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COUNTRY OF ORIGIN AND ETHICAL STANDARDS IN SUSTAINABLE CONSUMER BEHAVIOR IN THE FOOD MARKET OF KAZAKHSTAN

A. D. Tokseit^{1*}, L. K. Baimagambetova¹

¹Narxoz University, Almaty, Republic of Kazakhstan

ABSTRACT

The Purpose of this research is to identify, within contemporary scientific literature, assessment of the impact of Country of Origin (COO) factors and ethical appeals on sustainable consumer behaviour and brand equity in the food market of Kazakhstan. The purpose of this systematic literature review caused by the search the dominant influencing factors and to assess the sufficiency of existing research methodologies within the stated geographic context.

Methodology. The study uses a systematic analysis protocol, as well as sources and literature screening from databases Google Scholar and ScienceDirect. The materials were systematically analysed and classified according to the research methodology (quantitative, qualitative, and mixed methods) and their relevance to the Kazakhstani food market.

Originality/value. The review is the first scientific synthesis of the literature on country of Origin (COO) and ethical appeals, especially in relation to the food market in Kazakhstan. It clearly identifies and justifies a critical geographic gap in research, highlighting the discrepancy between global research frameworks and the need to obtain localized consumer insights in Central Asian markets.

Findings. The analysis shows that the Country of Origin is the dominant factor shaping consumption perception and brand equity in the food sector, while ethical appeals play a secondary, reinforcing role. An important finding is the lack of research on these consumer behaviour factors in the context of Kazakhstan, demonstrating that modern methodological approaches are insufficient to fill this knowledge gap in geographical context, despite the fact that mixed methods are the most prevalent approach in the broader literature.

Keywords: country of origin, brand equity, ethical appeals, sustainable consumer behaviour, food market, systematic literature review, Kazakhstan.

INTRODUCTION

Market competition resulting from globalization has integrated imports into domestic markets. As a result, consumers have greater access to a broader range of products and services, giving them more flexibility in their decision making [1]. With this market diversification, consumers no longer classify products just by traditional standards such as quality or price, but have also begun to consider other factors, such as ethical responsibility and national identity [2].

For instance, ethical narratives such as green/eco-friendly practices, fair-trade certification, locally sourced products and other charitable initiatives, along with the country-of-origin effect, are increasingly influencing consumer preferences and purchasing decisions [3; 4]. Therefore, it is also crucial for companies to thoroughly understand consumers' needs and wants, as well as the cultural dynamics of the market in order to develop their sustainable competitive advantage and refine their marketing strategies [5; 6].

In Kazakhstan, a developing market economy with low tariff barriers, there is a growing trend of national economic protectionism alongside ethical consumption [7]. This is particularly evident in the food market, where supporting local food production is increasingly viewed as a source of national pride and marker of credibility [5; 7].

The primary research problem is the lack of exploration into how ethical appeals and country-of-origin influence the development of domestic brand equity in Kazakhstan's food market. Most studies on ethical

appeals, such as those by Zhanakova et al. [8] and Rasulova et al. [9], tend to focus on issues like food security, policy reforms, and trade tariffs within the Kazakhstani food market. On the other hand, research on country-of-origin related to cultural and national identity in Kazakhstan— exemplified by the studies of Spehr and Kassenova [10]—primarily addresses the Kazakh language, civil identity, and politics, with limited attention to how these factors influence the development of the food market.

Similarly, the research exploring customer behavior in connection to the food industry is scarce. The research conducted by Aitzhanova et al. [7] on Generation Z consumer behaviour in Kazakhstan considered the effects of country-of-origin on home appliance products. However, food products remain a major area for exploration, as they are essential products consumed daily worldwide and form a crucial part of most consumers' lives, regardless of their living conditions and economic circumstances. Very few research studies measure the combined effect of ethical appeals and country-of-origin on domestic brand equity, especially related to food markets of emerging countries like Kazakhstan.

The critical analysis of existing literature identifies crucial factors of influencing Kazakhstani consumers' behaviour in choosing between local (or even regional) and international food products. More specifically, we aim to establish whether the primary motivational factor for the consumer behaviour is country-of-origin effect or ethical aspects such as fair trade and sustainability, as well as which of these two applies a stronger influence on consumer decision-making. To analyse studies in this field, the literature is sourced from Google Scholar and Science Direct databases. The selected studies are further examined based on their contexts, year, and the methods employed. This step is fundamental as it determines whether the methods currently used by authors in the field are sufficient to fill research gaps or if alternate methods should be explored to resolve the research problem.

