

Exploring National Brands in the Field of Education: The Case of Kazakhstan

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Abstract

National brands of the Kazakh people are insufficiently researched based on the special criteria for defining the concept of a brand from a scientific perspective. This article is relevant in this context. Interest in branding and its formation is a topic staying relevant. It is a driving force behind globalization and international competition. The brand is recognized as attracting tourists and investors, strengthening business, forming the country's image, and achieving international supremacy. The study of the national brand in the field of education is also critical. In particular, it is necessary to identify national brands through associative studies for economics and tourism students. The article analyzed the concepts recognized as national brands of the Kazakh people. The frequency index of the words recognized as Kazakh national brands was determined. According to the word stimulus, "Kazakhstan," "homeland," "peaceful, independent country," and "What is the Kazakhstani brand?" "National cuisine" and "art forms" were the most answered. The experience of identifying the association has shown that using national characteristics, art, national food, and national clothes in everyday life as a national brand is not accidental. The mental characteristics and culture of the Kazakh people in the formation of a brand were determined during the research. They were introduced in the domestic and world markets, stabilized in the minds of consumers, and explained in the education system, marketing, and tourism. This situation would impact their use in the field.

Keywords: *Association, brand formation, national brand, national culture, Kazakhstani market*

Introduction

It can be said that national brands are not only that any product or name becomes a brand and becomes popular, but also signs that characterize the own national identity of a particular nation. A brand can be described as a complex and layered signal that encompasses various aspects such as economic value, functionality, emotional appeal, and cultural significance. It serves as a means of communication, carrying a message or promise to differentiate the product associated with the brand and/or the person or entity using it. Additionally, it aims to establish legal ownership of the

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brand for its owner and elicit a strong positive connection within the target market. This connection is formed through previous consumption experiences and the expectations created by the community of consumers, both in the physical and virtual realms (Cherenkov et al., 2021).

Being recognized as a national brand requires that certain requirements are met. Therefore, not everything can be a national brand. It is essential to determine the characteristics of national brands and what is acknowledged as a national brand. The lack of a systematically written research paper about Kazakh national brands is evident, prompting us to research this issue. Hence, we aim to address it by exploring people's associations with brands, specifically Kazakh national brands. Moreover, it is relevant to study the problems of forming a general concept of the national brand for students studying art and culture, philology, economics, marketing, and management.

The concept of "brand" is an exceedingly relevant topic nowadays. Its presence in any field is a legal phenomenon. The concept of "brand" is often considered a term of marketing and economics. Brand awareness is proven to have a favorable and significant influence on purchasing decisions. Concurrently known brand image and brand awareness both have a substantial impact on purchasing decisions (Arianty & Andira, 2021). A brand is created to achieve three main objectives: 1) distinguish a product associated with the brand and/or the person or entity using it; 2) establish legal ownership of the brand for its owner; 3) create a positive and strong connection in the minds of the target market, resulting from consumer's positive experiences, reviews, and interactions within a community of consumers, both online and offline. This positive association typically leads to initial purchase and, over time, fosters consumer loyalty towards the brand (Cherenkov et al., 2021).

First of all, it is necessary to explain the word "brand" to completely cover the issue of defining a national brand. A frequently cited positive or successful brand is based on Doyle's definition that a successful brand is a name, symbol, design, or specific combination that has a distinct border over a certain organization's products (Dinnie, 2015).

A national brand does not represent specific goods and services. Instead, it represents and includes many factors and associations: place geography, tourist attractions, natural resources, local products, people-race, ethnic groups, history, culture, language, political and economic systems, social institutions, infrastructure, celebrities (personalities), and pictures (Fan, 2006). Thus, many associations related to a particular territory and information and feelings related to that object, a product of the mind that tries to process and divide the collected data are parts of the brands (Kotler

& Gertner, 2002). A country brand is a public good with political, economic, social, environmental, historical, and cultural aspects and image (Fetscherin, 2010). The same perspective can be seen in the study by Fan. National branding considers the country of origin, the destination for tourism, public diplomacy, and national identity (Fan, 2006). "The national brand is the sum of representations of people in the country in six areas of national competence: cultural, political, commercial and human assets, investment potential and tourist attraction" (Anholt, 2005). The findings of the study provide important insights into the potential benefits of using the place brand as a powerful marketing tool to boost local production in tourist areas. The place brand can play an important role in attracting tourists and driving economic growth by effectively communicating a destination's unique features and products (Pizzichini et al., 2020).

