

CONSUMERS & BRANDS

# Online payment: SmilePay users in Korea

Consumer Insights report

**Consumer** Insights  
by statista 

June 2024



# Statista Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of SmilePay users in Korea: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark SmilePay users in Korea ("brand users") against Korean online payment users in general ("category users"), and the overall Korean consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Korea)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Statista Consumer Insights Global](#) as of June 2024

## CHAPTER 01

# Management summary

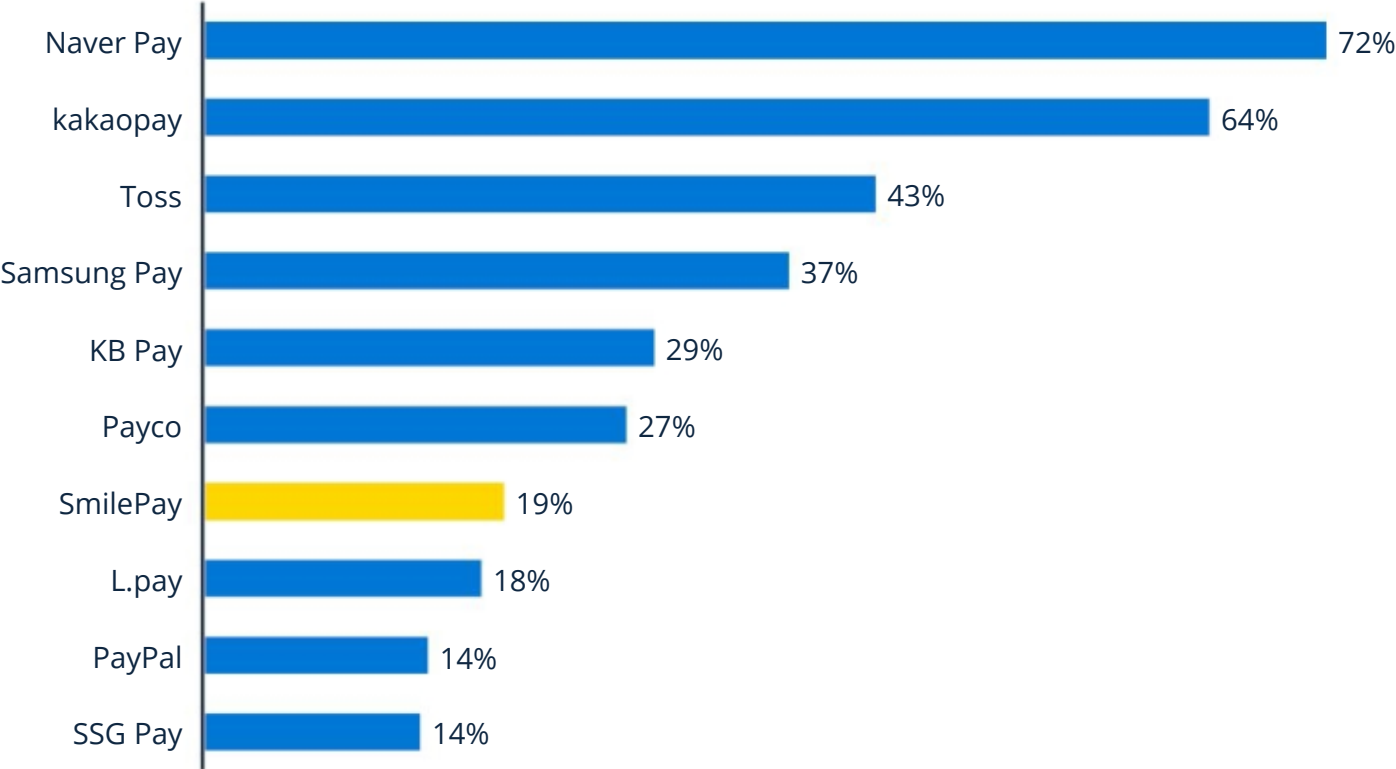
- Brand usage
- Key insights



# SmilePay is the seventh most used online payment service in Korea with Naver Pay in first place

Management summary: brand usage and competition

## Top 10 most used online payment services in Korea



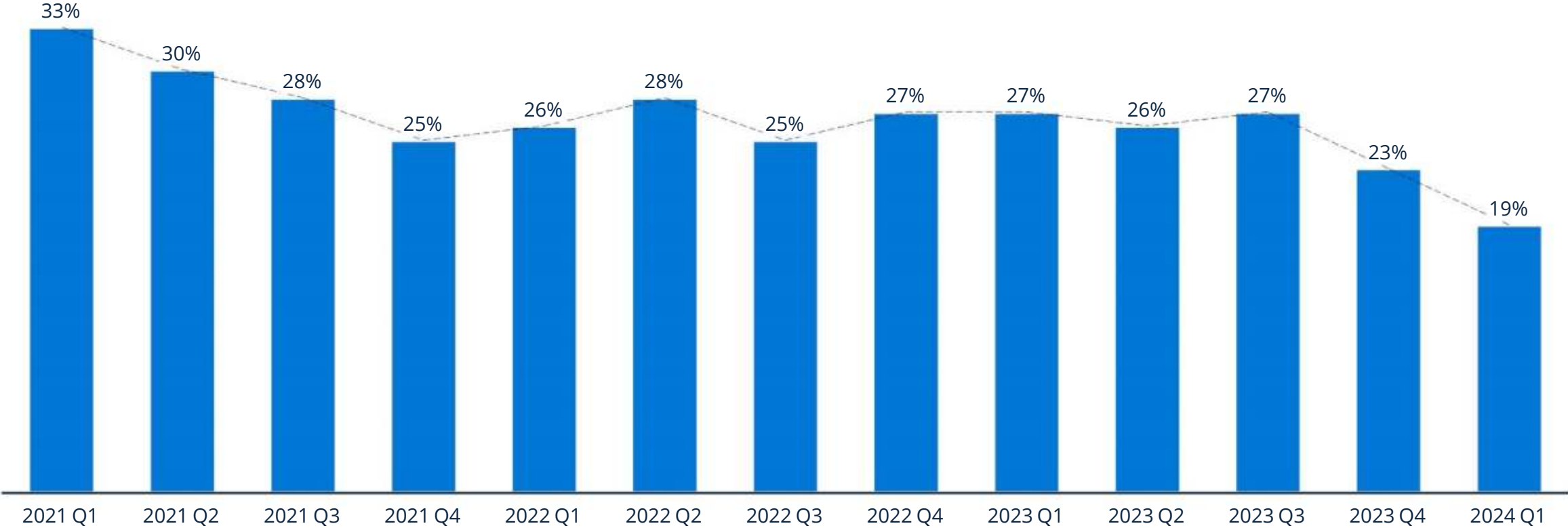
4 Notes: "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=618 online payment users

Sources: [Statista Consumer Insights Global](https://www.statista.com) as of June 2024

# The share of online payment users using SmilePay declined by 14 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of online payment users using SmilePay



5 Notes: "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119 - 228 SmilePay users, n=566 - 683 online payment users

Sources: Statista Consumer Insights Global as of June 2024



# SmilePay users in Korea

Management summary: key insights

## Demographic profile

SmilePay is more popular among Generation X than other online payment services.

55% of SmilePay users are male.

SmilePay has a larger share of users with a high income than other online payment services.

SmilePay users are more likely to live in megacities than online payment users in general.

## Consumer lifestyle

Having a good time is more important to SmilePay users than to other online payment users.

Politics, society and current world events are relatively prevalent interests of SmilePay users.

Shopping is a relatively popular hobby among SmilePay users.

## Consumer attitudes

It stands out that 31% of SmilePay users could imagine doing their finances exclusively online.

20% of SmilePay users are innovators or early adopters of new products.

A relatively high share of SmilePay users think that crime is an issue that needs to be addressed.

## Marketing touchpoints

Blind is more popular among SmilePay users than the average online payment user.

SmilePay users remember seeing ads in newsletters more often than other online payment users.

