

METHODS OF AVOIDING ADVERTISING IN SOCIAL NETWORKS OF RESPONDENTS IN UZBEKISTAN**Nigina Bakhtiyorova***Bukhara State University**Faculty of Economics and Tourism,**70310501- “Digital Economy”,**master*

Abstract: *The article presents the analytical data of the research materials on advertising methods in social networks of respondents in Uzbekistan.*

Key words: *Empirical studies, advertising methods, social networks, respondent, behavior, mechanism.*

In the twenty-first century, commercials have permeated almost every aspect of a person's life. According to Rob Marshall's research, the average American is exposed to roughly 4000 commercials every day. There are so many advertising bombarding us from our phones, TVs, and other electronic devices that it is nearly impossible to ignore them in this day and age. As a result, it is difficult to infer that the general audience has made a conscious decision to view so many commercials in the most inopportune moments. Thus, the importance of research into ad-blocking systems cannot be overstated. Moreover, the lack of such researches in the field of avoidance directed to examine Uzbek population makes the need for such research crucial. This paper examines the ad avoidance behavioural implemented by Uzbeks people in their daily life and its correlations with the age, education and methods of ad avoidance.

Based on the regression and value analysis the paper has concluded that men as general are less tolerant to any kind of advertisements, although, the difference is slight. The main reason for ad avoidance was found to be hindrance from the content aimed to consume and the younger people were found to be statistically less tolerant to any kind of advertisement and more implement ad avoidance methods. However, there were no correlation detected between education level and exactly behavioural (physical) method of ad avoidance.

Advertisements have captivated all spheres of life of a person in XXI century. According to the observation of Rob Marshall (2015) general Americans see around 4000 ads per day. In the modern era of technologies, it is hard to avoid all advertisements chasing people from screens of their phones, TVs, banners stickers and etc. And it is hard to assume that the general public makes their own conscious choice to see that many advertisements in most unneeded places, but rather people try to avoid advertisements, try to block them. Thus, the cruciality of research on advertisement avoidance techniques cannot be doubted.

Moreover, Uzbekistan is only entering the sphere of active, or in some occasions aggressive marketing, although do you to the fact that YouTube is not officially represented in Uzbekistan and, thus, there is no YouTube advertisements, which is highly

criticized because of aggressive advertisement, the ordinary respondent from Uzbekistan still can witness more than 1000 cases of advertisement communication in their daily life.

Advertisements except being in some occasions frustrating or annoying because of its number and “chasing” of a person, sometimes, advertisements are, especially for non-legal and non-moral companies, can be misleading and harmful to those who easily believe them.

Thus, it is essential to identify and to develop the ad avoidance behaviour of respondents from Uzbekistan, in order to identify what layers of population is performing the best in ad avoidance and what ad avoidance behaviour is the most common to this area.

On the other hand, it can be absolutely irresponsible not to mention the other side of the coin. Amny communication activities and advertisement campaigns which are directed to increase brand awareness and are not aggressive are getting lost among those who implement aggressive advertising and among large corporations who can afford more coverage of advertisement in turms of billboards, special campaigns, sponsoring events and etc.

While aggressive advertising is gaining that level of critic from the side general consumer, who seems, even not consciously implementing ad avoidance behaviour, some minor businesses with not comprehensive advertisement are also being blocked, ignored or negative sided in overall flow of general non acceptance of any advertisement, because of aggressive ones.

Taking into account the lack of researches on this sphere among Uzbek population and lack of any empirical studies, which are in the most appropriate way true for Uzbek population, the companies or individual entrepreneurs do not possess any understanding and, as consequence, mechanism to confront to total ad avoidance behaviour of consumers (which the author believes should not be ‘total,’ as reasonable amount of advertisement in the lives of people of XXI century is rational), which make the company’s communication to them absolutely non effective.

Hence, the problem this paper is going to bring for discussion is rather directed in identifying the ad avoidance behaviour of the Uzbek population and render the understanding of consumer ad avoidance behaviour which is are in the most appropriate way true for Uzbek population.

The paper was limited to the number of respondents who initially aimed to be around 400. However, 208 respondent is still significant sample to assuming certain conclusion on the topic and the features common for Respondents from Uzbekistan. The research was also limited by the research tools used. Unfortunately, the analysis were conducted only with one independent variable which cannot be sufficient enough to make predictions. As can be obvious, the ad avoidance behaviour, as well as, any other variables are under influence of several factors which also influence each other. For instance, if the age had found to have influence on ad avoidance behaviour, age analyzed with the education level may demonstrate different results.

Moreover, the ad avoidance behavioural is believed to be data more concerning about personal attitude and opinion which requires not only quantitative, but also, qualitative data. This means that for future researches it could be better also conduct interviews and observations. Also, the research was limited to the hypothesis it has initially elaborated,

however, with the assistance of qualitative research the paper could elaborate on the features not discussed by other scholars.

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