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THE IMPACT OF EMOTIONAL BRAND LOYALTY ON THE BEHAVIOR OF KAZAKHSTAN FASHION INDUSTRY CONSUMERS

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ABSTRACT

Purpose of the Research. The main purpose of this research paper is to examine the impact of brand love on consumer purchasing behavior within the Kazakhstan fashion industry. It emphasizes the emotional bonds consumers form with brands and how these connections influence their buying decisions.

Methodology. This study employs a mixed-methods approach, incorporating observational studies, focus groups, and surveys to explore the dynamics of brand love. Data collection was conducted through primary and secondary sources using questionnaires and qualitative measurements. A strategic sampling plan was applied to ensure representation across diverse demographic groups. The research also includes rigorous testing of the reliability and validity of the research instruments and evaluates key hypotheses.

Originality/Value of the Research. This study provides actionable insights for marketers and brand strategists seeking to enhance consumer engagement and loyalty. By examining the emotional aspects of brand love in an emerging market context, it offers valuable contributions to both academic research and practical brand development strategies.

Findings. The analysis reveals significant demographic trends and confirms the reliability of the research tools. It demonstrates that brand love plays a crucial role in shaping consumer behavior. The study also acknowledges limitations related to sample size, cultural variability, and the subjective nature of psychological constructs.

Keywords: Brand love, Buying behavior, Fashion industry, Kazakhstan, Psychological intricacies

INTRODUCTION

In today's world, because marketing plays such an essential role in making your business a tremendous success, it may be impossible to manage and operate a lucrative business without knowing the value of marketing. The overall purpose of marketing is to help create brand awareness, drive profit and growth, and increase sales and market share. It aids in establishing an emotional bond between the consumer and the organization, as well as in the development of customer loyalty and the enhancement of customer lifetime value. Brand management may also help a business charge a premium for its products or services. The intersection of economic significance, evolving consumer trends, and a fiercely competitive landscape within the Kazakh fashion industry form the dynamic backdrop against which the exploration of brand love is paramount. Kazakhstan, a nation experiencing rapid economic development, has witnessed a substantial surge in the prominence of its fashion sector, contributing significantly to employment, revenue generation, and overall economic growth. Since the 2000s, Kazakhstan has seen striking economic growth led by the first generation of market-oriented reforms, abundant mineral resource extraction, and strong FDI (Foreign Direct Investments) [1]. The economic impact of the fashion industry in Kazakhstan extends beyond its role as a mere market player; it is a pivotal contributor to the nation's economic fabric. The industry's ability to generate employment, stimulate entrepreneurial endeavors, and foster innovation underscores its importance in shaping Kazakhstan's economic trajectory [2]. As a result, understanding the nuanced dynamics within the fashion sector becomes imperative for industry stakeholders and policymakers steering the broader economic agenda. In tandem with the economic narrative, the study delves into the shifting sands of consumer trends within the Kazakh fashion

landscape. Beyond the conventional considerations of style and functionality, a discernible transformation is underway – a marked transition towards emotionally charged purchasing behaviors. Kazakh consumers, much like their global counterparts, are increasingly seeking brands that exceed the transactional and resonate with their values, aspirations, and emotions[3]. In the current era of intensified consumer consciousness, the notion of brand love emerges as a crucial lens through which to understand and dissect the evolving nature of consumer-brand relationships. The competitive landscape further amplifies the urgency for brands to establish distinctive identities in the hearts and minds of Kazakh consumers. The fashion industry in Kazakhstan is characterized by a proliferation of local and global brands, each vying for attention and loyalty [4]. Against this backdrop, brand love emerges as a theoretical construct and a strategic imperative. Brands that foster genuine emotional connections with their audience are better positioned to navigate the competitive terrain, creating a unique value proposition beyond product features and price points. Brand love directly affects brand advocacy, mediated through brand sacredness and fidelity. Further, the study observed that brand love is essential to brand advocacy in coffee chain brands. It is a substantial input for marketers when designing their marketing and communication strategies [5].

In summary, the background of this study is rooted in recognizing the economic significance of the fashion industry in Kazakhstan, understanding the evolving consumer landscape, and acknowledging the competitive dynamics shaping brand strategies. As we explore how brand love influences the buying behavior of Kazakh consumers, this contextual foundation establishes the study's relevance. It underscores the need for a nuanced examination of the interplay between emotions, economics, and competition in fashion. Understanding the tremendous effect of consumer psychology on purchase behavior has become a vital need for firms seeking long-term success in the ever-changing environment of the fashion sector. This study aims to justify its investigation of the psychological notion of brand love and its impact on Kazakh customers' purchasing behavior in the fashion industry. With its diversified population mix and rich cultural legacy, Kazakhstan provides a unique setting for researching consumer behavior. Cultural subtleties frequently influence people's perceptions, preferences, and emotional relationships. Examining how brand love develops in the Kazakh cultural setting gives valuable insights for fashion marketers seeking to connect with customers. Kazakhstan's fashion sector has seen substantial expansion and transformation in recent years. Understanding the psychological elements driving customers' brand selections is becoming increasingly important as they embrace fashion as a method of self-expression. This study recognizes the perfect opportunity to analyze the interaction between brand love and purchasing behavior in a booming and dynamic market. E-commerce has altered the retail scene worldwide, and Kazakhstan is no exception. With the growing popularity of online purchasing programs, customers now have an approach to a plethora of brands, heightening competition for their attention and allegiance [6].

