



Rating of social networks in Kazakhstan and what do customers expect from them?

Experts participating in the business conference of the International Fashion Exhibition Central Asia Fashion Spring-2023 presented exclusive research data and found out which social networks are now most popular among Kazakhstanis and how Kazakh youth use them most often? In addition, experts spoke about the expectations of customers in social networks, what will be popular in the medium term, the importance of online shopping strategy and online trends for retailers.

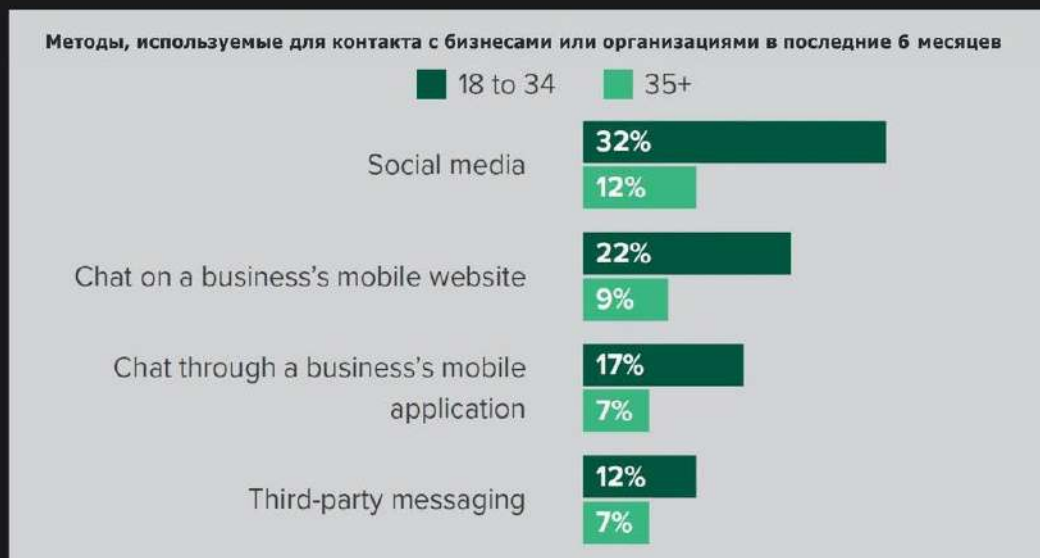


Speakers of the CAF Spring-2023 business conference: stylist, author of the "Stilbergen" course, fashion blogger – Mira Bergen and general producer of Central Asia Fashion, fashion retail expert – Milena Ershova

What are buyers waiting for in social networks

Review of industry research on social networks from the largest leaders Mail.ru Group, Google and Forester, as well as exclusive social data. The survey from the KAPIOR Public Opinion Association was presented by Milena Yershova, General producer and chief moderator of the Central Asia Fashion business conference. As the expert notes: "Social networks have become the leading channel of communication between brands and consumers. According to Mail.ru Group 79% of users want to learn about brand promotions and discounts, another 74% - about new products and services. 55% are interested in contests and sweepstakes held by brands. 23% of survey participants ask about goods and services, people do not just watch and consume information, they get in touch directly and it is important for them to have feedback. Moreover, 19% of users want to communicate with other buyers of brand products".

СОЦИАЛЬНЫЕ СЕТИ - ЭТО ВЕДУЩИЙ КАНАЛ ОБЩЕНИЯ С БРЕНДОМ ДЛЯ ТЕХ, КОМУ ДО 34 ЛЕТ



Совместное исследование Google и Forrester 2022

Slide from Milena Ershova's presentation: how do people of different ages use social networks?

At the same time, according to an exclusive industry study conducted in early March among Kazakh youth aged 14-35, the most popular social network in the republic is Instagram, it is chosen by 71% of respondents. With a significant margin, 59% of respondents, the TikTok network is in second place. Further, Telegram and YouTube took 57% of the rating among Kazakh youth. VKontakte social networks are closing the rating – 27% and Facebook - 13%. The older audience from 25 to 35 years old chose the Odnoklassniki social network – 8% of respondents and Twitter – 3%. It is noteworthy that 4% of young people are in a digital detox at all and do not follow social networks.

