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Research: Cultural DNA code of Kazakhstanis

Analytical data and the results of an exclusive industry study were presented at the business conference of the 33rd International Fashion Exhibition Central Asia Fashion Spring-2024 in Almaty. On the eve of Nauryz, the unique cultural DNA code were subjected to detailed professional study by experts.



President of the KAPPOMR Association Natalia Ospanova and fashion expert Milena Yerzhova during a speech at the CAF business conference

Analytical data on the cultural DNA code of Kazakhstanis were of particular interest to visitors to the Central Asia Fashion business conference. Using an online survey, Kazakh expert Natalia Ospanova, director of the Alvin Market group of research companies and president of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPPOMR), examined the preferences of Kazakhstanis from the point of view of such various aspects of culture as: music, literature, cinema, cult heroes, popular media.

Based on the results of the study, Kazakh expert Natalia Ospanova, director of the Alvin Market group of research companies and president of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPPOMR), told what Kazakhstan is associated with among its residents. As a result of a sociological survey, the so-called cultural DNA code of Kazakhstanis with their favorite films, music, cult heroes, and popular sources of information was determined.

As noted by the speaker of the CAF business conference Natalia Ospanova, the target audience of the online survey conducted at the end of February 2024 included Kazakhstanis aged 14 to 60 years from 20 main cities of the country with a population of more than 200 thousand people. The survey participants included residents of the main cities of Kazakhstan of regional significance, as well as the cities of republican significance Almaty, Astana and Shymkent. It is not unimportant that when filling out the questionnaire, respondents could choose Russian or Kazakh. This approach to forming a study sample made it possible to cover various social and demographic groups of the population and collect representative data on the urban population of Kazakhstan.



Natalia Ospanova, director of the Alvin Market group of research companies and president of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPPOMR)

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To begin with, the study analysts determined which movies almost every Kazakhstani knows and loves. The questionnaire did not offer ready-made answers, so each survey participant was able to write any answer.

«There were a huge number of possible answers about popular Kazakh cinema, expert Natalia Ospanova shares the results of the study. However, in general, we saw a trend that basically, if we talk specifically about cinema, Kazakhstanis remember films of the Soviet era of the sixties and seventies. Thus, the top three included well-known films: «My name is Kozha» (15% of respondents), the classic love story, the film «Kyz-Zhibek» (10% of respondents), and the legendary film «Angel in a Skullcap» (8% of votes).

If we consider the survey data from the point of view of age, we can see how preferences change dramatically. For example, from 25 years and older, Kazakhstanis choose already familiar classic Kazakh films. While very young high school students talk about modern cinema. In first place for high school students are the films «Dastur» and «Zhauzhurek myn bala». Moreover, both films are quite new».



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference. What films do Kazakhstanis know and love?

Experts also learned what residents of the country like to watch from the point of view of the linguistic context. And it turned out that 93% of Kazakhstanis prefer films in Russian, 38% watch films in Kazakh, and only 10% are ready to choose English to watch films.

When experts looked at this issue from the point of view of different groups, they saw that the Kazakh-speaking population should in fact be classified as bilingual, because they consume almost equally both Kazakh-language and Russian-language films. But what is especially interesting is that young people aged 14 to 29 years, in turn, are very interested in films in both Kazakh and English.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.

In what languages do Kazakhstanis watch films?

What kind of music and literature do Kazakhstanis choose?

Exploring the cultural DNA code of Kazakhstanis, Central Asia Fashion business conference expert Natalia Ospanova answered the question: what music does almost every Kazakh know and love? During the survey, respondents could also name absolutely any composition or performer. So, as a result of an online survey, it was revealed that the national anthem comes first. It received 18% of the respondents' votes. And among the performers, the well-known Dimash Kudaibergen is in first place in the popularity rating, with 6% of the votes. At the same time, the list of favorite performers of Kazakhstanis also included: Kairat Nurtas, Adai, China and the classical Kazakh composer Shamshi Kaldayakov.



General producer of Central Asia Fashion Milena Yershova and president of the KAPPOMR Association Natalia Ospanova during a speech at the CAF business conference



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.

What literature unites Kazakhstanis?

Introducing the results of a study on the cultural DNA code of Kazakhstanis, expert Natalia Ospanova spoke about Kazakh literature. It turned out that the self-identification of Kazakhstanis on this issue is rather weak. Thus, 26% of respondents found it difficult to name any character that personifies a Kazakh person. The literary leaders named were the writer Abai Kunanbaev (11% of respondents and his book «Abai's Path» (45% of the votes), the fairy-tale hero Aldar-Kose (14% of respondents) and the literary work «Nomads» (9% of respondents).

The most popular bloggers and sources of information

At the end of the analytical session of the business conference, the most popular sources of information were determined. First of all, these are various Internet sources, and only then all kinds of traditional media. According to experts, it is they who now mainly shape the opinion of Kazakhstanis.

According to analysts, the accounts of famous Kazakh people have not yet gained the same power as, for example, in neighboring CIS countries. But if you look from the point of view of age categories, you will notice that among the



President of the KAPPOMR Association Natalia Ospanova and fashion expert Milena Yershova during a speech at the CAF business conference

ages of 14-19 years this source is gaining importance. At the same time, television, blog forums and accounts of famous people in this age category are practically already competing at the same level. For certain age audiences, television is still a very important source of information. However, it is impossible not to notice that radio and print media are practically becoming obsolete.

The information about the popular rating of popular Kazakh bloggers, influencers and celebrities was of particular interest to the audience of the business conference.

«We were wondering which of the celebrities who have accounts on social networks is popular among Kazakhstanis? We collected a tag cloud based on who Kazakhstanis mentioned in our questionnaire. We noticed that the bloggers who talk more about self-development and entrepreneurship have the largest number of mentions. This means that this topic is very close to Kazakhstanis and they want to strive for exactly this way of life», - summed up expert Natalia Ospanova.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.
Tag cloud of Kazakhstani bloggers, influencers and celebrities

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