

MPHTI 68.01

JEL Classification: Q18

DOI: <https://doi.org/10.52821/2789-4401-2021-6-18-28>

## CURRENT STATE OF FOOD SECURITY IN THE REPUBLIC OF KAZAKHSTAN

A. A. Pyagay<sup>1</sup>, R. S. Bepayeva<sup>1\*</sup>, R. O. Bugubayeva<sup>2</sup>

<sup>1</sup>S. Seifullin Kazakh Agro-Technical University, Nur-Sultan, Republic of Kazakhstan

<sup>2</sup>Karaganda University of Kazpotrebsoyuz Karaganda, Republic of Kazakhstan

---

### ABSTRACT

*The purpose of the research* is to analyze the current state of food security in Kazakhstan.

*Methodology* – the study belongs to the category of desk (marketing), collection and analysis of secondary (preliminary) information, in particular, data from the statistical collection and the website of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan of the Ministry of National Economy were used to review and analyze the indicators of the Republic Kazakhstan.

*Originality / value of the research* – based on the data of official statistics, an analysis of the state of food security of the Republic of Kazakhstan was carried out. The role of the current state of food security in the Republic of Kazakhstan is determined and indicators such as the level of self-sufficiency in agricultural products, production of certain types of agricultural products per capita, consumer spending on food and soft drinks on average per household, and consumer price index are analyzed.

*Findings* – it was revealed that the defining feature of an effective policy for the formation of food security is to provide the population with food at a level that will guarantee high-quality living conditions and life and will also allow sustainable social reproduction based on expanded production. For the sustainability of this process and the all-round satisfaction of the quality of life of citizens, it is the responsibility of the state to form an effective system for the availability of each of them in high-quality and safe food. They can contribute to the expansion of the limits of study on the development of the economy of the Republic of Kazakhstan, as well as act as a recommendatory basis for their solution.

*Keywords:* food security, economic availability of food, physical availability of food.

*Acknowledgments:* The study was carried out on the basis of the preparation of a report on the topic: «Research of the influence of state policy in the agricultural sector on the development of cooperative processes in the agro-industrial complex, sustainable development of rural areas and ensuring food security» under the leadership of O. Alipbeki in the specialized direction «Sustainable development of rural areas». This research has is funded by the Ministry of Agriculture of the Republic of Kazakhstan (BR10764919).

### INTRODUCTION

Food security of the state in modern conditions can be considered as one of the important components of national security since it is directly related to ensuring public health and population reproduction.

Such an important and at the same time multi-vector context of the formation of food security in Kazakhstan provides, firstly, systematic steps towards the development and adoption of managerial decisions in the plane of an active search for opportunities to increase the potential of food security for social growth; secondly, it stimulates the need for systemic monitoring of the level of self-sufficiency in food and constant identification of consumer needs of the population for affordable, high-quality, ecological food products; thirdly, it raises the need to develop indicators for assessing the level of food security in the context of the formation of their individual groups in accordance with the imperative of strategic development of the food security sector. Therefore, the substantiation and improvement of the theoretical and methodological foundations, and the

development of practical recommendations for the formation of a food security system in Kazakhstan acquire a fundamentally new relevance in the modern conditions of the internationalization of the world market and the strengthening of the openness of the national economy.

This can be done through the development and implementation of a balanced national food security policy. The world's leading countries view food security as one of the most important prerequisites for internal stability and external independence.

The purpose of this article is to analyze the current state of food security in Kazakhstan and identify opportunities to address existing trends.

The modern food problem in the development of mankind is that due to the irrational and too intensive use of natural resources, increased demand for livestock products, an increase in food consumption per capita and other factors, there is a steady increase in food prices, which contributes to the emergence of threats to food security in developing countries, including for the poorest groups in developed and developing countries. In addition to the above, the problem of the appearance of counterfeit products has recently become aggravated, there is a growing tendency towards disclosure of "unhealthy" products, an increase in the rate of sales of products made with the use of GMOs, and in these conditions, ensuring the safety of food and food raw materials becomes a priority task of the state, since these factors affect the life and health of the population, preserving the genetic heritage of the nation.

The object of the research is the food security of Kazakhstan in modern conditions.

The subject of the research is the economic relations and processes that determine the food security of Kazakhstan.

**Literature review.** In Kazakhstan, the issue of food security was actively identified in the 1990s due to a sharp decline in the volume of domestic agricultural production, an increase in imports and a negative shift towards foreign food products in the structure of food resources. Theoretical and methodological issues of food security are reflected in scientific publications of the following foreign and Kazakh scientists: L. I. Abalkina, A. I. Biryukova, I. P. Nikolaeva, V. K. Lomakina, V. E. Balabanova, V. E. Esipova, G. A. Makhovikova, A. E. Zubaraeva, I. L. Matsenovich, A. M. Khodachek, I. Ivoilova, E. Egorova, E. Tarasova, E. Razinkin, A. Kartseva, B. M. Afonina, A. A. Satybaldina, G. N. Gamarnik, L. A. Bimendieva, Zh. Zh. Eszhanova, O. N. Chikunova, A. A. Kaigorodtseva, M. E. Kazembaeva, A. Gizzatova, Z. Kh. Zhanbekov.