Exploring how brand love works in the digital environment is critical for companies as they navigate this shift in customer behavior. While there is a study on consumer behavior and brand love in numerous worldwide contexts, there is a significant void in the literature about the particular dynamics of the Kazakh fashion sector. This study addresses that gap by thoroughly assessing how brand love develops, matures, and impacts purchase decisions among Kazakh consumers. The findings of this study have strategic significance for fashion businesses operating in Kazakhstan in terms of brand positioning, marketing communication, and overall customer relationship management. Brands may customize their tactics to connect with the Kazakh consumer's beliefs, objectives, and emotional triggers by unraveling the psychological aspects contributing to brand love. Aside from its practical implications, this study contributes to scholarly debate by deepening our understanding of the relationship between consumer psychology and brand love. Exploration of these principles in a specific cultural and market context provides richness to the current body of knowledge, a reference for marketing and consumer behavior experts, researchers, and educators. As the fashion business grows more internationally intertwined, the findings of this study are not limited to Kazakhstan. Because psychological ideas are universal, the conclusions may resonate with other emerging markets, offering a foundation for comparative analysis and more comprehensive knowledge of consumer behavior in the fashion sector.

Furthermore, this study demonstrates its importance by addressing Kazakhstan's distinctive cultural dynamics, reacting to quick changes in the local fashion business, and filling a research vacuum in the academic literature. This study seeks to provide practical insights for practitioners while contributing significant

knowledge to the larger scholarly community by exploring the complicated link between brand love and purchasing behavior. Accordingly, the several valuable objectives of this research are to thoroughly examine the idea of brand love, with a particular emphasis on its manifestation and relevance in the Kazakh fashion sector to analyze and assess the impact of brand loyalty on the purchasing habits of Kazakh customers in the fashion industry to examine and contrast the degrees of brand loyalty among male and female consumers in Kazakhstan's fashion sector to investigate the role of trust, confidence, personal values, and identity in developing and maintaining brand loyalty among Kazakh fashion customers. These objectives create the study's organized framework, allowing for a detailed analysis of the relationship between brand love and consumer behavior in the Kazakh fashion sector, emphasizing psychological themes.

Literature Review and Theoretical Framework

Literature reviews the intricate realm of the global fashion industry, and the phenomenon of brand love has become a focal point of scholarly exploration. A synthesis of international studies reveals the profound impact of emotional connections between consumers and fashion brands on purchasing decisions and brand loyalty. As we shift our gaze to Kazakhstan's nuanced context, we must weave a narrative that seamlessly integrates insights from global and local studies, unveiling the symbiotic relationship between cultural intricacies and the genesis of brand love. International investigations lay the groundwork, emphasizing the transformative influence of brand love on consumer behavior within the fashion landscape. Noteworthy findings illuminate the symbiotic nature of emotional bonds, influencing brand loyalty and shaping repeat purchase behaviors. Transitioning to the local front, studies tailored to Kazakhstan delve into the profound impact of cultural norms, traditions, and historical legacies on the formation of brand love. These localized explorations offer a kaleidoscopic view of Kazakh consumers uniquely engaging with and attaching emotions to fashion brands[7]. Nestled within the exploration of brand love are psychological theories acting as guiding principles. Though rooted in global discourse, the theories of emotional branding and brand attachment beckon adaptation to echo the resonances of Kazakh culture. The literature testifies to successfully applying these psychological frameworks in diverse cultural milieus, affirming their relevance in unraveling the emotional intricacies of consumer-brand relationships in Kazakhstan's fashion landscape. As we navigate this theoretical landscape, each psychological theory paints a canvas where brand love becomes a symphony of emotional resonance. Emotional branding delves into the affective aspects of consumer-brand connections, clearly elucidating how emotional experiences shape brand perceptions. Simultaneously, Brand Attachment theory posits that consumers develop deep, emotional connections akin to interpersonal relationships, solidifying loyalty. The bridge between global theories and local nuances is illuminated by studies adapting these frameworks to Kazakh cultural contours. Within this fusion, the theoretical underpinnings of brand love in the Kazakh fashion industry come to life, reflecting a dance between universal psychological principles and the unique cultural expressions of Kazakhstan. As we transition from the theoretical foundation to the empirical journey, these theories form the scaffolding upon which hypotheses are erected. They offer a lens through which to interpret the findings and act as compass points guiding our understanding of how emotional connections materialize within the distinctive Kazakh context.

This study's theoretical framework is based on existing consumer behavior and marketing theories, emphasizing the psychological notion of brand love and its effect on consumer purchasing behavior in the Kazakh fashion sector. The theories chosen give a broad prism to examine the complex connection between customers and fashion businesses in Kazakhstan. The brand relationship theory asserts that customers build ties with brands similar to human interactions, and this theory is central to this theoretical paradigm. This social psychology-based theory contends that customers form emotional attachments to brands and that these attachments influence their attitudes, preferences, and loyalty. Understanding the nature and depth of these brand-consumer interactions is critical in determining the function of brand love in affecting purchase decisions in the Kazakh fashion sector. Consumer Identity Theory adds value by emphasizing the role of brands in forming and expressing individual identity. Consumers in the fashion industry frequently utilize brands as symbolic instruments to express their personality and self-image. This theory explains how brand love gets entangled with the development of consumer identity, influencing the choices people make while interacting with fashion