From this perspective, the research questions that need to be addressed through systematic literature review:

1. What research methods are employed by authors to examine customer preferences related to the country-of-origin effect and ethical appeals, and their effect on brand equity
2. How is the literature distributed in relation to methods used in ScienceDirect and Google Scholar regarding the impact of country of origin and ethical appeals in food market, and which of these methods have been utilized the most?
3. Are these methods sufficient to fill the existing research gap in identifying customer preferences toward country-of-origin and ethical appeals?
4. Based on systematic literature review, and further analysis of the selected literature, which factors, country-of-origin or ethical appeals like sustainability or fair trade is more dominant?

MAIN PART

The research uses a systematic literature review to build a complex understanding of the interrelation between country-of-origin effects, ethical appeals and their impact on brand equity.

The systematic literature review refers to a scientific research methodology that involves the systematic identification, synthesis, and critical analysis of existing studies within a specific field, and its aim is to accumulate and evaluate all existing empirical evidences according to predetermined inclusion criteria, paving the way for a comprehensive foundation in reference to a specific question or hypothesis [11].

Currently widely used for systematic literature reviews, the SALSA framework (Search, Appraisal, Synthesis, Analysis) is a comprehensive, sequential method consisting of four main stages: *search* (formulation of research question and selection of the database), *appraisal* (certain inclusion and exclusion criteria to existing literature along with quality assessment), *synthesis* (methodically extracting and categorizing the information), and *analysis* (interpreting the results and deriving meaningful conclusions). This method helps to reduce bias by illustrating that the research procedures are clear and systematic, ensuring the findings and conclusion more reliable for academics and practitioners to support actions and well-reasoned decisions [12].

The use of SALSA framework in this study is presented step by step in the following sections.

Search

To analyse potential opportunities and find answers to the posed research questions concerning the influence of country of origin and ethical appeals on brand development and the formation of sustainable consumer

perception, data for this systematic review was gathered from well-established academic databases ScienceDirect and Google Scholar. These databases are commonly employed because they help to reduce biases associated with manual study selection while also providing an organized structure that facilitates exhaustive and systematic searches [13].

The databases were selected because they offer broad academic coverage across different disciplines while providing access to high-quality, peer-reviewed publications. For example, ScienceDirect provides access to a vast number of scientific articles managed by Elsevier and is recognized as one of the most frequently cited sources in academic research. Meanwhile, Google Scholar, despite a few limitations such as the lack of a comprehensive publisher or journal list and an unclear peer-review process, features an advanced search mechanism that makes it highly effective for retrieving citations that may not be included in other databases [12].

The keywords used for the review included “country of origin effect”, “ethical appeals”, “brand equity”, “dimensions of brand equity”, and “Kazakhstan”, ensuring both topic-specific narrowing and geographic relevance in the search process. A summary of the methodology, including the number of searches conducted, is provided in the Table 1.

Table 1 – Systematic reviews of the existing literature through main keywords

Database	Searching String	Searching Terms	Number of articles
Google Scholar	Main Searching terms (found in article title, abstract, keywords) & Secondary Searching terms (found in description and review parts)	“country of origin” AND “brand equity”	23,900
		“country of origin” AND “brand equity” AND “mixed-method”	1,090
		“ethical appeal” AND “brand equity” AND “Kazakhstan”	408
		“ethical appeal” AND “brand equity”	290
		“ethical appeals” AND “brand equity” AND “mixed method”	48
		“ethical appeals” AND “brand equity” AND “qualitative method”	12
		“ethical appeals” AND “brand equity” AND “quantitative methods”	27
		“ethical appeal” AND “brand equity” AND “Kazakhstan”	5
		“country of origin” AND “brand equity” AND “Kazakhstan” AND “qualitative method”	31
		“country of origin” AND “brand equity” AND “Kazakhstan” AND “mixed method”	37
Science Direct	Main Searching terms (found in article title, abstract, keywords) & Secondary Searching terms (found in description and review parts)	“country of origin” AND “brand equity”	437
		“country of origin” AND “brand equity” AND “mixed-method”	25
		“country of origin” AND “brand equity” AND “quantitative methods”	27
		“country of origin” AND “brand equity” AND “qualitative methods”	17
		“country of origin” AND “brand equity” AND “Kazakhstan”	5
		“ethical appeal” AND “brand equity”	3
		“ethical appeals” AND “brand equity” AND “mixed methods”	0
		“ethical appeals” AND “brand equity” AND “quantitative methods”	0
		“ethical appeals” AND “brand equity” AND “qualitative methods”	0
		“ethical appeals” AND “brand equity” AND “Kazakhstan”	0