At the same time, it should be noted that there are a lot of publications devoted to the study of the nature and relationship of food security; nevertheless, there is an insufficient comprehensive theoretical elaboration of these issues and require additional research.

The etymology of the concept of «food security» indicates that the first attempts to use it were made in 1972 in Stockholm as a result of the implementation of the developed plan for solving the food problem in the world, which provided that by the end of the twentieth century. hunger in most countries of the world will be overcome through NTP and the implementation of its achievements in agriculture. However, such a socially oriented approach was subsequently changed due to the emergence of specific factors that did not allow solving the problem of the global implementation of changes in the world as a whole, and, as a consequence, their solution at the national level. In 1974, the definition of «food security» was officially introduced into scientific terminology at the World Food Summit (WFS), where its content was interpreted as «the availability at any time of the necessary world food stocks of basic food products for sustainable growth in consumption and compensation for fluctuations in production and prices» [1; 2; 3].

Food security is an economic category officially accepted in international practice, which is used to characterize the state of the food market of a country or a group of countries, as well as the world market, which provides guaranteed access for all social groups of the population to vital food at any time and in quantities sufficient for achievement of medical consumption standards [4].

Some researchers have presented an attempt to define the definition of «food security». Here are the author's interpretations.

A. I. Biryukov notes the following that food security is to ensure the guaranteed consumption of food by the population of the country in the required volumes and conditions of actual availability, i.e., their availability [5].

Zh. Zh. Eszhanova under food security determines the degree of provision of the country's population with environmentally friendly, healthy food products of domestic production, it should be noted that it is necessary to comply with their compliance with scientifically based standards and sell at affordable prices [6].

A. A. Kaigorodtsev understands that food security is such a state of the economy, including its agro-industrial complex, in which it becomes possible to ensure stable provision of the main types of food for the entire population of the country due to its own production, with the obligatory priority of the most vulnerable, low-income strata and subject to physical and economic accessibility food products in such quantity and quality that are necessary to preserve and maintain the life and capacity of people, full or maximum possible independence of the state from external sources of food [7].

V. S. Balabanov, E. N. Borisenko food security is understood as the level of national food production, at which the principle of self-sufficiency of citizens of the country with basic types of food is realized and state reserves are formed on the basis of scientific reserves [8].

## MAIN PART

The agro-industrial complex is one of the most important sectors of the economy, which participates in ensuring the national security of the country through the formation of the country's food security. Food security of the Republic of Kazakhstan is one of the key conditions for ensuring the national security of the country and the formation of a strong state, its successful long-term development and economic development.

To increase the stability of the country's agro-industrial complex and ensure its food security, the Law of the Republic of Kazakhstan «On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Food Security» dated December 12, 2009 was adopted.

The implementation of food security there is carried out by strengthening the state, stimulating production, growing agriculture, employment, income of the population, increasing stability in the market, creating conditions for the effective use of nature, production and financial resources [9; 10; 11].

Currently, there is no law on food security in the Republic of Kazakhstan, but a lot of work is being done in this direction. Food security at the legal level is enshrined in the law «On National Security of the Republic of Kazakhstan» No. 527-IV dated January 6, 2012. In addition to this document, the basis of food security is: the Constitution of the Republic of Kazakhstan, the Law of the Republic of Kazakhstan dated November 27, 2015 No. 423-V 3PK «On the production of organic products», the Law of the Republic of Kazakhstan dated July 8, 2005 No. 66-III «On state regulation of the development of agro-industrial complex and rural areas», the Law of the Republic of Kazakhstan dated January 19, 2001 No. 143-II «On grain», the Law of the Republic of Kazakhstan dated November 9, 2004 No. 603-II «On technical regulation» (with amendments and additions as of 04.16. 2019), «On the state material reserve», the State program for the development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2021, etc.

Within the framework of the measures provided for by the state program for the development of the agro-industrial complex until 2020, ensuring food security of the republic is one of the main goals of ensuring competitiveness in the agro-industrial market, the main task is to increase the demand of domestic producers for the domestic market and export products.

It is possible to analyze the state of food security based on the system of indicators that characterize it. One of the most important indicators for judging food security is the available resources for the production of agricultural products.

According to the Law of the Republic of Kazakhstan dated July 8, 2005 «On state regulation of the development of the agro-industrial complex and rural areas», the criteria for ensuring food security are: the physical and economic availability of food products and guaranteeing the safety of food products [12].

The assessment of the level of physical availability of food is carried out by comparing the current consumption of food products by the country's population with their consumption standards, which are the minimum food consumption standards developed by the Kazakh Academy of Nutrition based on the recommended consumption level of the average citizen of the country.

