



# “Impact of brand name and pricing on Kazakhstan Gen Z consumer behavior”

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# IMPACT OF BRAND NAME AND PRICING ON KAZAKHSTAN GEN Z CONSUMER BEHAVIOR

## Abstract

The objective of the research is to examine the impact of brand name and pricing on Kazakhstan Gen Z consumers' buying behavior, spending patterns, and other buying motives. Adopting a quantitative approach, the study administers a structured questionnaire following a comprehensive analysis of the relevant literature and gleaned responses from 300 Generation Z consumers after checking the reliability and validity of the instrument using Cronbach's alpha. The selected hypotheses were tested using the Karl Pearson coefficient of correlation, which revealed that brand name significantly impacts Kazakh women, and price greatly influences both genders. The results observed that price has the most significant effect on the buying behavior of female and male Gen Z consumers in Kazakhstan, with 25 and 28 percent, respectively. Brand name and authenticity considerably influence female consumers, with 16 and 15 percent, whereas innovation, technology, and customization, with 20 and 14 percent, influence male consumers. The significant influence of branding and pricing on the buying behavior of Kazakhstan Gen Z customers is displayed, and the findings provide a focal context for developing marketing plans in this first-of-its-kind research article.

## Keywords

consumer behavior, brand name, price, Generation Z  
consumers, spending patterns, Kazakhstan

## JEL Classification

M31, M39, P22

## INTRODUCTION

In a market economy, the consumer is the organization's highest value. The consumer decides which goods he needs and determines the organization's range of goods and services. However, each person has their own specific needs. For organizations to function successfully, they need to segment the market accordingly, defining their target segment and its needs. Marketing specialists study the influence of various factors on the buyer's behavior when making a purchase decision. Consumer behavior significantly depends on what kind of product they are buying. The more significant the purchase, the more seriously the consumer approaches the decision to make it (the higher the degree of involvement). As part of the study, young people's classification is the most interesting; therefore, the researchers will try to highlight the specifics of the behavior of young people. The generation of humans born between 1997 and 2012 is called Generation Z. It is also inherent in this generation to make spontaneous purchases since visiting shopping and entertainment centers is one form of leisure activity for them. This characteristic is evident, but for the completeness of the work, it is necessary to find out what influences the formation of consumer behavior of Generation Z. In this perception, adolescents become the reference group of society and the leading consumers of products and services. It is no coincidence that most innovative goods and services are explicitly aimed at youthful folks who are excited about new things and are not frightened to investigate. Branding and pricing are the most influential buying motives that can decide or en-

hance any company's commercial performance. In the present competitive marketing scenario, every organization has to discern consumer behavior and its influential factors like branding, pricing, quality, and many more to introduce the expected marketing mix by the target market. Even in Kazakhstan, many Gen Z consumers of both genders noticeably consider many marketing mix elements, including core, actual, and augmented product features, as well as pricing, place, and promotion.

The customer philosophy of the young forms not only demand and, accordingly, the growth of distinct segments of the national economy in the contemporary but also lays down customer values of the imminent through the socialization of the youth generation, particularly Generation Z. Currently, the market is represented by various products that differ in many ways: cost, manufacturers, technical characteristics, and brands. This research focuses on the latter indicators – brand name and price. Even though Gen Z is the first generation of true digital natives, which is heavily expanding, most developing market consumers, irrespective of their generation class, prefer branding and pricing.

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## 1. LITERATURE REVIEW

Today, there is a great abundance of brands specializing in the production of various goods or services, ranging from food to, for example, cosmetics. With such multiple choices, the consumer, speaking in everyday language, “eyes run away,” it becomes increasingly challenging to choose favor of a particular brand. However, the difficulty is experienced not only by the consumer who does not know in whose popularity to make a choice but also by the brand that wants to attract his attention. Due to many brands in the same industries, competing products or services start to look almost the same. To get ahead of competitors and attract attention, a brand needs to demonstrate how it differs from others in its field, how it is better, and why it deserves to be called a brand and not an ordinary brand (in our opinion, a brand grows into a brand when it becomes recognizable among its analogs). There are two main factors that a consumer relies on when faced with a choice between goods or services provided by different brands. It is worth saying that they are both related to human psychology. The first factor is related to trust. Most of the time, buyers display their trust in diverse brands, and it happens if the consumer has previously used goods or services from this brand, felt the benefit, and decided to either repeat the same product or service or try something new but from an already proven manufacturer. If the brand proves itself, then even if other players in the market copy its products or services, the brand will always be unique, and it is to him that the consumer will turn first. The second-choice factor is related to the consumer's internal attitudes, prin-

