



AUSTRALIAN MADE

KOREA BRAND AWARENESS REPORT

PREPARED BY

The Australian Chamber of
Commerce in Korea

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AustChamKorea
Australian Chamber of Commerce in Korea





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EXECUTIVE SUMMARY

The Republic of Korea is Australia's third largest export market and Australia's fourth largest two-way trading partner. The Australian Chamber of Commerce (AustCham) in Korea collaborated with Australian Made Campaign Limited (AMCL) to conduct a brand awareness survey in the Korean market. While the bulk of respondents (89.2%) were Korean, it was interesting to note that there was no substantial variation in the overall recognition of the "Australian Made" logo.

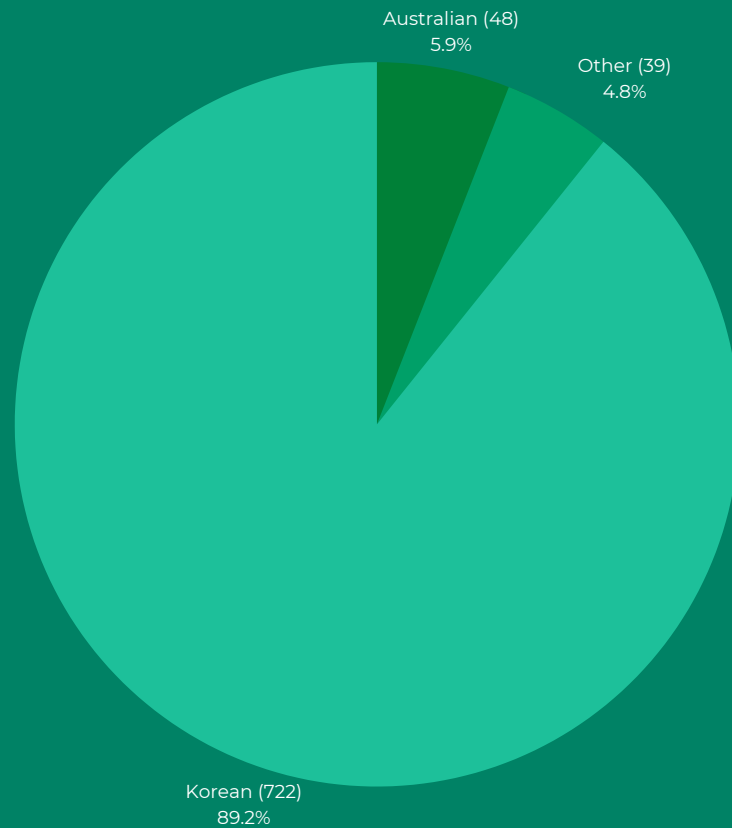
Most respondents answered that they had seen the logo in Australia and/ or on Australian products or goods, with very few people listing online channels (internet) as a platform associated with the AMCL triangle symbol. This was especially interesting given that the majority of respondents (60.82%) identified online media as their go to platform for finding information about imported products. Given this juxtaposition, it may be valuable to look into partnership opportunities with local e-commerce and online media platforms to build awareness of AMCL in the Korean market.

While there was an overwhelmingly positive association with the logo that was common between all respondent demographics, it was particularly prominent among those who had seen the symbol previously. Delving into more specific image associations, the most common responses included an emphasis on product origin (Australia) and environmentally friendly/ trustworthy characters.

From a perspective of product framing, the survey results also demonstrated that the customers felt that the terms quality and trustworthiness were better descriptive terms than simply classifying a product as expensive. This was further reiterated by the responses to the question on what would make one more likely to purchase Australian products - where price was likewise ranked lower than quality and trustworthiness.



RESPONDANT DEMOGRAPHICS



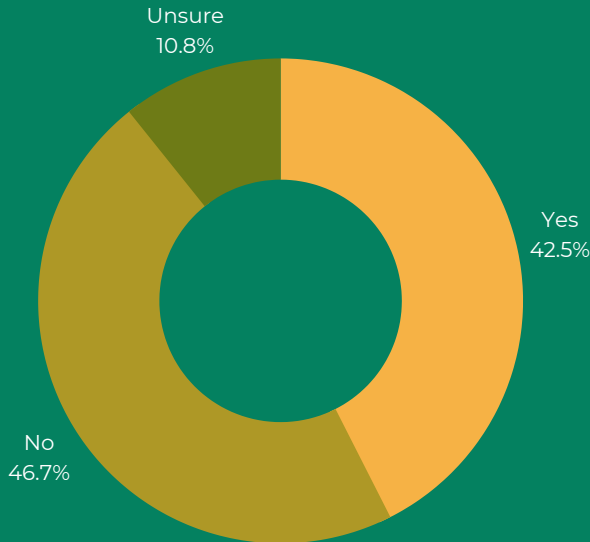
The Australian Made Survey organized through AustCham Korea collected responses from a total of 809 participants of which 722 (89.2%) identified as Korean, 48 (5.96%) as Australian, and 39 (4.8%) as 'Other'. The results presented in the following report represent the combined responses of both Korean and English surveys.