## CHAPTER 02

# Demographic profile

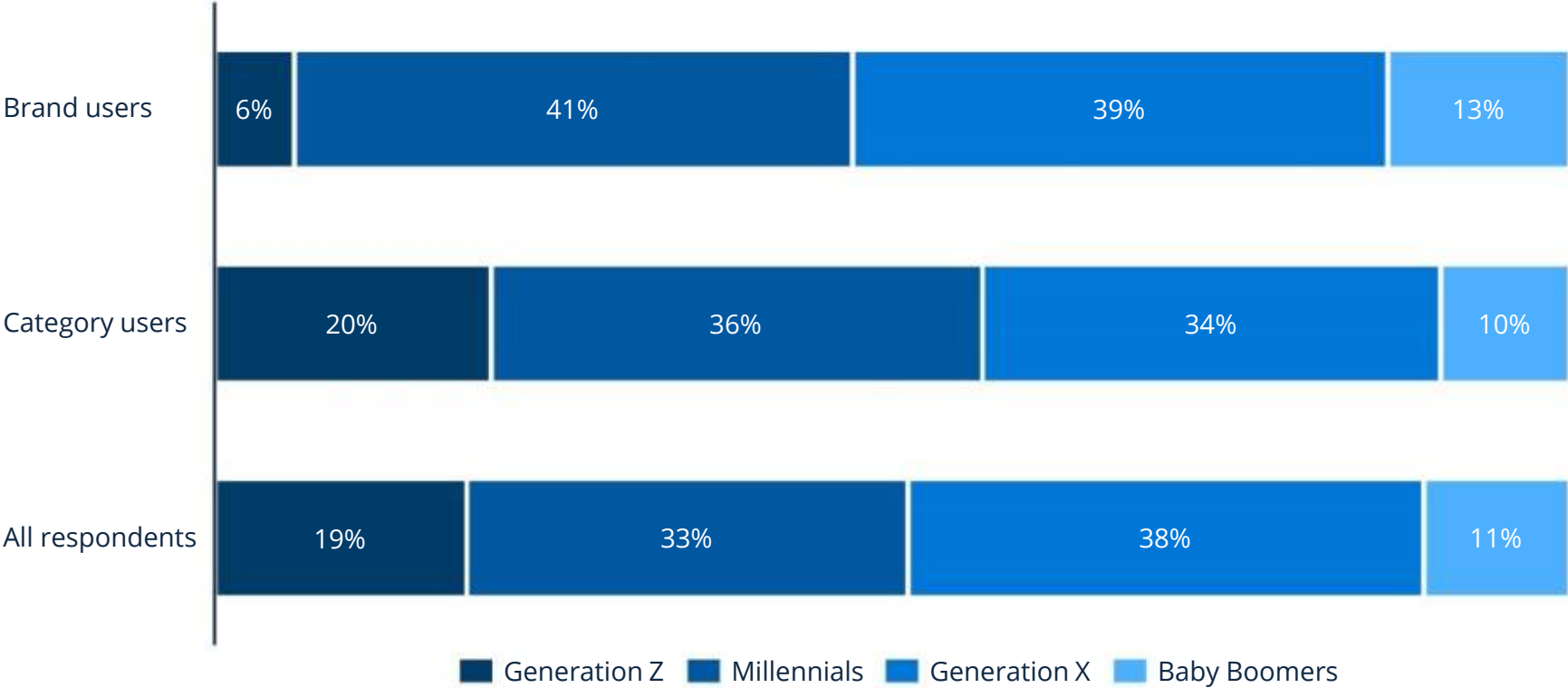
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# SmilePay is more popular among Generation X than other online payment services

Demographic profile: generations

## Age of consumers in Korea



8 Notes: "How old are you?"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119 SmilePay users, n=618 online payment users, n=12,145 all respondents