ciples, and values. Suppose a product or service from several brands is at the same level in quality in some external manifestations. In that case, the decisive factor may be how the brand's policy correlates with what the consumer considers essential. The cost of an item, particularly a sound quality price system, plays a vital role for most consumers. From a business perspective, marketers seek to understand young women and young men customers to create and implement more effective tactics that capture this market. Kazakhstan is the largest and most important country in Euro-Asia, where most multinational corporations have already made their imprint on globalization. This study aims to provide academics and the business sector with valuable and reliable information on the impact of brand and price on Kazakh Generation Z consumers' purchasing behavior, spending patterns, and other buying motives. Many researchers have highlighted the significance of pricing and branding, which substantially influence the buying behavior of different consumers from diverse parts of the globe (Zaman & Kusi-Sarpong, 2024; Nunes, 2024; Reshi et al., 2023).

Consumer behavior reflects “the totality of consumers' decisions concerning the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)” (Jacoby, 1976). Consumer behavior refers to “the study of how a person buys products and reflects more than how a single person acquires a product at any one point in time” (Hoyer et al., 2017). Over time, approaches to defining “consumer behavior” have changed. Representatives of the theory of marginal utility

and elasticity of demand evaluated consumer behavior from the perspective of an economic approach. Many academicians considered consumer behavior to be a search for the most significant utility in acquiring material goods. The price of the purchased interest in the market depended on assessing the product's usefulness for both the consumer and the buyer. Consumer behavior relies on the influence of economic factors, namely income and price. Consumer behavior was considered rational as the targets, in this case, are physiological needs, social requirements, and processes related to the functions of the organization of everyday life. According to behavioral scientists, in any economic situation, a person strives to maximize benefits and minimize costs, i.e., consumer behavior is characterized by rationality. Consumer behavior ensures the extraction of financial help from commodity turnover and appropriation of their valuable properties to meet numerous human needs. From a marketing perspective, consumer behavior needs to be studied to understand requirements, even without considering how it can be influenced. The problem of consumer behavior is viewed from the standpoint of learning types: behavior as a routine reaction, behavior with limited resources, and extended consumption. Consumer choice, in the perspective of this approach, is manifested in consumer attitudes and behavior. Marketers study the problem depending on an individual's qualities, such as extroverts and introverts, independent, aggressive, accommodating, guided by traditions, people's opinions, and themselves. Exploring the relationship between buyers and product names has attracted increasing interest from scientists. Among these relationships, brand dependence is one of the most significant ways buyers interact with brands.

Although there may be some overlap between brand addiction, brand love, and brand loyalty, the study shows that brand addiction is a separate mechanism in the association between consumer and brand. Tech-savvy Gen Z consumers show great importance to technology, innovations, and customization, which happens after they prefer branding and pricing. This unique option, beyond their priority from technology to price or branding, has gained the attention to initiate the research. The topic's relevance lies in the fact that brands are an integral part of human life because

everything people use daily is a product or service of a brand. A similar study was initiated to assess and calculate young Kazakhstan consumers' spending forms and buying actions in dual separate age clusters (Mouly et al., 2010). The current study has initiated to recognize the significance of branding and pricing in influencing the buying behavior of Kazakhstan Generation Z consumers. Researchers found that members of Generation Z were less resilient and had higher levels of openness to change and self-enhancement, and they were more positive in their attitudes (Harari et al., 2023).

A conceptual study of brand dependence reveals this mechanism's positive and negative sides. Cui et al. (2018) chiefly centered on the confirmed characteristics of brand dependence, depicting brand-dependent people who can imply satisfaction, contentment, and inclination from their brand-dependent behavior. From this convincing point of view, brand dependence is seen as a combination of attractive influences, such as fulfillment, contentment, and pacification. The opposing sides of brand dependence define it as an exceptionally adjacent relationship in which customers can miss their identity as they intensify their relationship with a particular brand and have an impression of sagacity of dependence (Fournier & Alvarez, 2012). Thus, additive communication becomes very intrusive and destructive, encouraging consumers to implement destructive behaviors such as compelling trends.

