**ABSTRACT:**
**The Role of Wine Education in Shaping Consumer Behaviour and Wine Consumption in the Kazakhstan Wine Market.**
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*Motivation for Choosing the Topic*
Over the last decade, the wine market in Kazakhstan has changed significantly. Consumers now have access to a much wider range of imported wines, specialised wine retail has expanded, and wine has become more visible in restaurants and hospitality businesses. At the same time, Kazakhstan remains an emerging wine market where wine is still not part of everyday culture for most consumers.

Unlike many other products, wine is not always easy to understand. Consumers are often faced with unfamiliar grape varieties, regions, styles. As a result, purchasing decisions are frequently based on price, label design, or recommendations from sales staff and sommeliers rather than on personal knowledge and confidence.

At the same time, opportunities for wine education have grown considerably. Professional courses, wine schools, tastings, and educational events attract both industry professionals and consumers. This raises an important question: can wine education influence the way people choose wine and, more broadly, contribute to the development of wine consumption in Kazakhstan?

The topic was chosen because of its practical relevance to the Kazakhstan market and the limited amount of research available on the role of wine education in emerging wine markets.

*Objectives and Methodology*
The objective of this thesis is to examine the role of wine education in shaping consumer behaviour and wine consumption patterns in the Kazakhstan wine market.

Particular attention is given to the relationship between wine knowledge, consumer confidence, and purchasing behaviour. The research explores whether consumers with greater wine knowledge make different purchasing decisions, rely on different selection criteria, and feel more confident when choosing wine.

The thesis is based on the hypothesis that, in an emerging wine market such as Kazakhstan, wine education influences consumer behaviour and contributes to the development of a more informed and confident wine consumer.

The research combines a review of existing literature with original consumer research.

The theoretical section examines academic studies related to consumer behaviour, wine purchasing decisions, perceived risk, confidence, and the role of knowledge in wine

consumption. Particular attention is paid to the factors that influence wine selection and the challenges consumers face when purchasing wine.

The practical part of the research is based on an online survey conducted among wine consumers in Kazakhstan. Respondents were asked about their level of wine knowledge, confidence when choosing wine, purchasing criteria, sources of information, and the impact of wine education on their behaviour.

The collected data were analysed to identify relationships between wine knowledge and consumer decision-making.

*Content*
The first part of the thesis reviews consumer behaviour in wine markets and discusses the role of knowledge and confidence in the wine purchasing process. It also examines the development of the Kazakhstan wine market, including consumption patterns, market structure, and the growing role of specialised wine retail and hospitality businesses.

A separate chapter is dedicated to wine education in Kazakhstan and reviews the main sources of wine knowledge available to both professionals and consumers.

The survey results show a clear relationship between wine knowledge and consumer confidence. As knowledge levels increase, consumers become less dependent on price and place greater importance on factors such as grape variety, wine origin, and producer reputation. The research also shows that wine education encourages consumers to explore unfamiliar wine styles and categories and helps them feel more confident in their purchasing decisions.

*Conclusion*
The results support the hypothesis that wine education influences consumer behaviour in the Kazakhstan wine market.

Consumers with higher levels of wine knowledge demonstrate greater confidence when selecting wine and rely less on simple purchasing cues such as price or packaging. Wine education appears to improve the quality of decision-making and encourages a more thoughtful approach to wine selection.

The research also highlights the important role of sommeliers, wine consultants, specialised wine retailers, and educational initiatives in transferring wine knowledge to consumers. In a market where formal wine education remains relatively limited, these professionals often become the main source of information and guidance for consumers.

Overall, the findings suggest that wine education has a positive impact on consumer behaviour and may play an important role in the development of the Kazakhstan wine market. As consumers gain knowledge and experience, they become more confident when choosing wine and more open to exploring different styles and regions.