



A Study on Consumer Behavior in ASEAN Countries

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The Association of Southeast Asian Nations, ASEAN

- **11 Official Member Countries**
- **1 under Observation : Papua New Guinea**

History of ASEAN



01

1967.08.08

Established in Bangkok,
Thailand

Founding member countries:
**Indonesia, Malaysia,
Philippines, Singapore, and
Thailand**

02

1967

ASEAN Declaration

1. Accelerate **economic growth, social progress, and cultural development**
2. Promote **peace and stability** in the region

03

1967

"Treaty of Amity and
Cooperation in
Southeast Asia " (**TAC**)

Achieve **economic integration, political dialogue, and socio-cultural cooperation.**

History of ASEAN



04

1984.01.08

Brunei joined

1995.07.28

Vietnam joined

1997.07.23

Myanmar & Laos joined

1999.04.30

Cambodia joined

05

2008

Bangkok Declaration
(third revision)
ASEAN Community
established (Economic,
Political-Security, Socio-
Cultural).

06

2015

**The ASEAN
Community was
officially established,**
an important step in
regional integration.

History of ASEAN



07

2022.11.11

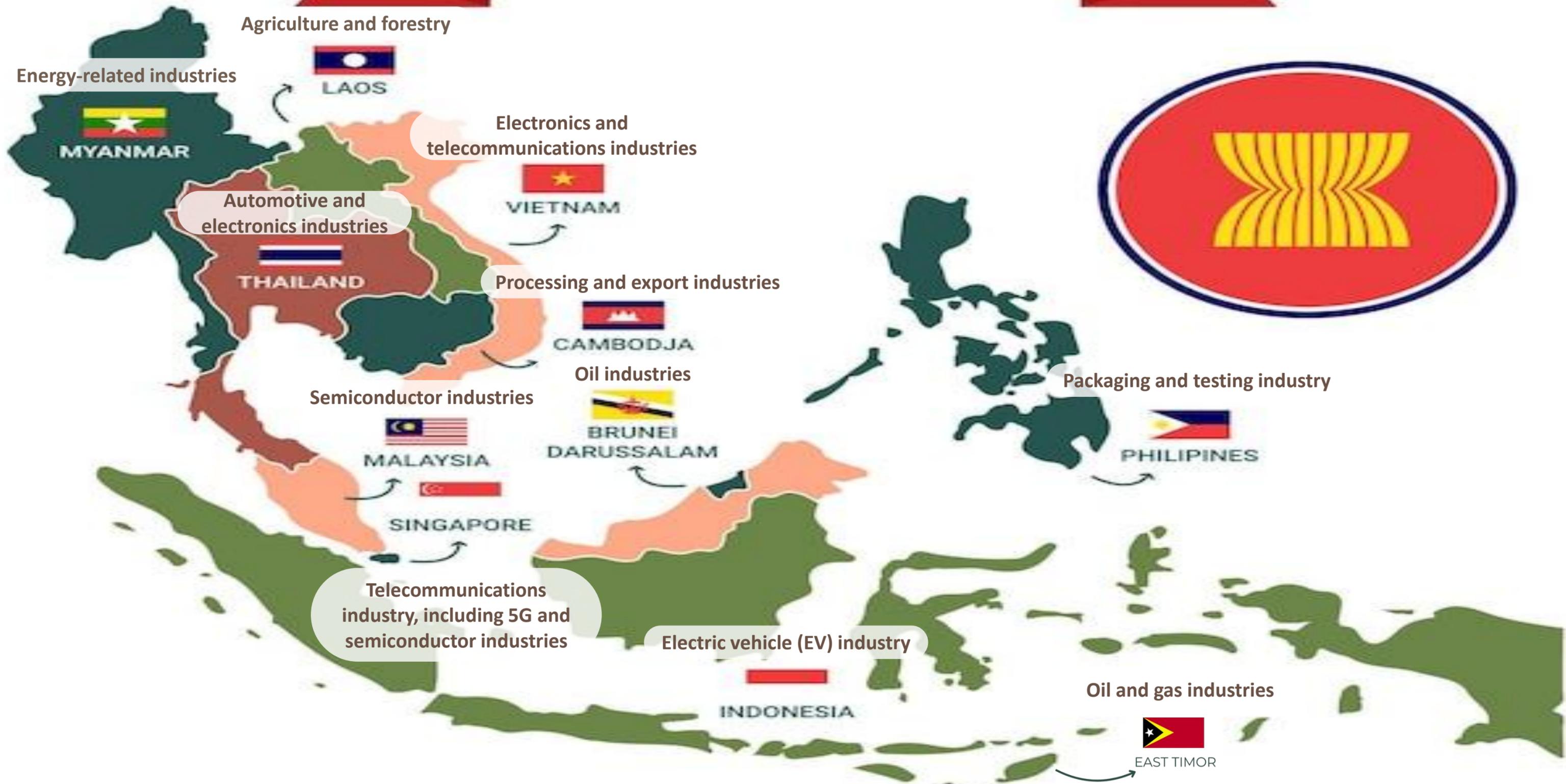
At the 41st ASEAN Summit held in Phnom Penh, Cambodia, **Timor-Leste as the 11th official member**

