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MARKETING ASPECTS OF THE PSEUDO-LEISURE CONSUMPTION AND THE QUALITY OF LIFE: A CASE STUDY FROM KAZAKHSTAN¹

Conspicuous pseudo-leisure consumption is a nowadays whip of modern post-Soviet societies, what was overcome by developed countries with a hard work. This phenomenon prevents for economical subjects to exist in balance with disposable level of incomes in borders of unstable system of resource – oriented developing economies. The worst thing in this situation is not this phenomenon by itself, but an affliction attitude for it from the side of citizens and state in general. Sightless and incorrect following the traditions, which are perverted with modern realities, pushes people to unreasonable consumption of leisure goods and this fact makes them "hunted" into some credit regards and future adversities. This problem is related to a small experience of citizens in these states about living in immature capitalistic society and Kazakhstan is not an exception as well. However, if republic takes course for moving into the tops of mostly developed world counties, it will be necessary to adopt them a habit to move for a wealth and prosperity, as fast as it possible, because such approach is based on the principals of developed states in aspect of quality of living. For realization of this point it is very important to keep a high level of consumption culture, prevent its negative exertions in aspect of consumption of different imported goods, what pushes population into banking debts. This fact spoils all indexes of living qualities and total situation in financial sphere of state's life, what explodes by decreasing confidence of banks to unreasonable and unreliable subjects for potential lending.

Keywords: pseudo-leisure consumption, marketing, economy, Kazakhstan, traditional phenomenon, OECD, quality of living, marriage ceremonies.

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Introduction. Issues of economic development, taking into account regional peculiarities, peculiarities of the formation of household budgets and the specificity of spending of buyers in the economy, have repeatedly been considered in the writings of economists, sociologists, and other social scientists [1-13].

In connection with the desire of Kazakhstan's Government to come in Top 30 of the most developed world states governmental officials notice the relevance of cooperation with Organization for Economic Cooperation and Development (OECD), because actually its membership is similar with members ranking of the best states in world economy. Also, OECD countries occupy a world market share with about 60% of a common global GDP [14; 15].

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In the last years, political and economic cooperation with OECD has reached a really meaning progress owing to Kazakhstan's accession to the WTO in 2015 and also with an adoption of the Detailed plan for improving of investment climate according to the OECD standards for 2016-2017 years.

In the official message to the people "Kazakhstani way – 2050: One purpose, united interests, one future" President of republic Nazarbayev N.A. also formed a strategic task for inculcation of "some principles and standards of OECD" in Kazakhstan. In this way, it is possible to attend a kind of trend to rapprochement and cooperation with this organization in some elite groups of state, and also some trends for joining this club. The same agenda is an objective reality for nowadays economic diplomacy of republic. However, cooperation of OECD with third countries has also a scientific aspect, apart from spheres of policy and economy within world global trade. Its essence consists of necessity for creation of modern indexes and indicators of life quality control, which are really unique for countries on the stage of economic transformation and for states with not really "conscious" economy. OECD is an organization what is really concerned about development of living qualities, and it can give an invitation to some states for membership only on the base of similar approaches in building of state policy, what must be useful in realization of this process. This structure is not tolerant in fact of presence of strongly expressed differences in provision of living quality and besides of reaching of basic OECD indexes, it also asks potential member about elimination of their own, traditionally formed problems, which were decided by OECD countries earlier.

There is a serious problem of growing credit debt in life of country's population aside of serious problems in basic indicators of living quality in Kazakhstani society. And this factor is not only linked with the impoverishment of citizens inside of everyday inflation and subsequent devaluations, which made them poor twice for last two years or only with a growing wish of the young borrowers to improve their living accommodations. There is an approximate division of credit categories for republic's population on the diagram from below (Figure 1).

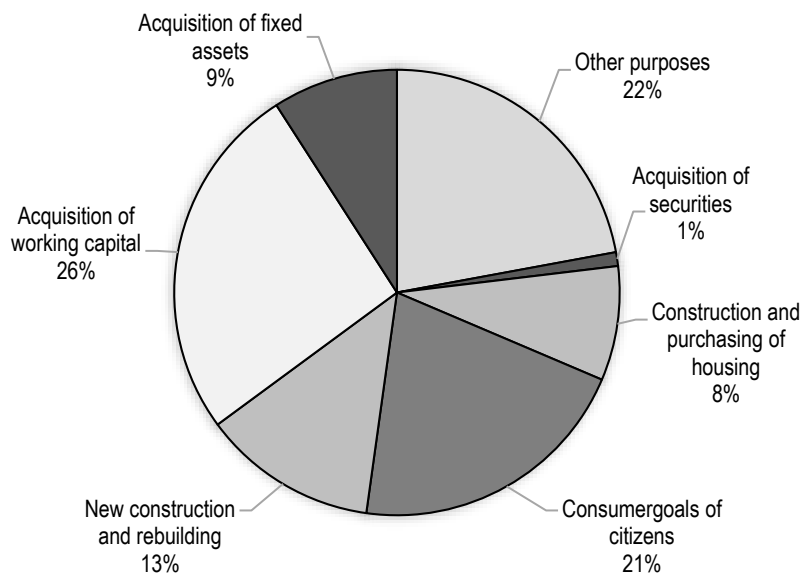


Figure 1 – Structure of crediting for individuals and entities in Republic of Kazakhstan (composed by the authors)

On the assumption of supra reviewed information, it is possible to see the fact, that about 43% of credits are using not for pragmatic business purposes or for acquisition of real estate, but for consumer sector. At the first sight, it is not a such awful situation, whereas individuals are disposed to irrational behaviour (we can remember words of Richard Thaler), what depends of wish to hold prime and prestigious goods at the expense of more necessary and strategic purposes, which named as product of "wow – effect". And it is really hard to expect that citizens of post – Soviet countries won't use different credit instruments from enormous market of this service to decide all problems in their homely needs.

However, it is possible to see skewed in borders of consumption of some service types, what could be classified as irrational and pseudo – leisure. For example, for an average wedding Kazakhstani people usually waste much more than Europeans. Certainly, this phenomenon has some traditional origins, however, a wish to make an impression for third – party people and distant relatives could be very expensive sometimes and it turns from traditional celebration into a "Vanity Fair", because of this event middle class family can't repay the loan debt for many years long.

Theoretical framework. It is really important to sort out in nature of this phenomenon. Term of "demonstrative consumption" has been entered into economic lexis by American sociologist Thorstein B. Veblen in his scientific book of institutionalism named as "The Theory of the Leisure Class: An Economic Study of Institutions", written in 1899. This term understands by itself significant wastes for economic goods, which are creating with only one purpose – to demonstrate a personal success of individual, what is expressed in ability of its purchasing. From a consumer perspective this kind of economic behaviour promotes for demonstration of the highest social status and for its support.

In connection with the manufacturing growth and world trade development during the second half of the 20th century, for today, this term is used not only in relations to high classes, but it covers practically all economic subjects, as in the form of individual personality and in the form of whole families and communities [16].

However, we need to divide this kind of consumption for "envious comparison", what is typical for authentic leisure class and for simple money emulation, when not well – off persons wants to be identified as rich one. If the first type of consumption has a motivation in necessity to activate the feeling of envy or "Maecenas desire", the second type will be more modest with an only one wish to be identified as rich person or to be looking not less attractive then an individual from "middle class".

