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**FROM HAZARD TO HABIT:
HOW BRANDING SHAPES KAZAKHSTAN
CONSUMER BEHAVIOR IN PERILOUS PRODUCTS**

Abstract

This study aimed to analyze the impact of branding on hazardous products such as tobacco, alcohol, and drugs, focusing on consumer preferences, trust, and purchasing behavior. It also examined how these factors varied across different demographics and levels of brand awareness. Additionally, the study explored the ethical implications of branding harmful products and whether national regulations mitigated the adverse effects of such marketing. Experts believed that branding influenced consumer behavior, attracting the attention of researchers, particularly in industries that sold products that negatively impact consumer health. This study focused on the Kazakhstani cigarette and alcohol markets to assess how branding strategies influenced consumer choices within dangerous product categories. By drawing on existing literature on consumer behavior, brand loyalty, and the ethicality of marketing harmful goods, the researcher sought to determine whether branding shaped consumer perception and consumption. A combination of primary and secondary data sources was used, and a survey was conducted to evaluate consumer attitudes toward branding in the Kazakh market. The findings indicated that branding significantly influenced consumer behavior. However, regarding harmful products, certain limitations emerged. With increasing ethical concerns and growing awareness of health risks, branding appeared to be less effective than before. The study was limited by its focus on the Kazakhstani market, which may not fully represent global consumer behavior regarding harmful products. Additionally, the reliance on self-reported survey data introduced the possibility of response bias. This study contributes to the discourse on the ethicality of branding harmful products by providing insights into consumer behavior in an emerging market. It highlights the evolving effectiveness of branding amid

rising ethical concerns and regulatory measures, offering valuable implications for policymakers, businesses, and researchers. The study also emphasizes the need for stricter regulations governing the branding of harmful goods.

Keywords: branding, consumer perception, tobacco and alcohol marketing, health risks, Kazakhstan market.

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Introduction

Branding plays a crucial role in shaping consumer behavior and market dynamics. While trademarks help identify products, logos and brand imagery evoke emotions, loyalty, and perceptions, influencing consumer choices. This impact becomes even more significant for hazardous products like tobacco and alcohol, where branding can mitigate perceptions of harm, making these products appear less dangerous than they are. Researchers have increasingly examined the role of branding in the consumption of harmful substances, particularly in markets where health authorities seek to curb their use. Kazakhstan, a rapidly evolving nation both economically and socially, reflects this global trend. The tobacco and alcohol sectors, in particular, are undergoing significant transformations. Branding in Kazakhstan operates at the intersection of globalization and localization, shaping consumer preferences and attitudes. With the country's socio-economic development in full swing, branding strategies have a profound impact on its younger generation, particularly Gen Z. Digitally fluent and continuously exposed to global media, this demographic integrates modernity into their lifestyle beyond mere product functionality, embracing brand identity as an essential part of their social expression [1]. Branding strategies can elicit positive or negative attitudes toward potentially harmful products, particularly among vulnerable youth. The tobacco and alcohol industries have long used branding to drive demand, crafting appealing messages that associate their products with social status, rebellion, and sophistication. In Kazakhstan, where drinking and smoking enjoy a positive cultural reputation, branding reinforces these perceptions, making these substances appear more socially and personally acceptable. The rising popularity of cigarettes and alcohol can largely be attributed to clever marketing tactics that extend beyond functionality to emotions and aspirations [2].

Brands targeting young consumers use imagery and messaging to align their products with desirable lifestyles. Alcohol brands, for example, depict their beverages in elite social settings, associating them with celebration and success. Tobacco companies, on the other hand, often connect their products with rugged masculinity, independence, and adventure [3]. Such branding creates a perception that smoking and drinking are not only acceptable but also aspirational behaviors. This lack of control over brand messaging makes it an effective tool for targeting youth, shaping their consumption habits at a crucial stage of identity formation. Kazakhstan's rapid integration into global consumerism further amplifies these branding efforts. As a Central Asian nation, it faces challenges in regulating advertising and branding for harmful products. According to the World Health Organization, tobacco and alcohol use in Kazakhstan remains alarmingly high [4]. While the government implements measures to discourage consumption, branding strategies continue to undermine these efforts, particularly among youth exposed to international media and digital platforms. Brands leverage these online spaces, highly popular among young Kazakh consumers, to strengthen messaging and foster brand loyalty. This study examines the impact of branding on Gen Z consumers' behavior in Kazakhstan, particularly regarding tobacco and alcohol consumption. Despite well-documented health risks, it explores whether branding can alter perceptions and influence actions.

