

INNO STAR

2016년 상반기 상품 혁신 지수 소비자 조사

2016. 04. 10

(주)한국리서치 SurveyExpress팀





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PART I. **조사 개요**



1. 조사 개요

1-1. 조사 목적

상품의 혁신 성과를 평가함으로써, 기업의 제품 개발과 혁신노력을 장려하고, 궁극적으로 소비자의 삶을 풍요롭고 편리하게 하는 혁신상품의 확대를 구현해 내고자 함.

또한 이노스타는 혁신상품 1위 부문(상반기 조사)과 신상품 WINNER(하반기 조사)를 선정하기 위해 상, 하반기 나누어서 조사를 수행함.

1-2. 조사 설계

조사 대상

전국의 20대 이상 성인 남녀

표본 크기 및 구성

2015년 상반기	7개의 대분류(생활가전, 주거, 생활용품/뷰티, 운송, 금융, 생활서비스, 정보/통신)	77개 품목 323개 상품	16,544명
2016년 상반기	8개의 대분류(금융, 생활가전/전자/통신, 자동차/운송, 주거/인테리어, 미디어/여가/헬스, 교육/육아, 생활/뷰티, 식음료)	148개 품목 520개 상품	26,922명

자료 수집 방법

컴퓨터를 이용한 웹 조사(CAWI : Computer Aided Web Interview)

2. 조사 항목

차원	세부항목	측정척도
전체 혁신 수준		
	해당 브랜드에 전반적으로 혁신적인 이미지를 가지고 있는가?	리커트 5점 척도
요소 별 혁신 수준		
	금융 : 기능성, 편리성, 품질, 혁신성, 서비스	리커트 5점 척도
	생활가전/전자/통신 : 기능성, 편리성, 심미성, 혁신성, 서비스	리커트 5점 척도
	자동차/운송 : 기능성, 편리성, 접근성, 혁신성, 서비스	리커트 5점 척도
	주거/인테리어 : 기능성, 편리성, 심미성, 혁신성, 안전성	리커트 5점 척도
	미디어/여가/헬스 : 기능성, 편리성, 접근성, 혁신성, 서비스	리커트 5점 척도
	교육/육아 : 기능성, 편리성, 신뢰성, 혁신성, 서비스	리커트 5점 척도
	생활/뷰티 : 기능성, 편리성, 심미성, 혁신성, 경제성	리커트 5점 척도
	식음료 : 기능성, 편리성, 심미성, 혁신성, 신뢰성	리커트 5점 척도
구매(이용) 매력도		
	해당 브랜드의 향후 구매(이용) 의사는 어떤가?	리커트 5점 척도

• 주) 리커트 5점 척도는 각각 아래와 같이 구성

전체 혁신 수준 = 1 : 전혀 그렇지 않다 / 2 : 그렇지 않다 / 3 : 보통 / 4 : 그런 편이다 / 5 : 매우 그렇다

요소 별 혁신 수준 = 1 : 전혀 우수하지 않다 / 2 : 우수하지 않다 / 3 : 보통이다 / 4 : 우수하다 / 5 : 매우 우수하다

구매(이용) 매력도 = 1 : 구매(이용)할 의향이 전혀 없다 / 2 : 구매(이용)할 의향이 없다 / 3 : 반반이다 /

4 : 구매(이용)할 의향이 있다 / 5 : 구매(이용)할 의향이 매우 있다



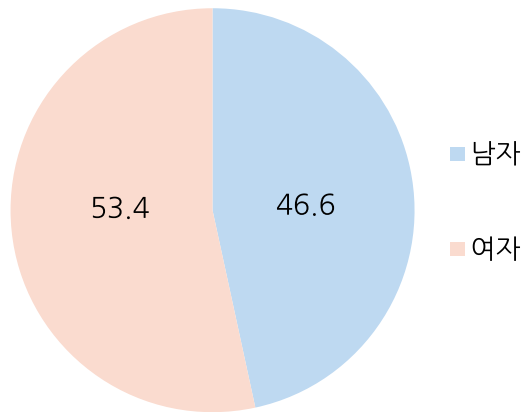
PART II. 조사 결과



1. 응답자 특성

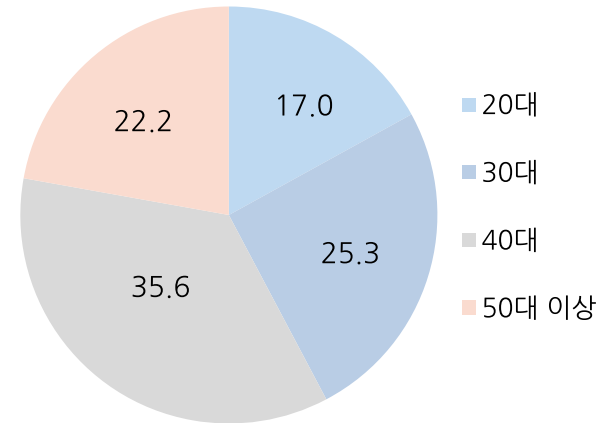
성별

[N=26,922, 응답자, Unit: %]



연령

[N=26,922, 응답자, Unit: %]



2. 이노스타 인지도

- ▶ 2016년 상반기 이노스타 인지도는 4.3%임.

이노스타 인지도

* 귀하께서는 '이노스타(INNO STAR) 인증' 제도에 대해 들어보셨거나 알고 계신가요?