In the issue of a national brand in Kazakhstan, aligning with the goals and objectives of the Resolution No. 998 of the Government of the Republic of Kazakhstan dated September 22, 2014, "On the concept of the cultural policy of the Republic of Kazakhstan," integrating domestic culture with the world cultural space, widely promoting the historical and cultural heritage of Kazakhstan in the country and abroad, and creating own national brands were mentioned (Republic of Kazakhstan, 2014). At the same time, in the resolution, considering fine arts, decorative and applied arts, design, and architecture as creative clusters, it is necessary to consider that the uniqueness of their products occurs in the minds of the public as a visual image of the people, time and country. This uniqueness is the main object of creating and promoting national cultural brands. The need to use scientific achievements and news, information about unique monuments of archaeology, history, and culture in the distributed content, includes the fact that the "Golden Man" "Sak artifacts" can attract the attention of the world public, making them a world-famous brand (Resolution No. 998).

Horse riding culture, ancient metallurgy in the great steppe, the Golden Man, the Great Silk Road, Kazakhstan, the homeland of tulips and apples, the great names of the great steppe, including Al Farabi, Yassau, Kulteegin, Beybarys, Az-Tauke, Abylay, Kenesary, and Abai are also considered the genesis of the Turkic peoples of Kazakhstan. Furthermore, folklore and Kazakh music can be transformed into the country's national branding (Nazarbaev, 2019). (Aralbay, 2019) classifies the brand products into two categories: ecologically clean products, particularly animal products. This category includes animal skin, wool, meat, and milk. It is recommended not to use the mineral

resources in the second category but to process and turn them into goods and put them on the market.

Apart from the definitions above, national brands can be called associative and image concepts. For example, Germany - quality, France - perfumes, Italy - style, Korea - sushi, Japan - new technologies, and Turkey - Turkish sweets (lukum) are associations formed in people's minds about that country. Fung Kei Cheng considered the qipao (Chinese women's dress) as an expression of the cultural and philosophical symbols of the Chinese people. This dress is recognized worldwide as an individualizing symbol of Chinese women, expressing ethnic distinction. Thus, clothes are a means of self-expression. In the elements of the mentioned clothing lies the background of the cultural and philosophical principles of the Chinese people (Cheng, 2021).

It is impossible to make a brand out of something artificial and non-existent. Such experiments in branding are often known to fail. The national brand conveys the character and mentality of the nation, which is inherent in the nation. It is natural and has its values. These messages are carried through sensory combinations. Then they are stored in long-term memory. The result is a complex picture of the brand. First, the national brand determines the product's viability, depicts its development path and history, affects the consumer's mind, strengthens and stabilizes the relationship between the product and the consumer, distinguishes it from other goods, and guides the development of the product. A brand encapsulates all impressions, emotions, and mental associations (Roberts, 2005; Statt, 2003).

Having resolved the above definitions, we determined the number of criteria necessary for becoming a national brand:

- design, image marks, and names with symbolic meaning (Dinnie, 2015)
- an amazing natural phenomenon (Fan, 2006)
- national products (Aralbay, 2019)
- historical places (Fan, 2006; Fetscherin, 2010);
- special culture (Nazarbayev, 2018)
- race, ethnic groups, and national identity (Statt, 2003; Roberts, 2005)
- infrastructure and new technology (Fan, 2006)
- famous people and great personalities (Fan, 2006)
- creative works and art (Resolution No. 998)

- the political and social situation (Anholt, 2005).

Method

The survey method, systematization of results, analysis method, and statistical (*table, graph*) methods were used during the research to identify national brands.

