



Advertising in Economic Institutions and its Psychological Impact on Personality Perception

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Article History	Abstract
Received: 19 October 2023 Revised: 28 November 2023 Accepted: 23 December 2023	This article covers psychology in economic relations and its psychological impact on the perception of the individual, opinions on gender differences in advertising perception. Also, the results of the research carried out are given in a taxable way.
CC License CC-BY-NC-SA 4.0	Keywords: economic psychology, advertising, personality perception, gender difference, tools of psychological impact.

1. Introduction

In the era of the current market economy, advertising is becoming an integral part of our life. In the networks of advertising economics, but also in socio-economic, political, spiritual relations between people, increasingly gaining its role as a leader.

Various psychological tools are used to increase the impact force of advertising. In this case, verbal, nonverbal, paralinguistic means of influence occupy a place, and these are perceived differently in men and women.

In receiving data, men and women have disparate intelligence, and women absorb more information than men. Because women's advertisements are more inclusive and are inherently given the character of elegance, sensitivity, they are able to distinguish between intonations, smallest behaviors, emotions that are given in commercials. For women, the trifle itself is gone, and small, seemingly neglected realities can also play an important role.

One of the tools of psychological influence in advertising is the perception of sound. The male voice personifies a greater sense of confidence in women. A woman is not sure without a lot of voice. Therefore, women vote only when the emotional aspects of advertising are expressed. Men, on the other hand, describe the qualities of the product being advertised in a confident voice, standing behind the frame. Then the woman speaks in her voice the suggestive qualities of the product. Now such a distribution of male and female voices is considered as a means of ensuring the effect of advertising.

Women lead in the purchase of certain products. Such products include children's and women's clothing, food. And the products that men buy more often include farm items, construction and technical means. General decisions are made in the purchase of cultural recreation, home equipment. Products that are purchased by decision include women's jewelry, sports equipment, toys, bags. In the advertising of such products, it is necessary to approach,

taking into account gender characteristics. Therefore, in the process of perceiving advertising, in addition to social roles, women's activities and positions in society also have a strong moral of influence. The presence of discrepancies in the perception of the means of psychological impact in such advertising in men and women should be noted by psychologists, marketers, as well as give correct and accurate recommendations to the manufacturers of the products being advertised. That's it, the effect of advertising rises to a high level.

Studying the difference in the perception of advertising information according to the fact that men and women have their own characteristics, that is, the presence of such characteristics as conformity in them, emotional activity, accessibility to communication, persuasiveness, is one of the issues of psychology. Alternatively, it is necessary to scientifically highlight the emotional attitude towards the products or services being advertised, the new system of relationships and behavioral manifestations that arise under the influence of advertising, the specific socio-psychological differences in men and women.

We used the socio-psychological survey "the place of advertising in my life" in our research work, which aims to empirically research the specificity of advertising and its impact on the perception of the individual in economic relations and develop recommendations for entrepreneurs and advertisers.

The social psychological survey "the place of advertising in my life" was an author's survey and included 20 questions. The survey is aimed at studying the attitude of entrepreneurs, ordinary citizens, that is, representatives of morality and students living in neighborhoods to advertising and its reception, attention to brand products, and specific aspects of advertising of local goods and services today.

The first "advertisement in the content of IPS questions is what is it for you?" the results from the testers were analyzed and the following results were obtained in a generalized case. (1- table)

1-table.

The respondents' question "What is advertising for you?" answer results to the question

№	Answer options for the question	Entrepreneurs (n=191)				Students (n=160)			
		Men (n=107)		Women (n=84)		Men (n=109)		Women (n=51)	
		Number	%	Number	%	Number	%	Number	%
1	Method of informing about the new product	58	54.2	44	52.4	66	60.6	25	49.0
2	Method of establishing competition between different goods	32	29.9	18	21.4	19	17.4	12	23.5
3	Method of selling low-quality products	8	7.48	16	19.0	24	22.0	8	15.7
4	Presentation of the new firm	9	8.42	6	7.2	-		6	11.8

Of the results, 54.2% of entrepreneurs, 52.4% of women entrepreneurs, 60.6% of economist students (boys), 49% (girls) defined the answer "advertising is a way to inform about

a new product"; 40.9% of students (boys 17.4%, girls 23.5%) said it was "a way to establish competition between different goods". In ordinary consumers, the above answers were not recorded. In their place, the answers that citizens "advertise gives incorrect information about the quality of the product" took advantage of (41%). And the answer "advertising is a means of enhancing knowledge" was recognized in this contingent in very small quantities (3.5%). And in entrepreneurial men and and future entrepreneurs, on average, 14% of our testers have chosen that "advertising is a way to sell low - quality products." From the results, it can be seen that the view that " advertising is a presentation of a new firm " is formed by more than 26% in entrepreneurial women than in other testers. In the testers ' answers," advertising has misinformation about product quality " – while economist student-girls are found in 9%, it is possible to witness that other testers did not choose the answer in question. In the entrepreneur and student response, the answer" advertising - a means of increasing knowledge " was found in women entrepreneurs (6%), more than men (25%), as well as in student girls (8%), guys (5%), albeit in small quantities. Based on these results, it can be concluded that women also receive knowledge from advertising than men. So, it can be said that the issue of the dignity of advertising determines the specificity of the population to its social, professional, godly self.