Conversely, despite the many scholarly activities devoted to the direction of brand dependence, this mechanism has not yet been sufficiently studied, and there is a need for many more empirical studies. In general, based on the assumption that a self-expressing brand strengthens the linking flanked by a brand and a consumer and that brand dependence is the utmost penetrating relationship between a brand and a customer, it can be assumed that the more customers notice a brand as a means of self-expression, the added they become dependent on it. Consumers perceive the brand's tendency to sustain new perceptions, uniqueness, experiments, and innovative practices (Quellet, 2006). Likewise, brand innovation is "the degree to which consumers perceive brands as capable of offering new and useful solutions to meet

their needs and found an explicit association between innovation and commitment” (Eisingerich & Rubera, 2010). Then, concepts were proposed in later studies by Barone and Jewell (2014), who depicted brand innovation as the degree to which people perceive a brand as innovative. Some other academicians conceptualized it as “consumers’ perception of the brand’s experience in the field of product innovation, the degree of creativity, and the potential for continued innovation” (Shams et al., 2017). Using regression testing, the scholars found brand innovation’s substantial and positive impact on brand interest, customer satisfaction, and the intent to purchase. Follow-up research by Shams et al. (2017) proved the positive correlation between brand innovation and customer buying choice. Stating brand innovation as a brand’s ability to existing added benefits compared to the desired benefits of customers confirmed the positive relationship between brand innovation and brand trust (Srivastava et al., 2016). The marketing departments of global companies should consider the abilities of the tech-knowledge Gen Z section to influence the purchasing intentions and spending patterns of Gen X and Y consumers (Potluri et al., 2022).

The concept of “digital generation,” or “Generation Z,” refers to the theory of generations, which began to be actively developed in foreign socio-humanitarian sciences in the 1990s. Neil Howe and William Strauss are the founders of the modern version of the theory of generations. In 1991, in the book “Generations: A History of the American Future, 1584-2069”, they first formulated the main ideas of their concept of generations, which formed the basis for both their interpretations and the work of other researchers (Howe & Strauss, 1992). According to the theory of Howe and Strauss, human behavior depends on the conditions in which he lived and was brought up before the age of 12-14. Generational values are profoundly subconscious and do not have an explicit form, including for the generations’ representatives. In 2001, the term “Digital Native,” a person who has been in a digital environment since birth and uses digital technologies, was first used by the American futurist writer Mark Prensky (Solomon, 2002). Then, the term “digital generation” began to be used in scientific works by Kazakh and foreign authors. The Center for Generational Kinetics (2018) ex-

plained in their study titled “The State of Gen Z 2018” that Gen Z consumers are the individuals who were born between 1996 and 2015 expect to interrelate with brands on social media, and 95 percent of this generation has a phone and around five hours in a day using extensively.

“Generation Z refers to individuals born in the decade following the widespread emergence of the World Wide Web, from the mid-1990s to the early 2000s” and highlighted four characteristic trends: a) a focus on innovation, b) an insistence on convenience, c) an underlying desire for security, and d) a tendency toward escapism (Wood, 2013). Some other researchers described Generation Z with similar definitions and features (Bassiouni & Hackley, 2014; Fister-Gale, 2015) besides being well-educated, computer-literate, pioneering, and imaginative (Ernst, 2015). Bernstein (2015) exclaimed that Generation Z is the initial generation born into a digital world that lives virtually and practically incorporates and employs its beloved products. The targeted respondents for this research are Generation Z heavy technology users who envision it as a medium for them (Van den Bergh & Behrer, 2016). They are digital natives who heavily use personal computers, mobiles, gaming devices, and the Internet (Westlund, 2010). Most recent studies also emphasized Generation Z and the factors influencing their buying behavior. For instance, the study initiated by Vasan (2023) informed that Web 2.0 devices afford more helpful data and highly influence the purchase decisions of this generation. The generation confidently shared reliable data via all possible social networking websites. Astonishingly, middle-class Generation Z consumers intend to purchase brand-new and second-hand luxury goods via various retail channels (Kim-Vick & Yu, 2023). Romanian academicians conducted another extensive study to verify the causes affecting Generation Z consumers’ sustainable actions. It stressed a positive relationship between sustainable behavior and the contentment it expresses to them and their ecological safety endeavors (Dragolea et al., 2023). Another study from India researched the harmful impact of social media on Generation Z users’ behavior and identified that social media platforms offer evidence to users to decrease tension triggered by information load (Sharma et al., 2023). Academicians have stressed

