

CEO Information

2003.6.18 (405)

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(schoi@seri.org)
02 - 3780 - 8165

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가

가

- 2002

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가

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가

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5

26%

17% 가

, 가

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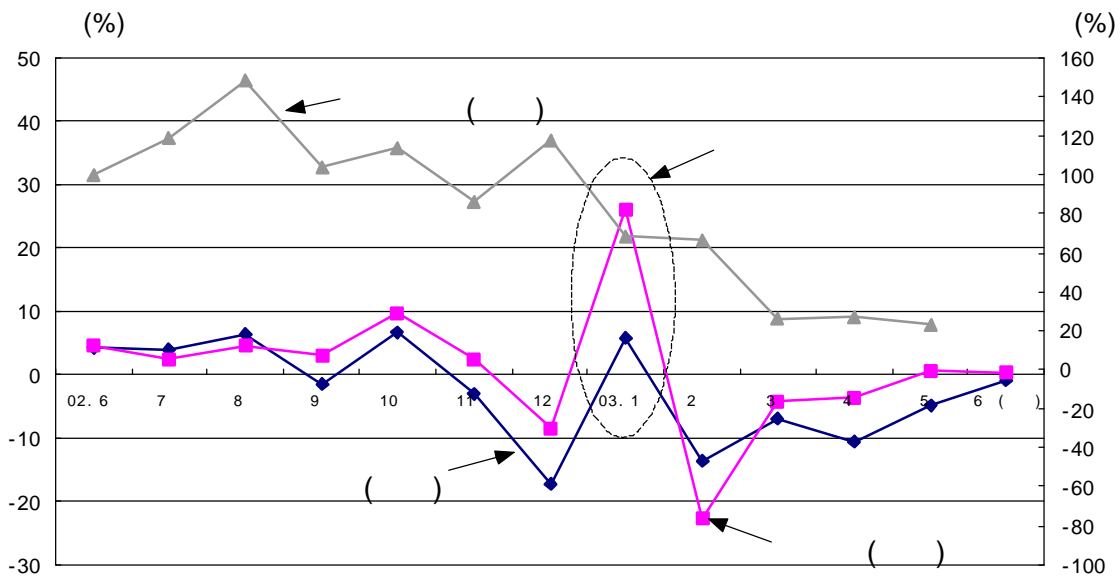
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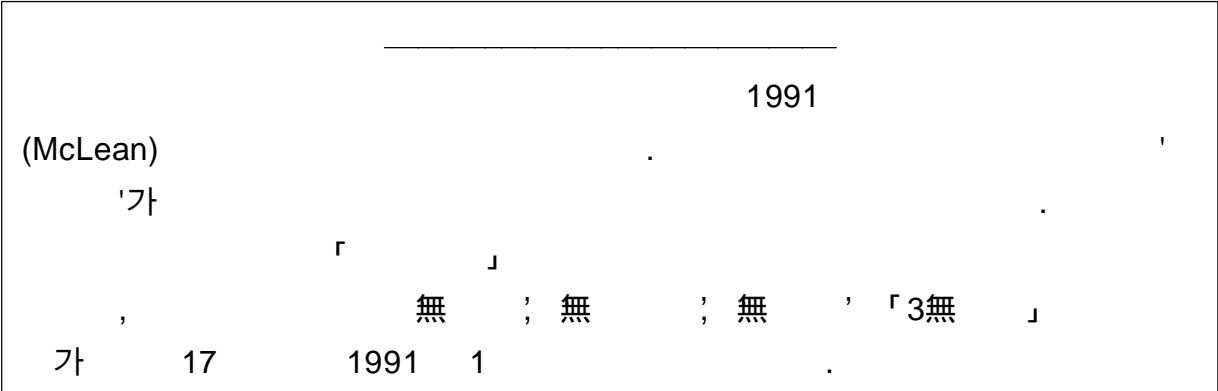
(2002.6.~2003.6.)