Sources: Statista Consumer Insights Global as of June 2024

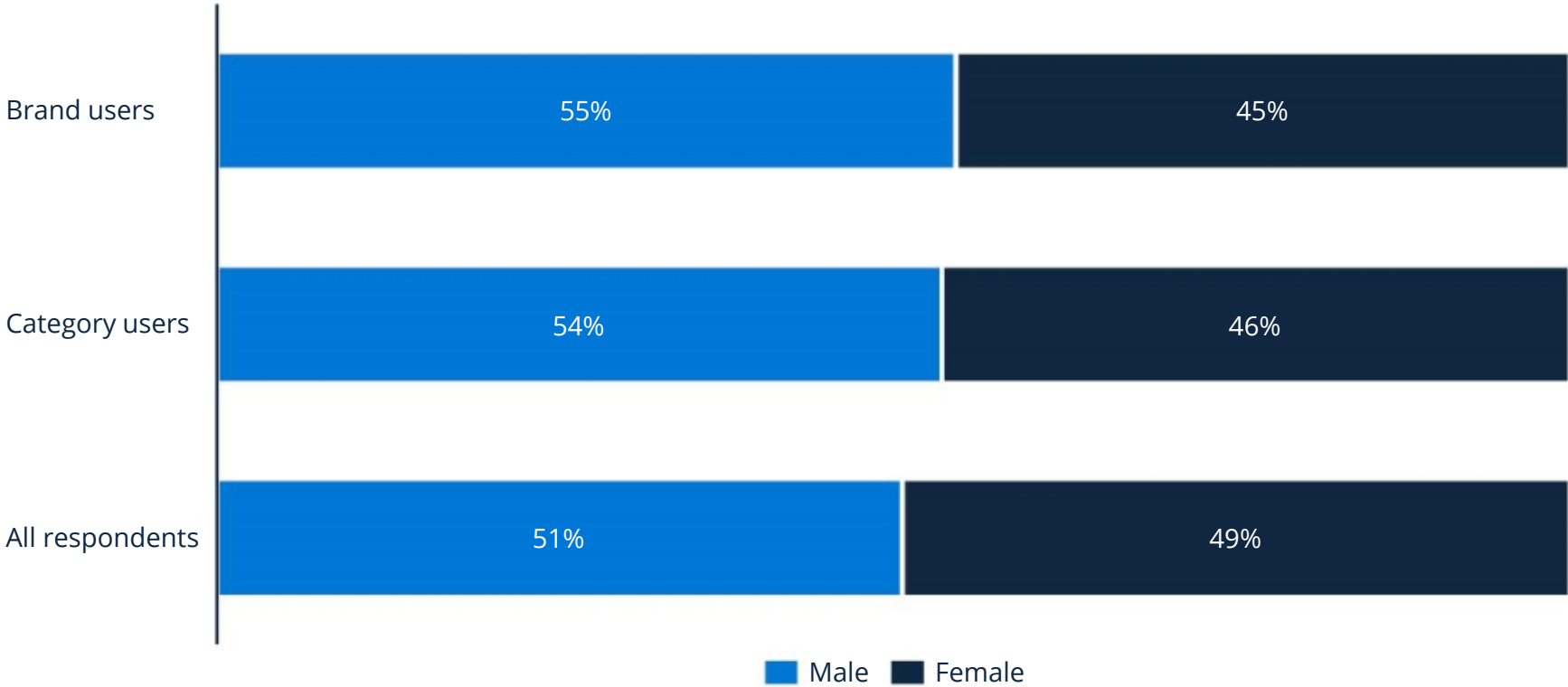


# 55% of SmilePay users are male

Demographic profile: gender



Gender of consumers in Korea



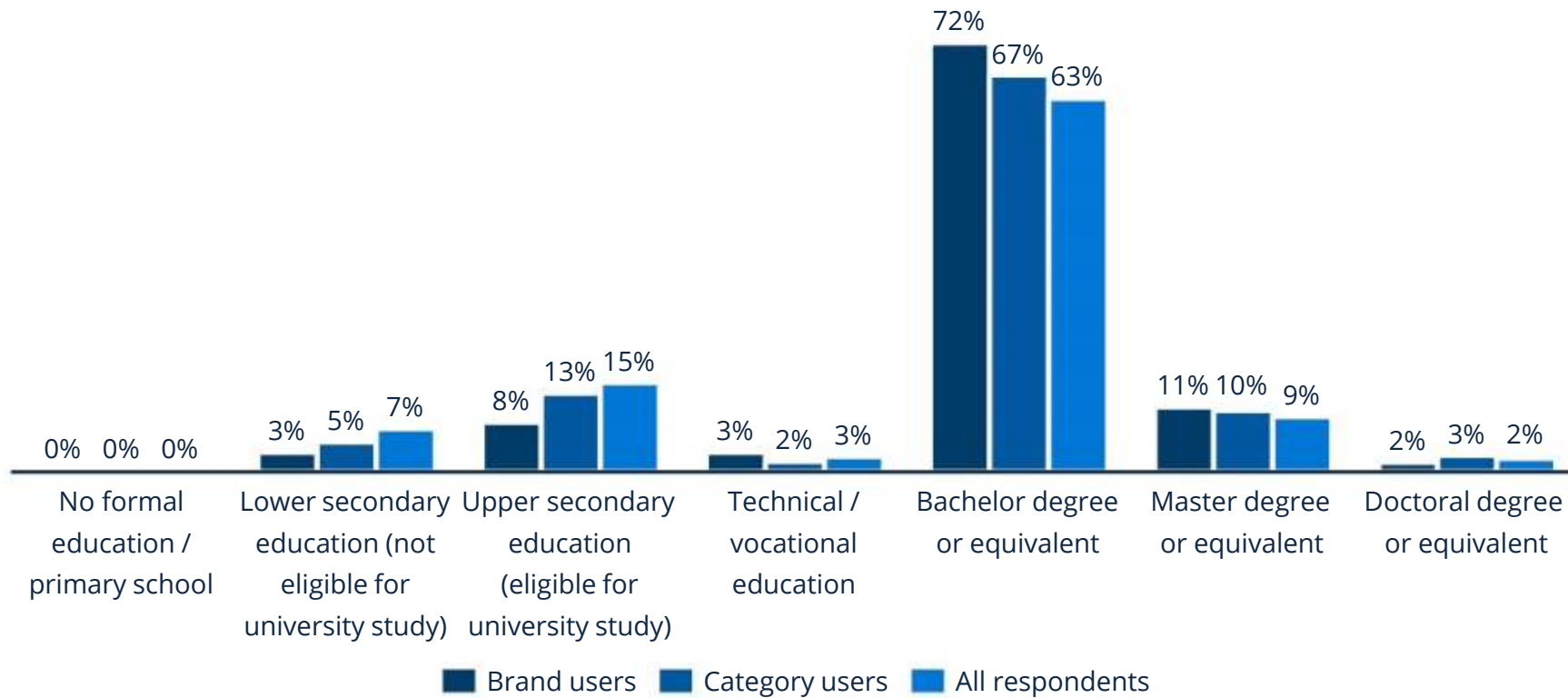
9 Notes: "What is your gender?"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119SmilePay users, n=618 online payment users, n=12,145 all respondents