Although, we can see a fact that demonstrative consumption is not a new phenomenon for post-Soviet societies during all time of independence, but actually it is still hard to develop an adequate behavioural mechanism for it [17]. This is noteworthy that mostly developed countries of Commonwealth of Independent States (CIS) for today are under consideration in quality of being a perspective market for product sales of fashion luxury class brands. For example, Russian capital stays in the top 5 cities in aspect of luxury consumption in context of fashion tendencies after Paris, Milan, London and New York.

This phenomenon could be bee simply justified by the reason of social life's centralization, because even in the Soviet period all "capitals" had really broad privileges in obtaining of scarce goods and luxury in particular.

As a result of the transition to the capitalistic management system, territorial structure of luxury consumption wasn't changed enough. Like in early times metropolis and cities of "republican significance" still have a bigger demand for production of these brands. Trade boards of Astana and Almaty are still more significant in aspect of leisure goods turnover and the meaning of indicators in this process is still bigger than meaning of such indicators for regional centres and small towns.

But all these indicators are just parts of objective reality, what was formed by historical centralization of post – Soviet states and with increasing concentration of funds and ex regional elites in metropolises during 90th years.

However, despite the fact that all trends are going late to regions, demonstrative consumption picks

up steam in their territorial entities not less, than in the main cities of state. Certainly, it can be described by common economic growth and by growth of population incomes, but also it is proved by a systematically growing wish of demonstrative consumption ubiquitously.

But for all that, special motive of demonstrative consumption is really distinctive for regions of this country, and it moves into their life through the needs of social motive. Not only trends can mean something in consumptive influence. In classification of motives, given by Zimerman [18], this motive is classified as “motive, what lets to show your status and find a respect from representatives of elite groups”. We also need to mark, that it forms not only with trends of fashion, but with a need to follow the tradition, what could be really painfully reflected on wealth of economic subjects. Not by chance this paper’s research focus is on consumption of wedding service. For example, average wedding in Shymkent has much more expensive price, then the same event in Pavlodar or in Astana. This is an only one explanation why people from subsidized region waste for that kind of consumption much money then residents of developed North and capital: that region is higher than others reveres traditions, where lush “toy” (tradition name of Kazakh celebration) is not something extraordinary on these lands. But modest wedding will provoke many questions in traditional society [19; 20].

When we talk about psychological motives of luxury consumption on post-Soviet area, we need to mark a special role in demonstration of individual status, what does not divergent with traditional conceptions about necessity to emphasize personal affluence in the society.

In this way, tradition in the demonstrative consumption is a kind of “stumbling block” for development of consumer culture [21]. On the one hand, some sources show that the absence of cultural and historical traditions in fashion consumption” for CIS countries is a problem for forming of consumer culture. On the other side, these traditions just support to increasing of demonstrative consumption in its worst type [22].

As the same time, strong refusal from consumption in the traditional borders is not only impossible in our society (Asian, Slavic and Caucasian nations of Kazakhstan still have a long – termed historical traditions of wedding ceremonies), but also it is not based in theory, because the problem of absence for traditional consumer institutes is one of the important components of problems in development in consumer culture.

Kazakhstan could feel transformation from feudal system to social directional planned economy and then from it to capitalism and market-oriented model only for 150 years. However, for forming of population’s behavioural culture within the concept of industrial society, dimension of this term had a really small meaning, because building of communistic society was going with accelerated pace. As told Veblen in his book in chapter IV “Demonstrative consumption”, “with a movement down along the social scale in every modern industrial society it has a planned disappearing of first importance’s phenomenon – phenomenon of demonstrative faineance for house master”. This fact means that economic obligations firstly compel the husband to start money earning for existence. “But with this fact, fake faineance of consumption, produced by housewife, still stays in fashion as conventionality and needs of reputation will not let her to disregard its conditions”.

But into the less well – off family faineance couldn’t be showed in type of indolence and lounging, because husband works really hard to present his wife in that condition what he need to be respected. Here faineance is covered under the type of some actions in quality of housework or in obligation for labour within arrangement of social family goods. It is possible that her activities are not necessary for husband and society as well, may be that it does not give pleasure for the third people, however it is a social behaviouristic sense of taste, formed by “canon of piety”. Results of this work are nice only by the fact that she was trained to find it pleased, where trends of high society, ascending to the lower classes, were not only one teacher. Mostly it is a problem of elders’ influence, what was formed by other moral aspects.

These house obligations are cares about proper combination of form and colour, and also that kinds, which must be classified as “aesthetic” in own meaning of this word. Many things from told one concentrates on the fact, that role of traditions in relation of such kind of living goods in housewife’s life is really important, because it was formed under demonstrative wastes of time and other things”. Even situation of their non – purposed and non – profitable usage can be reflected for the forming norms and traditions of high society, which for lower classes must try to match in the social hierarchy, because norms of behaviour for the last one could be identified only by highest classes [23]. Furthermore, they can be based by historical variant of traditions, what is also forming by high society. This is not a secret that the search for aristocratic roots presents for itself a really high meaning for “new money” person in aspect of definition for his being and into the social stratification. The search of historical identity and accompanying traditions is a privilege of high estates, their main interest, thence it projects for lower classes respectively. One of the most unique examples of this search is common Polish manners and tradition of aristocratic democracy, what can be found in every person, grown within their national culture. However, with spreading for the lower classes, implanted consumer cult makes them imitating behaviouristic norms of rich people, what declares by common norms of prestige. But it finally causes not only to extreme wastefulness, but also it affects in productivity of individual as economic subject. Now it is possible to see ubiquitous phenomenon, when young people show – off by expensive cars with additional need to rent flats and live starving. They are guided by the motive about overcoming for social opinion about their low incomes. The same motive can be found in life of organizers of such lush festivities in Kazakhstani proletariat [24]. Last sociologic researches can only prove that this phenomenon became a norm for these societies, which must be classified as needy (low – income). Development of industrial century and product manufacturing only spoiled these motives, what was predicted by famous economist Paul Nystrom in 20th years of last century. For today developing countries of Latin America and post – Soviet states waste colossal money for demonstrative consumption. And wedding wastes within it are really weighty, what is a consequence of perverted cultural and religious tendencies by consumer fashion.

If we put forward a hypothesis, directed for a search of original source for these pending problems and describing the essence of this process on Kazakhstani reality, we must pay attention on education firstly. But there is a need to be careful in this aspect, because the reason of common non – education and hard dominance of tradition can’t be a real origin of this problem. Kazakhstan is still a secular country, and in rankings of educational indexes it is still in TOP 40 (United Nations Development Programme: Education Index 2016), with the lead in front of Bulgaria, Mexico and Brazil and may be all post-Soviet countries, with the exception of Russia. Moreover, there is a really large coverage of population into the system of high school education in Kazakhstan [25]. Every third citizen has a diploma of bachelor or specialist. That’s why we can’t tell that population of republic is not well educated.

Therefore, this problem is covered not in common level of education, but into behaviouristic upbringing aspects of personality’s forming. If a state could form upbringing context within the systems of educational organizations and declare some necessary norms for family social institute as a norm of social behaviour, this question will be possible for decision: and in aspect of “quasi holidays”, and in aspect of Veblen goods consumption, and in many different spheres of consumer culture.

