ANALYSIS OF THE «CELEBRITY FACTOR» IN THE PROMOTION OF THE COUNTRY'S IMAGE (ON THE EXAMPLE OF KAZAKHSTAN)

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Abstract. The article is devoted to such a phenomenon as the country's image and the analysis of the role of the "celebrity factor" in its popularization. The authors, having conducted a study through a survey and other methods of analysis, among foreign citizens who are currently in Kazakhstan, identify how much the "celebrity factor" can form the country image of Kazakhstan, what famous people around the world form the country image of Kazakhstan, today , as well as what socio-economic effects the "celebrity factor" brings, both in the domestic and international politics of the state.

Keywords: country image, celebrity factor, measures, factors, reputation.

ЕЛ ИМИДЖІН ТАНЫМАЛ ЕТУДЕ «ТАНЫМАЛДЫЛЫҚ ФАКТОРЫ» РӨЛІН ТАЛДАУ (ҚАЗАҚСТАН МЫСАЛЫНДА)

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Аңдатпа. Мақала ел имиджі және оны популяризациядағы «танымалдылық факторы» құбылысының рөлін талдауға арналған. Авторлар, қазіргі уақытта Қазақстанда жүрген шетел азаматтары арасында сауалнама және талдаудың басқа әдістері арқылы зерттеу жұмыстарын жүргізіп, «танымалдылық факторы» Қазақстанның елдік имиджін қаншалықты құра алатынын, бүгінгі таңда қандай әлемге танымал тұлғалар Қазақстанның елдік имиджін қалыптастырады, сондай-ақ, мемлекеттің ішкі және халықаралық саясатында «танымалдылық факторы» қандай әлеуметтік-экономикалық әсерін тигізетінін анықтайды.

Түйін сөздер: елдік имидж, танымалдылық факторы, өлшемдер, факторлар, репутация.

АНАЛИЗ РОЛИ «ФАКТОРА ЗНАМЕНИТОСТЕЙ» В ПОПУЛЯРИЗАЦИИ ИМИДЖА СТРАНЫ (НА ПРИМЕРЕ КАЗАХСТАНА)

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Аннотация. Статья посвящена такому явлению как страновой имидж и анализу роли «фактора знаменитостей» в его популяризации. Авторы, проведя анализ посредством опроса и других методов анализа, среди иностранных граждан, которые на данный момент находятся в Казахстане, выявляют насколько «фактор знаменитостей» может формировать страновой имидж Казахстана, какие известные, во всем мире люди формируют страновой имидж Казахстана, на сегодняшний день, а также какие социально-экономические эффекты привносит «фактор знаменитостей», как во внутренней, так и международной политики государства.

Ключевые слова: страновой имидж, фактор знаменитостей, измерители, факторы, репутация.

Introduction

Today, country image is one of the hot topics for researchers from various interdisciplinary fields. A positive image of a state can bring benefits, be the basis for tourist attraction and at the same time a country image helps to develop and solve socio-economic problems within the state. Researchers look at country image from different perspectives, for example, marketers look at country image from the perspective of creating a brand out of a country. The aim of market research in the field of country image is to increase the tourist attractiveness of a state or locality. As an example, it is appropriate to mention the fundamental book published in 1993 by marketing scientists Philip Kotler, Donald H. Haider and Irving J. Raine, "Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States, and Nations"

[1]. This book examined countries in terms of their attractiveness to tourists. According to the authors of the book, the tourist attractiveness of a country can be increased by creating a positive image of the state as a comfortable holiday destination or by creating an artificial image by inventing and spreading an interesting story about this or that holiday destination, which would attract tourists.

Economists consider a country's image as a set of brands that can affect the economic development of the state and increase its investment attractiveness. In international relations, a country's image is regarded as one of the necessary areas for the development of a country, which includes international recognition of the state, the reputation of the country and the "degree of confidence" in the country as a reliable and favourable one for the development of international relations.

As we can see, due to the fact that the topic of country image has been dealt with by various researchers and the concept itself has an interdisciplinary nature, in some sources country image is called "territory image", "territorial brand", "national brand", however, in our opinion, all these different terminological definitions are the concept of one phenomenon, namely, country image. If we define "country image", we think that country image is a certain reputation that is formed around the state, with the help of various socio-political factors, which influences the development of the country and is simultaneously an indicator (gauge) of the development of various spheres of the country.

