

# CAF

CENTRAL ASIA FASHION

## SPRING-2024

11-13.03.2024

Almaty, Kazakhstan  
г. Алматы, Казахстан

# 33 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ INTERNATIONAL FASHION EXHIBITION

Создавая новые возможности

Spring-2024



### Unique features of Kazakhstanis

Analytical data and the results of an exclusive industry study were presented at the business conference of the 33rd International Fashion Exhibition Central Asia Fashion Spring-2024 in Almaty. On the eve of Nauryz, the unique national characteristics of the people of Kazakhstan were subjected to detailed professional study by experts.



Speakers of the CAF business conference, Natalia Ospanova and Milena Yershova, discuss industry study data

Based on the results of the study, Kazakh expert Natalia Ospanova, director of the Alvin Market group of research companies and president of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPPOMR), told what Kazakhstan is associated with among its residents. What are the unique characteristics of the country's inhabitants? What are their standards of behavior, characteristic features, national self-perception, favorite traditions?

### What are the unique features of the people of Kazakhstan?

As noted by the speaker of the CAF business conference Natalia Ospanova, the target audience of the online survey conducted at the end of February 2024 included Kazakhstanis aged 14 to 60 years from 20 main cities of the country with a population of more than 200 thousand people. The survey participants included residents of the main cities of Kazakhstan of regional significance, as well as the cities of republican significance Almaty, Astana and Shymkent. It is not unimportant that when filling out the questionnaire, respondents could choose Russian or Kazakh. This approach to forming a study sample made it possible to cover various social and demographic groups of the population and collect representative data on the urban population of Kazakhstan.

«First of all, we asked the Kazakh people what characteristics are inherent to our people, and we proposed a certain list. Based on this list, we compiled a rating and saw that Kazakhstanis perceive themselves positively, as hospitable, generous, open and sociable people», - says expert Natalia Ospanova about the results of the study.



Natalia Ospanova, director of the Alvin Market group of research companies and president of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPPOMR)

«It is interesting that as a result of the study, the TOP-10 main Kazakhstani traits included mainly positive characteristics. Thus, 64% of respondents consider our main distinguishing quality to be hospitality. In second place in importance, Kazakhstanis consider their distinctive feature to be generosity, which was indicated by 34% of respondents. Characteristics such as religiosity, tolerance and respect for other people are noted by 29% of Kazakhstanis surveyed.

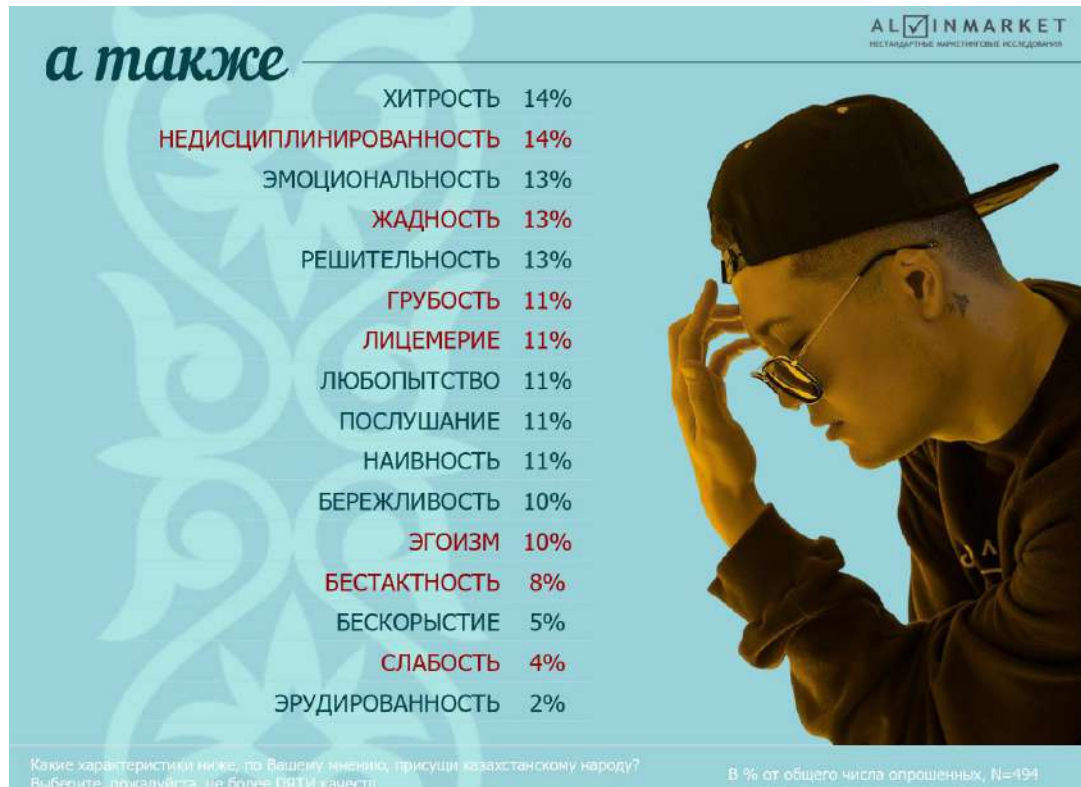
At the same time, one must not miss the fact that among the general list such a negative characteristic as laziness is mentioned. In the ranking, it is mentioned almost on the same level as hard work. This trait is noted by 26% of respondents as one of the characteristics of the Kazakh people. In our rating of the distinctive qualities of Kazakhstanis, there are characteristics that have a positive connotation, but from the point of view of those surveyed, they are less pronounced in our country. It might be interesting to see how close we can get to these positive traits».



