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Social networks in the context of postmodern theories – A case of Kazakhstan

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Abstract

Relevance. Social networks are developed and spread to an increasing number of people every day. This is due to the dynamic process of digitalization, which provokes changes in all vectors and categories of society.

Purpose. The purpose of the work was to determine the role of the blogger and social networks in the process of shaping and demonstrating the lifestyle that a wide range of people aspire to.

Methodology. The following methods of scientific research were used in the article, namely analysis, synthesis, comparison, content analysis and abstraction.

Results. As a result, it was possible to establish that the dissemination of information in society, as well as the development of mechanisms for monitoring the consumer needs of society, were characteristic of the postmodern period. They have undergone significant changes as a result of reforming the conditions for the development and activities of the state. However, it has been established that their role is one of the determining ones in the development of the institution of blogging as a driving force in the field of marketing and consumption of things and services. The study managed to prove that bloggers, based on the demonstration of various objects, events directly related to their lives, provoke the formation of a certain associative series. The latter concerns the description of the features of a rich life, its dissemination to the masses, for the acquisition of high consumer value among individual products and services.

Conclusions. The article found that consumer behaviour in modern Kazakh society is formed under the influence of social networks. The results of scientific research can be used in the formation of advertising integration plans or the description of marketing ways to form consumer behaviour among social network users.

Keywords: consumption; digitalization; bloggers; lifestyle; publications.

Introduction

The global development of information and communication technologies has affected all modern social institutions that play an important role in the process of human life. One of them is consumption, which is characterized by features of the form of economic activity. This process was significantly influenced by the Internet, which cancelled the approaches to consumption, which

were established before the 21st century, including everyday things [1].

The activity of bloggers is relevant today, as the most active subjects in the formation and distribution of the content of various kinds. Each of them has its own approach to the demonstration of life, products, and services. These processes are inextricably linked with management and advertising, which in principle

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determines the existence of a relationship between the activities of bloggers and the consumer behaviour of society. That is why it is important at the moment to study the role of bloggers in the processes of consumption and the formation of value orientations of Kazakh citizens. The dissemination of ideas that are described in postmodern theories is relevant. Therefore, it is advisable to analyse modern social networks, taking into account the common approaches to consumption in society developed by the postmodern theorist J. Baudrillard [2].

The problem of this work lies in the description of the features of the activities of social networks and their subjects from the side of the ideas of postmodern approaches. It should be noted that this research topic is not new among scientists. This is due to the fact that with the emergence and active spread of social networks in Kazakhstan, at the beginning of the 21st century, a wide range of scientists began to determine the place and role of digital technologies in the social activities of citizens and the state. However, the question of the correlation of the leading ideas of postmodernists and the emergence of social networks and the spread of consumer practices in them has not been resolved [3].

At the same time, K.A. Quesenberry [4] and also M.K. Malgazhdarova & A.V. Rozhkov [5] concluded in their study that bloggers gradually transfer the practices of social interaction of people to social networks through the publication of content. This idea allows to reveal the process of repeating practices, including those based on the interactive capabilities of social networks. In turn, A.L. Pomaza-Ponomarenko *et al.* [6] and E. Baykal [7] argued that digitalization is a tool for creating a lifestyle that meets the simultaneous development of all areas of people's social activities. These results are important for describing in a scientific article the relationship between the number of attracted subscribers and the development of communication methods between them within social networks.

In turn, J.R. Williamson *et al.* [8] and A. Zhusupova [9] proved that in modern society social networks embody not only a tool for communication, but also an actual virtual environment where users engage in various activities, including communication. Such a conclusion should be applied when describing the essence and role of social networks in society at the moment. M. Farzin *et al.* [10] and A. Kazieva *et al.* [11] focused on the consumer behaviour of citizens, which has undergone changes as a result of digitalization. They argued that this was due to the development of new ways to display advertising and implement marketing. Based on this conclusion, the study can reveal the source of the origin of "social capital", as well as its subjects, in particular bloggers.

