

The ASEAN 5000 Survey

How can EV manufacturers leverage the shifting perceptions of Filipinos towards East Asian brands?

Part 3

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Building on the insights from the first two parts of this series, this article explores how manufacturers can leverage the shifting perceptions of Filipinos towards East Asian automobile brands

01

How has the brand perception of ASEAN6 towards East Asian changed in the last 10 years?

02

How has the brand perception of Filipinos towards East Asian brands changed in the last 10 years?

03

How can EV manufacturers leverage the shifting perceptions of Filipinos towards East Asian brands?



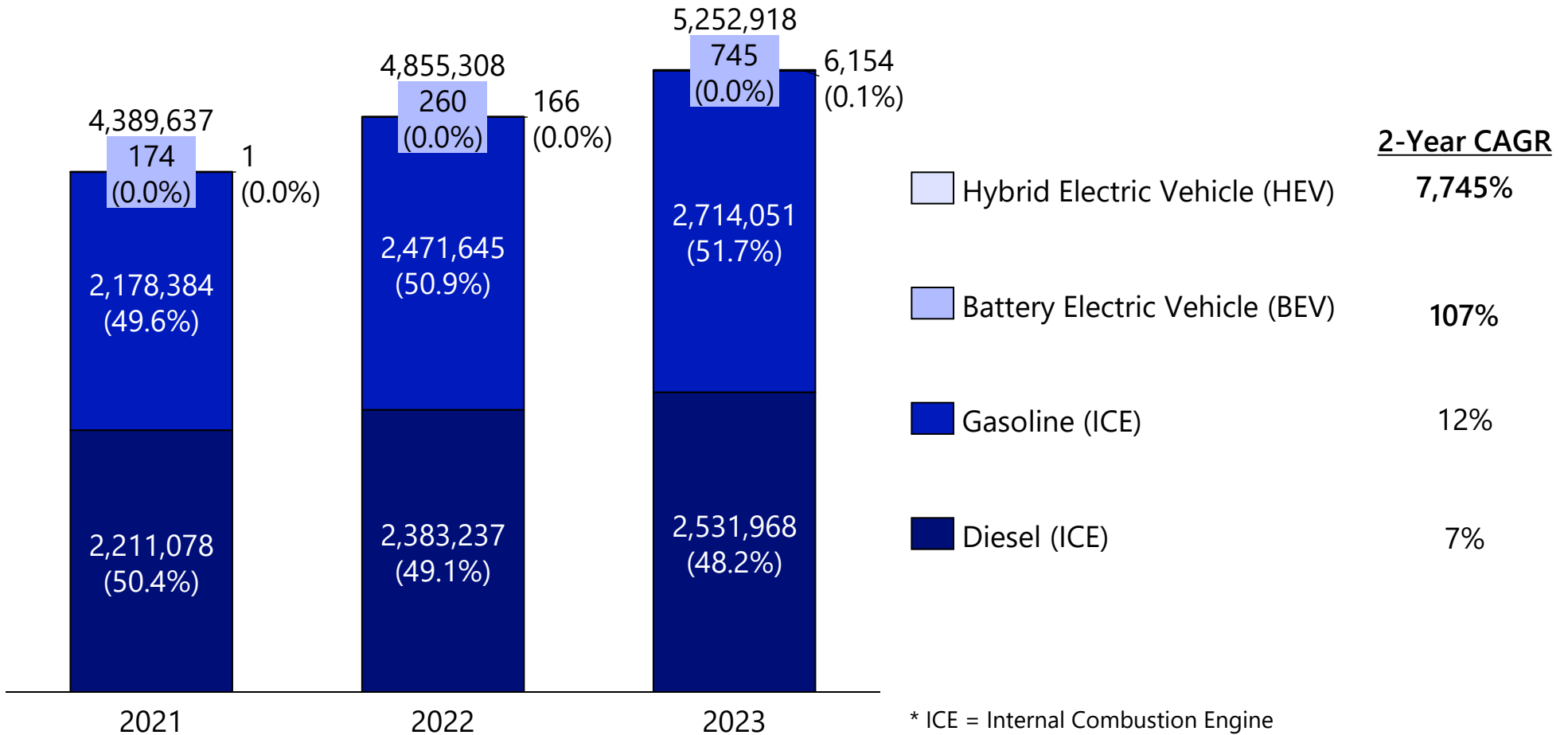
How can EV manufacturers leverage the shifting perceptions of Filipinos towards East Asian brands?



EVs in the Philippines

Number of registered electric vehicles (EV) have shown significant growth in the Philippines in the last 3 years.