Over the past 18 years, the agricultural industry in Kazakhstan has been steadily developing. Cereals and legumes are from 9.6 % to 1.8 times. There is an increase in sales of livestock and poultry meat by 71.2 %

to 2.4 times. It should be noted that the number of animals increased from 73.2 % to 2.3 times. But in 2019, Kazakhstan was seized by the COVID-19 pandemic. According to the Ministry of Agriculture of the Republic of Kazakhstan, the volume of gross agricultural production in 2020 increased by 5.8 % and amounted to 6.3 trillion tenge. Meat production increased by 4.1 %, milk – by 3.2 % (Table 1).

Table 1 – Self-sufficiency in agricultural products

Products	1990	2001	2018	2019	2020	1990	2001	2019
	Growth to 2020							
	Main types of agricultural products, thousand tons							
Cereals (including rice) and legumes	28487,7	15896,9	20273,6	17428,6	20065,3	70,4	126,2	115,1
Potato	2324,3	2184,8	3807,0	3912,1	4006,8	172,4	183,4	102,4
Vegetables	1136	2301,2	4081,9	4355,2	4590,9	404,1	199,5	105,4
Meat	1559,6	654,5	1059,4	1120,6	900,2	57,7	137,5	80,3
Milk	301,1	3922,9	5686,2	5864,9	8496	2821,7	216,6	144,9
Egg, million pieces	4185,1	1855,3	5591,4	5531,4	5005	119,6	269,8	90,5
Livestock of animals, thousand tons								
Cattle, including cows	9757	4293,5	7150,9	7436,4	7850,0	80,5	182,8	105,6
Sheep and goats	35661	10478,6	18699,1	19155,7	20057,6	56,2	191,4	104,7
Pigs	3224	1123,8	798,7	813,3	816,7	25,3	72,7	100,4
Horses	1626	989,5	2646,5	2852,3	3139,8	193,1	317,3	110,1
Camels	143	103,8	207,6	216,4	246,4	172,3	237,4	113,9
Bird, million heads	59,9	21,2	44,3	45,0	43,3	72,3	204,2	96,2
Note – Compiled from source [13]								

According to the data in Table 1, we see an increase in the number of horses by 10.1 %. At the beginning of 1991, in Kazakhstan, the total number of horses in all categories of farms was about 1.7 million. After that, due to the transition to a market economy, the number of horses fell sharply, starting in 2002, a gradual recovery of the livestock began with the support of the state. Since the beginning of 2011, the state began to subsidize purchases, the proportion of which increased 1.9 times. As for the number of pigs, the number of which decreased in 2018 due to the termination of subsidies for pork production, which entailed a 2-fold reduction in the total volume of state support for pig breeding.

In Table 1, the analysis of the consumption of basic food products indicates that the population is undernourished for the following types of food: meat, eggs, poultry. Sufficient consumption of cereals (including rice) and legumes, milk, all types of livestock, except for pigs, remains.

Such changes ultimately led to a reduction in the production of several types of products per capita (Table 2).

Table 2 – Production of selected types of agricultural products per capita, thousand tons per capita

Products	2015	2016	2017	2018	2019
Cereals (including rice) and legumes	1 064	1 160	1 141	1 109	941
Potato	201	199	197	208	211
Vegetables	203	213	210	223	235
Melons and gourds	119	116	116	117	117
Slaughtered on the farm or sold for slaughter of livestock and poultry (slaughter weight)	53	54	55	58	60
Milk	295	300	380	311	317
Eggs (pieces)	270	267	280	306	299
Note – Compiled from source [13]					

Thus, only two out of ten most important food products exceeded consumption norms, which indicates serious problems with ensuring food security in the republic.

Economic affordability of food is defined as the ability of the population to buy food at the prevailing level of prices and incomes in quantities set in the minimum consumer basket.

A country is considered food safe when the percentage of people suffering from hunger is very low (less than 5 %). When food deprivation (calorie intake), which is one of the indicators for monitoring food safety, exceeds 35 %, a country is faced with the challenge of fighting hunger.

An important indicator is the share of spending on food. On average, in Kazakhstan, about 52 % of consumer spending falls on food (Figure 1, Table 3).

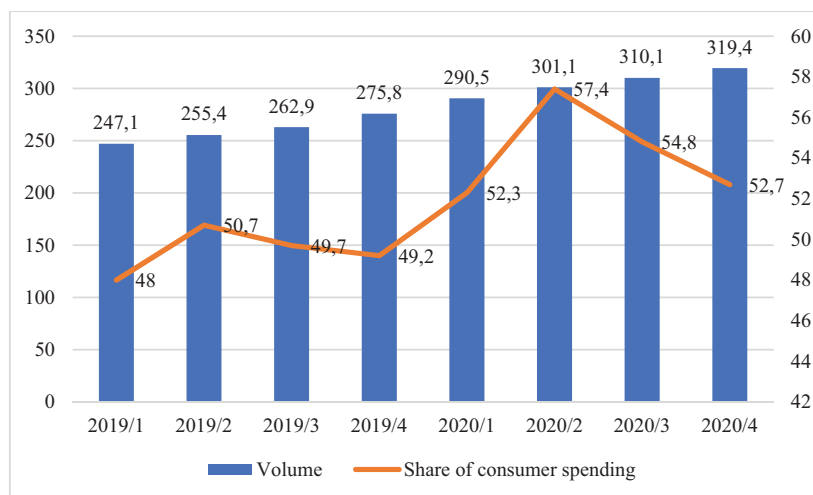


Figure 1 – Average consumer spending on food and non-alcoholic beverages per household per quarter, thousand tenge

