

温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

CONSUMERS & BRANDS

E-Book shops: Yes24 customers in Korea

Consumer Insights report

Consumer Insights
by **statista** 

May 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Yes24 customers 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 Yes24 customers in Korea ("brand users") against Korean E-book shoppers 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 Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology ⁽¹⁾

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: [Consumer Insights Global](#) as of May 2024

CHAPTER 01

Management summary

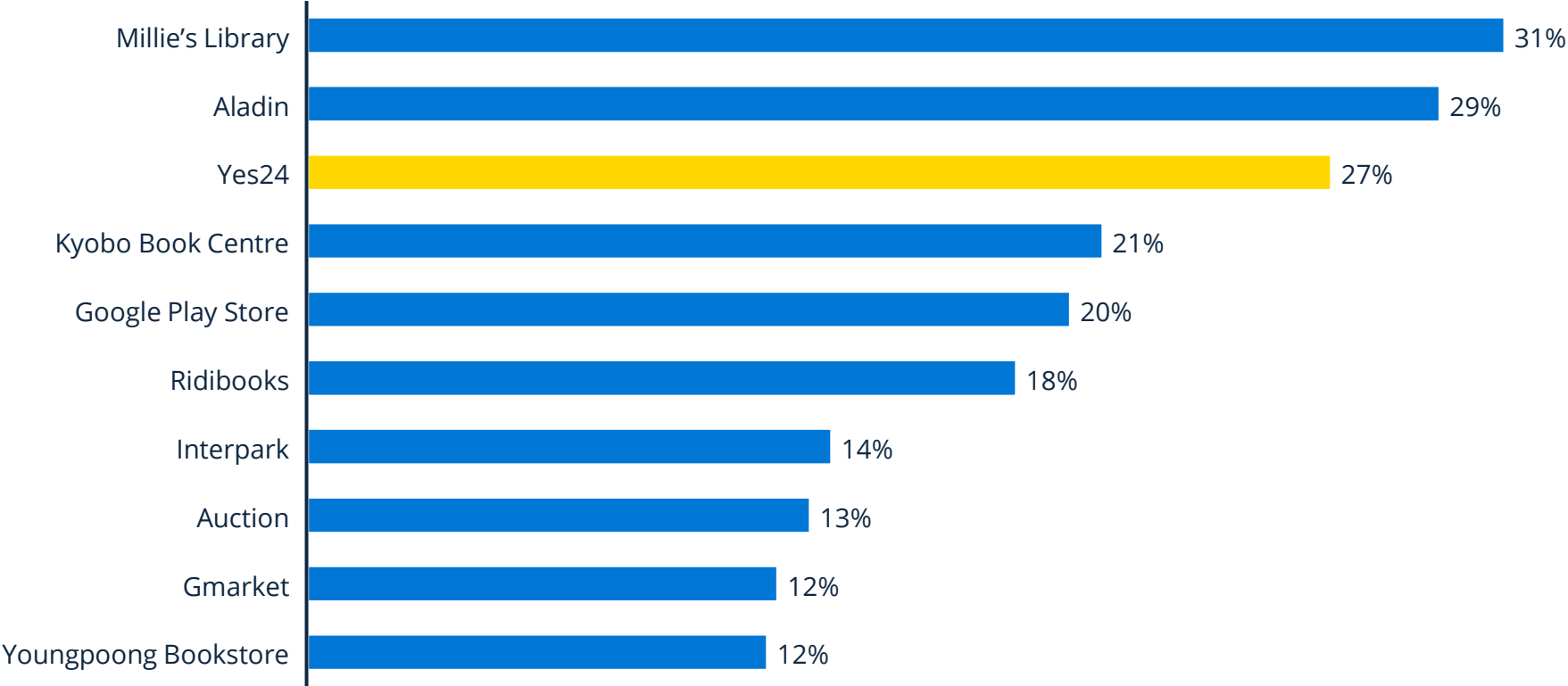
- Brand usage
- Key insights



With a user share of 27%, Yes24 is one of the top 3 E-book shops in Korea

Management summary: brand usage and competition

Top 10 most used E-book shops in Korea



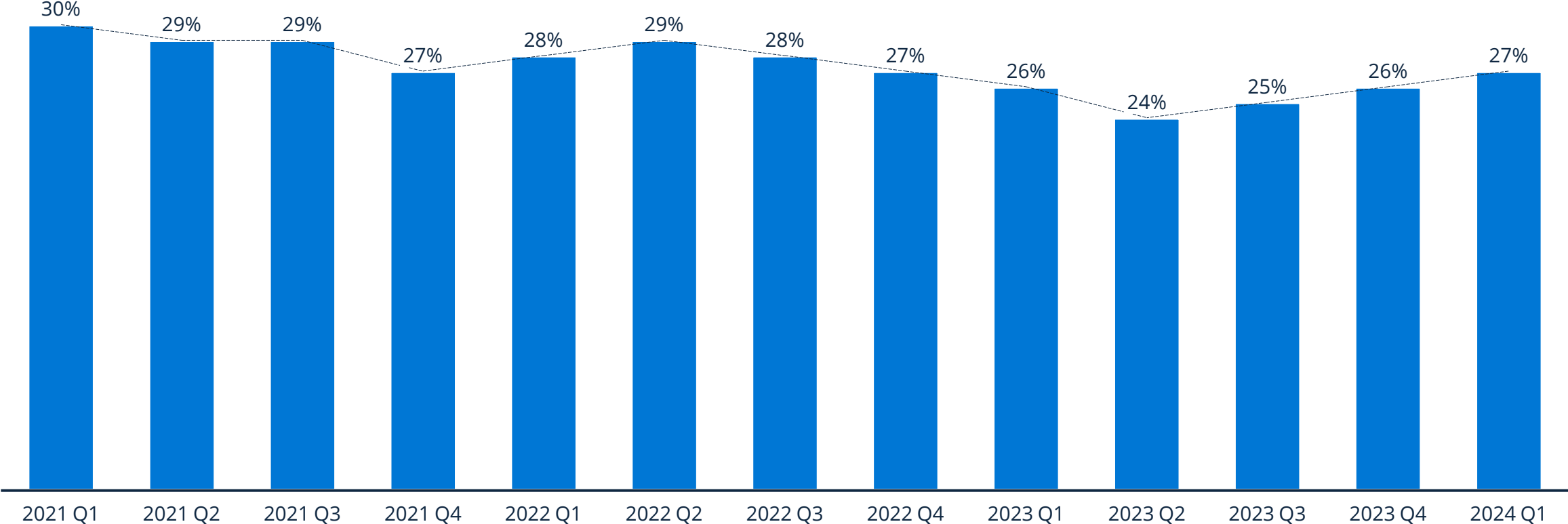
4 Notes: "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=353 E-book shoppers

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

The share of E-book shoppers using Yes24 declined by 3 percentage points since 2021

Management summary: brand usage timeline

Timeline of E-book shoppers using Yes24



5 Notes: "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=85 - 121 Yes24 customers, n=345 - 402 E-book shoppers

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

Yes24 customers in Korea

Management summary: key insights

Demographic profile

Yes24 is more popular among Generation X than other E-book shops.

Compared to other E-book shops, Yes24 has a relatively high share of male customers.

Yes24 has a larger share of customers with a medium household income than other E-book shops.

Yes24 customers are more likely to live in megacities than E-book shoppers in general.

Consumer lifestyle

Safety and security is more important to Yes24 customers than to other E-book shoppers.

Arts and literature are relatively prevalent interests of Yes24 customers.

Reading is a relatively popular hobby among Yes24 customers.

Consumer attitudes

It stands out that 68% of Yes24 customers think it's important to get the best image and sound quality.

23% of Yes24 customers are innovators or early adopters of new products.

A relatively high share of Yes24 customers think that crime is an issue that needs to be addressed.

Marketing touchpoints

Band is more popular among Yes24 customers than the average E-book shopper.

Yes24 customers remember seeing ads in video portals more often than other E-book shoppers.