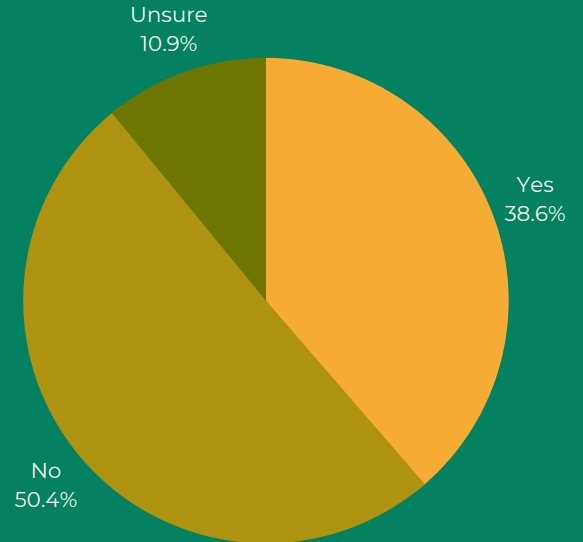
RECOGNITION OF AUSTRALIAN PRODUCTS ABROAD

Have you seen this symbol before?

(%)

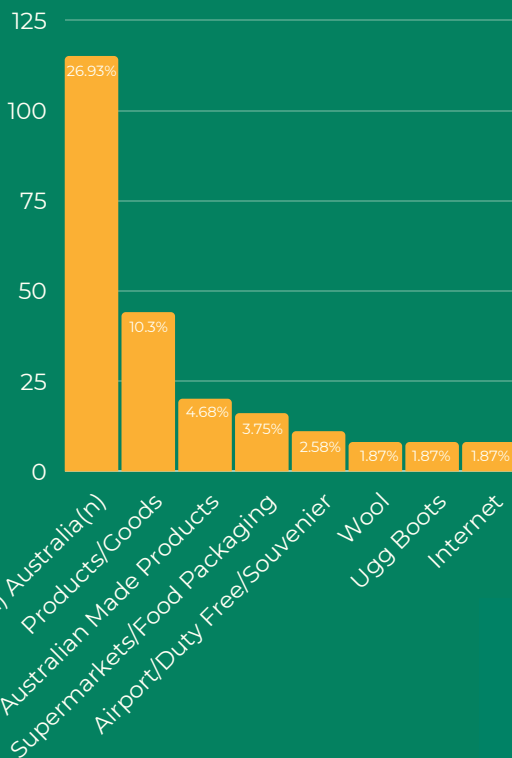


Total response



Korean Only Response

A total of 344 (42.5%) recognized the Australian Made logo, 378 (46.7%) did not recognize the symbol, and 87 (10.8%) answered 'Not Sure'. Of those that answered Yes, 46 identified as Australian, 279 as Korean, and 19 as 'Other'. Of those that answered No, 2 identified as Australian, 364 as Korean, and 12 as other



Where have you seen this symbol before?

(Open Question - 427/809 responses)