Note – Compiled from source [14]

Table 3 – Regional section. Average consumer spending on food and non-alcoholic beverages per household per quarter, thousand tenge

	Volume	Share of consumer spending
The Republic of Kazakhstan	319,4	52,7
Akmola	273,9	51,1
Aktobe	323,6	56,8
Almaty	354,8	55,9
Atyrau	404,7	62,8
West Kazakhstan	293,6	57,5
Zhambyl	329,5	58,5
Karaganda	329,3	50,3
Kostanay	211,8	45,5
Kyzylordinskaya	383,6	58,2
Mangystau	376,9	54,3
Pavlodar	310,6	50,9
North Kazakhstan	241,6	46,8
Turkestan	393,2	61,1
East Kazakhstan	274,0	53,0
Nur-Sultan	299,2	46,9
Almaty city	368,3	48,3
Shymkent	230,3	47,2

Note – Compiled from source [14]

From January 2020 when constructing the CPI, the share of food products is 39.0 %, non-food products – 28.9 %, paid services – 32.1 %.

According to Figures 1, 2, 3, the average cost of food per household in the Republic of Kazakhstan in the fourth quarter of 2020 amounted to 319.4 thousand tenge, which is 15.8 % more compared to the same period last year. The share of food expenses in all consumer spending reached 52.7 %, compared with 49.2 % a year earlier. In general, in 2020 this figure was 54.2 % against 49.4 % in 2019.

The largest expenditures on food were borne by households in Atyrau (404.7 thousand tenge in the fourth quarter of 2020), Turkestan (393.2 thousand tenge) and Kyzylorda (383.6 thousand tenge) regions. It is in Atyrau and Turkestan regions that the highest share of food expenditures from all consumer spending is 62.8 % and 61.1 %, respectively.

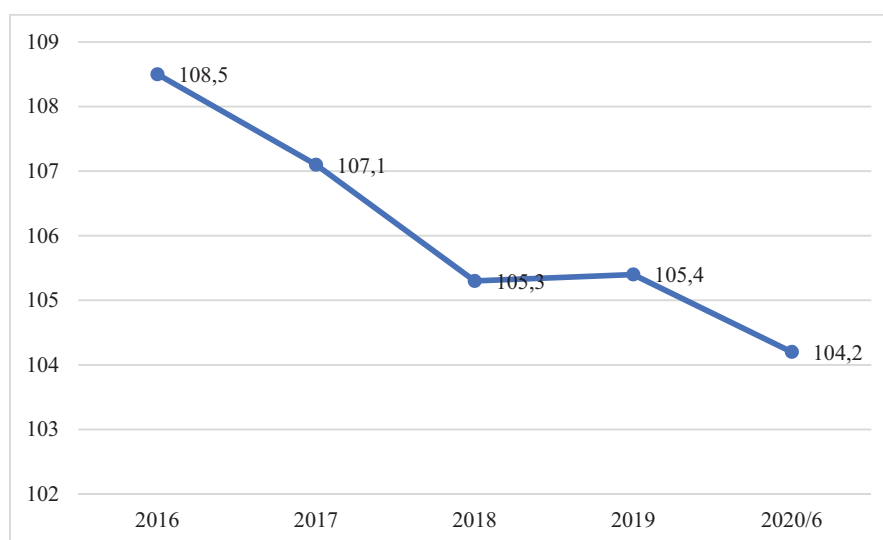


Figure 2 – Consumer price index

Note – Compiled from source [15]

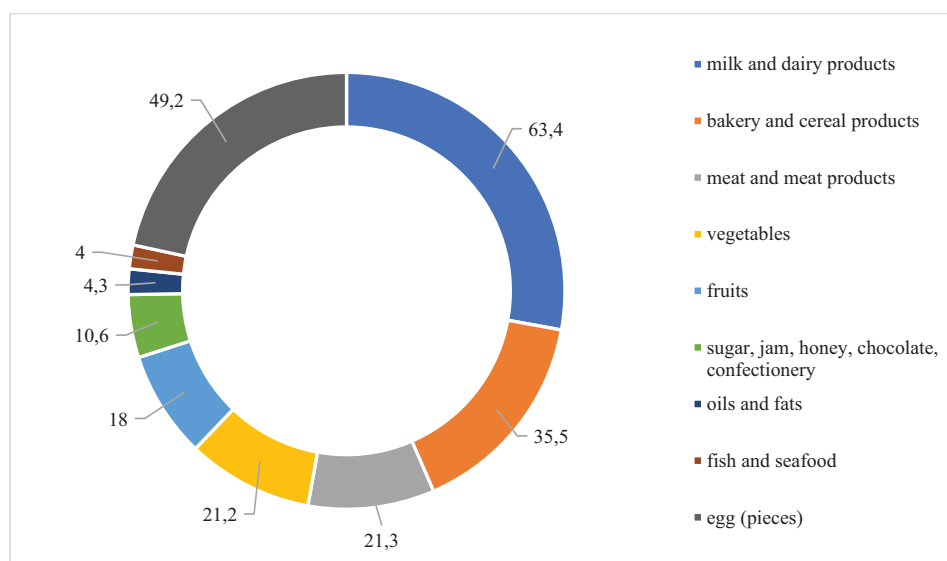


Figure 3 – Consumption of basic foodstuffs by the population on average per capita per quarter. 4th quarter 2020, kg