For the deep regret, modern society of Kazakhstan still has no concrete understanding about traditions, not about its strict compliance, not about obligation to live in boarders of directly disposable income. And it will be impossible to untangle the deadlock of consumer state culture without of this understanding. This problem must be given for society from the state side, or all previous abstracts will be non – realized well. President of Kazakhstan N.A. Nazarbayev many times had speeches about necessity to live an ascetic life, but his words won’t be effective without purposed promotion of this purpose by state institutes of education and culture.

In Kazakhstan traditionalism was marginalized by system of Soviet state, and in period of independence communism was changed for “eurasism” in elites and into all society respectively. However, traditionalism, what is specific for every independent capitalistic state still makes itself felt, and today’s state tries to support cultural policy of own identification for all ethnic groups in republic (It is an objective constitutional obligation of democratic state). It forms not only due to part of elites, but with a thirst for own origins of many ethnics, which were formed in conditions of forced cosmopolitanism. Because many nations of republic were strongly separated from the historical places of their residence, and it is happened not by their will. They have lost cultural identity and they want to return it back. The wave of repatriation in Kazakhstan also forces state to be more loyal for compliance of lost traditions, which must become a part of future Kazakh identity for indigenous people in republic. In despite of fact of declaring forming of Kazakhstani identity in civil principals by republic government, the growth of traditionalistic current on the household level is an objective part of future for this country, and its different components will be shown into institutional norms of behaviour. In summarizing, it is possible to make a conclusion that traditionalism in consumption forms not only with the efforts of patriotic groups, but also it can be an objective part of development in whole cult of “consumer society” and it does not matter, does it have concrete historical premises or artificial. And that’s why such important institute of tradition as wedding ceremony will be always in rang of especially meaning event within a life of every citizen in republic, because this fact is dictated by nowadays fashion for traditionalism.

That’s why these conditions dictate necessity to divide adequate consumption in boarders of tradition and consumption at the expense of own wealth, what should be an ability to cut a dash, without any grounds for the receiving of any advantages from this action. And for this we need to harmonize adequate motivation to its usage, dictated by social and economic justification in our own mind.

As it was said above, natural leisure class wants to hold an exclusive good for it or decides some kind of problems connected with personal reputation by this consumer type. And of course, it also advertises this consumption for the whole world. Patronage or impeccable reputations are the best types of personal capital for a firm owner, what he will use for transformation from intangible goods in the real capital. For example, businessman with a perfect taste of art and liberal policy in his company will have much more acceptance from the side of his potential workers and from the side of his entourage, what will be contributing to the lucrative contracts in business sphere and common respective success. Role of personality in business is very high, especially on the post-Soviet area. But, for example, wedding of oligarch families has not only occasion for ability demonstration, its first motive consists in the mutually beneficial union between very rich and influential families. For the lower classes, material side of question will concede to a symbolic part, because there is no profit in wastes of “honeymoon families” for such kind of event, not for today and not in the potential future.

Nowadays Kazakhstani society lives in conditions of problems, which were actually for USA and Europe in last centuries. People live only for consumption, but not for a life as well. Long time experience of exploitation and communistic “equalization” forces its lower classes to consume non – limited quantity of goods and services to show off. Citizens become slaves of republic banking in aspect of credits with their institutional growing. But Kazakhstani people can only risk by their reputation, because everyone can understand your background by behaviour and they can be judged as mindless spenders, what will be an only one reason for spoiling of different opinion about their personality. Veblen had no approvals for this pseudo – leisure consume of lower classes. In his opinion, truly leisure class should have passive and sufficient income for itself. He thought that same “servant’s consumption” only corrupts society, with destroying of motivation to adequate and rational approach within it in question of wastes, destroys all basics in economy of thrift. As for representatives of working class, what tries to follow the tradition in Kazakhstani society, that kind of consumption won’t give for it anything, apart from economical and moral lessons.

On this stage of development it is really hard for institutional economy to guard a society from traditions in consumption sphere. But economists must talk about necessity of decreasing for money wastes in nowadays consumption. Here is covered a danger for citizen's wealth.

For today, development of service sphere happens in very dynamical context in Kazakhstan, but it is not based on a rational consumer doctrine. This phenomenon was born in demand for this type of consumption. Really soon it will be prevail in economic structure of republic. By this way our country can miss a full – fledged stage of economic development and become a post-industrial state. But compared with some developed countries, Kazakhstan will have very small producing powers and it won't have a directly organized specialization of industrial manufacturing. Therefore, the biggest part of population wastes is directed to service sphere, what pushes business to refuse from development of competitive manufactures and move into service sphere, with a wish of easy and fast money.

If this process does not turn back, Kazakhstan will risk to be not prepared for cooperation in world trade with the strongest economic players of West and BRICS integration in conditions of WTO. Our country will replicate its centurial mistake for society's transformation, when we came from ancient feudalism to model of socialism.

On the assumption of these reasons we don't advice to say "no" for traditions in customer population culture. But we must talk about need to reduce the tribute for it and also we have to talk about propaganda of ascetic lifestyle for our citizens, because there a lot of objective reasons below.

Analytical part. In structure of Kazakhstan's GDP for 2014 sector of services was in percentage of 54% or 93 billion EUR. The volume of product manufacturing was about 37%. For the last years sector of services takes up about 70% from aggregate increase of republican GDP. And it happens on the background of industrial product manufactures closing and in conditions of decreasing production capacity of extractive powers in oil and metallurgic companies. Without colossal financial reserves from previous resources mining, citizens would feel all consequences of absence of competitive products for external markets, what could ensure all strong sides of crisis phenomenon for today and for the nearest years.

There is no country, what can exist without manufacturing base, when it has no influence for resource pricing. And we shouldn't optimistically think that sphere of services will be a perfect substitute for the real manufacturing in Kazakhstan during the nearest historical term. Non-limited demand for it gives for entrepreneur more and more chances to be out of care in aspect of services quality, but it only encourages to the growth of wished income. With such approach of wild capitalism service of Kazakhstan can be oriented only on unpretentious domestic consumer, but it won't be a worldwide consumer. There is no premises for forming of unique services in Kazakhstan: not in financial sphere, not in tourism, not in restaurant business.

And our social needs to understand, that in this situation is no need to become accustomed to consumption of superhighway imported goods, which have no practical value for Kazakhstani society principally. And now we need to consider practical part for the question of pseudo – leisure consumption into republic.

Because the meaning of tradition in Kazakhstan is still very strong for today, it continues to be really important here. Traditional meaning, named as "We have only one life" stays the main motivation for unreasonable wastes. The most obvious institute to demonstrate this thesis is clear, and it is wedding ceremony. Let's discover it on this example.

According to experts, average wedding in Kazakhstan will cost much then 5 million tenge or higher, when prices for Kazakh wedding can be much then 24 thousand EUR (8 million tenge and higher).

And we have to notice that same wastes have only averaged character. In depending of incomes of concrete family they can increase to 200 thousand EUR per one event. Accordingly there is a question about payment for these celebrations. For the first quarter of 2016 nominal average year payment was

about 350 EUR in whole republic. Let's assume that every parent of couple can put his month payment in organization of wedding for 13 400 EUR or 5 million tenge. We will have a sum about 1400 EUR. By the way, every parent should pay a sum, what approximately equal to the 9,5 month earnings. The support of children won't fix this situation up.

