The Level of Brand Awareness in Consumer Electronic Products: The Example of Kazakhstan and Kyrgyzstan

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Abstract

Brand awareness which is considered as one of the most important factor affecting the consumer purchasing preferences has been investigated by both academics and practitioners in the field of marketing in recent years. The current study investigated brand awareness in Kazakhstan and Kyrgyzstan regarding consumer electronic products, such as laptop computers, tablet computers, and cell phones. To determine brand awareness, data were obtained by using suitable market analysis methods, and then analyzed by using the Spearman correlation and the chi-square test for independence. Based on the study results, it was observed that the level brand awareness was high for laptop computers and cell phones, while being comparatively lower for tablet computers.

Key words: Brand Awareness, Electronic Consumer Products, Kazakhstan, Kyrgyzstan