Given the foregoing, the goal was formed in the study, which was to establish the specifics of the reproduction of social practices, social ties and socio-cultural patterns of behaviour that are formed in modern Kazakh society under the influence of the activities of bloggers. Also, the following tasks were formed in the article: to analyse publications on the social network "Instagram" among the most popular bloggers in the Kazakhstani information space; establish the features of bloggers' activities; explore quantitative indicators by the context of publications and the nature of the blog; to implement quantitative and

qualitative content analysis; establish the reflection of postmodern ideas in modern approaches to the formation of consumer behaviour, including in social networks.

Materials and Methods

In the course of the scientific work, a content analysis was carried out. The purpose of its implementation was to obtain additional empirical data on the activities of popular Kazakhstani bloggers, including viners and influencers. The content analysis concerned publications on the Instagram platform. The selection of bloggers included in the content analysis sample consisted in their differentiation by popularity, namely the number of subscribers on their social page. The bloggers whose accounts were studied had at least a million followers. The audience of Elmira Tolegenova and Sergazy Toktarbek exceeded 5 million subscribers. Also, for the selection of bloggers, their field of activity played an important role. The content analysis method allowed to explore a variety of content, entertaining, educational, family. Given this method, an assessment was made of the influence of bloggers on consumer practices among their subscribers.

It should be noted that in the course of the study, qualitative and quantitative types of content analysis were combined. Usually, the content analysis method belongs to the category of quantitative research methods. At the same time, the possibility of carrying out a qualitative content analysis, implemented in this scientific work, is not ruled out. Based on this approach, various characteristics were taken into account, in turn, a quantitative method was used to consider the frequency of individual objects, things, symbols. In general, the role of content analysis in this scientific work was to replace intuitive statements with accurate statistics of the author's research.

The difference between these two approaches to conducting content analysis in the article was that quantitative analysis was focused on explaining the content of social networks, consumer behaviour, blogger activities, based on the principles of material analysis and the search for common components. In turn, the qualitative method of content analysis was used in the work to understand the phenomena under study, namely, to assess the direct activities of bloggers, the nature of their publications, the number of likes and subscribers.

On the basis of the method of analysis, the work explored the approaches of the French theorist J. Baudrillard [12] regarding the "consumer society" in the context of the development of social networks. This made it possible to divide the general object of study into its structural components and study each of them. The synthesis method in this work was applied when combining the elements separated during the analysis to evaluate and study them as a whole. The synthesis was applied to express the interaction of social networks, the activities of bloggers and the consumer behaviour of their subscribers.

The comparison method was applied during the comparison of various categories and objects that have both common and distinctive features. On its basis, it was possible to express the ideas of postmodern theories in modern conditions. Also in the article, a comparison was made to evaluate the results obtained during the content analysis. This made it possible to compare popular

bloggers on various grounds. The method of abstraction in scientific work was used to express specific features of consumer behaviour and needs. On the basis of this method, a separate study of the features and properties of the above concepts took place. Abstraction contributed to the establishment of the essence of consumer practices and behaviour.

Results

In the modern era, characterized by postmodern features, the development of Kazakh society is based on the establishment of the cult of information and its place in public relations. It is informatisation in combination with digitalization that determines the vector of development of the state. The information society needs to be studied not only in the context of economic categories, but also in the context of the employment of society as a whole. This is due to the dynamism of the dissemination and improvement of the media, as well as the hypnotic influence of these tools on a variety of media forms [13; 14].

The phenomena described above have affected the consumer properties of modern society. Citizens have ceased to consume goods, so this process has survived the reform and consists in the consumption of symbols and signs. Modern consumers are not guided by the specific value and attributes of objects. Accordingly, people understand the meaning of certain objects in their integral form. This trend continues to this day, in particular through the emergence of brands [15; 16]. A prerequisite for their creation is the features of market competition, which forced entrepreneurs to distinguish their goods and services from competitors. Based on this, modern consumers clearly understand the features of different product groups and can choose those that meet their needs [17; 18].

As for the direct spread of social networks in Kazakhstani society, it should be noted that it causes a significant influence of bloggers on the consumer needs of citizens. The activity of the first is characterized by a demonstration of their everyday or professional life. For example, making purchases, placing orders, using services of a different nature. All this allows forming a certain lifestyle, which begins to spread among the blogger's subscribers. Moreover, they actually reinforce the style and way of life that is characteristic of wealthy people or those who have a fortune above its average level. As a result, a certain virtual picture is formed, transforming into the dream of a wide range of Kazakhstanis. This provokes the formation of their desire to buy such things, use certain services. The important thing is that on social networks, bloggers broadcast luxury, which is immense for ordinary citizens. This is what contributes to the formation of a sense of opportunity in people to achieve the benefits that popular bloggers demonstrate. Most often this is expressed in the purchase of the same things, recreation in the same establishments, use of the same services.