Certainly, we take only average indexes of payments, however, indexes of outcomes also middle meaning. We just can only imagine how irrational these incomes could be in regions with the lower salary. For example, let's look on the region of South Kazakhstan. On the end of 2015 average salary there was about 230 EUR per month. We also need to describe an ethnic classification of this region: more than 70% are Kazakhs, 16% are Uzbek, 4% for Russians and 4% for others. According to this classification, we can completely reasonably assume, that tradition in social life of this region will be more important than in other one. And there also will be more traditional expensive weddings, because this region is the largest in aspect of population and full of ethnics, which have a tradition on the first place in their life.

Precisely, in aspect of nonconformity between norms of tradition and their tribute covered the biggest degree of irrational consumption, proved by traditional norms for celebration institute in Kazakhstan. Let's consider main directions of wastes in time of wedding ceremony (Table 1).

Table 1 – Main wastes for organization of average Kazakhstani wedding of “middle class” with a currency course between KZT and EUR (336 to 1) for the end of 2016 (own results)

1	About 5,5 thousand EUR costs average banquet (2 million tenge), including food, alcoholic and non-alcoholic drinks, background music etc.
2	According to the researches of “Home Credit Bank”, bridesmaid dresses costs averagely about 900 EUR or (332 thousand tenge)
3	For the gifts for relatives this sum can be in variants from 2250 EUR and much more
4	Average wastes for toaster and singers amounts the meaning from 1814 thousand EUR and much more (664 thousand tenge)
5	Rent of some limousines or luxury cars costs much than 685 EUR or (230 thousand tenge)
6	Work of photographers and operators in genre of “LoveStory” fluctuates about from 200 and 450 EUR. Averagely it can reach a sum in 150 thousand tenge (410 EUR)

Finally, with the most modest estimation, this sum will be about 13661 EUR and much more. There are wastes only for one celebration. When we will be looking for additional services like organization of such events like “dating of parents” or “invitation of matchmakers”, here should be uploaded other sum for 8197 EUR for Kazakh wedding. We need to mark, that truly Kazakhs wedding can't be without them, never. The same traditions have other ethnics, but they don't really mind about additional parts.

When wastes for festive table and gifts are the same ordinary traditional phenomenon, rent of luxury cars of invention for the even some stars of Kazakhstani stage were accept within trend of modern fashion. Especially we must to mark the last point, because today we have such kind of institute, named as “toy (celebration) business”. Many artists from show – business and estrade made their careers with the wedding performances. Some of them are still famous due to “toys”, they became stars of national culture and they didn't cover it. This business doesn't give them a creative realization, famous “stars of one song” are more in – demand on these celebrations than musicians, who play live music. Their incomes often have no declaration, and this fact gives a perfect fundament for development of shadow economy in home show – business, when large amounts of money settle into the pockets of persons, who are the face of “music Olympus” in our country.

Only usage of fanciful luxury in type of these two institutes of demonstrative consumption is the most harmful and irrational trend of the newest fashion in tradition. There is no need in description about negative within wealth effects, which can occur from this problem.

Розділ 5 Екологічний маркетинг та менеджмент

Many people think that gifted money for a “toy” can partly replenish all expenses for organization of wedding ceremony. This statement is partly true, sure thing. However, how many sections of wastes will be covered by that money? Optimal quantity of guests is 150 or 200 persons for traditional wedding. Maximum it can be for 300. (For the largest “toys” about 750). We will consider the most favourable situation for a family budget: celebration was visited by 300 people and every person of them gave to the young couple money as a present. Its amount was about 50 EUR. In total we will have 15 thousand EUR. But of course host family will remain at loss, when they will be able to keep within budget of 20 thousand EUR. Optimal sum for a wedding present for demonstration of good tone fluctuates between 25 and 35 EUR. The average sum for banquet’s payment (only food) for one person can be between 20 or 25 EUR. This is a reality of wedding culture in generally for the country. Let’s show a more detailed list of pricing for marriage events in Karaganda for 2014 year, what is based on the information of analytical news portal NV.KZ. Of course, there are average prices (Table 2).

Table 2 – Detailed list of pricing for marriage events in Karaganda for 2014 year

Product or service	Approximate average price (in Euro by reference to currency course between KZT and EUR in respect of 226 for 1 at the end of 2014)
For bride	
Bridal veiling	11,06
Sock	6,63
Groves	8,85
Dress shoes	88,49
Underwear	53,09
Bijouterie	22,12
Stockings	22,12
Bouquet	39,82
Wedding dress	774,34
Haircut	39,82
Makeup design	30,97
Manicure	17,69
Pedicure	13,27
For suiter	
Formal shirt	44,25
Boutonniere	8,85
Bow	26,55
Shoes	88,49
Banquet in restaurant for 80 people	
Cost of banquet	2212,39
Alcohol drinks	265,49
Wedding cake	154,87
Loaf of wedding bread	8,85
Fruits	26,55
Decorations for state chamber	1327,43
Accessories	
Champagne glasses	26,59
Ribbons for the “best men”	11,06
Rings and ribbons for a wedding car	19,91
Towel	8,85
Invitation cards	137,17
Wedding rings	265,49
Additional service	
Master of ceremonies	553,09
Photo recording	995,58
Video recording	1305,31
Total	~ 8615

For example, if we increased the quantity of guests on the banquet three times, its sum will increase to 6 thousand EUR and total wastes will be bigger than 14 thousand EUR. We shouldn't forget that all wastes for rent and entertainment are growing with a colossal number of guests respectively. Also, we can see how prices were changed according to the inflation and currency weakness of the last crises years. It has provoked the price growing for alcoholic excises, for precious metals, it activated intentional speculation with subsequent pricing growth on the different trade markets. All these products from this list were increase in price for 15% at least. In the result we can see this amount about 12 500 EUR (5 million tenge) and more.

By the way of selective sociological debriefing, what was done among wedding organizers, restaurateurs and cafe owners in Karaganda city, we could understand the average price range for banquet in the typical restaurant, including decorations of the hall.

It varies from 9 (price for food and decorations) to 200 thousand EUR in depending of expanding set of additional services. Herewith we interrogated them with a condition of banquet's organization for 150-200 people. It is possible to do a conclusion, based on the information from table and comments for it, that the real sum what amounts like 9000 EUR (3320000 KZT), what was announced by organizers of celebration services is not strongly differs with published arguments about price for one banquet above.

So, let's correct wastes for it with a level of average monthly payment in Karaganda region with the same analogy with the above calculation in Kazakhstani aspect. For November of 2016 it is amount stays about 355 EUR (142088 KZT, according to the data of Statistics Committee of republic). Families will pay 1420 EUR (568352 KZT) per month. Repayment of the whole credit amount for a typical Kazakhstani wedding (5 million tenge) will cost them for 9 full month salaries.

On the strength of this situation, it is possible to imagine, that all characteristic disadvantages for Kazakhstani citizens in type of uneven costs and following credits have their own place in life of Karaganda people.