Note – compiled by the authors based on the analysis of data from the specified search database

As shown in Table 1, search queries for the phrases “country of origin” and “brand equity” yielded 23,900 articles in the Google Scholar system. The highest number of articles selected was 1,090 for the combination of “country of origin”, “brand equity”, and “mixed method”. This was followed by 408 articles for “ethical appeal,” “brand equity”, and “Kazakhstan”; 290 for “ethical appeal” and “brand equity”; and less than 0.2% for other considered phrase combinations, confirming a very small number of studies on them in the specified search system. Regarding the Kazakhstani context, the most studies were found for the phrase “ethical appeal”, “brand equity”,

“Kazakhstan” (408), representing 1.7%. Very few studies were found for the phrases “ethical appeal”, “brand equity”, and Kazakhstan” – only 5 or 0.02%. This is explained by the fact that scientific interest in the country’s ethical appeal and its brand equity within this geographical context has only just begun to emerge.

In the ScienceDirect database, only 437 scientific research results were found for the phrases “country of origin” and “brand equity”. Furthermore, when adding qualitative and mixed methods to these phrases, the number of articles barely exceeded 6%. For the Kazakhstani context, only 0.02% of articles were found containing the combination of “country of origin”, “brand equity”, and “Kazakhstan”.

Thus, scientific articles on Kazakhstan concerning its ethical appeal and brand equity are notably under-represented in international databases, indicating a substantial research gap in this area.

Appraisal

The evaluation of the studies, based on inclusion and exclusion criteria, initially involves reviewing the title, abstract, and keywords provided by the authors presenting such research results [14]. At the next stage of applying the SALSA method, the full article or source is carefully examined through a manual review. A flowchart describing the literature selection process following PRISMA guidelines (Figure 1) would enhance the research study’s outcomes by presenting a clear and systematic approach [15].

To evaluate articles on the research topic, records from Google Scholar and ScienceDirect were used.

In the preliminary identification stage, 23900 articles related to the Country of Origin (COO) context were discovered via Google Scholar, which was then filtered down to 290 articles specifically related to Kazakhstan. In contrast, for the Ethical Appeals (EA) topic, no further filtration was required, as its database already provided a manageable set of 290 articles.

A slightly different strategy was applied for ScienceDirect, in which for COO and brand equity topics, the search was broadened beyond Kazakhstan to include more general studies. For example, the search for ethical appeals originally returned only three articles, requiring minimal further filtration. During the screening phase, the dataset was refined based on the research methods employed in the articles- qualitative, quantitative, or mixed methods. Additionally, for some categories, we added a “Related to Kazakhstan” filter during the screening to narrow the data as some initial searches did not include this criterion.

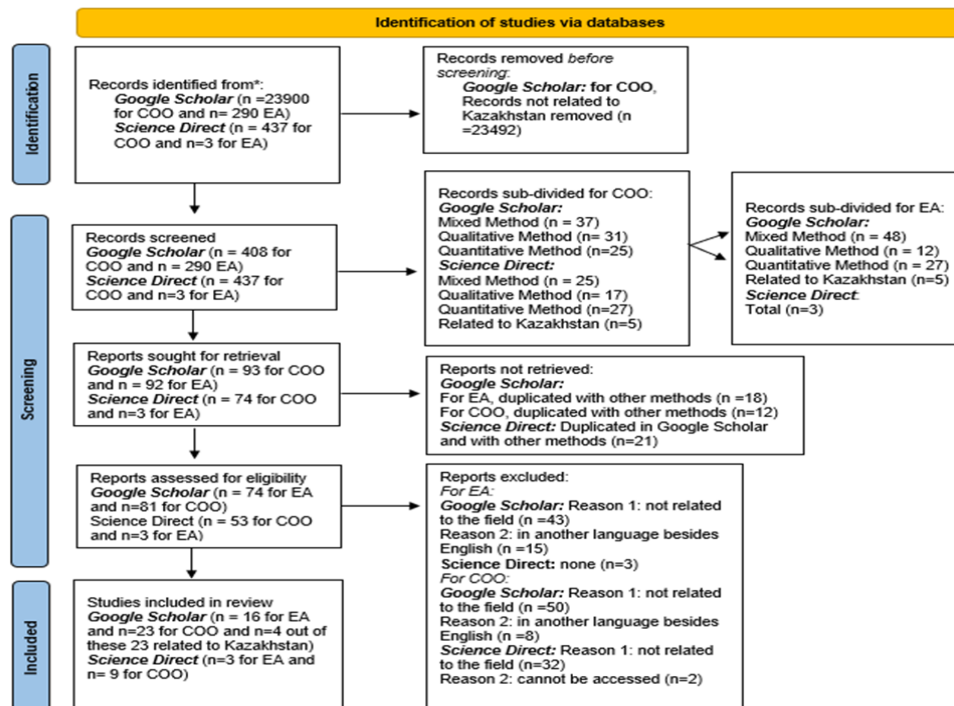


Figure 1 - PRISMA Flowchart

Note – compiled by the authors based on [15]

