

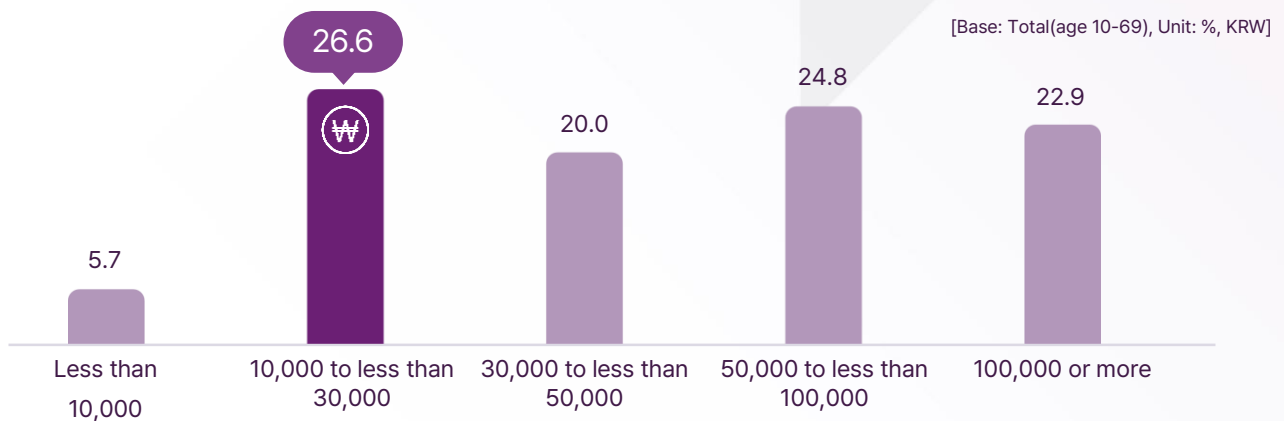
# 2024 Willingness to Pay for Character Content in Korea

This report provides a comprehensive analysis of consumers' engagement and willingness to pay for character content in Korea, based on the *2024 Character Usage Survey* conducted by the Korea Creative Content Agency.

(Source: KOCCA)

## Maximum Willingness to Spend per Purchase on Character Content

- ▶ The average maximum amount respondents were willing to spend at once on character content was KRW 66,169.
- ▶ By spending range, the largest group fell into KRW 10,000–30,000 (26.6%), followed by KRW 50,000–100,000 (24.8%) and KRW 100,000 or more (22.9%).
- ▶ By age group, teenagers showed the highest average maximum spending, at KRW 90,549.