КАКИМИ СОЦИАЛЬНЫМИ СЕТЯМИ ВЫ ПОЛЬЗОВАЛИСЬ ЗА ПОСЛЕДнюю НЕДЕЛЮ?

	РК	14-18	19-24	25-35	
Instagram	71%	55%	71%	78%	Какие социальные сети популярны среди казахстанской молодежи?
TikTok	59%	65%	64%	54%	
Telegram	57%	50%	55%	61%	
YouTube	57%	45%	61%	61%	
ВКонтакте	27%	14%	28%	32%	
Facebook	13%	7%	6%	18%	наиболее востребованные социальные сети среди молодежи РК
Одноклассники	8%	1%	3%	14%	
Twitter	3%	1%	5%	3%	
Затрудняюсь ответить	1%	1%	1%	1%	
Не зарегистрирован	3%	11%	2%	0,4%	

Slide from Milena Ershova's presentation: rating of social networks in Kazakhstan

How Kazakhstanis aged 14 – 35 use social networks

According to information provided by CAF General Producer Milena Ershova, 56% of respondents watch videos and listen to music on social networks. 44% of respondents read the news. 26% communicate with people they already

know and the same number follow bloggers and celebrities. 19% of users noted that they are studying in social networks, as well as looking for job vacancies and internships.

"If we divide by age categories, teenagers aged 14-18 remain the main consumers of content, 58% use social networks



Slide from Milena Ershova's presentation: what are young people doing on social networks?

to watch videos and listen to music. 30% read the news and 25% communicate online with friends, - shares the results of the study Milena Ershova. – The older age group of Kazakhstanis 25-35 years old, in fact, the main one for retailers, prefers video content (57%). 51% read the news, 27% follow bloggers and celebrities, and at least 24% communicate with acquaintances and slightly less study or undergo trainings”.



Presentation by experts of the business conference CAF Spring-2023: Mira Bergen and Milena Ershova

"For every second citizen of Kazakhstan, social networks are a source of video and music content. And only then the news. To be closer to the topic of retail, over the past year and a half, all new media have included the shopping function: from WhatsApp to Pinterest. And all these are additional sales channels and new opportunities that need to be used together, says Milena Ershova, chief moderator of the CAF business conference. - 72% of millennials under 35 want to spend money doing something, not buying things. Playing games, buying subscriptions, music, podcasts. But this is something that retailers usually pay little or no attention to, although these are opportunities for future sales". The opinion of a colleague was supported by the best stylist of 2022, fashion blogger Mira Bergen. The fashion expert noted that ignoring online sales through social networks gives retailers a loss of up to 30%: it is expected that by 2024 social networks will sell about 50% and then this share will only grow. Despite the fact that online sales require less expenses, because there is no rent, salaries of a large team and it is more financially stable and profitable for the store".



Задача социальных сетей для модного бренда/магазина

- Имидж
- Создание потребности
- Информация
- Онлайн-магазин
- Обратная связь
- Формирование лояльности

Что ждут покупатели?

- Решение проблемы (ЦА, список болей, страхи перед онлайн покупкой)
- Полезность
- Развлечение

