



Economic Psychology and Its Priorities

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Available online at: www.isroset.org

Received: 23/May/2021, Accepted: 20/Jun/2021, Online: 30/Jun/2021

Abstract: Economic psychology is the economic thinking of individuals, groups, communities that aim to run a business by entering into production relations in different situations. Also, Economic Psychology studies the general laws and mechanisms of behavior related to economic behavior, the reflection of production relations in the minds of each economic entity. This article examines the issue of economic psychology, first of all, the organization of the individual's attitude to the content and essence of his work, his attitudes, assessments, opinions, feelings, social attitudes, professional qualities or shortcomings, his behavior in the process of work.

Keywords: profit, money, human, research, consciousness, experiences, ethics, self-awareness, market, advertising.

I. INTRODUCTION

According to the Russian scientist Professor A.A.Krylov, a person from an early age is in the context and under the influence of complex economic relations. Life teaches people to buy, to lose, to gain, to replace the labor force with natural and unnatural incentives, and to choose the most useful, necessary, effective in it. The result of the selection is the profit and loss, which are compared, how much is spent (power, time, ability, money) and the benefit received (earned, profit), as well as the losses incurred for their own needs and interests.

As simple as it may seem, these economic processes are complex, mysterious, and require specific scientific research. The subject of economic psychology, which arises from the combination of the sciences of economics and psychology, studies the manifestation of economic relations in human behavior and knowledge.

II. RELATED WORK

If study the history of economic psychology, it can be seen that a number of great economists have made a unique contribution to the substantiation of economic and psychological laws. The research work on economic psychology, the development of entrepreneurship and the motivational structure of the individual is reflected in the research work of T.M.Adizova's book "Psychology of management communication" (Tashkent, 2000. 196 p.), G.M.Andreeva's work "Actual problems of social psychology" (Moscow, 1988. 112 p.), M.K.Bunkina, V.A.Semenov's book "Economics and psychology" (Moscow, 1998. 400 p.), F.E.Vilyunas's book "Psychological mechanisms of human motivation" (Moscow, 1990. 265 p.) and L.Jewell's book "Industrial-organizational psychology" (Peter, 2001. 720 p.).

III. MATERIALS AND METHODS

In Western European and American scientific research, three major sections have been studied alongside applied economics, and they are:

- "Market (user psychology and household management psychology);
- Business (behavior and psychological abilities of the entrepreneur, the end of the agreed work, compromise, competition, trade secrets, etc.);
- "Society-citizen" attitude (taxes, profits, inflation, unemployment, the impact of political economy on the public).

Scholars point out that the main categories in the subject of economic psychology are economic consciousness, economic thinking, and economic behavior. It is of great practical importance to study the compatibility of these two categories, their relationship to each other, and the characteristics of their manifestation in specific activities, production processes.

IV. RESULTS AND DISCUSSION

Economic theory and applied psychology, which are components of economic psychology, involve the study of:

1. The motivation of the economist's activity or the stimulus that motivates him to act;
2. Life experiences, experiences, the human will of the individual to overcome difficulties;
3. Events are the beginning of the unconscious that occurs in the human psyche as a result of emotional emotions;
4. The manifestation of economic ethics.

The psychological factor in the economy is the material way of life by a person or a group, the circumstances, the consequences of which are reflected in the mind of the conditions of production. It is recognized that the management of production is the subjective factor of

improving the mechanisms of farms. So, while economics, on the one hand, is related to the content of the psychology of the individual, on the other hand, people themselves are the subject of the force that sustains the economy and implements it.

Any self-respecting person should devote himself, his best qualities to economic activity, devote all his intellect to work. The main motive in this process is the opportunity to get external motivation, interest in a certain way for their work. Income from labor can be spent in different ways, whether the purpose of life is noble or only serves the purpose of the individual (egoistic "I"), the main strong motive in this is money.

The motives of the person in psychology, their role in human activity are studied in the works of A. Marshall, one of the proponents of economic-psychological theory. His views on three types of motivation are also unique, namely the pursuit of change, the pursuit of self-awareness, and the pursuit of recognition. The power and nature of motivation will depend on the constant change and growth of needs and desires. From these ideas comes the solution to the problem of supply and demand: supply and demand stem from the ever-growing needs and personal qualities of the individual. For example, a person's austerity, foresight, ability to manage and delay satisfaction, wealth preservation, and similar qualities all come from the balance of supply and demand in employers.