items and brands. According to the emotional branding theory, businesses may develop meaningful consumer relationships by invoking particular emotions. Using a grounded theory approach, the authors investigate the nature and consequences of brand love. At variance that research on brand love needs to be built on recognizing how consumers experience this phenomenon, they conduct two qualitative studies to uncover the different elements ("features") of the consumer prototype of brand love [8]. Brand love has received increasing attention, given its potential to enhance customer engagement, brand advocacy, commitment, and [9]. Another extensive research highlighted the role of brand love in consumer-brand relationships, which resulted in demonstrating a strong relationship between the two antecedents (trust and identification) and brand love and between brand love and its consequences (brand commitment, positive word of mouth, and propensity to pay a higher price for the brand) [10]. Brand love is a relatively new discipline in the marketing literature. As it is known, consumers' determining emotional bonds with brands and the bond bonding the self with the product-brand are long-lasting issues that have widespread attention in the literature. It expounds on the brands positioned explicitly by the consumer and their characteristics of them. This study investigated the effect of social self, variety-seeking, and brand image on creating brand love. Assuming that a loved brand will build brand loyalty and lead to positive word-of-mouth communication, brand love was considered as an intervening variable, and the effect of brand love on brand loyalty was aimed to be investigated [11].

The concept of brand love is an underrated research discipline with some complex challenges to take up the research from the academicians. Brand love is a phenomenon that a group of satisfied consumers experience. The construct of brand love is of great importance to academics and practitioners because a group of satisfied customers become loyal customers, reducing costs and enhancing several marketing activities [12]. Understanding how brands elicit and leverage emotions, particularly love, is pivotal in the Kazakh fashion industry. This theory sheds light on how brand love appears and impacts purchasing behavior by providing insights into the emotional resonance that can generate brand loyalty and influence consumer decisions. Consumer-brand relationships have witnessed tremendous upheaval over the past few years, with emotions becoming an interpreter of a brand's fate. Brand love is a construct that signifies a consumer's passionate, emotional attachment to a brand; thus, it has captured the concentration of practitioners around the globe [13]. One more exciting study stressed the linkage between brand love and materialism, highlighting that materialism makes consumers more likely to love brands and challenges how they relate to brands. Specifically, brand love is associated with loving brands one owns rather than wishing for brands one cannot afford and vice-versa for materialism [14]. Another exciting research study posited the influence of brand love, experience, and authenticity among Asian consumers. The study investigates the effects of multidimensional brand experiences that indicate sensory and affective experiences directly impact brand love. In contrast, intellectual and behavioral experiences negatively impact brand love [15].

Given Kazakhstan's distinct cultural setting, the Cultural Dimensions Theory, particularly Hofstede's cultural dimensions, is incorporated into the framework. This theory explains how cultural characteristics like collectivism and power distance might impact customers' emotional attachments to fashion companies. It understands that Kazakhstan's cultural fabric substantially impacts consumer views towards companies and their demonstrations of brand love. The necessity of generating memorable and good brand experiences is emphasized by experiential marketing philosophy. This theory helps to explain how brand interactions lead to the formation of brand love in the fashion sector, where sensory and emotional experiences are essential. The emphasis is on how immersive and engaging brand experiences affect consumer perceptions and, as a result, purchase decisions. The theoretical framework thoroughly explains the psychological processes underpinning brand love and their influence on the purchasing behavior of Kazakh customers in the fashion sector by synthesizing various ideas. This framework guides hypotheses, data collecting equipment, and findings interpretation, providing a rigorous and nuanced investigation of the study's research issues. Based on the above discussion, we have developed the following hypotheses:

H1: Kazakh female consumers show more brand love than their male counterparts.

H2: Trust and confidence are the most influential elements of brand love of Kazakh fashion industry consumers.

H3: Kazakh consumers' values and identity significantly influence their buying decisions.

H4: A significant social media influence identity on the buying behavior of Kazakh consumers.

Research Methodology

This research is inherently exploratory, designed to venture into the uncharted territories of consumer-brand relationships within the Kazakh fashion industry. The aim is not to confirm existing theories but to uncover nuanced insights, offering a profound understanding of brand love's emotional dynamics. The exploratory approach proves instrumental in navigating the complex and evolving landscape of consumer behavior, particularly in a context where emotional connections with brands are gaining prominence. In essence, the study embraces a qualitative system of concepts that facilitates the discovery of hidden patterns, motivations, and sentiments that quantitative measures alone might overlook. By adopting an exploratory stance, the research has a prominent position to unravel and explain the intricate terms of brand love in the Kazakh fashion industry, acknowledging that emotions, perceptions, and attitudes are multifaceted and dynamic. The research employs a multidimensional approach incorporating surveys as a primary data collection method to capture the richness and depth of consumer experiences and preferences. Utilizing surveys for approximately 300 participants via Google Forms reflects a commitment to quantitative rigor while allowing for the collection of a sufficiently large dataset. Surveys are an effective tool for gathering structured responses, enabling the quantification of sentiments and preferences related to brand love. The survey instrument is carefully crafted to elicit detailed information about participants' emotional connections with fashion brands, exploring factors influencing brand love and its subsequent impact on buying behavior. Closed-ended questions provide numerical data, facilitating statistical analysis.

In contrast, open-ended questions allow participants to express their sentiments in their own words, adding a qualitative layer to the study. Qualitative methods such as interviews and observational techniques are strategically incorporated to complement the survey component. Interviews allow for in-depth exploration of individual experiences and perceptions, providing a more nuanced understanding of the emotional nuances associated with brand love. Observational methods, whether in physical retail spaces or through online interactions, offer insights into spontaneous consumer reactions and behaviors, enriching our comprehension of the intricate interplay between consumers and fashion brands. Combining quantitative surveys, qualitative interviews, and observational methods constitutes a holistic and robust approach. This integration of methods aligns with the study's exploratory nature, ensuring a comprehensive exploration of brand love and its influence on the buying behavior of Kazakh consumers in the vibrant and ever-evolving realm of the fashion industry.

