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POPULATION IMPACT ON CONSUMER CULTURE AND NATIONAL ECONOMIC GROWTH

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Abstract. Consumer culture has a direct impact on economic processes through the use of population income, attitudes towards goods and services, saving and investment behavior. This article analyzes the formation of consumer culture of the population and its impact on national economic growth in a scientific-theoretical and practical way. During the study, the role of consumer culture in economic growth, its importance in the development of the domestic market and its impact on sustainable development are revealed. Also, through the formation of rational and responsible consumption, the possibilities of ensuring sustainable growth of the national economy in the long term are highlighted. The results of the thesis indicate the need to consider consumer culture as an important factor in the development of economic policy.

Key words: consumer culture, national economy, economic growth, population income, sustainable development, rational consumption, domestic market, economic behavior, socio-economic development.

Annotatsiya. Iste'mol madaniyati aholi daromadlaridan foydalanish, tovar va xizmatlarga munosabat, jamg'arish hamda investitsion xatti-harakatlar orqali iqtisodiy jarayonlarga bevosita ta'sir ko'rsatadi. Mazkur maqolada aholining iste'mol madaniyatini shakllanishi va uning milliy iqtisodiy o'sishga ta'siri ilmiy-nazariy hamda amaliy jihatdan tahlil qilinadi. Tadqiqot davomida iste'mol madaniyatining iqtisodiy o'sishdagi o'rni, ichki bozor rivojlanishidagi ahamiyati va barqaror taraqqiyotga ta'siri yoritib beriladi. Shuningdek, oqilona va mas'uliyatli iste'molni shakllantirish orqali milliy iqtisodiyotning uzoq muddatli barqaror o'sishini ta'minlash imkoniyatlari ko'rsatib beriladi. Tadqiqot natijalari iqtisodiy siyosatni ishlab chiqishda iste'mol madaniyatini muhim omil sifatida inobatga olish zarurligini ko'rsatadi.

Kalit so'zlar: iste'mol madaniyati, milliy iqtisodiyot, iqtisodiy o'sish, aholi daromadlari, barqaror rivojlanish, oqilona iste'mol, ichki bozor, iqtisodiy xatti-harakatlar, ijtimoiy-iqtisodiy taraqqiyot.

Аннотация. Потребительская культура оказывает прямое влияние на экономические процессы через использование доходов населения, отношение к товарам и услугам, а также поведение в сфере сбережений и инвестиций. В данной статье в научно-теоретическом и практическом аспектах анализируются формирование потребительской культуры населения и её влияние на рост национальной экономики. В ходе исследования раскрываются роль потребительской культуры в обеспечении экономического роста, её значение для развития внутреннего рынка и влияние на устойчивое развитие. Также рассматриваются возможности обеспечения долгосрочного устойчивого роста национальной экономики посредством формирования рационального и ответственного потребления. Результаты исследования свидетельствуют о необходимости учитывать потребительскую культуру как важный фактор при разработке экономической политики.

Ключевые слова: потребительская культура, национальная экономика, экономический рост, доходы населения, устойчивое развитие, рациональное потребление, внутренний рынок, экономическое поведение, социально-экономическое развитие.

INTRODUCTION

In the conditions of modern economic development, national economic growth is closely related not only to increasing the volume of production, but also to the consumer behavior of the population and the culture of consumption.n the conditions of modern economic development, national economic growth is closely related not only to increasing the volume of production, but also to the consumer behavior of the population and the culture of consumption. Consumer culture is a concept that depends on how members of a society spend

income, what criteria they follow when meeting needs, and to what extent they consider long-term economic interests.

The experience of developed countries shows that in societies with a high consumer culture, economic resources are effectively used, the domestic market develops steadily and the national economy is balanced.he experience of developed countries shows that in societies with a high consumer culture, economic resources are effectively used, the domestic market develops steadily and the national economy is balanced. Conversely, low levels of consumer culture can lead to excessive waste, dependence on external debt, and economic instability.

Therefore, the main goal of this thesis is to reveal the essence of the consumer culture of the population and analyze its impact on national economic growth on a scientific basis. Therefore, the main goal of this thesis is to reveal the essence of the consumer culture of the population and analyze its i

LITERATURE REVIEW

The interrelation between population dynamics, consumer culture, and national economic growth has become a central issue in contemporary economic theory. In modern economies, growth is no longer driven solely by production capacity; rather, it is significantly influenced by consumption patterns, demographic structure, and socio-cultural behavior. Scholars argue that consumer culture functions not only as a reflection of economic conditions but also as an active driver of economic development.

Consumer culture is manifested in the economy through the structure of income, savings and expenses of the population. In the research process, methods of Economic Analysis, logical generalization, comparative comparison and study of theoretical sources were used. Under conditions when the population has a high consumer culture, a certain part of the population's income is directed to the fund. As a result of the transformation of these funds into investments through the banking system, production expands and economic growth is ensured.nder conditions when the population has a high consumer culture, a certain part of the population's income is directed to the.

Another important aspect of consumer culture is the prioritization of quality and long-term goods. This situation leads to efficient use of resources, environmental sustainability and reduced production costs. As a result, favorable conditions are created for sustainable growth in the national economy.

Also, the culture of consumption is directly related to the financial literacy of the population. In a society with a high level of financial literacy, the attitude of the population to debt will be cautious, which will strengthen the stability of the financial system. Also, the culture of consumption is directly related to the financial literacy of the population. In a society with a high level of financial literacy, the attitude of the population to debt will be cautious, which will strengthen the stability of the financial system. The increase in economically conscious consumers also has a positive effect on the stable formation of state budget revenues.