The author thus analyzes the behavior of different categories of individuals: rich and poor, generous and jealous, altruistic and selfish, on the basis of these same criteria. The rational essence of Marshall's theory, in our view, is that he was able to draw the attention of practitioners to the psychology of the owner of market relations by explaining people's behavior in the context of market relations through psychological expressions. This once again confirms the scientific and practical potential of this theory in the current conditions of economic production.

Keynes points out that the following personality traits emphasize the effectiveness of this motive:

1. caution - is one of the main qualities (motives) to save a person's income in unexpected, emergency situations, especially in times of economic crisis, increased competition, this quality is easier to get out of the situation;
2. the ability to anticipate events, economic processes, to predict and to have realistic thinking. This is especially important in the context of changing the relationship between consumption and income, ie in the gerontological period;
3. accountability - the ability to accurately estimate the ratio of all expenses to income;
4. aspiration - the ability to do good, convenience and constant profit;

5. independence - the ability to have independent thinking and aspiration in all work and planning, to be able to independently evaluate its achievements in terms of their own interests and subjugate them in their favor, even if they see a strong opponent;
6. the quality of entrepreneurship, having a clear idea of how to make a profit without fear of risk;
7. the desire to leave a legacy or to leave a mark on oneself in the form of various material and spiritual legacies;
8. jealousy or the ability to keep the accumulated wealth and possessions and, if necessary, to hide it.

Another interesting aspect of Keynes's theory is that it draws attention to the importance of national psychology in economic behavior. Therefore, it compares the economic behavior of Americans and British. In his view, Americans are more prone to speculation, which is due to the fact that they "have a desire to be able to predict market psychology, so this quality of theirs ensures their successful operation in the stock markets". The British, on the other hand, are known for their ability to invest in expected returns. Americans and British spend money in anticipation of an increase in the value of the investment they make, meaning that they can expect an increase in value through speculation of capital rather than income.

In general, in the current context of intensified interstate and international relations, the study of the specificity of relations in relation to economic processes in the psychology of different peoples from a scientific point of view is a phenomenon of practical and applied importance.

Among Western theorists, J. Gelbright's theory is distinguished by its peculiarities, because in it the problem of needs has a special place. He sought to shed light on issues of economic relations by explaining the nature of needs. The author puts forward ideas about two different needs: physiological and social needs. A special aspect of Gelbright's theory is that the effect on consumer psychology is that the issue of encouraging the consumption of manufactured goods is also posed as a psychological problem. While acknowledging the role of advertising, he draws attention to the need to have an "important base for sales" point in it and thereby convince people. This point takes into account people's tastes and emotional relationships.

With the increase in consumer capacity, advertising, the proliferation of goods, the elements of news will also increase. This situation is the impetus for the purchase of a new product. Gelbright is one of the scholars who drew the attention of the public to his theory with his behavioral motives in his book, "The New Industrial Society", and his views on the role of social thought in it.

In general, in Gelbright's theory, a brief analysis of a person's internal psychological motives is important from a scientific point of view, despite the fact that a person is seen as having his own views, life aspirations, and no

personal interests. It must also be acknowledged that changes in the motivational system of the individual under the influence of the community may naturally play a role in the development of the firm or organization of certain individuals, recognized only by their ability, potential.

The fact that the 21st century is associated with interstate cooperation and the strengthening of cooperation puts before scientists the task of fully knowing, understanding and analyzing the economic laws that occur in different systems.

V. CONCLUSION AND FUTURE SCOPE

Thus, the range of issues that can be studied in economic psychology is very wide and all of them are very relevant today. This situation requires the perfect development of the methodology of this science and its adaptation to the growing needs of practice. Naturally, the methodology formed in the last decade, in the era of communist talent, cannot serve the development of science today. After all, the knowledge, skills and abilities of a worker or employee formed under the influence of a previous ideology do not meet the requirements of our continuous development today. Human knowledge, skills and abilities, which are considered sufficient for the needs of production, today require the harmonization of new qualities and attributes, the full use of all the possibilities of reserve, hidden talent in human psychology. This science dramatically changes the attitude of man to the individual, implies the formation of socio-psychological views on all the processes and events associated with it.

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