Furthermore, to ensure the relevance of studies and data integrity, duplicate articles that appeared in both Google Scholar and ScienceDirect or within each dataset were removed. It assures a clean set of unique records that is related to this study. Articles outside the marketing domain, those not in the English, or those inaccessible for full review were also excluded during the final screening. As a result, the final dataset consists of 13 articles specifically related to COO, and 19 articles related to EA contexts, aligning closely with the aim of this research. Therefore, as a result of the appraisal stage of the SALSA method, based on the inclusion and exclusion criteria, a total of 32 articles on broader COO-related research were selected for the systematic literature review.

Synthesis – Summary of the SALSA Method

The synthesis part includes extracting and categorizing the relevant information from the selected papers to gain insights and generate conclusions. The process integrates the thorough collection of core data from the selected studies based on criteria such as the year of publication, types of research methods employed - either quantitative, qualitative, or mixed - and the country where the study was conducted [12]. Table 2 depicts the key variables for summarizing the selected articles and their description.

Table 2 – Synthesis of the selected articles based on the SALSA Method

#	Criteria	Categories	Justificatio
1	2	3	4
1	Year of Publication	Before a specific yea	Studies published before 1990 were discarded to ensure relevance of the data.
2	Method	Mixed, qualitative, or quantitative	To gain insights into methodological trends and improve contextual understanding.
3	Study Origin	Countries involved in the research	To describe the geographical distribution of the studies: Mixed-method research primarily focuses on Kazakhstan, whereas qualitative and quantitative studies involve other regions due the limited scope before filtering to Kazakhstan, as shown in the appraisal section

Note – compiled by the authors based on [12]

This synthesis primarily focuses on articles published after 1990 that studies countries, where Kazakhstan is partially considered a country of origin for research objects or is compared with other states. Ultimately, our main analysis concerns the type of research methodology used - either qualitative, quantitative, or mixed methods - and compares their applications in the selected articles.

Analysis

At this of the SALSA method, a comparative analysis of the selected literature is conducted, describing the similarities and differences in methodological approaches and key findings. In accordance with the established practice of conducting systematic reviews [12], the analysis in the SALSA method serves to identify strengths and gaps in existing methodologies, forming a cost-effective basis for developing a theoretical model. Key sources relevant to this research topic are analysed in Table 3.

Table 3 – Analysis of the key sources

№	Author and Date	Source	Research Objective	Methodology	Findings
1	2	3	4	5	6
1	Achabou, Dekhili, & Hamdoun (2021) [16]	Journal of Strategic Marketing	The effect o COO on consumer preferences for ecological products in developing states	Survey	COO significantly affect preference for ecological products
2	Rasulova et al. (2018) [9]	European Research Studies Journal	Competitiveness analysis of food market in Kazakhstan	Comparative statistical analysis	Kazakhstan' s food market is competitive but still remains fragile
3	Asgari & Borzooei (2015) [17]	American Journal of Marketing Research	Study on the effect of COO on purchase intention of halal brands	Quantitative survey	COO image considerably affects purchase intentions of halal products