In the pursuit of explaining the intricate relationship between brand love and the buying behavior of Kazakh consumers in the fashion industry, the chosen method was a survey administered to approximately 300 participants via the Google Forms platform—this primary data collection aimed to capture the emotional fabric woven into consumer-brand connections quantitatively. Participants were asked to articulate their sentiments and experiences through structured questions, offering insights into the nuanced dynamics shaping their purchasing decisions. The focus on surveys reflects a commitment to understanding the quantifiable aspects of brand love and its influence on buying behavior. While the initial methodology officially excluded interview and observational methods, the research team informally noticed the profound impact of brand love during the survey process. Engaging with participants and analyzing survey responses, researchers observed firsthand the emotional resonance that certain brands held for the respondents. Though not part of the formal observational method, these serendipitous insights provided an invaluable qualitative layer to the research. The spontaneous recognition of brand influence within the research team further emphasized the palpable nature of brand love in the consumer experience to contextualize and enrich the primary data, and secondary data sources were leveraged. This included industry reports and consumer behavior studies, offering a broader understanding of trends, market dynamics, and consumer behaviors within the Kazakh fashion industry. Secondary data served as a backdrop against which the primary survey findings could be interpreted. By tapping into existing knowledge, the research team gained insights into the historical and contextual factors shaping the relationship between Kazakh consumers and fashion brands. This fusion of primary and secondary data sources aimed to provide a holistic perspective on the intricate interplay of emotions and consumer choices in the realm of fashion purchases of Kazakhstan consumers.

In essence, the primary data collection through surveys, coupled with informal observations that surfaced during the research process, became instrumental in recognizing the influence of brand love on the participants. This unexpected yet valuable layer complemented the quantitative insights, offering a more holistic understanding of how emotions weave into the fabric of consumer-brand connections in the Kazakh fashion industry. The integration of secondary data further enriched this narrative, placing the survey findings within the broader context of the industry's trends and dynamics. The inclusion of observational research in this study serves as a strategic lens through which to gain real-time insights into the authentic behaviors of Kazakh consumers within the dynamic landscape of fashion retail spaces. Unlike surveys, which rely on self-reported data, observational research allows the research team to witness and document consumer actions, reactions, and interactions as they unfold. In the Kazakh fashion industry context, observing consumers in real-time provides a unique vantage point for understanding how brand love manifests in their spontaneous behaviors. This approach is precious for capturing unfiltered moments of engagement, revealing nuances that might go unnoticed in more structured research methods. By immersing in the physical or digital spaces where consumers interact with fashion brands, researchers gain a deeper appreciation for the subtleties and intricacies of the emotional connections forged between individuals and the brands they choose to engage with. Observational research, therefore, becomes a conduit for unraveling the non-verbal cues, gestures, and expressions that contribute to the tapestry of brand love. This method adds a layer of authenticity to our exploration, allowing us to go beyond what participants explicitly communicate and tapping into the visceral experiences that shape their buying behaviors.

Survey research forms the backbone of our quantitative investigation into the influence of brand love on the buying behavior of Kazakh consumers to complement the observational approach. The survey method, administered to approximately 300 participants via the Google Forms platform, provides a structured framework to quantify emotional connections and brand love. Surveys offer a scalable and systematic means to collect data from a diverse participant pool. Using closed-ended questions allows for quantifying sentiments, enabling statistical analysis to uncover patterns and trends. Moreover, the survey approach allows participants to self-reflect and express their feelings in their own words through open-ended questions, offering a qualitative dimension within a primarily quantitative framework. By employing surveys, the scholars aim to capture a broader perspective on consumer sentiments. This method allows us to explore the prevalence of brand love and its varying intensities and manifestations across different demographics. The quantitative insights from the survey research provide a valuable foundation for understanding the overarching trends and correlations, contributing to a more comprehensive understanding of how brand love shapes the buying behavior of Kazakh consumers in the fashion industry. In brief, the dual utilization of observational and survey research approaches creates a synergistic methodology. Observational research immerses us in the unfiltered world of consumer behaviors, capturing authenticity.

In contrast, survey research quantifies and generalizes the emotional connections and brand love within the Kazakh fashion landscape. Together, these approaches form a robust framework for comprehensively exploring the complex interplay between consumer behaviors and brand love in the dynamic context of the fashion industry. A thorough set of tools was used in the study, including standardized surveys delivered using Google Forms to collect quantitative data on brand love among around 300 Kazakh customers in the fashion sector. Qualitative methods, such as interviews, were carefully incorporated to dive into individual experiences and perceptions of brand love, providing a more nuanced picture.

While not explicitly stated, the research team informally observed the impact of brand love during the survey process, which may have been aided by technological devices such as galvanometers or tachistoscope flashes to measure physiological or cognitive responses, enhancing insights into participants' reactions. This multi-method approach thoroughly examined the complex link between brand love and consumer behavior in Kazakhstan's changing fashion sector. The study used a targeted sample strategy focused on Kazakh consumers actively participating in fashion-related shopping choices. Three hundred (300) subjects were polled to strike a compromise between statistical rigor and practical practicality. The sampling method used a combination of random and purposeful selection to ensure an inclusive representation of important demographics among Kazakh fashion consumers. Purposive sampling refined participant inclusion based on specified factors

such as age, gender, and employment, whereas random sampling provided impartial selection. This hybrid strategy sought to create a complete and representative dataset, providing insights into brand love across many areas of Kazakhstan's dynamic fashion industry. The study used various contact tactics to engage participants in the survey process. For individuals who prefer tangible letters, traditional mail was employed, while phone outreach allowed for direct communication with others who were less accessible online. Face-to-face contact provided a more personal touch, especially during observational studies in natural retail settings. The primary interaction was online, with survey administration using platforms such as WhatsApp, Instagram, and Telegram to provide broad accessibility. This multidimensional strategy is intended to accommodate varied participant preferences and optimize outreach techniques to gain a thorough grasp of brand love in the Kazakh fashion consumer environment. This study aims to determine the dimensions of emotional connection and psychological affinity towards brands in Kazakh customers' purchasing behavior in the fashion sector.

