South Korean Overall Customer Satisfaction

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.)
- *Overall Customer Satisfaction (OSI)*
- *Recommendation Intention*
- *Repurchase Intention*

[Sample Size] : All new car buyers

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 21,626 participants.

[Study Period] : July 2024