the shadowy side of social media and suggest that compulsive media use significantly began social media fatigue and instantaneous sharing of news for creating awareness about fake news due to lack of time and religiosity (Dhir et al., 2018; Talwar et al., 2020) and showing the presence of are mote, hostile atmosphere, lowest sensible interactions, and nervousness. Social media has shaken the psychological well-being of Generation Z the most, as they are one of its most significant users (Dentsu Aegis Network, 2020). With 51 percent of Kazakhstan under 29, young people are the future more than ever, and vibrant, young, creative class, and educated metropolitans are reconstructing a country no longer forced to fit into its old post-Soviet mold (Davies, 2019).

Studying the history of brand creation and its linguistic essence, as well as teaching the younger generation a foreign business and professional language, led us to explore the needs of young people and predict brand development guidelines in a social context, namely, typical representatives of Generation Z, or the digital generation. Young people perceive concise and visual information. Generation Z is distinguished by total adherence to the recommendations of Internet information resources. Representatives of this Generation follow the curators who discover the most exciting news and the best entertainment. All these tools are necessary for Generation Z to reduce the potential choice from various options. To gain attention and overcome these filters, they should be provided with experiences that are immediately beneficial and very exciting. Young people want to acquire emotions, not a specific thing. If a purchase cannot be “shared” with friends, it loses its appeal (Pappu & Quester, 2016). According to a study by the Deep Focus agency, 63% of Generation Z representatives want to see real people in advertising, not stars, and receive honest information about the product. “Be real” (be honest, sincere) – they demand from Western marketers (Fromm & Read, 2018). For example, in the annual event brand cast, where Google shows products are planned to be implemented in video capabilities, the stars, ordinary people, and YouTube fans participate. The “be real” trend is gaining popularity worldwide, including in our country. Many hashtag frames appear on social networks every day #NoFilter. The reality, not embellished with Photoshop, causes

the most incredible response from Generation Z. They adhere to ideas that evoke feelings and experiences that coincide with their own. By acquiring an adolescent brand, a young man “gains principles that cannot be assessed in tenge,” first, uniqueness with his kind, which opens up the prospect for him to correspond with his peers. Specialists say that de facto means a “transfer of the non-utilitarian value acquired by the consumer, associated with the situation of his consumption (at parties, discos, nightclubs, and other similar cases) to the brand.” They earnestly discuss how brand “A” values differ from brand “B.” Thus, in collecting information, the researchers received a generalized picture of the representatives of Gen Z and their perspective and view on consumer behavior. The product price and brand name significantly influence the buying behavior of every kind of consumer, and there is no exception for Gen. Z consumers astonishingly because of the Generation’s primary feature of tech-savvy approach.

The objective of this study is to explore the impact of branding and pricing on the buying behavior of Kazakhstan consumers and to examine the different spending habits and how brand and price affected Kazakhstan Gen Z’s purchasing decisions. Therefore, the current research examines the following hypotheses based on an extensive literature review on Gen Z consumer behavior.

- H1: *The gender groups and spending habits of Kazakhstan Gen Z are related.*
- H2: *Kazakh women of Gen Z pay more attention to the brand itself.*
- H3: *Price is the most highly favored factor across both groups of Kazakhstan Gen Z.*

## 2. METHODOLOGY

The researchers have chosen to collect the viewpoints of two gender groups of Gen Z, young men and women, using well-structured and self-administered questionnaires. Three hundred samples, 150 female and 150 male respondents were selected evenly, and their responses were collected using stratified and random sampling techniques (Table 1).

