

Automotive Consumer Trends 2007

SCC Analysis - 3. Image : Origin Effect of Manufacturers

- 한국 자동차 산업 이미지, 1년 새 급속히 추락
 - '싸고 좋은 차 만든다' 59.7% → 42.7% 로 17%p 하락
 - '잔 고장 없는 차 만든다' 16.6% → 7.9% 로 8.7%p 하락
- 점점 강해지는 일본차 이미지
 - 잔 고장 없고(38.0%), 디자인 좋은 차(29.7%), 5년 후 1위 수입차(38.8%),
경계해야 할 대상(49.4%) 1위
- 새로운 위협으로 떠오르는 중국
 - 경계해야 할 나라 중국 22.7%로 일본(49.4%) 다음의 2위 차지
- 독일은 '안전한 차'(53.0%), '첨단 기술'(42.6%)에서 단연 앞서

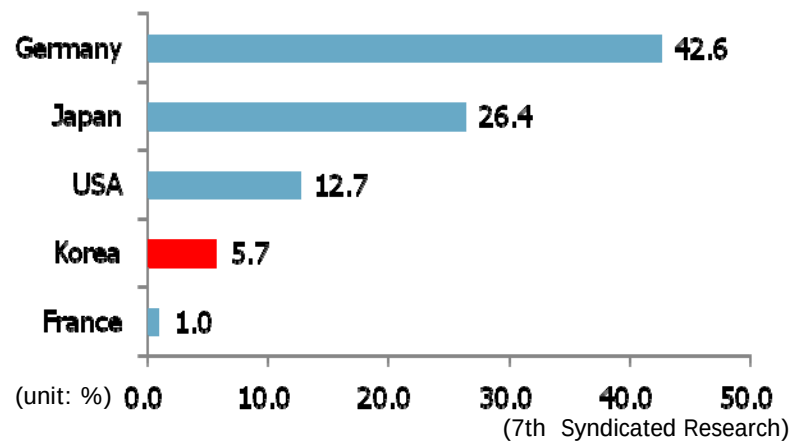
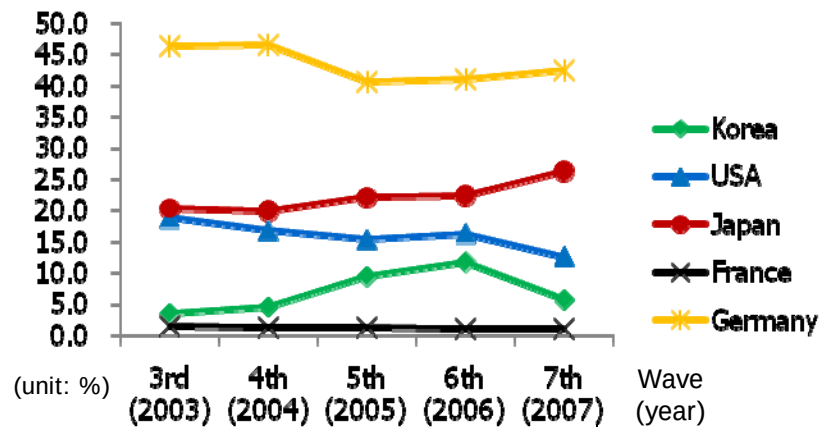
1. 본 Automotive Consumer Trends는 ㈜마케팅인사이트의 제 7차(2007년)자동차 기획 조사(표본집단: 105,149명) 결과로 부터 나온 것입니다.
마케팅인사이트는 2001년부터 년 1회 자동차 소비자에 대한 대규모 조사를 실시해왔으며, 이 조사는 2007년 7월 E-mail Survey방식으로 수행되었습니다.
2. Automotive Consumer Trends는 2007년 9월 17일부터 매주 2회(월/수) 발행될 예정이며, 자세한 일정은 뒷부분에 첨부된 일정을 확인해주시기 바랍니다.
ACT의 첫번째 부분인 SCC분석(Six Core Competence Analysis)은 각사의 경쟁력을 여섯 개의 주요 역량 요인별로 평가한 결과로써, SCC분석에 따라 우량 기업은 최소 1~2개 부분에서 탁월해야 하며, 어떤 부분에서도 약점이 발견되지 않아야 합니다.

