South Korean Product Attractiveness

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) Exterior design
  2) Interior design
  3) Driving performance
  4) Climate control system
  5) Safety
  6) Interior space size/Storage
  7) Seats
  8) Value for cost
  9) Energy efficiency/Convenience
  10) AV system
  11) Advanced features/devices

[Respondent Criteria]: New car buyers within 1 year of ownership

[Sample Size] : Among the total population of 31,866 individuals, the dataset comprises responses from 2,412 participants.

[Study Period] : July 2024