4.3

2016년 상반기

3. 이노스타상품 혁신지수

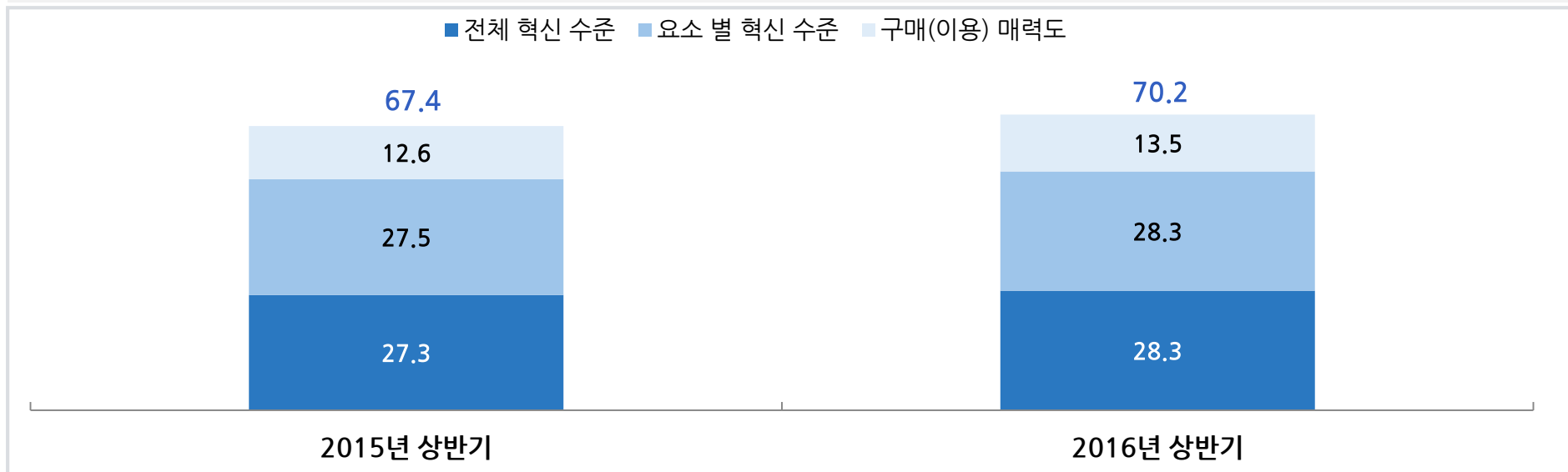
▶ 2016년 상반기 상품혁신지수는 70.2점임.

🔍 주요 평가 결과

	합계 (100점)	전체 혁신 수준 (40점)	요소 별 혁신 수준 (40점)	구매(이용) 매력도 (20점)
2015년 상반기	67.4	27.3	27.5	12.6
2016년 상반기	70.2	28.3	28.3	13.5

🔍 연도별 혁신지수

상품혁신지수(상반기)

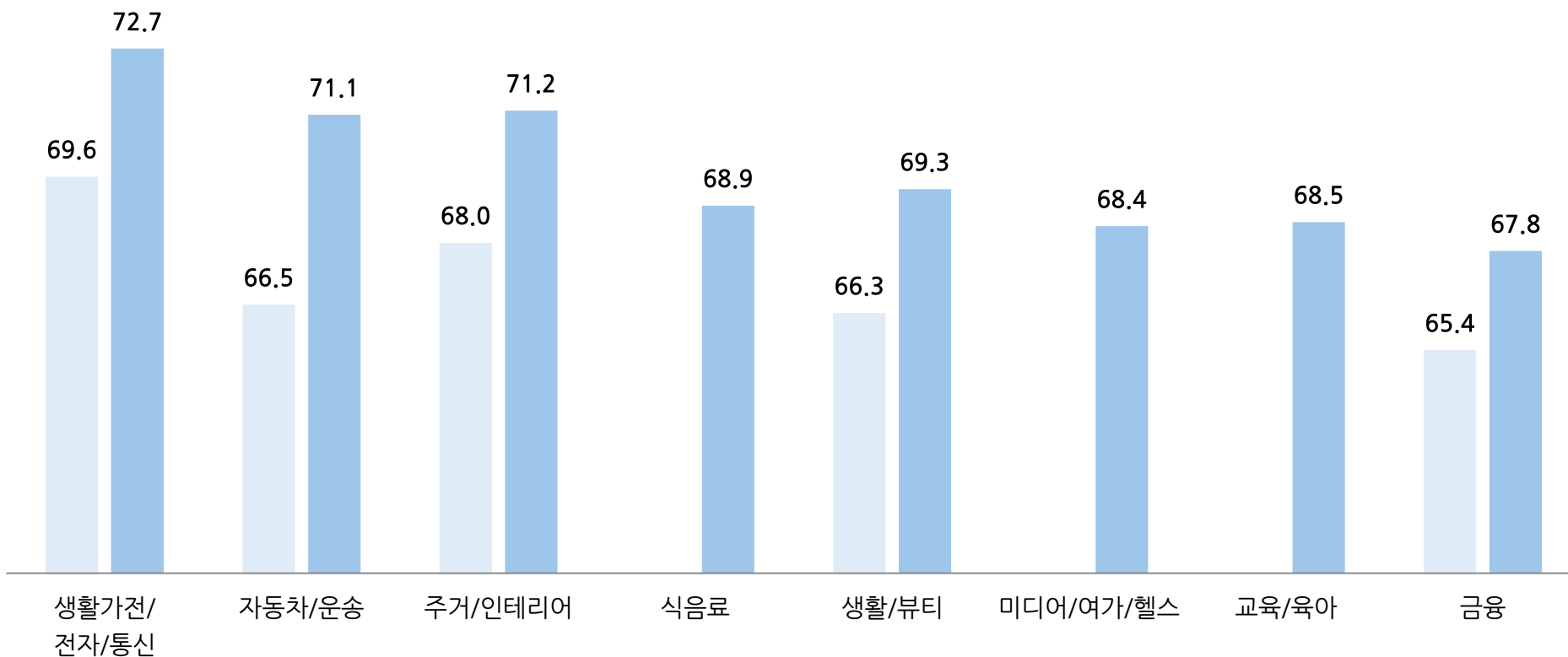


4. 산업별 상품혁신지수

▶ 2016년 상반기 8개 산업별 상품혁신 지수는 아래와 같음.

