

TOURISM AND CONSUMER PSYCHOLOGY

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Annotation: This article deals with the field of tourism and consumer psychology in tourism.

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Tourism, with its multifaceted structure, actively influences all spheres of society. This allows for the development of many aspects of the economy. Including transport networks, communications, road construction, hotels, catering establishments, utilities, consumer services, service industries, retail chains, etc. The development of tourism has simultaneously created a unique industry of recreation, health and entertainment facilities, covering a number of areas related to the provision of quality services to tourists. Tourism embodies a complex and integrated sphere of the global economy, which has a significant impact on the entire global economy. This equally applies to the economies of individual countries and regions. In some countries, international tourism is the only source of foreign exchange earnings. Thanks to it, a high level of economic development and well-being of the people is maintained.



In world exports of goods and services, tourism currently accounts for about 8% of world exports, 30% of world trade in services, 11% of world gross product, 9% of world capital flows, 11% of world consumer spending, 5% of world tax revenues. It came true. In addition, tourism has a significant impact on employment. According to experts, every eighth worker in the world is currently employed in tourism and related fields. The tourism industry is one of the three leading export sectors of the world economy. It is second only to the oil production, oil refining and automobile industries. Tourism

is developing as a unified system in most countries of the world and brings significant income to the country's budget. Also, many provide assistance to individuals and legal entities related to the provision of tourism services. Tourism is not only the largest, but also one of the most dynamically developing sectors of the world economy. Due to its rapid growth, it was recognized as the economic phenomenon of the century. In the second half of the 20th century, the number of foreign tourists increased almost 28 times. Income from this type of service increased 237 times.

All company activities are aimed at communicating with consumers. The consumer, the client, is the main figure around which the

Activity of the company. Without them, all the company's efforts are meaningless

There is no point in developing a development strategy, inventing new products, improving the sales system if all these efforts are not directed "somewhere." Relationships with consumers are becoming increasingly complex. He is no longer just a buyer ready to purchase new or, conversely, useful things, but a specialist in the consumer market. As competition in most consumer markets increases, marketing, advertising and sales become increasingly important to retaining and attracting new customers.

You are standing in a supermarket and just imagine how you feel about the purchases of different people. Over time, you will probably see that there are at least three ways in which people behave. Some of them quickly and purposefully move familiar products from one shelf to another, almost familiar or in a basket. The faster and more distracted a person is, if you look at something else and look at something else, you will convince him to "try something else." may stay. However, this person is in a very urgent hurry, and therefore he can turn on the usual stereotype of an acquaintance, so as not to distract him in vain and waste time. Another type of buyer clearly compares different products, but it is clear that some groups of goods are of interest to such people, others pass by with complete indifference. Perhaps these are price hunters. Comparing several well-known and relatively similar products, they choose the one that is cheaper today. When they return home, they will be able to run the most amazing store. However, WE emphasize that everyone needs to change their personality and capabilities, because it can be the same attitude, because today the destiny of destiny is not in money.

The third parameter of behavior is "researcher", which. Everything is new, he studies the packaging, studies the signature, because the work asks him about the characteristics and origin of the product, and before making a choice, he hesitates twice and talks to the seller. Research shows that the reasons for this behavior are not always children's curiosity or a "reaction to novelty." Shopping is never hassle-free. At the same time, the buyer does not want to take too much risk next time, and his exploratory behavior is difficult to ideally compensate for misses (see 126). Undoubtedly, for each buyer, the most optimal behavior is the behavior of the seller, his advertising treatment, maybe even the packaging of the product. But this means that the variety of buyers and the variety of factors that determine their choice and likelihood of making a particular purchase are limited to the options described.

Representatives of the field of "Consumer Psychology" have identified many factors that determine buyer behavior. Most of these factors can be felt on the surface of phenomena, at the level of simple demographic differences. Men and women who do not have at least a small amount of money to meet the basic needs of food, blood and clothing choose to spend it in other ways. This is evident from the existence of age differences in the propensity to purchase different groups of goods. The eternal problem of gaps between generations, differences in their tastes, values and preferences is one of the tasks of predicting the development of taste (or formation) of future melting generations. A business and its fate often depends on the success of the decision made. Among possible social and demographic factors, the ethnicity of buyers is important; The number and age of children, since

people make most of their purchases for them; belonging to a certain social rank or class: A person's education and level of income: A person's propensity to move, both geographically and socially: Lack or lack of interest in fashion: Government and social activities and others.

Due to the emergence of the market and increased competition, studying psychographic portraits are becoming increasingly relevant as they provide a broad picture of buyers, a true picture of what lies behind the faceless socio-demographic data, and help to understand actual consumer behavior. Companies need to know their consumers by sight, feel their behavior, and anticipate their actions. Psychographic dimensions are much broader than demographic, behavioral, and socioeconomic dimensions. Psychography is the most effective and most important function of consumer segmentation, since it takes into account the relatively subtle phenomena of perception, interests, and attitudes. motivation. personality, learning, teaching, beliefs and

Lifestyle is one of the main concepts used in the study of consumer behavior. The concept of lifestyle is more modern than the concept of personality, and broader than the theory of values. Using the concept of lifestyle, marketers try to use advertising to connect a product with the daily, everyday life of the target market. Lifestyle is a general concept that defines both the way a person lives and how he spends his time and money. With the help of this concept, people interpret surrounding events, understand and predict them, and align their values with events. Psychography is one of the most common methods for measuring lifestyle. This can provide quantitative data that can be applied to large samples that need to be divided into market segments. "Soft" qualitative methods (focus groups and "in-depth" interviews). although they do not provide quantitative results, they allow a deeper look into the construction of a strategy, interesting thoughts... The general psychographic approach is based on taking into account the personal characteristics of each consumer in the group being studied, the motives of his behavioral attitudes as a consumer, life values, and beliefs. Demographic and psychographic measures are complementary and should be used simultaneously.

Manufacturers and traders should study the objective aspects

Styles for determining the psychology of consumers, systems for evaluating goods and calculating the number of units and types of goods by consumers. Consumer psychology (in other versions "it differs: consumer psychology, consumer psychology, studies the psychological characteristics of consumer psychology and attitudes towards goods) and services. It should be noted that some scientists consider this area within another area of social psychology. But the difference is not only in the results of the analysis, but in the difference. In particular, consumer psychology considers the main element of consumer choice in the consumer cycle, as a special form of this product or its attributes and consumer preferences;

communications

Psychological factors of consumer behavior: Factors influencing the object's attitude towards goods and services.

In Russia, consumer psychology is only at the beginning of its development and develops as part of social psychology and economic psychology. In America, consumer psychology exists within an independent psychological industry. In Europe, this is a branch of economic psychology.

Islamic psychology is a branch of psychology that uses statistical and research methods to understand and explain people's behavior and experiences. Consumer psychologists typically collect data by conducting experiments or observations in laboratory settings.

Psychologists working in this field try to understand how people think, feel and behave. For example, a psychologist might study how people make decisions or react to events. In addition, psychologists also study social interactions. interact with each other. trying to understand how people

Consumer psychology tends to make generalizations based on findings. obtained using scientific methods. Therefore, researchers in this field often evaluate data using statistical analysis techniques and try to determine how reliable the results are.

The areas of application of consumer psychology can be very wide. For example, a psychologist working in marketing might conduct research to understand consumer behavior. A psychologist working in the field of health psychology may examine patients' compliance with treatment or health behaviors.

Thus, psychology uses scientific methods to understand human behavior and experience. Psychologists working in this field try to understand how people think, feel and behave, and can use this information in a variety of practical areas.

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