■ Origin Effect – A Country of Advanced Technology

[Table 1. Origin Effect – A Country of Advanced Technology]

Q. Which country is most applicable to each of the following statement?

(unit: %)



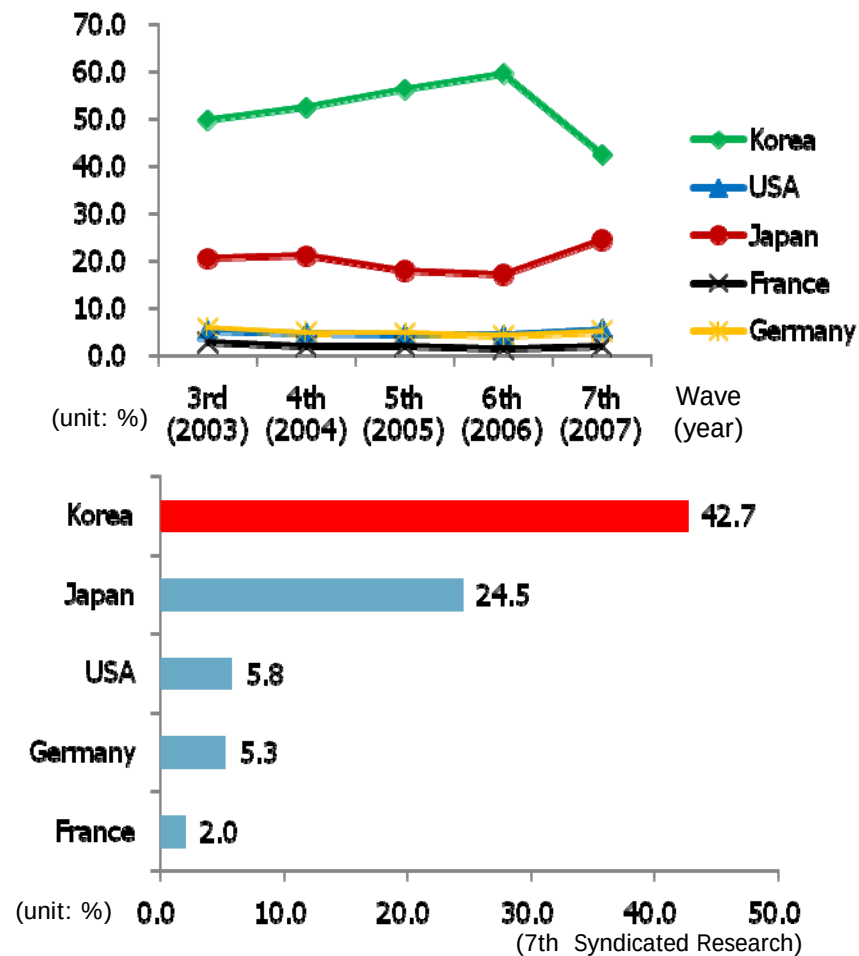
	Korea	USA	Japan	France	Germany	Others	(base)
3rd (2003)	3.5	18.9	20.3	1.5	46.4	9.5	(4,045)
4th (2004)	4.6	16.8	20.0	1.3	46.6	10.7	(7,068)
5th (2005)	9.4	15.4	22.2	1.2	40.7	11.2	(7,168)
6th (2006)	11.7	16.4	22.4	1.0	41.2	7.3	(3,682)
7th (2007)	5.7	12.7	26.4	1.0	42.6	11.8	(4,229)

■ Origin Effect – A Country Making Good & Economical Cars

[Table 2. Origin Effect – A Country Making Good & Economical Cars]

Q. Which country is most applicable to each of the following statement?

(unit: %)



