



1.

1997 55% , ( , ) 10 (1988-97) 12%  
 34% , 가 가  
 10% GNP , 가  
 가  
 가  
 OEM  
 OEM 가  
 OEM 가  
 OEM ( 1994, Lee and Son  
 1993). 가  
 가  
 ( , Joachimsthaler and Aaker, 1997).  
 가  
 가

2.

2-1.

(brand equity)  
 ( 1995, 1995, Aaker 1991, 1996, Keller 1993).  
 1. 가 ( 1994, Aaker 1991).  
 가

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

7. 가

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 "

34 ) 가 , (18 가  
 , 가

3-2.

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



, 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





가 . 가

가 , 1  
가 , 2

1996 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

40%

(

)

가

, AST

, 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(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



Saturn ( ),  
(1997 8 31 ).  
( 가 , 1996; 가 , 1997. 3).  
3

1000 30 가 1  
90%

가 , 24  
" (happy calls)" . LG  
24  
(Express Service)

5-7-3. / /PR  
가 가

SYNMASTER

가 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 , PC , BYTE Mobile PR . 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)

Intel

PC

/

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,  
 1998. 2. 23). 6500 1996 7 7600  
 (Ad Age International, 1996), 2500-3000 ,  
 20-30 . LG 1998 3000  
 1998 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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