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- 가
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- 60 . 가
- 가 (Door-to-Door Interview)
가
- , ,
가
- 가
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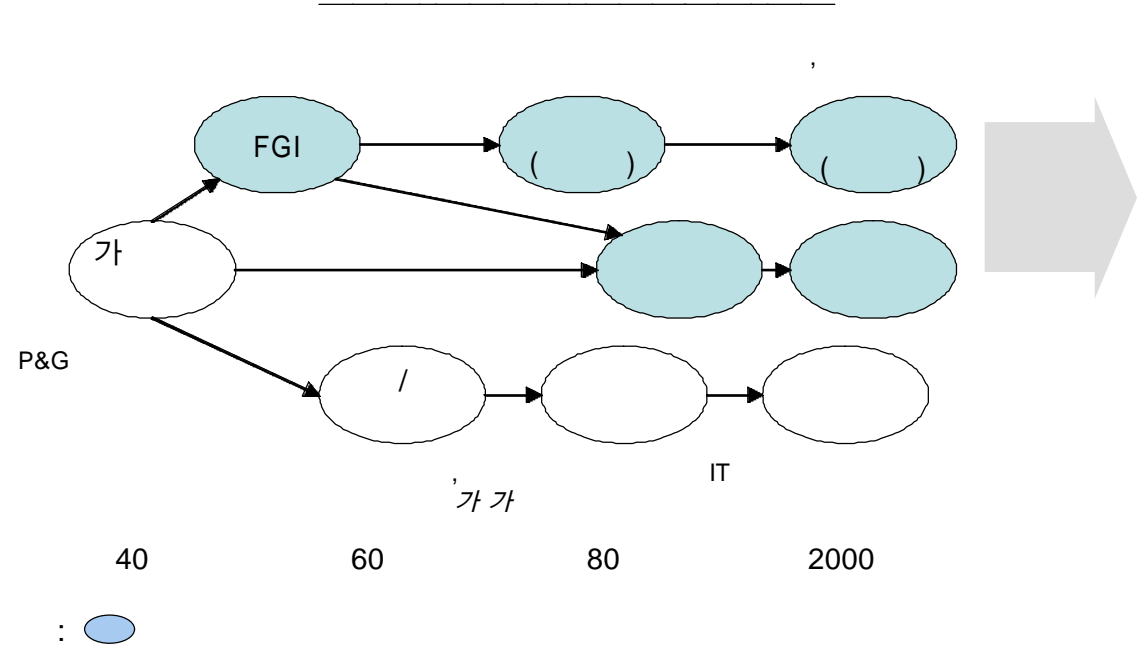
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1. “ 5% ”

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(paralanguage) , , ,

- A
 , 가

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- 가
 , 가

-
(top-of-mind)
• P&G " "
 ,

			5%		
	(Zaltman)	"	95%		
5%			"	.	
(Lowenstein)					"
(consciousness)		"			

- 가 ,
- 가 , , 社内 가 , CEO가
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- ,
- 2. “ ”

- 가 ,

3. “가”

가 ,
가

	<u>P</u>						
(Passion),	(Potential power),	10 ~ 30	(Participation),				
"P"	"	.	,	,			
善/惡	好/不好		P				
	,		.				

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- (Mass Customization) :
' , '
- 가

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가

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1. ZMET()

ZMET ,

- 1995 (Zaltman) 가
ZMET: Zaltman Metaphor Elicitation Technique(
)

ZMET			
ZMET	1:1	.	2
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	.		
		. 12~20	,
		.	

- ZMET 가 " ,
" ,
• '

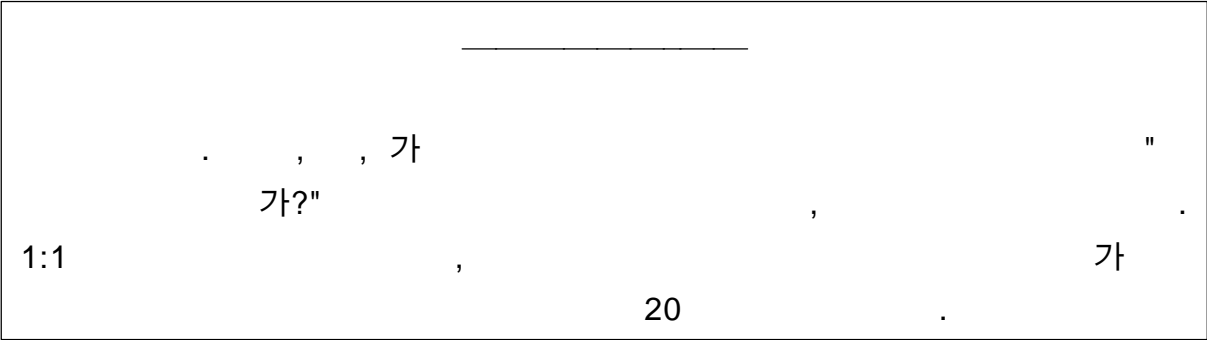
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- ' ' 가
- ,
가
-
- ' , '
- 'The Talkatron' 'The Watchdog'

2. (Laddering)

가 (Values)

(mental map)

