

Shaping Sustainable Choices: Branding and Digital Trust in ASEAN Consumer Behaviour

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[https://doi.org/10.35609/gcbssproceeding.2025.1\(103\)](https://doi.org/10.35609/gcbssproceeding.2025.1(103))

ABSTRACT

Sustainable consumer behaviour is becoming in as many ways critical for achieving balanced economic growth and environmental sustainability, especially in the fast-changing ASEAN markets. Countries such as Singapore, Malaysia, and Vietnam have shown growing consumer interest in buying environmentally responsible products, driven by rising prosperity and awareness (Statista, 2024; Taufique & Vaithianathan, 2018). However, empirical cross-country insights into what drives this sustainable behaviour remain limited (UNCTAD, 2023). This study fills in the gaps by exploring how branding strategies and digital trust affect sustainable consumer behaviour in all of ASEAN. Using a conceptual framework grounded in consumer behaviour theory and sustainability branding literature, the paper examines the predictive roles of these constructs using secondary panel data (Zhou, Wang, & Zhao, 2020).

JEL Codes:

Keywords: *Sustainable consumption, branding, digital trust, ASEAN, consumer behaviour.*