№	Author and Date	Source	Research Objective	Methodology	Findings
1	2	3	4	5	6
4	Azadi, Yousefi, & Eydi (2015) [18]	Universal Journal of Industrial and Business Management	The influence of COO image on brand equity in sports apparels	Survey	Positive COO image enhances overall brand equity
5	Schnettler et al. (2008) [19]	Food Quality and Preference	The role of COO in food consumption (case of developing country)	Survey	The impact of COO on food consumption preferences (especially in a case of similar/ identical products with similar attributes)
6	Baker & Ballington (2002) [1]	Journal of Strategic Marketing	The effect of COO as a competitive advantage	Conceptual paper	The role of COO as a strong positioning strategy / Consumer ethnocentrism influence purchasing local brands
7	Nielsen (2016) [20]	NielsenIQ (industry report)	Brand origin's impact on global purchases and buying intentions	Consumer survey	Nearly 75% of global consumers consider COO crucial in purchasing decisions
8	Park (2018) [3]	Journal of Consumer Marketing	Consumers' willingness to pay is related to their moral causes	Quantitative survey	Consumers are willing to pay more for ethically conscious products
9	McEachern et al. (2010) [21]	Journal of Marketing Management	Emphasis on farmers' markets and local consumerism	Interviews / surveys	Consumers choose local and ethically sourced food based on the idea of supporting local economic development
10	Kipnis et al. (2012) [13]	Journal of Marketing Management	Brand local integration & the impact of ethnocentrism on consumers' decision making	Qualitative study	Consumers resist brands that either overly integrate or ignore local culture
11	Jain & Bariar (2019) [22]	International Journal of Business and Data Analytics	The mediation effect of COO on brand equity formation	SEM (structural equation modelling)	COO effect partially mediates brand equity
12	Balabanis & Diamantopoulos (2008) [23]	Journal of International Marketing	How consumers perceive brand origin	Classification based experiment	There is misperception of brand identity; Many misidentify COO, affecting brand identity formation
13	Ostrovskiy, Garkavenko, & Rybina (2019) [5]	The Service Industries Journal	Examines socio- psychological factors affecting consumer purchasing behaviour in Kazakhstan	Quantitative survey and statistical analysis	Main factors such as national identity, patriotism, country-of-origin effect influence consumers' decision-making process
14	Li, Y., Teng, W., Liao, T.-T., & Lin, T. M. Y. (2020) [24]	Asia Pacific Journal of Marketing and Logistics	To explore the factors that create a patriotic brand image	Survey	Brand image significantly mediates the relationship between consumers' national identity and their purchase intentions
15	Aitghanova, D., Kim, L., Niyetbek, A., & Nurgaliyeva, D. (2023) [7]	KazGUU Repository	To examine the country-of-origin effect on Generation Z's purchasing decisions in Kazakhstan's home appliance market	Quantitative survey	Country of origin serves as a rational assessment of perceived quality based on a country's reputation and an emotional, patriotic drive to buy local

Note – compiled by the authors based on [12], [14]

Based on the analysis of the 15 selected literature in Table 3 (both related to Kazakhstani context and global practices), it can be concluded that the data strongly suggest that the country of origin (COO) is the dominant and more fundamental factor. Numerous studies confirm that the country of origin (COO) significantly influences consumer preferences, purchase intentions, and brand value, and this conclusion is especially relevant in the context of Kazakhstan, where factors such as *national identity* and *patriotism* shape consumer choice.

While ethical appeals are recognized as an important factor, research shows that consumers are willing to pay more for moral considerations and locally produced products. However, this is seen as a secondary topic in the literature. Thus, the review positions the country of origin (COO) as the main driving force in this market, while ethical requirements like *fair trade* and *sustainable attributes* are likely to act as an additional distinguishing factor that can add value to the brand once the critical aspect of its origin is positively identified

CONCLUSIONS

The systematic literature review was based on four key research questions aimed at defining the methodological framework for identifying the impact of country of origin (COO) and ethical appeals (EA) on brand equity. The results of the analysis of databases such as Google Scholar and Science Direct provide a clear picture of current research trends and, more importantly, identify a significant and specific gap that this study also aims to address.

In the literature review, the first research question aimed to identify which research methods are utilized to investigate customer preferences regarding the influence of country-of-origin and ethical appeals, as well as their impact on brand equity. The review reveals that research in this direction primarily centre on three significant methodologies. The literature draws upon a combination of quantitative, qualitative, and mixed-methods approaches. This indicates that the complex relationship between country of origin (COO), ethical appeals like sustainability and fair trade, and consumer perceptions requires both statistical generalizability and a thorough contextual understanding.

The second research question of this systematic review concerned the distribution of the literature and the most utilized methods in ScienceDirect and Google Scholar search engines. The data reveals distinct methodological distributions and preferences in given databases. The investigation found that a mixed-methods approach is the most widely used, with 110 studies employing this strategy. This is followed by quantitative (79 studies) and qualitative (60 studies) methods. The dominance of mixed-methods reflects a consensus on the importance of combining numerical data with thorough qualitative insights to provide a more complete understanding of the marketing phenomena. Moreover, Google Scholar yielded significantly more pertinent records than ScienceDirect, indicating its wider adoption as a source in this field of study.

