Understanding Singaporeans

Values, Lifestyles, Aspirations and Consumption Behaviors

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*Values, Lifestyles, Aspirations and
Consumption Behaviors*

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To Mei, and our sons, Ming and Kang

— Kau Ah Keng

*To my wife, Hoyun, and two children, Andrew and Gina,
who spent six wonderful years with me in Singapore*

— Jung Kwon

To Paul Ananth and our families

— Tambyah Siok Kuan

To my dear mother

— Tan Soo Jiuian

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Kau Ah Keng
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Foreword

As we witness the uncertain economy during the first decade of this century, Singapore is transforming herself so that Singapore will continue her economic growth. The slow economy in Singapore has been the driving force for the fast development of new initiatives such as the government policy on the sales tax and the retirement savings plan, the knowledge-based economy, small and medium sized enterprises, entrepreneurship, etc. To implement a new policy or to launch a new business, one must understand the culture, lifestyles, and mindset of Singaporeans.

In *Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*, Kau Ah Keng, Jung Kwon, Tambyah Siok Kuan, and Tan Soo Juan have gone through a painstaking exercise by conducting a comprehensive study of the values and lifestyles of different segments of Singaporeans in terms of age, gender, marital status, race, and religion. Specifically, this book offers an in-depth insight regarding Singaporeans' perspective on value orientations, personal values, life aspirations, life satisfaction, leisure activities, media habits, and the Internet usage. In addition, this book highlights the changes in the value system by comparing the survey results obtained in 1996 and 2001.

This book is written with clarity and sincerity. The survey results displayed in this book and their corresponding implications are invaluable to government officials, entrepreneurs, business executives, administrators, as well as the general public. As an expatriate myself, this book helped me

to gain a deeper understanding about Singaporeans. In retrospect, I would have done certain things differently after reading this book.

Christopher Tang
Dean and Cycle and Carriage Chaired Professor
NUS Business School
National University of Singapore
December 2003

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