

Благодаря широкому развитию информационных-коммуникационных технологий появилась возможность трансформировать традиционные подходы в маркетинговой деятельности в новые виды деятельности. Преимуществом данных компаний и право на лидерство среди отечественных и зарубежных представителей товаров и услуг, является не только их технологическая оснащенность, но и эффективно подобранные подходы в маркетинговой деятельности. Вышеупомянутые компании смогли трансформировать методы традиционного маркетинга и создать прочную основу, используя популярные социальные сети, цифровые рекламные кампании, блоги, сайты, SEO продвижение, а также входящий и мобильный маркетинг. Тем самым они не только утвердили имидж своего бренда, но и оказали позитивный эффект на развитие цифровой грамотности населения страны.

Информационно-коммуникационные технологии оказывают огромное влияние на развитие маркетинга, так как используются в маркетинговой деятельности на регулярной основе. Сайты, блоги, социальные сети, электронная почта, система управления взаимоотношениями с клиентами (CRM) и прочее позволяют всем организациям вовлеченным в маркетинговую деятельность развиваться, снижать свои затраты и увеличивать эффективность деятельности. Помимо этого, информационно-коммуникационные технологии способствуют оптимизации многих процессов, что позволяет потребителям приобретать оперативность и качественность информации и данных. Также постоянно происходит процесс интеграции разнообразных компьютерных и программных продуктов, направленный на создание платформ и систем непрерывного взаимодействия потребителей и поставщиков. Появляется возможность охватить большее количество потенциальных потребителей, и сделать продвижение максимально адресным и нацеленным. Само взаимодействие становится сетевым и увеличивается вовлеченность потребителей. При этом традиционный цикл маркетинговой деятельности, включающий проведение маркетинговых исследований, планирование и реализацию маркетинговых мероприятий, реализуется в виде программных продуктов, обеспечивающих мгновенную реакцию системы на изменяющиеся запросы клиентов [4].

В данное время можно видеть насколько значительно увеличиваются различные возможности информационно-коммуникационных технологий на основе: перехода к экономике знаний, которая является одним из ключевых факторов развития цифровой экономики. Благодаря прогрессивному развитию информационно-коммуникационных технологий, становится возможным: повышение уровня качества жизни населения, оказание позитивного влияния на социальные процессы; изменение характера и способа занятости населения; расширение возможности применения информационно-коммуникационных технологий для охраны окружающей среды.

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#### Kazakhstan's consumer basket: results 2019

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Abstract: The article defines the essence of the concept of "consumer basket", its main functions, analyzes the historical aspect of the issue, and also considers the current state of the consumer basket in

Kazakhstan. Based on a detailed analysis, recommendations are made to improve the state's social policy in determining the consumer basket.

Keywords: consumer basket, living minimum, meat and fish products, non-food goods.

A consumer basket is a list of essential items and services approved by law for a certain period of time. When drawing up a consumer basket, food, clothing items, medical preparations, as well as the cost of housing and communal services, transport services, and some other types of expenses are taken into account. This data changes every year. Or rather, monthly, but there is less difference. For example, in January 2015, 1,059 tenge fell per capita, and by June the number had risen to 1,977. What can we say about the fact that in 2012 it was in the range of 15-17 thousand. Accordingly, the volume of the consumer basket changes. The consumer basket of Kazakhstan has its own characteristics.

Since the end of the summer, the cost of living in Kazakhstan has increased compared to previous periods. Its value was more than 30 000 tenge. Note that the cost of living varies for each region. Last year, Mangistau region traditionally took the first place: 39,400 tenge. Next, 2 and 3 places in terms of the subsistence minimum were taken by Nursultan, Almaty with indicators of 37,700 and 35,200 tenge.