08

2023.06.22

The first **joint ASEAN military drill** was conducted in the South Natuna Sea

ASEAN MAP



Population

6.639

million

Only less than China and India

GDP

3.3

trillion

ranked 5th globally



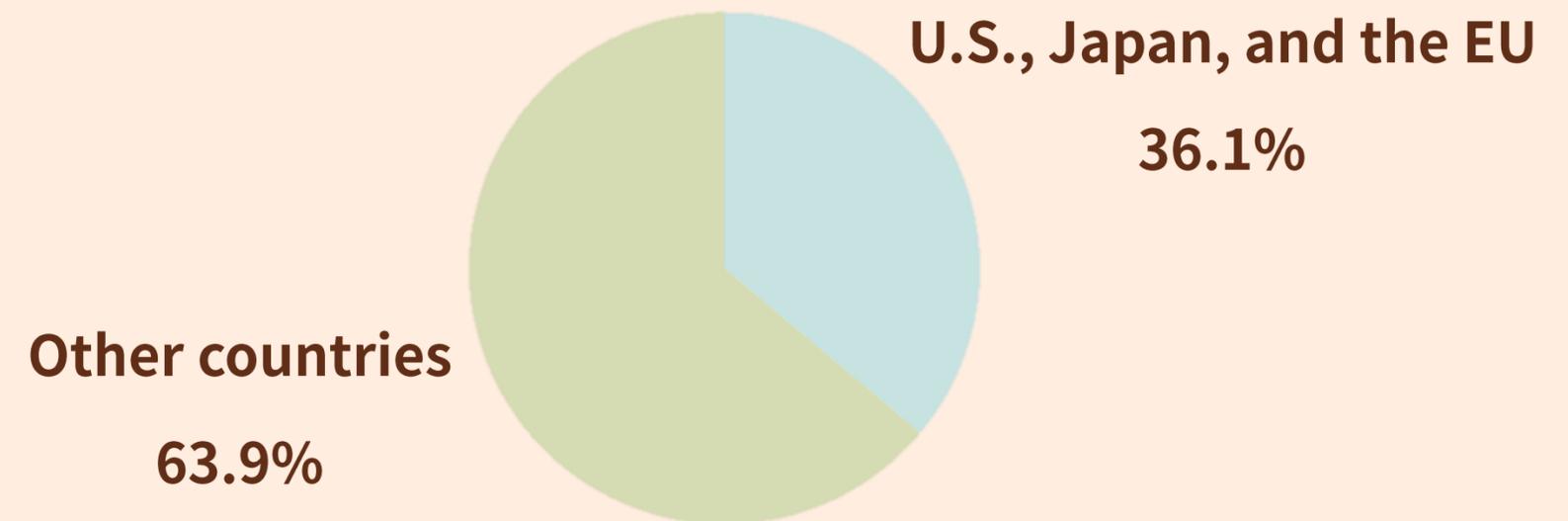
Foreign investment

1,792

billion

ranked 3rd globally

Foreign investment share





Research Background

Given the significant position and vast market of ASEAN, there is still **a need to enhance the understanding of local markets and consumers.** The existing literature only explores each of the 11 ASEAN countries individually, no studies have taken to identify key issues and gaps in consumer behavior research across these member states.

Research Objectives



Conduct a literature review to identify key topics and research gaps in consumer behavior across ASEAN-11 countries.

01

Understand the current state of consumer behavior research in various countries based on the **consumer behavior decision theory**.

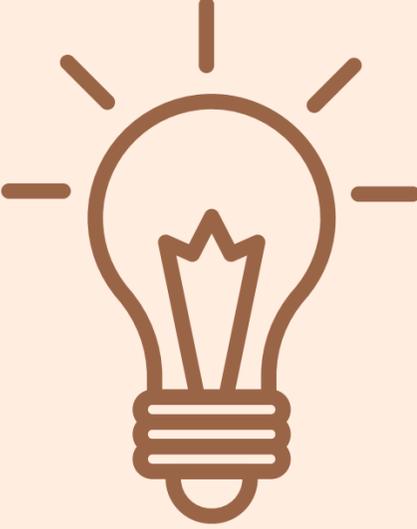
02

Identify existing **research gaps** and propose future **research directions**.

03

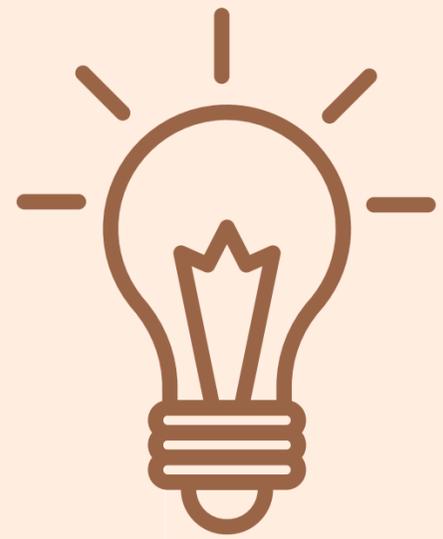
Provide **recommendations for governments and businesses** who are interested in entering the ASEAN market.

Research Method



This study conducts an **exploratory research** on consumer behavior in ASEAN countries via **literature review**. The literature is from the articles published in reputable journals in English in most recent years. There are **15** articles per country, total **165** articles.