The main income of influencers is advertising, namely advertising integrations. Thus, they manage to promote goods and services of various brands and manufacturers among users. On average, about 60-70% of blogger publications contain ads [19]. Considering that the trend is extremely widespread, it can be concluded that bloggers

form a specific style of consumption of a certain level of quality of goods. This is what encourages the public to follow them in order to acquire the same style of consumption, which is mostly symbolic [20].

In order to give an example of the phenomena described above, it is appropriate to mention the period of the spread of the COVID-19 pandemic. At that time, the tourism sector suffered the most losses due to epidemiological restrictions. Moreover, even after their weakening, fear spread among the population regarding the implementation of foreign trips. This is evidenced by statistical data, namely, that in the period 2019-2021, only 35-40% of the population implemented tourist travel [21]. This was mainly due to the lack of a vaccine, the insufficient level of knowledge regarding the treatment of COVID-19 disease. In order to restore the tourist flows that existed before the spread of the pandemic, Kazakhstani bloggers began to travel, in particular to countries such as Egypt, Turkey, the United Arab Emirates and Thailand [22]. Thus, the formation of consumer behaviour took place, which spread not only among bloggers, but also among ordinary citizens.

To study the essence and role of blogging in modern society, bloggers were selected on the Instagram network. The sample included such Kazakh bloggers as Sabira Zharaskyzy (@sabirkin_), Meirzhan Turebaev (@meirzhach_tv), Temirkhan Asylbek (@territima), Zhenis Omarov (@zheka_fatbelly), Elmira Tolegenova (@elt6i), Aizhan Baizakova (@bayzakova), Sergazy Toktarbek (@sekavines), Zhaniya Dzhurinskaya (@djurinskaya). They actively demonstrated their trips on their social pages. The main message of such posts was to spread the idea among the society that, despite the pandemic, life goes on. The target audience of these bloggers is Kazakhstanis who go on holiday abroad every year. Advertising integrations and tourist destinations were not accidental, since these are the countries where middle-class Kazakhs most often travel. In particular, in 2022, 239,817 Kazakh tourists visited Turkey, 138,244 people visited the UAE, 120,214 people visited Egypt, and 45,745 people visited Thailand [23].

Using the example described above, it was possible to demonstrate how the activities of bloggers can contribute to levelling the fear of COVID-19 and foreign travel. In addition, such promotional integrations were also aimed at showcasing a favourable environment in overseas resorts. Such processes can be described as the action of the "signification code", which consisted in the formation of tourist trips for Kazakhstanis through the activities of bloggers. In addition to the code of signification and symbolic consumption, a certain "hyperreality" is formed, that is, a simulation of the reality and significance of simulators. According to the position of J. Baudrillard [2], in modern conditions, all components of reality, in particular every day, political, social, historical, economic, include the simulative aspect of hyperrealism.

It is worth noting that the media no longer have the character of a "mirror of reality", since they directly form it, become more real than reality. Elements of show and branding form a hyperreality that exists through social media and networks. This is confirmed by the fact that in order to update or spread a certain problem among society, one can only publish a post, for example, on Instagram. As