Research Design

Qualitative research was conducted because it enables researchers to delve deeper into the topic and acquire a thorough understanding of the complexity and complexities connected with Kazakh national brands. It enables a complete investigation of the socioeconomic, historical, and cultural elements that affect how people perceive and create opinions about these brands. Kazakhstan's rich cultural heritage and customs are strongly ingrained in the nation's national brands. Through qualitative research, it is possible to discover and document the distinct cultural background that influences the creation and depiction of these brands. It makes it possible to examine the cultural representations of national brands in Kazakhstan in-depth, giving rise to a more complete understanding of their relevance.

Using instant messengers and various social media sites has positive results in research (Waters & Hensley, 2020). The sampling approach used was Web-Based Response-Driven Sampling (WebRDS, Wejnert & Heckathorn, 2008) whereby, after completing the survey, initial eligible respondents forwarded the invitation to their eligible friends and networks. The survey was compiled in Kazakh and Russian and distributed to different audiences via WhatsApp to determine the national brand. The survey included open-ended questions and was administered through the Google Forms application. It took significant planning and study to create open-ended survey questions that would generate thoughtful and insightful comments from respondents. We started by outlining the goals of the research as well as the precise data we hoped to compile. This required deciding on the main subjects or areas that the survey would concentrate on as well as the intended results. We then gathered a team of researchers, subject matter experts, and persons knowledgeable about the subject to come up with some possible open-ended questions. We welcomed a variety of viewpoints and took into account several perspectives concerning the research goals. We thoroughly examined each question to make sure it was fair and didn't direct participants toward a specific answer to prevent bias. We tried to keep the questions simple, avoiding technical jargon

and vague phrases that can confound respondents. To collect pertinent and useful data, it was essential to tailor the questions to the intended audience. We tailored the survey's questions based on the characteristics of the participants, such as their demographics, cultural background, or level of professional experience. We created open-ended questions to examine many facets connected to the research aims to collect multiple perspectives. To ensure a thorough examination of the data gathered, we added questions that investigated experiences, opinions, suggestions, or challenges. We kept ethical issues in mind at every stage of the procedure, making sure that the inquiries were polite, unobtrusive, and protected participants' privacy. We ensured participants of anonymity and confidentiality, when appropriate, and provided explicit instructions on how the data would be utilized.

During the survey, a series of 10 questions was compiled and presented to the university's ethics committee. In order to ensure accuracy, three Russian language experts were consulted to translate the questions into Russian, taking into consideration grammatical and cultural nuances. After receiving feedback from the specialists, necessary adjustments were made to the initial translation. Once the final version of the questionnaire in Russian was approved by the specialists, it was compared to the Kazakh version. Experts in both Kazakh and Russian languages analyzed and compared the two versions to ensure their coherence in meaning. Following these discussions, the final version of the Russian questionnaire was prepared and deemed suitable for use. We were able to create successful open-ended questions that prompted participants to offer deft and perceptive responses by following these procedures. As a result, we were able to learn more about the subject under investigation, and this also improved the survey data's general reliability and validity.

A qualitative analysis of survey results was done. Because quantitative and qualitative methods could concur in the cross-validation study (Creswell & Plano Clark, 2007) triangulation was used. The researcher is an essential part of the study process in qualitative research. As part of the design process, we picked the appropriate qualitative research technique, the study's research questions or objectives, and the data collection strategies to be used. We were conscious of our subjectivity and role throughout the research process. Reflexivity was utilized by researchers when we considered how our biases, preconceptions, and assumptions could have affected the gathering and processing of data. We made an effort to be objective by using rigorous research methods and taking precautions to limit our influence on the results.

Thematic analysis is an effective method of qualitative research (Braun & Clarke, 2006). The survey results were reviewed, and the initial codes were issued. Themes were extracted and reviewed. Topics were named and analyzed.

Study Group/Participants

The authors used purposeful sampling to select individuals who may give meaningful insights to the research in this study analyzing national brands. To make data gathering easier, the author chose to distribute the survey via a web link, making it available to potential participants. The author decided to administer the survey via a web link to contact potential participants. This system had various advantages, including convenience, scalability, and the capacity to collect responses from people who were geographically scattered. Participants could access the survey in their free time, increasing the possibility of a greater response rate.

