



CONSUMER BEHAVIOUR IN ASIA

HELLMUT SCHÜTTE WITH
DEANNA CIARLANTE

For Mr.
Prime Minister,

Dr. M. J.
Michael
Dripp



PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA

CONSUMER BEHAVIOUR IN ASIA

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Consumer Behaviour in Asia

Hellmut Schütte
with
Deanna Ciarlante



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List of Abbreviations and Acronyms

AFTA	ASEAN Free Trade Area
APEC	Asia Pacific Economic Cooperation
ASEAN	Association of South East Asian Nations
ASEANIEs	ASEAN and NIEs
CNN	Cable Network News
DC	developed country
FIFA	Federation of International Football Associations
GIA	Gemstone Industry Association
GM	gentil membre
GO	gentil organisateur
JFA	Football Association of Japan
JSL	Japan Soccer League
LDC	less developed country
LSRSL	Large Scale Retail Stores Law
MLS	Major League Soccer
NIE	newly industrialised economy
OL	office lady
R&D	research and development
WTO	World Trade Organisation

Acknowledgements

When I went from Europe to Indonesia in 1972 to work as a young executive for a large multinational company in the field of marketing, I found myself in a different world wondering whether the accepted ideas, concepts and practices in Western markets were also true to Asia.

Ever since, and even more so since I joined the academic world in 1981, I have probed the assumption underlying the belief in the existence of a global consumer. During all those years, half of them spent in Asia and half in Europe and the USA, I met with a large number of executives, academics, researchers, students and, of course, ordinary consumers and tried to explore with them the differences and similarities between Asian and Western consumers. I owe my gratitude to all those who gave me some insight.

It was in the 1990s that I began to research the issue of consumer behaviour in greater depth, launching a number of research projects. With Valerie Vanier, who had just returned from a posting as marketing executive in Hong Kong, I produced the first working paper. This was broadened considerably with the help of Renita Kalhorn, whose previous career included giving music lessons to the Japanese community in Tokyo. I then explored the variations of consumer behaviour in China with Poy-Seng Ching, a Malaysian who now lives in Beijing. With Peter Yoo, I looked at leisure behaviour in Asia, from the eyes of a Korean who had appreciated life in California before joining us, as the others had, here in Fontainebleau, France.

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