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THE ROLE OF THE INDUSTRY MARKETING MODEL IN INCREASING THE INTERNAL COST OF LIGHT INDUSTRY PRODUCTS OF THE REPUBLIC OF KAZAKHSTAN

Abstract

Kazakhstan economy is now deeply entwined with the global economic relations framework. An increase in the amount of imports into the nation is a result of economic progress, which draws in capital and technology as well as increasing consumer spending. The needs of economy for consumer, investment, and intermediate products are all met by the expansion in import deliveries, which puts some strain on the balance of payments' current account. This begs the question of how reasonable the current level of imports in relation to other nations is at this point in the country's development. Increasing the domestic value added to this sector's products is a major way to boost its economic impact. The goal of the article is to assess the light industry and develop a marketing strategy to raise the value of goods inside the nation. This article is centered on the creation and execution of strategies to enhance domestic value in the Republic of Kazakhstan (RK) light industry sector. These strategies are in line with the country's objective of attaining a minimum of 90% share of domestic purchases by 2021. The research focuses on the five safeguards included in the "Kazakhstan–2050" development plan, which are meant to support and preserve regional producers.

Key words: economic progress, import substitution, domestic value, light industry, products, state regulation, global economy.

Introduction

For Kazakhstan's economy to flourish, the expansion of the light industry sector is strategically significant. The industry supports the creation of jobs, income, and the general growth of the country's industrial base. Assistance for Kazakhstan's light industry is of utmost importance. The government offers many forms of assistance to the business, including grants, quotas, short-term loans, and subsidies. To maintain the sector's sustainability and competitiveness, however, proactive measures are required due to obstacles such import dependence, insufficient local value addition, and uncertainty surrounding the global economy.

The development plan “Kazakhstan-2050” lays out policies that highlight the importance of safeguards meant to support homegrown industries. The notion of “domestic value,” off-take agreements, collaborative industry roadmaps, agreements to encourage entrepreneurship with subsurface users, and the establishment of goal indicators for local content in public procurement are some examples of these approaches. When combined, these methods offer a thorough framework for increasing the domestic value of goods produced in the light sector.

There is a section on public procurement initiatives and raising the proportion of local content in the Roadmap for the Development of the Light Industry for 2019–2021 [1]. As a result, local executive bodies have target indicators in place to raise the proportion of local content in building materials, furniture, and light goods public procurement.

Increasing domestic value is the main goal of this project, which aims to create an industry marketing model specific to the light industry sector of RK. The objective of the model is to enhance the protective mechanisms outlined in the “Kazakhstan-2050” strategy, match them with the real-world requirements of the industry, and offer doable tactics for attaining the desired rise in local content.

Materials and methods

Primary and secondary data were used in the examination of the domestic and international markets for light industry products. The Google Analytics platform was utilized in addition to the research database, statistical and analytical data, local and foreign analytical reports, databases of patents, and scientific article databases. The primary research techniques included grouping and comparison, generalization and synthesis, and broad scientific procedures of systemic and comparative analysis. Panel and desk research instruments were used in a methodological analysis to sample the types of consumers of Internet search sites.

Main provisions

Light industry is one of the sectors of the economy that is designed to satisfy the needs of the population with consumer goods and help improve the quality of life. Its importance for the development of the national economy is due to the need to satisfy the consumer demand of the population, as well as the needs of industry. So, the factors influencing the development of light industry enterprises, as one of the most socially significant industries, require special attention.

Light industry is an important type of industrial activity, has a social orientation and ranks second after food in meeting human needs of the first level according to Maslow’s hierarchy.

Increasing the production of light industry products is an important factor in the development of the entire country’s economy. In addition, the priority of the industry for the national economy of the country is determined by:

- ♦ significant volume of the domestic and world market for light industry goods; - high level of added value (up to 50%), which is created in the process of production of goods, rapid turnover of capital;
- ♦ use of domestically produced raw materials and semi-finished products such as leather, wool, flax, chemical materials;
- ♦ low energy intensity of production (1–3% of gross costs)
- ♦ insignificant impact on the environment;
- ♦ availability of highly qualified personnel in all regions; – the possibility of creating a significant number of cheap jobs.

Thus, it is well known that the cost of creating one job in light industry is tens of times less than in such capital- and knowledge-intensive industries as chemical, mechanical engineering, and metallurgy [7, p. 24].