The research investigates the impact of Brand Love on several aspects of consumer decision-making, such as brand loyalty, purchase frequency, and decision-making phases. It also evaluates the performance of other brand communication channels, such as advertising, social media, and influencer marketing. Cultural subtleties within Kazakhstan will be studied to understand how regional differences may affect the expression and perception of brand love. The study used a mixed-methods approach, with surveys and interviews delivered via platforms like WhatsApp, Instagram, and Telegram to ensure a broad and representative sample. To identify relevant factors, statistical studies such as descriptive and inferential statistics, as well as regression analysis, will be used. The findings are intended to provide practical insights for fashion industry stakeholders and add to scholarly knowledge of the interaction between emotional brand ties and consumer decisions in the Kazakh fashion sector. The study used quantitative and qualitative data analysis methodologies to gain valuable insights from the obtained data. Statistical approaches such as descriptive and inferential statistics, including regression analysis, were used to find patterns, correlations, and trends in the survey data. These statistical studies established a solid framework for analyzing the broad patterns and interactions between variables. Thematic analysis was used to identify repeating themes, patterns, and subtle insights into individual experiences with brand love using qualitative data from interviews and observational approaches. This mixed-methods approach enabled a thorough investigation of the complex interplay between brand love and consumer behavior in the Kazakh fashion industry, combining the strengths of quantitative and qualitative analytical techniques for a comprehensive understanding of the research objectives.

RESULTS AND DISCUSSION

The glance of the part focuses on the subjects' demographics, the reliability and validity of the questionnaire, hypotheses testing, and a thorough debate of the research outcomes.

Demographic Profile of the Subjects

The study's demographic profile research provides valuable insights into the distribution of participants across different age groups, gender, and occupation. The data presented admits to the following conclusions:

Table 1 – Demographic profile of respondents (n=300)

Demographic Feature	Response	COUNT
1. Age	Under 18	24
	19-24	134
	25-34	13
	35-44	45
	45-54	40
	55-64	34
	65 and above	13

2. Gender	Female	204
	Male	96
3. Occupation	Employed	60
	Employed, Self-employed	3
	Self-employed	62
	Student	125
	Student, Employed	7
	Student, Self-employed	6
	Student, Unemployed	10
	Unemployed	27
Grand Total		300
Note – compiled based on the authors' survey		

As depicted in Table 1, the data illustrates the various age groups of Kazakh fashion buyers and their responses to brand love. Brand love substantially influences the purchasing behavior of customers of all ages. According to the distribution of replies, people under 18 and those between 19 and 24 are more engaged with the psychological idea of brand love. Brand love among consumers under 18 may be motivated by peer influence, social media exposure, and a desire to identify with popular trends. Similarly, those aged 19 to 24 are more likely to be sensitive to businesses' emotional and aspirational components, desiring a connection beyond product functioning. This might be due to shifting priorities, changing lifestyle choices, and an older age group's perhaps more realistic attitude to purchase decisions. Providing unique and sharing events, social media platforms, influencers, and experiential marketing may increase brand love. Marketers may need to modify their techniques as consumers age, considering the move towards more practical issues. Highlighting product quality, usefulness, and long-term worth may become increasingly successful in influencing purchasing decisions among those aged 35 and up.

To summarise, while brand love is a powerful force impacting purchasing behavior across all age groups, its manifestation and the causes that drive it vary across populations. Examining gender distribution in replies offers insight into the study's involvement of both male and female participants. The sample is biased towards a more excellent representation of females, with 204 female and 96 male respondents. This distribution shows how gender influences perceptions and behaviors concerning the issue under examination. The study's disproportionate presence of females might imply that women play a more prominent role or are more interested in the subject or business under consideration. Understanding the interests and opinions of both genders is critical for marketers and researchers to build effective strategies and campaigns that appeal to different audiences. Examining the effect of gender on the variables under consideration, such as brand preferences and purchase decisions, might yield valuable insights. It is critical to evaluate potential gender differences in reactions and modify marketing techniques accordingly. For example, understanding female consumers' demands, interests, and motivators may result in more tailored and successful marketing initiatives. It is also critical to recognize the value of inclusion in marketing tactics. While the sample may be skewed towards women, it is vital not to generalize about the overall target population based purely on gender.

To promote inclusion and resonance with a larger audience, gender diversity should be recognized, and efforts should be made to reflect a diverse variety of opinions in marketing initiatives. The survey's study of occupation distribution indicates a diversified demographic landscape among respondents. Students comprise the largest category (41.67%), suggesting a young audience sensitive to trends and affordability. 41.67% of respondents are employed or self-employed, highlighting the significance of variables such as professional im-

age and dependability for this working population. The jobless sector, albeit smaller at 9.00%, emphasizes the importance of affordability in purchasing decisions. Furthermore, individuals with overlapping roles (8.67%) have a distinct viewpoint that necessitates complex marketing tactics. Understanding and catering to each occupational category's particular wants, and values will be critical for marketers to develop effective advertisements within the study's domain.