Sources: [Statista Consumer Insights Global](#) as of June 2024

# A relatively high share of SmilePay users have a college degree

Demographic profile: education

## Consumer's level of education in Korea

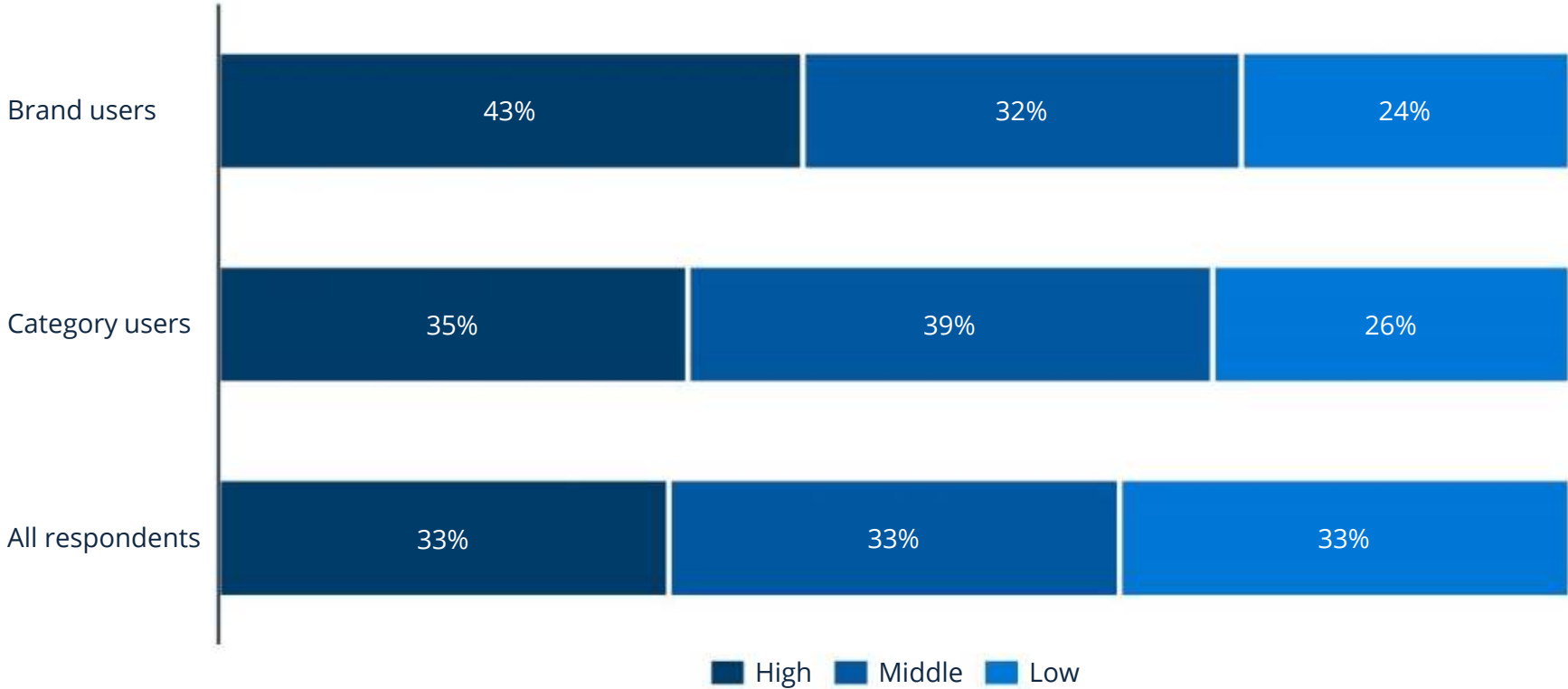


# SmilePay has a larger share of users with a high income than other online payment services

Demographic profile: income



Share of consumers in Korea in the high, middle, and low thirds of monthly household gross income