The world experience of developed countries shows that their economic growth was based on the production of light industrial goods, the production and sale of which, with insignificant costs for creating jobs and low energy costs, brought high profits, as well as providing employment for a significant part of the population. Today, China, Turkey, Vietnam, Poland are following this path [8, p. 64].

Literature review

As part of its policies for economic diversification and import substitution, the Republic of Kazakhstan (RK) has been aggressively concentrating on raising the domestic value of its light industrial products in recent years. The creation of a successful industry marketing model to accomplish this goal has drawn a lot of interest from academics, decision-makers, and business professionals. This survey of the literature looks at important ideas, theories, and developments in the field that have to do with creating such a model between 2018 and 2020.

Importance of Enhancing Domestic Value:

Increasing the proportion of locally produced materials and components in the production process is one way to increase domestic value. Academics [2] stress that this tactic can result in an increase in GDP, the creation of jobs, and technical improvement, all of which can lessen a country's susceptibility to changes in the world economy. This is in line with RK's objective of developing an independent and competitive industrial sector.

Industrial Development and Protective Mechanisms:

To support domestic industry, several nations have implemented protective mechanisms such off-take contracts and agreements with subsurface users [3]. With the help of these processes, local producers should be able to compete fairly and domestic industries should be able to thrive.

Localization and Supply Chain Optimization:

Increasing domestic value is a major goal of supply chain optimization [4]. Reducing reliance on imported materials and improving control over production processes are two benefits of localizing supply chains. To attain the intended degree of domestic value in the context of RK's light industry, localized manufacturing and sourcing strategies can be beneficial.

Consumer Behavior and Branding Strategies:

Developing products that cater to local tastes requires a thorough understanding of consumer behavior [5]. Domestically manufactured items can see an increase in demand thanks to consumer-centric methods. Successful branding techniques increase the market presence of goods made in the country by bridging the gap between local products and customer expectations.

Policies and Incentives of the Government:

Promoting regional industries is greatly aided by government initiatives and policies [6]. Through the implementation of policies, incentives, and infrastructure development, governments may foster the expansion of domestic value across multiple sectors, including the light industry, by establishing a favourable climate.

Case Studies and Real-World Implementations:

Examining effective case studies can yield important information about how to put initiatives to increase domestic value into practice. RK may learn a lot and develop new tactics by looking at examples from other nations that have effectively improved domestic value through import substitution.

One area of the economy called light industry is created to provide consumer items to meet the requirements of the populace and to raise living standards. Its significance for the growth of the national economy stems from the necessity of meeting both industry and population demand for consumer goods. Thus, given that the light industry is one of the most socially relevant, particular attention needs to be paid to the variables impacting its development.

According to Maslow's hierarchy of needs, light industry is the second most important form of industrial activity after food in terms of supplying basic human needs. It also has a social orientation.

The growth of the economy as a whole depends in large part on increasing the production of goods for the light industry. Additionally, the following factors define the industry's importance to the nation's economy:

- ♦ significant volume of the domestic and world market for light industry goods;
- ♦ high level of added value (up to 50%), which is created in the process of production of goods, rapid turnover of capital;
- ♦ use of domestically produced raw materials and semi-finished products such as leather, wool, flax, chemical materials;
- ♦ low energy intensity of production (1-3% of gross costs);
- ♦ insignificant impact on the environment;

- ♦ availability of highly qualified personnel in all regions;
- ♦ the possibility of creating a significant number of cheap jobs.

As a result, it is commonly recognized that the cost of producing a single job in light industry is tens of times lower than in knowledge- and capital-intensive sectors like metallurgy, mechanical engineering, and chemical [7, p. 24].

The experience of developed nations across the globe demonstrates that the foundation of their economic expansion was the manufacturing and distribution of light industrial goods, whose low energy costs and negligible costs of production resulted in large profits and the employment of a sizable portion of the workforce. China, Turkey, Vietnam, and Poland are currently pursuing this course [8, p. 64].

Results and discussion

For national holdings, national companies and legal entities affiliated with them, indicators have been set to achieve 2021 the share of purchases of the light industry from domestic producers at a level of at least 90%.

According to the development strategy “Kazakhstan–2050”, 5 mechanisms for protecting local producers were approved.