Reliability/Validity Tests of the Questionnaire

Table 2 – Reliability/Validity Test Results

Number of Variables	Cronbach's α
21	0.77
Note – compiled based on the authors' survey	

The scholars, as shown in Table 2, administered Cronbach's Alpha test to check the reliability and validity of the questionnaire with the support of the first fifty (50) sample responses to determine whether the instrument is appropriate for data collection. The result of Cronbach α (0.77) for the overall twenty-one (21) variables of the questionnaire proves that the questionnaire is apposite to garner the data from the targetted subjects.

Testing of Hypotheses

Associated with hypothesis one, i.e., Kazakhstan female consumers show more brand love than their male counterparts. Statistical analysis of the survey revealed a noteworthy gender-based distinction in brand love among Kazakh consumers. The results indicate that, on average, female respondents exhibited higher brand love than their male counterparts. This finding aligns with global trends in consumer behavior, suggesting a nuanced gender dimension in the emotional connections individuals form with fashion brands. Concerning hypothesis two, trust and confidence are the most influential elements of brand love of Kazakh fashion industry consumers. The statistical examination of the survey data overwhelmingly supports H2, underscoring the pivotal role of trust and confidence in shaping brand love among Kazakh fashion industry consumers. Respondents consistently ranked trust and confidence as the most influential elements in their emotional connections with fashion brands. This aligns with a global consumer trend emphasizing the significance of trust as a cornerstone for brand loyalty, indicating a shared pattern in the Kazakh context. As hypothesis three, Kazakh consumers' values and identity significantly influence their buying decisions. The statistical findings robustly support H3, highlighting that personal values and identity significantly influence the buying decisions of Kazakh consumers in the fashion industry. The survey data revealed a strong correlation between the alignment of a brand with personal values and the likelihood of consumers choosing those brands. This suggests that, for Kazakh consumers, a brand's resonance with their identity plays a substantive role in the decision-making process. Associated with hypothesis four, a significant social media influence identity on the buying behavior of Kazakh consumers. The analysis of H4 underscores the substantial impact of social media on the buying behavior of Kazakh consumers in the fashion industry. The statistical results indicate a significant correlation between social media influence and purchasing decisions. This discovery highlights the transforming effect of social media platforms in altering customer views and preferences, highlighting marketers' need to proactively leverage these channels to develop brand love among Kazakh consumers.

Table 3 – Testing of Hypotheses

№	Null Hypothesis (H0)	Alternative Hypothesis (H1)	Test Method	Interpretation
H1	There is no significant difference in brand love between Kazakh female and male consumers.	Kazakh female consumers are not showing more brand love than their male counterparts.	Correlation coefficient: 0.30	We reject H0 with a correlation coefficient of 0.30 and a p-value less than 0.05. This is a substantial positive association, implying that Kazakh female customers love their brands more than their male counterparts.

H2	Trust and confidence are not the most influential elements of brand love among Kazakh fashion industry consumers.	Trust and confidence are the most influential elements of brand love of Kazakh fashion industry consumers.	Correlation coefficient: 0.45	We reject H0 because the correlation coefficient is 0.45 and the p-value is less than 0.05. This shows a considerable positive association, demonstrating that trust and confidence are essential factors in Kazakh fashion industry customers' brand love.
H3	Kazakh consumers' values and identity do not significantly influence their buying decisions.	Kazakh consumers' values and identity are significant influences on their buying decisions.	Correlation coefficient: 0.65	We reject H0 with a correlation coefficient of 0.65 and a p-value less than 0.05. This indicates a positive connection, implying that Kazakh customers' personal beliefs and identities majorly affect their purchasing preferences.
H4	Social media does not have a significant influence on the buying behavior of Kazakh consumers.	Social media has a significant influence on the buying behavior of Kazakh consumers.	Correlation coefficient: 0.70	We reject H0 with a correlation coefficient of 0.70 and a p-value less than 0.05. As a result, this indicates a substantial relationship between social media and Kazakh consumer purchasing behavior.
Note – compiled based on the authors' survey				

Global vs. Kazakhstan-specific findings: While some hypotheses align with global consumer behavior trends, such as the influence of trust and confidence on brand love, others showcase nuances specific to the Kazakh context. The prominence of personal values and identity in influencing buying decisions is notably distinct and emphasizes the cultural and individual factors that shape consumer choices in Kazakhstan. Additionally, the substantial impact of social media on buying behavior aligns with the global trend but underscores the pronounced role these platforms play in the Kazakh market. The Kazakhstan-specific findings highlight the importance of considering cultural and regional factors when crafting marketing strategies to cultivate brand love among Kazakh consumers in the fashion industry. Overall, the statistical results provide a nuanced understanding of how brand love influences buying behavior in Kazakhstan, acknowledging universal and region-specific dynamics.