Most of the research on country image, and the very consideration of a country as a brand, began to develop in the 1990s. We wondered what this was about. And we came to such conclusion that the country image is connected to the phenomenon of "globalization" and as the process of globalization began to amplify in 90th of the last century, the strengthening of interconnection and interdependence of the countries and has led to that creation of attractive image of the country which would be recognized all over the world became important. Indeed, Kotler's book [1] and other works such as the European political scientist Josep-Francesc Valls's "La imagen de marca de los países" [2] use the term "country" in their work. [2] applies the term "country brand", which he understands as a system of symbols that attract other consumers, travellers, politicians, investors, etc., from the outside. In 1998, Stephen Ward, a professor at Oxford University, published the book "Selling Places: The Marketing and Promotion of Towns and Cities 1850-2000" (Planning, History and Environment Series) [3]. In this book, using historical methods, he discussed the development of the country image and gave many examples, showing that the territory attractiveness was used not only in the 20th century, but also much earlier; politicians understood even in the Middle Ages that a country with good reputation may be beneficial for the state.

Among Kazakhstan researchers in the field of image, we should mention the textbook of A.A. Tlepbergenova "Country image" [4], which gave terminological concepts of this phenomenon. Also there is an interesting book of researchers Uruzbayeva, N.A., Baimbetova A.B., Nurmanova U.K. "Branding theory

and PR in tourism" in English which examines the role of marketing means in country brand of the state [5].

All of these studies and others have contributed to the development of research on country image, but the most famous, influential and conceptualising doctrine of country image has been the articles and books by American researcher Simon Anholt. In 1998, in his article "Nation-Brands of the Twenty-First Century" he is the first to use the term "nation brand". [6], other researchers sometimes confuse the term by translating it as "Nation branding", but S. Anholt in his later article, Beyond the Nation Brand: The Role of Image and Identity in International Relations[7], explains the fallacy of this judgment. The difference between "Nation brand", and "National branding" is significant, since the latter requires a clear mechanism and technology for the creation of a nation's image. However, as the creator of the term "Nation brand" himself indicates, by nation brand he meant a positive image of a state, which may create or influence the reputation of the country. In addition, based on Anholt's theory, the image of a country cannot be maintained through marketing measures (advertising, artificial image, rumours etc.) because they have a short-term effect. A national brand cannot be created without real change within the state. The value of Anholt's theory lies in the fact that he identified the main factors or dimensions of a country's image (Politics, Investment, People, Tourism, Culture, Export Brands), i.e. those dimensions whose analysis can on the one hand show "what" the country's image is based on and on the other hand show what problems exist within the country's development. Thus, the country's image is not simply an advertisement and popularization of the state by means of marketing means and the extraction of economic benefits from this popularity, but it is a tool for the development of all the components of social development.

Among all the factors that influence the country's image, an interesting factor is the "celebrity factor", namely the influence on the promotion of the country's image and recognition of the state through the popularity of internationally renowned people from the fields of politics, art, cinema, entertainment and sports.

The celebrity factor is a rather unexplored country image factor. In this regard, we set out to find answers to several questions: Can the "celebrity factor" be considered as influencing the formation of a positive reputation of the country? What are the most famous people from Kazakhstan that have influenced the popularization of the image of Kazakhstan? What is the economic and social effect of the "celebrity factor" for Kazakhstan? All these and other indirect questions became the basis of our research presented in this article.

Research methods

The following methods were used in the research: survey methods, among foreign nationals temporarily staying in Kazakhstan. The survey was conducted by means of Google forms tool. Method of statistical data analysis. In general, the analysis of the obtained data was also carried out by means of such

general scientific methods as: synthesis, reasoning, evaluation, comparison.

Results and discussion

Country image plays a major role in the development of a country's visibility. Factors or measures of country image, include many different components. In general, country image theorist S. Anholt [6] identifies six factors that influence image development: tourism, culture, export brands, politics, people and investment. In this context, the "Celebrity factor", can be attributed to the "People" dimension, since all celebrities are people, through their activities and fame, also have an impact on the popularization of the country's image. On the other hand, we can also refer to the "Culture" factor, since many of the world's celebrities are historical figures who have contributed to and become part of culture. However, it is undeniable that the world famous persons contribute to popularizing the culture, in general, and the country, in which they were born and lived. For example, every year, on August 10th, the birthday of the great Kazakh poet and educator Abay Kunanbayev is celebrated. Thousands of monuments around the world and Abay's books can be found in various libraries in Europe and Asia: Azerbaijan, Georgia, Kyrgyzstan, Uzbekistan, Iran, China, Hungary, France, Egypt, Bosnia and Herzegovina (Sarajevo), Turkey, Switzerland, South Korea, India, etc. [8] The US releases Abay commemorative coins and commemorative postage stamps in 2020 [9]. Such worldwide recognition of the Kazakhstan poet and educator, indicates the interest in the

culture of the people and respect for the country, which contributes to the popularization of the image of the state as a whole.