**Table 1.** Spending patterns of Kazakhstan Generation Z consumers

Spending patterns	Percentage of spending	
	Gen Z women	Gen Z men
Food, groceries, and dining	33	24
Transportation	6	8
Entertainment and leisure	18	21
Technology and gadget	3	12
Housing costs	9	10
Savings and investments	2	6
E-commerce and online shopping	13	14
Fashion and beauty	16	5

The study’s intentions and the reason for testing the chosen hypotheses informed the choice of data-collecting instruments, which included questionnaires. The researchers translated the English questionnaire into Russian and Kazakh to proffer greater cohesiveness and clarity. The researchers asked about the various brands and prices that Gen Z consumers in Kazakhstan regularly used. These primarily relate to groceries, food, electronics, fashion brands of cosmetics, and ready-made garments. The respondents are consumers born between the mid-1990s and before 2010, categorized as Gen Z. This age category includes teens and young adults in Kazakhstan. Thus, students of all courses were chosen to participate in this study, and no personal interviews were conducted with any group of respondents. A hundred percent of responses were received because of the utmost care taken by the investigators by taking respondents’ appointments and clearly explaining the research’s objective. The researchers garnered additional required information from books and book chapters, academic journals, periodicals, the Internet, and other publications were included in the research. After checking the instrument’s reliability by administering Cronbach’s  $\alpha$  with the help of the first fifty responses with 0.81, researchers used Karl Pearson’s coefficient of correlation to assess the acquired data to evaluate the hypotheses. When analyzing correlations between variables quantitatively, Pearson’s coefficient of correlation is a valuable means that may be applied to determine the strength and direction of linear associations within a dataset.

### 3. RESULTS AND DISCUSSION

Recognizing the distinctive behaviors, tastes, and influences affecting Gen Z women’s and men’s financial decisions is essential to understanding

their purchasing patterns. Although people’s purchasing patterns might differ significantly from one another, this group exhibits several noteworthy tendencies. From the inferences in Table 1, the researchers can see that spending on eating experiences, groceries, specialized cuisines, and mingling in cafes and restaurants is more common among Gen Z women, with a percentage of 33. At the same time, Gen Z men got 24 percent, which means men are less likely to spend money on takeout, quick meals, and activities involving hanging out with friends in informal settings. However, young men spend more on entertainment and leisure, like video games, athletics, and tech-related activities, giving 21 percent to this spending pattern, 3 percent more than Gen Z women spending money on events, shows, and amusement. Surprisingly, E-commerce and Online Shopping are only 1 percent different, which means both Gen Z genders are likely to be more swayed by online influencers and social media when making purchases, particularly in clothes, beauty products, and lifestyle goods. No wonder the fashion and beauty segment is 16 percent Gen Z women and only 5 percent Gen Z men. This group of women spends much of their income on cosmetics, apparel, and beauty supplies. However, due to their interests in gaming and computer-related activities, Gen Z men have a greater propensity to spend money on gaming consoles, tech devices, and electronic accessories, at 12 percent, compared to women, at only 3 percent. Both groups’ transportation, housing costs, and savings patterns were similar and took the lowest percentages. Table 2 presents the data about Gen Z’s purchasing intentions in Kazakhstan, particularly the impact of brands and prices on decision-making. Acknowledging the various characteristics, preferences, and variables that impact Gen Z’s consumer behavior in Kazakhstan is essential to comprehend their purchase intents.

**Table 2.** Buying motives of Kazakhstan Generation Z consumers

Buying Motives	Percentage of consumers	
	Gen Z women	Gen Z men
Price	25	28
Brand name	16	8
Brand authenticity	15	9
Innovation and technology	7	20
Influencer marketing	8	10
Online reviews and ratings	8	6
Individualization and customizing	10	14
Design	11	5

The researchers identified that the highest purchasing motive for both groups of Gen Z is price, 25 percent for the female segment and 28 percent for the male one. Gen Z is renowned for being economical and looking for good value while purchasing. They will probably check for deals, evaluate costs, and prioritize cost-effectiveness. Moreover, Gen Z appreciates innovation as they are the first generation to have grown up with technology. Gen Z customers are fond of goods and services that offer flawless digital experiences with the latest technology; thus, it explains the high percentage of purchasing motives on innovation and technology, with 7 percent of female Gen Z and 20 percent of male group. Brand name, authenticity, and customization are the three top-priority buying motives for the young generation, making up twenty-four percent overall for both Gen Z genders. This can be explained by the following: For Gen Z, the brand is a crucial component, not only about the brand name but also about depth. Besides, Gen Z customers prefer companies that follow ethics, take socially responsible actions, and engage in other sustainable activities. They also like open, sincere, and straightforward companies in their business operations. Authentic storytelling and efforts with a clear purpose make brands more appealing. Since Gen Z values customized experiences and goods, brands that provide custom-