Note – Compiled from source [14]



Due to the constant rise in prices for the most important foodstuffs, household expenditures are increasing every year, which also affects the consumer spending of the family.

## CONCLUSIONS

Based on this study, we have found that one of the most important components of ensuring food security in Kazakhstan is the economic availability of food. At present, one can speak of an increase in the share of food expenditures in total expenditures. In this situation, households with the lowest income levels, as well as vulnerable groups of the population, are particularly affected. Therefore, special attention should be paid to increasing the availability of food for these categories of citizens.

Since it is very difficult to ensure income growth, the problem must be solved precisely by providing the population with food. One of the ways to solve this problem is to organize targeted support for citizens. For example, you can provide the poor with food in an amount that meets the norms of a balanced diet. It is important to note that support should be provided not in monetary terms, but in commodity equivalent, since representatives of low-income strata of the population often suffer from alcoholism, and the money received goes to the purchase of alcoholic beverages.

The decline in food security is directly related to the rise in food prices. The rise in prices was fueled by a fall in the hard exchange rate and higher prices for imported products, as well as high trade margins. To prevent sharp fluctuations in food prices, it is necessary to impose restrictions on the possible imports of basic foodstuffs.

Consequently, the measures of state regulation of food prices should, on the one hand, prevent a sharp rise in prices, in which normal and complete provision of the family with food becomes impossible, on the other hand, provide producers with the opportunity to benefit from sales, not losses. Therefore, in each individual situation, a comprehensive analysis of the cost of resources spent on production and the volume of real available resources of the population should be carried out.

One of the threats to food security is a change in the structure of consumption, the population is switching to the consumption of products of lower quality. This happens for several reasons. Firstly, now high-quality products are in a high price segment, their prices are higher. Secondly, citizens are not properly informed about the health risks from poor quality food. Therefore, it is worth paying attention to increasing the food literacy of the population. To do this, it is necessary to conduct various classes, lectures, seminars, which will explain why only natural, high-quality products should be consumed in food. It is advisable to start training such training from school, when only certain norms and rules of behavior are established.

Most measures to improve food security require additional funding and significant cash investments. To prevent these expenses from leading to a budget deficit, the most important measure is the development of food exports.

## REFERENCES

1. Blazhekovikj-Dimovska D., Stojanovski S. Hygiene in primary production – Fish hygiene: Book Chapter // Food safety management – A practical guide for the food industry. – Elsevier, 2014. – Chapter 23. – P. 559-621.
2. Schmidt R. H., Rodrick H. E. Food safety handbook – Inc., Hoboken. John Wiley & Sons, 2006. – 805 p.
3. Food Safety Handbook. A Practical Guide for Building a Robust Food Safety Management System. International Finance Corporation [Electronic resource] // The World Bank Group. [website]. – 2020. – URL: <https://www.ceintelligence.com/files/documents/Food%20Safety%20Handbook1.pdf> (Accessed: 07.08.2021).
4. Добросоцкий В. И. Обеспечение продовольственной безопасности в странах Евразийского Экономического Союза: мировой и региональные аспекты. – М: Одинцовский филиал МГИМО, 2019. – 128 с.
5. Соболев Н. С. Продовольственная безопасность населения страны – основа обеспечения здоровья народов России // Известия Саратовского университета. Серия Социология. Политология. – 2009. – № 9(3). – С. 38-41.