So can we say that the "celebrity factor" plays a role in popularizing the country's image? Undoubtedly, what the world-famous Kazakhstan people do, their creative successes cannot but affect the popularization of Kazakhstan's image. Since people who have not heard about Kazakhstan before, begin to take interest in the biography of their idol, the country where he was born, which arouses interest in visiting this country, buying goods of the country where the celebrity lives, investing in business in the country where their favorite singer or actor lives, etc. In other words, the "degree of trust" of people from other countries in another country, which is the homeland of a person who has, for them, authority and who became beloved and famous for his activity in (art, science, cinema, politics, entertainment, sports) is much higher than in other countries.

In order to identify the most famous Kazakhstan celebrities among foreign citizens, we conducted a survey. The survey was conducted through Google forms. Participation was anonymous. The sample was random. In general, the survey covered many questions about the country's image of Kazakhstan. But in the context of this article we would like to draw attention to the part of the survey, which concerned the role of celebrity factor in the country's image. The survey was conducted in the period from 11-15 May 2022. The survey involved 83 respondents from 11 countries: India (80%), Egypt (2.4%),

Kyrgyzstan (2.4%), Uzbekistan (2.4%), Pakistan (2.4%), South Sudan (1.2%), UAE (1.2%), UK (1.2%), Armenia (1.2%), Maldives (1.2%), South Korea (1.2%).

In the age category 18-24 years (89.6%), 29-35 years (8.3%), 45 years (2.6%), 50 years (1.2%), 52 years (1.2%), 53 years (1.2%). Gender of respondents: 64% male, 36% female.

By employment and study: Students (89.4%), employed (8.2), working and studying (2.4%).

Based on the statistical information from the survey, we noticed that the majority of respondents are from India, but we value everyone's opinion, so even if there were fewer people from other countries, it may still be an indication of their opinion of the most famous people in Kazakhstan, so for our survey - this was very important. Most respondents were young, between 18 and 24 years old (89.6%), with most respondents in this age group being in their 20s (28%). On the whole, middle-aged and elderly people (from 29 to 53 years of age) also took part in the survey. Most of the respondents were men (64%), and most of the respondents (89.4%) were students. Thus, we can conclude from the statistical data: the majority of respondents were Indian residents, youth (18 to 24 years old), and students. Therefore, when analyzing the responses of respondents from other countries, we will need to select and analyze their answers individually, in order to get a fairly objective and complete picture of which celebrities are most famous and may have influenced the popularization of the image of Kazakhstan.

We asked respondents: What famous people (celebrities, politicians, singers, actors, historical persons and etc.) from Kazakhstan do you know? In order to find out which celebrities from Kazakhstan foreigners know. Out of 83 respondents 78 answers were given to this question, i.e. -5 (4%) people either did not answer or answered that they did not know. According to results of the poll most -20 (16,6%) people mentioned the name of the ex-President of the Republic of Kazakhstan Nazarbayev as a person the most famous to them or the most famous in politics. Three respondents (2,5%) mentioned Dimash Kudaibergenov as the most famous singer, two respondents (1,6%) named Kairat Nurtas as a famous singer, interestingly three respondents (2,5%) also mentioned Samal Yeslyamova, which shows that foreigners know our famous people, who made Kazakhstan famous all over the world.

Of famous athletes - 2- (1.6%) respondents indicated the boxing champion Gennady Gennadyevich Golovkin - GGG. There were also 2 responses indicating such well-known people from Kazakhstan as: the world-famous and tragically died young figure skater Denis Ten, and an international model of Kazakh origin Alena Subbotina, who is called Kazakhgirl (1.6%). As for historical figures, foreigners mentioned such personalities as Al-Farabi, Abay, Ibn-Sina and Abylay-Khan - an average of two mentions -1.6%. In general, the most popular and well-known person among foreigners was the First President of the Republic of Kazakhstan Nazarbayev. In this connection, we have a question:

do foreigners know who the current President of the Republic of Kazakhstan is? Since such level of popularity among foreign respondents led us to believe that they may have no idea and do not know who the current President is, and due to inertia, rather than because of popularity of the persona, they automatically point to the First President Nazarbayev. To prove or disprove our assumption, we asked a simple question "Who is the President of Kazakhstan? ". According to the results, out of 83 people, 77 respondents answered this question, i.e. 5 refused to answer. Out of 77 respondents 37 (29%) said that Kassym-Jomart Tokayev is President of Kazakhstan, 7 (5%) said that Nazarbayev is President. The remaining 33 (25%) respondents did not indicate the name of the President in their answer, but pointed to his qualities. For example, there were such answers: " A good ruler with developed thoughts", "He is a very versatile person", "Good", "Very Good". This indicates that foreigners may not know the President's name, but they evaluate him positively.