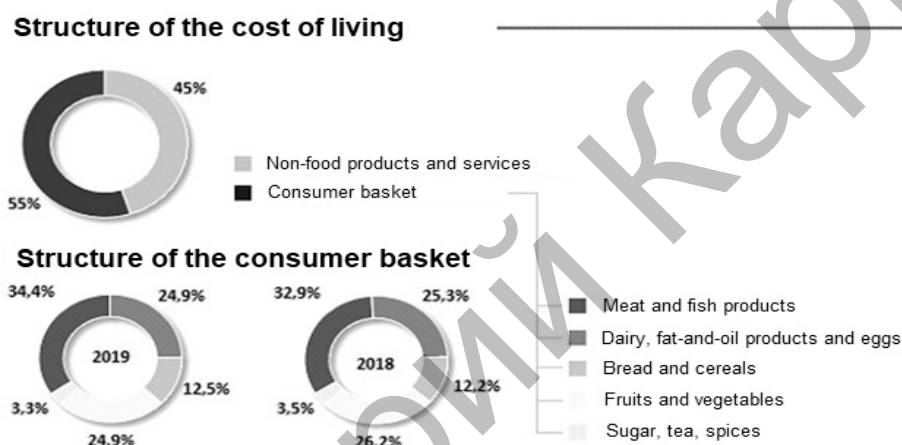


Figure 1. Structure of the cost of living

Note - source of [1]

In 2020, Kazakhstan plans to revise the amount of the subsistence minimum. Last year, meat and fish products accounted for almost 35% of the food basket. Dairy products and eggs accounted for 24.9%. Next year, it is planned to increase the share of bread and cereals from 12.5% to 12.9%, as well as the volume of fruits and vegetables - from the earlier 24.9%. The following cost structure is established: 55% of expenses will go to the food basket, and 45% will be occupied by non-food products and paid services. The amount of the subsistence minimum in 2020 will be equal to 31,183 tenge.

In fact, this is something that is not just necessary for calculating the living wage by the authorities, but also a list that will help the population live adequately with minimal food costs in supermarkets and markets. In other words, it is quite clear that the consumer basket is a list of products that you can afford, for example, for retirement. To be more precise, it is about 21.5 thousand tenge.

And now to the main point. The minimum consumer basket includes the following: the cost of services and various products that are not food products: for example, clothing, household chemicals, etc. the cost of the food basket itself (meat, vegetables, fruits, muffins, and so on-in a word, food).

The consumer basket of Kazakhstan is established by law 474-1 of 1999.

The size of the consumer basket in 2019

In monetary terms, this indicator is currently 29,698 tenge. It is at this level that the country's living wage has been set since January 1 of this year. It should be noted that the cost of living is significantly lower than the minimum wage of a citizen of Kazakhstan, which currently amounts to 41,500 tenge.

According to the legislation of the Republic of Kazakhstan, these values are indexed annually since 2010. Before that, the indicator was set by the authorities for 5 years and did not change in any way even in the case of crisis events. It is also important to understand that the PM is only used to calculate payments that rely on socially vulnerable segments of the population. These include disabled people, orphans, large families, and so on.

What does the consumer basket consist of?

To begin with, we note that the cost of living is based on the consumer basket. The calculation also takes into account mandatory payments, for example, for utilities or for your unsecured loan.

As for the consumer community itself, this does not include services. According to the authorities, spending on survival services is not necessary, or their use should not be monthly. Thus, only food and non-food items can be placed in the customer's cart. What is it?

Food is a product that a person eats or uses for cooking as ingredients.

Non-food products are products that do not belong to food. For example, clothing.

From 1998 to 2018, which is 20 years, food products accounted for 60% of the space in the cart, and the remaining 40% - for other purchases. Since 2018, the government has revised the bar and now food and raw materials account for 55%, while clothing and household goods account for 45%. Thus, today people should spend 16 thousand tenge for food and 13 thousand tenge for non-food products.

What is included in the " food " basket?