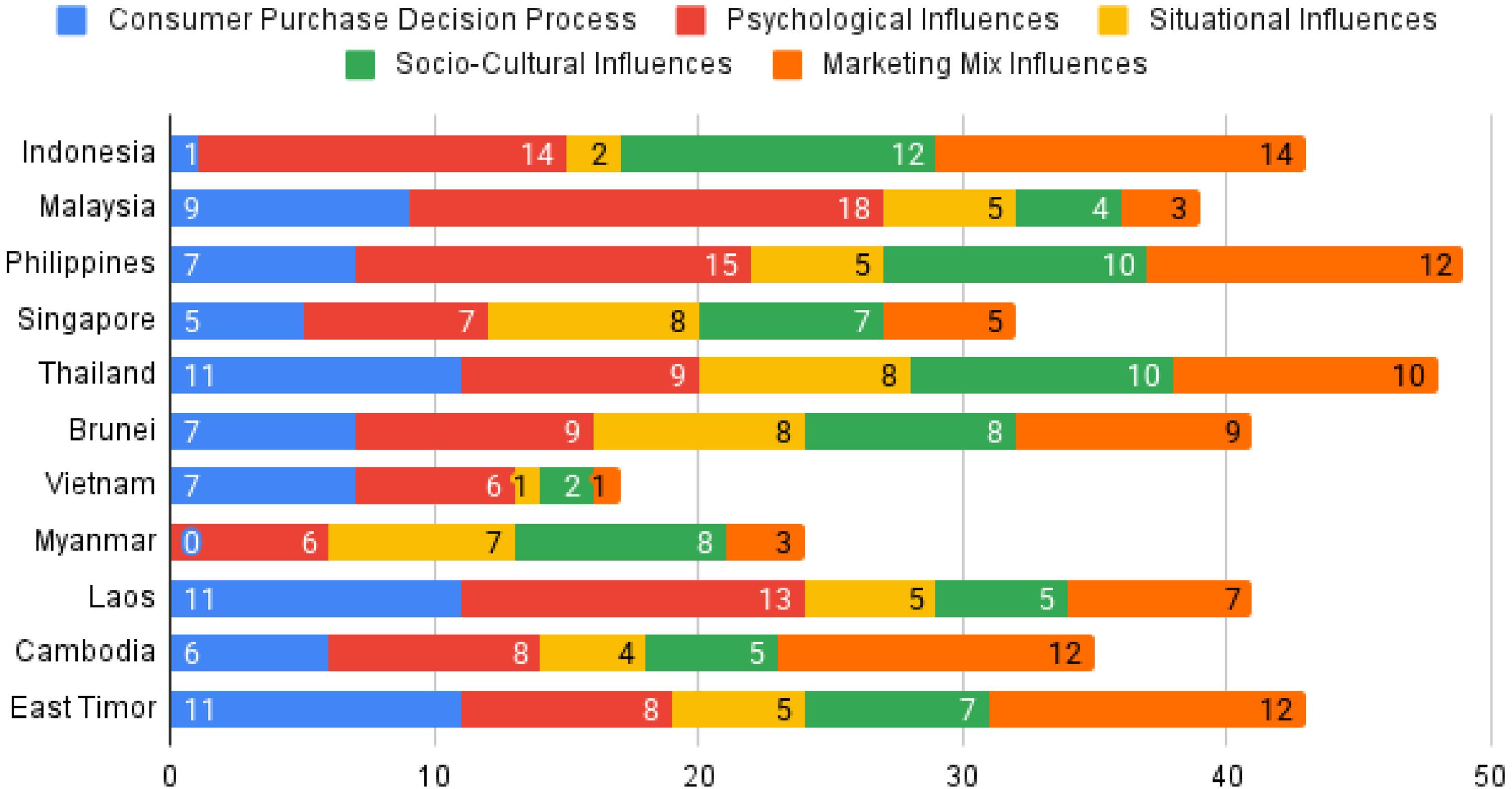
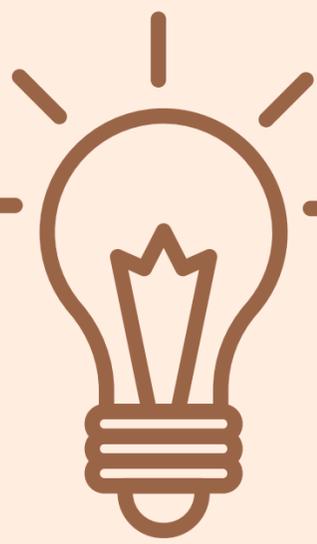
Research Framework



