



Consumer Values and Behaviour in South Korea

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Scope

HIGHLIGHTS

Consumer values and behaviour in South Korea

PERSONAL TRAITS AND VALUES

Consumers in South Korea are faced with complex ideals, preferences and concerns

Concern about rising costs of everyday items is on everyone's mind

Consumers engage in comprehensive exploration of the products and services they use

Baby boomers are eager to engage with brands if it results in greater innovation

Over half of South Koreans believe they will be happier in the future

Millennials show the greatest optimism about the future

HOME LIFE

While at home, consumers in South Korea like to exercise

Proximity to public transport remains an ideal home feature for South Koreans

COOKING AND EATING HABITS

Consumers in South Korea prefer cooking and baking dishes themselves

Far above the global average, South Koreans do not trust their own cooking ability

Younger generations state that they are unfamiliar with the techniques of preparing food

Focusing on healthy ingredients remains important for the majority of consumers

WORKING LIFE

Gen X are most concerned about maintaining their work-life balance

South Koreans primarily desire to have a sense of security in their careers

South Korean consumers say they have a strict boundary between work and personal lives

LEISURE

South Koreans frequently engage in shopping as an enjoyable pastime

Younger generations enjoy the appeal of the silver screen

Consumers' top travel motivation - standard of cuisine or the dining experience

Immersion in local culture ranks lowest in importance on travel features

HEALTH AND WELLNESS

Less strenuous exercise such as walking or hiking at least weekly is the most popular exercise

Millennial consumers are the most active in weekly exercise routines

Millennials take active steps to reduce stress and maintain their mental wellbeing

SUSTAINABLE LIVING

South Korean consumers are feeling uneasy about the effects of climate change

Consumers are actively pursuing environmentally-conscious lifestyles

South Koreans are motivated to use products designed for energy efficiency

Millennials are most active in supporting brands aligned with their values

SHOPPING

Consumers in South Korea enjoy discovering good deals

Younger generations actively browse without feeling obliged to buy anything

South Koreans consistently search for established or renowned names

Younger consumers are more open to spending money on second-hand or pre-owned goods

Consumers in South Korea are drawn to digital platforms for streaming content

SPENDING

South Koreans are intending to significantly reduce their expenditure on experiences

Gen X are set to increase spending on health and wellness the most
Consumers are comfortable in regularly saving a part of their salary
All generations are slightly worried about their current economic situation
Younger generations are committed to saving more and spending less

TECHNOLOGY

Consumers in South Korea are proactive in managing data sharing and privacy settings
Baby boomers are not worried about any invasion of privacy from targeted ads
South Koreans use communication and messaging apps almost daily
Younger generations spend large amounts of time streaming online videos
Millennials are driving the demand for online purchases
Consumers show support for companies by following their social media updates
Both young and old actively engage with companies online

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