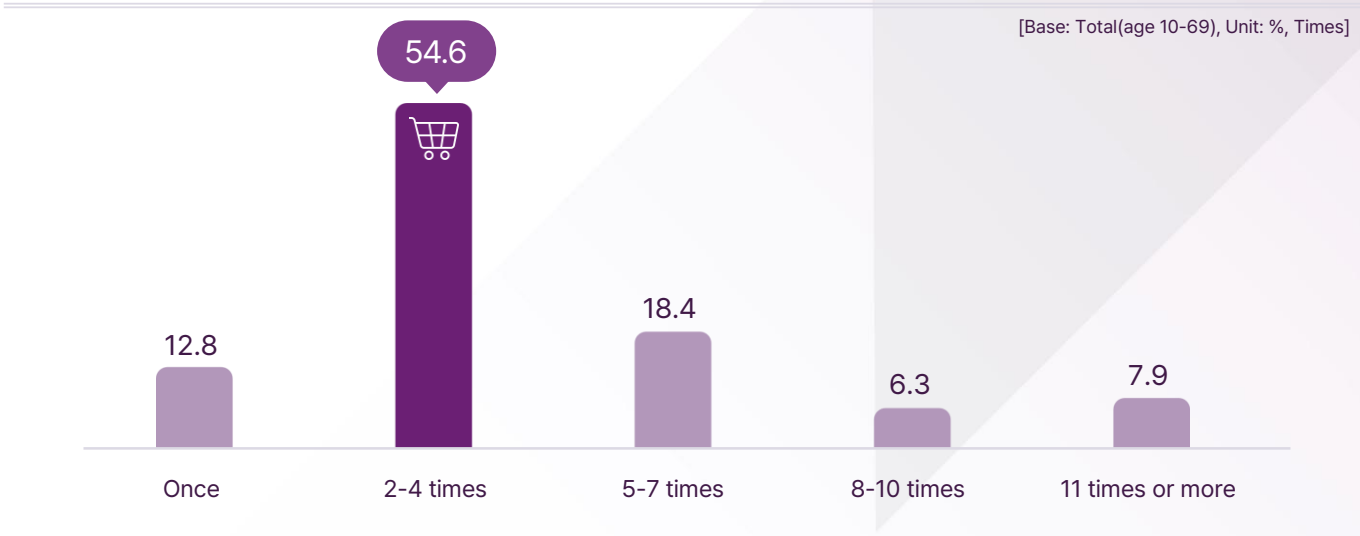


Type		Number of cases	Less than 10,000	10,000 to less than 30,000	30,000 to less than 50,000	50,000 to less than 100,000	100,000 or more	[Average: KRW]
Total		(3,500)	5.7	26.6	20.0	24.8	22.9	66,169
Gender	Males	(1,701)	7.0	23.2	17.8	23.9	28.1	78,314
	Females	(1,799)	4.5	29.8	22.0	25.7	18.0	54,685
Age	10s	(443)	6.1	30.0	14.7	20.7	28.5	90,549
	20s	(574)	4.2	25.8	22.2	23.2	24.6	68,463
	30s	(613)	3.7	20.7	25.3	28.1	22.1	67,377
	40s	(668)	2.7	24.1	21.1	28.0	24.0	63,407
	50s	(661)	5.2	27.6	18.7	25.2	23.3	67,031
	60s	(541)	13.4	33.3	16.0	21.8	15.5	44,758

[Base: Total(age 10-69), Unit: %, KRW]

## Maximum Willingness to Spend Frequency per Year on Character Content

- ▶ The average number of times respondents were willing to spend on character content annually was 6.5 times.
- ▶ The most common response was "2-4 times" (54.6%), followed by "5-7 times" (18.4%) and "once" (12.8%).
- ▶ By age group, younger respondents showed a higher average number of annual purchases.



[Base: Total(age 10-69), Unit: %, Times]

Type		Number of cases	Once	2-4 times	5-7 times	8-10 times	11 times or more	[Average: times]
Total		(3,500)	12.8	54.6	18.4	6.3	7.9	6.5
Gender	Males	(1,701)	12.8	57.0	17.6	5.6	6.9	6.1
	Females	(1,799)	12.8	52.4	19.2	6.9	8.7	6.8
Age	10s	(443)	6.5	47.6	21.4	7.8	16.7	11.6
	20s	(574)	6.8	46.4	24.4	8.8	13.6	9.6
	30s	(613)	10.6	52.4	21.4	8.7	6.9	5.3
	40s	(668)	12.4	55.9	20.6	6.1	5.0	5.2
	50s	(661)	15.3	62.3	13.2	4.5	4.7	4.6
	60s	(541)	24.3	60.5	9.9	2.2	3.1	4.0

## Conclusion and Key Takeaways

- ▶ According to the 2024 survey results, Korean consumers have an average spending capacity of approximately 60,000 won per purchase and approximately 6.5 purchases per year for character content.
- ▶ In particular, the amount and frequency of spending were higher among teenagers, suggesting the presence of a loyal fan base centered around younger generations.
- ▶ From now on, it will be necessary to develop more sophisticated targeting strategies and diversify product lines based on generational spending characteristics and consumer preferences.



### Average Spending per Purchase

Around KRW 60,000



### Annual Purchase Frequency

Average of 6.5 times



### Teen Consumers

Higher spending amount & frequency



### Targeting Strategy

Needs to reflect generational spending behaviors

#### Original Source

Korea Creative Content Agency. (September 29, 2024). 2024 Character User Survey.

<https://www.kocca.kr/kocca/bbs/view/B0000147/2007351.do?searchCnd=1&searchWrd=&cateTp1=&cateTp2=&useYn=&menuNo=204153&categorys=0&subcate=0&cateCode=&type=&instNo=0&questionTp=&ufSetting=&recovery=&option1=&option2=&year=&morePage=&qtp=&domainId=&sortCode=&pageIndex=4>