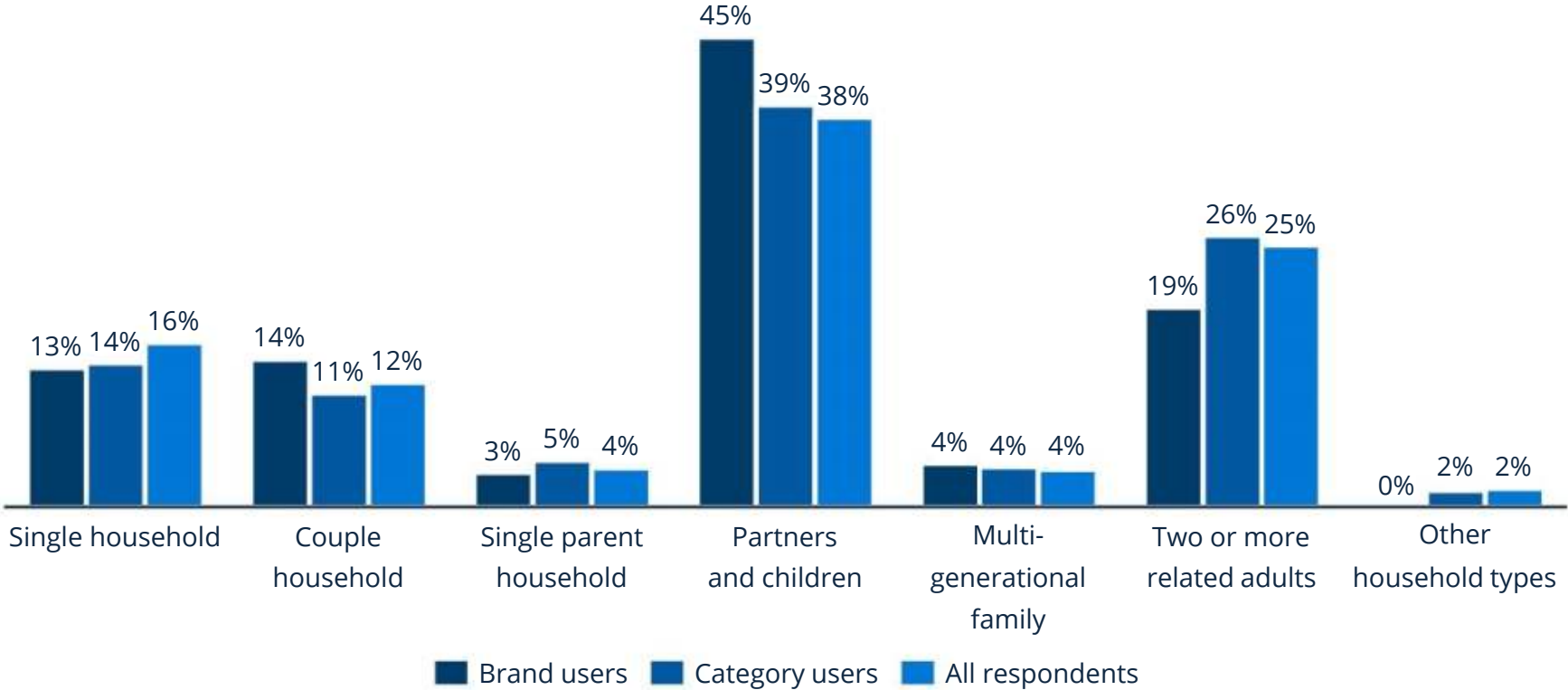


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119 SmilePay users, n=618 online payment users, n=12,145 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of June 2024