CHAPTER 02

Demographic profile

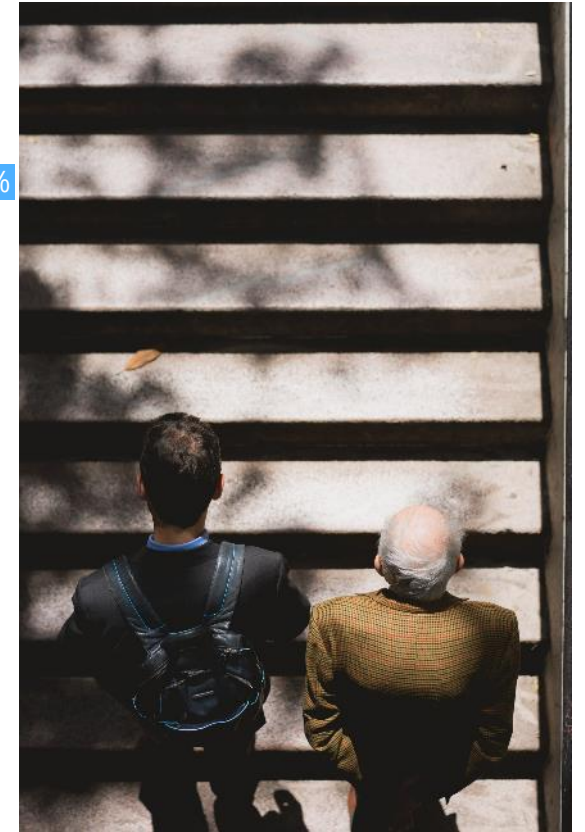
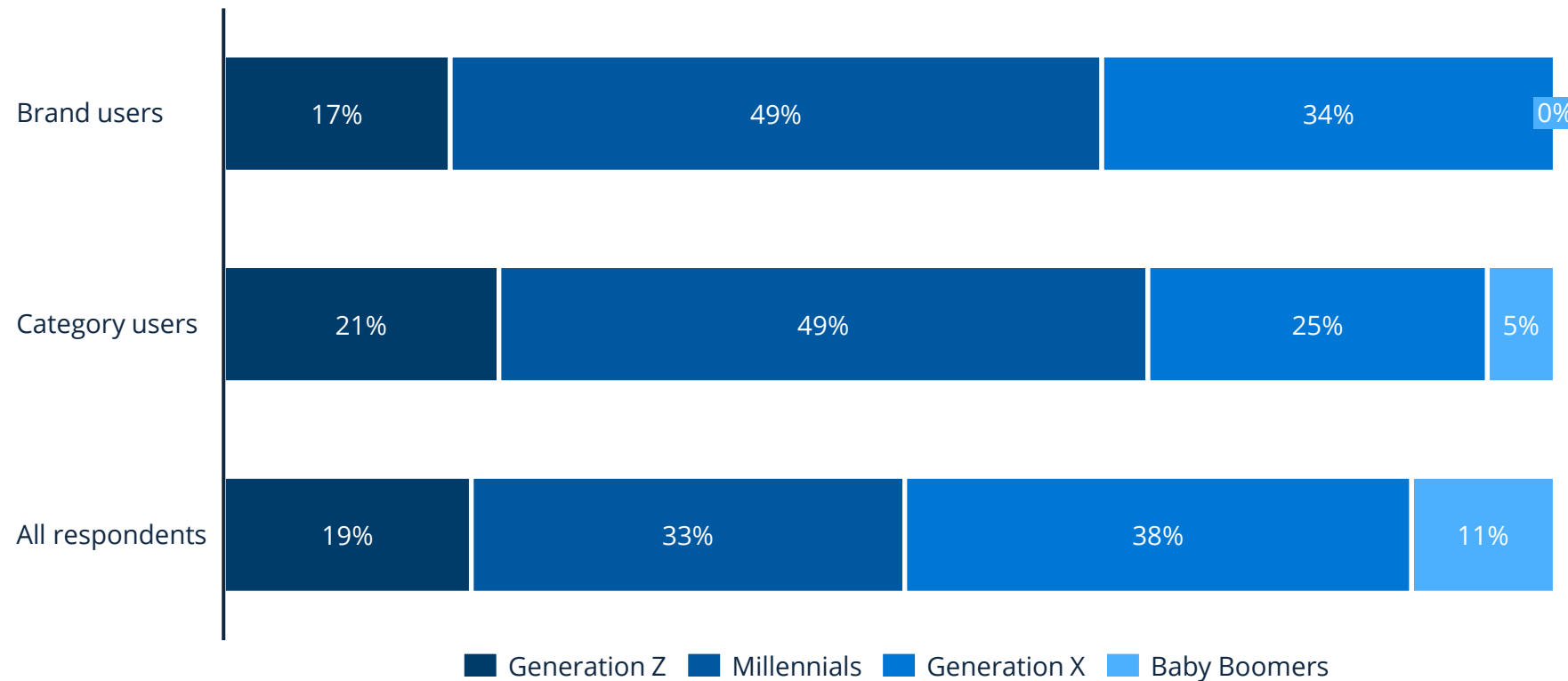
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Yes24 is more popular among Generation X than other E-book shops