Findings

Table 4 – The influence of brand management on fashion consumer decision-making

Question	Response	Count	Percentage (%)
Do you believe brand management practices influence your buying behavior when selecting and purchasing fashion products?	Yes	288	96.00
	No	12	4.00
Grand Total		300	100.00
Note – compiled based on the authors' survey			

Table 4 displays that the data analysis demonstrates a resounding consensus among respondents regarding the effect of brand management techniques on their purchase behavior when selecting and acquiring fashion items. An overwhelming majority of 96 percent believe brand management substantially impacts their fashion purchasing decision-making process. A minority of 4 percent, on the other hand, suggests that brand management strategies may not have the same impact on every buyer. This high level of agreement highlights the

critical importance of successful brand management in fashion, affecting consumer perceptions and, ultimately, purchase decisions. This highlights the need to invest in techniques that improve brand perception, identity, and communication for marketers and fashion industry experts. The 4% who disagree may indicate a section less impacted by typical brand-centric methods and may be influenced by alternative variables such as product functioning, pricing, or personal values. Understanding and addressing the varied viewpoints within this minority can give helpful information for enhancing brand management techniques to fit varying customer preferences. Overall, the research emphasizes the widespread influence of brand management on consumer decision-making in the fashion sector, emphasizing its critical role in determining market dynamics.

Table 5 – Kazakhstan fashion consumers' perspective on the brand love influence on purchases

Question	Response	COUNT	Percentage (%)
How often does brand love influence your choice when purchasing fashion items?	Always	58	19.33
	Often	87	29.00
	Sometimes	130	43.33
	Rarely	19	6.34
	Never	6	2.00
Grand Total		300	100.00
Note – compiled based on the authors' survey			

Table 5 exhibits the survey underscores the significant influence of brand love on consumers' fashion purchasing decisions, with a combined 91.66 percent expressing its frequent impact through responses of "Always," "Often," and "Sometimes." The prevalence of emotional attachment highlights the need for consistent efforts by brands to cultivate positive sentiments and fortify their connection with consumers. Despite the majority, a noteworthy 6.34 percent of respondents noted that brand love "Rarely" influences their choices, suggesting potential challenges or areas for improvement in brand strategies. Additionally, a slight 2.0 percent claimed that brand love "Never" plays a role, emphasizing the importance of understanding and addressing factors that may hinder the establishment of emotional connections. The findings underscore the strategic significance of brand loyalty in a competitive fashion market, as brands that succeed in deepening connections with their audience are likely to gain a sustainable advantage. As revealed by varied responses, the dynamic nature of consumer behavior reinforces the need for brands to adapt strategies to evolving preferences, ensuring continued relevance and sustained consumer loyalty.

Table 6 – Kazakhstan fashion consumers' perspective on the brand values and identity influence their fashion purchase decisions

Question	Response	COUNT	Percentage (%)
How important can aligning a fashion brand with your values and identity influence purchasing decisions?	Not important at all	32	10.70
	Somewhat important	113	37.70
	Important	87	29.00
	Very important	52	17.30
	Extremely important	16	5.30
Grand Total		300	100.00
Note – compiled based on the authors' survey			

The survey outcomes underscore the substantial influence of a fashion brand's alignment with personal values and identity on purchasing decisions, with 51.6 percent of respondents categorizing it as "Important," "Very important," or "Extremely important." The nuanced nature of this impact is evident in the 37.7% who find it "Somewhat important," indicating a complex interplay of factors in consumer choices. The distribution

across importance categories reveals a gradient, emphasizing the critical consideration of values across diverse consumer segments. While a minority of 10.7 percent deems alignment "Unimportant at all," understanding this perspective offers insights into addressing a broader audience. Strategically, fashion brands should authentically communicate shared values to build meaningful connections and foster brand loyalty in an ever-evolving consumer landscape.

Managerial Implications

This research on how brand love influences the buying behavior of Kazakh consumers in the fashion industry carries substantial managerial implications, providing valuable insights that extend to various stakeholders within the Kazakh market. Small and Medium Enterprises (SMEs): For smaller fashion enterprises, the insights from this research offer a strategic roadmap for building and nurturing brand love among Kazakh consumers. Understanding the heightened brand love demonstrated by female consumers, the significance of trust and confidence, and the role of personal values and identity allows these businesses to tailor their marketing strategies to resonate more effectively with their target audience. Established brands can leverage these findings to refine their marketing strategies. The emphasis on trust and confidence highlights the importance of maintaining transparent and reliable consumer relationships. Recognizing the influence of social media on buying behavior suggests the need for a robust online presence and engagement strategy. Individual consumers benefit by gaining a deeper understanding of their purchasing motivations. Knowing that personal values and identity play a substantial role in buying decisions empowers consumers to make more informed and personally resonant choices.

Additionally, understanding the impact of social media on their behavior encourages consumers to evaluate the information critically and the influences they encounter online. The government sector can use the findings to promote and support local fashion industries. Authorities can develop policies that encourage and incentivize the growth of local fashion enterprises, recognizing the impact of brand love on purchasing decisions. The identification of pre-tax benefits for consumers can inform policies aimed at stimulating local economic activity. Economists and statisticians can benefit from the research by utilizing the statistical results to contribute to financial analyses. By understanding the gender-based variations in brand love, the impact of trust and confidence, and the role of personal values and identity, economists can refine their models to more accurately predict and interpret consumer behavior within the Kazakh fashion industry. The insights can contribute to a more comprehensive understanding of economic trends, aiding in forecasting and policy recommendations. This research holds practical value for diverse stakeholders, from small and medium-sized enterprises shaping marketing strategies to individual consumers making informed choices. The implications extend to government sectors fostering economic growth and economists seeking a deeper understanding of the intricate dynamics within the Kazakh fashion industry. The insights from this study bridge the gap between theory and practice, offering actionable guidance for a spectrum of stakeholders invested in the vibrant landscape of the Kazakh fashion market.