The nationality of respondents participating in the survey is Kazakh. Two-hundred and fifty-five respondents participated in the open-question survey. Because four respondents sent the same answer twice, only one answer was considered.

The survey participants' ages ranged from 16 to 65. Most respondents were between 36 and 45 years old.

Table 1

Years old of the respondents

	Frequency	Percent
18-25 years old	54	21.2
26-36 years old	44	17.3
36-45 years old	71	27.8
46-55 years old	56	22
Above 56-60	30	11.8
Did not answer	2	0.8
Total	255	100.0

Most survey participants were women, with only 16.9% being men.

Table 2

Sex of the respondents

	Frequency	Percent
Male	43	16.9
Female	210	82.41
Did not answer	2	0.8
Total	255	100.0

Data Analysis

The analysis of the results was conducted using a qualitative method. All responses from the participants were analyzed thematically. This was done by coding each participant's response into a topic area. For example, for question 1 (What comes to mind when you think of "Kazakhstan"?), the following topics (codes) were developed: e.g., motherland, peaceful independent state, family, etc.). The same qualitative approach was used for the other two questions. The responses to each of the three respective questions were compared with emerging categories resulting in a final set of themes for each question.

The research, which used the survey method, comprised various phases for data analysis, including systematizing the findings, using analysis techniques, and using statistical techniques like tables and graphs. The next part explains how we, the researchers, examined the data for our study:

Systematization of Results: We started by systematizing the results after gathering the survey replies. We created a spreadsheet to input and classify the survey responses as part of our structured data organization process. We made the responses anonymous to protect the respondents' privacy.

Analysis: To evaluate the survey data and produce insightful findings, we used qualitative analysis approaches. Depending on our study goals, the type of survey questions, and the resources available, a certain analysis method was chosen. We made use of content analysis, a well-established qualitative analytical method. Based on predefined standards, we methodically coded and categorized the survey replies. We created a framework for coding, to represent various notions or themes in the data. We evaluated the data to find patterns or differences throughout the dataset by assigning pertinent codes to each response.

Although the research was devoted to qualitative and interpretive analysis, we also used statistical techniques to convey the results clearly and graphically. To summarize and present the quantitative components of the survey results, we used statistical approaches such as frequency distributions, percentages, or averages. To illustrate patterns, comparisons, or relationships within the data, tables, and charts were created.

Findings

The survey questions were presented in the form of free answers. The answered questions follow.

1. What comes to mind when you think of "Kazakhstan"?
2. "What do you think belongs to a Kazakh brand?"
3. What food can be nationalized?

Table 3

Respondents' associations with the word "Kazakhstan"

No	Preliminary subtopic	Preliminary broad topics	Broad topics
1	Birthplace, fatherland, my country, my land, paradise on earth, the place where I was born, ancestral home, Kazakh country	Motherland (106)	State
	Blue flag, peace, national anthem, coat of arms, eagle on the flag	A peaceful, independent country (66)	
	Parents, children, relatives, friends, loved ones, parents	Family (14)	
	Vast land, vast plains, oil, empty land, rich country, rich in minerals, a country covering a large area in Asia, boundless land, paradise on earth	The land is large and rich (46).	
2	Kazakh language, the field of education	Education system (22)	Spirituality
	Abai Kunanbaev, Akhmet Baitursynuly, Kyz Zhibek	Personalities (3)	
	Religion, honor, pride, spirit	Abstract concepts (9)	

3	Generous, comfortable, friendly, hospitable	Hospitality (17)	National specialty
	“Kurts,” cheese, kumyz, milk, kazy-karta, national food	Food (13)	
	Education, ornaments, yurts, feasts, dombra, Kazakh culture, national clothes, mood	Traditions, national art (30)	
4	Injustice, Nazarbayev, dictator, bureaucracy, theft, corruption, dependence	Corruption and power (30)	Society
	Low wages, poverty, unemployment, credit, low social status, religion, ignorance	Trouble (16)	
5	Astana, cities, beautiful nature, Medeu, mountains, beautiful wide fields, Bayterek, wormwood, tulips	Nature, city (19)	Nature, city (No theme emerged)