Table 1 – 5 mechanisms of the development strategy “Kazakhstan–2050”

Name	Description
1 mechanism	The draft law “On Industrial Policy” provides for the concept and development policy of “domestic value”. This concept complies with WTO standards and is recognized in the international arena.
2 mechanism	Off-take contracts and offset agreements will be used with the participation of subsoil users and national companies.
3 mechanism	A joint roadmap was approved with major oil operators, which includes: issues of adapting national standards; inclusion of mechanisms to support Kazakh producers in large operators’ tender procedures; increasing local content until 2025; and measures to localise 5 production facilities for oil and gas equipment.
4 mechanism	The Code “On Subsoil and Subsoil Use” authorised the standard for negotiating Agreements to foster entrepreneurship with subsoil users in order to preserve and grow the indicators of local content in subsoil user procurement.
5 mechanism	To increase the share of local content in public procurement, target indicators (KPIs) have been set for manufacturing industries. In particular, the average share of local content for 2021 is determined by the level of: 77.3% – in building materials; 68.5% – in furniture; 65.5% – in light industry; 53.7% – in the pulp and paper industry; 36.2% – in chemistry; 32.3% – in pharmaceuticals; 19.5% – in mechanical engineering.
Note: Compiled by the authors.	

Between January and October of 2019, there was an 18.9% growth in the volume of light industrial production, totaling 87.5 billion tenge. Production of clothes has increased by 7.5% and textiles by 23.7%.

From January to October 2019, the production of textiles accounted for 53% (46.1 billion tenge) of the total light industry products produced. Clothing production followed with a share of 37% (32.8 billion tenge), and leather and related products with a share of 10% (8.6 billion tenge) [9].

For the first nine months of this year, Kazakhstan's light sector generated \$1.3 billion in revenue, a 14.5% rise over the same period the previous year.

The primary goal of the first "domestic value" mechanism is to flood the home market with competitively priced items made here that may be exported in the future. The list of industrial goods that are in demand in both domestic and foreign markets and that we would produce in Kazakhstan ourselves should grow as a result of the program for the development of export-oriented and domestic value industries.

To achieve this goal, it is necessary to increase the output of basic raw materials, develop the basic conditions for the sustainable growth of domestic production of competitive goods and stimulate the modernization of existing and the creation of new industries.

Expanding and "complicating" the variety of commodities through the extra loading of current firms, upgrading their fixed assets, and launching new industries are some ways to stimulate the growth of production of goods made in Kazakhstan. The program calls for the production of 761 units, of which 106 are essential, of industrial commodities that are in demand in both domestic and international markets.

Popularization of domestic products, which leads to import substitution.

The state budget and the nation's economy both benefit from displaying the production capacities (enterprises, firms, and institutions) of small, medium, and large businesses operating in a market economy. The shift to this market is not a goal unto itself; rather, economic entities will operate within the parameters of the market to demonstrate economic efficiency and raise living standards, promote human welfare, and maintain an efficient infrastructure of the market (commercial banks, insurance companies, stock exchanges, audit organizations), as well as market relations, brokerage, and marketing. The development of this market should be proactive. The state's image, economy, competitive environment, customs, population consumption, and many other elements will form the practical foundation of marketing.

Slow development of enterprises in the market economy of Kazakhstan:

- ♦ lack of production tools;
- ♦ lack of product groups;
- ♦ lack of demand;
- ♦ Lack of resources.

The enterprise's operations are impacted by the overall status of the economy. Additionally, marketing science has studied this market and is familiar with its workings. Because of the management of the enterprise's marketing and economic activities, you must perform your analysis and control.

The main macroeconomic factors hindering the development of enterprises in Kazakhstan, namely:

- ♦ lack of funds or resources and weak investment activity;
- ♦ a rigid draft budget from a social point of view, a high level of unemployment, a decrease in solvency, the inability to meet production needs in the event of a budget deficit, causing difficulties in production;
- ♦ decrease in the competitiveness of national goods with an increase in imports;
- ♦ emphasizes the immaturity of the tax system.

The development and implementation of its current concepts were not aided by the objective and subjective conditions for the formation of market relations in Kazakhstan, the excessive openness and instability of the domestic market, the nature of business entities' actions, and management's underestimation of the role of marketing.

Imported items are substituted for domestically produced goods when the value of domestic products rises.

The following classification are offered to help organize the import substitution policy measures that can be applied in contemporary Kazakhstan. To structure the measures of import substitution policy, the application of which is possible in modern Russian conditions, we present the following classification.

1. By the nature of the impact, protective and stimulating measures can be distinguished. This should include any government action aimed at implementing the import substitution policy.

Protective measures are designed to protect domestic producers from stronger foreign competitors by creating trade barriers or actions aimed at reducing the competitiveness of foreign products in the domestic market. Protective measures are divided into compensatory and protectionist.

