

## Engine for Domestic & Noise for Imports are the most serious problem

- 4 out of Top 10 serious problems of domestic are related to engine
- Imports has 6 Noise problems

The claim that Korean consumers are sensitive to noise has been confirmed to have its basis. Noise has been the serious problem among all the consumers but it was more serious among imported car owners. Imported car owners had six out of ten serious problems from 'Noise/Usual sound' related problems, having more problems than domestic cars. On the other hand, domestic cars had 4 'Engine' related problems, which had none among imported cars, out of the ten. 'Engine' for domestic cars and 'Noise/Usual sound' for imported cars were the most serious problems.

Marketing Insight, an automobile specialized research firm ([www.mktinsight.co.kr](http://www.mktinsight.co.kr)), asked the consumers, who purchased new car within three years (23,491 persons), in 2014 Automobile Syndicated Study regarding what kind of problems they have experienced since the purchase of new car by presenting 177 problems and what was the most serious problem among the problems they had experienced. And then, they were asked to describe about the serious problem freely in detail. The 10 problems pointed out frequently as the most serious problems were listed by domestic and imported cars with links to the detailed contents (VOC) [Table 1].

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[Table 1] Top10 Most Serious Problems of Domestic &amp; Imported cars and VOC

| Domestic car (Number of VOC)                                     | %   | Imported cars (Number of VOC)                                     | %   |
|------------------------------------------------------------------|-----|-------------------------------------------------------------------|-----|
| 1. Engine lacks power (1,113) <b>E</b>                           | 6.6 | 1. Metal grinding sound while braking (119) <b>N</b>              | 5.4 |
| 2. Excessive wind noise while driving (1,850)                    | 6.3 | 2. Excessive wind noise while driving (142) <b>N</b>              | 4.2 |
| 3. Bad smell during heater/AC operation (1,626)                  | 4.1 | 3. Navigation failure/malfunction (121)                           | 4.1 |
| 4. Rough shifting/Shifting shock (854)                           | 3.2 | 4. Other problems related to Noise/Unusual sound (123) <b>N</b>   | 4.0 |
| 5. Metal grinding sound while braking (617)                      | 2.7 | 5. Inconvenient to use navigation (93)                            | 3.6 |
| 6. Noise/Unusual sound from bottom of body (881)                 | 2.6 | 6. Bad smell during heater/AC operation (112)                     | 3.3 |
| 7. Other problems related to Noise/Unusual sound (733)           | 2.4 | 7. Unusual sound from inside of door (91) <b>N</b>                | 2.9 |
| 8. Engine stumbles while driving (583) <b>E</b>                  | 2.3 | 8. Rough shifting/Shifting shock (68)                             | 2.8 |
| 9. Severe engine noise/unusual sound while idling (511) <b>E</b> | 2.0 | 9. Noise/Unusual sound from bottom of body (81) <b>N</b>          | 2.4 |
| 10. Engine stall (301) <b>E</b>                                  | 1.9 | 10. Unusual sound from dashboard & instrument panel (76) <b>N</b> | 2.1 |

**E** : Engine**N** : Noise

Domestic cars had the highest rate in '1. Engine lacks power' at 6.6%, followed by '2. Excessive wind noise while driving' at 6.3% and '3. Bad smell during heater/air conditioner operation' at 4.1%, in order. For imported cars, '1. Metal grinding sound while braking' at 5.4%, '2. Excessive wind noise while driving' at 4.2% and '3. Navigation failure/malfunction' at 4.1% were in order from the highest.

The commonly shared problems in domestic cars and imported cars both among the 10 most serious problems were 6 problems including 'Excessive wind noise while driving', among which 4 of them were related to the 'Noise/Usual sound'. 4 not commonly shared problems were quite different as all issues of domestic cars were related to 'Engine' ('Engine noise/unusual sound while idling' is duplicated), whereas imported cars had 2 'Noise/Usual sound' problems and 2 'Navigation' problems.

This result has following implications.

- 'Noise/Usual sound' is the most seriously considered quality problem among Korean consumers.
- The majority six out of ten problems in imported cars are 'Noise/Usual sound' which means that Korea consumers are more sensitive to this problem.
- Issues related to domestic car engine took 4 out of the 10 major problems but accounted none in imported cars. That means that domestic car engine is relatively more problematic.
- Serious problem of imported cars that doesn't exist in domestic cars appeared to be 'Navigation'. It was inconvenient to use and had many failure / malfunction.

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To understand the problems of automobile correctly and improve them, there should be specific information for location and occasion of generated problem beyond the problem experience rate. For that, Marketing Insight decided to open collected VOC (Voice Of Customer) data, which has detailed description of consumers on the location, occasion and symptoms of problem, to related personnel in industry. This data has been included as part of VQMT (Vehicle Quality Management Tool) developed by Marketing Insight.

#### ■ Browse VOC in VQMT

[http://rpt.mktinsight.co.kr/mivqmt/vqmt\\_vocpub.htm](http://rpt.mktinsight.co.kr/mivqmt/vqmt_vocpub.htm)

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Marketing Insight Inc. has conducted 'Automobile Quality and Customer Satisfaction Study' in every July from 2002 to 2014 with 100k consumers. The study results had been announced as press releases from the end of Sep. every year. Also the results are utilized by domestic major automakers, auto-importers and automotive-related enterprises.

Media release contents and '[Korean Automobile Quality Report](#)' contents are listed on 'AutoInsight' ([www.autoinsight.co.kr](http://www.autoinsight.co.kr)), which is 'Korean online automobile consumer reports' developed by Marketing Insight Inc., and '[Auto Column](#)' of Daum Automobile section. Especially, 'AutoInsight' provides 'One Page Report' feature than can compare consumers' product quality and service evaluations by model.

#### [Research design & outline]

- Research body: Marketing Insight([www.mktinsight.co.kr](http://www.mktinsight.co.kr))
- Research type: Syndicated study
- Population: Nationwide Automobile user with e-mail account
- Survey period: July 2014
- Data collection method: Online e-mail survey
- Sample size: Total 101,821 respondents

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*The results of this report were excerpted and summarized from the results of 'Automobile Quality and Customer Satisfaction Study' conducted by Marketing Insight Inc. in every July since 2002.*

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