

**THE ROLE OF THRIFT IN THE MODERN ECONOMY:
A MICROECONOMIC APPROACH**

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Abstract: The article analyzes the theoretical and practical aspects of the concept of thrift in the modern economy based on a microeconomic approach. The role of thrift in households, enterprises and market equilibrium, as well as mechanisms for achieving economic efficiency through rational use of resources, are considered. The importance of thrift in consumer behavior, its role in reducing costs and increasing competitiveness in enterprises, and new forms of thrift using innovative technologies are also highlighted. The research results show that thrift is not only an important factor in reducing costs, but also in the effective allocation of resources and ensuring economic stability.

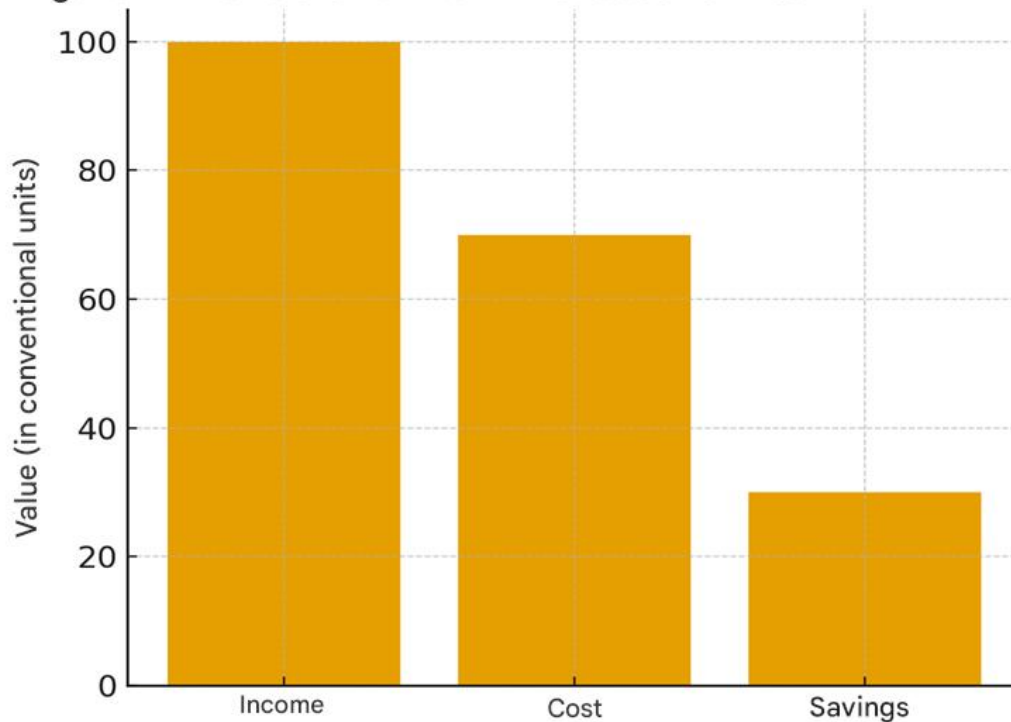
Keywords: thrift, economic efficiency, resource allocation, consumer behavior, microeconomics, cost reduction, competitiveness, innovative technologies, market equilibrium, households and enterprises.

Introduction

In the current conditions of an increasingly globalized market economy, the issue of rational use of resources is gaining relevance all over the world. The limited availability of resources, the growth of the population, the increase in production and consumption require all participants in the economy - households, enterprises and the state - to adhere to the principles of economy.

From a microeconomic point of view, economy is manifested, first of all, in the behavior of consumers and producers.

