



Psychological Terms In Marketing

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ABSTRACT

Places of application of psychological terms in Uzbek marketing terminology. This psychology is the most important area in marketing. The bulk of marketing terms are psychological terms.

KEYWORDS

distraction, sensitivity analysis, self-gift, persuasion, objectivity, smile, honest comparison, psychological pricing assignment.

INTRODUCTION

All the time and the whole society was ruled by human consciousness, human thinking. The psyche in a person means what he is capable of, what is his nature. We are not really talking about any field, human psychology is very important in all fields. Whether he is a teacher or a builder, he acts in society based on the abilities of his mind. But without exaggeration, we can say that human psychology comes first in marketing.

The first and most important rule of the science of sales: “The seller must force “the buyer to buy the product with his sweet words, smile, quick wit, delicacy, intelligence

and logic.” The art of selling is not rudeness or violence, but a person’s ability to adequately express their upbringing and mind.

According to statistics, one seller deals with an average of sixty buyers a day. They all have their own personalities. One of the qualities of a good salesperson is to look at everyone’s heart and not miss a single one. It follows that the foundation and goal of marketing is the buyer. If a salesperson is bad, if he approaches his work coldly, he loses fifteen (15%) customers every year.

THE MAIN FINDINGS AND RESULTS

Sensitivity analysis is a method of identifying critical design parameters.

Persuasion is the primary goal of most marketing communications. Persuasion is a conscious activity aimed at selling or possibly changing a customer's attitude towards a product, service, concept or idea.

Impact is the impact on the audience of marketing communications.

A self-gift is a situation in which a buyer buys products and services for himself as a reward or for comfort. It is often done as an impulsive purchase.

Impartiality means that the competitor does not remain silent about the positive side of the product or allow them to be interpreted in a negative sense.

A fair comparison is to hit a competitor's product on the ground, ruin its market, not try to force it out of the market and act with respect for the competitor's interests.

A smile is not a bad thing for a genuinely laughing person. In business, entrepreneurs solve big problems with a smile. Buyers will not choose this store if neither the seller nor the eyes are smiling.

Customer Training Brief - Customer training in marketing is key to productivity. They cannot impress sales without knowing their consumer, their customer. From customer research:

A customer who has a clear goal and who knows what he needs - he has a high level of self-confidence, defends his views in a dispute with the manager. He may even ignore the manager. The salesperson's job at this time is to present clear evidence, voice their opinions and listen carefully.

A customer who knows everything - he thinks he knows more about a product or service than anyone else. That's why he tries to show himself smart, he wants to teach the shortcomings of the work, and in the meantime he insults the seller. At that time, the seller's task is to treat the buyer as if he were an expert in the field, and in some cases to use praise for the buyer.

A customer who loves to talk - he just loves to talk, has a sense of humor, it's easy to convince him. The salesperson's task is to ask a general question and, if possible, get a "yes" or "no" answer. Do not deviate from the topic.

An insecure buyer is shy, always looks at everything with suspicion, tries to find as little as possible in the product, considers his decision to be wrong, even if he decides to buy it thoughtfully: the seller's task: to explain the advantage of the product, to be patient with questions. There are also categories of buyers: buyer who says find a drink, argument buyer, problem buyer, benevolent buyer, buyer who wants to buy but does not have the opportunity, buyer who does not intend to buy but buys.

Post-purchase irritation is a period when a customer is annoyed that they made a mistake after purchasing. This discomfort can be overcome by using the factors that cause it. Typical mistakes: in addition to general anxiety and danger, such as the choice of an inconsistent size, volume, shape, or color in the target, anxiety can also be the result of life experience and wisdom that is entirely relevant to making a purchase.

Distracting attention is characterized by the formation of misconceptions, impressions, impressions from the consumer as a result of advertising information.

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Psychological pricing targets are prices that are set at the correct and acceptable emotional level for each market. For example, if a cup of coffee costs \$ 1.95, then that price seems more attractive than the \$ 2 price. The psychological price will be concentrated in numbers, not in an expensive cup, yet the coffee in the cup will have great value in the eyes of society.

CONCLUSION

As a result of research Uzbek marketing terminology, we saw that the field of marketing consists almost entirely of psychological terms. Because marketing is not selling a product directly, but organizing sales through other means of influence. This is achieved through the exchange of human labor. In fact, psychology has its place in all professions. But psychology comes first in marketing.

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