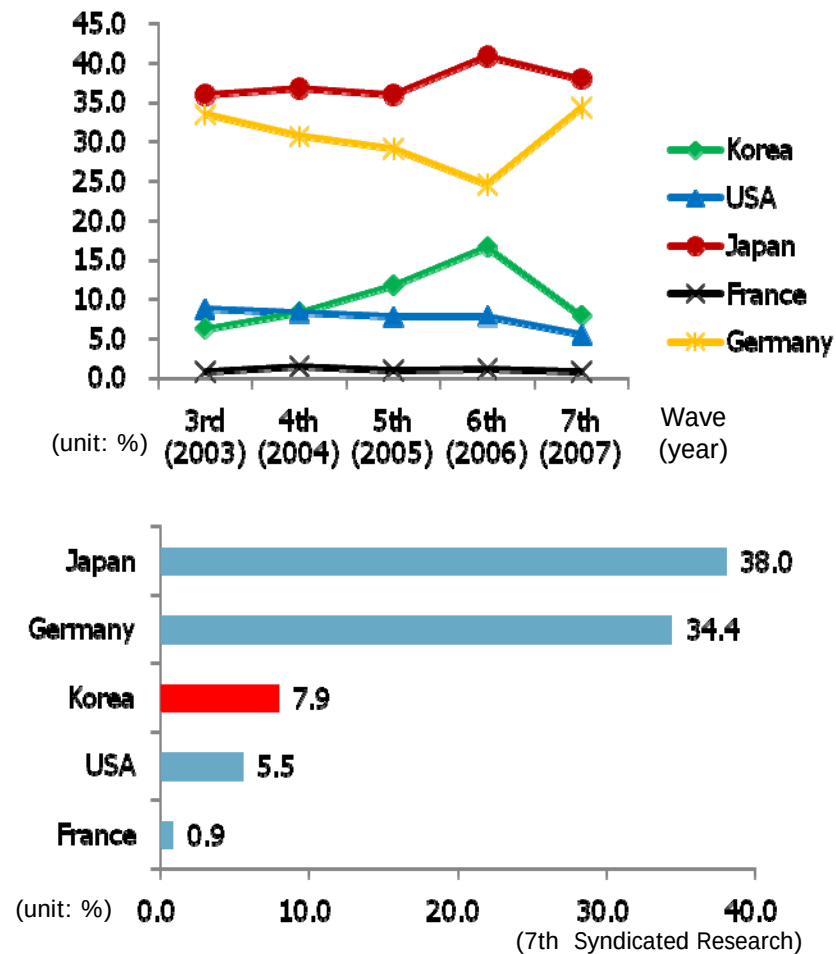
	Korea	USA	Japan	France	Germany	Others	(base)
3rd (2003)	49.9	5.5	20.6	2.9	5.9	15.1	(4,045)
4th (2004)	52.5	4.9	21.1	2.1	5.0	14.3	(7,068)
5th (2005)	56.4	4.6	18.1	2.1	4.9	14.0	(7,168)
6th (2006)	59.7	4.5	17.2	1.6	4.4	12.6	(3,682)
7th (2007)	42.7	5.8	24.5	2.0	5.3	19.8	(4,229)

■ Origin Effect – A Country Making Reliable Cars with Minor Troubles

[Table 3. Origin Effect – A Country Making Reliable Cars with Minor Troubles]

Q. Which country is most applicable to each of the following statement?

(unit: %)