Vehicle Registration Data by Powertrain (Includes Cars, SUVs, and UVs)
In units and ratio (%) to total registered vehicles



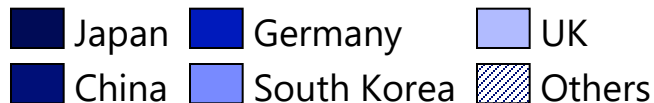
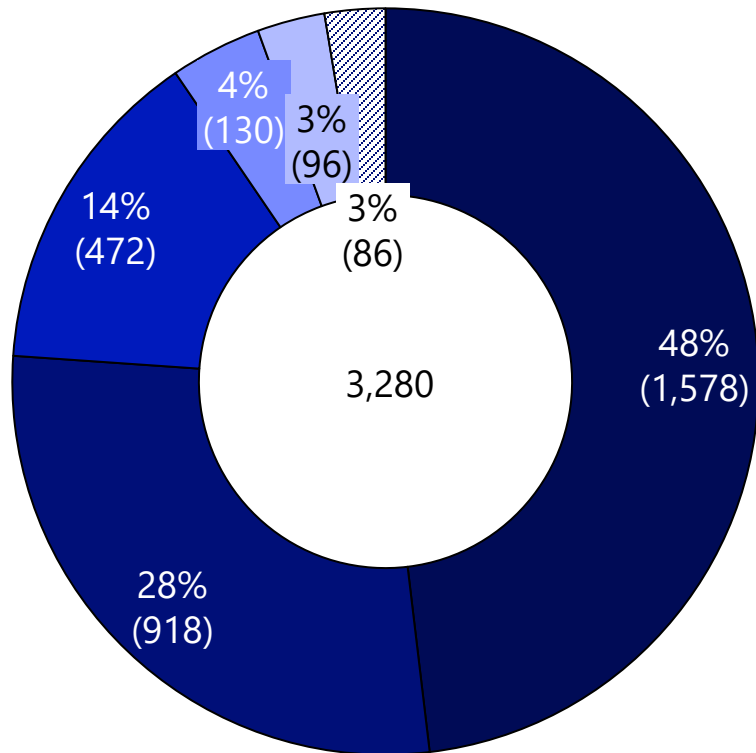


4-wheeler EV imports

In 2023, Japan and China were the top sources of 4-wheeler EV imports to the Philippines, leading both in terms of country of origin and individual brand import volumes.

4-Wheeler EV Imports by Country of Brand (2023)

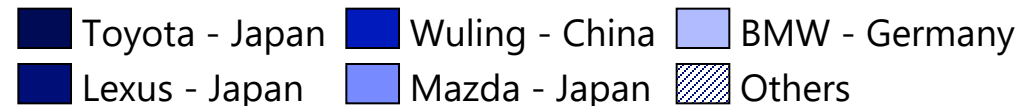
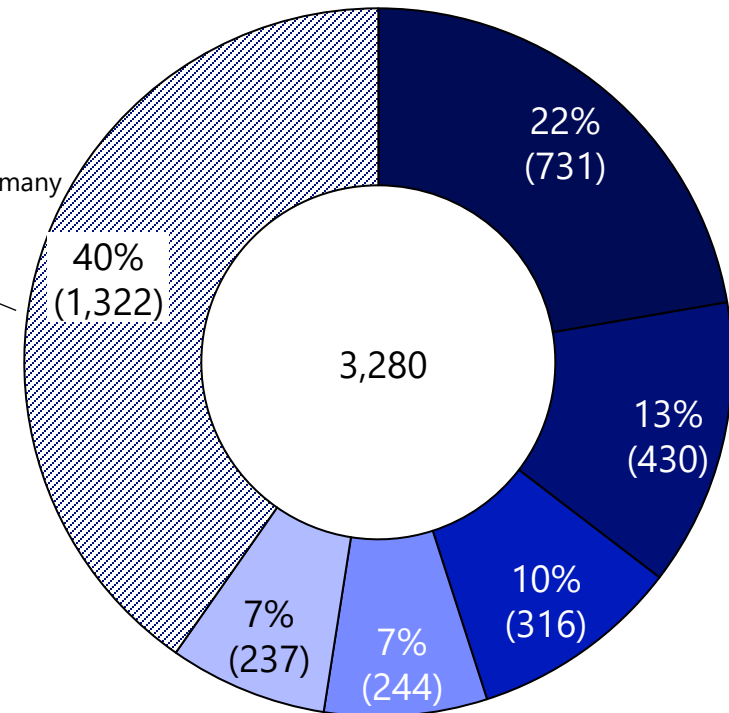
Includes all types of EVs (BEV, PHEV, and HEV); in units



4-Wheeler EV Imports by Brands (2023)

Includes all types of EVs (BEV, PHEV, and HEV); in units

Top 5 – Others:
 Haval – China
 BYD – China
 Nissan – Japan
 Mercedes-Benz – Germany
 Kia – South Korea