Nevertheless, the results obtained allow us to draw a definitive conclusion regarding the third research question of the study: whether these methods are sufficient to fill the existing research gap. The small number of studies devoted to Kazakhstan shows that these methods have been properly applied in particular context, as a result of which the preferences of local consumers have not been studied to a large extent. While the chosen methodologies are rigorous, their application has not been fully leveraged to address a critical geographical and contextual shortcoming. The verification procedure required the elimination of 23,492 entries retrieved from Google Scholar as they were unrelated to Kazakhstan. Ultimately, only a small part of the included studies (for example, 4 for country of origin and 5 for ethical appeals in Google Scholar) were dedicated to the Kazakhstani context. Therefore, this apparent discrepancy highlights a significant gap in research on Kazakhstani consumer preferences. The existing methodologies, despite their adequate structure, have not been sufficiently used to study the unique cultural, economic and social factors that shape consumer preferences in Kazakhstan.

In conclusion, this systematic review answers the fourth research question that the country of origin (COO) is the dominant and more fundamental factor influencing consumer perception and brand reputation, while ethical requirements play a secondary but valuable and reinforcing role. The literature convincingly indicates that the country of origin acts as the main heuristic factor that largely shapes purchase intentions and perceived value, which is especially important in the context of Kazakhstan, where national identity and patriotism actively influence consumer choice [5; 7; 17]. Despite the fact that ethical principles, including environment friendliness and fair trades, are recognized as influenced – often justifying price increases and promoting loyalty – they are positioned in the literature as a secondly differentiating factor [3; 18].

Thus, for the Kazakhstani market, a positive perception of the origin of a product is an essential prerequisite. Ethical qualities of the product subsequently become a powerful factor that can enhance brand value once fundamental criterion of the country of origin (COO) is met [2; 5].

However, given conclusions are constrained by *certain limitations* inherent in this review. The main obstacle is the limited amount of existing literature specifically dedicated to Kazakhstan, which has necessitated heavy reliance on global research and, consequently, on a small final sample of articles directly relevant to the country. This limitation does not negate the main findings, but emphasize the preliminary nature of the findings and highlight the urgent need for preliminary local research to gain a clearer and more detailed understanding of this market.

In order to address the research gap on the impact country of origin factors and ethical appeals on sustainable consumer behaviour and brand equity in Kazakhstan's food market, *future studies* must adopt a strictly contextualized approach with mixed methods. This involves developing a consistent study, starting with a quantitative survey to assess the prevalence of country of origin (COO) and EA influence on brand equity indicators and sustainable consumption metrics, followed by qualitative focus groups to explore the cultural, social, and economic factors underlying these preferences. By adapting the research tool to Kazakhstan's conditions and using a stratified sampling strategy, the study would provide detailed information necessary to promote both academic discourse and marketing practices in this emerging market.

Overall, the results of given research will also *contribute to the advancement of knowledge* by systematically categorizing and analysing the existing literature on how cultural and ethical appeals affect consumer behaviour and brand equity in under-researched emerging markets with transitional economies, such as Kazakhstan [18]. It is also necessary to understand which factors Kazakhstani consumers prioritize: either intrinsic product attributes like price and quality or brand image and status symbol [7]. As a result, the study will address a significant gap in the country-of-origin (COO) and ethical consumerism by providing relevant evidence regarding local consumer preferences in demographic profiles and their co-creation of such equity in home brands.

The practical significance of given systematic review on the impact of country of origin (COO) factors and ethical appeals on sustainable consumer behaviour and brand equity in Kazakhstan's food market is crucial for both international marketers and local Kazakhstani companies. By convincingly identifying the lack of context-specific research, this review signals to practitioners that applying global data on the country-origin and ethical standards in the Kazakhstani market is a high-risk strategy. For international brands, this highlights the need to invest in local market research to understand which countries of origin are perceived positively and which ethical values, such as support for local communities or concern for the environment, resonate most deeply with Kazakhstani consumers. These ethical practices encompass sustainable consumption, which includes environmental protection and waste reduction [3].

The practical context of the current systematic review equally covers vital aspects such as social justice, fair labour practices, community support, and religious observance (such as Halal certification) [17]. Moreover, it provides a recommendation for domestic companies to strengthen their brand reputation by strategically emphasizing their "Made in Kazakhstan" status and effectively conveying ethical standards aligned with national values [5]. Ultimately, this study serves as an important guideline for transitioning business strategies from assumptions towards evidence-based and culturally-sensitive marketing practices in Kazakhstan.

