











keywords are related to automobiles and how consumption behaviors of developed and emerging countries are represented. This study verified and compared the results with hypotheses that automobile preferences would be different because of differences in living standards, regional characteristics, culture, and related regulations and policies between developed and emerging Asian countries.

As demonstrated by the study results, emerging countries are very fond of foreign cars that value their confidence and self-esteem, but they are sensitive to price, and thus they prefer small- and medium-sized cars sedans rather than SUVs. Therefore, the price and marketing should be considered as the top priority when automakers enter these emerging markets. If small- and medium-sized cars that are more affordable are marketed as sedans rather than as SUVs, these markets can be expected to respond more locally.

Through this method, the demand for automobile buyers can be identified, and the necessary direction for activating automobile exports in the future can be established. The results can also be expected to be used as basic data in marketing strategy and product development for automobile export policies.

Despite its significance, this study has some limitations. First, this study analyzed only one keyword and its detailed related keywords. Therefore, future research will need to generalize the results by diversifying subject keywords. Second, the data collection path was limited to Twitter. Because there are more SNSs that can collect text data on the Internet. It is necessary to generalize the method through diversification of collection paths. Third, empirical verification of the results obtained from such data analysis is necessary.

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