

Research

Consumer Behavior

Brand Reputation

Crisis Communications

CANCEL CULTURE

BRAND CANCEL CULTURE IN
KAZAKHSTAN

reputation is fragile

trust comes at a price



RESEARCH CONTEXT

THE NEW REALITY OF REPUTATIONAL CRISES

In Kazakhstan, reputational crises spread rapidly through digital channels and translate into real consumer behavior — **boycotts**.



There are no standardized crisis communication practices.



Decisions are often made with delays.



The influence of social media and influencers is growing.



Consumer behavior is reactive and emotional.

RESEARCH METHODOLOGY



AGED 16–60

Target Audience



ONLINE SURVEY

Research Method



N = 521

Sample Size



MAY 13–14, 2026

Fieldwork Period



Up to 15 min.

Duration



GENDER / AGE / REGION

Quotas

RESEARCH OBJECTIVE

Develop an analytical framework for creating a practical guide to managing reputational crises, based on actual consumer behavior in Kazakhstan.

Research

Consumer Behavior

Brand Reputation

Crisis Communications

SCALE OF CANCEL CULTURE

reputation is fragile

trust comes at a price

N=521

AS PERCEIVED BY KAZAKHSTANIS

N=521

78%

Have heard of cases where people started speaking negatively about a brand, company, service, store, or public figure and stopped using or supporting them because of a scandal.

27%

Cancel culture cases have become **more frequent**.

35%

Over the past year, the number of cases has remained **the same**.

7%

Fewer cancel culture cases.

19%

Have **not noticed** such cases.

12%

Not sure.

N=521

21%

Have personally participated in a boycott or “cancellation” of a brand.

36%

Have heard of such cases multiple times.

SCALE OF CANCEL CULTURE

To what extent are Kazakhstanis aware of cancel culture in the country?

How is the prevalence and evolution of this phenomenon perceived, and to what extent do people personally participate in boycotts of brands, companies, and public figures?

TRUST

VERIFICATION

BASIS

SOURCES

AND CHANNELS OF NEGATIVE INFORMATION SPREAD

Where do Kazakhstanis most often learn about cases of **brand boycotts and “cancellations”**?

Which sources of information do they trust the most?

What makes them trust negative information about brands, and do they verify it before supporting a boycott?

AMONG THOSE WHO HAVE ENCOUNTERED CANCEL CULTURE OR PUBLIC BOYCOTTS IN THE PAST YEAR

KEY SOURCES

Information about situations where people started speaking negatively about a brand, company, service, store, or public figure and stopped using or supporting them because of a scandal.



INSTAGRAM

58%



TIK TOK

45%



QUALITY

DISRESPECT

SCANDAL

CRISIS TRIGGERS

What can trigger a crisis and lead to a brand boycott?