Food significantly influences the cultural history and identity of a country. Researchers can learn more about the kinds of foods or culinary customs that are closely linked to a nation's identity by including this question in the survey. Recognizing the distinctive culinary elements that can support national branding efforts is made easier by having a thorough understanding of the foods that can be nationalized. Some respondents answered the question “What comes to mind when you think of “Kazakhstan”? with the pursuing replies: “Nothing happens,” “Nothing,” “Very wonderful,” “I do not know,” and “Great.” These answers were excluded from the thematic analysis. The rest of the responses, shown in Table No. 3, was grouped into preliminary subtopics, preliminary broad topics, and broad topics.

According to Table 3, the respondents prioritized state and national identity. Conversely, they provided few answers to persons and abstract concepts. Men provided negative answers such as injustice, corruption, and dictator. Contrarily, female respondents had the answers such as motherland, family, mother, homeland, and peace words marked with positive connotations. Furthermore, the knowledge of men related to the brand was the blue flag, coat of arms, state, country, language, honor, Kazakh country, and Kazakh nation, associated with patriotic words. These answers would be directly related to the fighting spirit in the behavior of men, according to the mentality of the Turkish people.

As illustrated in Tables 3 and 5, the large number of participants' responses related to brand identification were categorized into themes. The associative experiment to identify the brand was conducted on a large scale. Each person's offered response to the word-stimulus was divided into tables and classified into themes and sub-themes. Thus, semantic approximation between answers was determined. As a unit of semantic approximation measurement, the similarity of answers to the same word stimulus, such as association, was taken as a basis. "Associations reveal the anatomy of thinking, brightly reflecting the nature of human thought," as suggested by Derkach (1975). The highest indicator of associative reactions regarding the "Kazakhstan brand" concept is national cuisine: beshbarmak, koumiss, kazy, and boursak. Such a lemma stored in the linguistic consciousness of Kazakhs as a cultural phenomenon forms several words used in linguistic-cultural-based content. Beshbarmak, recognized as the Kazakh people's main dish, is a dish prepared daily for respected guests. Among the Turkic people, the largest variety of meat dishes is found in Kazakh cuisine. Because the Beshbarmak is a dish prepared by any Kazakh family, its recognition as a brand of the nation is a pattern.

Table 4

Respondents based on gender

Question	Male	Female
What comes to mind when you think of "Kazakhstan?"	Corruption - 8, injustice - 2, dictatorship -1, independent country -3, dependent country -1, native land -2, my country - homeland-13, Kazakh nation – 8, envy -1, blue flag - 2, culture - 2, Kazakh language -6, hospitality -3, territory -7	Native land -22, Homeland-30, vast land-23, beautiful nature – 6, language – 12, corruption – 3, customs and traditions-11, ornaments-3, beautiful cities – 2, Family - 4, Kazakh language - 18, dombra -1, hospitality-7, independent country -15
"What food can be nationalized?"	Beshbarmak (meat) – 21, kumis – 11, Kurt – 10, shubat – 2, nauryz kozhe-4, boursak-5, kuyrdak-4, irimshik – 3, ayran – 2, kumys-5, butter – 3, suzbe– 2, karta – 2.	Kumys-79, shubat – 42, beshbarmak (meat) – 36, Kurt – 73, kuyrdak – 6, ayran – 6, saumal – 2, boursak – 16, nauryz kozhe -15, kazy – 32, irimshik – 18, talkan – 7, zhent – 12, samsa – 2, karta – 12, butter – 4, ormetostik – 1, suzbe – 2.
What do you think belongs to a Kazakh brand?"	Oil – 3, gas – 1, beshbarmak – 3, kazy-karta, zhal-zhaya, meat – 12, national dishes – 15, boursak – 3, kumys -21, shubat -8, kurt – 5, national clothes - 13, Kazakh Republic -1, yurt -1, national handicrafts– 2, kazakh ornaments -2, dombra, musical instrument – 7, horse - 4, kokpar, equestrian sport - 2, national games - 2, assik -2, hunting with golden eagle-1, customs and traditions – 8,	Raw materials - 2, land resources, minerals, products - 4, beshbarmak - 4, kazy karta, zhal-zhaya, meat - 8, national dishes - 32, boursak - 5, koumiss -18, shubat -7, kurt - 9, national clothing - 42, shapan - 1, skullcap - 1, Qazaq Republic -1, yurt - 5, national handicrafts - 4, Kazakh ornaments - 8, korzhyn - 1, carpet production - 1, patchwork quilt - 1, A. Kaumenova - 1, music - 2, kui - 3, dombra, musical instrument - 11, horse - 3, kokpar, equestrian sport - 2,