8개 산업별 대분류

■ 2015년 상반기 ■ 2016년 상반기

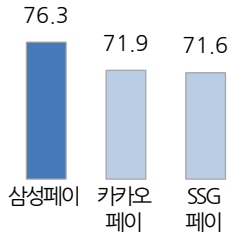




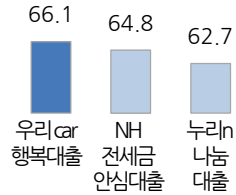
참고자료. 품목별 상품 순위

품목별 브랜드 순위-TOP3

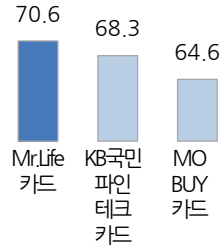
간편결제시스템



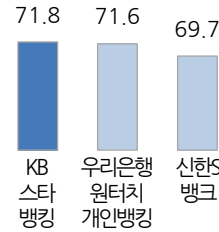
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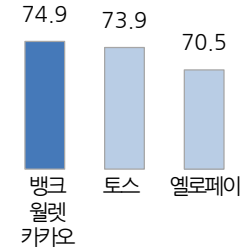
모바일 다이렉트 신용카드



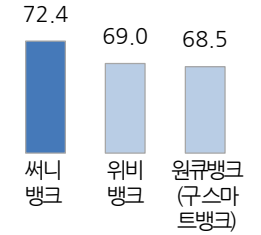
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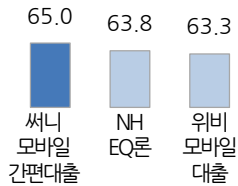
모바일 송금시스템



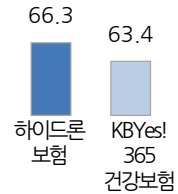
모바일 전문은행



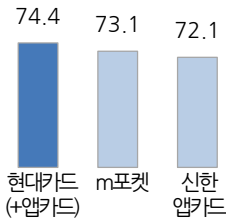
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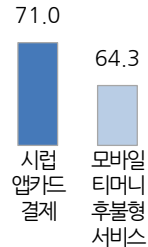
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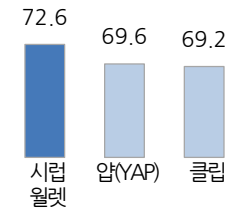
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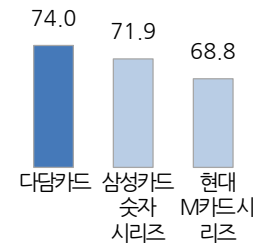
스마트 앱카드 서비스



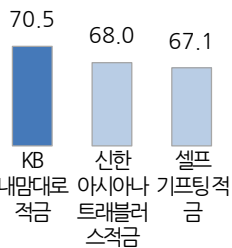
스마트월렛



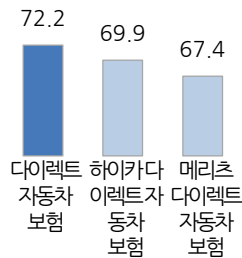
신용카드



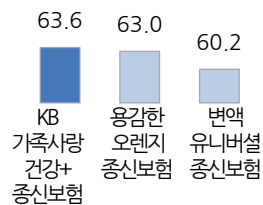
예적금



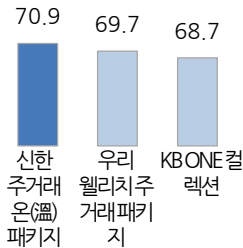
자동차 다이렉트 보험



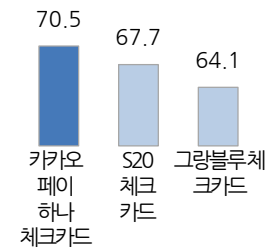
종신보험



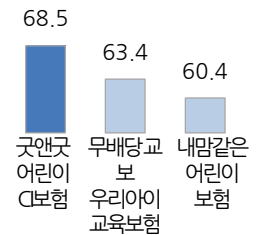
주거래 서비스



체크카드

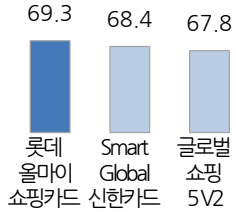


태아/어린이보험

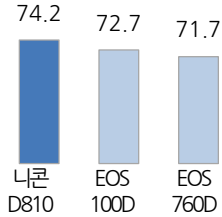


품목별 브랜드 순위-TOP3

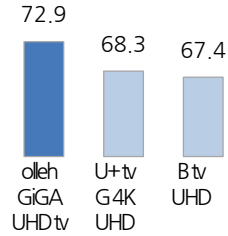
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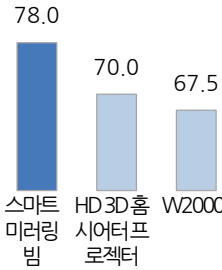
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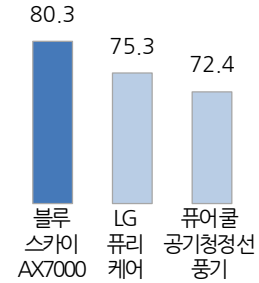
IPTV



