

# DECLINING NATIONAL BOUNDARIES OF FOOD PREFERENCES IN SOUTHEAST ASIA? AN ANALYSIS OF ASIAN STUDENT SURVEY DATA, 2008-2018

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**Abstract:** *In 2009, the author published an article titled “Changing Dietary Cultures and Impacts of Globalizations in East Asia” by using the statistical data of Asia Barometer 2006 and 2007 to check the validity of competing three (globalist, traditionalist, and transformation list) perspectives on.*

*Food preferences in East (Northeast and Southeast) Asia. One of the most important findings in the paper was that different empirical evidence supported each of three perspectives in different ways. For example, Philippines, Indonesia, and Singapore were most convenient case for globalist, traditionalist, and transformation list perspectives respectively.*

*Biggest limitation of the previous paper however was its use of just one-time data. Thus this paper uses Asian Student Survey first wave (2008) data and third wave (2018) data, which have used the same question of food preferences in Asia Barometer 2006 and 2007, to see whether and how university students in Southeast Asian countries (namely Vietnam, Philippines, Thailand, and Singapore) have experienced changes in food preferences during a decade.*

*Chronological analysis seems to be supporting globalist perspective which predicts convergence of food preferences because almost all the foods listed in the questionnaire (Peking duck, kimchi, sushi, hamburger, pizza, curry, tom-yum-goong, dimsum, pho, sandwiches, and instant noodle) have come to be eaten more favorably than before in all the four countries surveyed. In order to claim so, however, it is crucial to collect and analyze qualitative data including information of how these foods are modified in terms of their taste, ingredients, and representation in host countries considering that some local uniqueness were also identified including (1) phos still more favorably eaten in Vietnam than in other countries, (2) Chinese foods (Peking duck and dimsum) are most favorably consumed in Singapore, and (3) “Western foods” (hamburger, pizza, and sandwiches) are most favorably consumed in the Philippines, and so on./.*

**Keywords:** *Food preferences, national boundaries, Asian Student Survey, Southeast Asia, chronological analysis.*