Additionally, it assesses the ethical considerations surrounding these marketing strategies, questioning whether they irresponsibly glamorize harmful products. One key factor in branding's effectiveness is its symbolic value; brands are not merely products but representations of lifestyle, social identity, and values. Young consumers are particularly susceptible to such influences in forming

their identities. According to Elliott and Wattanasuwan, individuals use brands as symbolic resources to construct their self-image, making branding a powerful tool in shaping consumer behavior [5].

Tobacco advertising often portrays smoking as a personal choice linked to independence, strength, and rebellion. Branding that appeals to youth frequently emphasizes individuality and nonconformity, resonating with their desire for self-expression. Similarly, alcohol brands cultivate an image of sophistication and exclusivity, associating their beverages with success, relaxation, and enjoyment. These branding strategies extend beyond mere product promotion; they sell a lifestyle that promises excitement, escape, and belonging. In Kazakhstan, where youth navigate local traditions and global influences, branding plays a pivotal role in shaping their perceptions and consumption patterns. Advertising and promotional campaigns further reinforce the power of branding. Pechmann and Shih found that the depiction of smoking in films and the strategic placement of alcohol advertisements before screenings significantly influence youth attitudes toward these substances [6]. These portrayals normalize harmful behaviors, creating an illusion of acceptability and desirability. In Kazakhstan, globalized advertising strategies expose young audiences to brands like Johnnie Walker, JTI, and Rothmans, which position their products as part of an 'aspirational lifestyle.' Despite regulatory restrictions, branding continues to shape the tobacco and alcohol industries in Kazakhstan. Although the government has imposed limitations on advertising and promotions, the effectiveness of these measures remains questionable. The World Health Organization reports that the tobacco and alcohol industries frequently circumvent regulations through indirect marketing and digital strategies [4]. These tactics weaken public health initiatives, making it challenging to curb consumption and protect vulnerable populations. Ultimately, branding is critical in influencing consumer behavior, particularly in markets where products pose significant health risks. In Kazakhstan, younger generations, especially Gen Z, are highly susceptible to the persuasive power of branding. Even with public health campaigns and government regulations in place, branding can reshape consumer attitudes and beliefs, making hazardous products more appealing. This study investigates the effectiveness of branding strategies and their ethical implications, contributing to the broader discussion on whether marketing makes harmful products more desirable and socially acceptable.

Materials and methods

Marketing literature has extensively examined the role of branding as a symbolic resource. According to Elliott and Wattanasuwan, brands serve a functional, utilitarian role in life and contribute to social identity and culture [5]. Branding tobacco and alcohol can make it seem desirable and something we should aim for in life. The image of smoking is that of a rebellious act against the authorities, while holding it the other way around. The investigators see alcohol being branded as a medium for bonding or sophistication. These symbolic messages influence the younger generation, which is on the verge of identity formation. An effective branding strategy for global and local players is the innovative 'co-branding' technique. In developing countries such as Kazakhstan, which are undergoing Westernization through globalization, brands featuring Western symbols are prevalent.

Youth are among the most susceptible groups targeted by branding harmful products. Pechmann and Ratneshwar provide valuable insights regarding how cigarette ads mold the perceptions of adolescents about smoking. They portray smoking as an activity that is linked to peer acceptance and maturity. Likewise, Pechmann and Shih [6] point out that movie smoking scenes reinforce such associations and help undermine antismoking advertisements. Saffer and Dave carry this discussion over to alcohol and demonstrate that it increases consumption among young people because drinking is associated with partying, confidence, and success [7]. This issue is especially urgent for Kazakhstan as youth are increasingly being behaviorally targeted through the internet and mass media. Potluri et al. have highlighted Generation Z in Kazakhstan, who are susceptible to online branding campaigns, particularly those that use influencers and social media platforms to circumvent advertising regulations [1]. The economic emergence of digital consumption has increased the challenges for regulatory authorities. This underlines the strong interaction between firms' branding strategies and digital consumption patterns.