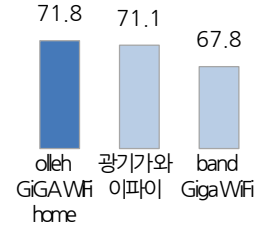
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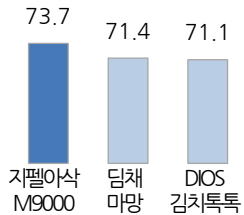
공기청정기



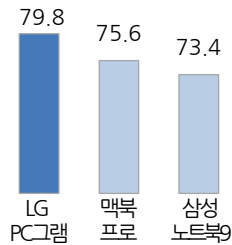
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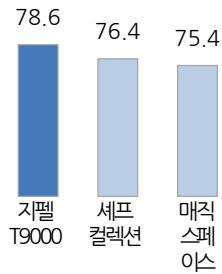
김치냉장고



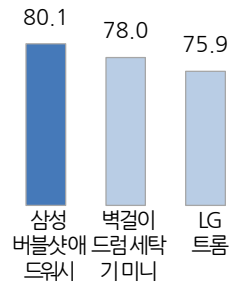
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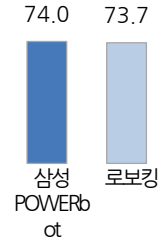
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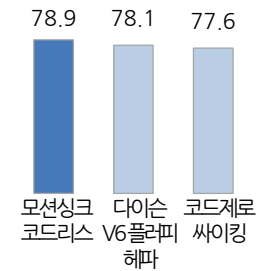
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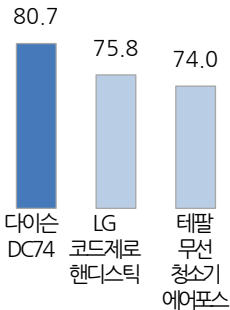
로봇청소기



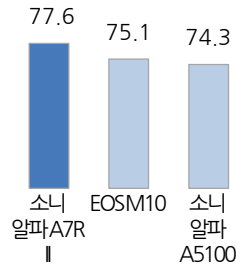
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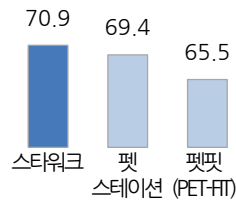
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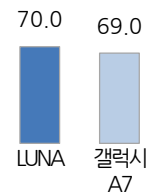
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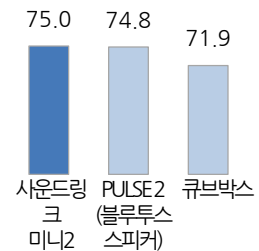
반려견용 스마트디바이스



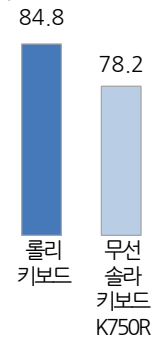
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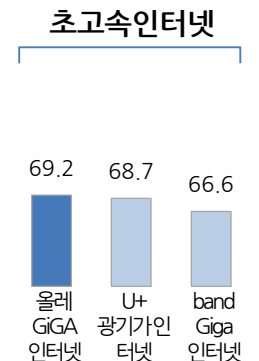
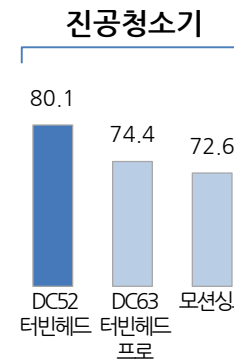
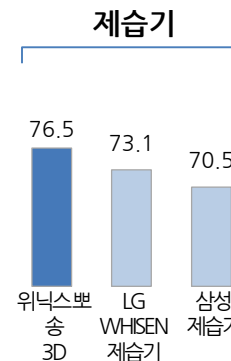
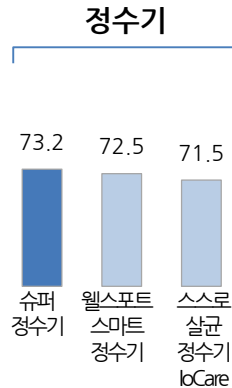
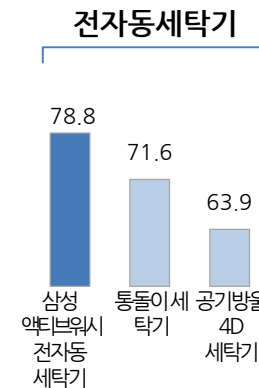
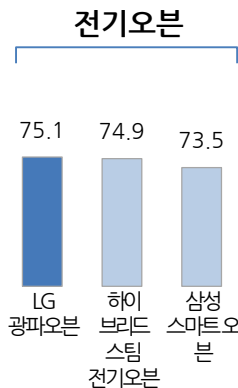
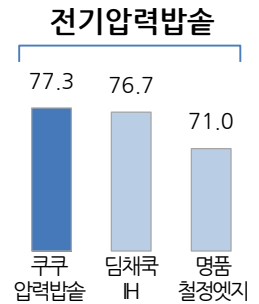
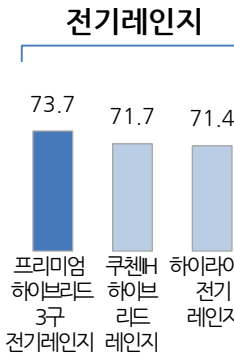
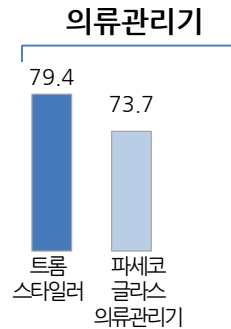
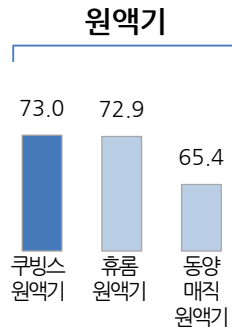
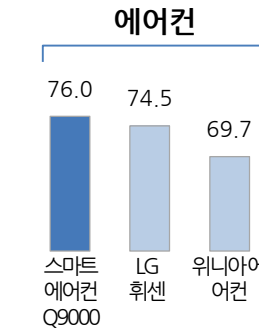
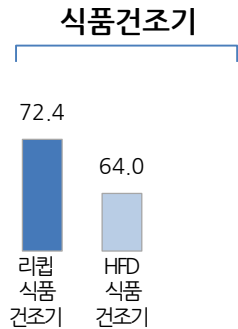
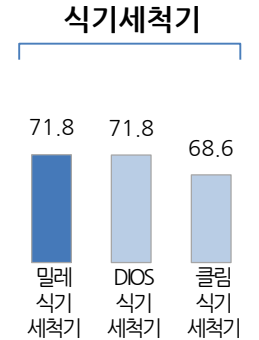
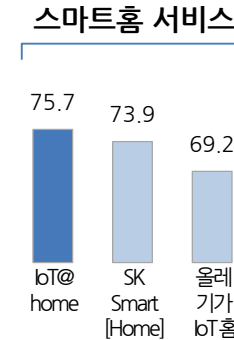
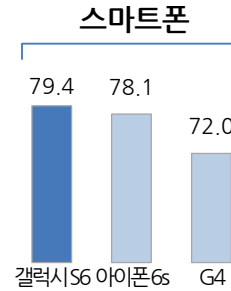
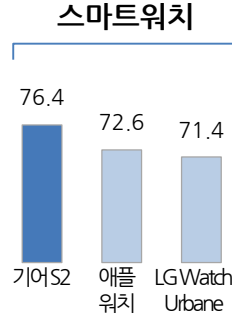
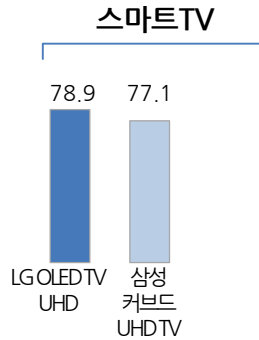
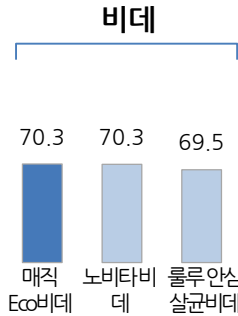
블루투스 스피커



