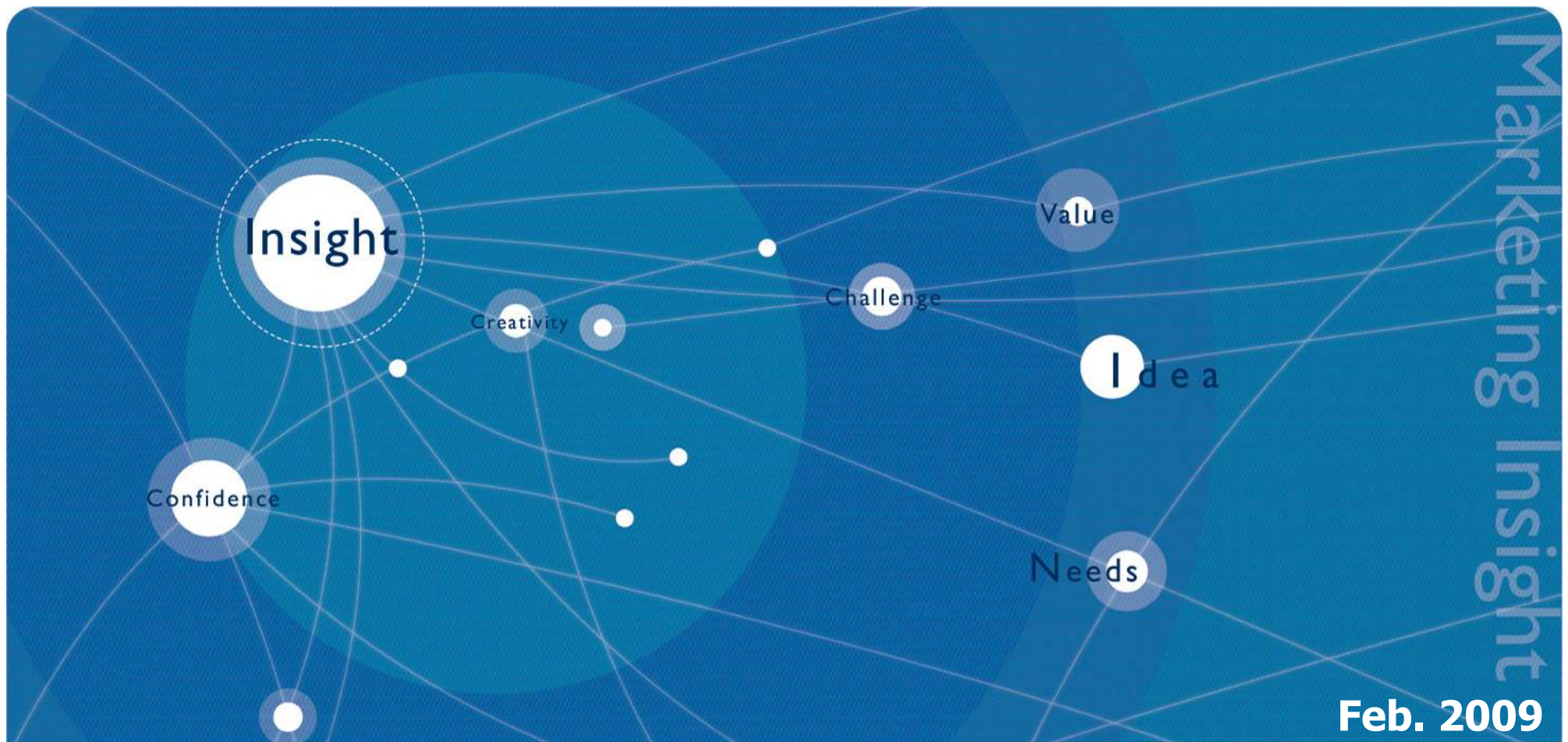




2008 Automotive Consumer Usage & Attitude

- 2008 Syndicated Automotive Study Result -

Marketing **Insight**

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2008 Automotive Consumer U & A



Marketing Insight Inc. (www.mktinsight.co.kr, CEO: Kim, Jin-kook) is an automotive marketing research company that has been conducting large scale syndicated automotive studies on around 100,000 consumers every July (accumulated number of respondents: 950,000).

'2008 Automotive Consumer Usage & Attitude' is the result of a large-scale syndicated survey in the field of automobiles with new car buyers within past one year (July 2007 - June 2008). It should be a meaningful source to review and predict the consumer trend over the last five years (2004 - '08).

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< 2008 Automotive Syndicated Study Research Design >

- Research method: E-mail survey
- Research target: Vehicle owners among driving license holders, intenders planning to purchase a vehicle by first half of 2010
- Sample size: 95,472 persons
- Research period: July 2008

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12. Fuel Purchase Behaviors

- 45.7% of the car drivers purchase fuel when there is one bar left on the gas gauge.
- Around half of the car drivers purchase fuel '3-4 times' (46.8%) per month.
- 34.0% of the car drivers purchase fuel worth 'Around 50,000 won' at a time.

Time of fuel purchase

Q) 1. When do you usually purchase fuel for your car?

	(%)
▪ When there is one bar left on the gas gauge	45.7
▪ Just before the warning light appears	32.6
▪ After the warning light appears	14.4
▪ When there are two bars left on the gas gauge	7.2

* Car drivers, 4,129 persons

Fuelling frequency

Q) 2. How many times do you purchase fuel for your vehicle per month?

	(%)
▪ Four times	25.7
▪ Three times	21.1
▪ Five times	17.2
▪ Twice	11.8
▪ Six times	6.7
▪ Eight times	4.8
▪ Ten times	4.7
▪ Other	7.9

* Car drivers, 4,129 persons

Price of fuel

Q) 3. How much fuel do you purchase at a time?

	(%)
▪ Around 50,000 won	34.0
▪ Around 60,000-90,000 won	20.8
▪ Around 10,000-30,000 won	19.3
▪ Around 40,000 won	14.8
▪ More than 100,000 won	7.5

* Car drivers, 4,129 persons

12. Fuel Purchase Behaviors

- 50.9% of the car drivers always use the same filling station.
- The most important reason for using the same filling station or oil brand is 'Discounts on an affiliated credit card' (37.2%).

Fuel purchase habits

Q) 4. Which is close to your fuel purchase habits?

	(%)
▪ I always use the same filling station	50.9
▪ I always use the same oil brand	24.7
▪ I compare prices in advance and go to a filling station offering the best price	14.1
▪ I use just any filling station	10.3

* Car drivers, 4,129 persons

Reasons of using the same filling station and oil brand

Q) 5. What are the reasons that you always use the same filling station or oil brand? Please choose two in order of importance.

	(%)
▪ Discounts on an affiliated credit card	37.2
▪ Geographic proximity	22.3
▪ Good price	16.7
▪ Reliable oil company	7.2
▪ Value added service (eg. Car washing or cleaning interior of car)	5.5
▪ High quality of oil	4.3
▪ Give more thank-you gifts	3.4
▪ Friendliness of staff	2.1
▪ Convenience of facilities at the station	1.2

* The car drivers who use the same filling station or oil brand, 3,121 persons