Our assumption that foreigners do not know who the incumbent President of the Republic of Kazakhstan is and automatically point to Nazarbayev as one of the well-known persons in the world has proved to be erroneous. As the majority (29%) of foreign respondents answered that Tokayev is the acting President of the Republic of Kazakhstan. What does this mean? It could indicate that Nursultan Nazarbayev is a well-known figure abroad, which may be connected with the popularity of his image and his activity in international politics in the past. However, the fact that most know

that the current President of Kazakhstan is Kassym-Jomart Tokayev (29%), may indicate that the high level of popularity among foreigners of Nazarbaev, is not due to the fact that foreigners think that he is the President of Kazakhstan and do not know who the current President. High rates of foreigners knowing "who" the incumbent President of the Republic of Kazakhstan is Tokayev, indicates that respondents are aware of this issue.

As we can see, all of these famous people are known internationally, but there were also single responses with other celebrities from Kazakhstan. Despite the fact that these names were mentioned only once (0.8%), but since respondents mentioned these people, albeit in the smallest number, it is still an indication that these people are known to foreigners. Thus, such persons as director Timur Bekmambetov, rhythmic gymnast Aliya Yusupova, opera diva Roza Baglanova, singer Zhanar Dugalova, film director and producer Akan Satayev, actress Assel Sagatova, actor Sanjar Madi, actress Aruzhan Dzhazilbekova, oppositionist Mukhtar Ablyazov were mentioned the least as "famous". It should be noted that all of the famous Kazakhstan personalities were from India, mostly due to their occupation and the reason of being in Kazakhstan. Therefore, they may have learned these celebrities while in Kazakhstan, but they are not well known in their homeland, i.e. abroad.

So, the most famous people from Kazakhstan among foreigners, according to our survey, who play a role in promoting the image of Kazakhstan are: ex-President Nazarbayev , Abay, D. Ten,

Kazakhstan's most popular celebrities among foreigners (according to the survey)	The celebrity's line of work	% popularity among foreigners	The least popular celebrities Kazakhstan among foreigners (according to the survey)	The celebrity's line of work	% popularity among foreigners
Nazarbayev	policy	16,6%	Timur Bekmambetov	cinema	0,8
Dimash Kudaibergen	pop	2,5%	Aliya Yusupova	sports	0,8
Kairat Nurtas	pop	2,5%	Rosa Baglanova	opera	0,8
S.Yeslyamova	cinema	2,5%	Zhanar Dugalova	pop	0,8
Gennady Golovkin	sports	1,6%	Akan Satayev	cinema	0,8
Denis Ten	sports	1,6%	Sanjar Madi	cinema	0,8
A. Subbotina	fashion	1,6%	Mukhtar Ablyazov	policy	0,8
A total of 78 people (foreigners) were interviewed.					

Table 1. "Most" and "Least" popular celebrities in Kazakhstan
(based on survey results)

S. Yeslyamova, Dimash, GGG-Gennady Golovkin, Alyona Subbotina. Also, with the results of the survey we present in Table 1.

What economic and social effect does the 'celebrity factor' have for Kazakhstan? Experts in the field of international relations and political science point out that the world fame of a celebrity, of course, has a social and economic effect on the country. Let's answer this question on the basis of case study on tourism development - the image of Dimash Kudaibergenov. Political scientist Sairov stated in 2019, that Dimash did more than all state bodies in the field of information for 30 years, as thanks to Dimash the popularity of Kazakhstan increased rapidly [10].

Dimash Kudaibergenov's star lit up in 2017, at the Singer competition, which took place in China. Based on that, we can assume that Dimash's wave of fame might have attracted a big tourist flow to Kazakhstan, right?

In order to compare the amount of tourist attendance before Dimash became popular with the amount of tourist attendance after he became world famous - let's turn to statistics. According to the "Bureau of National Statistics of Kazakhstan, from 2013-2016, the statistics of inbound tourism - did not change, on average for this period (for 4 years) Kazakhstan was visited annually - 6 528 341 tourists (Table 2).