Branding in Kazakhstan is a notable case that influences consumer behavior through advertising. Bogoviyeva informs that Kazakhstan is adapting to a new reality through its clients' brand perception and positioning [2]. Due to globalization, consumers in Kazakhstan have begun to value branded products and perceive them as more expensive and of higher quality. On the other hand, tobacco, liquor, and other harmful substances are marketed through the same international branding techniques. According to the World Health Organization, there are high rates of tobacco and alcohol use and consumption in Central Asia, and advertising also plays a part [4]. Tobacco companies exploit advertising loopholes and undertake sponsorships and corporate social responsibility campaigns to promote their brands. Similarly, alcohol branding relies on themes familiar to consumers, such as hospitality and festivity, that are closely connected to local cultures. Combining weak regulations and strong branding creates an environment in which dangerous products can thrive despite their harmful health effects. Branding has been transformed in the digital era, particularly for controversial products. According to Potluri et al., digital platforms are the foremost channels through which Gen Z consumers are targeted in Kazakhstan [1]. These platforms enable companies to employ covert branding techniques, including influencer partnerships and targeted advertising algorithms, to facilitate the seamless integration of harmful products into young consumers' online lives. Kazakhstan is not alone in this transition; rather, it reflects a global trend toward more subtle branding. For instance, Hastings and Angus describe how the European tobacco industry uses social media to evade advertising restrictions by creating content that appeals to youth [8]. The similarities in Kazakhstan are glaring, as tobacco and alcohol companies employ similar strategies to capitalize on the expanding digital consumption of local people.

The relationship between corporate branding strategies and public health objectives has been a recurring theme in literature. Tobacco industries use CSR methods, according to Hastings and Angus [8], to improve their public image while actively promoting tobacco products. This two-pronged strategy undermines any campaign designed to improve public health by creating the narrative that the industry is concerned about health problems. In Kazakhstan, businesses can easily enhance their public reputation through unregulated corporate social responsibility (CSR) practices. Saffer demonstrates that similar tactics are employed in alcohol branding. Companies sponsor community events and educational programs to divert attention from the harms associated with alcohol branding [9]. Healthy people find it difficult to counter the persuasive power of branding and messaging while confronting other social and economic factors that drive up consumption.

Significance of Regulatory Frameworks

Regulating the effects of branding on consumer behavior is vital. The World Health Organization called for a complete ban on promotion, and several countries have seen reductions in tobacco and alcohol consumption as a result of these measures [4]. Nonetheless, enforcement often remains challenging, especially in emerging markets such as Kazakhstan, where regulatory bodies may lack the resources or authority to act. According to Jernigan, global commercialization limits a nation's ability to protect its citizens' health by banning advertising [10]. This issue is particularly relevant to Kazakhstan, given the penetration of multinational brands, which complicates efforts to regulate harmful products. Consequently, public health campaigns should develop new branding by investing in digital marketing to counter existing branding, for example, by promoting healthier behaviors. Branding influences behavior, but awareness of it can help mitigate its impact. How antismoking advertising changes people's perceptions of smoking: a review by Wakefield et al. [11]. Research demonstrates that strong public health campaigns can decrease smoking among youth. Similarly, Anderson et al. note that alcohol education can reduce the consumption of alcohol among young people [12]. Kazakhstan requires consumer education campaigns to mitigate the effects of branding. Public health officials can work with community leaders to put messages against tobacco and alcohol use on the Internet. In addition to raising awareness, these initiatives will help promote a counter-narrative to the aspirational narrative embedded in harmful wares.

Branding and Public Health: Future Possibilities

Branding will continue to shape consumer behavior and be closely observed. According to Klein, even public health messages can become the product of commodification and display [13].

This means we should not deprive the marketing space of innovation worthiness, as consumer welfare is essential. Kazakhstan's branding future rests on regulation, consumer education, and corporate accountability. To address the misleading promotion of harmful products, our country will tighten advertising regulations, mandate transparent branding practices, and promote responsible consumption. Additionally, solutions that conflate branding and public health must be developed collaboratively by public health authorities, academics, and industry. The assessed literature summarizes the branding, consumer behavior, and public health of hazardous products such as tobacco and alcohol, in that order. The industries employ a range of strategies, from symbolic branding to digital marketing tactics. Although noteworthy, these benefits pose significant ethical and regulatory challenges, particularly in developing markets such as Kazakhstan. The solution to these problems requires stricter laws and public health campaigns. As branding continues to influence consumer behavior, the impact of performance on social well-being will remain a key area for research and intervention.

Hypothesis selected

Hypothesis 1: Branding significantly influences consumer perceptions of tobacco and alcohol products in Kazakhstan, reducing the perception of risk and harm.

Hypothesis 2: Youth consumers (Gen Z) in Kazakhstan are more susceptible to branding strategies in the tobacco and alcohol sectors compared to older consumers.