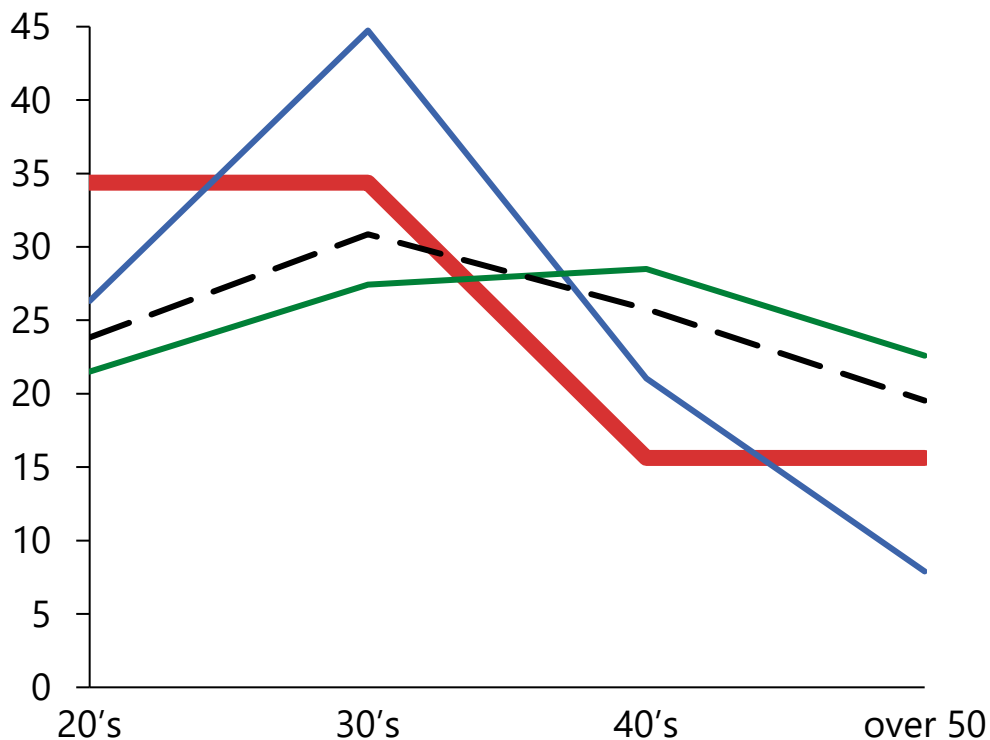




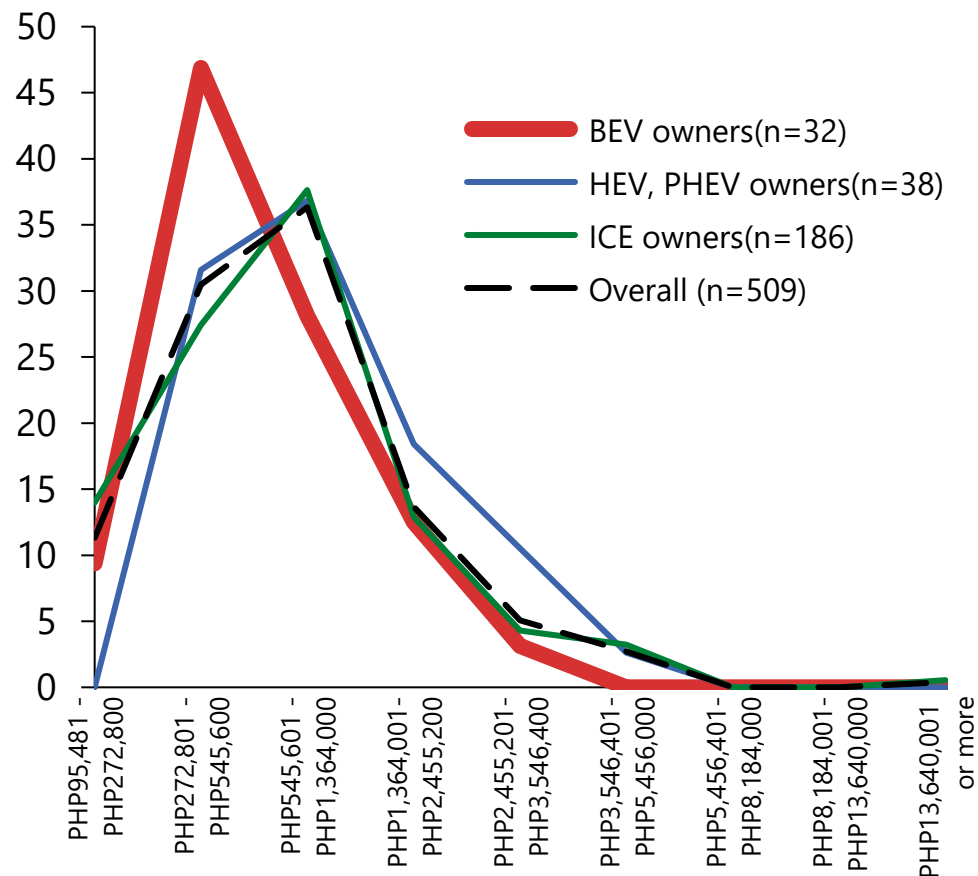
Who are the EV Owners in the Philippines?

