South Korean Initial Quality Evaluation

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.

[Study Contents]

The data provided includes the following information:

- **Respondent Characteristics** (gender/age/income/Family member composition, etc.)
- **Vehicle Characteristics** (vehicle type/class/fuel type, etc.)
- **Quality Indices (PPH: Problems Per Hundred vehicles)**
- **Number of Area Problems**
  1) Engine(ICEV) / Powertrain(EV)
  2) Brake
  3) Steering Wheel
  4) Transmissions(ICEV) / Battery(High-Voltage, for Driving, EV)
  5) Electrical Equipment and Accessories
  6) AV system
  7) Noise and Abnormal Sound
  8) Climate Control
  9) Seats and Safety Belts
  10) Built-in Systems and Interior
  11) Body, Paint, Moldings, and Leaks
  12) Battery(ICEV) / Low-Voltage Battery (for Electrical Devices, EV)
  13) Tires
  ** It is recommended that the data for areas 1), 4), and 12) be analyzed separately by fuel type*

[Respondent Criteria] : New car buyers within 6 months of ownership

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 2,385 participants.

[Study Period] : July 2024