Demographic profile: generations

Age of consumers in Korea

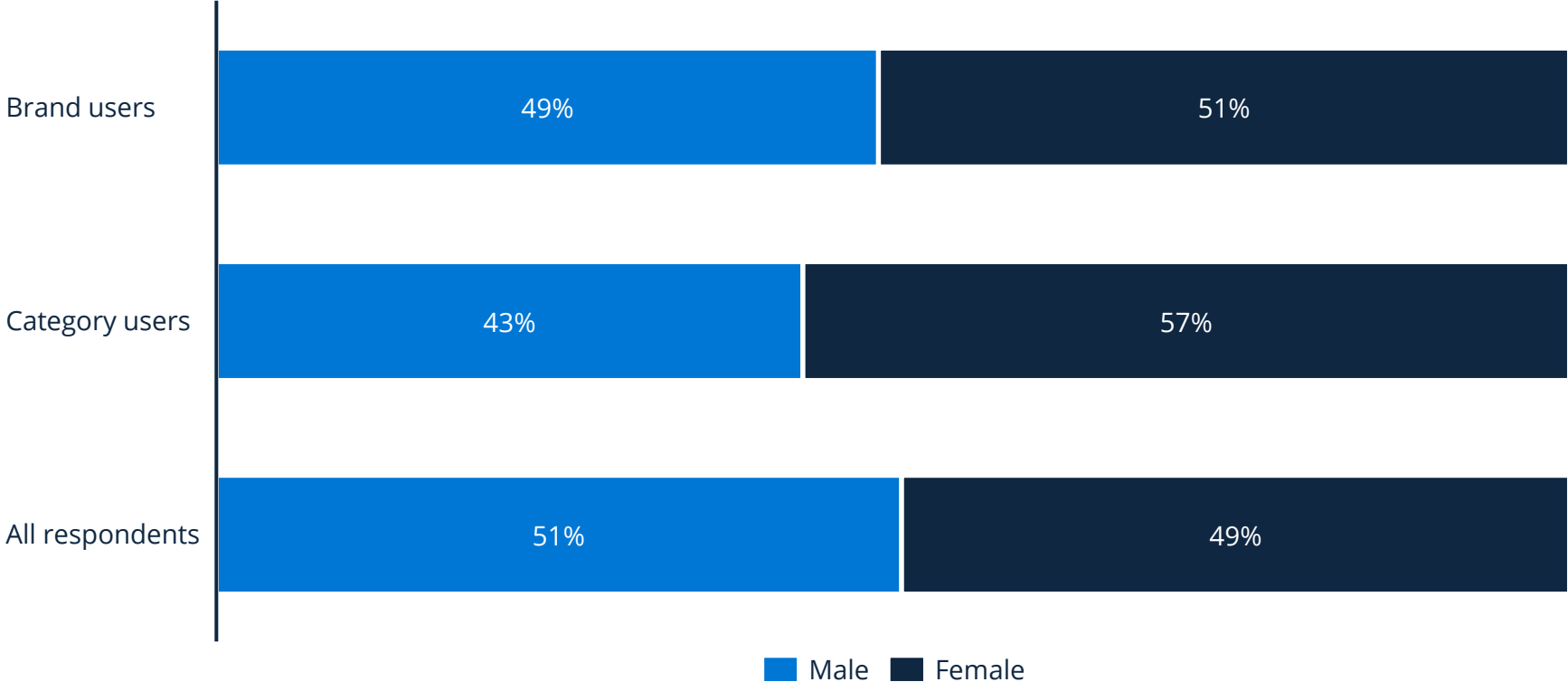


Compared to other E-book shops, Yes24 has a relatively high share of male customers