Findings

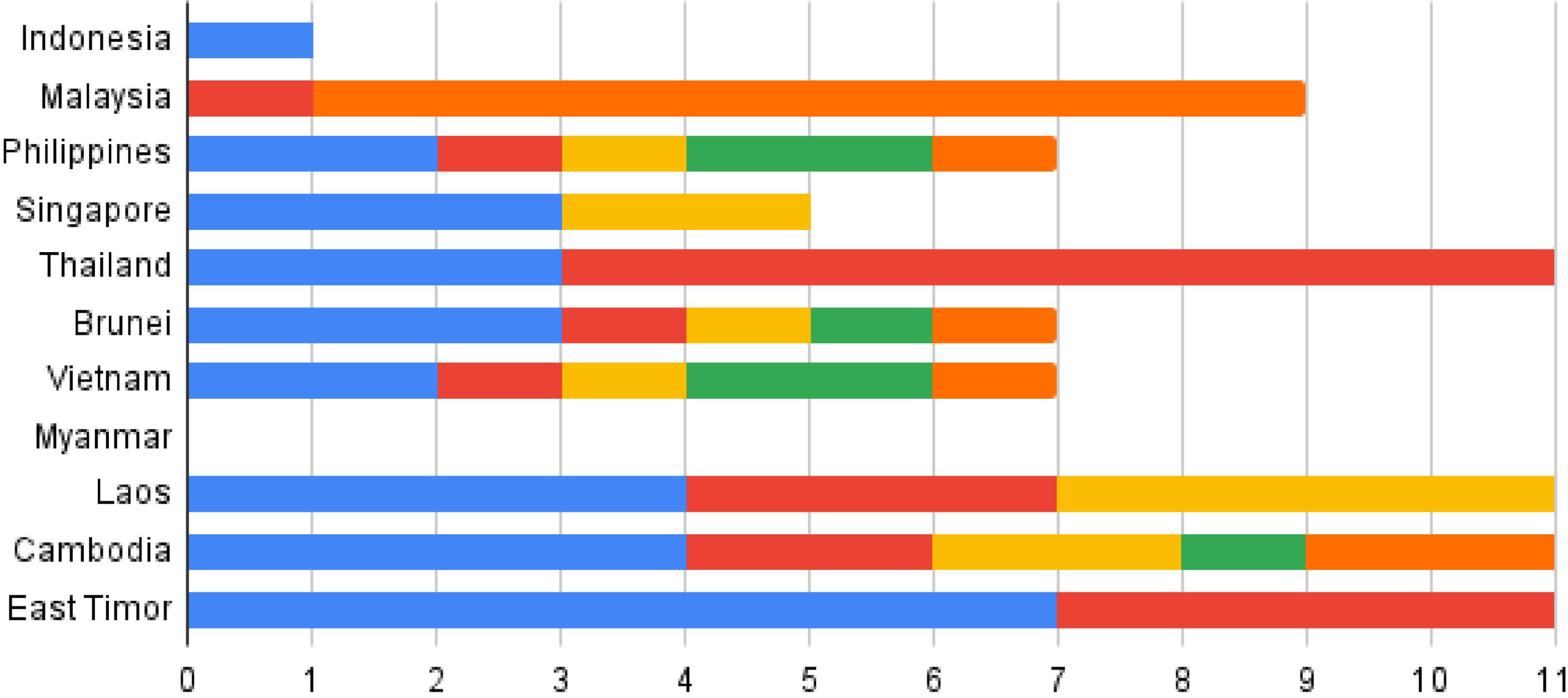
Factors Influencing the Consumer Purchase Decision Process		Indonesia	Malaysia	Philippines	Singapore	Thailand	Brunei	Vietnam	Myanmar	Laos	Cambodia	East Timor	Subtotal
Consumer Purchase Decision Process	Problem Recognition	1	0	2	3	3	3	2	0	4	4	7	27
	Information Search	0	1	1	0	9	1	1	0	3	2	4	22
	Evaluation of Alternatives	0	0	1	2	8	1	1	0	5	2	1	21
	Purchase Behavior	0	0	2	0	5	1	2	0	1	1	8	20
	Post-Purchase Behavior	0	8	1	0	3	1	1	0	1	3	2	20
	Total	1	9	7	5	11	7	7	0	11	6	11	75
Psychological Influences	Motivation	0	15	1	0	6	6	1	0	0	2	2	33
	Personality	4	0	0	0	0	3	0	0	0	0	0	7
	Perception	0	6	4	4	7	6	3	2	5	4	7	48
	Learning	0	0	4	1	0	0	0	0	3	0	0	8
	Values, Beliefs, and Attitudes	7	9	4	2	8	7	2	3	5	2	3	52
	Lifestyle	3	2	2	0	0	0	0	1	1	0	6	15
	Total	14	18	15	7	9	9	6	6	13	8	8	113
Situational Influences	Purchase Task	0	0	1	0	8	5	0	2	2	0	4	22
	Social Environment	1	2	2	5	0	4	0	4	4	2	0	24
	Physical Environment	1	3	1	3	8	2	1	1	1	2	1	24
	Temporal Effects	0	0	0	0	0	3	0	0	0	0	0	3
	Pre-Purchase State	0	0	1	0	2	2	0	0	0	0	0	5
	Total	2	5	5	8	8	8	1	7	5	4	5	56
Socio-Cultural Influences	Personal Influence	5	1	1	2	8	3	0	3	3	1	1	28
	Reference Groups	0	0	2	0	7	4	1	3	3	2	2	24
	Family	0	0	2	1	3	0	0	0	0	0	0	6
	Culture	7	3	5	4	3	6	1	1	2	2	4	38
	Subculture	0	0	0	0	0	1	0	1	0	1	0	3
	Total	12	4	10	7	10	8	2	8	5	5	7	78
Marketing Mix Influences	Product	7	0	3	3	9	3	0	1	3	6	8	43
	Price	2	1	1	0	6	5	0	0	6	1	4	26
	Promotion	5	1	6	0	3	5	0	1	0	7	3	31
	Place	0	1	2	2	4	5	1	1	2	1	9	28
		Total	14	3	12	5	10	9	1	3	7	12	12