ization choices or accommodate individual preferences stand out and represent the need for distinctive and individualized offers. Gen Z values outstanding and locally sourced goods and frequently supports small, independent businesses. They are drawn to companies that offer unique products and services and give back to the community. Influencer marketing is also vital for both Gen Z categories, with 8 percent of young ladies' answers and 10 percent of young men's replies. These individuals heavily influence Gen Z consumers while deciding what to buy. Genuine collaborations with influencers who have similar values may have a significant impact on their brand choices. The last two purchasing motives with the lowest percentage, 14 percent, 8 percent female, and 6 percent male, are online reviews, rankings, and design. Gen Z looks to online reviews and ratings for guidance while making decisions. Positive comments from friends and internet forums help people trust a company or product more. Gen Z values inclusive design that considers a range of viewpoints and guarantees accessibility for people with varying abilities. Companies that use inclusive design are probably going to be well-liked.

To test the hypotheses, one must evaluate the relevance and degree of the correlation between two variables in a dataset using the Karl Pearson coefficient of correlation. It is evident from the researchers' findings that there is no genuine relationship between the gender groups of Kazakh Gen Z and their spending habits. As a result, Hypothesis 1 is untrue since there is no covariance between Gen Z gender and spending patterns. Concerning Hypothesis 2, it has been established through the coefficient of correlation that Kazakhstan Gen Z women pay more attention to the brand itself. The purchasing intention Price is the most highly favored factor across both groups of Kazakhstan Gen Z, demonstrating the validity of Hypothesis 3 through statistical inference.

**Table 3** Hypotheses testing

Hypotheses	Values of Karl Pearson's coefficient of correlation	Result
H1: The gender groups and spending habits of Kazakhstan Gen Z are related.	1.5247	Invalid
H2: Kazakhstan Gen Z women pay more attention to the brand itself.	0.8498	Valid
H3: Price is the most highly favored factor across both groups of Kazakhstan Gen Z.	0.9735	Valid



The research presented accurate and valuable data on the purchasing habits and intentions of Kazakhstan Gen Z of both genders, the role of brand, and price, which is crucial for the business community in the nation to develop the appropriate plans for effectively fulfilling the young generation's desires. Related to Hypothesis 1, the study identified significant differences among the buying behavior of Kazakhstan Gen Z consumers based on their gender groups and spending habits, which means the targeted respondents reacted differently to their buying motives and spending patterns. Kazakhstan Gen Z consumers emphasized that there is no correlation between buying habits because most female respondents influenced price and brand name. In contrast, their male counterparts gave preferences to price and technology. Similar findings were identified in the research conducted by Carrión Bósquez et al. (2023), where the perceived behavior of consumers mediated price. In a contrary opinion, the buying behavior of any class of consumers is greatly influenced based on their household income and consumption behavior (Laborda & Suárez, 2024). Concerning Hypothesis 2, Kazakh female consumers prefer brand names while purchasing their required items, which is the second highest buying motive after price because they treated the use of branded products to display their social status in their surrounding societies and also treated using these to enhance their reputation. The above findings are supported by the outcome of the research by Arpin et al. (2024), who posited that using a possessive brand name tends to increase the perception of control exerted by the brand over a particular product or service. Contrarily, social influences have a crucial role in using branded products and services by showing love for the kind of products, and gender did not play the expected moderating role. In contrast, age dominates brand love and social influence (Gumparathi & Srivastava, 2024). Associated with Hypothesis 3, both male and female Kazakhstan Gen Z consumers who responded to the study indicated that price is the most influential buying motive while purchasing any product, from convenience to shopping and specialty. The references mentioned above related to price highlighted the influence of price. Besides, this study's findings unquestionably give academics a solid foundation to build as they research Kazakhstan Gen Z as consumers, who tend

to capture the economic and consumption market as the most prominent social group very soon. For Generation Z, a brand serves various purposes by capturing the distinct traits, ideals, and ways of behaving that define them. Critical facets of a brand's function for Generation Z are as follows: authenticity is highly valued by Generation Z. Brands that are open, sincere, and socially conscious appeal to them. Authentic brands with a clear mission and story appeal to this generation more. Brands are essential to Gen Z's ability to express who they are. They look for businesses that share their beliefs, passions, and uniqueness to express themselves. Gen Z is renowned for being progressive and tech-savvy.