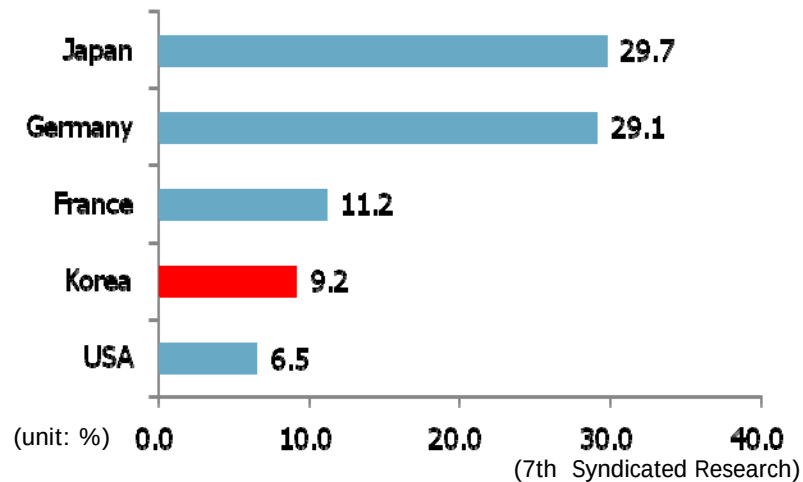
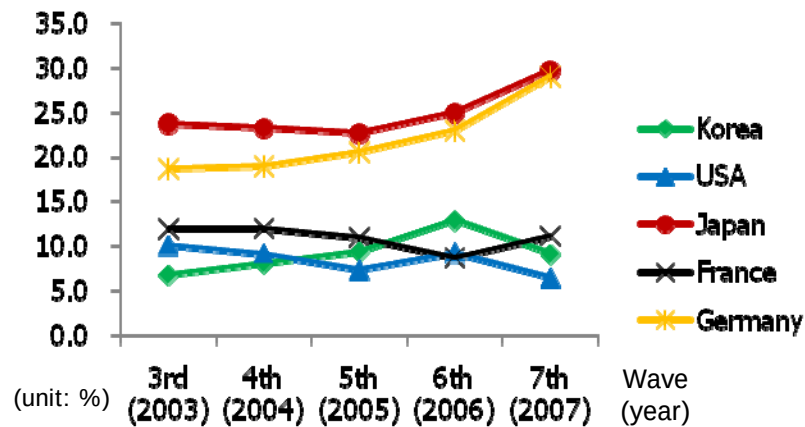
	Korea	USA	Japan	France	Germany	Others	(base)
3rd (2003)	6.3	8.8	36.0	0.9	33.5	14.6	(4,045)
4th (2004)	8.3	8.3	36.8	1.5	30.7	14.3	(7,068)
5th (2005)	11.8	7.8	36.0	1.1	29.1	14.3	(7,168)
6th (2006)	16.6	7.9	40.9	1.1	24.5	9.0	(3,682)
7th (2007)	7.9	5.5	38.0	0.9	34.4	13.3	(4,229)

■ Origin Effect – A Country Producing Great Design & Style

[Table 4. Origin Effect – A Country Producing Great Design & Style]

Q. Which country is most applicable to each of the following statement?

(unit: %)



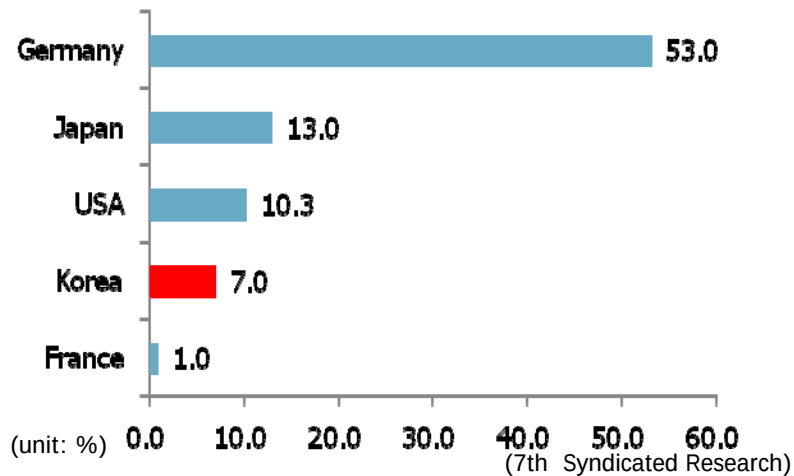
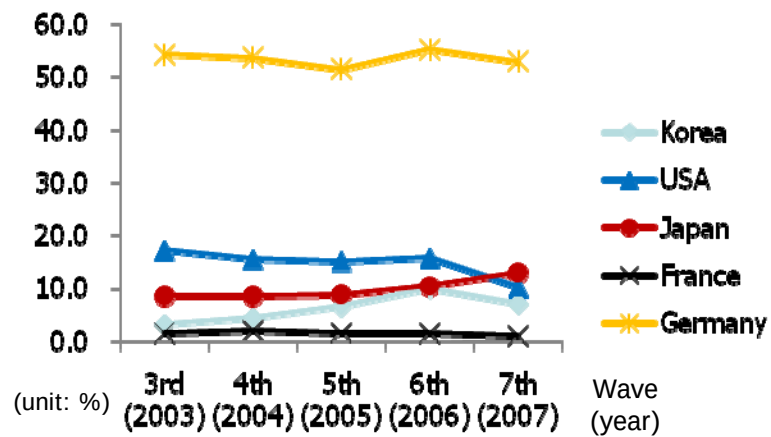
	Korea	USA	Japan	France	Germany	Others	(base)
3rd (2003)	6.8	10.2	23.7	11.9	18.7	28.6	(4,045)
4th (2004)	8.2	9.2	23.3	12.0	19.0	28.4	(7,068)
5th (2005)	9.4	7.4	22.7	11.0	20.6	28.9	(7,168)
6th (2006)	12.9	9.3	25.0	8.7	23.1	21.0	(3,682)
7th (2007)	9.2	6.5	29.7	11.2	29.1	14.3	(4,229)