Compensatory measures are taken to neutralize the negative consequences of the protectionist policy of another state. They are put into effect following the Law of the Republic of Kazakhstan dated June 8, 2015 No. 316-V “On special protective, anti-dumping and countervailing measures about third countries” (as amended and supplemented as of February 28, 2023) and include the introduction of anti-dumping measures, compensatory duties, trade quotas and other ways to protect their producers [10].

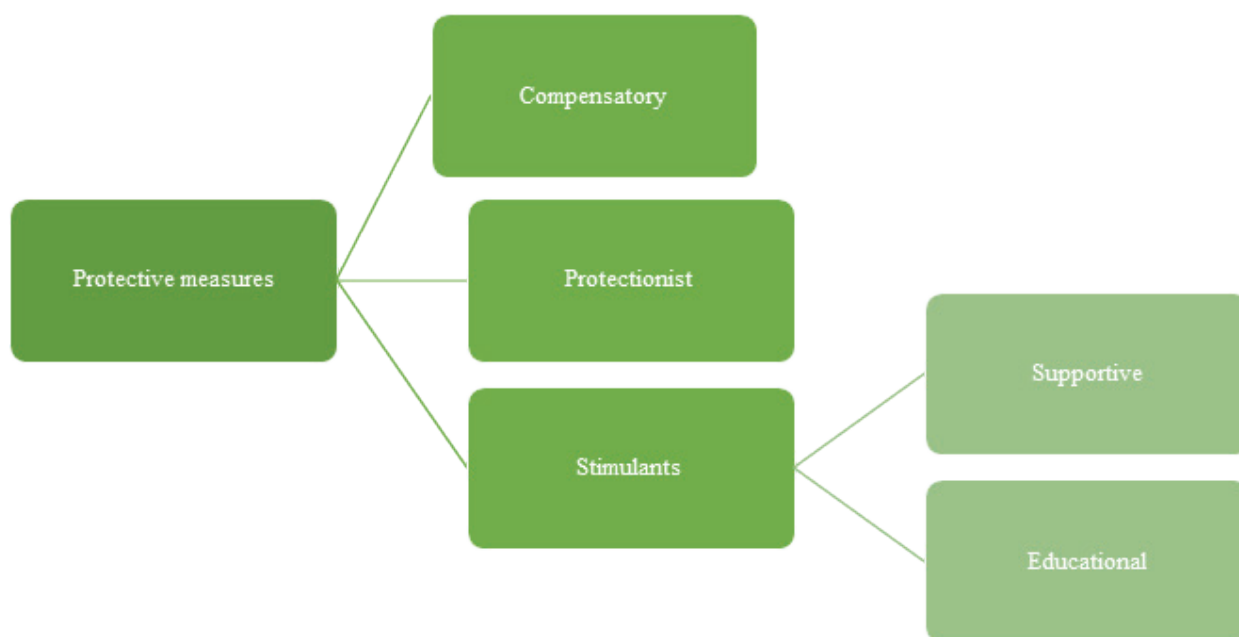


Figure 1 – Protective measures of the state

Note: Compiled by the authors based on on the source [10].

Restrictions on import operations or the establishment of circumstances that render the import of goods into the customs area unproductive commercially due to price uncompetitiveness are examples of protectionist measures.

The purpose of stimulating measures is to make domestic products more competitive with respect to imported goods. Generally speaking, they entail improving business climates, enacting unique trade and tax laws, providing production subsidies, etc. They fall into two categories: developing and sustaining.

Supportive measures (loans from the budget, tax breaks, subsidies, etc.) are used to maintain local production, modernize or re-equip it, and create new products that increase the competitiveness of manufactured goods.

Developing measures are used when there is no existing domestic production of a product or group of products and must be established. In order for a manufacturer to enter the market, obstacles must be removed by the state.

The activities in the final group are further separated based on whether they are funded internally or outside.

Typically, the budget serves as the internal source of funding for vital industries like the military-industrial complex.

In the business world, it is wise to draw in outside investment when starting new sectors because these investments typically bring with them foreign technologies and experts.