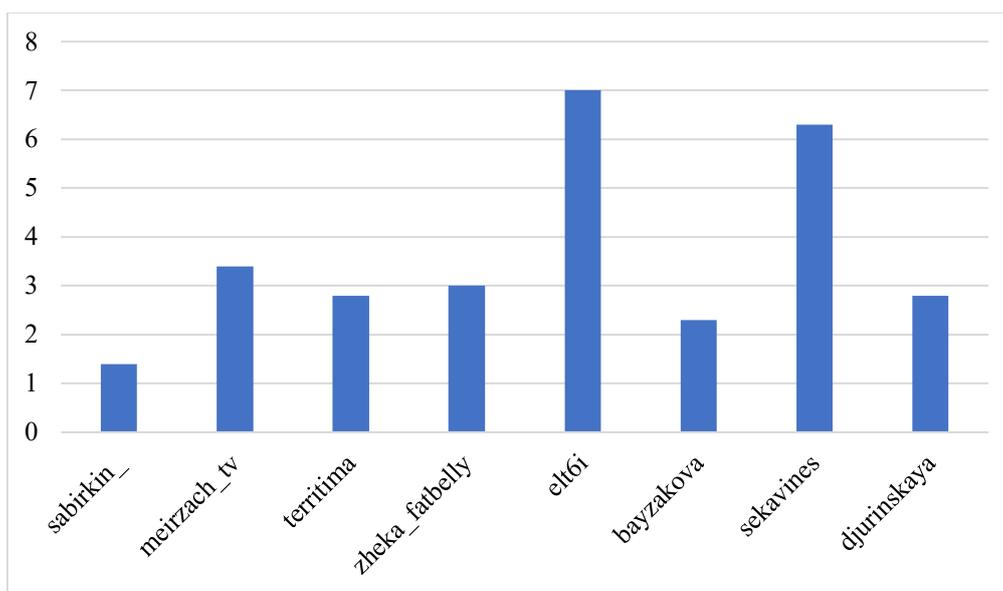
a result, some of them receive public outcry, without taking into account the presence or absence of real grounds for such resonance in society [24; 25].

Given the position of consumer practices, the hyperreality that bloggers form demonstrates the external lifestyle of a certain category of people that other people seek to acquire. The simplest and most common example of the formation of hyperreality is the activity of bloggers, who demonstrate their way of life in their blog. Usually this picture is idealized, excluding the presence of problems and obstacles, allowing to form a demonstration of “happy everyday life”. This image is acceptable and understandable for the average Kazakhstani, allowing the blogger to reach numerous subscribers. Of course, the approach to blogging is individual, and therefore everyone individually decides which parts of his personal life will be shown to a wide range of people. However, most popular bloggers are quite open with their audience, and therefore it is possible to see their property, cars, and children on their blog. Advertising integrations actually shape their daily lives, as visits to salons, shops and other places are mostly by appointment.

In order to get closer to their audience, as well as to form a trusting relationship in a publication, bloggers often use such expressions: “what do you think”, “how are you”,

“vital truth”, “agree”, “what else to add”, “share, discuss”, “have recommendations”. As a result, their relationship with subscribers develops, which builds trust in the latter in the products, services, and things that bloggers advertise. Based on this, it can be established that the success of advertising integrations of the first and its popularity, in general, depends on the level of development of interaction and trust between the blogger and the audience. Also, in order to improve relations and avoid the formation of a barrier between these subjects, communication occurs as with close friends, for example, by asking them for advice or vice versa. One of the most effective ways to keep the audience interested is to organize contests and sweepstakes where the prizes are expensive, such as a car, a new phone, appliances, or a lot of cash.

To evaluate the processes described above, a content analysis of 510 posts published from January to September 2021 was carried out. For this, the number of subscribers, views, comments, likes, and the content of the posts were set. Qualitative indicators such as the context and message of publications were also taken into account. The differentiation of bloggers by the number of subscribers is shown in Figure 1.



The ratio of the number of bloggers' subscribers, million people

It was found that out of 8 popular Kazakh bloggers, 5 of them have the main part of the content entertaining, and 3 of them are personal (Table 1).

Table 1. Most popular content

No.	Blogger	Average likes	Most popular content, number of likes/views
1	@sabirkin_	110,072	<ul style="list-style-type: none"> • 231,253/1,569,503 – humour about moms; • 207,665/1,362,596 – make-up video; • 189,877/1,904,275 – humour about the family; • 184,836/1,198,394 – humour about moms.
2	@meirzhach_tv	95,406	<ul style="list-style-type: none"> • 246,912/2,215,496 – humour about husbands; • 180,475/1,440,845 – humour about the family; • 178,380/1,760,893 – humour about second wives.
3	@territima	74,353	<ul style="list-style-type: none"> • 210,855 – discharge of the wife from the hospital; • 180,765 – humour about friendship;