BEV owners in the Philippines are mainly young adults in their 20s and 30s, who are likely dependents of the older, higher income group.

Ages (%)



Annual household incomes (%)

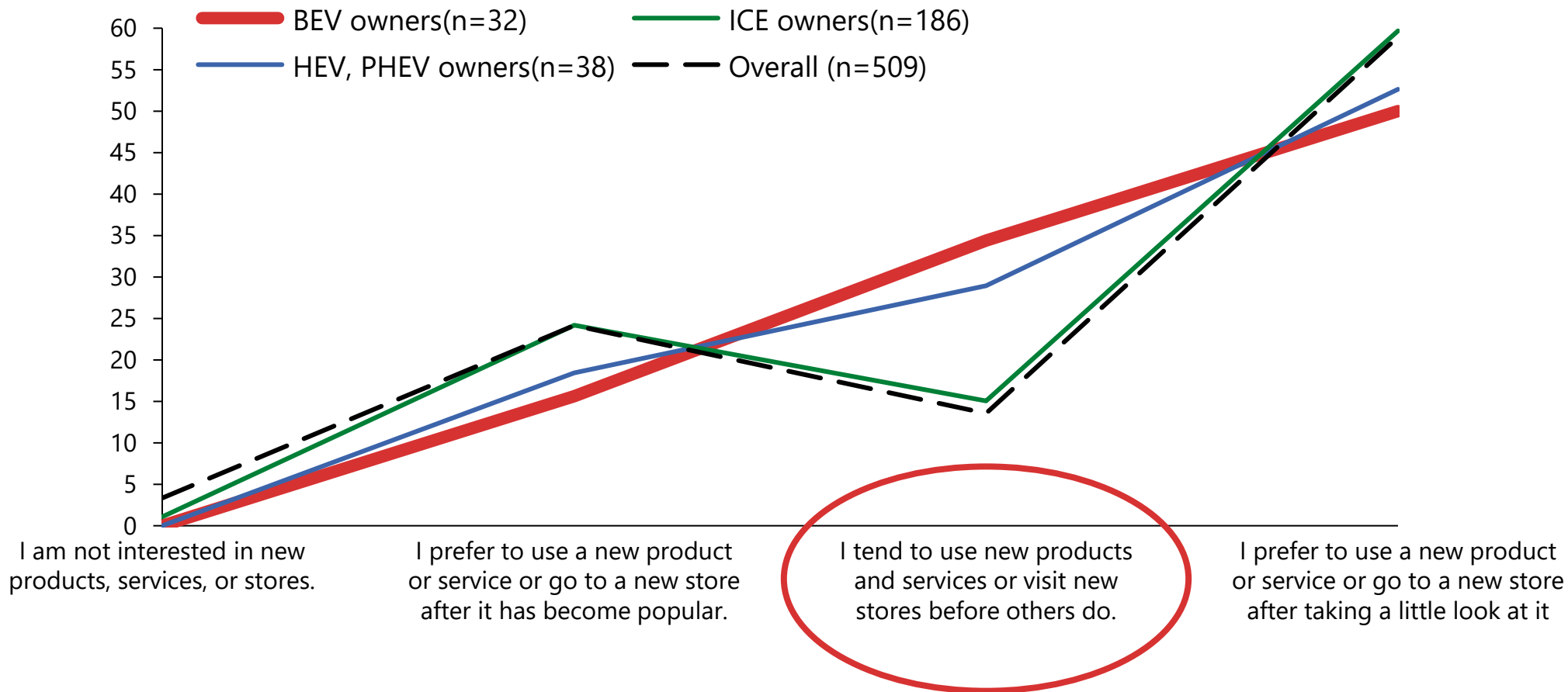




Characteristics of EV Owners in the Philippines

Filipino BEV owners can be characterized as innovators, with higher tendency to try new products or visit new stores before others compared to other vehicle owners.