- (perceptual process) 가
- , ,
가



가

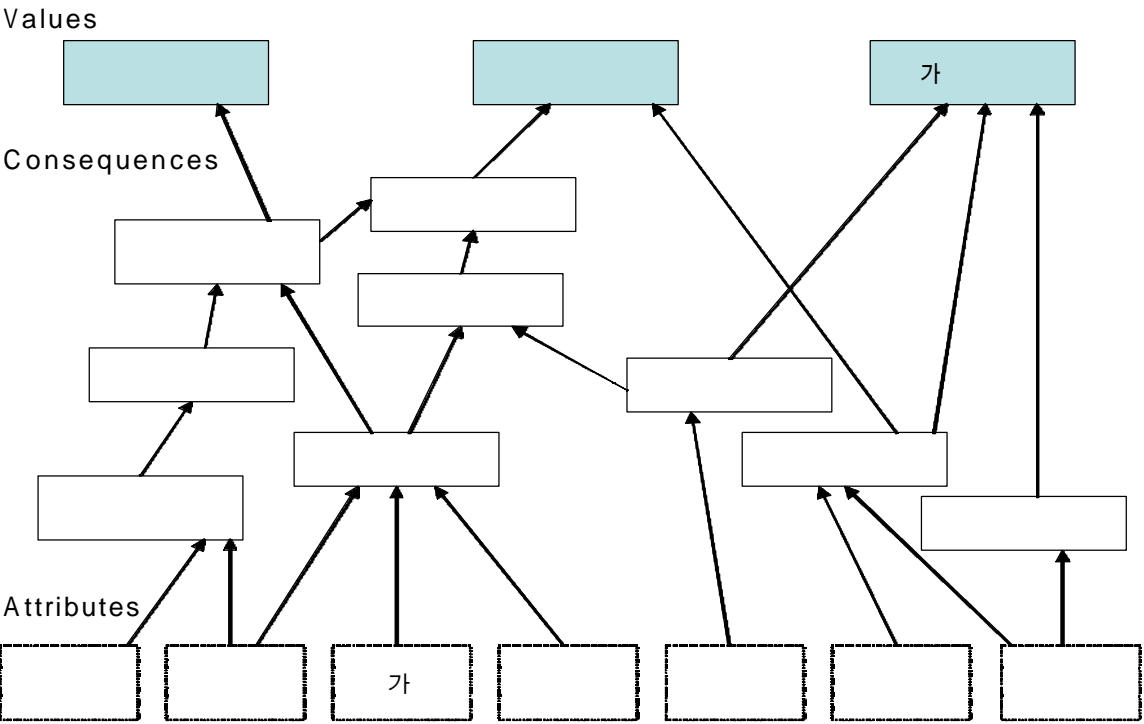
" " 2000 가

- 가

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가	
가	
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1995 .

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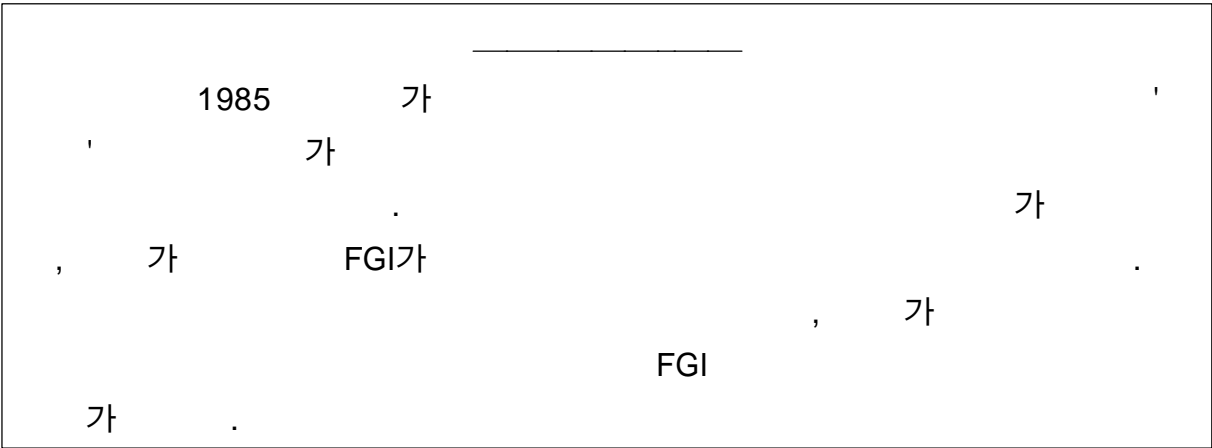
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- 1 -
- DB

5. (FGI)

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- (moderator) 6~8
가
- ,
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- (top-of-mind)



- 가
- ,

	FGI	(FGD)
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- 2001 FGI
- FGD
- 가
 - (rational), (natural), (relaxing)
 - (,) , 3D (,) ,

• ' : 가 , 7~8

• 'rational egoism' ()
 , 'natural'

- , , ,
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- " " 가

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1999		가	가	"	"
가	.		.	"	"
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70%