The answers given by the testers to the question "your attitude to advertising", which was given in the survey, were put into question, and their general attitude towards advertising was determined. (See Table 2)

2- table.

The attitude of respondents towards advertising products (n=443)

Relation	Entrepreneurs (n=191)				Students (n=160)				Typical consumers (n=92)			
	Men (n=107)		Women (n=84)		Men (n=109)		Women (n=51)		Men p (n=45)		Women (n=47)	
	Num ber	%	Num ber	%	Num ber	%	Num ber	%	Num ber	%	Num ber	%
Positive	67	62,6	66	78,6	86	78.9	51	100	28	62,2	31	65,9
Negative	14	13,1	18	21,4	13	11.9	-		4	8,9	16	34,1
Indifferent	26	24,3	-		10	9,2	-		13	28,9	-	
Total	107	100	84	100	109	100	51	100	45	100	47	100

From the obtained estimates, it was found that in people representing the common population, attention to advertising and a tendency to adequately perceive them increases more and more. Because advertising propaganda, which constantly covers the environment on a global scale, remains a strong impetus - reason why ordinary consumers, regardless of their age, godliness and gender characteristics, are increasingly absorbed in their minds, but the survey did not see an illusion of direct connection in their reflection in real behavior. From the above results, it can be seen that the main part of advertising products customers is the audience of young people and women, in their practice, positive workshops have been formed on the perception of advertising products, and they are not indifferent to advertising. But in terms of gender, women have higher levels of emotional exposure and motivation compared to men. In addition, advertising consumers are mainly young people, and the presence of positive razors in relation to the reception of advertising information in relation to adults can be seen from the figures in the table.

It is known that a certain economic shortage experienced in the conditions of the karonoviruv pandemic, which spread globally and directly affected the life and activities of people, did not affect both the purchasing need of the population and the advertising of shopping products. Buyers were pre-shopping even if they were more expensive than unfamiliar trademarks, admitting that they had a higher tendency to use familiar branded goods and services, goods advertised directly in the Lord of markets, as well as services. In such conditions, natural, the majority of the population noted in their answers to the questions of the IPS that Uzbekistan pays more attention to the familiar goods and products in each khududi. This aspect is also an impetus for us to be a manifestation of ethnopsychological features in advertising perception and the preservation of traditional perceptual and purchasing culture. Since women are mainly responsible for purchases of goods, products, household goods in traditional Uzbek families, the manifestation of more traditional ethnopsychological ustanovkas in them has received its confirmation in the position of perception and desire of advertising products.

According to the results of the answer given by the testers to the question "mark the main source of advertising for you", which is determined in the survey, the most choice is television (59%), while posters and outdoor advertising devices (37.8 %) and radio (2.7 %) are selected. As such, 94% of our testers have marked their acceptance of products and services advertising through the internet and social networks. (Table 3)

3- table.

Results of the answer given by the testers to the question "mark the main source of advertising for you"

№	Questions and answer options	Entrepreneurs (%)	Students (%)	Average (%)
1	Television	61	57	59
2	Radio	4	1,4	2,7
3	Newspapers and magazines	16.2	4.7	10.5
4	Books and brochures	13	17.4	15.2
5	Posters and outdoor advertising devices	39.4	36.2	37.8
6	Internet and social networks	82	96	94

In Uzbekistan, social networks are widely used for advertising. Specialized networks are organized in each area. Users of the Internet and social networks are mainly made up of young people. Today, one of the types of advertising distribution tools, computerized advertising is a completely new means of popularizing advertising. Computerized advertising information, data banks of specialized computer systems operate in many countries of the world, and advertisers enter information about their firms and the goods (services) that they issue in exchange for money. Potential consumers interested in buying any product or commodity can connect to this data bank through a telephone or special terminals and receive the necessary information within a few seconds. Today it can be concluded that this type of advertising is squeezing other advertising tools.

In outdoor advertising and posters, the emphasis on ads being given on internet networks is higher than in advertisements being given in books and brochures. This result can be realized that our respondents do not use these resources. So, in Uzbekistan, there is a greater need for

internet and social networks, television, than for radio and press newspapers and magazines, books and brochures.

By looking at the results obtained about other sources, we can see a decrease in radio and press users in our society. President of the Republic of Uzbekistan Sh.Mirziyoyev can be convinced that the fifth initiative within the framework of "5 important initiatives to raise youth spirituality and meaningful Organization of their free time" is an important issue to continue work in the direction of "raising student youth spirituality, promoting reading widely among them."

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