

**THE ROLE AND EFFECT OF NATURAL PRODUCT SOUNDS IN BUSINESS
ADVERTISING**

Muhammdkarim Ismoilov

Namangan Engineering Construction Institute
intern teacher of the Department of Economics

Assatullayeva Shahnozaxon

Namangan Engineering Construction Institute
teacher of the Department of Economics

Siddiqjanov Samandar

Namangan Engineering Construction
Institute 1-IQT-22 group

Abstract: This article presents the effect of natural sounds in business advertising on the buyer and the results of experiments about it.

Keywords: Advertisement, channels, television, business, business advertising, experience, mass media, communism.

Advertisement (Latin: advertisement - "to shout") - information about the quality of goods, benefits from their purchase; special information distributed about legal entities and individuals or products for the purpose of direct or indirect profit (income). Advertising is considered a component of marketing and affects the formation of demand and consumer taste. Advertising is carried out for the purposes of creating an image of the enterprise (long-term effect), increasing current sales (short-term effect), helping buyers decide what to buy and why they need to buy it, and other purposes. The main task of advertising is to interest the customer, not to lose customers and to expand them. The history of the emergence of advertising is very ancient, in Greece and Ancient Rome there is information about the advertising of goods by means of verbal and written advertising, and even branding. The ad in its current form first appeared in the United States. In the second half of the 19th century, the first advertising agencies operated here, and advertising began to bring a lot of income. Initially, the written advertisement performed the task of informing the buyers about the store and the goods sold in it. This work was done by writing blackboards and organizing showcases. Later, advertising became a form of addressing a potential buyer through publications - informational advertisements appeared in posters, books, magazines, and newspapers. Mass media (press, radio, television, film) were involved in advertising work.

However, in the case of Uzbekistan, until independence, during the Soviet era, advertising was considered completely foreign to the Uzbek people. Because in the Soviet era, all products were determined by the government and produced and distributed according to the needs of the population. The use of the term "entrepreneurship" was absolutely forbidden, and everyone was encouraged to work conscientiously for the state. Television tips or any recommendations are only used to praise government channels or the communism. During the period of independence, entrepreneurship in the territory of the Republic of Uzbekistan reached a completely new and initial stage. The main program of major operations such as licensing, patenting, registration was

developed and strengthened through various regulatory legal documents. However, there were two major factors against the development of entrepreneurship during this period:

1. The arbitrariness of criminal mafias that arose as a result of political disunity left over from the Soviet era.
2. To put an end to the activities of enterprises that support the opposition in order not to leave a force that can compete with the government of the newly formed Uzbek state to manage the population.

Historically, factor 1 was completely eliminated in the first 15 years of independence, while factor 2 continued until 2016, when the political system was changed. As a result of this, a new term called "advertising" appeared for the Uzbek people, but it was not released for competition. For example, the majority of people who lived until 2016, when asked why they bought this particular type of product from a store, gave the reason that it was advertised on TV, and if it was a low-quality product, the government would not allow it to be advertised. That is, the population evaluated the advertisement as a "government recommendation" and thought that the advertised product should be bought. However, nowadays there are processes of advertising even low-quality products, and this cannot be denied. After 2016, the system has completely changed. Previously, large companies were forced to fulfill very strict conditions of the government in order to enter the territory of Uzbekistan, but now the government bureaucracy in business has begun to be removed step by step. Now, corporations have started to think about adapting to the conditions of intense competition and creating high-quality and creative advertisements. In my opinion, the most advanced solution for this is the participation of the natural sound of the product in video advertisements. For example, we conducted an experiment in a special building allocated for the "Economics" faculty of the Namangan Engineering and Construction Institute. On July 20, 2023, we showed the advertisement of the "Coca Cola" campaign on the screen at the entrance of the building. In this ad, a celebrity walks into a store and opens a bottle of Coca Cola. As a result, the natural sound of the product is created: the carbon dioxide gas packed in the bottle together with the drink, when the bottle is opened, bursts out and arouses the desire of the buyer.

30 completely random students who saw this ad walked into the store and although there were Pepsi and Fanta drinks in the fridge, they mostly bought Coca Cola to satisfy their strong thirst in the summer heat. And we determined the results of the purchase without informing them. When we conducted this experiment once in 2 weeks with advertisements of different drinks with their natural sound, the drink with the advertisement became the leader in sales.

It is true that the sale of the product depends on the season, but the buyer is very hesitant to buy the company's products that can compete with each other in terms of quality and other indicators. In such a situation, advertising that awakens the psychological desire of the buyer creates a decisive situation.

Natural sounds in advertisements are needed not only for the beverage market, but also for other products. For example, in the advertisement of Turkish restaurants, the fat flowing from the cooked kebab falls on the coals of the grill and a natural sound is created, which whets the appetite of the person watching the advertisement. Crisping chips is also a clear example of this. It follows that creative format advertisements are very necessary for some competitive Uzbek market. The best solution for this is to use natural sounds of the product in advertisements.

References:

**INTERNATIONAL MULTIDISCIPLINARY JOURNAL FOR
RESEARCH & DEVELOPMENT**

SJIF 2019: 5.222 2020: 5.552 2021: 5.637 2022:5.479 2023:6.563

eISSN 2394-6334 <https://www.ijmrd.in/index.php/imjrd> Volume 10, issue 12 (2023)

1. Wikipedia.uz
2. "Market Economics" A. Ahmedov
3. "Marketing and Management" A. Adashev
4. "Advertising policy in Uzbekistan" M. Burhonov
5. "Encyclopedia of Business and Planning"
6. "Finance" D. Qayumov
7. "Development of advertising in small business structures" O. Aripov.