The goal of import substitution is to increase domestic output while lessening a nation's reliance on imported commodities. The application of this method may be greatly aided by state economic control. Within the framework of the import substitution strategy, one of the primary tools used by the state to regulate the economy is:

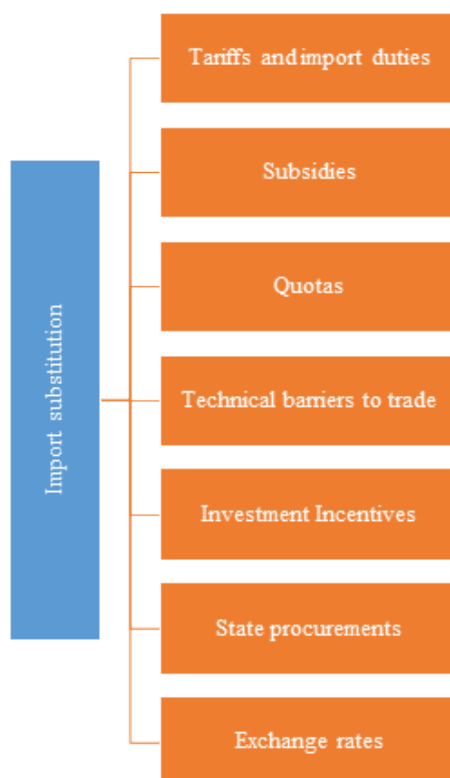


Figure 2 – Instruments of state regulation of the economy in the framework of the import substitution strategy

Note: Compiled by the authors based on the source [11].

Tariffs and import duties. In order to increase the cost of imported goods and reduce their ability to compete with native goods, the government may apply tariffs or import levies.

Subsidies: To help domestic producers' products compete with imports, the government may offer subsidies. This could involve funding for marketing, production expenses, and R&D.

Quotas: By limiting the quantity of imported commodities that are permitted to enter the nation, the government can facilitate competition among domestic manufacturers.

Trade Barriers: Technical standards and regulations set by the government can make it challenging for imported items to meet the requirements necessary to be sold in the country.

Investment Incentives: The government may offer tax breaks or capital investment subsidies to encourage both domestic and foreign businesses to engage in home production.

Kazakhstan's economy has its own specialty and is a component of the global economy. The unimpeded flow of goods is critical in the context of increasing globalization. The degree of transparency and the development of long-lasting business relationships are crucial in this regard.

At the moment, Kazakhstan is a part of a number of integration associations that actively support trade liberalization, the advancement of economic ties between nations, and the harmonization of technical standards and norms. The principal trading partners of Kazakhstan are listed in table 2 (p. 435) below.

Table 2 – Main trading partners of the Republic of Kazakhstan

№	Countries	Turnover	Export	Import	Share		
					Turnover	Export	Import
	Total	134,437.6	84 394.0	50,043.6	100.0%	100.0%	100.0%
1	Russia	26,123.4	8,780.7	17,342.7	19.4%	10.4%	34.7%
2	China	24,145.8	13,164.6	10,981.2	18.0%	15.6%	21.9%
3	Italy	14,908.7	13,854.4	1,054.4	11.1%	16.4%	2.1%
4	Türkiye	6,346.5	4,751.2	1,595.4	4.7%	5.6%	3.2%
5	South Korea	6,119.6	4546.1	1,573.5	4.6%	5.4%	3.1%
6	Netherlands	5,778.6	5483.4	295.2	4.3%	6.5%	0.6%
7	Uzbekistan	4975.6	3692.8	1282.9	3.7%	4.4%	2.6%
8	France	3,986.3	3,071.4	914.8	3.0%	3.6%	1.8%
9	USA	3050.1	1,152.4	1,897.7	2.3%	1.4%	3.8%
10	Germany	2760.6	532.7	2227.9	2.1%	0.6%	4.5%
11	Romania	2654.9	2512.8	142.1	2.0%	3.0%	0.3%
12	Spain	2592.3	2322.4	270.0	1.9%	2.8%	0.5%
13	India	2452.5	1,889.7	562.8	1.8%	2.2%	1.1%
14	Singapore	1920.4	1,873.3	47.1	1.4%	2.2%	0.1%
15	Japan	1913.9	782.1	1,131.8	1.4%	0.9%	2.3%
	Other countries	24,708.3	15,984.1	8,724.3	18.4%	18.9%	17.4%

Note: Compiled by the authors based on the source [12].

This year's favorable conditions in the global energy markets helped to revive economic growth in comparison to last year. The supply of imported commodities into Kazakhstan increased in tandem with the expansion. China (21.9%) and the Russian Federation (34.7% in 2022) are Kazakhstan's top import suppliers.

