

## IN PULSAR GROUP BREWERY LLC IMPROVING THE STUDY OF CONSUMER BEHAVIOR

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**DOI: 10.5958/2249-7137.2022.00334.2**

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### ABSTRACT

*This article discusses the current social status of the buyer in terms of culture, social status or the relevant profession, occupation and interests of the buyer in society, as well as cultural level, occupation, income, habits, values in distinguishing them into social groups.*

**KEYWORDS:** *Consumer, Customer, Society, Interest, Income, Value, Group, Behavior.*

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### INTRODUCTION

The consumer market includes all goods and services that households and individual buyers purchase for their own needs. In studying the scale of the consumer market, it can be categorized according to several characteristics. In particular, according to the periodicity of consumption of goods, they are:

- long-term consumer goods;
- short-term consumer goods;
- Can be divided into service types.

According to the nature of trade in consumer goods, they are:

- Daily consumer goods;
- goods obtained on the basis of the initial selection;
- goods with special demand;

The basic commodities in constant need are purchased by the buyer at the first skill, usually without choice, without comparison. For example, the type of bread that the family is accustomed to, household soap, vegetable oil, and so on. The group of goods that can be purchased impulsively includes goods that the buyer does not always think about, but inadvertently buys when they meet. [1]

The initial influence on the formation of customer behavior is determined by the level of culture and the characteristics that make it up. Culture plays an important role in the formation of a person's spiritual maturity, needs and character. But culture is, in a fundamental sense, intertwined with racial and national culture. Suppose that the individuality, activism, freedom, and aspiration of young people for a higher career have a common cultural aspect, while national and racial affiliation, historical ability, have unique characteristics in the youth of all nations. [1-

5]

Culturally, the role of the buyer's current social status is also important. The social position or place-buyer is the division of the relevant occupations, occupations and interests at the level of society into groups formed in an orderly manner according to attitudes. In classifying these social groups, cultural level, occupation, amount of income, habits, values are the main distinguishing features. [6,7,8]

Take, for example, the behaviors of young family members in a typical marriage at the time of purchase. The head of the family usually leads in the selection and purchase of expensive goods (furniture, television, washing machine, repair goods, etc.) that are male, basic and necessary for life. Food, small household goods, and children's clothing are mostly bought by women. This is of course a common, common occurrence. [9,10]

However, in some families, in terms of occupation, specialization, enthusiasm, women are the final decision-maker in the family. It is almost unrelated to the monthly salary and initial income of the husband and wife in the family. In our opinion, this depends on the upbringing, living environment and other characteristics of the individual family member seen in his family. [11]

The larger Pulsar Group Brewery, the wider the range and range of products, the wider it has to work with a wide range of potential and real customers. Although wholesale and retail representatives, government agencies and private enterprises, commercial and non-profit organizations, and end consumers have a number of similar motives in purchasing, there are many differences in the purchasing decision-making process and the nature of the purchase. [12]

Consumer behavior is the process by which a consumer decides to distribute his or her income among the various goods and services he or she wants to purchase. [13]

Knowledge of this mechanism allows for a more rational allocation of its resources to organize the production of compatible goods and services. Different approaches to consumer needs and tastes are reflected in the table.

**1-TABLE PULSAR GROUP BREWERY JV LLC IASSESSMENT OF THE CONSUMER SEGMENT AND IMPROVEMENT OF MARKETING ACTIVITIES**

t / r	Age segmentation	Segment share,%	Description of the segment	Marketing activities
1	7 - 18 years old	30	Potential consumers, income is low	Reproduction of packaging type, small-sized packaging, bright logos
2	19 - 30 years old	40	Key consumers	Separation of individual and collective packaging, expanding product quality and range
3	31 - 50 years old	25	Consumption is low, but purchasing power is high	Strengthen advertising, show advantages, increase product image
4	51 - 70 years old	5	Consumption is low, the attitude to the product is indifferent or negative	Strengthening social impacts, overcoming negative attitudes

Motives of consumer behavior in the consumer market. The behavior of end consumers, regardless of their individuality, is characterized by the presence of a system of individual needs in each of them. [14]

Purchasing motivators are divided into two categories - rational (logical) and emotional (psychological).

Rational (logical):

- profit or money savings;
- efficiency;
- health;
- warranty period and reliability;
- prudence

Warranty period and reliability can be a big advantage when buying any product. If the consumer does not have the opportunity to visit the store or market every day, then he chooses a product with a longer shelf life. [15]

But rational motives are not always the main thing. Often the emotional motives turn out to be stronger. True, drinkers are by nature less susceptible to the influence of these motives, but they should still be kept in mind.

Emotional motives:

- pride;
- satisfaction;
- inclination;
- approval;
- fear;
- sertakalluflik.

The emergence of technology that provides relatively comfortable working conditions, the desire to be no less than its neighbors, forces buyers to buy more expensive goods. However, this is not always effective in terms of price-quality ratio.

In the consumer market, consumer behavioral motives are formed under the influence of various groups of factors

There are different conflicting approaches to the problem of the importance of factors influencing consumer behavior in any market. Life is so multifaceted and hectic that it is inappropriate and detrimental to raise the issue of the priority of factors in one group or another. The task of entrepreneurs is to anticipate the impact of all factors. Nowadays, the need to study consumer behavior leaves no one in doubt. [16]

Motives of consumer behavior in the market of manufacturing enterprises of Pulsar Group Brewery LLC. The consumer-enterprise market consists of organizations and individuals who

purchase goods used in the production of other goods for resale for profit, as well as to perform their functions. The decision to buy in this market is more complicated than in the consumer market.

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