블루투스 키보드

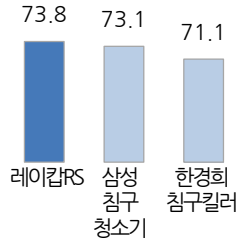


품목별 브랜드 순위-TOP3

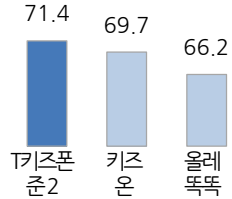


품목별 브랜드 순위-TOP3

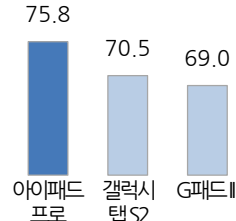
침구청소기



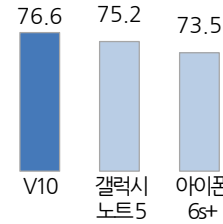
키즈모바일



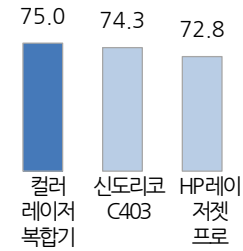
태블릿PC



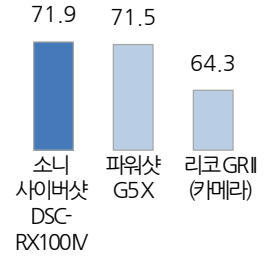
패블릿 스마트폰



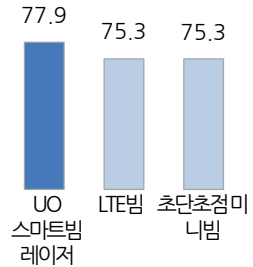
프린터/복합기



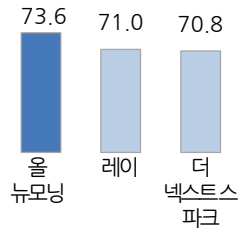
하이엔드 카메라



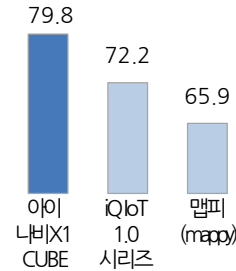
휴대용 프로젝터



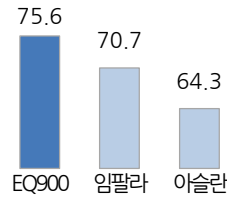
경차



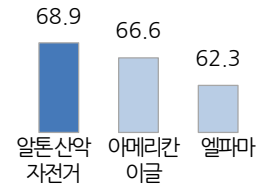
네비게이션



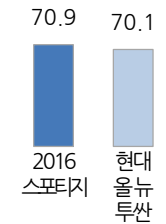
대형세단



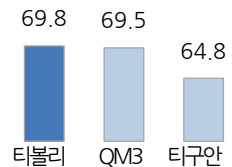
산악MTB자전거