Consumers' thoughts and behaviors on new products and services (%)

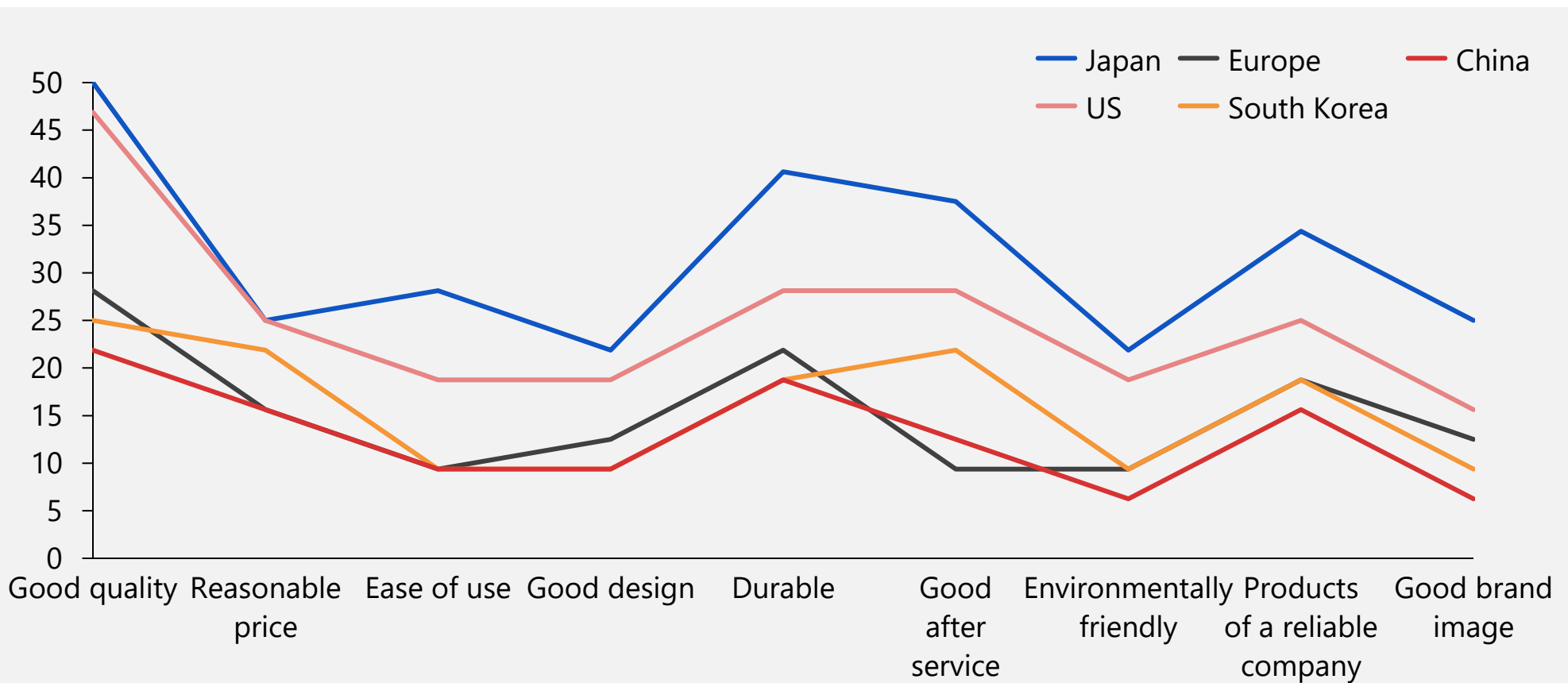




Brand Image of Each Country's Automobile for BEV Owners

For BEV owners in the Philippines, Japanese automobile brands are highly regarded, while Chinese automobile brand image is unexpectedly low despite the high volume of imports.

Brand Image of each country's automobiles (BEV owners (n=32); multiple answers, %)