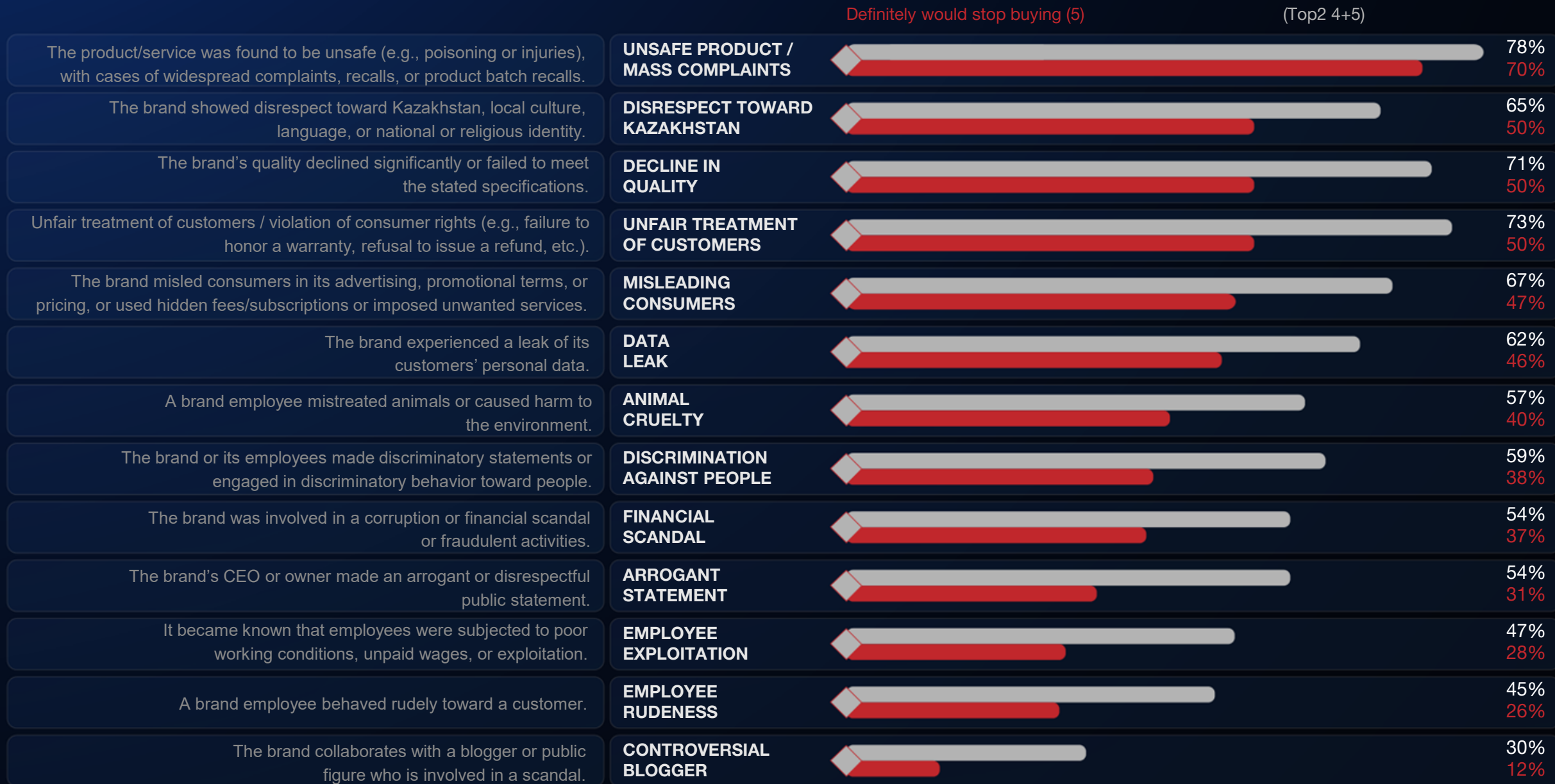
What can become a point of no return, and what actions by a company can lead consumers to completely reject the brand?



CRISIS TRIGGERS

Below are several different situations. Please indicate how likely you would be to stop buying a brand because of each situation. Please use a scale from 1 to 5, where 1 means “I definitely would not stop buying the brand” and 5 means “I definitely would stop buying the brand.”

N=521



QUALITY

DISRESPECT

SCANDAL



BRAND RESPONSE

What actions by a brand can help reduce negative sentiment, and which actions, on the contrary, **can worsen a boycott?**

How important is the **speed of response**, and how quickly should the brand respond?

Who should **speak on behalf of the brand**, and how should they communicate?

10 TOP

REDUCING NEGATIVE SENTIMENT

N=521



10 TOP

WORSENING THE CRISIS

N=521



69% THE FIRST 24 HOURS
ARE CRITICAL!

RESPONSE SPEED

25%

WITHIN THE FIRST
FEW HOURS

22%

WITHIN THE
WORKING DAY

22%

WITHIN 24 HOURS

11%

WITHIN
2-3 DAYS

15%

ONLY AFTER A
FULL REVIEW OF
THE FACTS

2%

BETTER NOT TO
RESPOND
PUBLICLY AT ALL

4%

NOT SURE

N=521

APOLOGY FORMULA

Concrete actions, not just words



58%

For the brand to show how it will
prevent this from happening again



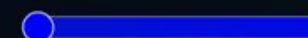
32%

For the apology to be sincere



25%

For the brand to explain the facts



22%

For compensation to be provided



17%

For a senior executive to
speak publicly



12%

For those responsible to be
identified



8%

For the apology to be issued
promptly



8%

How quickly, in your opinion, should a brand make its first
public statement after a scandal breaks?
If a brand apologizes, what matters most to you?

WHO SHOULD SPEAK

N=521



Optimal communication often requires not just the CEO or PR, but a **combination of:**

**BRAND + AFFECTED PARTY /
MEDIATOR + CONCRETE ACTIONS**



If a company faces a serious crisis, whose public statement in defense of the brand would you trust the most?
Please select one main option.

RECOMMENDATIONS FOR BUSINESSES

Insights

Practical
Recommendations