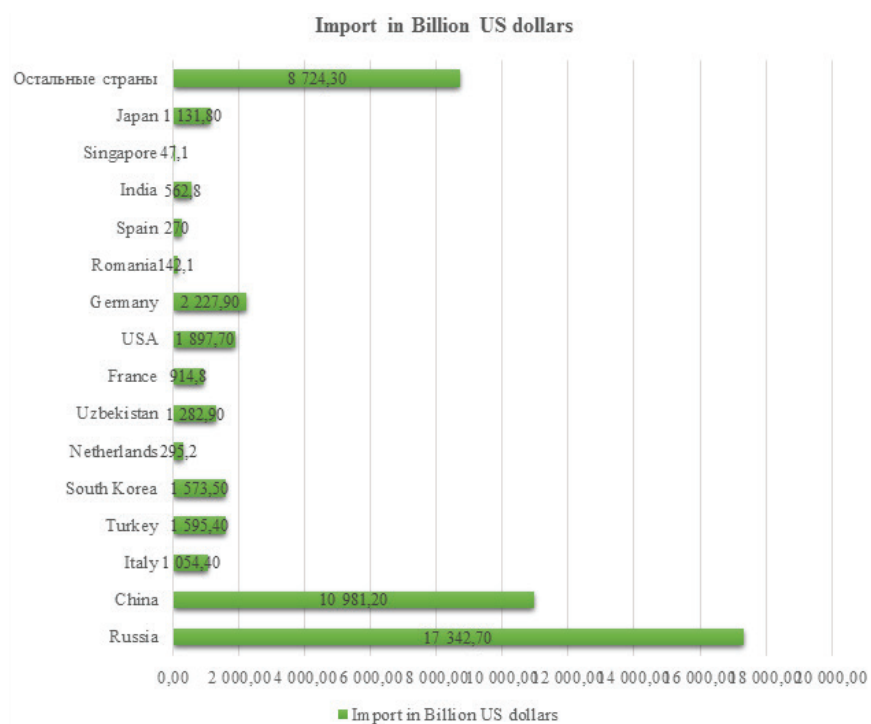


Figure 3 – Imports in billions of US dollars

Note: Compiled by the authors based on the source [12].

Imports totaled \$50 billion at the end of 2022, a 20.8% increase over 2021. Except for computers, vaccines, blood serum, blood (TNVED code 3002, in tons) and ores and concentrates of precious metals

(TNVED code 2616, in tons), there is an increase in all groups of the main commodity nomenclature in 2022.

It is worthwhile to pay attention to marketing issues in a variety of businesses. As a result, the light sector has experienced minor increases in the rate of sequential output growth when compared to other industries in the Republic of Kazakhstan. Highlighting the characteristics of light industry enterprise development. The following issues continue to plague light industrial businesses:

1. A high share of material costs during production costs (up to 50% of the cost – costs of raw materials, materials, purchased components and semi-finished products and 10 – 11% – costs of energy supply).

2. Low performance of open equipment.

3. Lack of net working capital and limited ability to attract credit resources due to low profitability (on average – 5%) when refinancing the National Bank of Kazakhstan – 8.25%.

4. Lack of qualified workers.

5. Low level of quality at enterprises certified by quality systems of international standards ISO 9000.

6. Fragmentation of the enterprise, lack of professional experience of employers;

7. Weak marketing, poor customer focus.

8. Increased competition with imports coming from near and far abroad.

9. Illegal activities of individuals and legal entities engaged in the production and distribution of counterfeit and counterfeit light industry products.

10. Insufficient investment activity of most enterprises, protection of innovative susceptibility, insufficient connection between science and production.

11. Insufficient use of energy and resource-saving technologies [13].

The domestic value of producers is increasing as import substitution increases across the board, particularly in the light industry. A universal marketing paradigm for boosting in-country value in light industry products would be 3P (Product, Price, and Promotion).

