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## STUDY OF ETHNOPSYCHOLOGICAL BASIS OF PERSONAL CHARACTERISTICS IN PERCEPTION OF ADVERTISING

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### ABSTRACT

*The article describes the rights and wishes of consumers, the role and importance of advertising in society, the relationship of personality traits to ethno psychological features, the impact of advertising on human psychology, the results of research, tables.*

**KEYWORDS:** *Consumer, Competition, Result, Analysis, Conclusion, Research, Factor, Ethno Psychological Feature, Aspect Law.*

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### INTRODUCTION

The most important step in determining the place of the impact of advertising on consumers is the decision to buy the product and the process of consuming it. There are four main stages to this process:

- development and perception of desires and needs;
- Pre-purchase planning and purchase decision;
- purchase the product in person;
- Post-purchase behavior.

There are several levels of advertising impact:

Cognitive (cognitive processes, information transfer);

Affective (emotional sphere, relationship formation);

Suggestive (persuasion);

Conative (determination of behavior).

The essence of the cognitive effect is to convey a certain amount of information, a set of information about the product, and to cite the factors that characterize its quality;

The goal of affective influence is to transform the recipient's attitude, motives, and principles into a system of transmitted information. Frequent repetition of the same arguments or presentation of logical arguments serves as a means of forming a relationship, forming favorable associations.

Persuasion involves the use of conscious and unconscious psychological elements to the extent that they do not require logical proof.

Conative effect refers to motivating the recipient to act. When developing an advertising message, it is important to take into account the psychological mechanisms of message reception by the recipients. In the development of an advertising message, great attention is paid to the elements that can create associative perceptions about decoded messages. Without a plan, especially a negative one, which occurs at the time of receipt of the application, the association can significantly reduce the effectiveness of the entire campaign, creating a psychological barrier in the advertising dialogue.

Content analysis is the leading way to study communication. In general, this is a very common research method. Content analysis is a great way to study advertising practices, track specific advertising strategies, and draw conclusions about the effectiveness or ineffectiveness of advertising campaigns. In many studies, advertising is seen as a social institution that affects many aspects of life, including the personality of young people. Adoption of advertising by members of the society, the development of market and social information and adaptation to the reception of advertising messages in everyday life are represented by many scientists, including B. Borisov (advertising technology), L. Germogenov), V. Demidov, G. Mokshantsev, D. Ogilvy, S. Sergeev, A. Khudyakov and others. The works of the following researchers are devoted to the influence of advertising on the formation of the direction of value: J. Bryant, N. Klein, I. Goldman, L. Dmitriev, S. Tolmachev, P. Chukreev and others. The basic operations of quantitative analysis were developed by analytical scientists B. Berelson and H. Lasswell. Also an important contribution to the development of content analysis procedures are the following experts A. Alekseev, Yu. Vooglaid Grushin, T. Dridze, M. T. P. Lauristin ([1; 2]. The aim of their research is to determine the potential for using content analysis as a method of researching advertising considerations.

In everyday life, a person reflects this or that pattern of social behavior in his behavior. He imagines his existence, today and tomorrow, within certain limits. He has a complete picture of the whole business, predicts how it will develop in this area and determines his future plans. To study the issues of advertising and national advertising of entrepreneurs and students-economists, the aspects to be considered in the formation of branded goods, their social perceptions of the perception of advertising products, we asked them on "My attitude to advertising." we asked them to write a free essay and did a content analysis of the text of the essay.

Examiners were given notebooks in the form of a specially prepared questionnaire with reference questions. It was not possible to analyze the essays written by all the contestants who participated in this phase of the study because some of the materials had to be discarded. The most frequently repeated sentences, words and phrases in the text of the essays of students and entrepreneurs, who wrote the task in front of the test takers in full and relatively rich in content, were selected, selected and summarized according to the requirements of content analysis. removed.

The tasks set for entrepreneurs and economists were not easy. Nevertheless, attempts were made to work with the subjects taking into account their individual psychological characteristics. Observing the results from the outside, it became clear that the students expressed their perceptions of advertising in a more meaningful way than women entrepreneurs. Entrepreneurial men are more likely than college students to analyze their attitudes toward advertising in more detail. It can be seen that male subjects have a more pragmatic spirit, they are more materialistic;

There are differences in the psychology of entrepreneurs and student economists in relation to advertising, and these differences also show that there are gender differences.

According to the results of the selection of essays, the total number of content-analyzed texts was 207. Their distribution is given in the table.

**Essay texts content-analyzed distribution of entrepreneurs and students**

Groups of Respondents	Businessmen	Economic-students	Total
Women and girls	46	51	97
Men and boys	42	68	110
Total	88	119	207

It is also possible to draw conclusions about some of the specific characteristics of the respondents by paying attention to the number of essays that were found to be recyclable after being removed as substandard. The attitude to the given task can be observed in the responsible approach of entrepreneurs rather than students. There are many objections to writing essays among young people. In terms of quality indicators, it is characteristic that all aspects are taken into account in content analysis, such as the quality of the text, its size, clarity of thought, number of lines and paragraphs, and so on. Our study also took these aspects into account, and in addition to visually examining each essay of the participants (we gave each respondent a notebook with guiding questions and asked them to express their opinions on it, so for how many pages he wrote for, we analyzed the paragraphs in the essay and then the main points) we calculated the lines and paragraphs before its content. Below are the results of this initial content analysis.