Factors Influencing the Consumer Purchase Decision Process

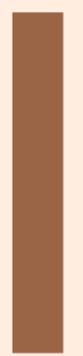
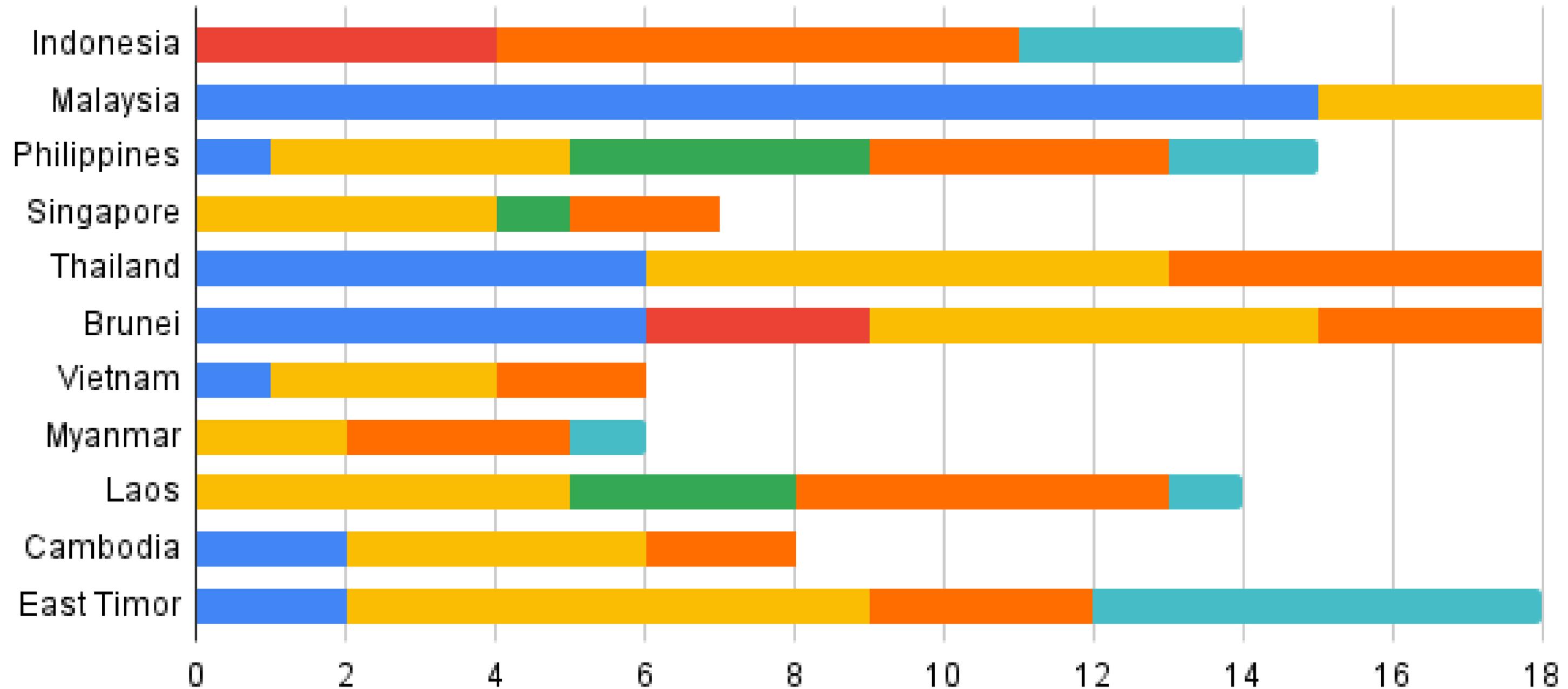