Table 3 – P marketing model for increasing domestic value in the light industry

Name	Description
Product – characteristics of a product or service.	Light industry products
Price – price and pricing policy.	The key to pricing in today's high inflationary environment and the projected conditions of various inflation in different markets in the next years. This strategy emphasises targeting and allows you to establish pricing based on the true current cost of each product and the true profitability of each client. The typical price increase for high inflation for everything at once, without accounting for variances in items and consumers, is far less successful. Pricing is a difficulty for all firms, but it is more severe in manufacturing, since critical input costs such as raw materials, equipment, and built-in services are often established annually. Inflationary conditions cause the costs of production inputs to grow at varying rates throughout the year. Because it is time-consuming and inconvenient to modify standard costs anytime the real cost of goods changes, the difference between actual and standard costs is recorded as a deviation in the purchase price (that is, the difference between projected and real prices for components of production). Because accurate pricing requires knowing the precise amount of expenses, managers must simply raise prices for all items, which is difficult to execute and frequently results in customer rejection.
Promotion – promotion activities.	<ul style="list-style-type: none"> ♦ Determination of priority goods (availability of production, availability of competencies) ♦ Stimulation through public procurement ♦ Tax preferences ♦ Customs and tariff regulation ♦ Standardization and certification ♦ R&D ♦ The stimulation of enterprises depends on the coefficient of local content.
Note: Compiled by the authors based on the source [14].	

In this regard, it appears appropriate to draught and pass a state price policy statute. The law explicitly establishes certain bodies' roles and obligations for the republic's pricing state and controlling inflation below normal limits. It is nearly impossible to control inflation without this.

Simultaneously, the legislation and regulatory laws should create price ceilings for consumer items, both domestic and imported. The retail price of products made in the republic must include the minimum manufacturing costs, including taxes, plus a profit of no more than 30% of this amount.

A triune direction devised as part of the import substitution programme, aimed at existing enterprise production, the formation of new industries, and the creation of circumstances for new industries.

To achieve these results, commodity producers and retail sales structures must qualitatively update marketing communication mechanisms, forming a unified marketing system capable of not only convincing or imposing domestic products on the buyer, but also reasonably proving the merits of national brands, which should strive to compete with foreign ones.

In light industry, economic growth in the long term will be achieved by increasing the efficiency of use of capital and intellectual resources, expanding domestic demand and the capacity of the domestic market. The development of the light industry market in the near future will occur under the following conditions [15]:

- ♦ expansion of the cotton market and development of commodity market infrastructure;
- ♦ improving the competitive environment, creating equal conditions in the consumer market;
- ♦ development of the financial infrastructure of the industrial goods market, financial recovery of insolvent enterprises;
- ♦ improvement of the material and technical base, economic conditions of trade.

The main directions of reconstruction of light industry structures are the production of finished products, that is, the organization of production in accordance with the needs of the domestic market, as well as deep processing of local raw materials.

When boosting finished product production volumes, it is recommended to sew low-cost items for low-income customers, children's items, and armed forces clothing at first.

Another critical area is the localization of light industry production and the reduction of reliance on imported raw materials and materials.

Localization is still required for the country's economic recovery. It secures not only the resource's independence, but also its export to the global market, allowing it to achieve a prominent position in the international division of labour and influence international economic policy.

Kazakhstan imports from other nations nylon, lavsan, and viscose fibres, flax and bulk yarn, chemicals, dyes, and over a hundred other types of materials for the footwear industry for the manufacturing of consumer goods and light industrial items. In this regard, the emphasis is on minimising the number of imported goods into Kazakhstan while increasing personal consumption and cotton fibre processing.

The future goal of regional policy is to create broad organisational and economic opportunities for the equal development of all regions, to create conditions for their effective use of natural and economic potential, to create factors for economic growth, and to rationalise the division of labour. State assistance is being provided to backward regions, small towns, and rural areas.

In the future, territorial and structural changes will be the result of stages and reforms of organizational changes in the general economy of the state, their goals and objectives

Conclusion

Measures for establishing such a marketing system are already being developed in the scientific literature, and their implementation should become an important factor in overcoming the current crisis by establishing a sustainable domestic market that is not dependent on external fluctuations and can ensure food security for domestic consumers.

The process for creating a dealer sales network can be carried out in the following order:

1) Conducting media advertising, analysing response to advertising, and looking for potential intermediates.

2) Investigating rivals' sales networks and middlemen. Parallel to the first stage, an examination of rivals' sales networks for each type of product is performed, as well as their experience in advertising and selling items. Product distribution routes and intermediate businesses that collaborate

with competitors are discovered. The end result is an analytical report that includes a list of firms, data, and, ideally, a dossier for each organisation.

3) Examine advertising offerings. Companies that sell comparable items are recognised. Companies existing on the market and functioning in the area of interest are discovered during the analysis of regional advertising.

4) Participate in wholesale shows and fairs, signing letters of intent. Working at exhibits allows you to directly view enterprises functioning in the market, get acquainted, discuss working circumstances in a specific location, and discover customer requirements for produced products, among other things. All of the efforts outlined are focused at finding potential intermediates in the target region.