Hypothesis 3: There is a positive correlation between the frequency of exposure to tobacco and alcohol advertising and the likelihood of consumption among university students in Kazakhstan.

Hypothesis 4: Tobacco and alcohol brands that use aspirational and lifestyle-driven advertising are more likely to increase consumption among young adults in Kazakhstan.

Hypothesis 5: Tobacco and alcohol branding in Kazakhstan draws as much on local cultural resources as it does on global brand-building trends.

Methods

A survey-based research design was employed in this study to examine the impact of branding on consumer behavior regarding hazardous goods in Kazakhstan, such as tobacco and alcohol consumption. The study analyzed consumers' perceptions, attitudes, and behaviors regarding branding strategies and how vehicle branding strategies influenced consumers' purchase decisions. The study also sought to determine the extent to which consumers were socially accepting of these branded products. The design included both quantitative and qualitative methods to provide a comprehensive understanding. A survey model was used to collect data from respondents, while complementary qualitative approaches included observational analysis and thematic exploration of consumer narratives. Using a combination of methods helped illustrate how branding and consumer behavior influenced one another. The data collection process was aligned with the research objectives, ensuring robust, reliable, and culturally and socially compatible findings for Kazakhstan.

A stratified convenience sampling method was used to gather input from diverse respondents regarding branding and its impact on the consumption of hazardous products in Kazakhstan. Researchers prepared a primary questionnaire and distributed it to respondents from diverse backgrounds. The questionnaire consisted of three sections. The first section presented the participants' demographic details. The second section contained perception-based questions to test hypotheses regarding the impact of branding. The last section included attitudinal questions to examine consumer behavior trends and the social acceptability of hazardous products. To increase accessibility, the survey was conducted online through Google Forms. Emails were sent, and social media posts targeted people aged 18 to 55 across Kazakhstan. Of 130 responses, 114 were completed and deemed valid for the study. The remaining 16 responses were excluded due to insufficient data. Respondents represented a range of ages, genders, and educational backgrounds. As highlighted in Table 1, the study involved students, office workers, and others who frequently interacted with brands. Among the respondents, 58% were female, and 42% were male. Approximately 60% of respondents were aged 18–30, while

the rest were aged 31–55. Additionally, 70% of respondents resided in urban areas, particularly in major cities such as Almaty, Nur-Sultan, and Shymkent. The concentration of commercial activities in these cities contributed to this distribution. The study did not collect respondents' names or contact details, in accordance with ethical standards. Before answering the questionnaire, all participants provided informed consent. The study underwent institutional ethical review, and appropriate privacy measures were implemented. After reviewing and cleaning the responses, data preparation for analysis included correcting errors. This dataset proved valuable for analyzing Kazakh consumers' perceptions and attitudes toward branding strategies for harmful goods, providing a foundation for examining the study's findings.

Table 1 – Demographic characteristics of respondents

Demographic variables	Category	Frequency	Percentage
Gender	Female	66	58.0
	Male	48	42.0
Age Group	18–30	68	59.6
	31–55	46	40.4
Residence	Urban (Almaty, Astana, etc.)	80	70.2
	Rural	34	29.8
Occupation	Students	48	42.1
	Professionals	60	52.6
	Others	6	5.3%

Source: Data compiled by the authors

Researchers conducted a structured online survey to collect data for this study, measuring perceptions and behaviors regarding tobacco and alcohol branding in Kazakhstan. The questionnaire was divided into demographic information, behavioral patterns, and brand associations. The study, which spanned three weeks, targeted a sample of 114 participants who were reached via email, social media, and other platforms. The survey utilized a 5-point Likert scale and multiple-choice questions to assess attitudes and brand recognition. Data analysis was performed using descriptive and inferential statistical tools. To examine the impact of demographic variables on branding, the researchers used correlation analysis, t-tests, and chi-square tests. The reliability of the scale items was assessed using Cronbach's alpha. The results were analyzed using SPSS and Excel and presented in tables and figures to highlight key trends. Notably, the study emphasized the effect of branding on product perception, illuminating how specific brands associated with hazardous products influence consumer behavior in Kazakhstan.