**The results of the study of the external characteristics of a free essay on "My attitude to advertising."**

Tahlilmezoni	Businessmen (nq88) Overall ofabsG'		Students (nq119) overall ofabsG'		Total (nq207)
	women (nq46)	Men (nq 42)	Girls (nq51)	Boys (nq68)	
Number of lines	21,7	19,4	28,2	14,4	20,9
Number of paragraphs	3.9	3.2	3.7	2.2	3,2

Quantitative analysis of external quality descriptions of texts also raises some considerations:

1) Vocabulary, the ability to express one's opinion concisely is good in almost all groups, only students are more likely to express their opinion more succinctly;

2) The analysis of paragraphs showed that the opinion of women entrepreneurs and students is fuller and richer, because the average number of paragraphs in them is higher than in the general competition (3.9 and 3.7). This suggests that women and girls have a broader social perspective on advertising. Now, we come to the part where we talk about the middle ground. Because in this way it is possible to draw conclusions about the perception of entrepreneurs and students about advertising and its prospects.

We processed the results on the example of each quality written essay, following the rules of content analysis. In this case, the key words, phrases and returned words in the qualitatively written text were quantified in a certain table and the return coefficient was calculated using a special formula:

$$Ch_{(abs)} = \frac{K(A)}{K(yM)} \times 100\%$$

here:

$Ch_{(abs)}$  is the relative return value of the concept (quality category);

K (A) is the value of how many times a particular concept is repeated;

K (um) is the total number of categories listed in that collection.

Initially, our subjects were asked to fill in the table independently, based on their own opinions, taking into account the advertising of goods and services in the media, whether they liked it or not. The results of the response to the advertising of goods and services in the media are reflected in the table.

**TABLE ATTITUDE TO ADVERTISING OF GOODS AND SERVICES IN MASS MEDIA**

Advertising source	Likeable ads	Unlikeable ads
TV	Coca-cola, pepsi, constructions, cars	Women's items Medicines
Radio	concerts	Services
Newspaper	Clinic services	Job offers
Magazines	Photos of celebrities, perfume	
Billboards	Food	Perfumes which have women in sexy dress
Public transportations		Dorilar

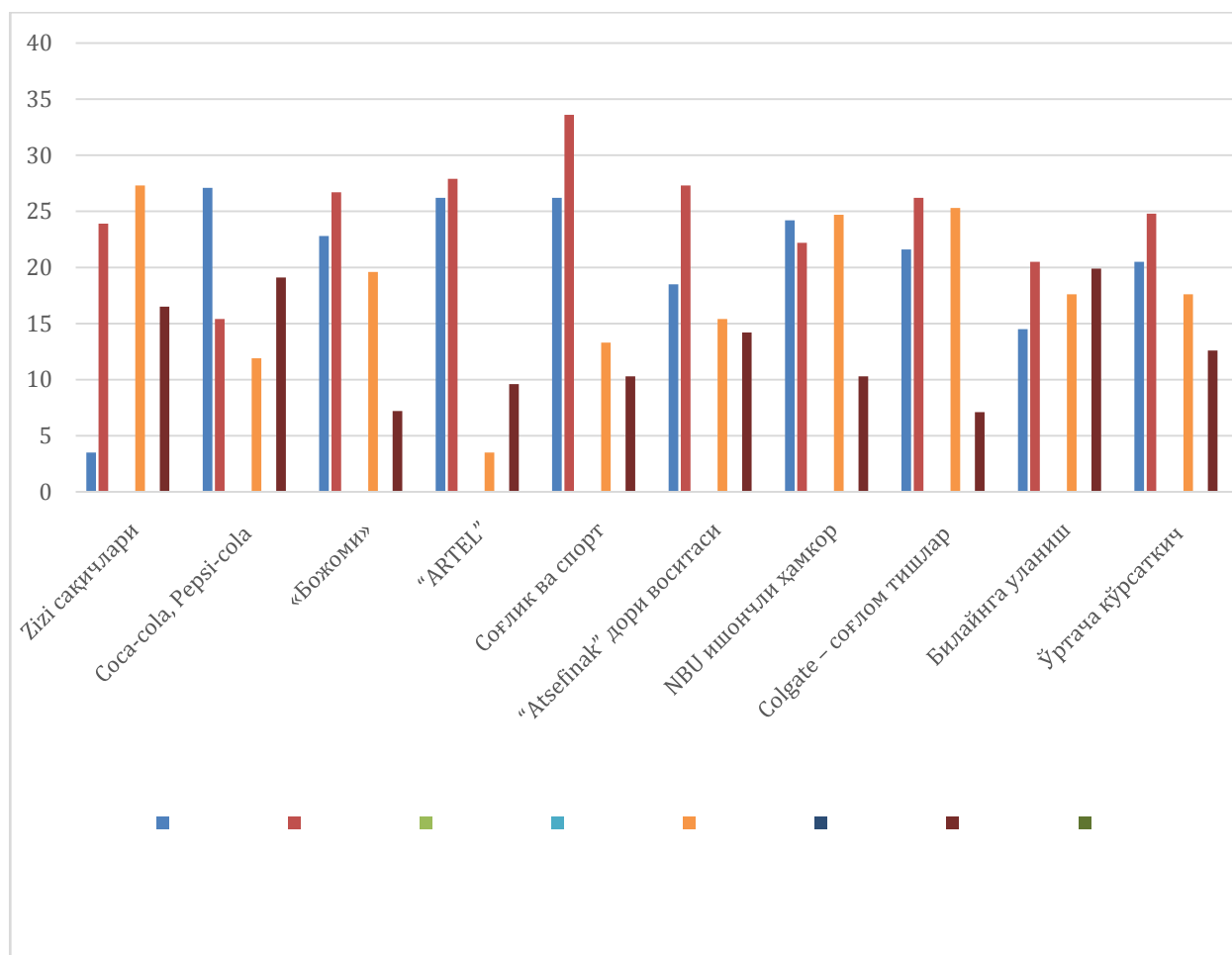
This table lists the ads of the most liked and disliked products. Among the advertised products in the table, people like the advertisements for soft drinks, housing, cars, clinical services, food, women's products, medicines, perfumes with photos of women in plain clothes. can be viewed.