Demographic profile: gender



Gender of consumers in Korea



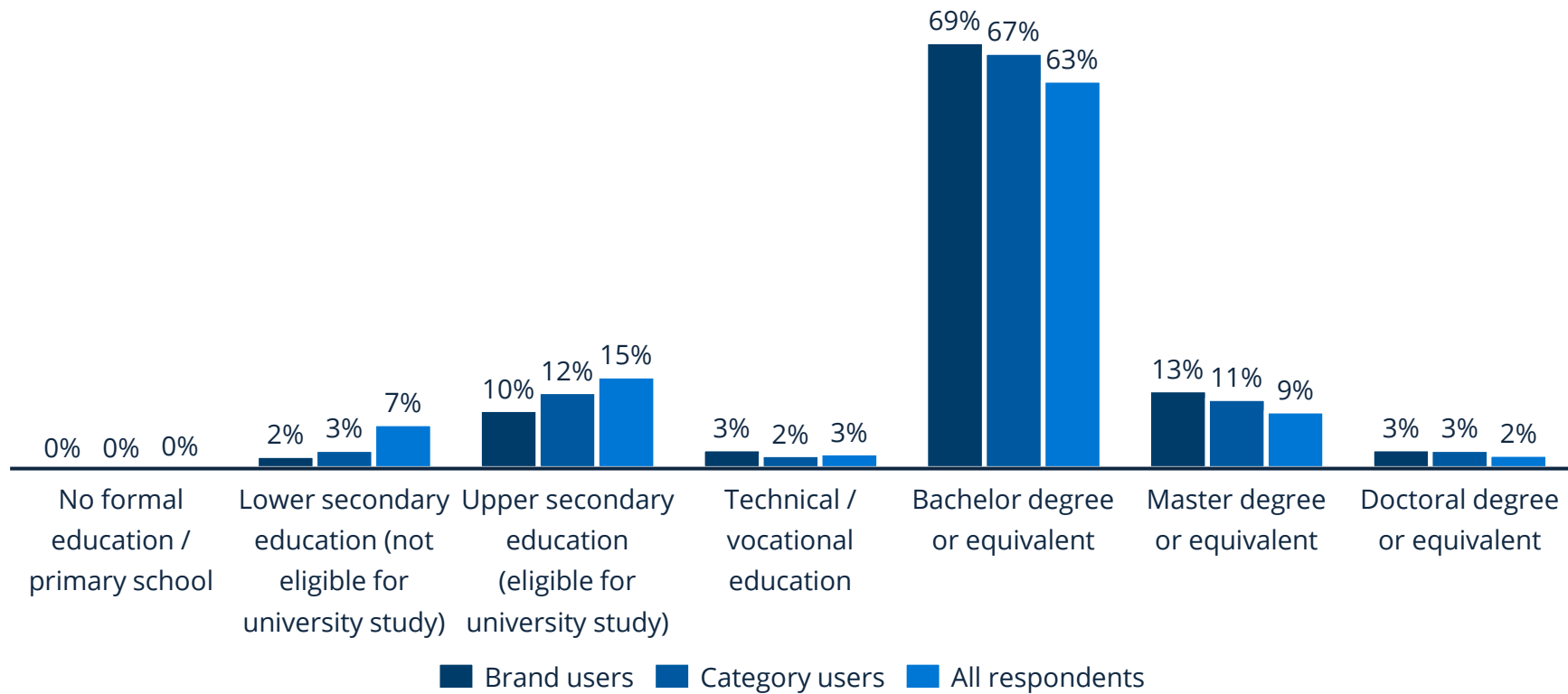
9 Notes: "What is your gender?"; Single Pick; "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=94 Yes24 customers, n=353 E-book shoppers, n=12,145 all respondents

