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OVERVIEW OF SEARCH SYSTEMS IN THE KAZAKHSTAN MARKET

Technologies in the field of communications and exchange of data are actively developing and penetrating into the daily life and business of Kazakhstanis. In order to select channels for communication, it is necessary to find out the number of Internet users in the country and popular sites.

According to the Bureau of National Statistics, the population of Kazakhstan in 2021 is 18.9 million people. The number of cellular subscribers per 100 residents has reached 139 units. The general level of computer literacy of the population of Kazakhstan in 2019 was 89.8% (table 1) [1].

Table 1 - General level of computer literacy of the population of the Republic of Kazakhstan (%)

	Level of computer literacy	Experienced user	Regular user	Novice user
Republic of Kazakhstan	89,1	7,1	59,1	23,6

More than 90% of purchases start with searching for information through Internet. Today the share of search systems in Kazakhstan is as follows (Figure 1) [2].

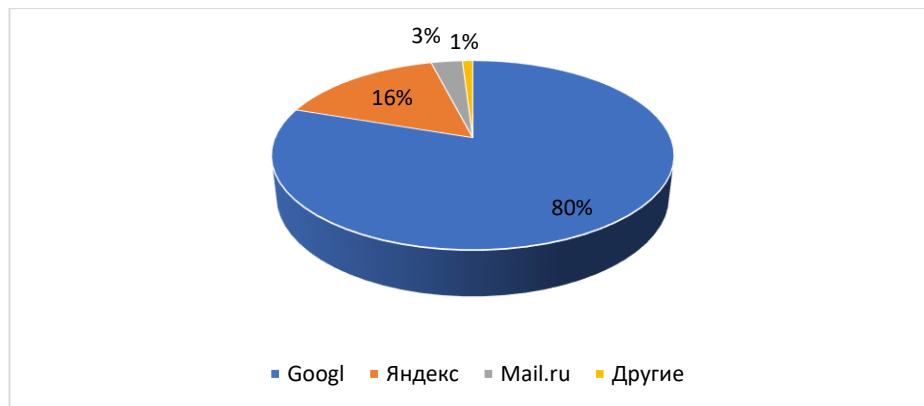


Figure 1. The share of search systems in Kazakhstan, 2020

Yandex's share is 16%, which is 2.8% less than last year. Google holds 80% of the market. Presence of Google grew by 4.8% due to changes in the dynamics and structure of search queries, which led to a decrease in the share of Yandex and Mail.ru. About 3% of all requests come from the Mail.ru search system. However, the share of Mail.ru over the past year has decreased from 4.9% to 3%, which shows the gradual abandonment of the use of this traditionally popular search system in Kazakhstan.

Almost 70% of home Internet users visit social networks from a desktop computer and 30% from mobile phones.

The share of Internet users who search information and online services is presented in Table 2 [1].

Table 2 - Search of information and online services through Internet (%)

	Posting information or instant messaging	Finding information related to health or health services	Downloading movies, pictures, music, watching videos, listening to music, games	Obtaining information on goods and services	Reading or downloadin g online newspapers or magazines, e-books	Download ing software or applicatio ns
Republic of Kazakhstan	75,7	16,0	63,6	37,1	12,7	11,8

The most popular social network among Kazakhstani Internet users in 2021 was Pinterest: 32.7%. The TOP 5 popular social networks also included YouTube (20.4%), VKontakte (14.9%), Facebook (13.5%) and Twitter (11.3). Access to social networks is impossible without communication services. In 2021, communication services in the country increased by 1.7% in comparison to 2020. Subscription fee for Internet access increased by 2.1%, cable TV services - by

2.4%, cellular services - by 1.5%. The subscription fee for a landline telephone has remained unchanged.

Although the digital environment is easier to monitor, statistics on popular sites in Kazakhstan differ from one source to another, but provide an overview of the market situation. In total, 149.1123 domains are registered in the Kazakhstani segment of Internet.

Currently, the most active websites in Kazakhstan are about 8.54 thousand. There are 1.75 billion websites in the world online. According to the analytical data of the Alex service, the top 10 sites in Kazakhstan include:

1. Google.com
2. YouTube.com
3. Vk.com
4. Mail.ru
5. Kundelik.kz
6. Google.kz
7. Wikipedia.org
8. Yandex.kz
9. Smk.edu.kz
10. Ok.ru

As it is seen, only two Kazakhstani sites entered the top 10: the blog of Nazarbayev Intellectual Schools and the Electronic Diary. Moreover, about 500 new domains are registered in Kazakhstan every month.

The number of Internet users is growing and the preferences of social networks among the audience are changing. In general, the audience of Internet users and services ranges from 3 to 5 million people.

Depending on the marketing activity of sites and trends among users, the audience more or less uses one or another social network. For example, Pinterest has shown an active increase in users since the beginning of the year. Yandex, in no way can win the markets from Google in the post-Soviet space.

Knowing which channels the audience prefers to use, an effective communication system can be established: spend less money and get more results. Depending on the product and audience, the average cost of attracting leads in the digital environment is from 15 tenge, which is very beneficial. This makes the Internet and social networks attractive and affordable promotion channels in Kazakhstan.

References:

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