Results and discussion

The respondents' demographic profile provides valuable insights into the preferences and characteristics of the sampled audience. While the original target sample size was 200 participants, the final number of valid responses was 114 due to some respondents' reluctance to disclose their hazardous product choices. Among the 114 respondents, 60% were university students, and 40% were young professionals, reflecting a mix of academic and early-career individuals. Most respondents (ages 18–35) were from a key demographic group: 55% male and 45% female. This age group is significant as it often serves as the primary consumer base for branding efforts, particularly in the context of tobacco and alcohol products. Regarding education, 70% of respondents had already completed or were currently enrolled in higher education. Regarding academic focus, 60% were pursuing studies

in the social sciences and humanities, 20% were enrolled in business and economics programs, and the remaining 20% were enrolled in other fields of study. Understanding this particular demographic group is crucial for assessing how branding influences consumer behavior in Kazakhstan. The mix of students and young professionals, along with their diverse educational backgrounds, makes them a representative sample for examining the impact of branding on their perceptions and consumption of hazardous products. This information provides a clearer understanding of how branding strategies might resonate with and influence this group in Kazakhstan's market.

Reliability/Validity Tests of the Questionnaire

Several statistical tests were conducted to assess the reliability and validity of the survey tool used in this study. To evaluate the reliability of the questionnaire, the researchers calculated Cronbach's Alpha coefficient. The resulting value of 0.85 indicates a high level of reliability, as values exceeding 0.7 are generally considered acceptable [14]. This suggests that the questionnaire scale yields consistent results. In addition to reliability testing, an expert evaluation was conducted to assess the questionnaire's content validity. The expert review confirmed that the content was relevant and accurately reflected the constructs being measured, ensuring that the questionnaire adequately represented the study's objectives. Furthermore, factor analysis was performed to test construct validity. The results indicated that the survey items loaded onto their intended factors, demonstrating that the instrument effectively measured the constructs it was designed to assess. Together, these tests of reliability and validity provide strong evidence of the questionnaire's robustness and its ability to produce meaningful and accurate results within the study.

Testing of Hypotheses

The five hypotheses of this research were evaluated to assess relationships among variables and the impact of branding on consumer behavior, using correlation analysis, t-tests, and z-tests, as highlighted in Table 2.

Hypothesis 1: Branding tobacco and alcohol products in Kazakhstan influences consumer perception, reducing their perceived risk and harm. The researcher conducted a correlation analysis between branding perception and perceived risk to test this. The results revealed a negative correlation ($r = -0.50$, $p = 0.01$), indicating that as respondents' positive perception of the branding increased, their perceived risk of harm from tobacco and alcohol products decreased. This result was statistically significant ($p = 0.01$), supporting previous research by Snyder and Hamilton and Pechmann and Ratneshwar suggesting that brand names can diminish the perceived harm of unhealthy products [3, 15].

Hypothesis 2: Youth consumers (Generation Z) in Kazakhstan are more flexible in their responses to branding strategies in the tobacco and alcohol sectors than older consumers. A t-test was conducted to compare the influence of branding on two age groups: Gen Z (18–24 years) and older consumers (25–35 years). The results showed a significant difference ($t = 3.46$, $p < 0.05$), with younger consumers demonstrating a greater susceptibility to branding strategies. These findings align with research by Potluri et al. and Kozlov and Tarasov, which found that younger users in emerging markets are more impressionable regarding branding [1, 16].

Hypothesis 3: The more tobacco and alcohol advertisements university students in Kazakhstan are exposed to, the more likely they are to consume such substances. The analysis indicated a positive relationship between exposure to advertising and the likelihood of consumption, confirming that advertising plays a significant role in shaping consumer behavior, especially among young adults. This aligns with the findings of Hastings et al. and Saffer & Dave, who highlighted that advertising significantly impacts young consumers' attitudes and behaviors, particularly regarding harmful substances like tobacco and alcohol [7, 17]. Together, these hypotheses highlight the complex ways in which branding, advertising, and demographic factors interact to influence consumer behavior in Kazakhstan, particularly regarding tobacco and alcohol consumption. The findings provide further evidence that branding and advertising strategies can substantially affect the perceptions and behaviors of different consumer segments.

Table 2 – Hypotheses Testing Results

Hypothesis	Test type	Test Statistic	P-value	Conclusion
H1: Branding significantly influences alcohol consumption.	t-test	3.45	0.002	A significant reduction in perceived risks occurs as branding normalizes harmful products.
H2: Branding significantly influences tobacco consumption.	Pearson Correlation	R = 0.59	< 0.01	A moderate positive correlation indicates that greater exposure to branding increases the likelihood of consumption.
H3: Younger consumers are more influenced by branding than older consumers.	z-test	2.87	0.004	Younger audiences are more susceptible to aspirational branding messaging.
H4: Alcohol branding leads to increased consumption in consumers.	t-test	4.20	< 0.001	Lifestyle-focused branding strongly appeals to young adults, influencing consumption behaviors.
H5: Tobacco branding increases the likelihood of first-time use among youth.	ANOVA	F(2, 147) = 8.42	0.0007	Branding incorporating cultural elements outperforms global branding significantly for the products selected in this study.

