

media navigator

by Action

uncovering media consumption & trust dynamics (2023)

In 2023, with the proliferation of media channels and an ever-evolving digital and social media landscape, consumers have more choices than ever in how they engage with content, brands, and each other, making it vital for marketing and communications professionals to understand media consumption dynamics for effective budget allocation and marketing strategies.

Action Global Communications, an award-winning marketing communications agency with 50+ years of legacy, conducted a comprehensive study in Kazakhstan to decode media consumption behaviors, spotlight public sentiments towards traditional and digital platforms, and unveil the power of new trends that are shaping the future of marketing and communications.

clear in purpose, bold in messages



of the respondents are likely to form a better opinion of brands that actively **address social and environmental issues** in their communications

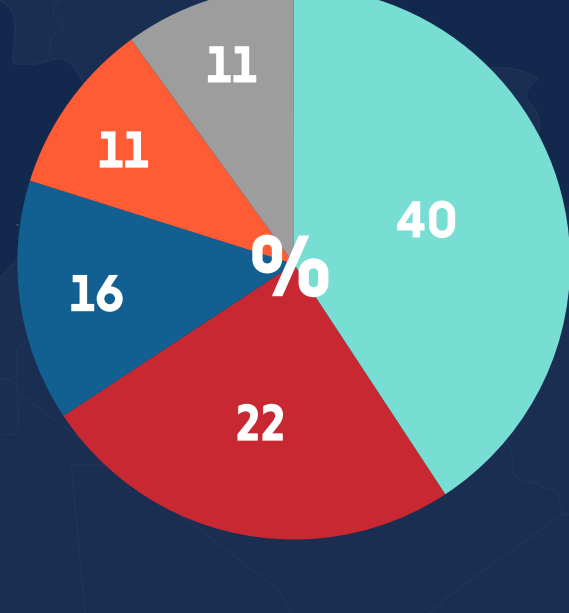


say that their preferred way of **staying up-to-date on their favorite brands** and engaging with them is through websites. Mobile apps also ranked high, securing the second position ahead of social media



diverse channels, distinct perspectives

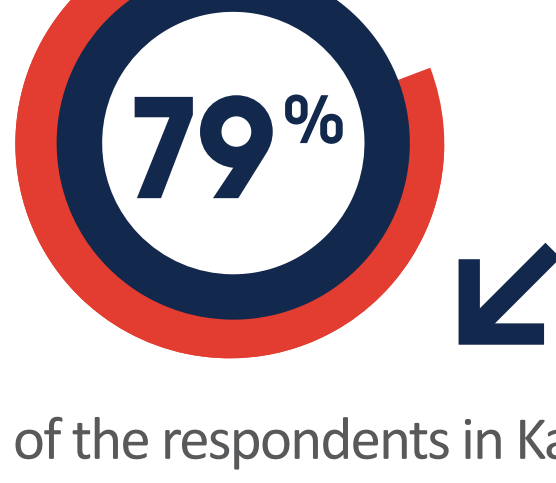
Primary source of information for news and current events



- Online websites
- Social media
- Print newspaper & magazines
- TV
- Others

Note:

Websites topped the list in every age group, with the 25-34 demographic delivering almost equally high results for social media and print newspapers & magazines



of the respondents in Kazakhstan regularly read **newspapers and magazines** with the figure rising to 86% within the 25-34 age group



consume news and information either through **traditional sources or a combination of traditional and digital media**. 36% predominantly rely on digital channels



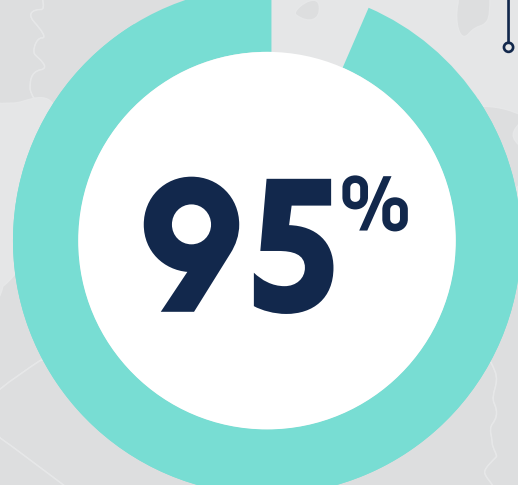
are confident in their ability to distinguish between **credible and unreliable** news sources



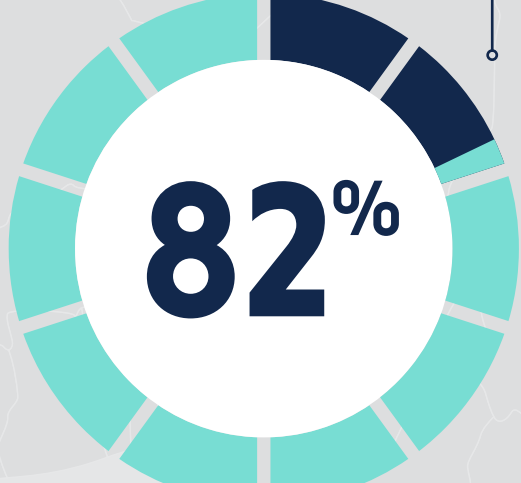
consider news websites to be **the most credible source** for national and international news, with social media and TV completing the top 3

