

CASE STUDIES:

ASEAN AUTOMOTIVE

Overview

This study is a qualitative consumer research conducted in Thailand as part of the 2024 ASEAN Consumer Study. It aims to understand Thai consumers' vehicle ownership, usage behavior, purchase journey, and future vehicle intentions across different car segments. The study also explores cultural influence, lifestyle, and brand perception toward global automotive brands

Objectives

The main objectives of the study are:

- To understand Thai consumers' past, current, and future vehicle purchase behavior.
- To identify key buying factors (KBFs) influencing vehicle selection.
- To explore vehicle usage patterns and satisfaction levels.
- To assess perceptions toward different engine types (gasoline, hybrid, EV).
- To evaluate brand awareness and brand image, especially toward global and non-Japanese brands.

Research Result

- Consumers demonstrate distinct usage patterns by vehicle type, with SUVs and MPVs linked to family usage and sedans linked to daily commuting.
- Key buying factors commonly revolve around safety, economic value, reliability, brand reputation, and multipurpose usage.
- There is growing interest in hybrid and electric vehicles, though concerns remain around price, infrastructure, and practicality.
- Brand perception shows strong trust in established Japanese brands, while Chinese and Korean brands are recognized for value and innovation but still face concerns around long-term reliability and resale value.
- Cultural values, lifestyle evolution, and openness to global trends play an increasing role in shaping vehicle preferences and future purchase intentions.

Background

The Thai automotive market is highly competitive and rapidly evolving, driven by lifestyle changes, urbanization, and the growing trend of alternative energy vehicles such as HEVs and BEVs. Understanding consumer decision-making across different vehicle segments (sedan, SUV, MPV, pickup) is essential for automakers to stay competitive. This study was designed to capture deep consumer insights through group discussions across multiple ownership segments

Methodology

- Research Type: Qualitative Focus Group Discussions (MGD)
- Total Participants: 24 respondents
- Group Structure: 6 groups based on vehicle segments (B-Sub, B/C Sedan, SUV, MPV, Pickup)
- Session Length: 120 minutes per group
- Key Research Modules:
 - Thai social and cultural values
 - Lifestyle and consumption behavior
 - Vehicle purchase process & key buying factors
 - Vehicle usage & satisfaction
 - Future vehicle intention
 - Brand perception
- Data Collection Tools: Moderator-led discussion, showcards, and pre-session fill-out sheets