■ Origin Effect – A Country Making Safe Cars

[Table 5. Origin Effect – A Country Making Safe Cars]

Q. Which country is most applicable to each of the following statement?

(unit: %)



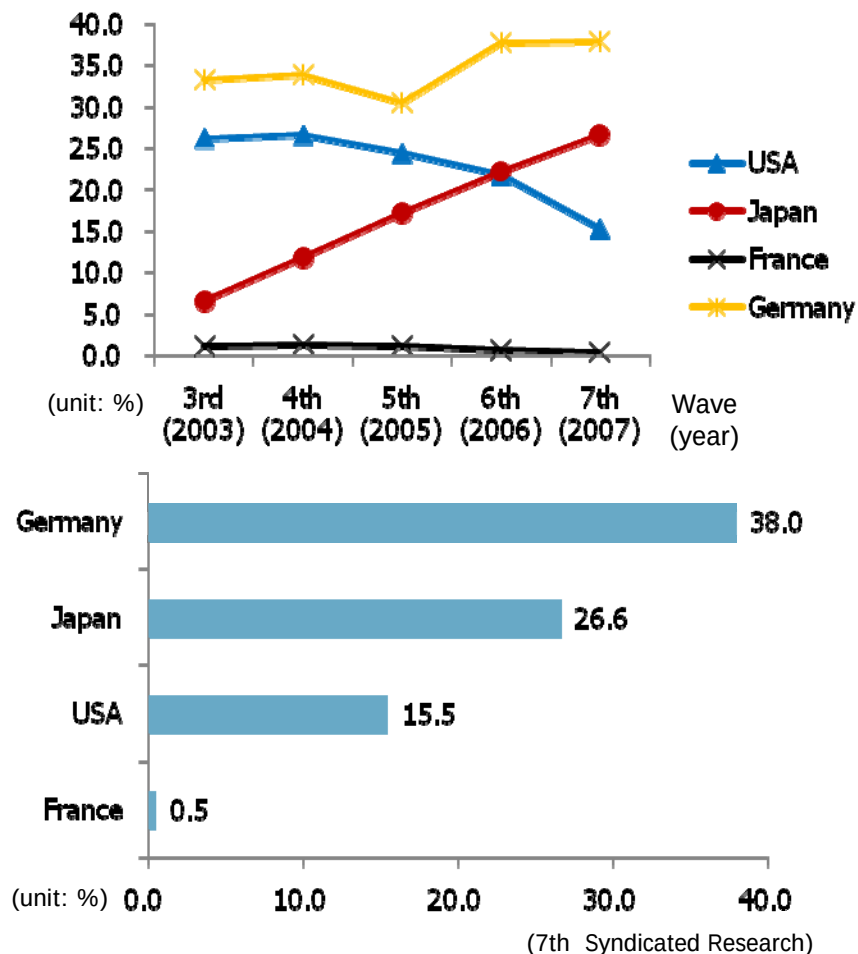
	Korea	USA	Japan	France	Germany	Others	(base)
3rd (2003)	3.2	17.2	8.5	1.5	54.3	15.3	(4,045)
4th (2004)	4.5	15.5	8.5	1.9	53.8	15.9	(7,068)
5th (2005)	6.5	15.2	8.8	1.6	51.6	16.5	(7,168)
6th (2006)	9.9	15.8	10.4	1.3	55.3	7.2	(3,682)
7th (2007)	7.0	10.3	13.0	1.0	53.0	15.7	(4,229)