			<ul style="list-style-type: none"> • 158,768 – photo with his wife.
4	@zheka_fatbelly	97,390	<ul style="list-style-type: none"> • 314,000/1,894,158 – about the boyfriends of the daughter; • 246,973/1,482,433 – humour about fathers.
5	@elt6i	383,107	<ul style="list-style-type: none"> • 591,746 – a photo with a new G-Wagen, + integration of a wish card; • 538,318 – a photograph of a newborn; • 535,857 – a photograph with her husband during pregnancy.
6	@bayzakova	154,489	<ul style="list-style-type: none"> • 336,374 – photo with son; • 215,746 – video with the son.
7	@sekavines	266,185	<ul style="list-style-type: none"> • 475,403/3,211,849 – about the envy of friends; • 426,337/3,049,026 – about girlfriends; • 398,012/2,749,589 – about friendship.
8	@djurinskaya	35,232	<ul style="list-style-type: none"> • 92,012 – about happiness with her husband; • 50,348 – about the choice of men.

These results are not mutually exclusive, as they only determine the general nature of the publications. Accordingly, both the first group and the second can publish both entertainment and personal content types at the same time. However, it should be noted that the most of the content of Elmira Tolegenova (@elt6i) is demonstrative in nature. Accordingly, the demonstration of prestige occurs through publications in which her husband and children are present or described. Of course, the active distribution of humorous and family posts has its own prerequisites. As for the first type of publications, they are in fact a classic reflection of a successful mental and social life. In addition, entertainment content contributes to the expansion of the audience’s personality traits, such as optimism, the ability to produce and understand jokes.

Humour allows overcoming any negative experiences that can provoke a state of frustration. That is why this kind of content is the key to gaining popularity, expanding the number of subscribers, improving the atmosphere and credibility of the blog. All this affects the success of a blogger’s advertising, as well as the desire of subscribers to follow his posts. This approach makes it possible to form an algorithm in the digital society for the stability of its subjects in relation to negative external factors. As for publications of a family nature, their popularity is due to the value structure of Kazakhstani society. It is about the fact that it is the family that is one of the most priority values for citizens. It should be noted that almost a third of the bloggers’ publications contained advertisements (Figure 2).

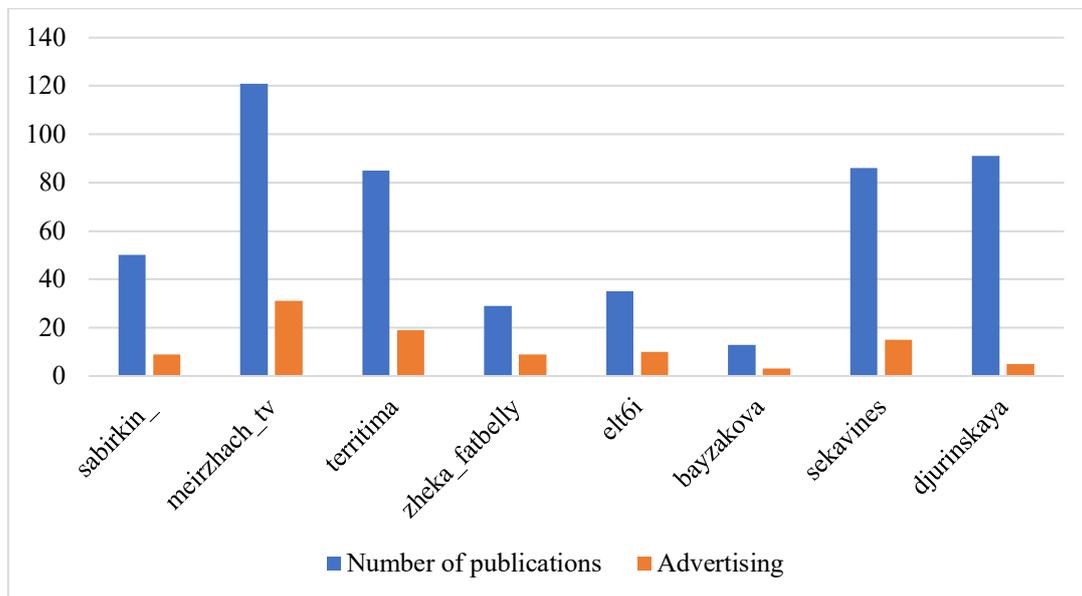


Figure 2. The ratio of publications with advertising integration

With regard to the specific nature and type of products or services, they differed significantly from each other. This is mainly due to the characteristics of the target audience. It is noteworthy that advertising posts to a greater extent do not contain demonstrative features. The most common among them were advertisements for food products, children’s clothing and toys, travel agencies, and educational courses. Of course, in the course of content analysis, it was possible to note and classify the words most frequently used by bloggers (Table 2). This mainly