# Compared to other online payment users, SmilePay users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Korea live



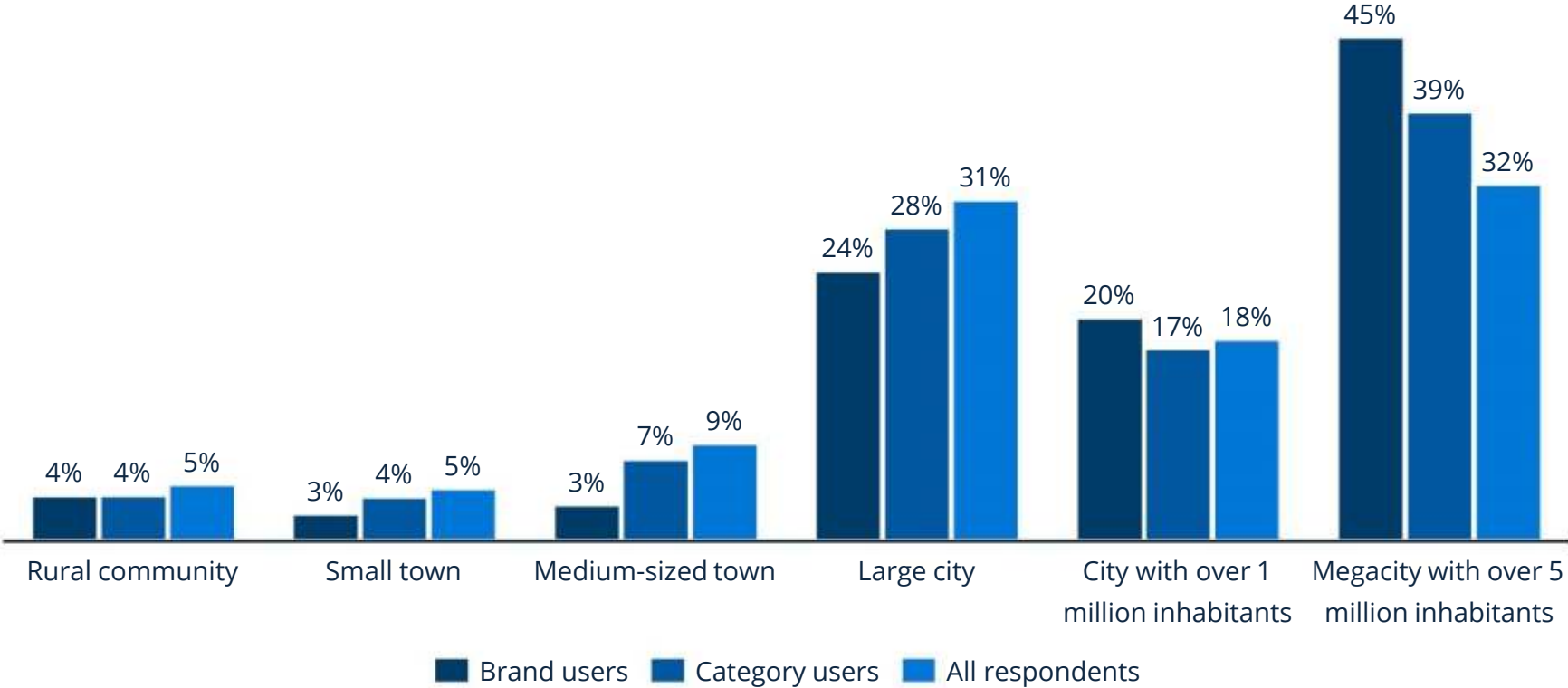
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119 SmilePay users, n=618 online payment users, n=12,145 all respondents  
Sources: Statista Consumer Insights Global as of June 2024

# SmilePay users are more likely to live in megacities than online payment users in general

Demographic profile: type of community



Communities where consumers live in Korea



13 Notes: "In what type of community do you live?"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119 SmilePay users, n=618 online payment users, n=12,145 all respondents

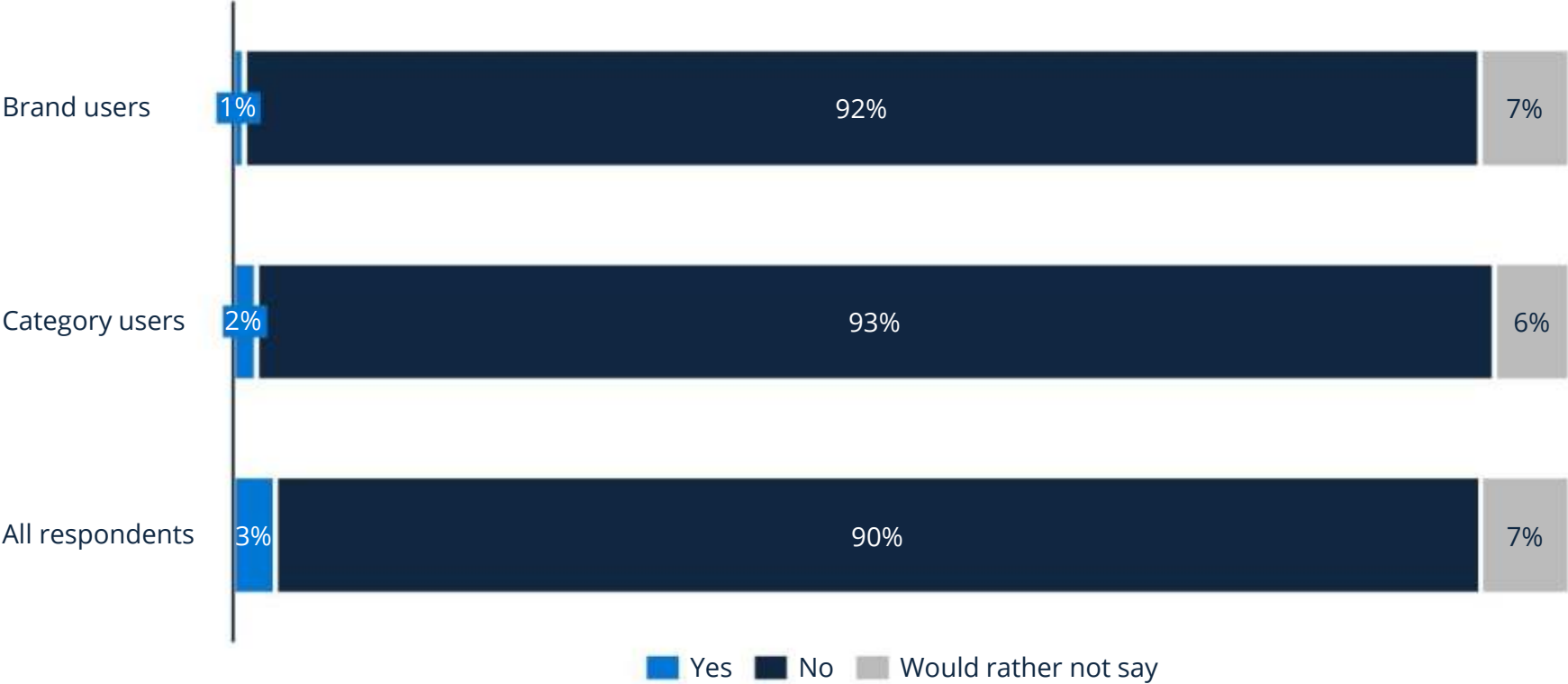
Sources: Statista Consumer Insights Global as of June 2024