7 out of 10

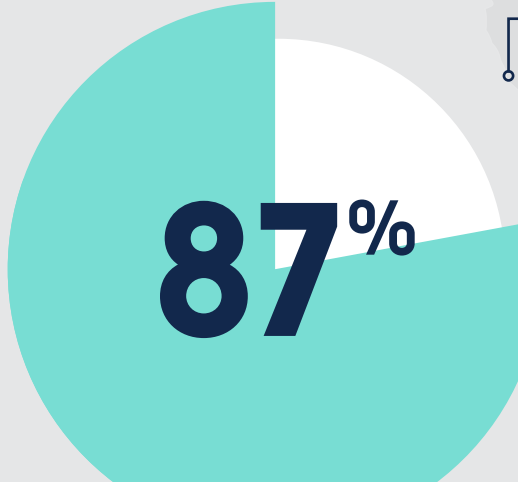
respondents in Kazakhstan consider it extremely or very important to **access news and information from multiple sources** to get a well-rounded perspective



of the respondents are on **Instagram** with the figure being over 90% for all age groups under 55

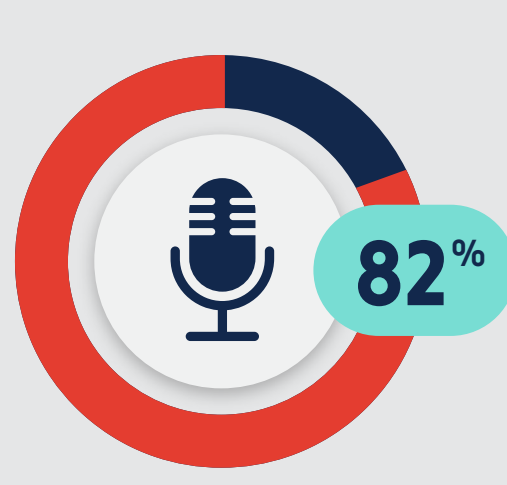


use **Facebook** with the figure being the lowest within the 18-24 age group

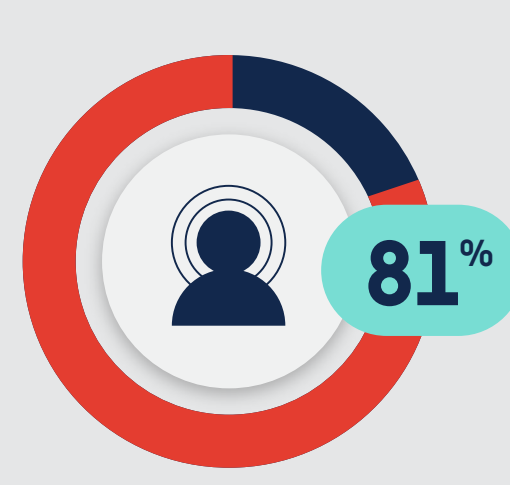


regularly use **TikTok** with the figure reaching 94% within the 18-24 age group

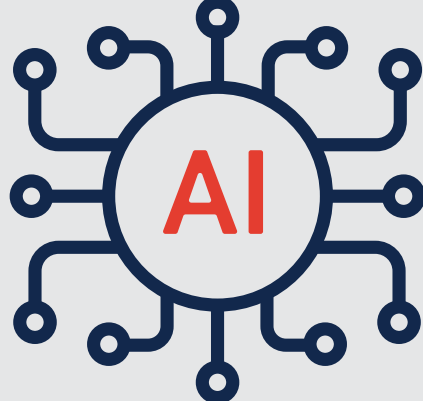
embracing emerging trends



regularly listen to **podcasts** with 64% tuning in at least monthly



have made purchasing decisions or formed opinions based on **influencer recommendations**, reaffirming the power of influencer marketing in the market



The biggest concern regarding **AI in communications** is misinformation and fake news, and the potential impact on privacy and security when handling personal data

key takeaways

Multi-channel / Integrated Consumption

Audiences are increasingly engaging with multiple channels to access content. The integration of traditional and digital platforms is crucial to delivering a consistent and impactful brand or campaign message.

Social Media Credibility

While social media remains a dominant force, its credibility is constantly being evaluated. Fostering transparency and authenticity in brands' social media presence plays a pivotal role in building trust among audiences.

The Influencer Factor

Influencer marketing has proven to be an effective strategy to reach niche segments and build brand affinity.

Local Understanding and Cultural Awareness

While media consumption habits show notable similarities across borders and languages, market-specific differences remain when it comes to preferences and priorities, underscoring the significance of thorough local knowledge and cultural awareness.

Podcast Revolution

Podcasts have emerged as a powerful medium, offering a unique opportunity for deeper connections with consumers. By exploring podcast partnerships and branded content, brands can tap into a passionate and engaged audience.

Kazakhstan: **total respondents:** 250 | **age:** 18-65 | **gender:** male & female

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All data is based on general population sample unless otherwise stated.