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한국기업의 해외시장에서의 브랜드구축에 관한 연구

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가 가 가

(Farquhar 1989).

가 가

(Aaker 1991).

2. 가 (OEM 가 (Farquhar 1989).

3. (i) (brand awareness) (ii) (perceived quality) (iii) (brand association image) (iv) (brand loyalty) (v) (Aaker 1991).

(i)-(iii),

가

(brand recognition)

(brand recall)

(favorable), (Keller 1993).

(strong),

(unique)

4. 가

, PR,

5. 가

가

가

6. (social conspicuousness)

가

가

7. 10

8.

가 가 . , .
 , 가 가 . , .
 가 . , (, ,)
 (, 1997. 3, 5). 1996
 30% (, 1997. 3),
 " 가 "

3-1.

" 가 "
 가 가 . "가
 " 가 , 1998
 가 20-39
 (1995).
 (1997 , p. 55).
 18 34 (, 1998. 9).

Peter Arnell Associates "Simply "
 , (18
 34) 가 , 가

3-2.

" 가 "
 , 가
 가 , LG
 가 " (IndustryWeek, 1987).
 , (, 1996).

Sharp 20% (, 1997). , VCR

3-3. 가

가 가 가 가 (, 1995). 10% 30% 10 15%

(Ad Age International 1996. 1). 1986 가 20% 가 10% 가 " 가 " 가 (Nagle and Holden, (Ad Age International, 1995). 1996. 1). 가

3-4.

3-4-1.

and Yi (1994) 가 Cho, Choi, CI 가 / 가 (1) , (2) 가 , (3) , (4) , (4) ,

1996 " 3 (Advertising Age International, 1996. 10). IBM, Coca-Cola, Xerox Panasonic 가 가 4500 , 2000 11 가 가

, 98 가
 가
 LG 98 가
 , LG 가
 1997 , , 가 ,
 LG 가 .

(BrandWeek, 1996).

가
 가 1986
 "(cars that make sense) " 가 2 "(2 cars for
 the price of one) 가

/ 가
 (, 1997, p. 24).
 가?

(p. 26). 가 (p. 29).

가 35
 (500 , 35), 75
 " , 가 " TV

(Ad Age International, 1996. 12).

1993-96 , "
 (from chips to ships)"

가 가
 , 1996 ,

(,) .

Scientific American

/

" "

. 1995 ,

R&D

가

1996 ,

" 가 가 (where reality exceeds expectations)"

가

가

/

1996

Peter Arnell Associate 가

"Simply "

(18 34)

가

"가

가

(, 1995) .

/

(Forbes, 1996) .

"

"

(1995

) .

3-4-2. /

Nike

Dentsu

가 ,

가 . LG 98

가

가

LG

, FIFA

, 1994

1997

, 98

, 1995

1996

3-4-3. PR

400 가 PR
3 4 LG

PPL(product placement)

3-4-4.

1 2 1 12 1998
가 가 , 1994 1995 6
"Pan-Korea"

(driving is believing)" 1998

(learn and drive)"
가

3-4-5.

(CI) (CI)

LG "LG" (Pantone 207C) "LG" L G

LG "LG" CI

LG "hi-tech"+"hi-touch"

CI

4.

가

가
100
Interbrand 가 (Nicholas Kochan, NYU Press) " (1996)
)" 1994
,
" " " "
(Research International 4
) . 1994 34%
1997 65% 가 . 社 80%
, 가 (1994 30%) . ,
가 가 " - "
가
, ' , ' 가 ' , ' 가 ' ,
, ' , ' 가
가 ' .
가
가 ' , ' ' , ' ' , ' ' ,
" .
, 가
, ' 가 ' , ' 가 ' , ' 가 ' ,
(, 1997, pp. 13-14) . 가
가
, ' , ' , ' , ' , ' , ' ,
가
가 가
, ,
, " 가 ,
(p. 55) . "
LG , LG (, p. 22) .
. LG . 1995
, LG
, LG

가 . 가 가

가 , 1
가 , 2

1996 가 가

가 가 , 가 , LG
/ 가 가 , LG
가

Indian Economic Times 가 1997 12

(,) 가 , 가
가
(1997, pp. 35-37).

가

가

(BrandWeek, 1995. 9).

1987

264, 383 , 1996 108,468 (1988
, 1997). J.D. Powers

(Advertising Age, 1998. 2. 23).

가 , J D Powers

washer

1999

(, 1999. 2).

가

13

가

가

5.

가

가 (1995). 가 , 가
가 가 가
가 , ' ' .

5-1.

가?

. 1990 Saturn
(Aaker 1994).
1960 1970 .

가

Aaker (1997)

가

- (1) ' ' .
- (2) , , 가
- (3) ' ' .
- (4) Lexus .

, PR, 가

5-2.

brand) 가 (sub-
'SYNCMAS-TER'
가 , ,

'World Best'

"GPM"

MegaView TV, Little Big Max Hi-Fi
ColorView, Diamondhead VCR, Touch-N-Think
Cheff Samsung, Lavasoft Samsung
Sports Utility Vehicle

LG

가

LG

LG

14

15

가

LG

LG

TV

VCR

Zenith

CD-ROM

LG

가

가

가

()

가

가

가

가

가

, 가

가

가

가

(

LG

1

가

.),

5-3.