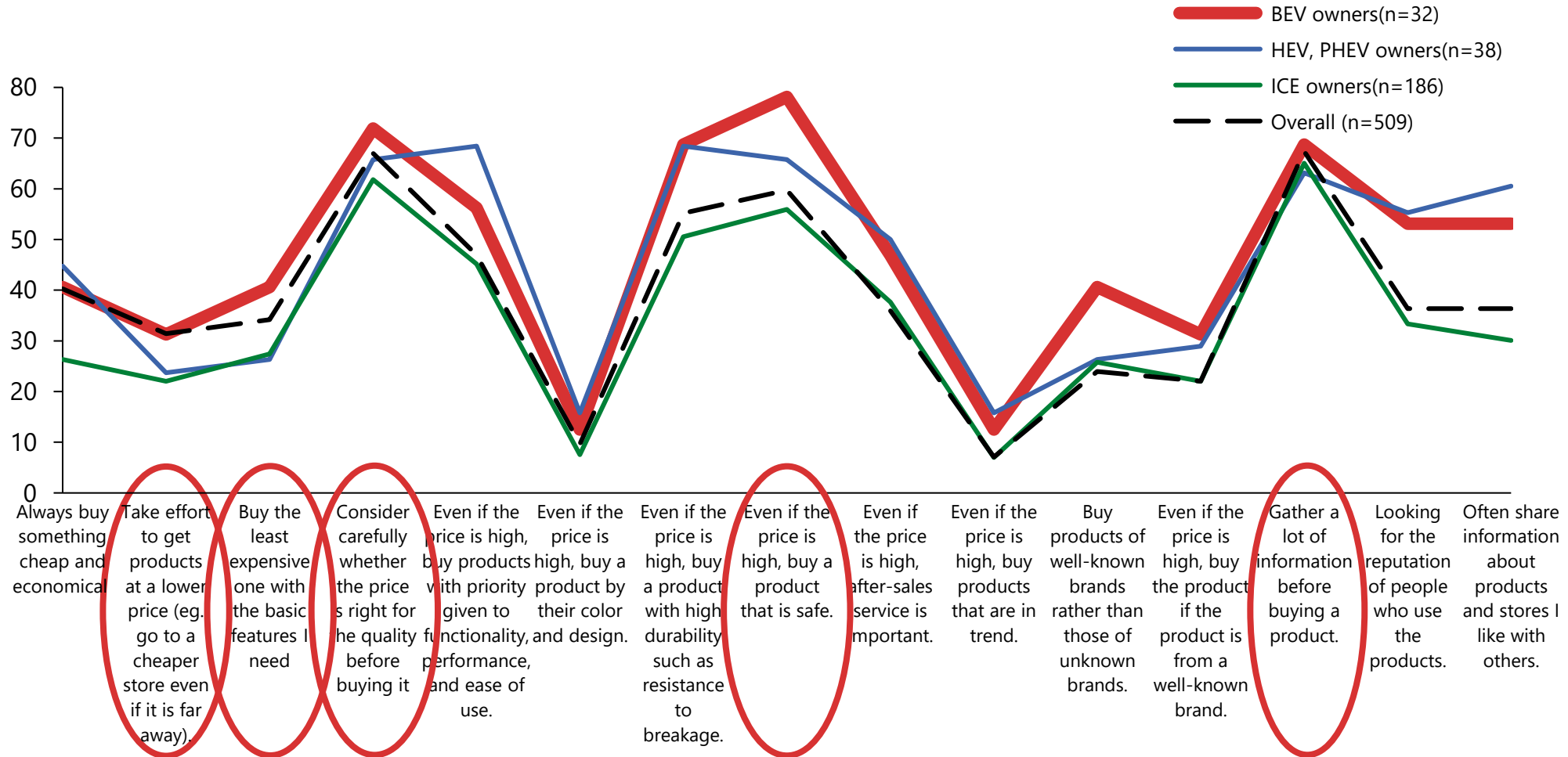




How can manufacturers leverage consumption value of Filipino BEV Owners? (1/2)

Manufacturers should emphasize product safety and provide information about their products, as Filipino BEV owners are vigilant when making purchases.

Consumption values (percentage of respondents who agree, %)