To summarise, the quest of growing local value in RK's light industry sector is a critical step towards economic diversification and self-sufficiency. This study's suggested industrial marketing model aims to match protective measures with practical methods, creating a vibrant and competitive domestic market for light industry products.

This aspect of national brand formation must be highlighted – the promotion of domestic brands based on the stimulation of patriotic feelings may have an effect, but it will be short-term, and relying on it in the long term will be a mistake and a repetition of the negative experience of artificial market isolation already mentioned. Of course, there will be efforts to exploit nationalistic feelings in order to sell low-quality domestic goods. To offset these unfavourable effects, the global competition benchmarking system should be functional, and clear standards for national trademarks should be in place.

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РОЛЬ ОТРАСЛЕВОЙ МАРКЕТИНГОВОЙ МОДЕЛИ В ПОВЫШЕНИИ ВНУТРЕННЕЙ СТОИМОСТИ ПРОДУКЦИИ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация

Экономика Казахстана в настоящее время глубоко вплетена в систему глобальных экономических отношений. Увеличение объема импорта в страну является результатом экономического прогресса, который привлекает капитал и технологии, а также увеличивает потребительские расходы. Потребности экономики

в потребительских товарах, инвестициях и промежуточных продуктах удовлетворяются за счет расширения импортных поставок, что создает некоторую нагрузку на текущий счет платежного баланса. В связи с этим возникает вопрос о том, насколько обоснован нынешний уровень импорта по отношению к другим странам на данном этапе развития страны. Увеличение внутренней добавленной стоимости продукции этого сектора является основным способом усиления его экономического воздействия. Цель статьи – оценить состояние легкой промышленности и разработать маркетинговую стратегию для повышения стоимости товаров внутри страны. Данная статья посвящена разработке и реализации стратегий по повышению внутренней ценности в секторе легкой промышленности Республики Казахстан (РК). Эти стратегии соответствуют цели страны по достижению как минимум 90%-ной доли внутренних закупок. Исследование сосредоточено на пяти гарантиях, включенных в план развития «Казахстан–2050», которые призваны поддержать и сохранить региональных производителей.

Ключевые слова: экономический прогресс, импортозамещение, внутренняя стоимость, легкая промышленность, продукция, государственное регулирование, глобальная экономика.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЖЕҢІЛ ӨНЕРКӘСІП ӨНІМІНІҢ ІШКІ ҚҰНЫН АРТТЫРУДАҒЫ САЛАЛЫҚ МАРКЕТИНГТІК МОДЕЛЬДІҢ РӨЛІ

Аңдатпа

Қазіргі уақытта Қазақстан экономикасы жаһандық экономикалық қатынастар жүйесіне терең интеграцияланған. Елдегі импорт көлемінің ұлғаюы капитал мен технологияны тартатын, сондай-ақ тұтыну шығындарын арттыратын экономикалық прогрестің нәтижесі. Экономиканың тұтыну тауарларына, инвестицияларға және аралық өнімдерге деген қажеттіліктер импорттық жеткізілімдерді кеңейту арқылы қанағаттандырылады, бұл төлем балансының ағымдағы шотына біраз жүктеме түсіреді. Осы тұрғыда еліміздің даму барысында импорттың қазіргі деңгейі басқа елдермен салыстырғанда қаншалықты негізделген деген сұрақ туындайды. Осы сектор өнімінің ішкі қосылған құнын ұлғайту оның экономикалық әсерін күшейтудің негізгі тәсілі. Бұл мақаланың мақсаты жеңіл өнеркәсіптің жағдайын бағалау және ішкі тауарлардың құнын арттыру үшін маркетингтік стратегияны әзірлеу. Мақала Қазақстан Республикасының (ҚР) жеңіл өнеркәсіп секторында ішкі құндылықты арттыру жөніндегі стратегияларды әзірлеуге және іске асыруға арналған. Бұл стратегиялар елдің 2021 жылға қарай ішкі сатып алулардың кем дегенде 90% үлесіне жету мақсатына сәйкес келеді. Зерттеу «Қазақстан–2050» даму жоспарына енгізілген бес кепілдікке бағытталған, олар өңірлік өндірушілерді қолдауға және сақтауға арналған.

Тірек сөздер: экономикалық прогресс, импортты алмастыру, ішкі құн, жеңіл өнеркәсіп, өнім, мемлекеттік реттеу, жаһандық экономика.