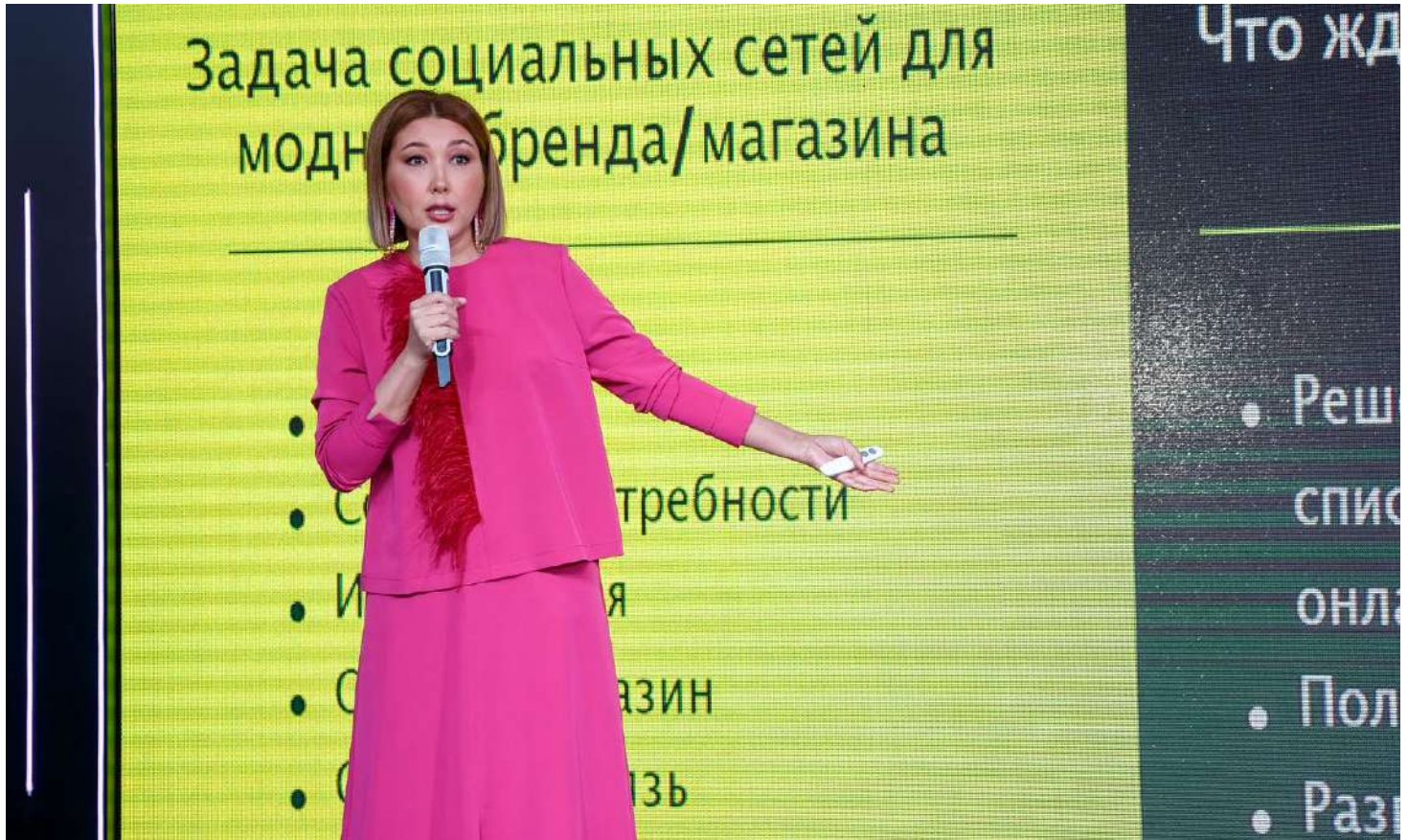


Slide from Mira Bergen's presentation: What do customers expect from social networks?

In addition, the speaker of the CAF business conference, stylist and fashion blogger Mira Bergen gave recommendations to the audience and reminded retailers about the possibilities of social networks: Fans of the most popular in Kazakhstan unsubscribe "Ask for the price in direct", lose to stores that immediately indicate the cost of goods. Social networks create an image for fashion stores and the brand's task is to show the customer the need for an existing product. And the more detailed information the brand provides, the higher the competitiveness compared to other sellers and stores. For example, those who write the price and provide all the information about the product. Today, you can make excellent money turns, even through Instagram, while not even having a real store," notes Mira Bergen. – At the same time, social networks, without any doubt, form the loyalty of the audience: someone perceives the content, someone just needs feedback. But definitely, buyers are waiting for their problems to be solved: they do not need a new blouse, they want to look good on a date, join the professional environment after the decree, everyone has their own needs. And that's why the store needs to understand its target audience very clearly, because this is the only way to find out which social networks a potential buyer is in, which city he is in, what his hobbies are. You need to talk to the audience, ask what the buyer would like".

At the same time, Mira Bergen noted the reasons that hinder online purchase. First of all, the expert of the CAF business conference highlights the fear of being in the hands of scammers, not getting in with the size or getting a different product from the specified one: "It is impossible to turn all 67% of people who are afraid of online shopping into loyal online shoppers. But by understanding and removing the fears of this audience, most of them can still be attracted to online purchases. And here the main task of the store is to show the same thing on a large number of

models: on tall, on skinny, on plus size, explaining the features of the model's figure. The buyer is waiting for utility, he is not interested only in sales, he wants to be told how to take care of certain things. I recently had reels without a target, which collected 170 thousand views and 3000 saves. And I just showed how unusual it is to tie a scarf in the form of a top on a white shirt", - the speaker shares her experience.