Consumer Purchase Decision Process

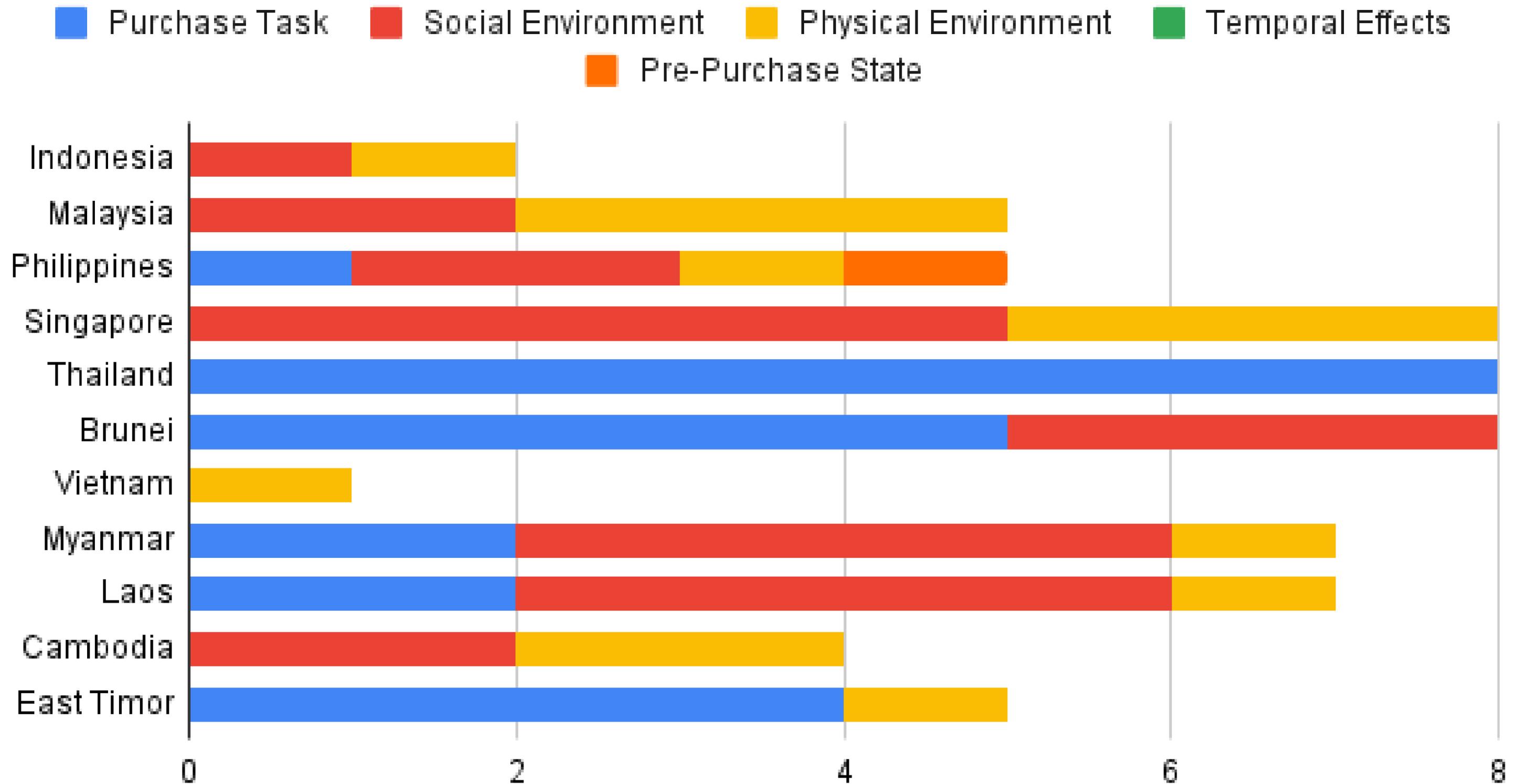
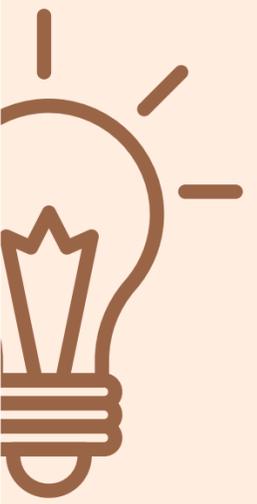
- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Behavior
- Post-Purchase Behavior