Figure 1. The role of thrift in microeconomics



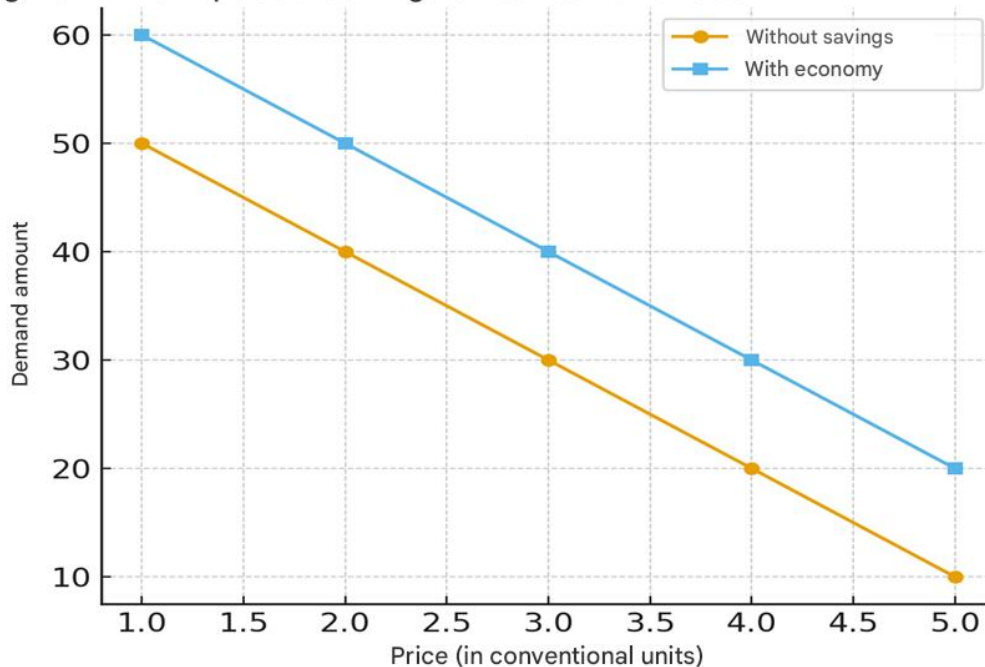
Households strive for prosperity by rationally distributing their income, while enterprises strive to reduce production costs and obtain high profits. Thus, thrift affects not only individual decisions, but also the stable functioning of the entire market mechanism.

In economic theory, thrift is considered a concept closely related to efficiency. If efficiency is the achievement of the greatest result from limited resources, then thrift is an important means of achieving this efficiency.

At the microeconomic level, thrift is manifested in the following forms:

- For consumers – maximizing utility under budget constraints;
- For producers – maximizing profit at minimal cost by efficiently utilizing factors of production;
- In market equilibrium – optimal allocation of resources as a result of the balance of supply and demand.

Figure 2. The impact of savings on consumer choice



While classical economists (A. Smith, D. Ricardo) considered thriftiness to be the main condition for economic decisions, in modern microeconomics it is studied in connection with the Pareto optimal state and efficient market theories.

Households distribute their income under limited conditions. Thriftiness allows them to obtain the highest level of satisfaction from various goods and services. The benefit from each additional unit of a good or service decreases. Therefore, the consumer makes a purchase decision by comparing the additional benefit and price.

In recent years, the population's consumption habits based on thriftiness have been growing in Uzbekistan. For example, the system of paying for electricity, gas and water through meters encourages consumers to use resources efficiently. Enterprises strive to reduce costs by optimally distributing labor, capital and raw materials. Modern enterprises save a significant amount of money by automating production and introducing digital technologies. For example, as a result of measures aimed at increasing energy efficiency in large industrial enterprises, production costs are significantly reduced. The modernization projects implemented in the Uzbekneftegaz and Uzbekenergo systems are a vivid example of this.

In the era of the digital economy, new forms of savings have emerged:

- Reducing marketing costs through e-commerce;
- Reducing transaction costs through online services;
- Increasing energy efficiency through green technologies;
- Optimizing state spending through e-government systems.

For example, the expansion of the “e-government” system in Uzbekistan ensures not only the speed of public services, but also a reduction in bureaucratic costs.

The positive results of microeconomic savings are manifested in the following:

- in households - an increase in savings;
- in enterprises - an increase in investment potential;

- in society - ensuring sustainable economic growth.

The concept of the “Green Economy” adopted in the Republic of Uzbekistan makes thriftiness an important criterion not only for economic, but also for social and environmental development.

Conclusion

Based on microeconomic analysis, it can be said that thriftiness is an integral part of the modern economy. It increases well-being at the household level, strengthens competitiveness at the enterprise level, and ensures a rational allocation of resources at the economy level as a whole. Therefore, in the conditions of Uzbekistan, strengthening thriftiness is one of the most important factors in increasing economic efficiency, strengthening investment attractiveness, and ensuring sustainable development.

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