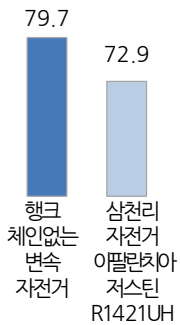
소형SUV



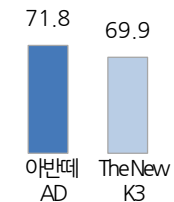
소형쿠페



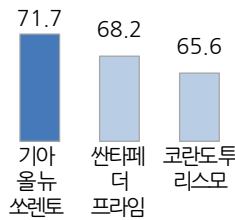
자전거



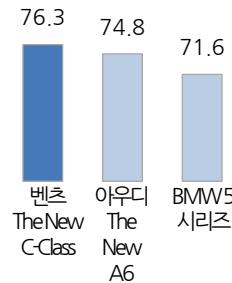
준중형세단



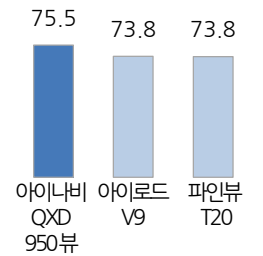
중형SUV



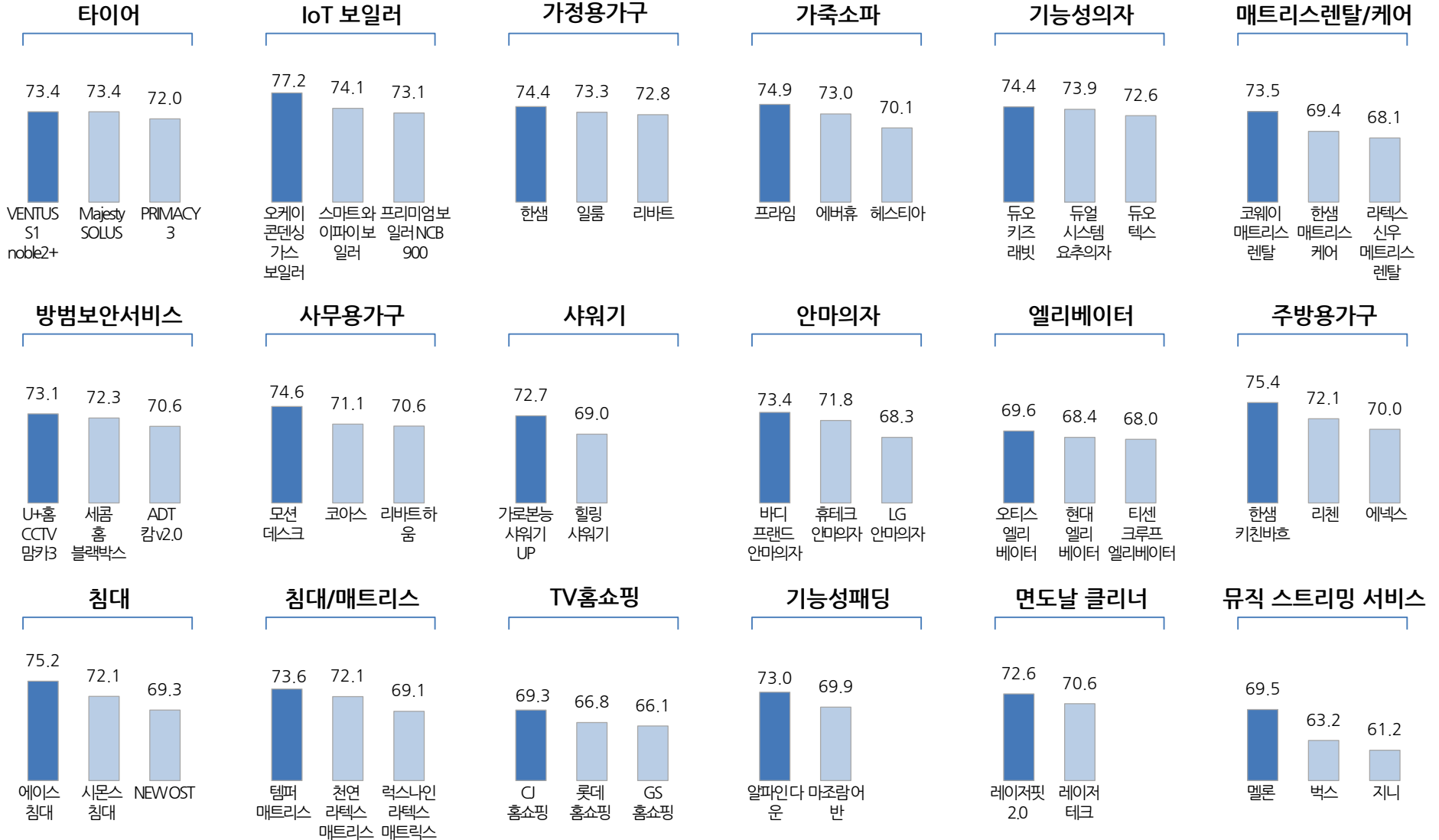
중형세단



차량용 블랙박스

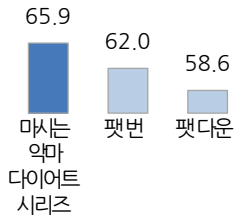


품목별 브랜드 순위-TOP3

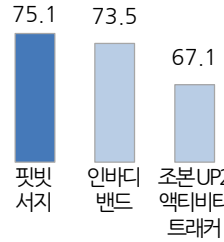


품목별 브랜드 순위-TOP3

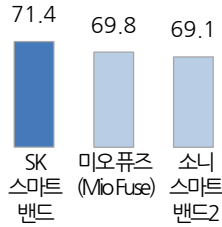
미용/다이어트 음료



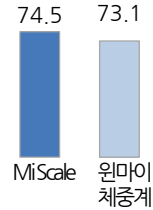
스마트 피트니스밴드



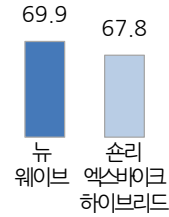
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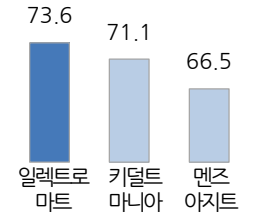
스마트체중계