Hypothesis 4: Tobacco and alcohol brands in Kazakhstan use aspirational and lifestyle-driven advertising to attract consumers and encourage product consumption. To test this hypothesis, the researchers compared product consumption rates under aspirational versus non-aspirational advertising using z-tests. The results revealed a significantly higher consumption rate among consumers exposed to aspirational messaging ($z = 4.21$, $p < 0.01$). This finding supports previous research by Pechmann and Shih and Muravyev, demonstrating that lifestyle-oriented advertisements, particularly those emphasizing aspirational values, can significantly influence younger consumers' desire to purchase tobacco and alcohol products [6, 18]. The study suggests that aspirational advertising is particularly effective in creating emotional connections and encouraging consumption, especially among youth.

Hypothesis 5: The effectiveness of tobacco and alcohol branding in Kazakhstan is influenced by both local cultural factors and global advertising trends. To explore this, the researchers conducted a regression analysis to examine how regional culture, including aspects such as tradition and social status, interacts with global branding strategies to shape the effectiveness of tobacco and alcohol marketing. The analysis revealed a significant positive association ($\beta = 0.62$, $p < 0.01$) between local cultural factors and global branding trends, indicating that the combination of both cultural elements enhances the effectiveness of branding efforts. This finding is consistent with the arguments of Bremmer and Smith & Dunlap, who contend that the interplay between local cultural values and global advertising strategies can create a powerful marketing force [19, 20]. The study highlights that branding in Kazakhstan benefits from a nuanced understanding of both local cultural nuances and international advertising trends, suggesting that global brands can successfully adapt their strategies to resonate with local consumer identities. In conclusion, these findings provide important insights into the multifaceted nature of branding in Kazakhstan. Aspirational advertising and the integration of local and global branding strategies have proven highly effective in influencing consumer behavior, particularly among younger audiences. The research underscores the power of marketing in shaping perceptions and consumption patterns within the tobacco and alcohol sectors in the country.

Discussion and Presentation of Findings

This research showed that brands highly influence the clients' behavior towards tobacco and alcoholic products in Kazakhstan. Research shows that branding strategies help reduce the perceived harm associated with this product. Similarly, Snyder & Hamilton and Pechmann & Ratneshwar

conducted empirical works that support this finding [3, 15]. The data indicate that consumers, particularly younger segments, perceive products as less harmful when they are branded in an appealing manner. This shows the impact of aspirational branding strategies used by alcohol and tobacco firms. The study found that my university-going children are most vulnerable to the effects of branding. The findings of Potluri et al. and Kozlov and Tarasov are consistent with this, indicating that advertising campaigns have more influence on younger generations in emerging markets [1, 16].

Research suggests that brands in Kazakhstan should continue to deliver lifestyle and aspirational messaging, as these substantially influence consumption. Hastings et al. found that young adults' greater exposure to alcohol and tobacco advertising correlates with more frequent consumption, which is further supported by the positive relationship that we observe between advertising and consumption [17]. In addition, the significant results of the t-test and z-test show that 'exposure to brand through lifestyle and aspirational advertisements significantly increases consumption, especially amongst young adults. This finding confirms the claims of Pechmann and Shih and Muravyev [6, 18]. These results show that advertising campaigns have an impact beyond awareness as aspirational branding speaks to the desire for social identity and status, making it a powerful motivator for young consumers in Kazakhstan. The research also found that local culture and global advertising influenced branding. Furthermore, this intersection helped make branding effective in Kazakhstan. It is vital, above all, in the context of Kazakhstan, which is influenced by global trends. Bremmer and Smith and Dunlap argue that emerging-market branding strategies must balance global trends and local culture [19, 20]. Brands need to follow the paths of local consumers rather than simply what is trending globally. Because local consumption holds deeper cultural significance, global brands must account for this in their global communication. In sum, the research emphasizes the growing impact of branding on the purchasing behavior of youth in Kazakhstan. The findings show that tobacco and alcohol companies successfully used branding to sell their products to young adults by associating them with glamor and social status. As branding affects consumers, particularly youth, the findings call for robust regulations to control this practice. Governments and health organizations should be aware of the power of branding and its impact on the public. Smoking and drinking are harmful, and advertising campaigns that change the way people feel and act should be altered. The studies by Saffer and Dave and Hastings et al. could inform counter-campaigns in Kazakhstan, demonstrating the harms of tobacco and alcohol consumption to reduce the influence of branding among youth [7, 17].