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.  
TOP-10 characteristic features of Kazakhstanis

If you look carefully at the list of other characteristic qualities, you can note characteristics that, in the opinion of the respondents, are not very characteristic of Kazakhstanis. These include: emotionality, determination, curiosity, obedience, frugality, naivety, selflessness, erudition and others. Each of these characteristics received no more than 13% of mentions.

According to the study, such negative characteristics as indiscipline and greed, which are mentioned by 13-14% of respondents, are not characteristic of Kazakhstanis. Such negative characteristics as rudeness, hypocrisy, selfishness, tactlessness are noted only by 8-10% of rather self-critical Kazakhstanis.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.  
TOP-10 characteristic features of Kazakhstanis

Briefly summing up, fashion expert and the CAF business conference moderator, Milena Ershova, summarized the main characteristics inherent in the Kazakh people: «For the most part, Kazakhstanis are hospitable, generous, moderately religious, tolerant, hardworking, independent, optimistic, with good manners and a strong sense of responsibility, but, alas, incredibly lazy. A fact that can no longer be hidden, and which needs to be worked on at least periodically».

### National self-perception

According to expert Natalia Ospanova, the information becomes even more interesting from the point of view of the generational context.

«As part of our study, we identified those characteristics that are mentioned less and less with each new generation. For example, we perceive ourselves as a hospitable country, but with each new generation this distinctive characteristic of us, Kazakhstanis, gradually begins to «wash out». Thus, among Kazakhstanis at the respectable age of 55-60 years old, 84% consider themselves hospitable, while among young people under 19 years old this figure is noticeably lower - 55%. This means that it is mainly only the older generation who are truly hospitable.

In addition, new generations of Kazakhstanis are beginning to «wash out» such characteristics as tolerance and respect for other people. I think it makes sense to pay special attention to this fact», - says Natalia Ospanova.

According to the survey, self-identification in relation to such characteristics as independence, optimism and emotionality also significantly depends on age: the younger the age, the lower these indicators are.

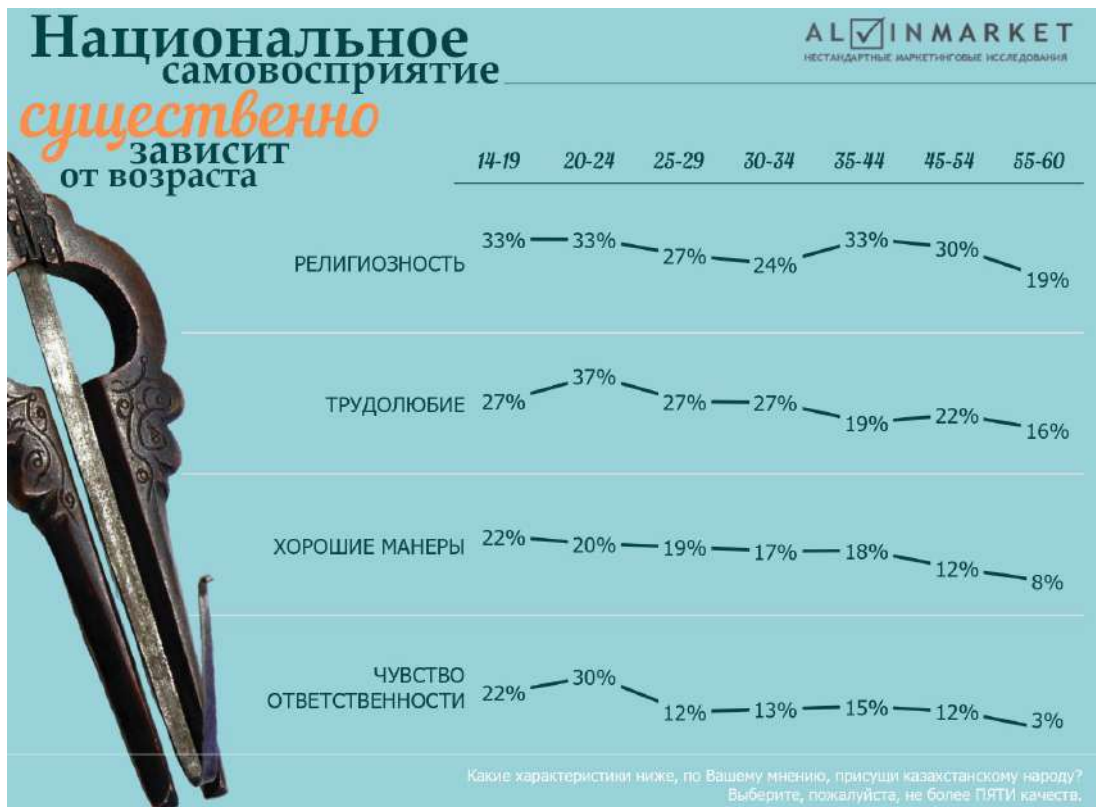
At the same time, the expert notes that if you focus on those characteristics that are increasingly mentioned with each new generation, then you can note such characteristics as hard work, good manners, a sense of responsibility and religiosity – they become more and more pronounced. Thus, 22% of young Kazakhstanis under 19 years old and only 3% of older people report a sense of responsibility.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.  
National perception of Kazakhstanis