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

A relatively high share of Yes24 customers have a college degree

Demographic profile: education

Consumer's level of education in Korea

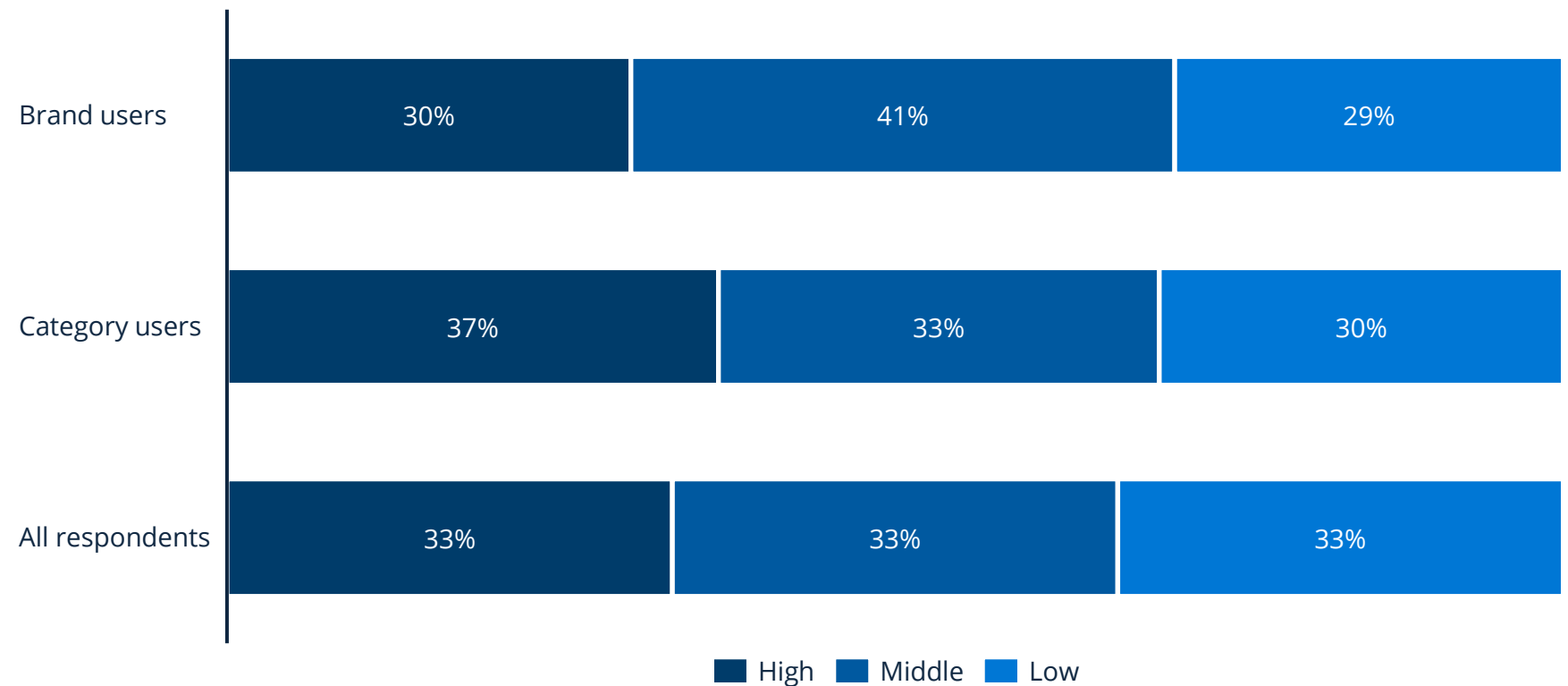


Yes24 has a larger share of customers with a medium household income than other E-book shops

Demographic profile: income



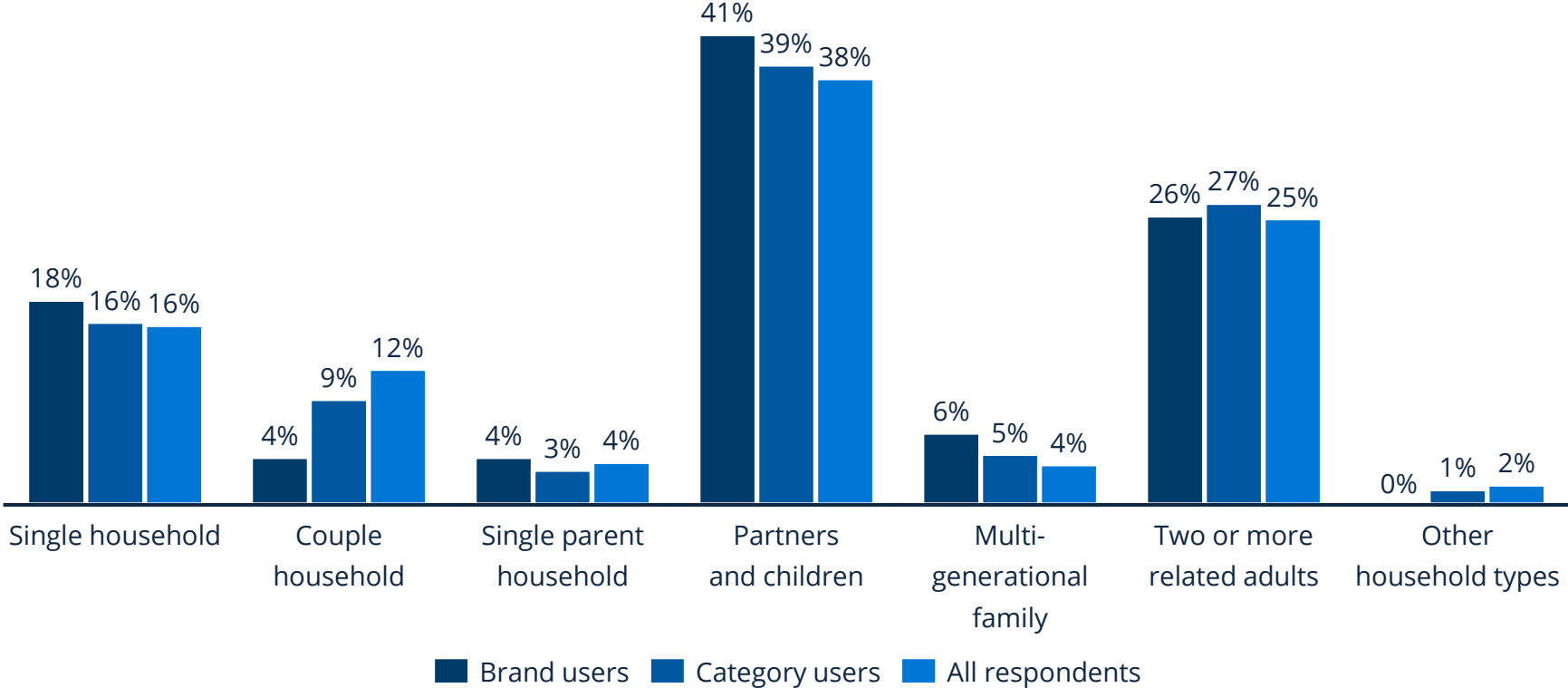
Share of consumers in Korea in the high, middle, and low thirds of monthly household gross income