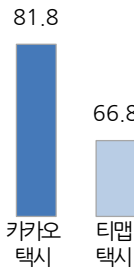
운동기기



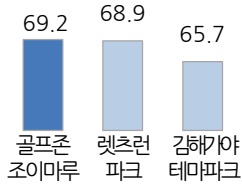
키덜트 전문몰



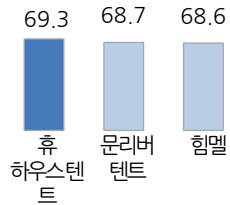
택시 애플리케이션



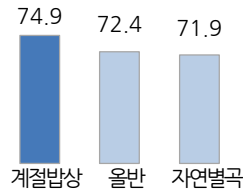
테마파크



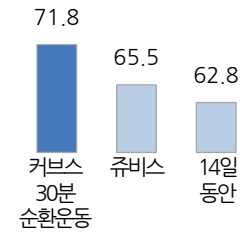
텐트



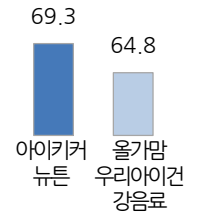
한식뷔페



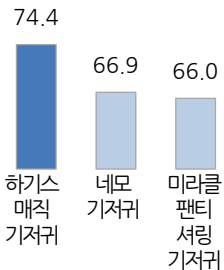
헬스/다이어트



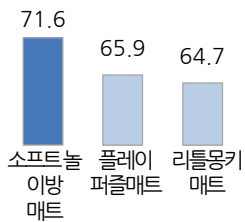
건강음료



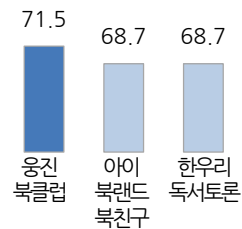
기저귀



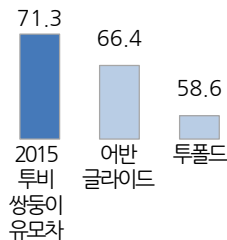
놀이방매트



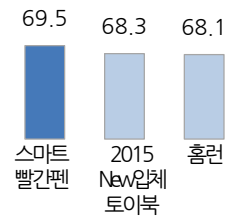
독서토론학습



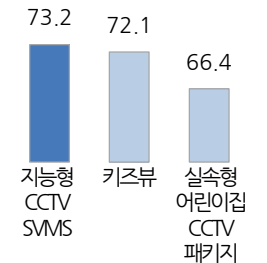
쌍둥이유모차



어린이스마트러닝

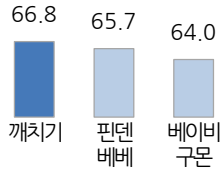


어린이집전용 CCTV서비스

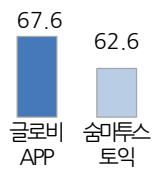


품목별 브랜드 순위-TOP3

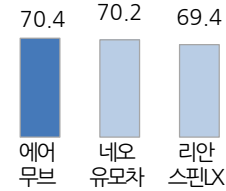
영어발달교육



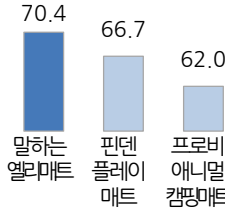
영어프로그램



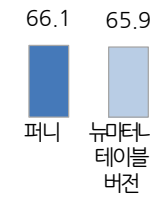
유모차



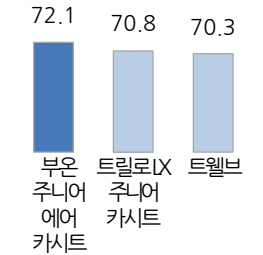
유아매트



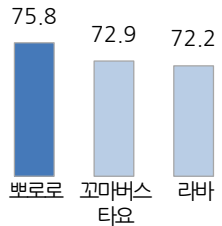
유아식탁의자



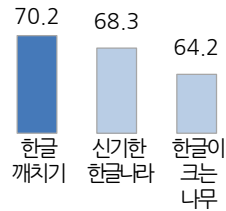
유아카시트



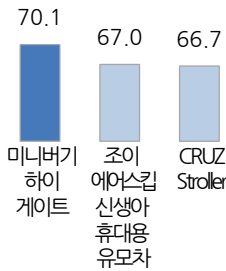
유아컨텐츠



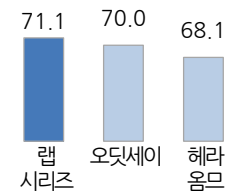
한글교육



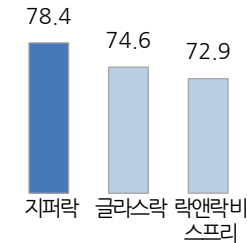
휴대용유모차



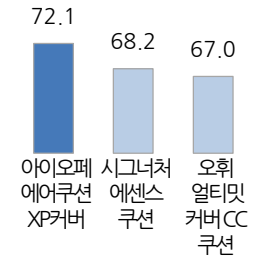
남성 화장품 브랜드



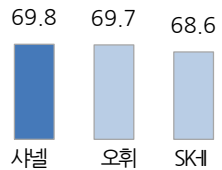
보관/밀폐용기