Psychological Influences

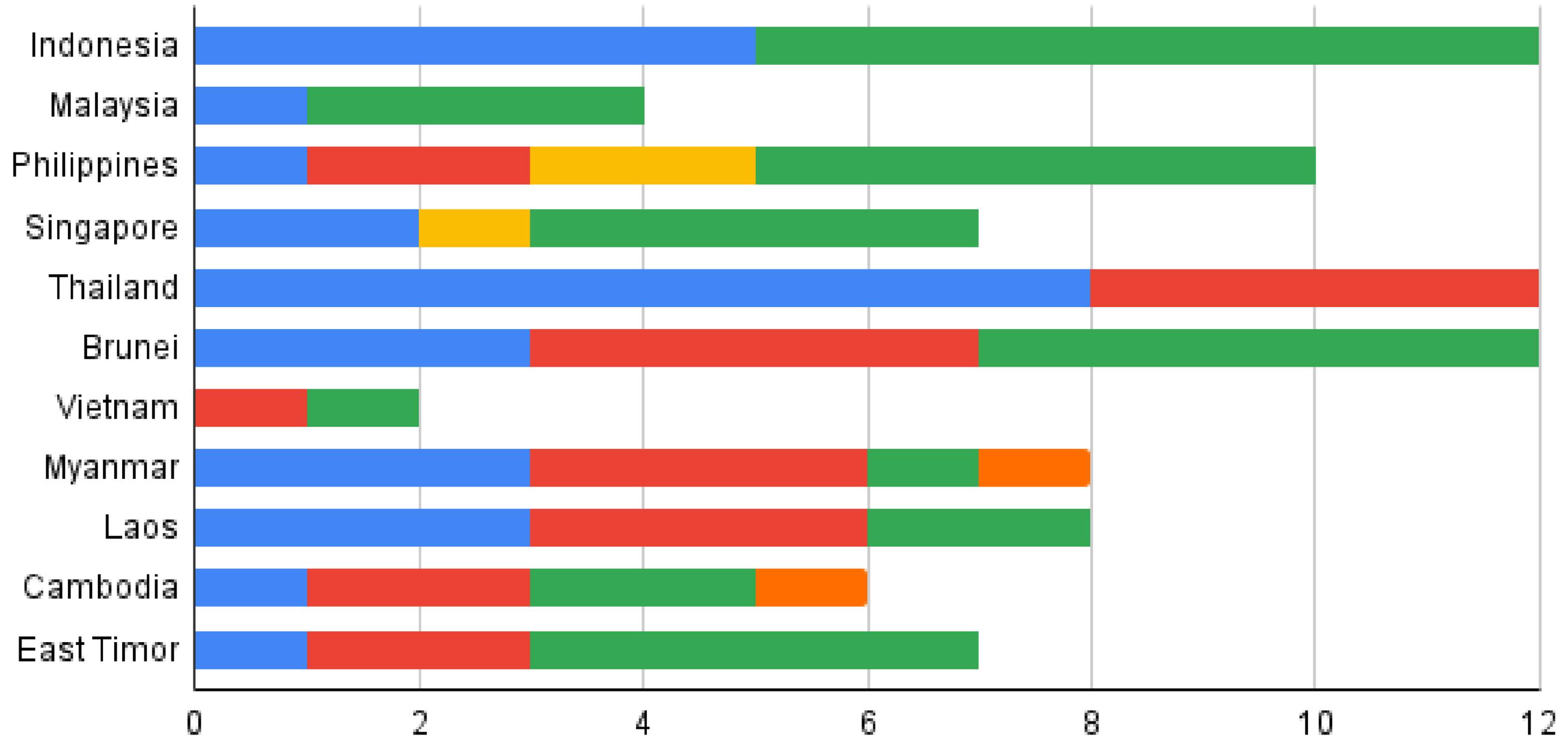


Situational Influences



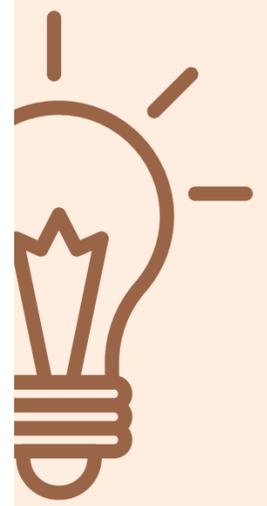
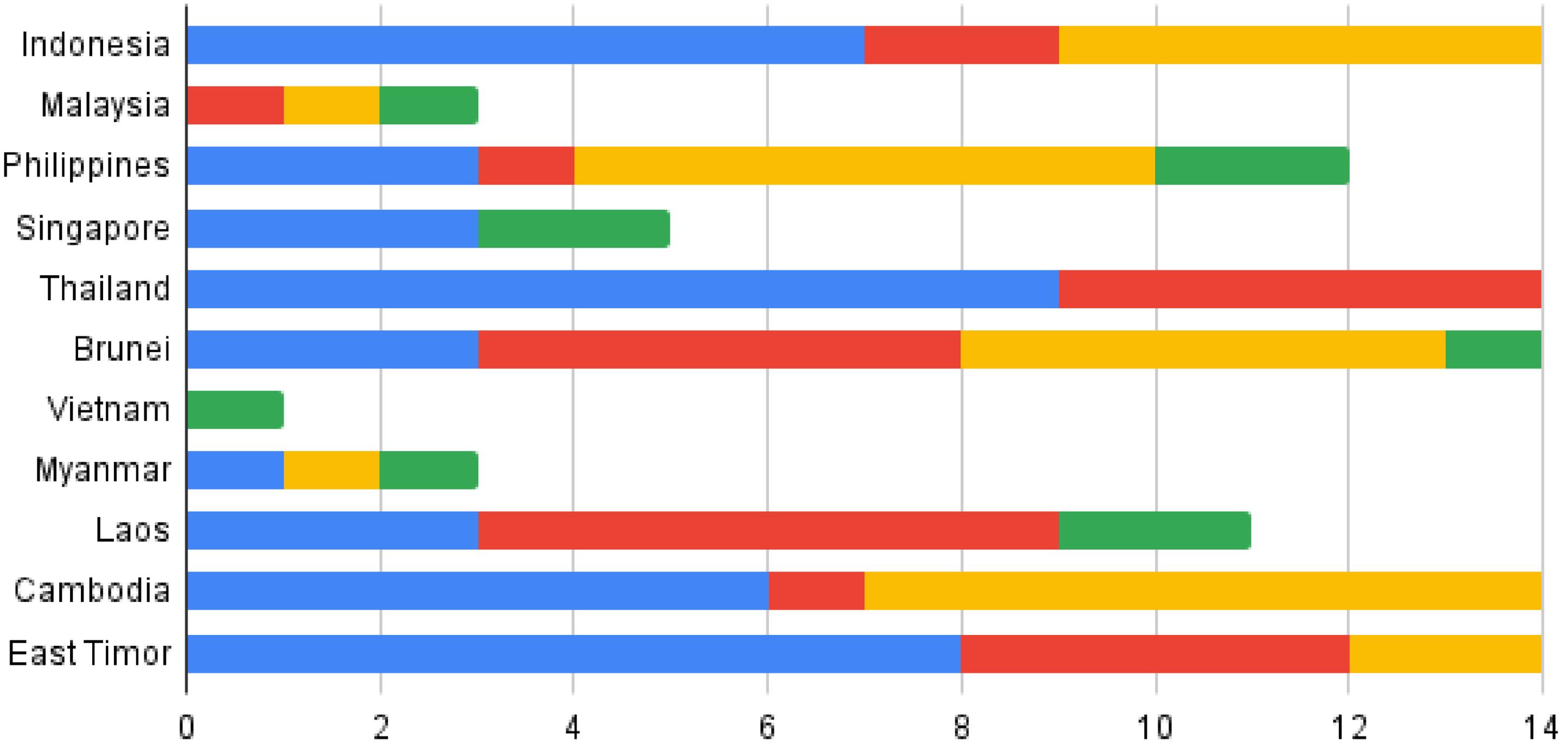
Socio-Cultural Influences