nature -1, tourism – 1, Astana-1, chocolate "Kazakhstan" – 1, language – 2, people - 1, currency – 1.

national games - 4, asyk -1, customs and traditions - 9, nature -3, poppies -1 , wheat -1, my land, my people, my everything - 1, apples - 1, wide expanses - 1, Kazakhstani products - 7, chocolate "Kazakhstan" - 1, Great steppe - 1, language - 4, proverbs - sayings - 1.

The responses to the question “What do you think is a Kazakh brand?” are summarized in the Table below into meaningful groups.

Table 5

Respondents' associations with Kazakhstani brand

r/s	Theme name	Frequency of use	Total number
1	Oil	3	10
	Gas	1	
	Raw material	2	
	The earth is rich in minerals and products coming out from underground.	4	
2	Beshbarmak	7	150
	Kazy - karta, zhal - zhaya	20	
	National food	47	
	Bauyrsak	8	
	Kumyz	39	
	Shubat	15	
	Kurt	14	
3	National clothes	55	108
	Shapan	1	
	Takiya	1	
	Kazakh Republic	2	
	A yurt	6	
	National handicrafts	6	
	Kazakh carvings	10	

		Korzhyn	1	
		Carpet making	1	
		A reed blanket	1	
		A. Kaumenova	1	
		Music	2	
		Condition	3	
		Dombryra, a musical instrument	18	
4	National values	A horse	7	38
		Kokpar, equestrian sport	4	
5	Homeland, country, nature	Nature	4	30
		Tulips	1	
		Wheat	1	
		My land, my country - my wealth	1	
		Apple	1	
		Wide open spaces		
		Tourism	1	
		Astana	1	
		Goods produced in Kazakhstan	7	
		Chocolate "Kazakhstan"	2	
		Great Steppe	1	
		Language	6	
		People	1	
		Currency	1	
		Proverbs and sayings	1	

Baursak is a unique type of bread. The Kazakh people have bread first on the table. Anyone entering the house, even hurrying, must taste bread, not other food. Unity and a good attitude toward each other are strengthened with the help of bread in Dastarkhan; that is, the Kazakhs never want evil in the house where they taste the bread. They did not wish harm on a person who shared his bread. In this regard, the Kazakhs have a proverb, "Respect the house in which you once tasted bread." Therefore, the word Kazakh is closely related to the concept of "Baursak."

Clothing engenders its inherent association with a specific nation. The next word with high frequency is national clothing. In the national clothes of any ethnic group, the culture and knowledge are reflected.

Respondents gave different answers to the question, "Which dish can be defined as a national brand? Twenty names of dishes were generalized and divided into four semantic groups. They were " Dairy foods," "Meat foods," " Flour foods," and " Foods made of flour and cereals."

The frequency group "Meat dishes" includes five types of dishes. "Meat" and "Beshbarmak" are considered the name of one dish. Both names are used equivalently. The most commonly used word in the group "National dishes" is "Beshbarmak" (66 answers); the rest are kazy (31), karta (11), shuzhyk (1), and sirne (2).

