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**Kumis Consumption and Digital Innovation Marketing Perspectives in urban
Kazakhstan**

Abstract: The 21st century has brought a revolution in the Food & Beverage sector with buyers interested in seeking smart eating solutions through e-health applications. Nevertheless, what role will the digital developments play in the preservation of ethnic food values? To answer the question, in this lecture, I will explore the synergy existing between tradition and technology through the qualitative and quantitative study of kumis, a traditional drink made with fermented mare's milk used by the Kazakh population as a therapeutic agent and nourishing element of life-cycle festivities.

I will contrast the consumer's enjoyment obtained through survey responses with UX strategies implemented by commercial enterprises in attracting prospective clients. Integrating the customer's opinions, buying behaviors, and promotion details using artificial intelligence solutions could make possible for companies in the sector to design personalized combinations of kumis using ingredients compatible with the product's sensorial properties to cater the younger population's desires and keeping alive the beverage's historical and cultural legacy for future generations in Kazakhstan.

Keywords: mare's milk, national identity, consumer preferences, Kazakh cuisine, artificial intelligence