Sales Satisfaction

This study aims to contribute to the development of the 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 Annual Automotive Syndicated 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.)*
- *Evaluation of the in-outlet Experience*
- *Sales Satisfaction_1. Outlet*
- *Sales Satisfaction_2. Salesperson*
- *Sales Satisfaction_3. Vehicle Delivery*
- *Sales Satisfaction_4. Post-Sale Customer Service*
- *Sales Satisfaction_5. Overall Sales Satisfaction*
- *Assessment of the Online Vehicle Purchase Process*

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

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 2,284 participants.

[Survey Period] : July 2024