■ Origin Effect – A Country of The Best Selling Imported Car Now

[Table 6. Origin Effect – A Country of The Best Selling Imported Car Now]

Q. Which country is most applicable to each of the following statement?

(unit: %)



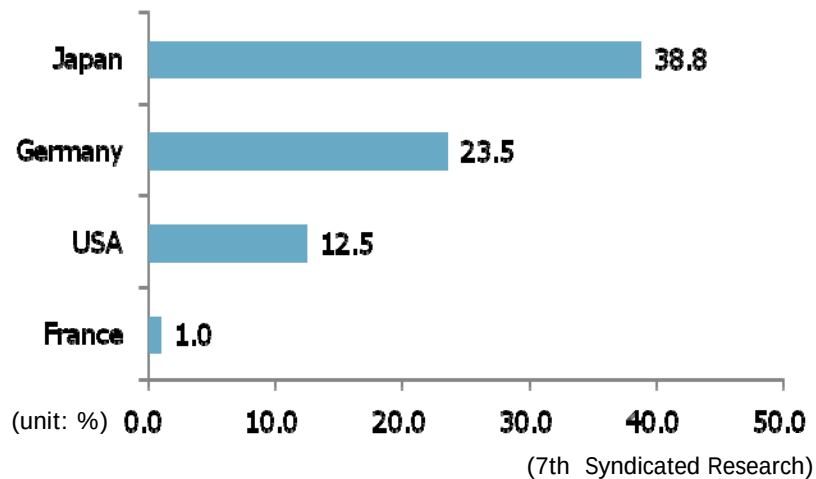
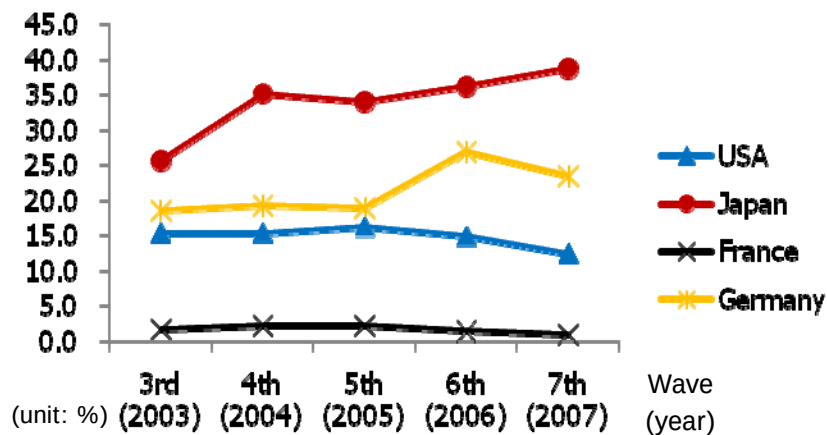
	USA	Japan	France	Germany	Others	(base)
3rd (2003)	26.3	6.6	1.2	33.4	32.5	(4,045)
4th (2004)	26.7	11.9	1.4	34.0	26.0	(7,068)
5th (2005)	24.5	17.3	1.3	30.6	26.4	(7,168)
6th (2006)	21.9	22.1	0.8	37.9	17.3	(3,682)
7th (2007)	15.5	26.6	0.5	38.0	19.4	(4,229)

