

ASEAN Influencer Economy Boom: Creator Powerhouses Driving E-Commerce

ASEAN Influencer Economy · Answer Key · 10 Questions

1. In Southeast Asia, what percentage of consumers report buying a product based on an influencer recommendation, according to recent market analysis?

- A) 82%**
- B) 65%
- C) 40%
- D) 58%

2. Which Southeast Asian country is projected to have the largest creator economy market value by 2032, reaching US\$75.28 billion?

- A) Asia and Oceania**
- B) Indonesia
- C) Thailand
- D) Vietnam

3. As of 2025, what is the projected market size of social commerce in Southeast Asia, according to Bain & Company?

- A) USD \$90 billion
- B) USD \$150 billion**
- C) USD \$47.6 billion
- D) USD \$680 million

4. In Malaysia, what percentage of social media users have purchased a product after an influencer recommendation?

- A) 58%**
- B) 85%
- C) 30.7%
- D) 83.1%

5. Which platform is identified as having a significant increase in user base in the Asia-Pacific region for 2024, impacting social commerce?

- A) TikTok Shop**
- B) Instagram
- C) Facebook
- D) WeChat

6. In Vietnam, what format of shopping has redefined consumer discovery and purchasing, becoming central to how consumers engage?

- A) Live commerce**
- B) Influencer marketing
- C) Short-form video
- D) Social media ads

7. According to a 2024 Deloitte survey, what percentage of respondents in Southeast Asia are aware of esports?

- A) 94%**
- B) 82%
- C) 60%
- D) 32%

8. In the Philippines, the creative economy expanded to PHP2.12 trillion in 2025, with the largest contribution coming from which segment?

- A) Symbols and images
- B) Digital interactive goods and services**
- C) Advertising, research and development
- D) Media publishing and printing

9. Which country in Southeast Asia leads in consumer trust regarding influencer recommendations, with 92% of consumers relying on them?

- A) Thailand
- B) Indonesia**
- C) Singapore
- D) Vietnam

10. What is the projected annual growth rate for Malaysia's influencer advertising market, aiming for a market volume of \$119.29 million by 2030?

- A) 9.14%**
- B) 20.8%
- C) 16.3%
- D) 6.9%