South Korean AS process 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.)
- **Product Attractiveness(TGR)**
- **Product Attractiveness by Area(TGR)**

  1) Reservation (Success rate within the first call, No. of call attempts for reservation, Online booking rate)

  2) Visit/Car take-in/Consultation (Waiting time from booking to service, Waiting time for Pre-consultation, Key explanation missing rate)

  3) Wait/Monitor (Furnished customer facility, Rate of customer facility guidance, Rate of customers able to frequently check maintenance/repair status, On the day repair completion rate, Parts supply shortage experience rate, Waiting for parts, Repair/maintenance time)

  4) Repair Outcome Check (Post-maintenance problem resolution check, Complaint filing/handling rates, Recurring problem experience rate, Wrong repair experience rate, Excessive repair experience rate, Arbitrary repair experience rate)

  5) Payment (Recent repair/maintenance time, Repair cost discount experience rate)

  6) Check-out (Free service experienced,Prefferred free services)

[Respondent Criteria]: Those who experienced official, authorized, or affiliated Workshops in the past 1 year

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 10,230 participants.

[Study Period] : July 2024