

# ASEAN Influencer Economy Boom: Creator Powerhouses Driving E-Commerce

ASEAN Influencer Economy · Practice Test · 10 Questions

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**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%