

## Central Asia as an Arena of the New Opportunities: Global Overview of Issues and Trends

**Svetlana Novikova**

Toulouse Business School, Toulouse, France

### Abstract

This study aims to understand the extent to which the relationship between the self-image of mature women (aged 45 and over) and the ways in which they are portrayed by the brands they consume has an impact on their purchasing intentions. The study starts from a reflection on the representativeness of mature women, especially women 45+, who go through important time milestones for understanding their ageing, such as the menopause, their children leaving home and/or important changes in their appearance and physical and mental well-being. To this end, four thematic axes present in the literature are crossed: representativeness and stereotypes, ageism, female aging, and purchase intention. To measure the impact of mature female representation on the self-brand connection and its effect on purchase intention, I used a survey with four scales. The survey also measures the possible mediating or moderating effects of these women's self-esteem and clarity of self-image on the relationship described above. Finally, it is concluded that representativeness has a relevant correlation with the connection between women and brands, which will directly impact purchase intention. However, this relationship is still mediated by women's self-esteem.

### Keywords

Central Asia, Geopolitical Dynamics, Economic Development and Diversification, Foreign Investment, Resource Dependency, Belt and Road Initiative (BRI), Environmental Challenges, Strategic Geopolitics, International legal cooperation, New opportunities.