As a direct continuation of the previous task in the questionnaire, the task "Evaluate the most consumed products based on how much you like them" was given to study the impact of cognition on the content of knowing the characteristics of emotional relationships. Here is a list of popular, widely advertised products in tabular form. Examiners were rated as "very effective," "effective," "moderate," "not effective," and "not at all effective."

Results on the criteria for the impact of a particular type of advertising on the subjects (Nq351)

Advertisement	Evaluation on the sensitivity criterion									
	Very sensitive		Sensitive		Medium		Unsensitive		Not sensitive	
	Nu mb ers	%	num bers	%	nu mb ers	%	nu mb ers	%	Nu mb ers	%
Zizi gums	12	3,5	84	23,9	<b>101</b>	<b>28,7</b>	<b>96</b>	<b>27,3</b>	58	16,5
Coca-cola, Pepsi-cola	<b>95</b>	<b>27,1</b>	54	15,4	<b>93</b>	<b>26,5</b>	42	11,9	<b>67</b>	<b>19,1</b>
«Bojomi»	<b>80</b>	<b>22,8</b>	<b>94</b>	<b>26,7</b>	<b>83</b>	<b>23,6</b>	69	19,6	25	7,2
“ARTEL”	<b>92</b>	<b>26,2</b>	<b>98</b>	<b>27,9</b>	<b>115</b>	<b>32,7</b>	12	3,5	34	9,6
Health and sport	<b>92</b>	<b>26,2</b>	<b>118</b>	<b>33,6</b>	<b>58</b>	<b>16,5</b>	<b>47</b>	<b>13,3</b>	<b>36</b>	<b>10,3</b>
“Atsefinak” medicines	65	18,5	<b>96</b>	<b>27,3</b>	<b>86</b>	<b>24,5</b>	54	15,4	50	14,2
NBU is reliable partner	<b>85</b>	<b>24,2</b>	78	22,2	65	18,5	<b>87</b>	<b>24,7</b>	36	10,3
Colgate – is healthy teeth	76	21,6	<b>92</b>	<b>26,2</b>	69	19,6	89	25,3	25	7,1
Connecting beeline	51	14,5	72	20,5	<b>96</b>	<b>27,3</b>	62	17,6	70	19,9
Overall rate	<b>72</b>	<b>20,5</b>	<b>87,3</b>	<b>24,8</b>	<b>85,2</b>	<b>24,2</b>	62	17,6	44,5	12,6

From the analysis of the obtained results, a positive attitude to almost all of the advertised goods was expressed in 20.5% of the subjects. Many of his positive views are focused not only on drinks, but also on the promotion of national products and banks. Due to the fact that our subjects were entrepreneurs and students, 3.5% responded positively to the advertisement "Zizi chewing gum", 18.5% to the advertisement of medicines and 14.5% to the advertisement of the Beeline communication company, "very effective".



**Picture.**

### **Levels of effectiveness of modern advertising**

Because sports and health advertising are one of the most important areas in today's environment, 33.6% of respondents found it to be "effective". The results of the study suggest that the attitude of Uzbek entrepreneurs and economists to advertising is generally positive. Comparing the data, it is clear that modern advertising is more popular, its quality and level of exposure have changed and improved.

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