

The Population of Social Networks and Advertising Impact on Consumption

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Abstract: This article analyzes the impact of social networks and digital advertising on the behavior, purchasing decisions, and psychological needs of modern consumers based on a scientific-analytical approach. It also provides examples of how consumers' actions are consciously and unconsciously shaped by advertising, and highlights the socio-economic consequences of this process.

Keywords: *consumer behavior, digital marketing, social media, user behavior, advertising, influence, consumer culture.*

INTRODUCTION

In recent years, with the development of technology and the popularity of the Internet, social networks have become an integral part of human life. These changes have a direct impact not only on the form of communication, but also on the purchasing behavior of consumers. Today, platforms such as Facebook, Instagram, TikTok, YouTube have become not just a simple means of communication, but also a powerful marketing and advertising space. This introduces new factors into consumer decisions. Billions of users are active on social media every day, sharing their experiences, opinions, and impressions of products. This flow of information directly affects human psychology[1]. Psychologically, people are often more likely to trust products recommended by their peers, celebrities, or "influencers." This is due to a psychological mechanism called "social proof." That is, if a product is used or praised by many people, the idea is formed that it is reliable and of good quality. As a result, consumers themselves become the advertising medium, not just the appearance of the advertisement[2].

Targeted advertising is one of the most important strategies in today's digital marketing. Social networks offer users tailored advertising content by tracking their interests, geographic location, and online behavior. For example, if a user frequently visits pages about sportswear, they will encounter ads for sports goods on their Instagram or Facebook feed. This awakens them before they even realize they need it and leads to a purchase decision. In this process, advertising becomes a factor in shaping consumer needs. Also, the effectiveness of "influencer marketing" is increasing. Product advertisements through celebrities or bloggers inspire trust and interest in people, which directly affects consumer behavior[3].

The images of green, beautiful, and the "ideal life" created on social media reinforce consumers' desire for perfection. This leads to over-buying, comparisons, and even psychological pressure. The feeling that you are falling behind when others are doing something is reinforced by social media. This often leads to unplanned, emotional purchases. In addition, informational asymmetry in society is exacerbated by advertising, making it difficult to distinguish between real needs and artificially created needs[5].

Table 1. The impact of social media and advertising on consumption[6].

Direction of influence	Content	Result
Information dissemination	Social media provides quick information about products and services	Consumer awareness increases
Advertising impact	Colorful and attractive advertising attracts attention	Interest in the product increases
Psychological impact	Advertising affects emotions (images of happiness, success, prestige)	Artificial needs are formed
Influencers' influence	Bloggers and celebrities promote the product	Confidence increases, purchase probability is higher
Impulsive purchases	Encourages quick decision-making through discounts and promotions	Unplanned purchases are increasing.
Impact on the competitive environment	Many advertising companies intensify competition	Quality and service levels increase
Negative economic impact	Excessive spending and debt situations arise	Financial problems arise.
Social impact	Comparisons with others increase	The feeling of dissatisfaction increases.
Positive impact	New products and innovations spread quickly	Convenience and choice expand

Social networks and advertising significantly shape consumer behavior. While they are a source of convenience and information on the one hand, they can lead to excessive consumption and financial pressure on the other. Therefore, conscious and planned consumption is important[7]. Advertising on social networks also has a strong influence on the formation of consumer culture. If earlier the majority of the population made purchases based on needs, today these decisions are formed based on emotions, tendencies and trends[8]. As a result, in some cases, excessive consumerism is increasing in society. This situation can pose a threat to long-term economic stability[9]. For example, problems such as excessive access to credit, failure to save money, and neglect of financial planning arise. Therefore, it is necessary to study in depth the economic consequences of modern advertising and consumer trends[10].

CONCLUSION

In the modern world, social media and digital advertising tools have a strong influence on consumer purchasing decisions. This process is characterized by changing consumer culture, creating new forms of needs and purchasing motives. But along with these changes, problems are also emerging: artificial needs, excessive costs, psychological pressure, financial instability. Therefore, it is necessary to adopt a conscious approach to this area, to form a culture of media literacy and critical thinking about information.

Social media and advertising are among the most important factors shaping consumer behavior in the modern economy. In particular, advertising content distributed through platforms such as Instagram, TikTok, Facebook, and YouTube directly shapes the needs and desires of consumers. In this process, the psychological impact of advertising, visual appeal, and the role of influencers are of particular importance. As a result, consumers often become prone to unplanned, impulsive purchases. This in some cases leads to overspending, financial problems and a decline in consumer culture. At the same time, social networks are also important in a positive sense, through which new products, services and innovations spread rapidly, market competition intensifies and service quality improves. In general, the impact of social media and advertising on consumption is two-way. Therefore, it is important to form

a conscious approach on the part of consumers, critically analyze information, and increase financial literacy.

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