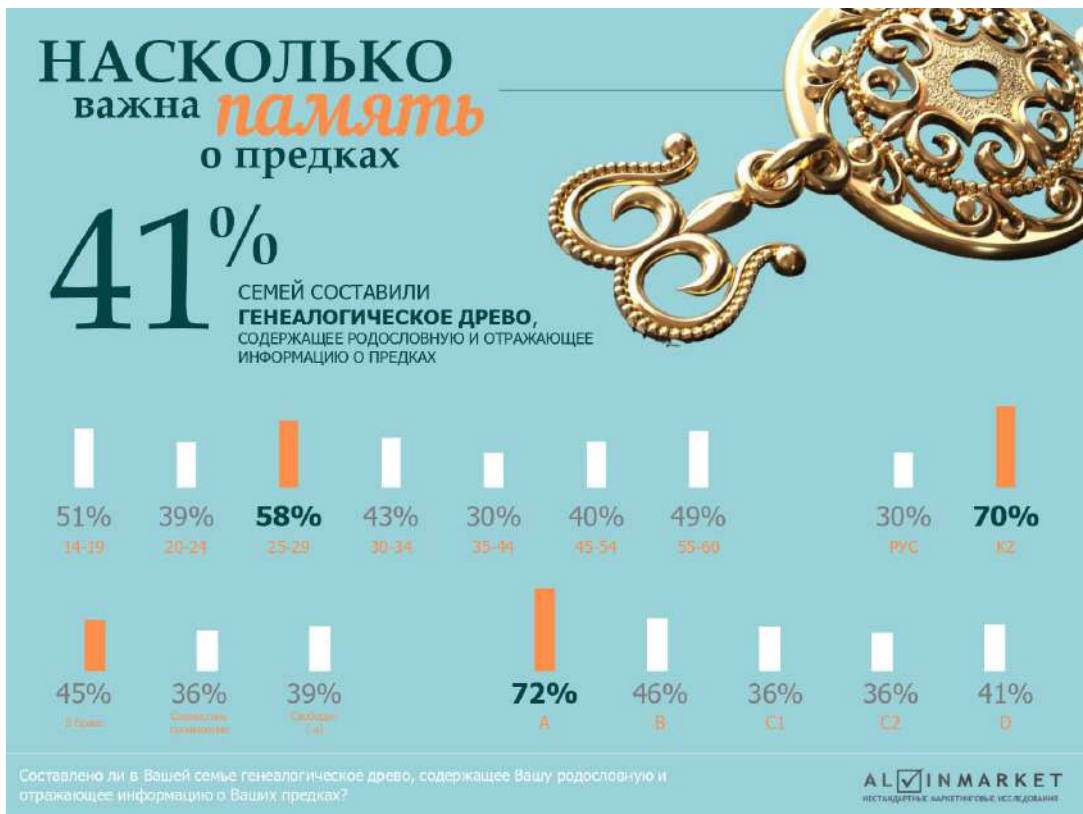
Expert Ospanova notes that if you look at the far-right row of data, you can observe the age generation born in the USSR, which is characterized by certain stereotypes and attitudes. The survey results show that with each new generation, society changes and evaluates itself completely differently.

Summing up the issue of national self-perception, fashion expert and the CAF business conference moderator, Milena Ershova, summarized: «The generational change in the picture of the characteristics of Kazakhstanis is evident. This means that in the future, the portrait of Kazakhstanis as a whole may change quite significantly».



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.  
National perception of Kazakhstanis





Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.  
How important is the memory of ancestors?

Also, as a result of the study, experts found that 95% of ethnic Kazakhs are well aware of what zhuz and kin they belong to. At the same time, if you look in the context of different social and demographic groups, the young generation of Kazakhstanis under 19 years old is almost 100% aware of this issue.

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