From the point of view of national economic growth, consumer culture also manifests itself as a means of mitigating economic cycles. Savings and reasonable consumption serve to reduce negative consequences in times of economic crises.

According to John Maynard Keynes (1936), aggregate demand is a fundamental determinant of economic growth. Population size and demographic composition directly influence consumption expenditure, which in turn affects production, investment, and employment levels.

Modern economists such as Angus Deaton (2010) emphasize that household consumption patterns vary significantly across income groups and demographic categories. Younger populations tend to exhibit higher marginal propensity to consume, stimulating domestic markets, whereas aging populations may prioritize savings, influencing capital accumulation and long-term investment structures.

Thus, demographic structure plays a dual role:

- Increasing demand and economic circulation in youthful societies.
- Enhancing capital formation in aging societies.

Sociologist Pierre Bourdieu (1984) argues that consumption behavior reflects social stratification and cultural capital. Consumer culture is shaped by education level, social norms, income distribution, and urbanization processes. These factors determine how individuals allocate resources between consumption, savings, and investment.

Similarly, Thorstein Veblen's theory of conspicuous consumption explains how status-driven consumption patterns can stimulate certain sectors of the economy, though sometimes at the cost of long-term productive investment.

From a macroeconomic perspective, rational and responsible consumption fosters sustainable economic development, whereas excessive consumerism may lead to financial instability and resource depletion.

According to the Permanent Income Hypothesis (Milton Friedman, 1957), consumption decisions are influenced by long-term income expectations rather than short-term income changes. This theory highlights the psychological and behavioral aspects of economic growth.

In developing economies, scholars such as Joseph Stiglitz (2012) emphasize the importance of income distribution. Unequal income distribution may distort consumer culture by limiting effective demand, thereby constraining domestic market expansion.

Therefore, population income affects:

- Purchasing power,
- Savings and investment capacity,
- Long-term economic stability.

The concept of sustainable development, articulated in the Brundtland Report (1987), stresses the need for responsible consumption. Modern economists argue that long-term national economic growth depends not only on consumption volume but also on consumption quality.

Scholars in behavioral economics highlight that environmentally conscious and rational consumption:

- Encourages innovation,
- Stimulates green technologies,
- Reduces long-term economic risks.

Hence, the transformation of consumer culture towards sustainability strengthens economic resilience.

Endogenous growth theorists such as Paul Romer (1990) argue that innovation and human capital are central to economic expansion. A dynamic domestic consumer market encourages firms to innovate and improve product quality.

Population-driven consumer demand:

- Expands production capacity,
- Attracts foreign investment,
- Strengthens economic competitiveness.

Thus, consumer culture serves as a transmission mechanism between population dynamics and macroeconomic performance.

ANALYSIS AND RESULTS

According to the results of the study, population consumption culture influences national economic growth through the following main areas:

- development of the domestic market and stabilization of demand according to the results of the study, population consumption culture influences national economic growth through the following main areas:
- development of the domestic market and stabilization of demand;
- according to the results of the study, population consumption culture influences national economic growth policy.

The findings of the study indicate that the relationship between population dynamics, consumer culture, and national economic growth is not linear but structurally interdependent. The results confirm that demographic composition, income distribution, and socio-cultural norms collectively shape consumer behavior, which in turn significantly influences macroeconomic performance.

First, empirical observations demonstrate that countries with a relatively young and economically active population tend to experience higher levels of aggregate demand. Increased consumption expenditure stimulates domestic production, encourages entrepreneurship, and strengthens market circulation.

Second, the analysis confirms that consumer culture plays a mediating role between income and economic growth. Where consumption is rational and oriented toward quality goods, education, health, and innovation-related services, long-term economic development is more sustainable. In contrast, consumption patterns driven primarily by short-term status competition or imported luxury goods may weaken domestic production capacity and negatively affect trade balance.

Third, the study results highlight the importance of income distribution. Economies characterized by moderate income equality show stronger and more stable domestic demand. Concentration of income in narrow groups limits effective demand, reduces market depth, and weakens multiplier effects. Therefore, consumer culture is not only influenced by income levels but also by how income is distributed across the population.

Furthermore, the research findings indicate that sustainable economic growth depends on transforming consumer culture toward responsible and environmentally conscious behavior. When population consumption patterns shift toward energy efficiency, digital services, and local production, innovation increases and economic resilience strengthens. In this context, consumer culture becomes a driver of structural modernization rather than merely a reflection of economic capacity.

Another important outcome of the analysis is that education level significantly shapes consumer behavior. Populations with higher educational attainment demonstrate greater financial literacy, balanced saving-consumption ratios, and long-term economic planning. This supports the argument that human capital development indirectly enhances national economic growth through improved consumer decision-making.

CONCLUSION AND SUGGESTIONS

In summary, population consumption culture is an important factor that directly and indirectly influences national economic growth summary, population consumption culture is an important factor that directly and indirectly influences national economic growth. Rational, responsible and conscious consumption ensures the economic stability of society, strengthens the domestic market and makes it possible to effectively use economic resources.

Therefore, in the development of state economic policy, it is important to implement measures aimed at increasing the consumer culture of the population, develop financial literacy and promote responsible consumption.herefore, in the development of state economic policy, it is important to imple

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