South Korean Vehicle Purchasing Process

Dataset collected and curated by ConsumerInsight INC., located in Seoul, Republic of Korea

This study aims to contribute to the development of the South Korean automotive industry by providing fundamental data that can be used by consumers, car manufacturers, and government policy makers. This is accomplished by tracking and analyzing the long-term changes in the domestic automotive market.

The data provided is based on the Syndicated Automotive Consumer Study, which has been conducted every year since 2001. Approximately 100,000 responses have been accumulated annually. We are providing a portion of the 2024 raw data. From the complete dataset, respondents were sequentially assigned identification numbers according to the order of response, and every third respondent was selected, thereby extracting one-third of the data.

[Survey Contents] :

The data provided through this survey includes the following:

- *Respondent Characteristics (Gender, age, income, household composition, etc.)*
- *Vehicle Characteristics (Vehicle type, class, fuel type, etc.)*
- *Degree of Involvement Purchasing a New Car*
- *Considerations when Purchasing a New Car*
- *Information Channel when Purchasing a New Car*
- *Main Reason Purchased the Car (KBF)*
- *Benefits Received from the Company/Dealer/Salesperson*
- *New Car Purchase Price*

[Respondent Criteria] : New Car Buyers in the Past Year

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 4,323 participants.

[Survey Period] : July 2024