommons.org/licenses/by/4.0/>

**Figure 1. The impact of “brand name” and “an elite product” on preferences  
( based on the results of an active survey conducted by US marketers)**

The analysis from Figure 1 shows that for 67% of respondents, the brand image of a product is not very important, while 33% of respondents prefer an elite product, because they believe that buying this product will indicate their wealth and prestige. Thus, the greatest effect will be provided by advertising that will address the primary foundations of the consumer's personality, his fundamental motives, among which the motivation of ambition, vanity and prestige is one of the strongest.

Many studies in the field of social psychology have shown that all human needs are social and socially oriented to varying degrees. After all, a potential buyer is more likely to pay for a loaf of bread in high-quality expensive packaging and is more likely not to give preference to a product that does not have a "commercial appearance". Meanwhile, these products may have the same nutritional characteristics. A person may argue their decision for aesthetic reasons, but most likely it will be an intuitive or consciously suppressed reaction to the assessments of others and even their own self-esteem.

By nature, a person constantly strives to satisfy his needs, and as you know, the main way to satisfy needs is precisely motives. Motives are, first of all, what motivates a person to act. Motives are one of the most complex components of a person, which can occur differently in the same person depending on the activity performed. They can be strong and weak, permanent and temporary, positive and negative. In addition, motifs are divided into such types as [2]:

1. Prestige motives. This motive is realized in certain social groups. For example, a person can spend a lot of money on a particular product just because it will show their social status, emphasize their status, and also help raise it in society (here you can give an example with one well-known brand that produces phones and computer equipment). Most often, such motives are realized with an increase in material well-being.

2. Aesthetic motives. With this motivation, all attention belongs to the appearance of the product, its bright label, and its harmonious combination with other items. This motive is considered the most powerful and long-lasting.

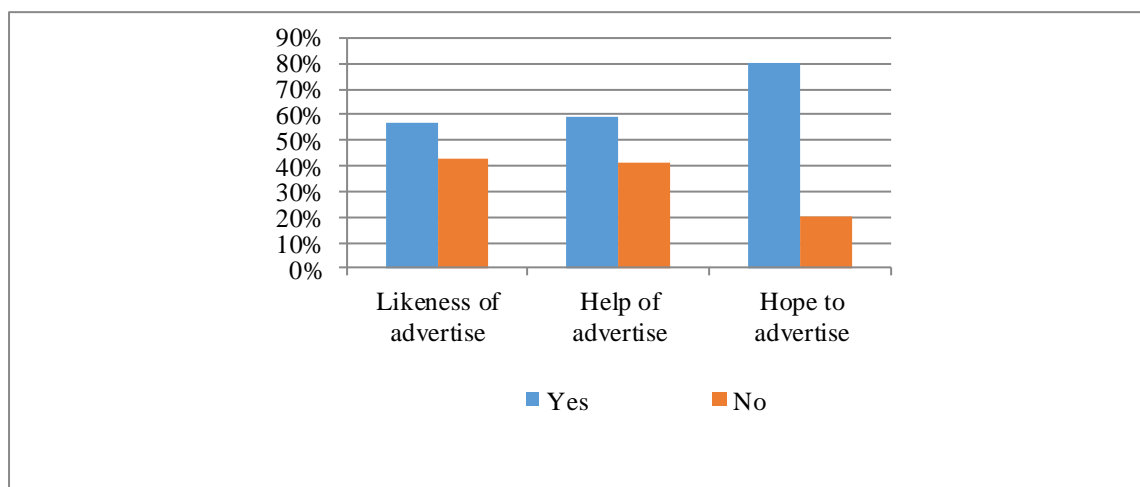
3. Motives of traditions. The manifestation of this type of motivation is observed in the use of such color palettes that are characteristic of a given nationality. You can also use the colors of the flag, photos of the leader of the country, which cause positive emotions to this product. By the way, this type of motivation is becoming increasingly popular in our country today.

4. Utilitarian motives. These motives are typical of real “business owners” and they are manifested mainly in the assessment of operational characteristics, reliability, durability, as well as the possibility of high-quality, and most importantly fast repairs.

5. Achievement motivations. This motif bears a direct resemblance to the prestige motif. Their main difference is that when advertising a product, the manufacturer tries to attract a famous person. Recently, similar motives can be seen in advertisements of various banks.

Based on these information we can have a little conclusion, what is the production and sale on shop products in modern digital world, it depends not only on its appearance-physical and legal entities chemical indicators, but also on the appearance, color, design, material, convenience, ease of use, modernity, creativity and many other factors. For implementation high productive production, stability in shop and stamina in the modern competitions entrepreneurs should be in “trend”. However, without a modern knowledge technologies and the digital economy, any company will sink in the big ocean “Shop”.

I would also like to note the contradictory attitude of consumers to advertising activities in Figure 2. The respondents were asked three questions: whether they are annoyed by advertising on the Internet, on the radio, etc., whether they consider the phenomenon of advertising important for society, and whether they buy a product when they hear an advertisement about it. The majority of respondents (about 57%) noted that they are annoyed by advertising, which is often heard on TV, radio and on the Internet, and only 43 % are indifferent to various types of advertising. Further, it is worth noting that 59% of the same respondents confidently stated that such a phenomenon as advertising is important and necessary for society, and 80% of respondents do not believe advertising at all and do not buy the advertised product.