■ Origin Effect – A Country To Be The Best Selling Car in 5 years

[Table 7. Origin Effect – A Country To Be The Best Selling Car in 5 years]

Q. Which country is most applicable to each of the following statement?

(unit: %)



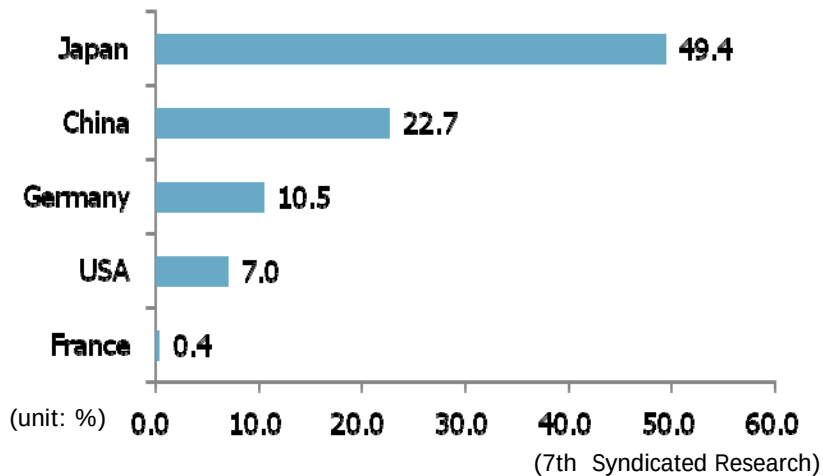
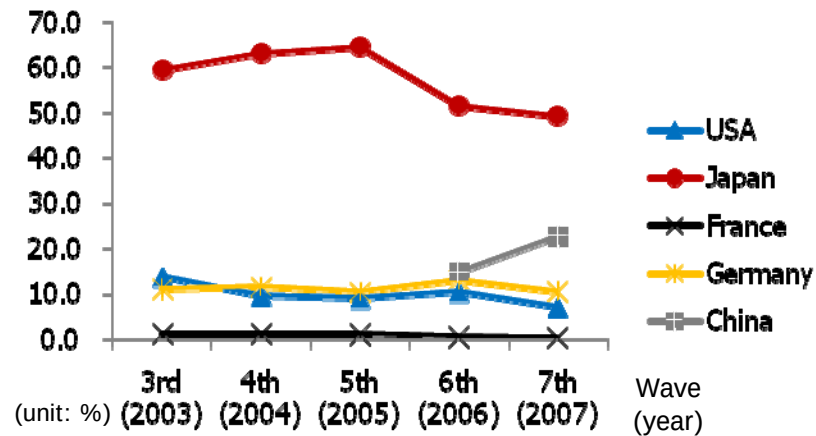
	USA	Japan	France	Germany	Others	(base)
3rd (2003)	15.4	25.7	1.8	18.5	38.6	(4,045)
4th (2004)	15.4	35.2	2.1	19.3	28.0	(7,068)
5th (2005)	16.2	34.1	2.2	19.0	28.5	(7,168)
6th (2006)	14.9	36.2	1.4	27.0	20.5	(3,682)
7th (2007)	12.5	38.8	1.0	23.5	24.2	(4,229)

■ Origin Effect – A Country Korean Makers Must Watch Out For

[Table 8. Origin Effect – A Country Korean Makers Must Watch Out For]

Q. Which country is most applicable to each of the following statement?

(unit: %)



	USA	Japan	France	Germany	China	Others	(base)
3rd (2003)	13.8	59.5	1.1	11.1	-	14.4	(4,045)
4th (2004)	9.7	63.4	1.1	11.5	-	14.3	(7,068)
5th (2005)	8.9	64.7	1.1	10.4	-	15.0	(7,168)
6th (2006)	10.4	51.6	0.5	12.9	14.8	9.7	(3,682)
7th (2007)	7.0	49.4	0.4	10.5	22.7	10.0	(4,229)