Personal Influence Reference Groups Family Culture Subculture

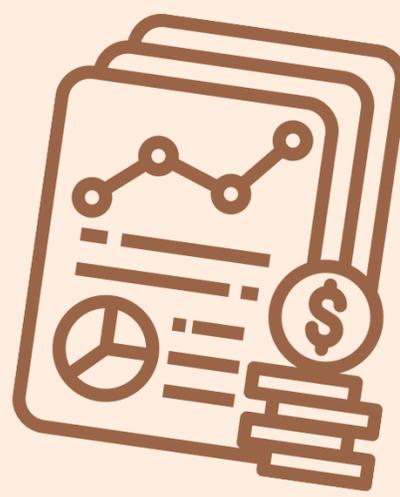


Marketing Mix Influences

Product Price Promotion Place



Conclusion I



01

The key focus areas of consumer behavior research vary across ASEAN countries.

02

The impact of psychological factors on consumer behavior is a primary research topic for ASEAN countries.

03

The influence of situational factors on consumer behavior is the most underexplored area.

Conclusion II



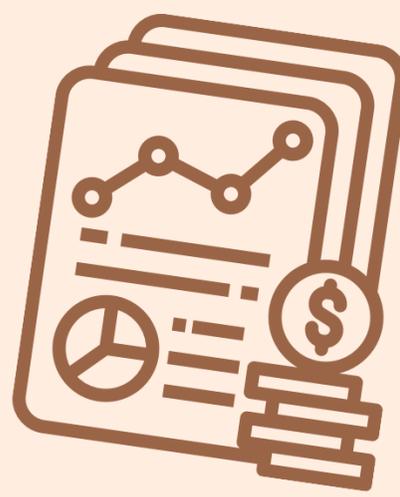
04

Culture plays a decisive role in ASEAN consumer behavior, with religion being a significant factor.

05

The Theory of Planned Behavior and the Technology Acceptance Model are the main theoretical foundations for marketing research in ASEAN.

Conclusion III



06

Machine learning theories applied in CB research are gaining attention

07

Tourism industry is a major research focus

08

Food safety and health concerns such as organic food are trending topics

Conclusion IV



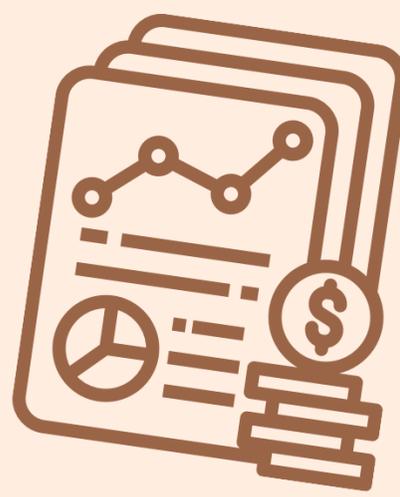
09

Green economy and environmental protection are increasingly favored such as renewable energy

10

Digital transformation has become mainstream (Internet, e-wallets)

Conclusion V



11

Social media influence is expanding

12

Millennials and young consumers are key target markets

13

Pandemic-related concerns remain significant

14

Cross-country research is increasing

Academic Recommendations I



ASEAN countries should strengthen consumer decision-making studies

The gaps in consumer behavior research across countries should be addressed.



Indonesia, Singapore, Brunei, and Myanmar lack studies on consumer decision-making › Malaysia, Vietnam, and Myanmar need more research on marketing mix › and Philippines, Thailand, Vietnam, Laos, Cambodia, and Timor-Leste should focus on situational factors in consumer behavior

Academic Recommendations II



The exploration of the impact of situational factors on consumer behavior should be strengthened.



Apply more behavioral theories to predict consumer behavior



Cross-national research is essential



Implications I



1

Businesses must recognize the role of religion and culture in ASEAN consumer behavior

2

Utilize AI to predict ASEAN consumer trends

3

Integrate tourism industry into market expansion strategies

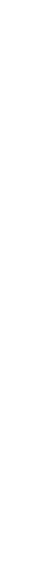
Implications II



Companies must prioritize food safety and health concerns



Green economy and environmental industries represent future business opportunities



Implications III



Accelerate digital transformation to meet market demands



Effectively leverage social media for strategic marketing



Practical Implications IV



8

Target young consumers as the primary market

9

Monitor the long-term impact of the pandemic on ASEAN consumer behavior



Thank You