Compared to consumers, Yes24 customers are less likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Korea live



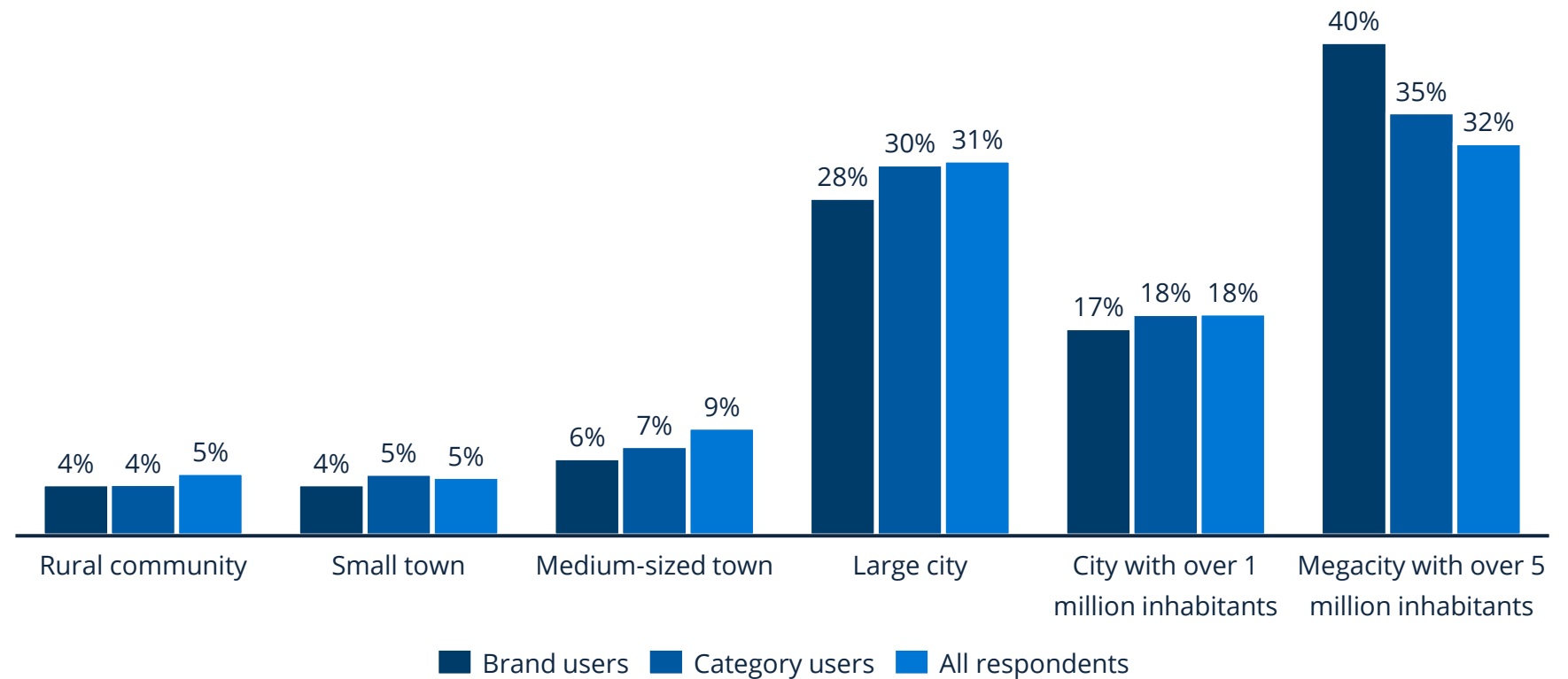
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=94 Yes24 customers, n=353 E-book shoppers, n=12,145 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Yes24 customers are more likely to live in megacities than E-book shoppers in general

