

CONSUMER ATTITUDES TO BRANDS IN EMERGING MARKET OF KAZAKHSTAN

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[dx.doi.org/10.18374/IJBS-13-2.1](https://doi.org/10.18374/IJBS-13-2.1)

ABSTRACT

The study explores how consumers in Kazakhstan perceive the concept of brand, whether they pay attention to brands and how brand sensitive or brand loyal they are. Reasons for brand switching and brand abandonment, as well as sources of influence on brand selection, have been investigated. Interviews with ninety Kazakhstani consumers were conducted. The results demonstrate that consumers in Kazakhstan have developed preferences and loyalty to local brands in food product categories versus to foreign brands in the majority of service and product categories. Consumers vary in terms of their brand loyalty across product categories.

Keywords: *Brand, Branding, Emerging Market, Kazakhstan, Consumer Attitudes*