And now let's consider lamentable consequences for economy of region, which were formed by these expenses. For the 2015 year, there are 11481 marriages, which were registered by official governmental authorities in their regional statistics. Also, we need to take into account in comparing with the data of 2014 it was decreased for 7%. Certainly, not every family can let such great wastes for the wedding ceremony. That's why we use underestimated indicator's meaning for its organization (based on the data of Appendage – 1), it will be about 6250 EUR (2,5 million tenge), with considering inflation for the last 2 years. Common average sum for organization of wedding services will be about 72 million EUR (29 billion KZT). Wherein we need to remark, that GRP of Karaganda region was about 7,5 billion EUR (3 trillion tenge). It is only about one 1% from GRP. In the structure of regional GDP services can occupy 43,5%, there are many types among them: share of wholesale and retail trade have 12,4%, transport and warehousing have 9,3%, services for immovable property have 7,3%, others have 14,5%. And finally, 7% from all other services fall on wedding organization works. If we could seriously pondering into this data, we will find the next comparisons. For example, budget deficit of republic has 2% from GDP (2,25 billion EUR or 902,7 billion tenge). Sum for wedding ceremonies organization, what amounts like 72,5 million EUR (29 billion KZT) has crazy 3,2% of it. Budget of Karaganda city for 2016 year had less than 95million EUR (38 billion tenge). Budget deficit for reporting fiscal year (2016) is more than 9 billion tenge (22,5 million EUR) and its financing will take analogical amount of money. It is wondering, but this large sum makes up only 31% from costs of all wastes for wedding "toys" in region. In our opinion these indicators and comparisons can effectively reflect the colossal bends of service sphere in side of tradition and next it shows itself in demonstrative consumption. For today this phenomenon causes concern of officials from governmental structures. Mayor of Karaganda region, Nurmuhambet Abdilbekov is also agree with this point of view. Let's consider some of his quotations and orders for subordinates in question of different types of celebration:

“The next year will be really complicated, that’s why we shouldn’t fritter them away, we need to concentrate them. I ask you to moderate your appetites for different state celebrations for 2016. We have spent a lot of money for nothing. I ask you to stop promote leisure projects with a fake image effect”, – said Mr. Abdibekov on the session of Regional City Hall, where were discussed some social-economic indicators of the regional development for the last 9 months.

Besides of that mayor asked subordinates to save every tenge. “Some our colleagues still live in happy dizziness, like they live in their best years. It is clear that it was acceptable to live in this style before the crisis. Today we talk on every session to save an every coin. But they don’t listen and start some doubtful and expensive projects, which they made from their ambitions”.

We think that this critical remark was rightly done. But mayor talks only about state celebration “toys”, because no one can’t deny the private celebrations. In this situation our own Kazakhstani society must show its civic initiative, directed on the savings of their capitals and personal money. In spite of calls of the authorities, elites will continue to live in leisure consumption and they will find a way to demonstrate it for all. But Kazakhstani people shouldn’t imitate them in these actions.

Uncontrollable demand gives birth to not only supply, but also for a pricing growth for services of restraints, car rental salons, unclaimed shadow growth for musicians services and “toy” organizers. Even stronger this price growth is accelerated by annual inflation. Therefore in the nearest years can be a situation when the minimal price for the one wedding banquet can be transformed from 10 thousand EUR to 17 and more. The growing money will make all middle business to train for the new sphere of higher profitability.

Competition growth in this sphere is also possible and it will be necessary to attract new clients for the owners of “toy” business by development of new ways for these actions. It means that function of demonstrative consumption projection will depart from secret institutes in “idea to be applicable for elites lifestyle” and from “social opinion” to business, what will be involving more and more clients into usage of such kind of services by aggressive marketing policy. And it will be doing that much more effectively, because business is business.

This phenomenon will be understood as for granted. But if we took an account about quantity of divorces, what goes to quarter from all registered wedlock, and also will see the growing increment of population, this business won’t stay without clients in the face of youth and divorced. It will be only expanding and growing.

Due to the upcoming sustainability of these practices, population of this country will be addicted from demonstrative consumption more and more. Salary growth hardly will be correspond to requirements and prices, imposed from the inside, when it doesn’t match them for today.

This situation only promotes the growth of credit addiction for population. They can spend everything earned before only for one day. This factor happened in solvency of nation, not only in credit service of private banks. Budgetary deficit amounts by 6 million EUR in the report about realization of budget in region for the 12.01.2016. The main part of this deficit was formed from the defaults of contributions from individuals. There is possible a situation when there won’t be enough money for citizens, not only to pay off for credits, but to pay taxes, debts and fines into coffers.

If tendency for demonstrative consumption of these services are saved in our society for a long times, population of Kazakhstan will be materially beggar. And service in structure of republican GDP will be only growing and expanded. Problems of this practice are written in the theoretical part of work. In world practice, as it was said above, cult of demonstrative pseudo – leisure consumption in boarders of wedding celebrations is characteristic for countries of ex – USSR, which did not develop consumer culture into traditions. Also this thesis is very actual for developing Catholic countries of East Europe and Latin America, which give for wedding ceremony really high meaning. Let’s consider all wastes data for an average wedding in different world regions and their comparing with Kazakhstan (Table 3).

Table 3 – Average wastes for wedding ceremonies on example of developing countries in different world regions (own results)

Country	Approximate average sum of outlays for wedding ceremonies, EUR (course for 2016)
<i>Countries of ex-USSR</i>	
1. Kazakhstan	21900
2. Moldova	10000
3. Ukraine	5500
<i>Countries of Eastern and South-Eastern Europe</i>	
4. Poland	5000
5. Czech Republic	6500
6. Bulgaria	4500
<i>Countries of Latin America</i>	
7. Mexico	10000
8. Argentina	12000
9. Brazil	8000

And now let's consider how these wastes correlate with average incomes per year for population of these countries (Table 4).

Table 4 – Relation between nominal GDP per capita and average wastes for a wedding ceremony on example of developing world regions and countries (1 EUR = 1,17 USD – 2016/2017) (own results)

Country	Approximate average sum of outlays for wedding ceremonies, USD (course for 2016)	Specified rate of GDP per capita, USD (data of IMF 2016)	Margin between these rates, that shows what fold outlays exceed mid-year's revenue of one individual
<i>Countries of ex-USSR</i>			
1. Kazakhstan	25623	7453	3,4 (-)
2. Moldova	11700	1901	6,2 (-)
3. Ukraine	6435	2194	2,9 (-)
<i>Countries of Eastern and South- Eastern Europe</i>			
4. Poland	5850	12316	2,1 (+)
5. Czech Republic	7605	18286	2,4 (+)
6. Bulgaria	5265	7369	1,3 (+)
<i>Countries of Latin America</i>			
7. Mexico	11700	8555	1,4 (-)
8. Argentina	14040	12503	1,1 (-)
9. Brazil	9360	8727	1,1 (-)

As one can see from the table's data, Kazakhstani index of margin between wastes and common year incomes is not such sad as Moldavian demonstrative consumption, but it is completely higher than indexes of other regions of traditional developing societies. And this is a negative situation, objective, but negative. Mexico is a part of the OECD, (it became a member from the 18th May of 1994), but this state still can't overcome the problem of pseudo – leisure consumption among the poor people, and that's why this well developing state is still the poorest nation of this organization and its official institutes always get complaints from the side of organization in aspect of living quality.

Summarizing, problems of demonstrative consumption in organization of marriage celebrations should be divided on:

- personal (discrepancy problem between salaries and wastes, what negatively shows in citizens life);
- state (macroeconomic trend for development of services sphere above the norm, what is conditional by perverse understanding of tradition).