Demographic profile: type of community



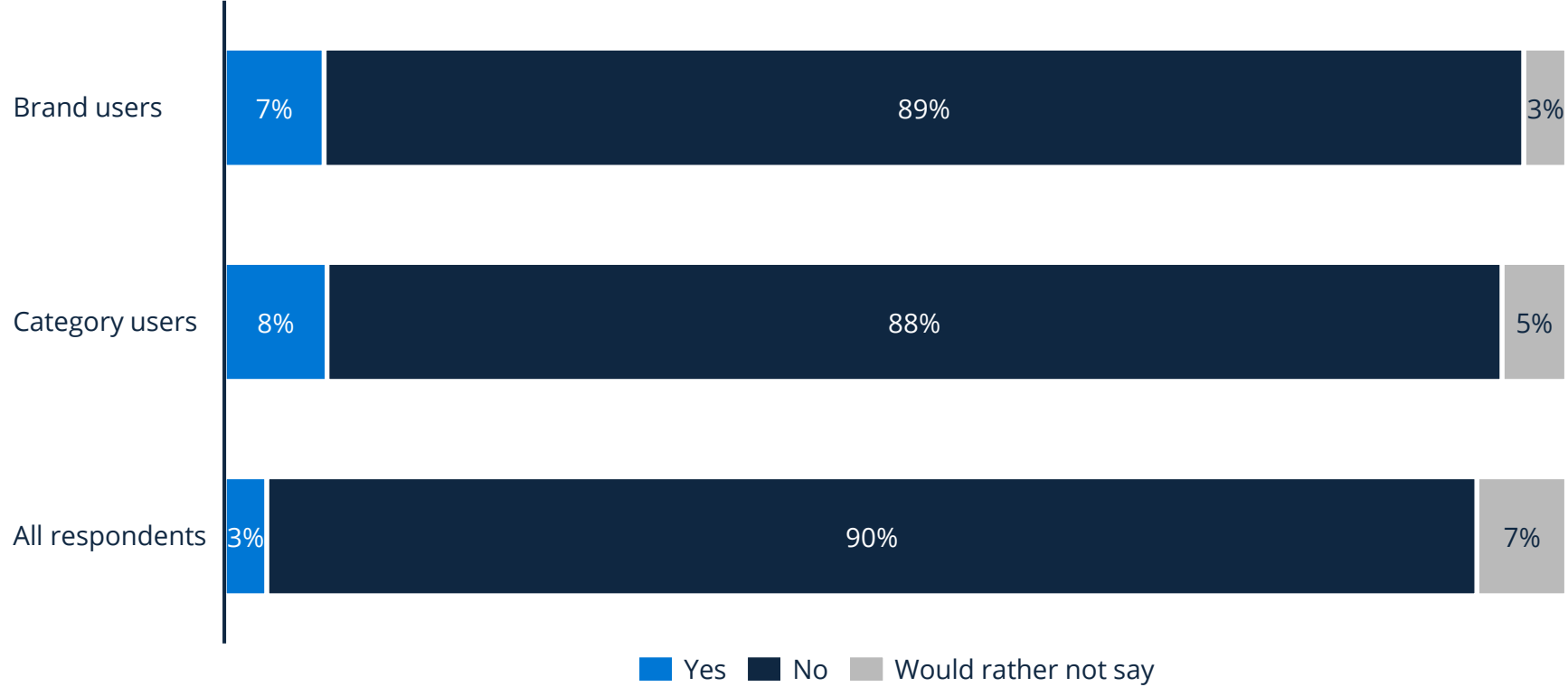
Communities where consumers live in Korea



7% of Yes24 customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Korea



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=94 Yes24 customers, n=353 E-book shoppers, n=12,145 all respondents

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

CHAPTER 03

Consumer lifestyle

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



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/866220155214011000>