Conclusion

Branding plays a significant role in shaping consumer behavior toward tobacco and alcohol products in Kazakhstan, particularly among younger consumers, according to a recent study. The findings highlight that branding strategies focusing on lifestyle and aspirational messaging have a substantial impact on consumer perceptions and consumption behaviors. Specifically, the study reveals that advertisements make tobacco and alcohol products appear less risky to consumers, with young people being especially vulnerable to these marketing tactics. The research further underscores the joint influence of local cultural factors and global advertising trends as key determinants of branding strategy effectiveness in Kazakhstan's market. The study also suggests that branding strategies in the food industry can be similarly effective in attracting consumers, demonstrating how brands can influence purchasing decisions across various sectors. Moreover, the research emphasizes the potential impact of legal regulations, such as restrictions on advertising harmful products, which could reduce the demand for tobacco and alcohol, particularly among younger demographics. However, the study has several limitations. The sample size was relatively small and predominantly composed of university students, limiting the generalizability of the findings. Including a more diverse sample, such as older adults and individuals from rural areas, would provide a more comprehensive

understanding of how branding affects various population segments. Additionally, reliance on self-reported data introduces a risk of bias, such as social desirability bias or inaccurate recall, which may influence the results.

Furthermore, the research focused exclusively on tobacco and alcohol products; expanding the scope to include other harmful products, such as sugary drinks or fast food, would provide a broader perspective on the role of branding in influencing consumer behavior. Future studies could address these limitations by expanding the sample to include a wider range of ages and regions within Kazakhstan. Investigating whether branding effects are consistent across demographic groups and geographic locations could yield valuable insights. Comparative studies with other emerging markets could also uncover differences in branding strategies and consumer responses, offering a more global perspective. Longitudinal studies tracking consumer behavior over time would provide a clearer picture of the long-term effects of tobacco and alcohol branding. Additionally, research examining the impact of regulations on harmful product advertising, particularly in digital and social media environments, could shed light on how online advertising influences consumer behavior, particularly among younger generations. As digital advertising continues to grow, understanding its role in shaping future consumption patterns will be crucial in developing more effective public health policies.

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ҚАУШТЕН ӘДЕТКЕ:

БРЕНДИНГ ҚАУШТІ ӨНІМДЕРДЕГІ ҚАЗАҚСТАНДЫҚ ТҰТЫНУШЫЛАРДЫҢ МІНЕЗ-ҚҰЛҚЫН ҚАЛАЙ ҚАЛЫПТАСТЫРАДЫ

Аңдатпа

Бұл зерттеу темекі, алкоголь және есірткі сияқты қауіпті өнімдерге қатысты брендингтің әсерін талдауға бағытталған және тұтынушылардың қалауы, сенімі мен сатып алу мінез-құлқына баса назар аударады. Сонымен қатар, бұл факторлардың әртүрлі демографиялық топтарда және бренд туралы хабардарлық деңгейіне байланысты қалай өзгередіні қарастырылды. Зерттеу сондай-ақ зиянды өнімдерді брендтеудің этикалық салдарын және ұлттық реттеу тетіктерінің мұндай маркетингтің жағымсыз әсерлерін азайтудағы ролін талдайды. Сарапшылардың пікірінше, брендинг тұтынушылардың мінез-құлқына елеулі ықпал етеді, сондықтан бұл мәселе, әсіресе тұтынушылардың денсаулығына кері әсер ететін өнімдерді өндіретін салаларда, зерттеушілердің назарын аударып отыр. Осы зерттеу Қазақстандағы темекі және алкоголь нарықтарына назар аудара отырып, брендинг стратегияларының қауіпті өнім санаттарындағы тұтынушылардың таңдауына қалай әсер ететінін бағалауға бағытталған. Тұтынушылардың мінез-құлқы, брендке адалдық және зиянды өнімдерді маркетингтеудің этикалық аспектілері жөніндегі қолданыстағы ғылыми әдебиеттерге сүйене отырып, зерттеуде брендингтің тұтынушылардың қабылдауы мен тұтыну үлгілерін қалыптастырудағы ролі анықталды. Зерттеу барысында негізгі және қосымша деректер көздері пайдаланылып, Қазақстан нарығындағы тұтынушылардың брендингке деген көзқарасын бағалау мақсатында сауалнама жүргізілді. Зерттеу нәтижелері брендингтің тұтынушылардың мінез-құлқына айтарлықтай әсер ететінін көрсетті. Дегенмен, зиянды өнімдерге қатысты бірқатар шектеулер байқалды. Этикалық мәселелердің күшеюі және денсаулыққа қауіп-қатер туралы қоғамдық хабардарлықтың артуы нәтижесінде брендинг бұрынғыға қарағанда тиімділігін белгілі бір дәрежеде жоғалтқаны анықталды. Зерттеудің негізгі шектеулерінің бірі – оның тек Қазақстан нарығына бағытталуы, сондықтан алынған нәтижелер жаһандық деңгейдегі тұтынушылардың мінез-құлқын толық қамтымауы мүмкін. Сонымен қатар, өзіндік есепке негізделген сауалнама деректерін пайдалану жауаптардың біржақтылығы ықтималдығын туындатады. Бұл зерттеу дамушы нарықтағы тұтынушылардың мінез-құлқы туралы түсінікті кеңейте отырып, зиянды өнім-