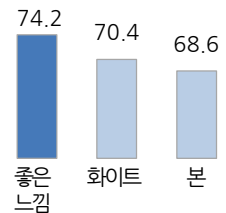
에어쿠션파운데이션



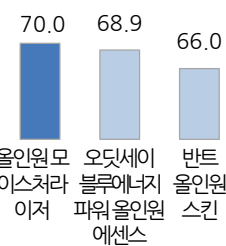
여성 화장품



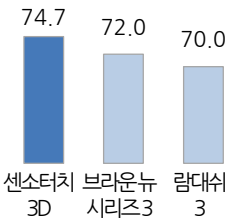
여성위생용품



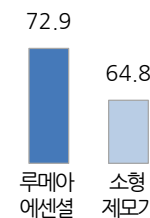
올인원남성화장품



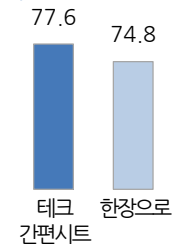
전기면도기



제모기

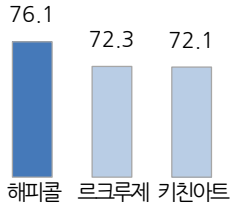


종이세제

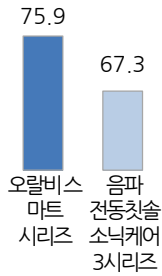


품목별 브랜드 순위-TOP3

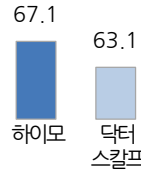
주방조리도구



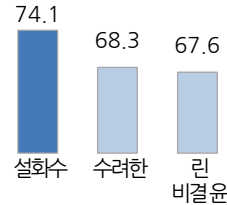
칫솔



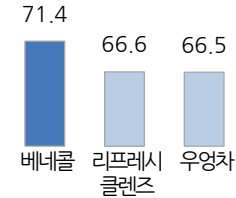
탈모케어



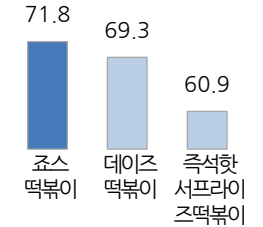
한방 화장품



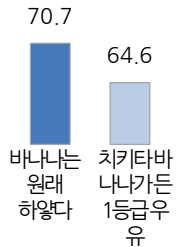
건강음료



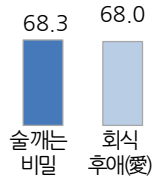
떡볶이간편조리식



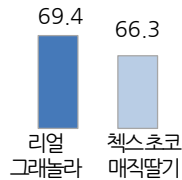
바나나과즙우유



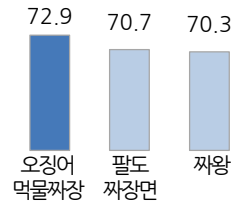
숙취해소제



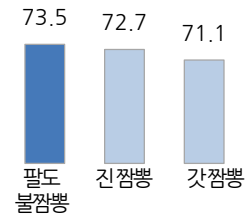
씨리얼



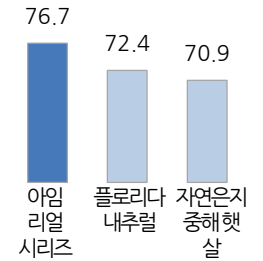
짜장라면



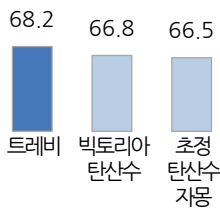
짬뽕라면



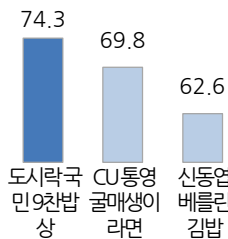
착즙주스



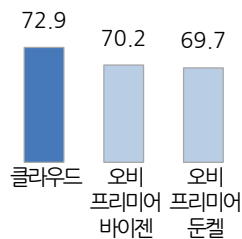
탄산수



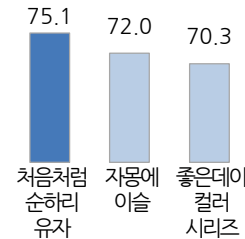
편의점간편조리식



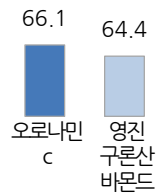
맥주



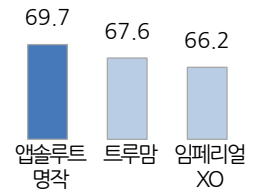
소주



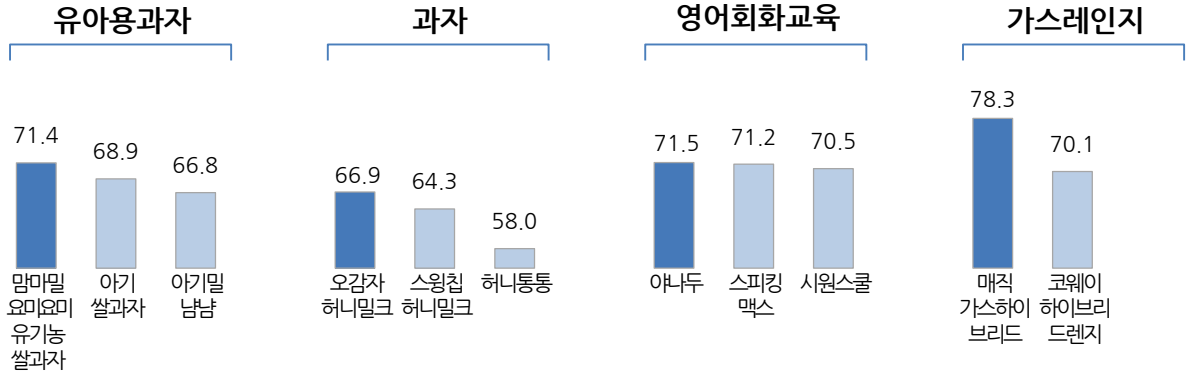
에너지음료



분유



품목별 브랜드 순위-TOP3



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