However, 2017 has seen a surge in inbound tourism, with 7 million 701,196 tourists visiting the country. Of course, this growth is also due to the international exhibition EXPO held in Kazakhstan in 2017. However, in the next year and the years to come, the growth of tourism only continues. In 2018, the number

	Number of incoming tourists				
	2013	**2014**	**2015**	**2016**	**2017**
All Including:	6 841 085	6 332 734	6 430 158	6 509 390	7 701 196
For work and professional purposes	1 095 635	1 178 900	1 044 743	1 096 899	1 186 542
For personal reasons	4 868 450	5 153 834	5 385 415	5 412 491	6 514 654
among them: tourism	56 617	61 953	54 374	56 228	81 635
personal	4 714 694	4 439 556	4 839 040*	4 814 757*	5 853 816
transit	974 139	652 325	492 002*	541 507*	579 203
*Data corrected					

Source https://stat.gov.kz/ [11].

Table 2. Inbound tourism statistics from 2013-2016

of tourists amounted to -8.5 million. Perhaps, this growth in tourism since 2017 is due to the growing popularity of Dimash Kudaibergenov.

Of course, this issue requires more detailed analysis and additional research, however, such facts as: the opening of a new tourist destination of the tour "Homeland of Dimash" by the National Company "Kazakh Tourism" and the increase in demand for this tour among foreigners, as well as the receipt in 2018 by Dimash Kudaibergen of the certificate "Ambassador of Tourism in Kazakhstan" from the National Company "Kazakh Tourism". [13], confirms the positive effect of his image in the development of tourism in Kazakhstan. This also includes the fact that the number of tourists from China to Kazakhstan has almost tripled since the rise in popularity of Dimash. Thus, if in 2016 the president of the Chinese Academy of Tourism Dai Bin stated that the annual growth of tourists from China to Kazakhstan is about 13.6% [14], then, 3 years later, the National Company "Kazakh Tourizm" notes that in 2019 the increase

of Chinese tourists to Kazakhstan was about 35%, compared to 2018 [15]. The cities of Shymkent, Almaty, Astana, as well as the "Homeland of Dimash" tour are particularly popular among Chinese tourists.

In September 2022 Dimash presented a new concert programme, called "Stranger", and guests from 68 countries came to see the concert in Almaty. According to e. eqonaq. kz, we see a sharp increase of tourist activity in Kazakhstan, especially in Almaty (22%), in September, we recorded the arrival of more than 120 thousand people, compared with August 2022 - 50 thousand people, which is more than half as much [16].

Using the example (case study) of the global Kazakh celebrity Dimash Kudaibergen, we can see that the country benefits economically as more tourists lead to more sales, higher profits from hotel room rentals, develop tourism, and create new tourism companies and jobs.

As Kazakhstan's President Tokayev noted in one of his Twitter blogs: "Dimash Kudaibergen became a world star, he glorified the culture of our people

throughout the world. This is real soft power. Bravo, the Kazakh people are proud of you!". [17].

There are many world-renowned people in Kazakhstan, for example, the star of Kazakhstan tennis player, Wimbledon champion Yelena Rybakina has recently lit up, boxer Gennady Golovkin -GGG, young singer Yerzhan Maxim, talented singer Danelia Tuleshova and others are world-renowned. These are people who have contributed to world culture, politics and created new trends in social development, so there is no denying their importance in the development and promotion of the image of Kazakhstan, as well as the fact that their activities have a positive socio-economic impact on the country.

Conclusion.

Based on the results of our research for this article, we come to the following conclusions:

- A country's image is not a product of advertising; it cannot be created by marketing means alone, they are only an auxiliary tool for promoting a country's image;

- Country image is an indicator of faults and virtues in a country, as attitudes towards a country cannot be artificially created;

- One factor that influences the popularisation of a country's image is the "celebrity factor", i.e. the influence of a celebrity's image on the country in which the celebrity was born and raised;

- In addition to the "celebrity factor", which plays a role in promoting a country's image, factors such as (tourism, politics, investment appeal, people, national product brands) play a significant role. The attitude towards them shows the attitude of foreign citizens towards the country.

- The "celebrity factor" is not the most important or only factor in the development of a country's image, but it does play a role in promoting a country's image. The celebrity factor is not the most important or only factor in the development of a country's image, but it does play a role in the promotion of the country's image;

- Celebrities benefit society economically and socially through their image. Young people are keen to emulate famous personalities. For example, they start playing sports or playing music;

- The economic effect that a celebrity image brings to a country is quite tangible. Because celebrities can attract flows of tourists as well as increase investment attractiveness, all this leads to profits for the state.

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