depends on the type of content, for example, entertainers use short and clear phrases/words. Accordingly, they do not resort to describing their own opinions or positions, that is, most often there are no detailed answers. Given this, it can be logically seen that bloggers who publish their daily family life often encourage subscribers to share their position, thereby forming a platform for self-expression of individuals. Central to this process is for the blogger to feel like they are listening to and engaging with all of these subscribers.

Table 2. Words of involvement of bloggers

No.	Blogger	Words of belonging
1	@sabirkin_	<ul style="list-style-type: none"> • Made an image @bellahadid. Tag her in the comments. • Well, did you recognize your friends? • Girls, is this relatable? • Girls, do you recognize yourself? • Did you recognize your mothers?! • Moms. Do you have the same at home?
2	@meirzhach_tv	<ul style="list-style-type: none"> • Has anyone here vaccinated themselves? Let's text + and see. • Leave in the comments below this post what gift you would give your children with the tag of three friends. • Just tag the one who is in the subject.
3	@territima	<ul style="list-style-type: none"> • Girls, are not you offended? I love you) a simple joke from life. • What would you choose for such a friend? Tap on display. • Life? Press the display 2 times.
4	@zheka_fatbelly	<ul style="list-style-type: none"> • How do you like the rubric? • Send to your girlfriend. • Mark your capricious girlfriend. • Show to father. • Leave a comment if you are also waiting for the Free Fire World Series.
5	@elt6i	<ul style="list-style-type: none"> • How do you deal with life crises? Any recommendations? I'll need them. • What is it like raising three kids? Any advice from experienced moms? • PS: a woman chooses if she knows WHAT she wants. Do you agree? • What do you think? Is it better to have a plot with a house or a flat? • And tell me, how did your marriage proposal go? Did it take place? • Why do you love weddings? What did I forget to add? Write in the comments.
6	@bayzakova	-
7	@sekavines	<ul style="list-style-type: none"> • Tag all girls and women. • Tag 2 close friends.
8	@djurinskaya	<ul style="list-style-type: none"> • Do you feel natural in the world of your dreams? • By the way, in March, I will launch a course on how to set goals and achieve them correctly. Interesting? • Under the post, write what you wish for yourself and let it come true! • How did you come to love yourself? • And what seduction "chips" do you have?! Have you read a book?! Or have you already run to order it?

In addition, such words of involvement may have a direct link to ad integrations or the blogger's own brand. Zhaniya Dzhurinskaya and Elmira Tolegenova form communication and interaction with subscribers most effectively, as they managed not only to attract, but also to retain the target audience. As a result, their blog is characterized by such qualities as gullibility, mutual understanding, honesty and support. Due to this, bloggers manage to build high-quality communication with subscribers.

Discussion

The study of postmodern theories and ad hoc networks is a hot topic in modern scientific doctrine. More and more scientists are studying their significance in current conditions, such as the development of bloggers. For example, T. Imada [26] believes that postmodern theories are the semantic prerequisites for the formation and activities of the modern network society. Social networks play a special role in this process, causing the reform of relations between citizens, consumer needs, and lifestyles. He is a supporter of George Ritzer because he believes that

postmodern theories have the properties of social rather than sociological approaches. The researcher argues that sociological theories are the object of research by sociologists. Accordingly, he agrees with Ritzer's position that social theories are interdisciplinary in nature, and therefore can be the subject of an entire system of social sciences. The conclusion obtained is consistent with the results of this study, which also proved the priority role of postmodern theories in the process of modern society, using the example of social networks.

