

CASE STUDIES

MODULE 3 ASEAN EV



Overview

This case study focuses on understanding the current EV market landscape in Thailand by exploring consumer profiles, ownership experience, and future purchase intentions. The study covers both existing EV owners and potential EV buyers to capture a holistic view of adoption drivers and decision-making factors

Objectives

- To profile current EV owners and EV intenders in Thailand
- To understand key motivations behind EV purchase and consideration
- To explore ownership context such as charging behavior, parking environment, and usage patterns
- To identify differences between recent EV buyers and future EV intenders
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Research Result

At a high level, the study provides structured insights into EV consumer segments in Thailand, highlighting variations in ownership experience, purchase motivation, and future expectations. The findings establish a clear distinction between current EV owners and intenders, offering a foundational understanding of how consumers transition toward EV adoption

Background

With the rapid growth of the EV market in Thailand, consumers are increasingly considering electric vehicles as alternatives to traditional ICE, HEV, and PHEV cars. However, differences in ownership experience, charging environment, and purchase motivation remain critical factors influencing adoption. This study was initiated to gain structured insights into these differences across various consumer segments

Methodology

- The study employed a qualitative and structured recruitment approach using a detailed screener. Participants were recruited in Thailand and categorized into two main formats:
- MGD (Mini Group Discussion): EV owners and EV intenders
- HV (Home Visit): First-time EV owners from selected brands
- Strict screening criteria were applied, including vehicle ownership period, powertrain type, purchase intention timeframe, and comparison behavior during the buying process. Additional verification such as home charging setup and parking environment was required for HV participants.