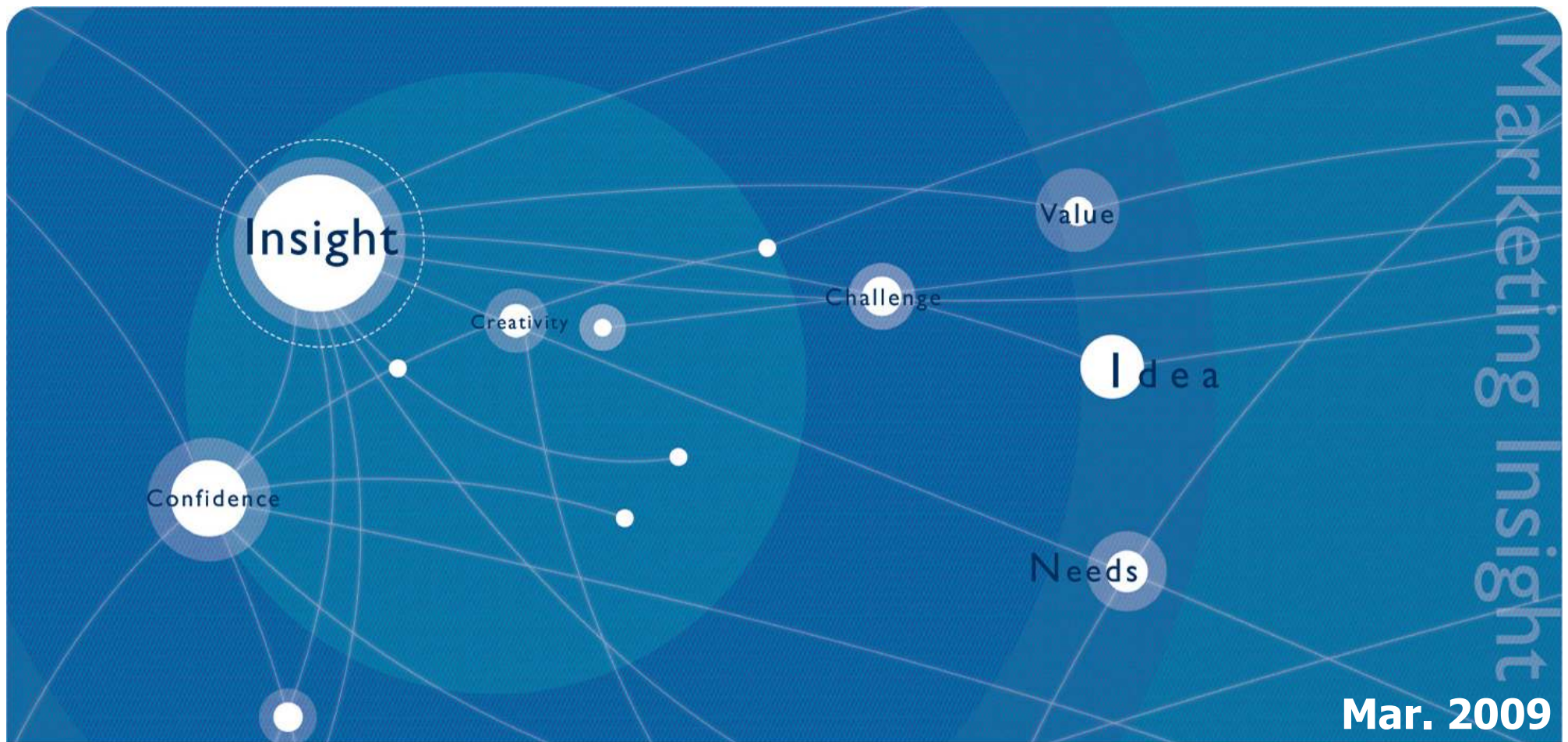




2008 Automotive Consumer Usage & Attitude

- 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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16. Purchase Intention for Used Vehicle [Purchase intenders within next two years July '08 and June '10]

- Most preferred methods for purchasing used cars were through 'Used car shop/Salesperson' (63.2%) and 'Website' (46.6%).
- The most considered factor when purchasing used cars was 'Previous history (If there had been an accident)' (52.7%).
- Price willing to pay for an used car was mostly '6 million won or less' (24.7%).
- 'If there had been an accident' (46.4%) was the most concerned matter when buying an used car.

Purchase channel of used car	Main considerations for purchasing used car	Intended price for used car	Concerns about purchasing an used car																																																																								
Q) 1. How will you purchase an used vehicle in the future? [Multiple responses]	Q) 2. What would you consider most when you purchase an used car in the future? [Multiple responses]	Q) 3. How much are you willing to pay for an used car in the future?	Q) 4. What would concern you most if you purchase an used car in the future?																																																																								
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* Base: Purchase intenders for used cars within next two years, 18,871 persons