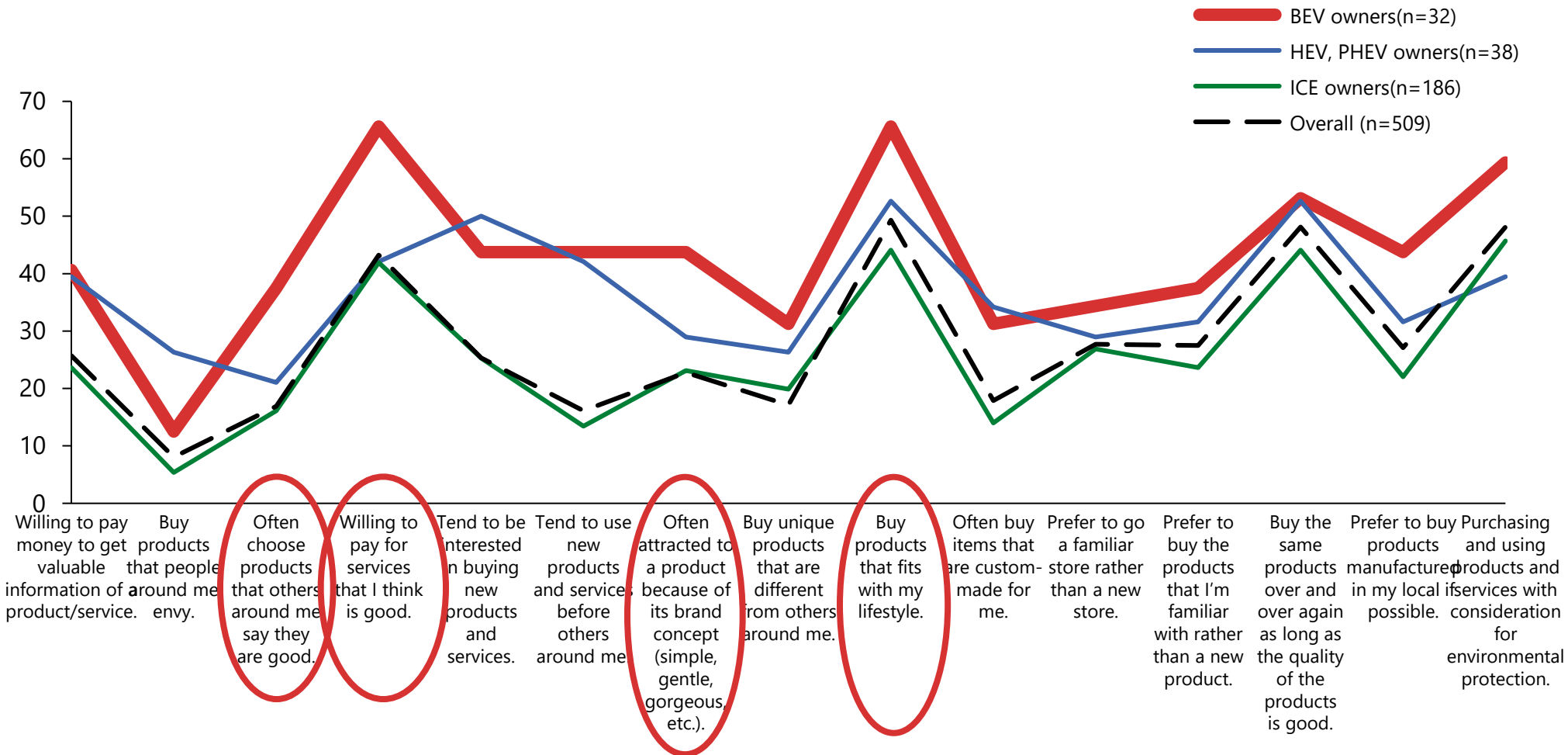




How can manufacturers leverage consumption value of Filipino BEV Owners? (2/2)

Manufacturers should promote products with appealing concepts and fit target market's lifestyle, especially for younger audiences (BEV owners).

Consumption values (percentage of respondents who agree, %)



※ Bold line: The percentage of BEV owners are higher than HEV / PHEV owners for 5% or more.

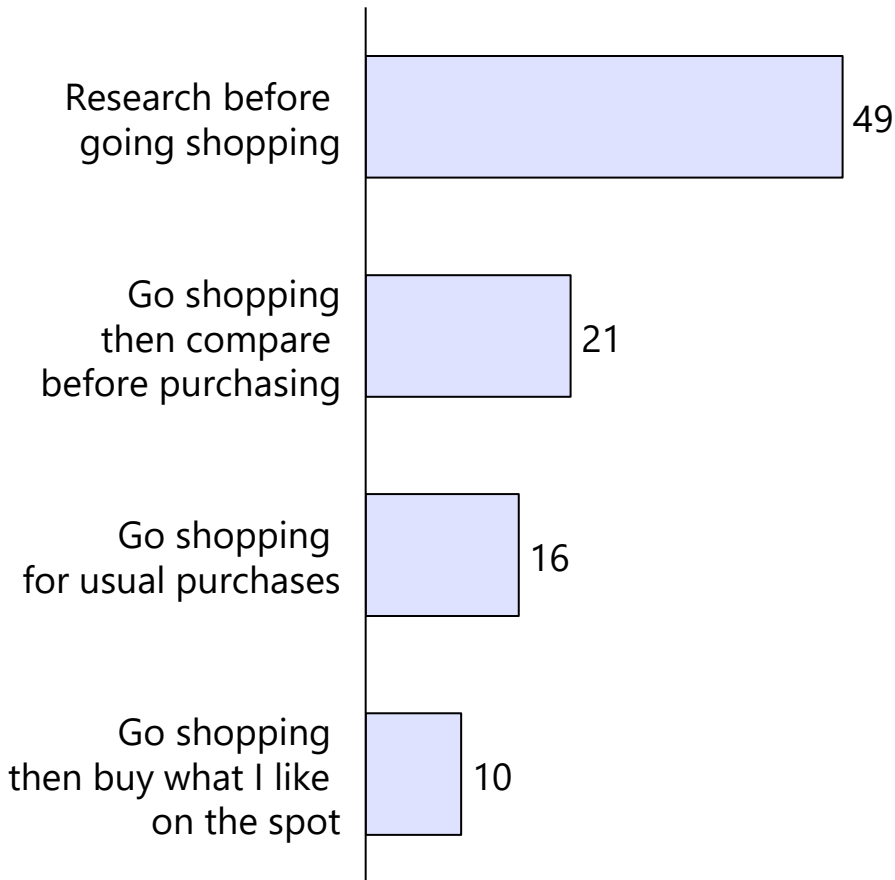


How can manufacturers leverage purchasing behavior and key influencing factors?