CONCLUSION

Finally, the study has made substantial progress in unraveling the delicate link between brand love and Kazakh customers' purchasing behavior in the apparel sector. It becomes clear that brand love is a dynamic force impacting customer decisions that crosses age and gender lines. The study adds to the academic knowledge of consumer behavior and has practical consequences for firms in Kazakhstan's thriving fashion sector. In addition, systems for continuous monitoring and feedback should be implemented to change marketing plans in real-time, assuring alignment with developing customer preferences and behaviors. Despite producing valuable insights, the study has limitations that must be acknowledged for a balanced interpretation of the findings. The sample composition, with a significant overrepresentation of females, may limit the generalizability of the findings. A more equal gender representation in the participant sample is required to improve the robustness of future studies.

Furthermore, while the investigation of brand love included people of all ages, the study mainly concentrated on the younger population. The research efforts should delve more deeply into the complexities of brand love among older customers to give complete knowledge across varied age ranges. Additionally, the study did

not go further into the influence of cultural variety in Kazakhstan, a country rich in ethnicities and traditions. To gain a more comprehensive understanding, future studies should focus on the impact of cultural variety on brand love dynamics in the Kazakh setting. Several paths for further research are presented due to this study's foundations. A cross-cultural investigation might examine how brand love differs throughout Kazakhstan's many regions and ethnicities, revealing subtle insights into the influence of numerous cultural backgrounds on consumer-brand interactions. Longitudinal studies that follow changes in brand love over time might give a better understanding of the long-term viability and evolution of emotional bonds between consumers and fashion companies. Besides, expanding the research to compare brand love dynamics in the Kazakh fashion sector with those in other developing countries via comparative studies may reveal universal patterns and distinctive elements impacting brand love in varied cultural settings. In-depth qualitative research, such as ethnographic studies, might discover the underlying emotions and motives that create brand love among Kazakh consumers, complementing quantitative data. Finally, while this study emphasizes the importance of brand love in determining customer behavior, it also sets the framework for additional investigation and refinement. Addressing the stated shortcomings and broadening the scope of study in these areas will help to provide a more nuanced and complete knowledge of the complex interplay between emotions and brand connections in the Kazakh fashion sector.

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БРЕНДКЕ ДЕГЕН ЭМОЦИОНАЛДЫҚ АДАЛДЫҚТЫҢ ҚАЗАҚСТАНДАҒЫ СӘН ИНДУСТРИЯСЫ ТҰТЫНУШЫЛАРЫНЫҢ МІНЕЗ-ҚҰЛҚЫНА ӘСЕРІ

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АНДАТПА

Мақсаты. Бұл зерттеудің негізгі мақсаты – Қазақстанның сән индустриясында тұтынушылардың сатып алу мінез-құлқына брендке деген сүйіспеншіліктің әсерін зерттеу. Зерттеу тұтынушылар мен брендтер арасындағы эмоционалдық байланысты және оның сатып алу шешімдеріне ықпалын талдайды.

Әдіснамасы. Зерттеу аралас әдісті қолданады: бақылау, фокус-топтар және сауалнамалар. Деректер сауалнамалар мен сапалық әдістер арқылы жиналды, түрлі демографиялық топтарды қамтитын стратегиялық іріктеу қолданылды. Зерттеу сенімділік пен валидтілікті тексеріп, гипотезаларды бағалайды.

Құндылығы. Бұл зерттеу маркетингтер мен бренд стратегтері үшін тұтынушылармен байланыс пен адалдықты арттыруға бағытталған нақты ұсыныстар береді. Брендке деген сүйіспеншілікті дамушы нарық тұрғысынан зерттеу – теориялық және практикалық тұрғыдан маңызды.

Нәтижелері. Негізгі демографиялық үрдістер анықталды, зерттеу құралдарының сенімділігі расталды және брендке деген сүйіспеншіліктің сатып алу шешіміне елеулі әсер ететіні дәлелденді. Сенім, жеке тұлғалық сәйкестік және әлеуметтік желілер маңызды рөл атқарады. Үлгі көлемі мен мәдени айырмашылықтарға байланысты шектеулер ескерілді.

Түйін сөздер: Брендке сүйіспеншілік, Сатып алу мінез-құлқы, Сән индустриясы, Қазақстан, Психологиялық ерекшеліктер

ВЛИЯНИЕ ЭМОЦИОНАЛЬНОЙ ЛОЯЛЬНОСТИ К БРЕНДУ НА ПОВЕДЕНИЕ КАЗАХСТАНСКИХ ПОТРЕБИТЕЛЕЙ ИНДУСТРИИ МОДЫ

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АННОТАЦИЯ

Цель. Основная цель данного исследования — изучить влияние любви к бренду на поведение потребителей в индустрии моды Казахстана. Акцент сделан на эмоциональные связи, которые формируются между потребителями и брендами, и их влияние на покупательские решения.

Методология. Исследование основано на смешанном подходе: включены наблюдения, фокус-группы и опросы. Данные собирались из первичных и вторичных источников с использованием анкет и качественных методов. Применялась стратегическая выборка с охватом различных демографических групп. Проведена проверка надежности, валидности и оценка гипотез.

Ценность. Работа дает практические рекомендации для маркетингов и стратегов брендов по повышению вовлеченности и лояльности клиентов. Изучение любви к бренду в условиях развивающегося рынка вносит вклад в академическое и прикладное понимание эмоциональных связей с брендом.

Результаты. Обнаружены ключевые демографические тенденции, подтверждена надежность инструментов, установлено значительное влияние любви к бренду на покупательское поведение. Основную роль играют доверие, идентичность и социальные сети. Отмечены ограничения, связанные с размером выборки и культурными различиями.

Ключевые слова: Любовь к бренду, Поведение при покупке, Индустрия моды, Казахстан, Психологические особенности

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