6. Есжанова Ж. Ж. Механизм обеспечения продовольственной безопасности в Республике Казахстан (на примере Восточно-Казахстанской области): автореф. ... канд. эконом. наук: 08.00.05. – Алматы, 2009. – 149 с.
7. Кайгородцев А. А. Продовольственная безопасность Казахстана: оценка состояния и пути обеспечения // Большая Евразия: Развитие, безопасность, сотрудничество. Экономика и бизнес. – 2019. – № 2(1). – С. 51-54.
8. Балабанов В. С., Борисенко Е. Н. Продовольственная безопасность: международные и внутренние аспекты. – М.: Экономика, 2002. – 550 с.
9. Food safety and quality [Electronic resource] // Food and Agriculture Organization of the United Nations [website]. – n.d. – URL: <https://www.fao.org/food-safety/news/en/> (Accessed: 11.08.2021).
10. Van Vuuren D. P. et al. Scenarios in Global Environmental Assessments: Key characteristics and lessons for future use // Global Environmental Change. – 2012. – № 22(4). – P. 884-895. – DOI: <https://doi.org/10.1016/j.gloenvcha.2012.06.001>.
11. Narrod C., Dou X., Chfadi T., Miller M. Participant characteristics and learning outcomes: Lessons from international food safety capacity building // Food Policy. – 2021. – № 102. – Article number: 102105. – DOI: [10.1016/j.foodpol.2021.102105](https://doi.org/10.1016/j.foodpol.2021.102105).
12. Об утверждении Государственной программы развития агропромышленного комплекса Республики Казахстан на 2017-2021 годы Постановление Правительства Республики Казахстан от 12 июля 2018 года № 423 [Electronic resource] // Әділет [website]. – 2018. – URL: <https://adilet.zan.kz/rus/docs/P1800000423> (дата обращения: 11.08.2021).
13. Статистика сельского, лесного, охотничьего и рыбного хозяйства [Electronic resource] // Бюро национальной статистики Агентства по стратегическому планированию и реформам Республики Казахстан [website]. – 2021. – URL: <https://stat.gov.kz/official/industry/14/statistic/6> (Accessed: 10.08.2021).
14. Потребительские расходы домохозяйств на продукты питания и безалкогольные напитки [Electronic resource] // RANKING.KZ [website]. – 2021. – URL: <http://ranking.kz/ru/a/reviews/potrebitelskie-rashody-domohozyajstv-na-produkty-pitaniya-i-bezalkogolnye-napitki-iv-kvartal-2020> (Accessed: 11.08.2021).
15. Индекс цен (1994-2020 годы) [Electronic resource] // Online Paragraph [web-портал]. – n.d. – URL: [https://online.zakon.kz/Document/?doc\\_id=30006266#pos=325;-61](https://online.zakon.kz/Document/?doc_id=30006266#pos=325;-61) (Accessed: 11.08.2021).

## REFERENCES

1. Blazhekovikj-Dimovska, D. and Stojanovski, S. (2014). Hygiene in primary production – Fish hygiene: Book Chapter. Food safety management – A practical guide for the food industry. Chapter 23. Elsevier, 559-621.
2. Schmidt, R. H. and Rodrick, H. E. (2006). Food safety handbook. Inc., Hoboken. John Wiley & Sons, 805 p.
3. Food Safety Handbook. A Practical Guide for Building a Robust Food Safety Management System. International Finance Corporation. (2020). The World Bank Group website. Retrieved August 7, 2021, from <https://www.ceintelligence.com/files/documents/Food%20Safety%20Handbook1.pdf>.
4. Dobrosckij, V. I. (2019). Obespechenie prodovol'stvennoj bezopasnosti v stranah Evrazijskogo Ekonomicheskogo Soyuza: mirovoj i regional'nye aspekty. Odintsovo branch of MGIMO, 128 p. (In Russian).
5. Sobolev, N. S. (2009). Prodovol'stvennaya bezopasnost' naseleniya strany – osnova obespecheniya zdorov'ya narodov Rossii. Izvestiya Saratovskogo universiteta. Seriya Sociologiya. Politologiya, 9(3), 38-41 (In Russian).
6. Yeszhanova, Zh. Zh. (2009). Mekhanizm obespecheniya prodovol'stvennoj bezopasnosti v Respublike Kazahstan (na primere Vostochno-Kazahstanskoy oblasti): avtoref. ... kand. ekonom. nauk: 08.00.05. Almaty, 149 p. (In Russian).
7. Kaigorodcev, A. A. (2019). Prodovol'stvennaya bezopasnost' Kazahstana: oценка sostoyaniya i puti obespecheniya. Bol'shaya Evraziya: Razvitie, bezopasnost', sotrudnichestvo. Ekonomika i biznes, 2(1), 51-54 (In Russian).



8. Balabanov, B. C. and Borisenko, E. N. (2002). *Prodovol'stvennaya bezopasnost': mezhdunarodnye i vnutrennie aspekty*. Ekonomika, Moscow, 550 p.
9. Food safety and quality. (n.d.). Food and Agriculture Organization of the United Nations website. Retrieved August 11, 2021, from <https://www.fao.org/food-safety/news/en/>.
10. Van Vuuren, D. P. and et al. (2012). Scenarios in Global Environmental Assessments: Key characteristics and lessons for future use. *Global Environmental Change*, 22(4), 884-895, DOI: <https://doi.org/10.1016/j.gloenvcha.2012.06.001>.
11. Narrod, C., Dou, X., Chfadi, T. and Miller, M. (2021). Participant characteristics and learning outcomes: Lessons from international food safety capacity building. *Food Policy*, 102, 102105, DOI: 10.1016/j.foodpol.2021.102105.
12. Ob utverzhdenii Gosudarstvennoj programmy razvitiya agropromyshlennogo kompleksa Respubliki Kazakhstan na 2017-2021 gody Postanovlenie Pravitel'stva Respubliki Kazakhstan ot 12 iyulya 2018 goda № 423. (2018). Adilet. Retrieved August 11, 2021, from <https://adilet.zan.kz/rus/docs/P1800000423> (In Russian).
13. Statistika sel'skogo, lesnogo, ohotnich'ego i rybnogo hozyajstva. (2021). Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan. Retrieved August 10, 2021, from <https://stat.gov.kz/official/industry/14/statistic/6> (In Russian).
14. Potrebitel'skie raskhody domohozyajstv na produkty pitaniya i bezalkogol'nye napitki. (2021). RANKING.KZ. Retrieved August 11, 2021, from <http://ranking.kz/ru/a/reviews/potrebitelskie-raskhody-domohozyajstv-na-produkty-pitaniya-i-bezalkogolnye-napitki-iv-kvartal-2020> (In Russian).
15. Indeks cen (1994-2020 gody). (n.d.). Online Paragraph. Retrieved August 11, 2021, from [https://online.zakon.kz/Document/?doc\\_id=30006266#pos=325;-61](https://online.zakon.kz/Document/?doc_id=30006266#pos=325;-61) (In Russian).

## ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІНІҢ ҚАЗІРГІ ЖАЙ-КҮЙІ

А. А. Пягай<sup>1</sup>, Р. С. Беспасева<sup>1\*</sup>, Р. О. Бугубаева<sup>2</sup>

<sup>1</sup>С. Сейфуллин атындағы Қазақ агротехникалық университеті,  
Нұр-Сұлтан, Қазақстан Республикасы

<sup>2</sup>Қазтұтынуодағы Қарағанды университеті Қарағанды, Қазақстан Республикасы

---

### АНДАТПА

*Зерттеу мақсаты* – Қазақстанның азық-түлік қауіпсіздігінің қазіргі жай-күйіне талдау жүргізу.

*Әдіснамасы* – зерттеу кабинеттік (маркетингтік) зерттеу болып табылады, қайталама (алдын ала) ақпаратты жинау және талдау жүргізілді, атап айтқанда көрсеткіштерді қарау және талдау үшін Қазақстан Республикасы Ұлттық экономика министрлігінің Стратегиялық жоспарлау және реформалар жөніндегі агенттігі Ұлттық статистика бюросының статистикалық жинағы мен сайтының деректері пайдаланылды.

*Зерттеудің бірегейлігі/құндылығы* – ресми статистика деректері негізінде Қазақстан Республикасының азық-түлік қауіпсіздігінің жай-күйіне талдау жүргізілді. Қазақстан Республикасындағы азық-түлік қауіпсіздігінің қазіргі жай-күйінің рөлі айқындалды және ауыл шаруашылығы өнімдерімен өзін-өзі қамтамасыз ету деңгейі, халықтың жан басына шаққандағы ауыл шаруашылығы өнімдерінің жекелеген түрлерін өндіру, үй шаруашылығына орта есеппен Тамақ өнімдері мен алкогольсіз сусындарға тұтыну шығыстары, тұтыну бағаларының индексі сияқты көрсеткіштер талданды.

*Зерттеу нәтижелері* – азық-түлік қауіпсіздігін қалыптастырудың тиімді саясатының анықтаушы ерекшелігі – халықтың өмірі мен өмір сүру сапасына кепілдік беретін, сондай-ақ кеңейтілген өндіріс негізінде тұрақты қоғамдық өндіріске мүмкіндік беретін деңгейде азық-түлікпен қамтамасыз ету. Бұл процестің орнықтылығы және азаматтардың өмір сүру сапасын жан-жақты қанағаттандыру үшін мемлекеттің міндеті олардың әрқайсысының сапалы және қауіпсіз тамақ өнімдеріне қол жеткізуінің

пәрменді жүйесін қалыптастыру болып табылады. Зерттеу нәтижелері Қазақстан Республикасының экономикасын дамыту жөніндегі зерделеу шегін кеңейтуге ықпал етуі, сондай-ақ оларды шешу бойынша ұсынымдық негіз болуы мүмкін.

*Түйін сөздер:* азық-түлік қауіпсіздігі, азық-түліктің экономикалық қол жетімділігі, азық-түліктің физикалық қол жетімділігі.

*Алғыс:* Зерттеу «Ауыл шаруашылығы саласындағы мемлекеттік саясаттың АӨК-тегі кооперациялық процестерді дамытуға, ауылдық аумақтарды тұрақты дамытуға және азық-түлік қауіпсіздігін қамтамасыз етуге әсерін зерттеу» тақырыбында О. Әліпбекидің басшылығымен «Ауылдық аумақтарды тұрақты дамыту» бейінді бағыты бойынша есеп дайындау негізінде жүргізілді. Зерттеуді Қазақстан Республикасы Ауыл шаруашылығы министрлігі қаржыландырады (BR10764919).

## СОВРЕМЕННОЕ СОСТОЯНИЕ ПРОДОВОЛЬСТВЕННОЙ БЕЗОПАСНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

А. А. Пягай<sup>1</sup>, Р. С. Беспасева<sup>1\*</sup>, Р. О. Бугубаева<sup>2</sup>

<sup>1</sup>Казахский агротехнический университет им. С. Сейфуллина,  
Нур-Султан, Республика Казахстан

<sup>2</sup>Карагандинский университет Казпотребсоюза  
Караганда, Республика Казахстан

---

### АННОТАЦИЯ

*Цель исследования* – провести анализ современного состояния продовольственной безопасности Казахстана.