Presentation at the Central Asia Fashion business conference by Mira Bergen, stylist, author of the Stilbergen course, fashion blogger

What will be popular in 2023 and the medium term

The expert of the CAF business conference highlighted the main trends of social networks that motivate to buy: "Sex no longer sells. Throughout the XX century, images of a sexualized nature, nude and semi-nude figures, were actively

Что будет популярно в среднесрочной перспективе

02 Найти свой стиль



- Лаконичность
- Минимализм
- Черно-белая эстетика
- Art
- Ретро
- Фактуры крупным планом
- Типаж моделей
- Интерьеры
- Цветокоррекция

Slide from Mira Bergen's presentation: Medium-term trends

exploited in marketing. Now everything has changed. Now women no longer agree with such a role, in addition, being the main consumer, it does not work for them...

Today it is important for brands to find their own style. And if the retailer himself does not feel his stylistic niche in social networks, it is better to turn to professionals. And also use all kinds of content and simple tools available: conciseness, textures, interiors, create a small photo zone in your store. However, the most important thing for the consumer is that the information must be truthful. And this means that now the primary value of any brand is honesty towards the buyer”.

Что будет популярно в среднесрочной перспективе

04 Использовать разные площадки

Любая социальная сеть- бесплатная реклама. Поэтому тут все средства хороши.

- **Instagram** (Основная площадка для продвижения в Казахстане)
- **TikTok** (Самый простой способ получить большое количество просмотров)
- **YouTube** (Площадка для длительных видео с интервью, подкастами, обзорами)
- **FaceBook** (Более взрослая и платежеспособная аудитория, можно связать с инстаграмом и просто делать контент на обеих площадках сразу)

Slide from Mira Bergen's presentation: the trend of social networks – using different platforms

Mira Bergen also considers the use of different platforms and social networks to be important, but notes the complexity of working with influencers: *“The brand should clearly understand that the blogger, who will be paid a high fee in any case, has the same target audience, that it will be a live feed, that the blogger has real subscribers, which is easy to check by looking at how many views he has in reels. And, of course, the blogger needs to set specific tasks, clearly prescribe the terms of reference with the amount of material you expect, what kind of content it is. It's great if the blogger is provided with a certain recommended scenario as a starting point and necessarily all the contact information that he should post at the end of the advertisement”.*

Что будет популярно в среднесрочной перспективе

07 Тренды в REELS

- Через "Стекло". Ролики, снятые с использованием стекла- создают эффект взаимодействия с объективом и зрителем, привлекают внимание.
- Пленочные камеры и эффекты (съемка на пленочные камеры или наложение подобных эффектов в приложениях для монтажа).
- Проф съемка+ тикток переходы. Профессиональные имиджевые ролики часто набирают мало просмотров, но использование трендовых переходов может решить эту проблему.

Slide from Mira Bergen's presentation: Trends in REELS

Meanwhile, the specialist noted current trends and anti-trends in social networks. So, Mira Bergen recommended a minimum of details in visualization and concentration on the important, unloaded collages in stories, light frames with distinct details and textures of the product, light black-and-white processing, the effect of presence and retro shooting on a film camera, as well as tick-tok transitions.

How to combine social networks and a physical brand store

Speaking about the interaction of online and offline stores, the expert of the CAF business conference, Mira Bergen, noted the importance of a common style in which corporate colors and interior details can be used. And also, the content captured in the interior of the store, the staff of the physical store in social networks. In addition, the stylist recommends using a vertical screen in the offline store with the broadcast of reels and stories from the brand's social networks: *“If you place such a screen in the checkout area, then, firstly, a person will know what he has previously seen, which will give more loyalty. Also, the buyer receives information that was missed on social networks,”* Mira Bergen shares.



Presentation of the experts of the business conference with the participation of: stylist, author of the “Stilbergen” course, fashion blogger – Mira Bergen and general producer of Central Asia Fashion, fashion retail expert - Milena Ershova

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