Discussion

Throughout their lives, people learn and remember cultural knowledge as informal norms and values. All human behavior is balanced on the border of a particular culture and is perceived by a person as its value and ethics of behavior (Statt, 2003). Since it is shaped and influenced by the values and ethics of that specific culture, all human behavior is closely tied to the cultural context in which it takes place. People view and interpret their actions and behaviors through the lens of their cultural borders. A group of people's common ideas, traditions, conventions, and customs are just a few examples of the many components that make up culture. These cultural components give people a set of rules and principles that specify what is seen as proper or acceptable behavior in that specific cultural setting. Individuals internalize these values and ethics as they grow and develop within their cultural milieu, which then shapes how they perceive right and wrong as well as desirable and undesirable behavior. Individuals use the moral compass that is provided by a culture's values and ethics to guide their decisions and behaviors. Individuals who adhere to the shared expectations and standards of behavior within their cultural group develop a sense of

identification and belonging. They act as a framework for assessing and judging one's own and other people's actions. Therefore, according to the survey results, high indicators of daily consumption of national cuisine and national clothing, especially the Beshbarmak (Kazakh meat) and koumiss, correspond to the national brand concept. Art and culture are used worldwide to change the national image. For example, "In South Korea, a recent industrial and cultural policy had its influence on the promotion of its national brand. Recognizing the importance of art and culture in the establishment and transfer of national identity, future research should study the role of art and culture in the creation and distribution of the national brand" (Hao et al., 2019).

However, the promotion of the Kazakh national culture internationally should be considered carefully alongside the potential capacity for promotion of the various cultural norms and customs. Because the Beshbarmak is a dish prepared by any Kazakh family, its recognition as a brand of the nation is a common phenomenon. However, it may be difficult to market the consumption of horse-meat internationally as this is not common practice. It may be useful to promote alternative options. For example, Korea does not market canine soup dishes internationally preferring to market general rice dishes (e.g., bibim bap; mixed rice with vegetables). Therefore, for Kazakhstan, the promotion and marketing of lamb- or veal-based beshbarmak, unique fried breads, and the various dairy products may be a more optimal strategy.

Simon Anholt discusses that culture is decisive in promoting the state brand and being close to tourism. According to him, poetry, ceremonies, and rituals, even romance as attributes of the national branding strategy can be keys to industry success (Anholt, 2006). Culture has a big impact on how people view a country's brand and is crucial in determining the look and feel of a location. A nation may stand out from others and draw visitors looking for real, worthwhile experiences by embracing and expressing its distinctive cultural characteristics. Culture is not born with a person. A person studies it in a certain environment throughout life. This process is called socialization. It also includes norms and values, perception, and understanding of communication means (Ulyanovsk, 2005). However, in our proposed survey, the frequency of answers related to culture and art is low. The reason is associated with the weakness of the national nature of the names related to art and culture. A country's cultural identity and creative offerings are greatly influenced by its national branding. A country can draw interest, grab the attention of, and ultimately boost involvement from both domestic and foreign audiences when it successfully promotes its creative and cultural history. Our survey's low frequency of responses about culture and the arts shows that

the national origins of the names connected to these industries may not have been properly promoted or communicated. Probably, the country's creative and cultural components have not been highlighted enough in the branding efforts, which has led to the survey respondents' lack of awareness and recognition. It is crucial to review and improve the national branding strategy, especially regarding the promotion of art and culture, to address this issue.

In the Turkestan region, a brand of dairy products (Tokhtarbay, 2019) was developed. Nine dairy products were grouped under the name "dairy products." The largest frequency word is Kurt 84, then followed by Kumys (68), Shubat (39), Irimshik (20), milk (8), kefir (4), butter (3), Saumal (2), and Kymyran (2). Among the drinks, Kumys and Shubat were the most frequent answers after Kurt. In the group "Dishes of flour and grain crops," the answers were Boursak (22), Nauryz kozhe (15), Talkan (6), Zhent (6), Samsa (2), and Kospa (2). Boursak and Nauryz had a high priority among these dishes.