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ҚАЗАҚСТАННЫҢ АЗЫҚ-ТҮЛІК НАРЫҒЫНДАҒЫ ТҰРАҚТЫ ТҰТЫНУШЫЛЫҚ МІНЕЗ-ҚҰЛЫҚТАҒЫ ТАУАРДЫҢ ШЫҚҚАН ЕЛІ МЕН ЭТИКАЛЫҚ НОРМАЛАР

Ә. Д. Токсейіт^{1*}, Л. К. Баймагамбетова¹

¹Нархоз Университеті, Алматы, Қазақстан Республикасы

АҢДАТПА

Бұл зерттеудің мақсаты қазіргі ғылыми әдебиеттерде тауар өндіретін ел факторларының (Country of origin - COO) және этикалық нормалардың тұтынушылардың тұрақты мінез-құлқына және брендтің Қазақстанның азық-түлік нарығындағы беделіне әсерін бағалау болып табылады. Дереккөздерді жүйелі шолудың мақсаты басым әсер етуші факторларды іздеуге және мәлімделген географиялық контекстті ескере отырып, қолданыстағы зерттеу әдістемелерінің жеткіліктілігін бағалауды анықтауға байланысты.

Әдіснамасы. Зерттеуде жүйелі талдау хаттамасы, сондай-ақ Google Scholar және ScienceDirect дерекқорларынан дереккөздер мен әдебиеттерді іріктеу қолданылды. Материалдар жүйелі түрде талданды және зерттеу әдіснамасына (сандық, сапалық және аралас әдістер) және олардың қазақстандық азық-түлік нарығы үшін өзектілігіне сәйкес жіктелді.

Зерттеудің бірегейлігі / құндылығы. Бұл шолу шыққан елі (СОО) және этикалық нормалар туралы, әсіресе Қазақстандағы азық-түлік нарығына қатысты әдебиеттерді алғашқы ғылыми жалпылау болып табылады. Ол жаһандық зерттеу жүйелері мен Орталық Азия нарықтарындағы тұтынушылар туралы ақпарат алу қажеттілігі арасындағы сәйкессіздікті көрсететін зерттеулердегі маңызды географиялық алшақтықты нақты анықтайды және негіздейді.

Зерттеу нәтижелері. Талдау көрсеткендей, шыққан ел тұтынуды қабылдауды және азық-түлік секторындағы брендтің беделін қалыптастыратын басым фактор болып табылады, ал этикалық талаптар кішігірім, күшейтетін рөл атқарады. Аралас әдістер неғұрлым кең әдебиетте неғұрлым кең таралған тәсіл болып табылатынына қарамастан, қазіргі заманғы әдіснамалық тәсілдер географиялық контексте білімдегі бұл оққылықтың орнын толтыру үшін жеткіліксіз екенін көрсететін Қазақстан бойынша тұтынушылардың мінез-құлқының аталған факторлары бойынша зерттеулердің болмауы маңызды тұжырым болып табылады.

Түйін сөздер: шыққан елі, бренд капиталы, этикалық үндеулер, тұтынушылардың тұрақты мінез-құлқы, азық-түлік нарығы, әдебиеттерге жүйелі шолу, Қазақстан.

СТРАНА ПРОИСХОЖДЕНИЯ И ЭТИЧЕСКИЕ НОРМЫ В УСТОЙЧИВОМ ПОТРЕБИТЕЛЬСКОМ ПОВЕДЕНИИ НА ПРОДОВОЛЬСТВЕННОМ РЫНКЕ КАЗАХСТАНА

Ә. Д. Токсейіт^{1*}, Л. К. Баймагамбетова¹

¹ Университет Нархоз, Алматы, Республика Казахстан

АННОТАЦИЯ

Целью данного исследования является выявление в современной научной литературе оценки влияния факторов страны происхождения товара (Country of origin - СОО) и этических норм на устойчивое поведение потребителей и репутацию бренда на продовольственном рынке Казахстана. Цель данного систематического обзора источников обусловлена поиском доминирующих влияющих факторов и определения оценки достаточности существующих методологий исследования с учетом заявленного географического контекста.

Методология. В исследовании использовались протокол систематического анализа, а также выборка источников и литературы из баз данных, Google Scholar и ScienceDirect. Материалы были систематически проанализированы и классифицированы в соответствии с методологией исследования (количественные, качественные и смешанные методы) и их актуальностью для казахстанского рынка продуктов питания.

Оригинальность/ценность исследования. Обзор является первым научным обобщением литературы о стране происхождения (СОО) и этических нормах, особенно в отношении рынка продуктов питания в Казахстане. В нем четко определяется и обосновывается критический географический разрыв в исследованиях, подчеркивающий несоответствие между глобальными исследовательскими системами и необходимостью получения информации о потребителях на рынках Центральной Азии.

