

**AN EXPLORATORY STUDY OF CONSUMERS' ATTITUDES TOWARDS ASEAN ECONOMIC
INTEGRATION**

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ABSTRACT

This research explores and compares the attitudes towards ASEAN Economic Community (AEC) between Thai and Singaporean citizens. Self-administered questionnaires were used to collect survey data of which 1,462 Thai and 647 Singaporean respondents are usable in this study. The result shows that there is a significant difference in the level of attitudes in supporting AEC between Thais and Singaporeans. By using Univariate ANOVA, we found that age, education, news consumption frequency and most watched TV program explain the differences in the level of attitudes towards AEC among Singaporeans.

Keywords: *Cross-cultural study, Attitudes towards economic integration, ASEAN*