Companies that embrace innovation and use state-of-the-art technology in their goods or services will appeal to Gen Z's insatiable curiosity about the newest developments. Gen Z values experiences and interests that can be tailored to their own needs. Companies that let customers customize their interactions and purchases based on their preferences are unique. For Gen Z, pricing is critical in influencing their overall opinion of a brand and their purchase decisions. Essential facets of pricing for Generation Z were analyzed during the research. Budget-conscious Gen Z consumers are more inclined to select firms that provide easily accessible and reasonably priced solutions. They are frugal with their money and recognize good value. Regarding money, Gen Z is usually more economical than other generations. Suggestions from peers and social media heavily influence purchasing decisions made by Generation Z. Their peers' opinions about a specific brand or product, including cost, may impact them. Broader economic conditions might affect Gen Z's pricing sensitivity and financial decisions. They could prioritize prices and look for cost-effective choices due to economic issues. Businesses looking to engage with and serve Gen Z must recognize and embrace these facets of the function of a brand for this dynamic generation. Building enduring ties and commitment to Gen Z's beliefs and preferences is a crucial strategy for organizations hoping to gain traction with this powerful group. In conclusion, Gen Z's perception of price is influenced by their choice for online shopping, budget-consciousness, and understanding of transparent, value-driven pricing.

## CONCLUSION

This research examined the impact of brand name and pricing on Kazakhstan Gen Z consumers' buying behavior, spending patterns, and other buying motives. The study analyzed the purchasing intentions, mainly focused on price and brand variables, and spending patterns of Kazakhstan Gen Z to provide valuable and trustworthy data that would be useful to the business community in Kazakhstan and other central Asian nations. Kazakhstan Gen Z consumers prefer brands that show their identity and self-expression. They use brands to show their uniqueness and are drawn to those that align with their beliefs, hobbies, and cultural identity. They are cost-conscious and look for good value while making purchases. They participate in price comparisons online and react favorably to sales and reductions. This group is more likely to connect with brands that stress the entire value of their items and provide straightforward pricing. Kazakhstan Gen Z plays a transformational and prominent position in the consumer segment in Kazakhstan, influencing market dynamics and bringing about notable changes in consumer behavior. Overall, brand and price have a substantial and complex influence on the purchasing behavior of Kazakhstan Gen Z consumers. The distinctive qualities and inclinations of Kazakhstan's Gen Z populace influence their decision-making process regarding buying purchases or interacting with companies. Concerning Hypothesis 2 and 3, it has been established through the coefficient of correlation values of 0.8498 and 0.9735 that Kazakhstan Gen Z women pay more attention to the brand itself,

and the price is the most highly influenced factor influencing the buying behavior of both groups of Kazakhstan Gen Z demonstrating the validity of Hypothesis 3 through statistical inference. Associated with the price, 25 and 28 percent of Kazakh women and men are considered the most influential buying motive in the selected buying motives, against the percentages of just 16 and 8 who are concerned with branding.

The current study has various limitations: a) the sample taken for the analysis was only just three hundred, which is not at all representative of the selection for the entire Generation Z consumers of Kazakhstan; b) even though the researchers attempted to garner the data from other parts of the country, the majority of the sample was collected from Almaty and other surrounding regions. There will be a possibility of collecting the sample from the entire country to represent the country's Generation Z consumers' opinions exactly. There will be a mammoth scope for conducting a similar kind of study by taking a vast sample covering all the country's regions. At the same time, there will be excellent scope for working on this kind of study to know the buying motives and spending patterns of other generational groups like Generations Y and X. Just like academicians who conducted extensive research on buying motives and spending patterns on Indian gold consumers, there would be a possibility to originate potential analysis based on a particular product/service or business orientation, along with multiethnic and cross-border relative investigations.

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