It is important to note that not all types of dishes indicated by the respondents can be brands because the answers that they consider a brand refers to the usual national characteristics. However, national characteristics are a convenient way to develop tourism and language teaching, translation work, and interpretation of the nation's identity. Traditional foods, cultural traditions, and distinctive customs are just a few examples of national traits that have enormous potential to draw tourists and highlight the distinguishing features of a nation's identity. For tourists looking for immersive experiences and a greater understanding of a country's culture, these qualities can be of particular attraction. Tourism locations can develop engaging narratives and experiences that appeal to visitors by utilizing national features. For instance, emphasizing regional specialties can aid in boosting culinary tourism by encouraging travelers to experience the local cuisine, taste regional flavors, and learn about the local history. This not only improves the experience for visitors but also helps the neighborhood's economy and efforts to preserve its cultural heritage.

"Beshbarmak," frequently present in the Kazakh dastarkhan, is an ancient national food. Survey participants probably preferred the word "beshbarmak" due to its frequent consumption and serving as a treat for respected people. In every Kazakh house, the tradition of cooking "beshbarmak" for each guest is still remembered because imagining the Kazakh people without "beshbarmak" is impossible. Therefore, "beshbarmak" has become a national brand associated with the Kazakh people.

The website of the Institute of Linguistics dedicated to the National Corpus of the Kazakh Language (<https://qazcorpus.kz/find/>) contains 305 generalized examples with the keyword “brand,” which can also be used to roughly determine the association of the Kazakh people with the concept of a brand. The recognized national brands include dombra, kurt, the mausoleum of Khoja Ahmed Yassau, patterns, poppies, koumiss, Astana, boursak, saukele, Kazakh chocolate, wormwood, nauryz kozhe, Shymbulak, Abai, and kui. These words frequently appeared in the survey results. Long-formed words, which the Kazakh people consider their national identity and value, are a brand for these people. While Kazakhstanis will likely support the promotion of these brands internationally, further research into likely reception and perceptions of these brands by international tourists is necessary. For example, only food likely to be positively received internationally should be promoted. Therefore, future research should identify the perception of international tourists themselves. Referring to earlier studies dedicated to the exploration of brand formation and identification, the main priority is given to examining the brand within economic, social, technological, and linguistic contexts. The importance and specificity of branding in fields such as education and tourism are also emphasized.

The novelty of the proposed research work lies in identifying national brands that reflect the works of spiritual and material culture, customs, traditions, household items, national dishes, and Kazakh customs, as well as determining their effectiveness and influence in language acquisition and increasing interest in the language through culture. In other words, the use of national brands in the field of education was considered.

Conclusion and Limitation

During the study, difficulties existed with the survey. Even though the survey participants were free to express their opinions, the number of respondents was small. However, data from the Internet were used to determine the industry knowledge of the population about national brands, including 305 examples for the keyword “brand” in the National Corpus.

Based on the study results, we conclude that Kazakh national brands can be identified by associations firmly rooted in the national consciousness with long cultural and national values. Additionally, national brands appearing later will join the ranks of existing ones.

One can conclude that both positive and negative answers given by respondents regarding the concepts of state, society, and homeland are due to the trends of democracy in modern Kazakhstani society. When defining the association, using national characteristics, art, national food, and clothes in everyday life as a national brand is not accidental. After all, these concepts are directly related to the life and culture of the people. Therefore, they can be used in the educational process and in forming the linguacultural and intercultural communicative competence of students studying art and culture, philology, economics, marketing, and management.

Several recommendations for future research can be made based on the analysis of concepts recognized in the article as national brands of the Kazakh people to expand our understanding and develop the subject. Researchers in Kazakhstan can undertake a comparative analysis of national brands across ethnic groupings. They can investigate how branding concepts differ among Kazakhs and other ethnic groups such as Russians, Uzbeks, and Tatars. This comparative method will provide a more comprehensive understanding of the diversity and complexities of national branding within a multinational country. Additionally, they can research how Kazakhstan's national branding has affected the growth of the travel industry and how the branding ideas mentioned in the article help Kazakhstan draw both domestic and foreign visitors. They can think about investigating the function of national brands in promoting cultural tourism, historic locations, and distinctive experiences that highlight Kazakhstan's cultural character

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Ethical approval

The approval was received from the Ethics Committee of the Kazakh State Women's Pedagogical University. The procedures in this study comply with the principles of the Helsinki Declaration.

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