*Методология* – исследование классифицируется как кабинетное (маркетинговое) исследование, был проведен сбор и анализ вторичной (предварительной) информации, в частности для рассмотрения и анализа показателей были использованы данные статистического сборника и сайта Бюро национальной статистики Агентства по стратегическому планированию и реформам Республики Казахстан Министерства национальной экономики Республики Казахстан.

*Оригинальность / ценность исследования* – на основании данных официальной статистики проведен анализ состояния продовольственной безопасности Республики Казахстан. Определена роль современного состояния продовольственной безопасности в Республике Казахстан и проанализированы такие показатели, как уровень самообеспеченности сельскохозяйственной продукцией, производство отдельных видов сельскохозяйственной продукции в расчете на душу населения, потребительские расходы на продукты питания и безалкогольные напитки в среднем на домашнее хозяйство, индекс потребительских цен.

*Результаты проведенного исследования* – выявлено, что определяющей чертой эффективной политики формирования продовольственной безопасности является обеспечение населения продовольствием на таком уровне, который будет гарантировать качественные условия жизни и жизнедеятельности, а также позволит устойчивое общественное воспроизводство на основе расширенного производства. Для устойчивости этого процесса и всестороннего удовлетворения качества жизни граждан обязанностью государства видится формирование действенной системы доступности каждого из них в качественных и безопасных продуктах питания. Могут способствовать расширению пределов изучения по развитию экономики Республики Казахстан, а также выступать рекомендательной основой по их решению.

*Ключевые слова:* продовольственная безопасность, экономическая доступность продуктов питания, физическая доступность продуктов питания.

*Благодарности:* Исследование проводилось на основе подготовки отчета на тему: «Исследование влияния государственной политики в отрасли сельского хозяйства на развитие кооперационных процессов в АПК, устойчивого развития сельских территорий и обеспечения продовольственной безопасности» под руководством О. Алипбеки по профильному направлению «Устойчивое развитие сельских территорий». Исследование финансируется Министерством сельского хозяйства Республики Казахстан (BR10764919).

#### ABOUT THE AUTHORS

**Pyagay Alexander Anatolyevich** – Doctor of Economic Sciences, Professor, S. Seifullin Kazakh Agro-Technical University, Nur-Sultan, Republic of Kazakhstan, e-mail: pyagay72@mail.ru, ORCID 0000-0002-3648-8365

**Bespayeva Roza Sansyzbaevna** – PhD, Senior Lecturer, S. Seifullin Kazakh Agro-Technical University, Nur-Sultan, Republic of Kazakhstan, e-mail: brs\_@mail.ru, ORCID 0000-0002-3955-9237\*

**Bugubayeva Roza Olzhabayevna** – Candidate of Economic Sciences, Professor, Karaganda University of Kazpotreboysuz, Karaganda, Republic of Kazakhstan, e-mail: prur@keu.kz, ORCID 0000-0002-3648-8365

**MPHTI: 06.03.07**

**JEL Classification: A11**

**DOI: <https://doi.org/10.52821/2789-4401-2021-6-28-42>**

#### IMPACT OF BRAND IMAGE, PRICE AND QUALITY ON PURCHASING DECISION ON FOREIGN CLOTHING COMPANIES AMONG WORKING ADULTS IN KAZAKHSTAN

**A. Mamedov<sup>1\*</sup>, Prof. Dr. A. A. Khatibi<sup>1</sup>, Dr. J. Tham<sup>1</sup>**

<sup>1</sup>Management and Science University, Shah Alam, Malaysia

---

#### ABSTRACT

Customers of imported brand apparel in Kazakhstan are being studied for their purchase habits due to brand image and quality.

*Purpose of the research.* The study's goals were to examine the impact of brand image and quality on consumer behavior. While also looking at how customer behavior affects purchasing choices.

*Methodology.* By its very nature, this was a qualitative investigation. Simple random selection was used to choose a sample of 500 working people in Almaty and Nur-Sultan cities for this study, although only 408 of them took part in the survey as responders. A questionnaire was utilized to obtain data from the study's participants in this study. SPSS was used to analyze the data. Correlation, regression, and SEM were used to verify the hypothesis.

*Originality / value of the research.* Results show that both quality and price influence consumer behavior and purchasing decisions for international apparel firms, whereas brand image has no bearing on the customer's purchase. As a result of customer behavior, it has been shown that purchasing apparel from overseas manufacturers is more likely.

*Findings.* The findings of this research show how customers make purchasing decisions and what the future of the garment business will look like. Aside from understanding current market trends, this study will also help estimate customers' prospective wants, aspirations, and tendencies.

*Keywords:* customer behavior, purchasing decision, price, quality, brand image, clothing brands, globalization, market trends, adults.