# SmilePay has a lower share of users that consider themselves part of the LGBTQ+ community than other online payment services

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Korea



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=119SmilePay users, n=618 online payment users, n=12,145 all respondents  
Sources: [Statista Consumer Insights Global](#) as of June 2024

## CHAPTER 03

# Consumer lifestyle

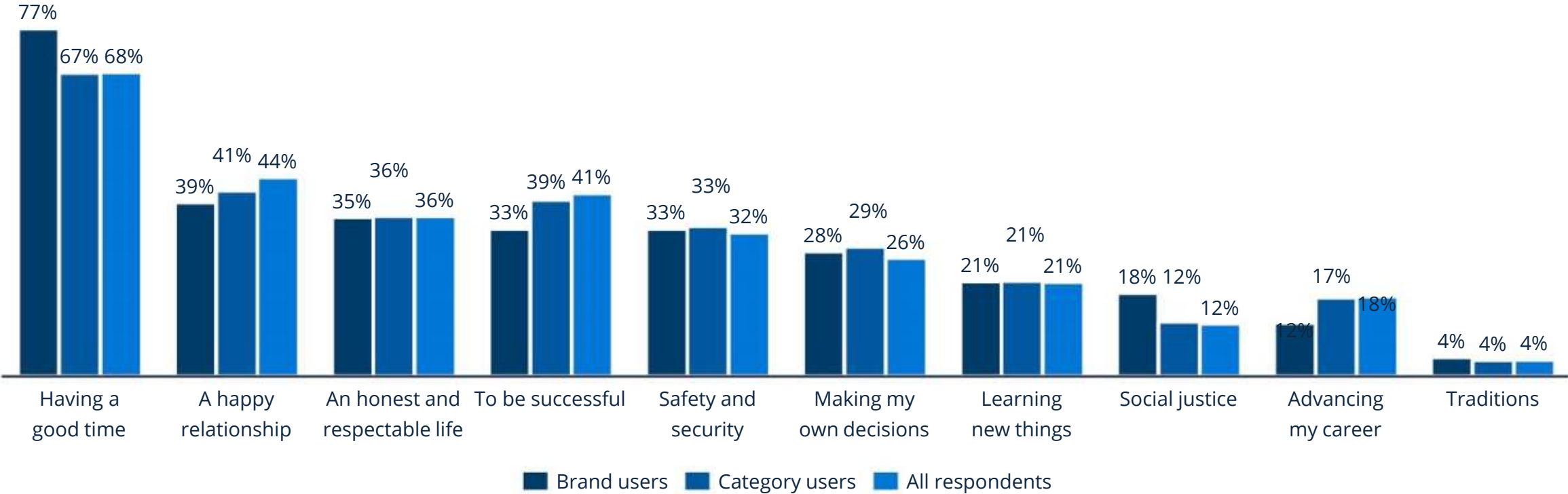
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Having a good time is more important to SmilePay users than to other online payment users

Consumer lifestyle: life values

## Most important aspects of life for consumers in Korea



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "Which online payment services have you used in the past 12 months?;" Multi Pick; Base: n=119 SmilePay users, n=618 online payment users, n=12,145 all respondents  
Sources: Statista Consumer Insights Global as of June 2024

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