That's why in the finishing part of paper it will be necessary to give some recommendations, which will be directed for decreasing of such wastes for non-justified excessive, which are unfortunately a main part of the consumer culture in Kazakhstan.

With observing of this situation in the crisis period, we couldn't do no describes about potential measures for decreasing of money risks from demonstrative consumption as a tendency in citizens and state living. Certainly, it must be the main measure, what will be directed for reduction of charges.

If we talk about decreasing of wastes for these events, firstly we need to follow the original tradition, because they have too many modern elements, which are really cost for average family. Renouncement of them will be very useful for family budget.

We need to consider main types of wastes again, which don't include wear and gifts. Specifically:

- organization of banquet;
- accessories, including wedding cortege;
- additional service (music and photo making).

Let's start from the first point. Firstly, if we truly follow the tradition, will we be buying many alcoholic drinks, especially when this wedding was organized with Kazakh or Uzbek Islamic canons? In our opinion, answer will be "no". Drinking of alcohol is a trend of West fashion, what was also popular in traditions of Soviet wedding culture. Not in times of Kazakh khanate, not in times of Russian protectorate it wasn't a inalienable part of tradition.

For today in Kazakhstan is very popular "Halal toy". In our opinion, they are exactly necessary type of celebration to stay young couple for waste for growing in price alcohol and different showing – off with corteges and entertainment. We shouldn't search here a context for islamization of this event. Specialists in organization of such business "Halal toys" can be divided for two types: in the first type wedding must be applicable to Shariah, but also to be necessary for interests of secular audience, when in the men part of wedding for a toast – master will be man, in women will be woman. Other type of "Halal toy" has in the biggest part a national shade: when all celebrate it together, but without alcohol, only with national music and dances, with dishes of national cuisine. That's like said the organizer of these celebrations, toast – master Almaz Bayirbekov: "These wedding are really well organized. There is no drunk people around, everyone respects and listen each other. Toast – master must be very qualified to hold the event without alcoholic support, it requires from him much talent, energy and tact. Audience of these events is more honourable part of our society, there are many people of different ages, professions. If you don't want to disgrace yourself, you will have to prepare before. We need to have more such "Halal toys", maybe our wedding will be free out of drinking. I think we need to be happy for ability to spend such kind of events".

It is looking like a truly right opinion, because every toast-maker can reach an unforgettable experience from work on such kind of wedding. It will be a perfect stimulus for development of his professional skills, with this approach he will create a trend for multiplication of quality of these services. Also we can give more opinions, which can prove the right context of our recommendations:

Some wedding organizers start to spend practice of work on events without toasts. As told Kazakhstani ethnographer, Akhmet Tohtabay, every Kazakh wedding must be out of alcohol and toasts inside of old traditions.

"Kazakhs had no toasts on the wedding ceremonies. It is a Caucasian tradition. We can be blessed by elders and there was no more. Actually we sang songs, organized different games, but we had no culture of drinking. It came in our country later and nowadays weddings look like some meetings. Earlier

we had organizers and artists for wedding, but we had no toasters. Now it is looking like some business. We had no of this, but despite this fact our weddings were really cheerful” – said Akhmet Tohtabay.

Kazakhstani people poetess, Nadezhda Lushnikova talks about needs for introduction of old traditions into the modern weddings. In her opinion, Kazakhs still have experience of good traditions. And their implementation into the modern life is going to be more perfect and interesting.

“We need to revise and do many things in this aspect. For example, on every ceremony we shouldn’t only fill the desk of dishes. We need also to organize traditional entertainment like national wrestle, art of improvisation poetry, with competitions for the best song etc.”.

This is a visible example of saving in condition of refusal from element of demonstrative consumption in the borders of tradition. What won’t spoil aboriginal tradition, but on the contrary, will destroy its really harmful transformations from fashion trends, which change it beyond recognition. And finally, we will give some data: common value of alcoholic drink sets in the restraints of Karaganda for celebration of 150 people starts from 500 EUR and much more. For average Kazakhstani family it is the great sum and they can waste that money with a useful meaning. It is really hard to imagine how ancient Kazakhs drank alcohol drinks like vine and whiskey. Alcoholic drinks are not a part of tradition. This item of wastes must be deleted. If they want to be traditional, of course.

Here we also need to mark, that if you wish to organize a traditional Kazakh toy, he needs to remember, that traditional food of steppe nomads consists only from bread, milk and meat products. Here tradition can be a perfect reason to save much money from expensive wastes for fruits and sweets. As minimum it is possible to save 150 EUR on the banquet for 120 people.

It is important to mark a moment about banquet organization, that here we can disregard by tradition for optimization of wastes, but partly. It is possible to reach an agreement about banquet organization in format of snack – party, what is very popular in West countries. Its essence is in organization of mini smorgasbord with different snacks or reception with permanent giving of drinks. Organization of snack-party is less expensive procedure, than abandonment of dishes along whole desk. And also this process is very functional: guests are moving around, that means that they can take every dish easily, and also they will be more active in other parts of celebration, which also were paid. Of course, all dishes can be changed for traditional food of Kazakh national wedding or for other ethnic styled dishes.

Here can be one more covered reason. Wastes for meat dishes for many “toys” for middle classes can reach much more than 2500 EUR (1 million tenge), because they must stay on every part of celebration desk. However, practically no every guest, where he sits on his place can taste a treat. These dishes will be refreshed in need, and large volume of food won’t be spoiled and ordered over the norms. With such approach it is possible to decrease all wastes for 50 and more percent.

Many decoration subjects can be bought by family and paid only for their installation. Practically, every restraint has a higher prices for decorations, from 10% and much more.

By this way it is possible to decrease these wastes just for 200 thousand tenge 9, (what is much than 500 EUR).

It is also important to move for a second part and consider the appropriates of wastes for accessories and corteges. It is a great part to save your own money. Let’s prove it by analysis on the example of rent wastes for luxury cars in cities of Karaganda region (Temirtau and Karaganda), based on the price list of “Elite Auto” agency (Table 5).

In obvious practice there are usually 3-4 cars for one wedding rent. That means 44-64 EUR per hour. In situation with a Land Cruiser in costs 66 EUR per hour. Price of regional transit often can be based on agreement, what is not profitable for client. For a smaller sum of money we can rent a limousine for the closed relatives and ask friend and guests to take their own transport and decorate it by themselves. There is a benefit to decorate your own auto than to rent from the side. Many people can say that own variation of cortege won’t be so good looking in this approach. But there is no need to think

about this, because quantity of rent clubs can be counted by the fingers of one hand and these cars are on the sights of citizens from these cities. That's why do they want to show their pseudo wealth and for whom? There is no understanding not only in validity of wastes, but it is hard to understand the foundation of demonstrative consumption as well. Fact of rent just shows their weak, they can't pay for their own auto, this family is not a best society to have personal cars. Also, we shouldn't forget about payment for waiting of driver and in wedding ceremonies it is higher than in actual typical life. That's why it is very stupid to be directed with some sights about esthetical points in this question. If young family can't organize a cortege of their relatives cars, why do they need to show rented goods? And there were no nomadic tradition to drive cars during the wedding. That's why the event shouldn't be encouraged from the traditional side.

