

# COMMUNICATION TRAINING METHODOLOGY IN PERCEPTION OF CONSUMER PSYCHOLOGY

<sup>1</sup>Salakhutdinova Musharraf Isamutdinovna, <sup>2</sup>Safarova Maftuna Ibodulla kizi

**ABSTRACT**--*The article examines the relevance of introducing the subject of consumer psychology into the program of psychological directions of higher educational institutions in the republic. It analyzes the psychology of the personality of the consumer, as well as the methodology of psychological training in communication with consumers.*

**KEYWORDS**-- *consumer, perception, communication, training, manufacturer, marketer, education.*

## I. INTRODUCTION

Today it is important to raise the quality and content of teaching in higher education institutions of the Republic of Uzbekistan to a new level, to achieve the effective application of knowledge by students in practice. The Decrees of the President of the Republic of Uzbekistan and the decisions of the Cabinet of Ministers of the Republic of Uzbekistan aimed at further development of the field of psychology in our country fully confirm this. These are the Resolution of the President of the Republic of Uzbekistan "On measures to further develop the system of higher education" (PQ 2909. April 20, 2017, Tashkent), the Decree of the President of the Republic of Uzbekistan "On approval of the Concept of development of higher education in the Republic of Uzbekistan until 2030" (2019 October 8, Tashkent), "On training and improving the system of psychological services in the field of psychology in the Republic" (Resolution of the Cabinet of Ministers No. 475. Tashkent, 2019), etc.

An individual manifests himself in society in many ways as a consumer. A person enters into economic-political, cultural-spiritual relations with society at the same time - as a consumer of goods, a consumer of education, a consumer of services, a consumer of art and culture. Consumption plays a big role in his social life.

Hence, understanding, accepting, perceiving the consumer's identity is one side of the problem, shaping and improving the consumer culture is the other side, and the psychological competence of the market infrastructure representative interacting with the consumer is the third side of the problem. In this regard, the introduction of the science of consumer psychology in the curricula of higher education psychology today is a requirement of the time.

At the beginning of the 21st century, marketing is an important tool in market management. It covers many organizational, research, technical, financial, and communication aspects focused on consumer behavior. Trade stability can be achieved by influencing the consumer in order to turn him or her into a regular customer.

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<sup>1</sup>Associate Professor, Department of Psychology, Samarkand State University, salaxiddinovam@gmail.com

<sup>2</sup> Master student of the Department of Psychology, Samarkand State University

An important function of sales-related marketing is to work with the consumer and evaluate, program, and manage his or her behavior. Demand can be shaped by creating new opportunities that are beneficial to the consumer when selling a product. Achieving this is a key issue of effective marketing. The answer to this question can be found through the study of consumer psychology, behavior. Consumer psychology requires a set of knowledge in philosophy, social psychology, economics, engineering psychology, and marketing.

Until now, there was a **technocratic** approach to production, and while the manufacturer was required to create a product for sale with a creative approach, now the main task is assigned to the marketer. In addition, the marketer also performs the task of diagnosing and predicting consumer psychology to regulate market demand and profitability. To study the theoretical and practical foundations of consumer behavior management, one must be able to develop targeted strategies, model consumer psychology, and communicate effectively with them when making purchasing decisions.

Uzbek, Russian and foreign scientists have paid enough attention to the problem of studying consumer psychology. They include U. Saidov, I. V. Aleshina, D. Mayersa, D. Statt, N. G. Fedko, D. F. Endjel, R. D. Blackwell, P.U. Miniard et al.

It should be noted that consumer psychology can also be based on different perspectives by economists and philosophers. For example, the philosopher-scientist U. Saidov argues that consumer psychology is focused on shaping a person who prioritizes material needs over spiritual values.

The absence of psychological barriers between the producer, the market and the consumer, the correct perception of the consumer **requires** from the individual, along with other psychological skills, the ability to communicate effectively. These skills can be formed in a person through special socio-psychological trainings.

The purpose of the training is to teach students and professionals of trade and production enterprises the methodology of consumer behavior management. The effectiveness of the work of a marketer lies in the fact that by selecting the desired buyer, each consumer is able to create production, investment, financial and labor potential that creates the desired value. For this, the problem of correct perception of consumer psychology in the process of **communication** has both scientific and practical significance.

The purpose of the trainings, which are organized to develop interpersonal communication skills, is to teach how to resolve conflicts and problematic situations that arise in the process of communication. What do the trainings on this topic give to the participants?

- leads to an increase in observation in each member of the group;
- teaches to distinguish between verbal and nonverbal communication of the communicating partner, that is, the participants learn to read, analyze and analyze the behavior, position, gestures that do not correspond to the words of the communicating partner;
- teaches to master the ways of communication with the interlocutor in different situations;
- teaches to behave in conflict and problematic situations.
- teaches to better understand others, oneself, as well as relationships between people in the process of communication.
- Accelerates the process of self-awareness.

- teaches to compare the emotional state of himself and the interlocutor, to reduce the emotional tension in himself.

## II. DISCUSSION

During the training, the trainer is required to have knowledge about the game, as well as psychological knowledge in order to offer games and exercises, debates, designed to improve interpersonal relationships. Interpersonal relationships are the most complex and basic area of psychology, without which it is impossible to organize the training process and ensure its effectiveness.