In turn, K. Kumar [27] and E.D. Zamani & K. Spanaki [28] believe that in the research environment of postmodernism there is a wide range of objects that are the subjects of many sciences. Researchers are of the opinion that the role of information, as well as communication, is decisive in the modern era. They believe that J. Baudrillard [12] analyses the concept of information from their own point of view, which does not correspond to their position, since they reveal the essence of the information society as a whole. Also, in the course of writing the work, the researchers considered the ideas of Webster, which concerned the relationship between

information and economic categories, the structure of employment, the process of data exchange in time and space. In their opinion, it is appropriate to present information as an ordered structure of signs and symbols. That is why researchers focus on the rapid development of the media. They managed to uncover the impact of these tools on the system of media forms, in particular video recordings, cable television, and social networks. They argue that all this provokes the development and distribution of advertising, increasing public interest in a certain range of objects. Similar conclusions were drawn within the framework of this scientific work, in particular, during the description of the category of information and its implementation in the activities of society.

S.A. Qalati *et al.* [29] explored the tools for building and developing a modern society based on social networks. They support the position of J. Baudrillard [12], regarding the differentiation of different vectors of information implementation in society with the help of social networks. Moreover, the researchers believe that it is the analysis of consumer practices that makes it possible to qualitatively describe the features of the development of the actual needs of society, taking into account the influence of social, economic and technological factors on it. In their opinion, the discussion about the development of social welfare, namely the excessive consumption of goods and services by people, is not new. Societal conditions are undergoing significant changes, in particular as a result of the processes of globalization and digitalization [30-32]. Given this, the researchers believe that the implementation of information and communication technologies contributes to the formation on their basis of the network nature of the interaction of different subjects in society. As a result, there was a significant increase and spread of consumer behaviour among the population. The researchers argue that most of all this was facilitated by the formation and spread of social networks. The disclosed opinion corresponds to the position described in this scientific work that social networks have had a significant impact on the development and volume of consumer needs of citizens. Common is the recognition of the fact that information and communication technologies in the modern environment are a defining element in the interaction of people with each other [33-36].

Special attention should be paid to the work of Z.B. Akhmetova *et al.* [37], who studied modern approaches in the consumer society of Kazakhstan. The researchers found that it is in connection with such a mechanism as the “signification code”. This component was originally described by the French sociologist J. Baudrillard [12]. Agreeing with him, the researchers found that modern society does not consume direct goods, but uses signs that form an associative array. Based on this, they believe that at the moment the use of services and things is due to symbols of prestige or wealth. Modern consumers do not focus on the value of individual items, because they evaluate them only in the aggregate, in the form of a system of elements [38-40]. As an example, researchers cite components that characterize a comfortable life, namely a car, real estate, education, and travel. Without these and other items and services, a modern wealthy person cannot imagine his existence. Also, the researchers in their scientific work gave an

example of the consumption of symbols, based on the approaches of wealthy Kazakhstanis. They are distinguished by their special style and needs; when buying branded clothes or expensive real estate, they demonstrate their viability and wealth in society. Such symbolic purchases have become even more popular through the use of social networks [41-44]. The possession of these goods testifies to the belonging of a person to a certain category of society. At the same time, researchers note that in this way they, including bloggers, develop and disseminate the attributes of belonging to wealthy categories of the population and contribute to the growth in the consumption of these individual luxury items. This conclusion is intertwined with the results obtained in this scientific work. It is about giving individual objects and symbols a special meaning, due to their constant consumption by bloggers. Based on this, there is a mass distribution of a certain number of products and services among a separate circle of citizens.

D. Khajehieian & P. Ebrahimi [45] also focused on the dynamic development of social networks in society and the reform of a wide range of social relations. According to researchers, the Internet and the global spread of information and communication technologies had the greatest impact on the formation of the consumer market in a virtual environment. Given these processes, social networks have acquired the status of an integral part of everyday life. The researchers paid special attention to the interpretation of the category “social networks”. They believe that this category should not be identified with a platform for publishing posts and messages. In their opinion, content plays the main role in social networks. The researchers argue that this component is quite a priority, given the transformation of the practices of social interaction of individuals into the activities of social networks. Given the repetitive and interacting practices with interactive technologies, social networks have begun to play the role of a tool for global digitalization. They note that by attracting a wide range of citizens to the use of new methods of communication, such as social networks, there is a dialectical reform of the mechanism of social interaction. Of course, this is reflected in the consumer behaviour of Kazakhstanis, as well as in the development of new forms of advertising. That is why the process of spreading social networks is in close connection with marketing tools, which makes it possible to transform the daily activities of citizens into virtuality. Undoubtedly, the results obtained in this article have common features with the conclusions described above. This is expressed in approaches to establishing the meaning of social networks, as well as their dependence on other socio-economic institutions, such as consumption.