Table 5 – Rental hour prices of luxury class cars for agency “ElitAuto” in Karaganda region (Karaganda, Temirtau) (composed by the authors)

Car for rent	Price per hour (EUR) (2016)
Chrysler – 300 C (gold)	11 – 16
Chrysler – 300 C (white)	11 – 16
Toyota Land Cruiser Prado/200	16 – 22

Services of the third aspect must be completely pinched in price. Firstly young couple shouldn't need to believe in prizes for service of musicians and toast-master, especially when restaurant tries to promote their services. As a rule, their payment has a serious extra charge from a concrete restaurant and it can cost more expensive, higher than 30% from actual price of service. Also, they need to avoid of local photo masters, dancers, conjurers and firework masters. Services of third-party artist will be much cheaper, than supply of artists, who have a contract with concrete restaurant. Here we can save more than 250 EUR, even if we will include into entertainment 3 thematic appearances and one toast-master.

Summarizing personal problems of demonstrative consumption, we need to mark, that it doesn't matter which recommendations does family have to decrease many wastes in the best combination. However, understanding of whole idea about loyalty for ideals of tradition or their disregard in the vitally important question of wastes rationalization must be exactly fortified in behavioural structure of Kazakhstani society.

Sum of 5 or 8 million tenge (about 20000 EUR) are not the money for reckless transshipment or for demonstration of popularized ideals of consumption. They must be optimized and reduced for their minimum.

For example, an average price of repaired flat with two rooms in Karaganda can cost in variation from 8 to 12 million tenge (20 - 30 thousand EUR). Not bad auto of local construction can be bought for 15 thousand EUR. Are they the best optimal expenditures for development of life conditions for a young family?

The couple must understand, that for a wish “to feel yourself in fairytale” and for “dusting someone's eyes”, they will be paying off as minimum with some years of the hardest labour, and do this together with their parents. Today the biggest part of young families start to divorce from non-decided problem in the typical way of life, because they have a wedding credit addiction, what was born by luxury wastes and large feasts.

It is necessary to divide adequate following the tradition, according to your wealth level and its raising to the rank of absolute priority in behaviour, what is stressed by wish to be able for some trends, where there is no more than wish. Sometimes non-based following the tradition can destroy personal capital of individual, when from other side it can motivate him for decreasing of higher wastes. The main

try, what must be known by average Kazakhstani is the fact, that under first motive in his culture must become a motive of economical rationalization, and how we proved it before, tradition not only resists for this fact, it also can contribute in this aspiration. We shouldn't motivate a thrust to excessive by tradition, because in our wish we have no traditionalism, but a wish to stand out (show off) of society and this is a pseudo – traditional justification. May be some tradition has thesis about direct correlation between virtue of its usage and its material value? There are many people, who are really addicted from surplus expenditure and hypocritically hide behind tradition in question about feasibility of non-justified wastes. They must properly think about this question.

If we talk about problems of irrational wastes of demonstrative consumption on the state level, government and elites should be more restrained in organization of their own celebrations and of course, there is no need to demonstrate them for a large audience of informational areas.

Government must support today's course of informational policy, which should condemn bright leisure consumption and luxury feasts in such complicated period for national economy. Propaganda of hair-shirt living ideals must be in role of key priority in creation of adequate consumer culture of population from the side of Kazakhstani rulers.

It is necessary for state to continue decreasing of wastes for celebrations, condemn unnecessarily luxurious feasts of highest class, to show for the people such kind of example, what will be expressed in the quest to priority of labour, not for leisure relaxation and rampant fun. Only with a systematic cooperation and solidarity of all institutes in question of condemnation for all questions of idleness, Kazakhstani society will abstract from illusions and will start to live in harmony with adequately based needs and available fund for their realization.

Necessity of creation of such unique indexes (indicators) in context of cooperation with OECD is an objective part of nowadays reality of continuous cooperation development between Kazakhstan and this organization. It is necessary to mark that development of such kind of index (pseudo-leisure demonstrative consumption) will be actual for middle and lower class not only on Kazakhstani realities, but for all developing state economies, which suffer from same problems in behaviouristic cultural segment. It helps not only to know some covered problems in national economy of such countries, but it also should give a push for forming of consumer cultural institute on the worldwide stage.

We want to mark one more time, why this is so important indicator. Main indicators of OECD are indexes of average population income and level of human potential development, because they are used for acceptance of country into organization's membership. But they consider only most fundamental aspects. The same like level of poverty, literacy, education, lifespan and etc. All indexes, which can be factually counted, just with usage of averaged values or with a data from official countries statistics, become to be under research with continuous classification.

However, unique specific indicators, which are not visible for the first sight and unattainable for classification on the basics of concrete countable data, often they are not displayed in compound of indicators of OECD. For example, it is really hard to count "international index of happiness" or "gross national happiness", because its calculation has no concrete methods of evaluation, based on the universal statistical data. Very often these indicators raise doubts in scientific society with their feasibility of usage in practical economy. Sometimes they can encourage a kind of neglect, because development of such unique indicator for special country can't know anything in international common world aspect. (For example, "gross national happiness", created by the king of Butane is based on the Buddhist spiritual values. But in modern science this problem is described by the fact, that there is not enough developed level of holistic methodology.

But indicator, what is considered in this work is not a universal, and not a holistic. It must be marked as transitional, specific for countries with transitional economy. They want to be potential candidates for OECD's joining, but can't do this. It is a consequence of covered institutional problematic what is

covered and it is not described in nowadays 11 main sections of “best living index” within the main institutional problems (11 sections of OECD indexes: living conditions, incomes, work, society, education, ecology, civil rights, health, satisfaction, safety and work/recreation).

However, the same problems still indirectly affects for all these sections. We think that this omission in structure of OECD indicators (absence of transitional indicators for developing countries) is a serious obstacle for ascertainment of institutional fundamental mutual understanding between participants of organization and its potential members, what finally interfere for accelerated expansion of this structure and does not satisfied interests of national economy of Kazakhstan particularly.

Then our scientific purpose consists into description of theoretical premises, conditions and objective realities for its development, and only with support of them it is possible to start work in this aspect. We still work in this task.

Firstly, as it was told before, it is not a universal and not a holistic indicator. It must be somewhere in the middle between of them: real accountable, but in the same time to have a meaning of institutional indicator, where will be shown trend for demonstrative (pseudo-leisure) consumption into one territorial entity (country, its region etc.).

Secondly, this indicator must be relative (to be a coefficient), because it is necessary to proceed from level of incomes and potentially leisure wastes for its quantity definition.

Thirdly, indicator must be conditional by an objective periodization for calculation. In our opinion, the most applicable period will be during one year, because yearly event statistics, what consists into the fundamental base of calculation of potential leisure wedding wastes is really comfortable, because final calculation must be given to different international organizations, where all data analyses per year.

Fourthly, average and lower classes are the necessary objects of the research. In Kazakhstani context it is really hard to give definition and divide people of middle and lower class, we will mark for them an individual or group of individuals, on the assumption of their nominal wages (average, minimal, maximal or closed to the one of previous types).

The hardest problem is “trend” part of indicators development. How to mark addiction of certain social groups to the demonstrative consumption in exact time period? How to take into consideration whole spectrum of done and potential leisure wastes?