Typically, people who interact are communication participants who interact in a variety of positions. These positions in many ways affect the mutual state of the communication participants, the outcome of the communication, and also determine the content of the subsequent relationship. There are 5 different types of relationships in psychology, depending on how people communicate in relationships:

I. The competitive method means that one party in the communication process tries to control the communication situation and take control of the whole process by demonstrating its dominance over the other party. Typically, we can observe such a picture between adults and minors, in the relationship between the manager and the subordinate employee. In doing so, the first party exercises its superiority over the second, using its superiority. Naturally, a person who feels dependent from communication to communication accumulates internal discomfort and tension. When this situation is expressed in psychological language, it can be said that "hidden conflict accumulates." This leads to an escalation of the relationship and the emergence of larger conflicts over time.

II. Side-by-side is a more similar but different situation than the one mentioned above. In this case, the person does not have to give in to the process of communication, but he feels obliged to give in. In this case, the person feels submissive to a person older than him in terms of age, position, position, unable to fully express their interests and desires. If in the above example the dependence arises under the pressure of another person, in the position of concession the person voluntarily becomes a supporter of the same attitude. But after a certain amount of time and results, he begins to develop feelings of inner dissatisfaction. As a result of such feelings of dissatisfaction, there is an internal resentment towards the person who gives in. Compromise encourages a person to be passive, stifles his inner initiative, and restricts his freedom. In many ways, this position also leads to inevitable conflicts.

III. Passivity is when a person avoids a situation in which an issue needs to be resolved, delaying the decision under various pretexts. Often this kind of action can be manifested in the process of resolving conflict situations. It can be said that passivity is not the avoidance of conflict, but the avoidance of resolving a problem definitively. It is necessary to solve the problem in the heat, not to procrastinate in solving it. Because by avoiding conflict resolution, conflict does not resolve by itself. At this point, the reader is asked, "How can it be understood that two people who disagree or have a dispute can forgive each other over time?" such as objection may also arise. This objection is true from the outside, but from a psychological point of view, even if they seem to forgive each other in the eyes of those around them, they actually remain in a state of internal dissatisfaction with each other for a while.

IV. Compromise is compromise. In controversial situations, acting like "You don't lose and I don't lose" is a way for both parties to get out of a contentious situation without being upset. Of course, this is the most effective among the types of relationships listed above. But this kind of attitude will be aimed at resolving the situation right now, acting like "what will happen next". The downside is that if the problem is not resolved to the end, it can lead to conflict.

V. Collaboration is the process of communicating and striving to resolve a problematic situation to the end, taking into account the mutual interests of all participants in the communication process. In order to achieve cooperation in any communication process, the end result must be to satisfy the interests of both parties and be in line with their interests. This method is widely used in family relationships, workplace situations, and human relationships in a variety of situations.

In real-life situations, thinking not only of one's own interests, but also the interests of others, and caring for the interests of others, is the key to a cooperative relationship. In the science of modern psychology, the laws and mechanisms of formation of cooperative relations are sufficiently developed. Based on this information, special training sessions are now organized to inform people about the implementation of partnerships through various games and exercises, the formation of skills and abilities to communicate in a cooperative position.

It should be noted that not only the method of training, but also the personal position of the trainer is one of the leading factors in the organization and conduct of this process. That is, this same style of attitude has become the belief of the coach and he must demonstrate it at every step.

As mentioned above, ineffective communication methods lead to conflict situations between people. Conflict is usually defined as the conflict of interests, interests, and worldviews. As long as everyone interacts with others, he or she will inevitably enter into a dialogue of any interest, even one that can be said to be self-serving in the first place and expressing his or her views on the issue. But communication is at least an exchange of views between two parties, and both parties may express different views on the issue of communication. As a result, conflicts of opinion, that is, conflicts, are inevitable. Usually in conflict situations, one party considers his opinion to be correct and the other party denies it, resulting in a sense of interruption and dissatisfaction with the communication process. If this feeling of dissatisfaction is clearly expressed - there will be disagreements between the parties, and even a dispute (quarrel) will arise between them. But in some cases we cannot express such a feeling of dissatisfaction openly and "swallow" it, resulting in a hidden conflict between the parties and becoming the basis of a continual coldness in the middle.

So, it can be said that it is necessary to try to eliminate in time the obstacles and inconveniences that hinder joint activity and life, that is, communication. The best way to do this is to forget. And the task of forgetting can be done by time, that is, over time, we begin to forget the conflict situations, the unpleasant situations that arise between us and someone. But in the current era of rapid development, it may be more effective to voluntarily address the inconveniences that result from conflict situations by actively working than by relying on time. For this purpose, the trainings organized for this purpose give good results.

The following exercises are a must during a training designed to build interpersonal communication skills.

Each participant asked, "Who is the person in front of me?" should know the questions that can be answered. In general, a person should have as much information as possible about the person in front of him, that is, the

interlocutor. The psychological literature suggests that it is advisable to have at least 7 pieces of information about the person with whom you are communicating. This information is provided by the interlocutor:

- name
- specialization
- marital status
- health information
- likes and dislikes of the profession
- the human qualities he values
- interest or hobby.

### **III. CONCLUSION**

The longer this data series, the better, because a lot of information about the interlocutor is a guarantee of effective communication.

Another aspect that needs to be considered when organizing effective communication is that the participants in the training are asked "How is the person in front of me?" are required to know the answer to the question. This means that any person needs to know more about their interlocutor in order to communicate successfully

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