**Figure 2. Consumer attitudes to the advertised product (based on the survey results among the local population of the Russian Federation in 2020)**

Thus, based on the conducted theoretical analysis, it is concluded that today people realize the importance of advertising for society, but they do not want to accept its frequent appearance on TV screens, on the radio, in magazines. However, it is also possible to trace a far from positive trend of distrust of advertising. It would be wrong to conclude that advertising is ineffective,

because not every consumer who participated in the survey could objectively assess the impact of advertising on them, and also recognize that advertising in some cases influenced their purchase decision. After all, advertising is a complex process of communication between an advertiser and a potential buyer. From the point of view of psychology, advertising is an attribute of the product, its integral part.

However, let's return to the factors that influence consumer behavior when choosing a product. These include some personal characteristics of a person, which include motivational-volitional, social, as well as the ratio of rational and emotional in the individual. So, for example, according to O. S. Deineka and O. Y. Bushuikina, purposeful people are very careful in their economic behavior, they pay less attention to non-essential features of the product, such as packaging, and more content (quality, functionality) [3].

Persistent people have a strong search activity, consistency, a sense of satisfaction about the choice, as well as avoiding the influence of situational authorities.

For people who are characterized by such qualities as determination and self-control, they are characterized by risk, the desire for new things, while with a complete absence of fear of acquiring new and unknown goods, and they are also more common and selfish.

Consumer behavior is strongly influenced by social motives. For example, people with high levels of empathy are more likely than others to worry about choosing the right product. This is due to the fact that such people, when making a purchase, are often influenced by emotional communication. At the same time, the actual evaluation of the product takes place after the purchase is made.

When choosing a particular product, people with a pronounced affiliate need rely on information seen or heard in advertising. In addition, the more clearly expressed the need for joining, the more often when choosing a product, such a person relies on the opinion of other people and practically ignores the objective qualities of the product, because in a situation of choice, positive relationships with the seller are paramount for him.

Similarly, the choice of goods by people who are sensitive to rejection by others looks the same. Because they feel strongly about being judged by others, they will feel guilty about being careful, persistent, and distrustful when choosing a product. The very fact that people who are very sensitive to rejection exaggerate the social context of a purchase is expressed in their characteristic concern about whether the product choice was correct or not. In this regard, people who are involved in communication about the purchase of goods most often make the wrong choice [3].

After analyzing the literature data on the problem of consumer behavior and the impact of advertising, it was possible to identify the main concepts that reveal the features of purchase motivation and consumer behavior, its mechanisms and patterns.

**Bibliographic list**

1. Alimova, R. . (2022). Education and Covid-19. *Academic Journal of Digital Economics and Stability*, 19,59–63. Retrieved from <https://economics.academicjournal.io/index.php/economics/article/view/554>
2. Alimova, R. (2022). The Role of Marketing in Paris Tourism. *Central Asian Journal of Innovations on TourismManagement and Finance*, 3(7), 23-26. Retrieved from. <https://cajitmf.centralasianstudies.org/index.php/CAJITMF/article/view/279>
3. Alimova, R. . (2022). Some Issues of Online Business Development. *American Journal of Social andHumanitarian Research*, 3(7), 155–158. Retrieved from[https:// www.globalresearchnetwork. us/ index. php/ ajshr/article/view/1353](https://www.globalresearchnetwork.us/index.php/ajshr/article/view/1353)
4. Alimova, R. . (2022). The Role of Gender Equality in Politics in Example of USA. *International Journal ofDevelopment and Public Policy*, 2(7), 34–37. Retrieved from<https://openaccessjournals.eu/index.php/ijdpp/article/view/1499>
5. Blackwell R., Miniard P., Angel J. *Consumer behavior*. 10th ed. / Translated from English — St. Petersburg: Piter, 2007. 944 p.
6. Deineka O. S., Bushuikina O. Yu. *Lichnostnyekorrelatykharakteristikvybora v ekonomicheskopoliticheskompovedenii [Personal correlates of choice characteristics in economic and political behavior]* / Edited by A. A. Krylov. - SPb., 1996.
7. Lebedev A. N., Muzhichkova Yu. E. *Ekonomicheskayapsikhologiya v sovremennom mire [Economic psychology in the modern world]*. Bulletin of the Financial University. 2012. No. 4. pp. 119-123.
8. Makhmudov N.M., AlimovaGuzalAlisherovna, & A.A. Kazakov. (2020). Analysis of the effect of coronavirus(covid-19) on the development of the world economic system. *International Journal on Integrated Education*,3(11), 143-156. <https://doi.org/10.31149/ijie.v3i11.865>
9. Muzhichkova Yu. E., Turkina E. V. Motivation of consumers of a tourist product // [Formation of general cultural and professional competencies of the financier](#) Collection of scientific works of students, postgraduates and teachers of the Financial University under the Government of the Russian Federation, Moscow: Sputnik+, 2014, pp. 79-81.
10. Posypanova O. S. *Economic psychology: psychological aspects of consumer behavior*. Monograph. Kaluga: KSU Publishing House named after K. E. Tsiolkovsky, 2012, 296 p.
11. Yusupova, D. D. (2021). Yazbekiston izhtimoi siyosiy hayotida desekulyar zharayonning kelib chikish sabablari. *Central Asian Renaissance Studies*, 2(1).<https://scholar.google.com/citations?user=MhnJ9IgAAAAJ&hl=ru>