1995 6 7 2 AST
(, AST) AST 가 40% , AST
, 1994

AST (, 1996. 10).
 , AST " "
 1999 AST 2 (, 1999).
 LG Zenith . LG 1995 3 5 1
 3 80 Zenith TV (55%). LG
 , Zenith HDTV (HDTV
) (, 1995.
 8). LG 가 VCR Zenith Circuit
 City (, 1996. 8). Zenith TV
 Thomson SA RCA 2 (, 1998. 4. 2).
 , Zenith , 1985 4
 , 98 5 가 1997-1998 3
 , LG 2 가 LG
 (, 1998. 5. 22).
 Maxtor 1995 1 5 , Symbios
 Logic (, 1996. 10, , 1994). RCA(
)

. AST Zenith

가
가? 가

, 가

5-4.

가 가 . Consumer Reports
 TV 가 , Which? VCR, TV
 (Which?, 1998. 2). 가
 TV 5 8% ,
 2% (Financial Mail, 1997).

(Lee et al, 1996).

GM, , ,

가 , TV
 (, 1997. 3).
 . LG AMD, , Zenith

TFT R&D

가 "soft start"
 가 "BIO TV"
 가 (Report, 1997.)
 가 (가
 "signaling", "human touch"
 가 가
 가 가

5-5.

가 (Wexia Asparo) Top-end
 IBM Tom Hardy
 Porche IDEA (,
 1995).
 (1997 , p. 32).
 Giorgetto Giugiaro's Italdesign
 Porche International Automotive Design

5-6. 가

가 가

" () 가 가 " 가
" 가 , "

가 가? 가?
가(Industry Week, 1987)? 가?

가 , 가
가 가

SONY Panasonic 가 가
" "

5-7.

가 가 가
가? , PR

5-7-1.

(1)
, (2) 가 , (3) , (4) "
" , (5) " , " , "
가 " 가 가 가
TV 가 가 / /
(1) 100
20 가 (2) 가
SONY TV 20% 가 (3)
SONY TV 가 20% (4)
, , (5) SONY

3 Saturn

(),

(1997 8 31).

(, 1996; , 1997. 3).

가

가

1000 30

가 1

90%

가

24

가

. LG

" (happy calls)"

. LG

24

(Express Service)

5-7-3. / /PR

가

가

SYNMASTER

가

Consumer Reports

가(, 19, 20 TV 1 ,

가

2)

, VCRs,

(Which?,

1998).

BBC Top Gear, Auto Express, Parents

, /

가

가

1996, 1997

1998 2 What Car?

BBC TV J. D. Powers 가

2

가

Camry

가

LG

PR

, PC , BYTE

Mobile

. LG

Media tour

. LG

가

3 가,
가

가 가 .

(Batra, Myers and Aaker 1997).

5-7-4. (Cobranding)

가

Iberia Airlines 가 1998

American Airlines

ATT

Sprint PCS, AT&T

LG

LG

LG-Panda

LG-Chulan

LG-IBM

PC

(IBM 51%

)

LG

LG-EDS

Steinberg

) Italdesign

Bosch ABS

ZF

(1997).

(ingredient branding)

PC

Intel

/

5-7-5.

가

"

"

가

5-7-6.

가

가 - , 가
 가 LG 가
 CI "LG " " , , "
 CI " , , ,
 가 , "
 LG "hi-tech", "hi-touch" 가
 , "hi-hope"

Arnell

(Forbes, 1996).

가
가 . 가

. 1960

5-7-7.

(BrandWeek, 1995. 9). 1998
 4000 (Ad Age,
 7 7600
 2500-3000 ,
 3000
 2000
 (Ad Age, 1998. 3. 23).

LG ?
 10
 (, 1996. 10),
 1 5 가 (BrandWeek, 1995. 9).

가 가 , 가 , 98
 (1997 50%)

가 . 가 1996

(, LG, TV,), (, LG,)
 Forbes, USA Today, Financial Times, CNN International,
 Eurosport (Ad Age International, 1996).

(2) TV 가 ? (1)
 , PR

Scientific American
 Western International Media LG

"GoldStar time" 5-10
 1998
 (Advertising Age, 1998. 8).

() , 가 , 가

(Advertising Age International, 1996. 10)
 (Advertising Age, 1996. 12). LG 가

가
 (Swatch, Adidas)
 (Joachimsthaler and Aaker, 1997)

6.

1980 , "1 " OEM
 , "2 " "가
 " " "3 " ,
 " " 가 "OEM " ,
 R&D, , ,
 가 , (Lee and Son 1993).
 가 ,

R&D

R&D

가

가

가
가

가

가

()

()

가

가

가 가

가

가
가

가

가

" 가 "

가

가 1996

(21%),
(7-9%).

가
가

가

가

가

(1994), " 가 , " , 7 ,
100-104.

(1995), " , " , ,
148-179.

(1993), " 가 , " ,
4 1 , 93-107.

(1994), " , " ,
5 2 , 1-16.

, (1997), , .

(1995), " , " ,
, 181-216.

(1995), , 21 .

(1998), " : , " , 13 , 27-42.

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