When marketing to Filipino buyers, manufacturers should explore improving tangible experiences (through showrooms or events), and employing influencers and online personalities.

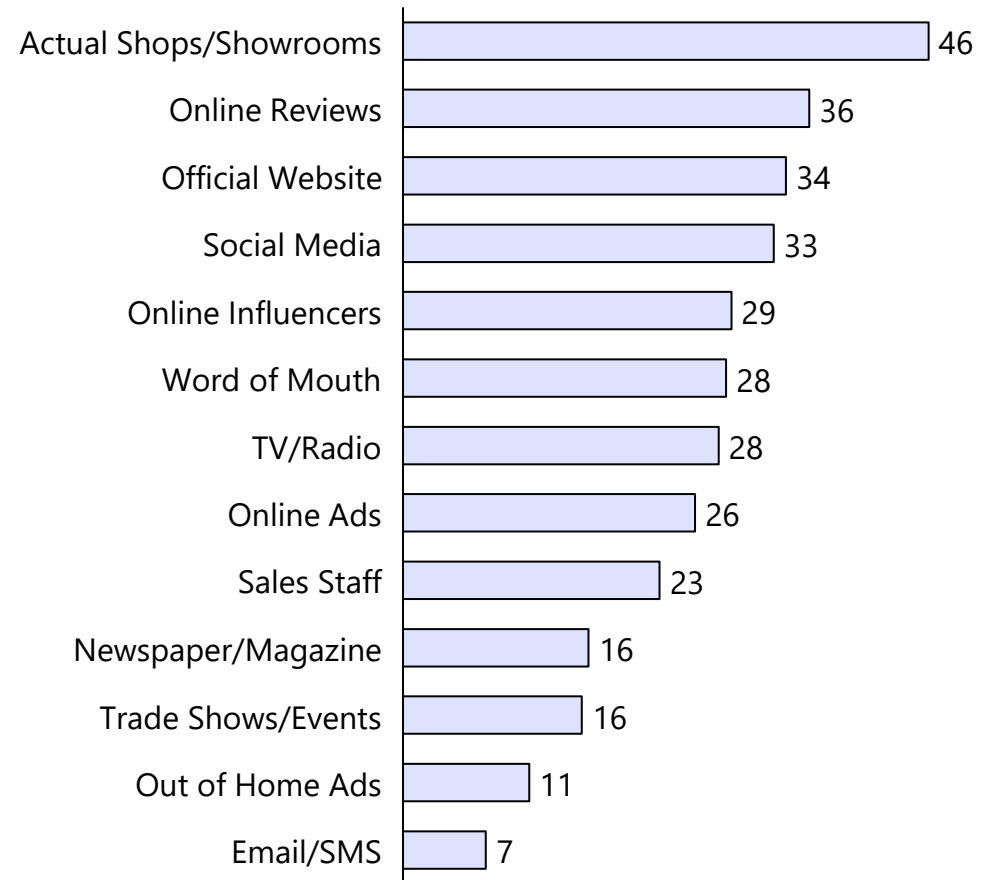
Automobile purchasing behavior

(Multiple answers, in %)



Source that influence automobile purchase decision

(Multiple answers, in %)



Key Takeaways

As we've explored through this 3-part series, significant shifts in brand perception across ASEAN6 and the Philippines have been observed. To conclude, here are the key takeaways for leveraging the shifting perceptions of East Asian brands to better align with evolving consumer preferences.

01

How has the brand perception of ASEAN6 towards East Asian changed in the last 10 years?

- ASEAN 6's perception of Japanese brands maintained a generally positive impression but has seen a noticeable decline, while South Korean and Chinese brands have improved their image, with South Korean brands seen as reliable and Chinese brands as creative.

02

How has the brand perception of Filipinos towards East Asian brands changed in the last 10 years?

- Similar to ASEAN6 trends, Japanese brands in the Philippines remain positive but have declined slightly, now on par with American brands. South Korean brands have improved across all age groups, and Chinese brands have gained traction among those in their 30s and 40s.

03

How can EV manufacturers leverage the shifting perceptions of Filipinos towards East Asian brands?

- To capture the innovative and early-adopting Filipino BEV market, manufacturers should focus on appealing to lifestyle concepts of its younger audience and drive information about its products, especially on safety and quality. Marketing efforts should also focus on enhancing tangible experiences, while also tapping influencers and online personalities to maximize online exposure.



**Envision the value,
Empower the change**