In our opinion, firstly, it is necessary to create a special republican classification of wastes with potentially characteristic excess demonstrative (leisure) consumption for it. Inside of it must be included wastes for weddings, jubilees, “toys” and etc. (within tradition or not – does not matter). And on the basics of practical statistical information for the actually held events we should calculate concrete estimation. It will be easier to do into the context of statistics for specific regions, with subsequent deduction of average common republican coefficients.

Concerning of consumption of trade leisure goods, here we have a harder work. There is no full declaration system of incomes for individuals in today’s Kazakhstan. Is it possible to find trends in this aspect without concrete data about individual consumer, and the more to analyse what consumption is leisure and what is rational enough? Before introduction of common income declaration it is not completely possible.

But also, for today, on the strength of statistics of service using, their consideration in this context is extremely necessary for development of full grade indicator of leisure consumption. And also every scientist, who decided to start a development of any aspects of leisure consumption types classification, must know about its abilities in aspect of potential wastes and potential consumer, give new recommendations for economical rationalization of wastes in the context of this consumption.

Only whole knowledge about institutional indexes and their specifics in the one unique society and only by specific examples, can help to adapt them into based calculations of statistical data for continuous classification and decision of all next problems. And introducing of this all – side described

knowledge for society is a regard and mission of every scientific worker of institutional direction in economics.

Conclusions. In conclusion, authors of this paper did not start the modulation of demonstrative pseudo-leisure consumption indicator in borders of this work, without consideration of relevant theoretical premises and descriptions on the practical examples, where is the concrete danger of this consumption and how it shows itself in life of Kazakhstan citizens. As it possible to see, only these proofs contain the main part of this research.

Also, development of this indicator asks many different proved scientific researches for compilation of mostly agreed and objective classification of expected directions for a marking of much more strongly expressed types of citizen's demonstrative consumption. This problem needs in serious examination from the side of many participants, who are really interested in its potential decision from the side of scientist from economy, sociology and of course, from the side of state. The need to prove all danger from the side of irrational consumer culture in Kazakhstan has become a necessary condition for this research's creation. We did it on the basics of the most extraordinary phenomenon, on example of unique traditional institute of wedding ceremony. In our opinion, we have reached it in realization of 3 main achievements to the main purpose of this work – "to see this phenomenon from different sides and in try to solve it":

- theoretical essence of pseudo – leisure consumption was researched and also behaviouristic motivation of "conformity" to the accepted traditions in its basement was described;

- there was done an analysis of wastes for organizations of marriage celebrations as a traditional ceremony: on example of Karaganda region mostly negative effects were written, all conclusions were given and also they were proved in their feasibility;

- behaviouristic recommendations for decreasing of non-based wastes for Kazakhstani citizens were given within the principles of "Life by Means" conception. On the strength of modern realities of demonstrative consumption with considering of local specificity, these recommendations were justified in context of development of this indicator for Kazakhstan, according to the principles of OECD.

Finally, it is necessary to mark, that our country will be moving to OECD in the nearest future, not to the membership, but for conformity to the norms of this organization, for being the one of Top-30 (of the most competitive countries in world economy). That's why it is inadmissible for state economic science to neglect such important questions in the social sphere. In 2013 Advisory of OECD suggested to develop some separated programs of coordination and cooperation with priority countries for its strategies. These countries must not be members of organization, but officials from this organization think that it is a need to improve cooperation with them. There are only four countries – Kazakhstan, Thailand, Peru and Morocco. That's why it is necessary to develop their own conceptions of scientific coordination for the deepest specialization of these programs. Development and discovering of the newest special state indexes (indicators) for a one and unique country or for the group of states must be on the dignified forwarded place in their purposes. Necessity of this approach is a one of the main motivational imperatives of this paper in aspect of cooperation with the OECD.

All in all, it appears that citizens of our country need to study main principals of living according to the interests of their own well – being, but not in the context of fashion consumption tendencies, which are imposed from outside and covered by tradition in our own deceived mind. In nowadays crisis time thrift should be a kind of decencies. We hope that this article will contribute to working of necessary level of consciousness in the consumer culture of Kazakhstani society.

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Маркетингові аспекти псевдомарнотратного споживання та якість життя: на прикладі Республіки Казахстан

Демонстративне псевдомарнотратне споживання є бичем сучасних пострадянських суспільств, який розвиненим країнам вдалося перемогти з великими труднощами. Цей феномен заважає економічним суб'єктам вести співрозмірне з рівнем доходу існування в рамках і без того нестабільних систем ресурсоорієнтованих економік, що розвиваються. Найгіршим у цій ситуації є не сам феномен, а байдуже ставлення до нього з боку громадян і держави в цілому. Слепіє і невірне слідування традиціям, хибним реаліями нового часу, підштовхує народ до необерунтованого марнотратного споживання благ, що все більше заганяє його в борги. Подібна проблема багато в чому пов'язана з малим досвідом громадян цих держав і Казахстану зокрема в проживанні в молодому капіталістичному суспільстві. Однак якщо республіка бере курс на входження до числа найбільш розвинених країн світу, їй необхідно якомога швидше прищепити своїм громадянам прагнення до добробуту і процвітання, що є принципом розвинених держав в аспекті якості життя. А для цього необхідно підтримувати високий рівень культури споживання, стримуючи її негативні прояви в аспекті псевдомарнотратного споживання різних, часто імпортованих благ, яке вганяє населення в борги перед банками, псує тим самим і показники якості життя, і загальну ситуацію у фінансовій сфері держави, яка підривається зниженням довіри банків до нерациональних та неплатоспроможних суб'єктів кредитування.

Ключові слова: псевдомарнотратне споживання, маркетинг, економіка, Казахстан, традиційний феномен, ОЕСР, якість життя, шлюбні церемонії.

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Маркетинговые аспекты псевдопраздного потребления и качество жизни: на примере Республики Казахстан

Демонстративное псевдопраздное потребление является бичом современных постсоветских обществ, который развитым странам удалось победить с большим трудом. Данный феномен мешает экономическим субъектам вести соразмерное с располагаемым уровнем дохода существование в рамках и без того нестабильной системы ресурсоориентированных развивающихся экономик. Хуже всего в данной ситуации не само явление, а попустительское отношение к нему со стороны граждан и государства в целом. Слепое и неверное следование традициям, извращенных реалиями нового времени, подталкивает народ к необоснованному потреблению праздных благ, которое все больше загоняет его в кредитные долги и грядущие бедствия. Подобная проблема во многом связана с малым опытом граждан этих государств и Казахстана в частности в проживании в молодом капиталистическом обществе. Однако, если республика берет курс на входение в число наиболее развитых стран мира, ей необходимо как можно быстрее привить своим гражданам стремление к благосостоянию и процветанию, что является принципом развитых государств в аспекте качества жизни. А для этого необходимо поддерживать высокий уровень культуры потребления, сдерживая её негативные проявления в аспекте псевдопраздного потребления различных, зачастую импортируемых благ, которое вгоняет население в долги перед банками, портя тем самым и показатели качества жизни и общую ситуацию в финансовой сфере государства, которая подрывается снижением доверия банков к нерациональным и неплатежеспособным субъектам кредитования.

Ключевые слова: псевдопраздное потребление, маркетинг, экономика, Казахстан, традиционный феномен, ОЭСР, качество жизни, брачные церемонии.

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