Результаты исследования. Анализ показывает, что страна происхождения является доминирующим фактором, формирующим восприятие потребления и репутацию бренда в продовольственном секторе, в то время как этические требования играют второстепенную, усиливающую роль. Важным выводом является отсутствие исследований указанных факторов поведения потребителей по Казахстану, демонстрирующих, что современные методологические подходы недостаточны для восполнения этого пробела в знаниях в географическом контексте, несмотря на тот факт, что смешанные методы являются наиболее распространенным подходом в более широкой литературе.

Ключевые слова: страна происхождения, капитал бренда, этические требования, устойчивое потребительское поведение, продовольственный рынок, систематический обзор литературы, Казахстан.

ABOUT THE AUTHORS

Tokseit Assel Diaskyzy - PhD Student in Marketing, Master of Science in Business with Marketing, Narxoz University, Almaty, Republic of Kazakhstan, email: assel.toxeit@narxoz.kz, ORCID ID: 0009-0005-4921-8072*

Baimagambetova Lyazzat Kairbekovna – Candidate of Economic Sciences, Associate Professor, Marketing Program, Narxoz University, Almaty, Republic of Kazakhstan, email: lyazzat.baimagambetova@narxoz.kz, ORCID ID: 0000-0003-3472-2266

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ESG-ТРАНСФОРМАЦИЯ УНИВЕРСИТЕТТЕРДІҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІНІҢ ФАКТОРЫ РЕТІНДЕ

А. Т. Ускеленова^{1*}, А. Наурызбекова², Ж. У. Севинов³

¹Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан

²Ж.А. Ташенев атындағы университеті, Шымкент, Қазақстан

³Ташкентский государственный технический университет имени Ислама Каримова, Ташкент, Узбекистан

АННОТАЦИЯ

Зерттеу ESG университеттерінің стратегиялық, тұрақты дамуына экологиялық, әлеуметтік және басқару принциптерін біріктіру қажеттілігінен туындайды. Бұл олардың бәсекеге қабілеттілігін арттырады, бірақ сонымен бірге жаңа қаржылық, ұйымдастырушылық және беделді тәуекелдерді тудырады. Тәуекелдерді басқаруға мүмкіндік беретін және білім беру нарығындағы университеттердің позициясын күшейтетін трансформация моделін әзірлеу өзекті міндет болып табылады және тұрақты даму мен стратегиялық басқаруға жүйелі көзқарасты қамтамасыз етеді.

Зерттеудің мақсаты – ESG қағидаттарын, тиімді тәуекелдерді басқаруды және тұрақты даму мақсаттарына қол жеткізуді біріктіру арқылы олардың бәсекеге қабілеттілігін арттыру үшін қазақстандық университеттердің трансформация моделін әзірлеу.

Зерттеу әдістемесі. Зерттеу қазақстандық университеттердің тұрақты дамуына деген көзқарастарын талдауды және олардың ESG қағидаттарын енгізуге дайындығын бағалауды қамтыды. Негізгі экологиялық, әлеуметтік және басқару тәуекелдері, сондай-ақ халықаралық аренада университеттердің бәсекеге қабілеттілігін арттыратын факторлар анықталды. Талдау негізінде ESG-ні стратегиялық жоспарлауға, соның ішінде жауапты ресурстарды басқаруды, әлеуметтік бағдарламаларды, ашықтықты арттыруды және басқару этикасын біріктіру бойынша ұсыныстар ұсынылды. Әлеуметтік инклюзивтілікті, экологиялық тұрақтылықты және цифрлық трансформацияны арттыруға бағытталған халықаралық тәжірибе мен жергілікті ерекшеліктерді ескеретін университеттерді трансформациялау моделі әзірленді, бұл олардың бәсекеге қабілеттілігі мен қаржылық тұрақтылығын қамтамасыз етеді.

Зерттеудің өзіндік ерекшелігі (құндылығы). Зерттеу бәсекеге қабілеттілікті және орнықты дамуды арттыру үшін Қазақстанның халықаралық тәжірибесі мен ерекшеліктерін ескеретін тәуекелдерді басқару мен ESG-қағидаттарын біріктіретін университеттерді трансформациялау моделін ұсынады.

Нәтижелер экологиялық тұрақтылық, әлеуметтік жауапкершілік және этикалық басқару университеттердің беделіне, инвестициялық тартымдылығына және қаржылық тұрақтылығына әсер ететін бә-