So, we have about 16 thousand tenge to buy food for a month. The authorities allocate this amount for good reason. Officials, together with nutritionists and economists, calculate the necessary amount of food for a person to live without starving. However, they calculate the necessary amount of food for the year. So, what do the authorities offer us to buy for 196 thousand tenge a year:

Meat products. Namely -

- 84 kg of milk and fermented milk products
- 15 kg of beef,
- 9 kg of pork,
- 6.3 kg of lamb,
- 5 kg of poultry,
- 3.3 kg of horse meat,
- 3 kg of sausage products,
- 8.4 kg of fish/pike perch
- 142 chicken eggs

Cereals and flour -

- 13 kg of flour,
- 31 kg of wheat bread,
- 4.8 kg of rye bread,
- 4.4 kg of pasta,
- 8.5 kg of rice
- 2 kg of oatmeal,
- 2 kg of buckwheat,
- 2 kg of semolina

Vegetables and fruits -

- 95 kg of potatoes
- 25 kg of cabbage
- 20 kg of carrots
- 20 kg of onions
- 5 kg of tomatoes
- 5 kg of cucumbers
- 10 kg of watermelon
- 25 kg of other fruits
- 4.8 kg of berries
- 0.5 kg of dried fruit

Spices and tea -

- 2.19 kg of salt,
- 0.05 kg of yeast
- 0.02 kg of other spices
- 0.67 kg of tea

According to experts, this volume of products is enough for 12 months for the average citizen of Kazakhstan to not live without hunger and at the same time not to deny yourself anything. Taking into account all products, the daily rate for a person is 1200 calories per day.

It is also important to understand that the cost of living, and, accordingly, the food basket, differs depending on age. The authorities divide the indicator into citizens of retirement age, children under 13, teenagers from 14 to 17 and adults. However, there is no separate basket for each category.

Who needs to know the size of the prod basket or the living wage?

As we said earlier, this indicator is used by the authorities primarily to determine the amount of benefits for socially vulnerable segments of the population.

Who are the socially disadvantaged?

- Invalids
- Disabled child
- Poor family
- Child-orphans
- Large family
- Pensioners without guardianship

The cost of living for socio-demographic groups is as follows: for children under 13 years of age, the cost of living was 28.4 thousand tenge, for men and women over 18 years of age – 37.5 thousand and 29.8 thousand tenge, respectively, and for pensioners and older people – 29.6 thousand tenge.

In the context of regions, the highest value of the subsistence minimum traditionally falls on the Mangistau region: 39.4 thousand tenge-8.4% more than the same period last year (36.3%). The second and third places in terms of the subsistence minimum are occupied by Nur-Sultan and Almaty: 37.7 thousand and 35.2 thousand tenge, respectively. It should be noted that only in five of the 17 regions of the country, the cost of living exceeds the national average.

The lowest value of the subsistence minimum is observed in Pavlodar region (28.6 thousand tenge), Kyzylorda region (28.7 thousand tenge) and Shymkent (29.1 thousand tenge).

The structure of the subsistence minimum is set at a ratio of 55% for the food basket and 45% for non-food products and paid services. Meat and fish products account for 34.4% of the food basket (32.9% a year earlier).

In turn, dairy, fat-and-oil products and eggs make up 24.9% (a year earlier-25.3%). The share of bread and cereals increased from 12.2% to 12.5%, while the share of fruits and vegetables decreased quite noticeably – from 26.2% to just 24.9%. Sugar, tea, and spices accounted for 3.3% of the cost of living (3.5% a year earlier).

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## Развитие малого предпринимательства в условиях цифровой трансформации

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Анотация: В данной статье рассмотрены основные понятия цифровой экономики и трансформации, проанализирована ее роль в развитии малого предпринимательства, определены тенденции, возможности и преимущества цифровой трансформации экономики для субъектов малого предпринимательства

Ключевые слова: предпринимательство, цифровая экономика, цифровая трансформация, цифровая инфраструктура

Предпринимательство движущая сила рыночной экономики, поскольку степень его развития определяет темпы экономического роста, структуру и качество валового внутреннего продукта страны. В условиях Четвертой промышленной революции, когда трансформация экономики неизбежна институциональные преобразования в первую очередь коснулись сферу