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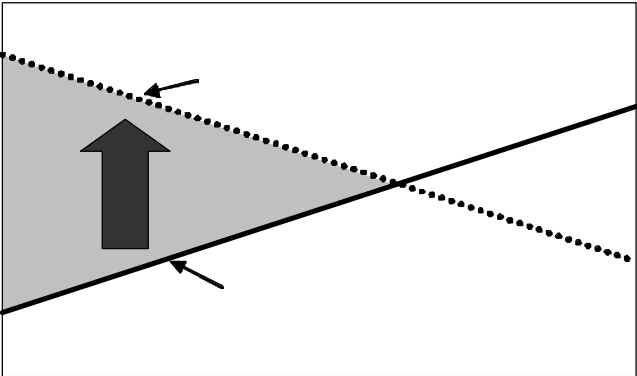
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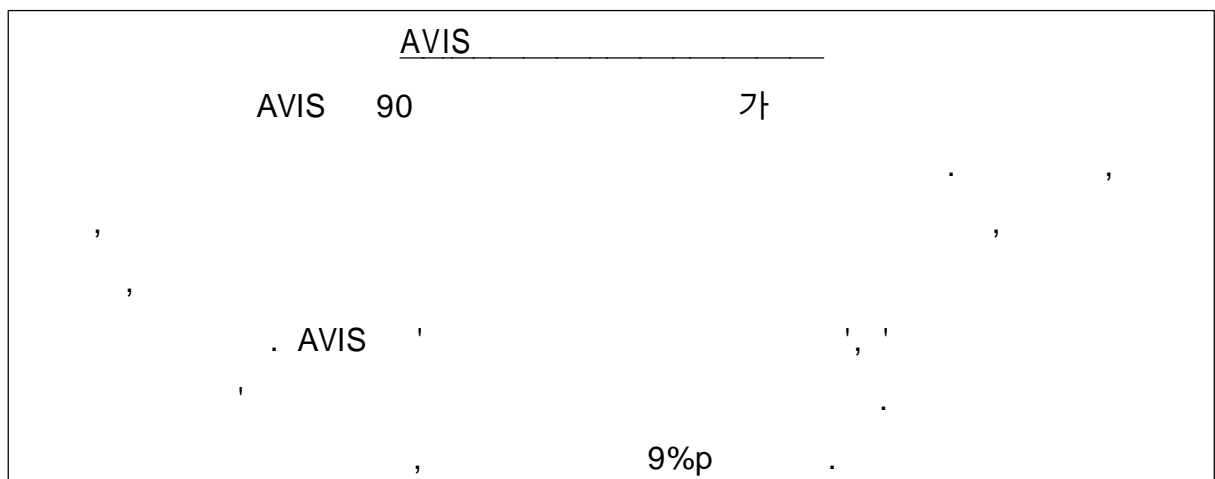
가

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- P&G, ,



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• (Quaker Oats) ,
1/3

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• ' '

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- CEO

• IBM 80%

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	<u>P&G</u>		
1925	P&G	가	.
	(Smelser)	34	P&G
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		.	

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가

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, CEO

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(schoi@seri.org)

Trend

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	6. 10	6. 11	6. 12	6. 13	6. 16
/ (가)	1,194.5	1,195.4	1,193.2	1,191.9	1,190.3
/	117.82	117.74	117.61	117.47	117.65
(3 AA-, %)	5.18	5.18	5.21	5.23	5.19
(3 , %)	4.04	4.03	4.06	4.05	3.95
가 (KOSPI)	649.75	651.29	657.95	665.24	657.82

< >

(() , %)

	2001	2002	2002.12	2003. 2	3	4	5
GDP	3.1	6.3	6.8	3.7			
	4.7	6.8	6.8	0.9
	-9.6	6.8	6.8	1.6			
가	1.3	7.3	9.5	10.2	5.0	1.8	..
	75.1	76.9	77.0	77.9	76.9	76.6	..
()	3.8	3.1	3.1	3.7	3.6	3.3	3.2
	(84.5)	(70.8)	(70.2)	(82.2)	(80.7)	(75.6)	(74.4)
	0.23	0.06	0.07	0.08	0.14	0.08	..
가	4.1	2.7	3.7	3.9	4.5	3.7	3.2
()	1,504.4	1,624.7	150.3	134.4	154.1	158.6	147.9
()	(-12.7)	(8.0)	(26.1)	(21.9)	(16.3)	(20.3)	(4.4)
()	1,411.0	1,521.3	144.5	138.1	159.3	148.3	135.3
()	(-12.1)	(7.8)	(27.9)	(31.9)	(32.9)	(18.1)	(6.5)
()	82.4	60.9	-6.5	-1.1	-11.9	-3.9	..
()	1,028.2	1,214.1	1,214.1	1,239.9	1,238.2	1,236.2	1,283.4
()	1,188	1,310	1,310	1,344	1,370	1,392	..