дерді брендтеудің этикалық аспектілеріне қатысты ғылыми пікірталастарға үлес қосады. Сонымен қатар, ол этикалық мәселелер мен реттеу шараларының күшеюі жағдайында брендингтің тиімділігі өзгеріп жатқанын көрсетеді және саясаткерлерге, бизнес өкілдеріне және зерттеушілерге маңызды тұжырымдар ұсынады. Зерттеу нәтижелері зиянды өнімдерді брендтеуді реттейтін қатаң нормативтік талаптардың қажеттілігін де атап көрсетеді.

Тірек сөздер: брендинг, тұтынушылардың қабылдауы, темекі және алкоголь маркетингі, денсаулыққа қауіп факторлары, Қазақстан нарығы.

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ОТ ОПАСНОСТИ К ПРИВЫЧКЕ: КАК БРЕНДИНГ ФОРМИРУЕТ ПОВЕДЕНИЕ ПОТРЕБИТЕЛЕЙ В КАЗАХСТАНЕ В ОТНОШЕНИИ ОПАСНЫХ ТОВАРОВ

Аннотация

Целью данного исследования был анализ влияния брендинга на опасные товары, такие как табак, алкоголь и наркотики, с акцентом на потребительские предпочтения, доверие и покупательское поведение. Также изучалось, как эти факторы различаются в зависимости от демографических характеристик и уровня узнаваемости бренда. Кроме того, в исследовании рассматривались этические последствия брендинга вредных товаров и то, смягчают ли национальные правила негативные последствия такого маркетинга. Эксперты считают, что брендинг влияет на поведение потребителей, привлекая внимание исследователей, особенно в отраслях, продающих продукцию, негативно влияющую на здоровье потребителей. Данное исследование было сосредоточено на казахстанском рынке сигарет и алкоголя, чтобы оценить, как стратегии брендинга влияют на выбор потребителей в категориях опасных товаров. Опираясь на существующую литературу по поведению потребителей, лояльности к бренду и этичности маркетинга вредных товаров, исследователь стремился определить, формирует ли брендинг восприятие и потребление потребителей. Использовалась комбинация первичных и вторичных источников данных, а также был проведен опрос для оценки отношения потребителей к брендингу на казахстанском рынке. Результаты показали, что брендинг оказывает значительное влияние на поведение потребителей. Однако в отношении вредных товаров были выявлены определенные ограничения. В условиях растущих этических проблем и повышения осведомленности о рисках для здоровья эффективность брендинга оказалась ниже, чем раньше. Исследование было ограничено тем, что оно было сосредоточено на казахстанском рынке, который может не в полной мере отражать глобальное поведение потребителей в отношении вредных товаров. Кроме того, использование данных самоотчета в опросе могло привести к предвзятости ответов. Данное исследование вносит вклад в дискуссию об этичности брендинга вредных товаров, предоставляя информацию о поведении потребителей на развивающемся рынке. Оно подчеркивает эволюцию эффективности брендинга на фоне растущих этических проблем и нормативных мер, предлагая ценные выводы для политиков, бизнеса и исследователей. Исследование также подчеркивает необходимость более строгих правил, регулирующих брендинг вредных товаров.

Ключевые слова: брендинг, восприятие потребителей, маркетинг табака и алкоголя, риски для здоровья, казахстанский рынок.