Given the above, it can be established that social networks determine the modern interaction of different social actors with each other. The described positions of researchers contain common features regarding the fact that both information and communication platforms and the basics of consumption of certain categories of citizens influence the algorithm for developing special consumer behaviour.

Conclusions

As a result of the study, it was found that, at the moment, hyperreality is a discrete reflection of real life through the use of social networks. At the same time, the global spread of this lifestyle is provoked by the activity of bloggers, which consists in the formation and broadcasting of ideas, various content among society. The expression of their position and attitude to various phenomena influences the formation of public opinion in relation to such events. Given this, it was proved that the role of social actors such as bloggers has developed significantly. As for social networks, they are now the most convenient and effective platform for interactive interaction between various subjects. As part of the work, the publications of famous bloggers on the Instagram network were analysed.

On the basis of this study, it is proved that the viability of the theories and approaches of postmodernism is due to the possibility of their interpretation in information and communication technologies, such as social networks. Partially within the framework of the scientific work, the works of J. Baudrillard and integrated them into modern tuning. It is proved that the popularity of different ways of consumer activity is due to the formation of a system of signs and symbols among certain categories of the population. Given the content analysis, it was found that the predominant number of publications is of an entertaining and family nature. However, this does not preclude the existence of advertising integrations that may be published in other forms. It has been established that the

most common is the demonstration of symbols and objects of a wealthy life, as well as encouraging readers to receive the same benefits. In this way, bloggers manage to carry out inconspicuous advertising, using various services and things on a daily basis. The paper considered the most effective ways to attract and maintain blog subscribers. These include such factors as the distribution of humorous publications, the establishment, and discussion of value orientations, the demonstration of family and domestic events, the use of words of involvement. All these tools allow a blogger to create his own brand, make his blog recognizable and interest a wide range of people to follow him.

Given the foregoing, it can be established that postmodern approaches in social networks are expressed not by advertising individual manufacturers or goods, but by style and living standards. This issue has not been fully resolved, so future research should focus on the ability of bloggers to manipulate their audience and disseminate propaganda of specific ideas and positions to a wide range of people.

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Conflict of Interest

None.

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Соціальні мережі в контексті постмодерністських теорій – приклад Казахстану

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Анотація

Актуальність. Соціальні мережі розвиваються і поширюються на все більшу кількість людей з кожним днем. Це пов'язано з динамічним процесом диджиталізації, який провокує зміни в усіх векторах і категоріях суспільства.

Мета. Метою роботи було визначити роль блогера та соціальних мереж у процесі формування та демонстрації стилю життя, до якого прагне широке коло людей.

Методологія. У статті використано такі методи наукового дослідження, як аналіз, синтез, порівняння, контент-аналіз та абстрагування.

Результати. У результаті вдалося встановити, що поширення інформації в суспільстві, а також розвиток механізмів моніторингу споживчих потреб суспільства були характерними для періоду постмодерну. Вони зазнали суттєвих змін внаслідок реформування умов розвитку та діяльності держави. Проте встановлено, що їх роль є однією з визначальних у розвитку інституту блогерства як рушійної сили у сфері маркетингу та споживання речей і послуг. У ході дослідження вдалося довести, що блогери, спираючись на демонстрацію різних об'єктів, подій, безпосередньо пов'язаних з їхнім життям, провокують формування певного асоціативного ряду. Останній стосується опису особливостей багатого життя, його поширення в маси, для набуття високої споживчої цінності серед окремих товарів і послуг.

Висновки. У статті виявлено, що споживча поведінка в сучасному казахстанському суспільстві формується під впливом соціальних мереж. Результати наукового дослідження можуть бути використані при формуванні планів рекламної інтеграції або описі маркетингових способів формування споживчої поведінки серед користувачів соціальних мереж.

Ключові слова: споживання; диджиталізація; блогери; стиль життя; публікації.