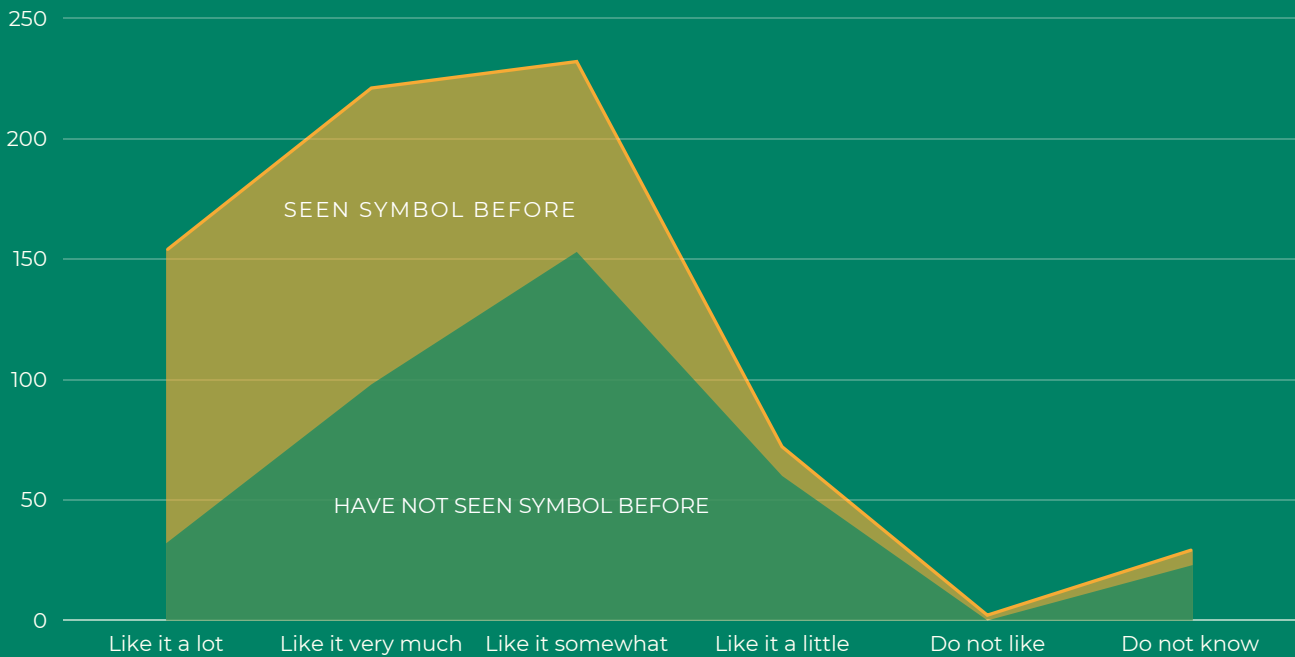
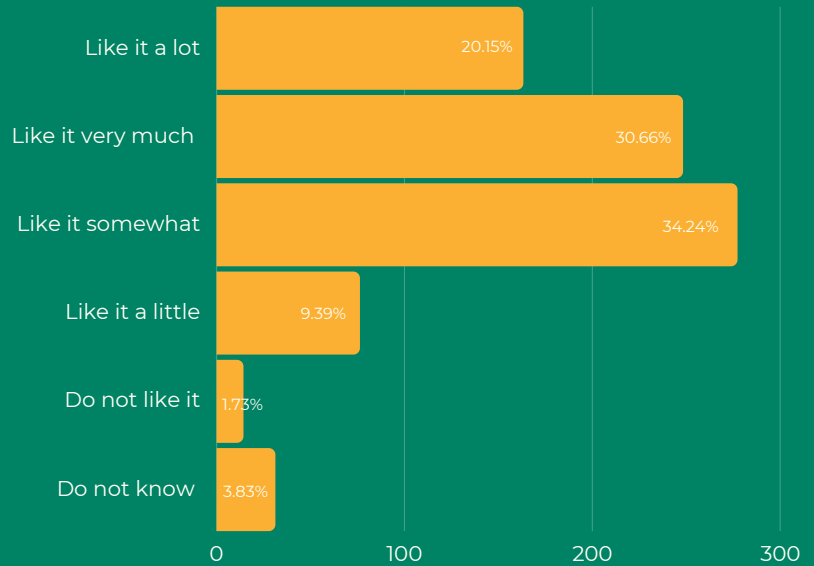
Participants that recognized the Australian Made logo where further asked where they had seen the symbol before in an open style question. The most prevalent words present in the open responses included; (In) Australia(n) (115), Products/Goods (44), Australian Made Products (20), and Supermarket (Packaging) (16). Other open ended responses (197) were unable to be categorised.



CUSTOMER SENTIMENT ON BRANDING

First impression of symbol
(Number of Responses)

When asked about the individuals first impression of the symbol, the responses were positively skewed within both data sets. The most common response was 'Like it somewhat' (34.24%), while a further 30.66% like it 'very much' or like it a lot (20.15%). Less than 2% expressed that they did not like the logo on first impression, while 3.83% did not have an opinion (See appendix for details).



To further compare participants first impression of the symbol, the results of those that had seen the symbol previously is in orange above, while green represents the responses of those that had never seen the symbol before.

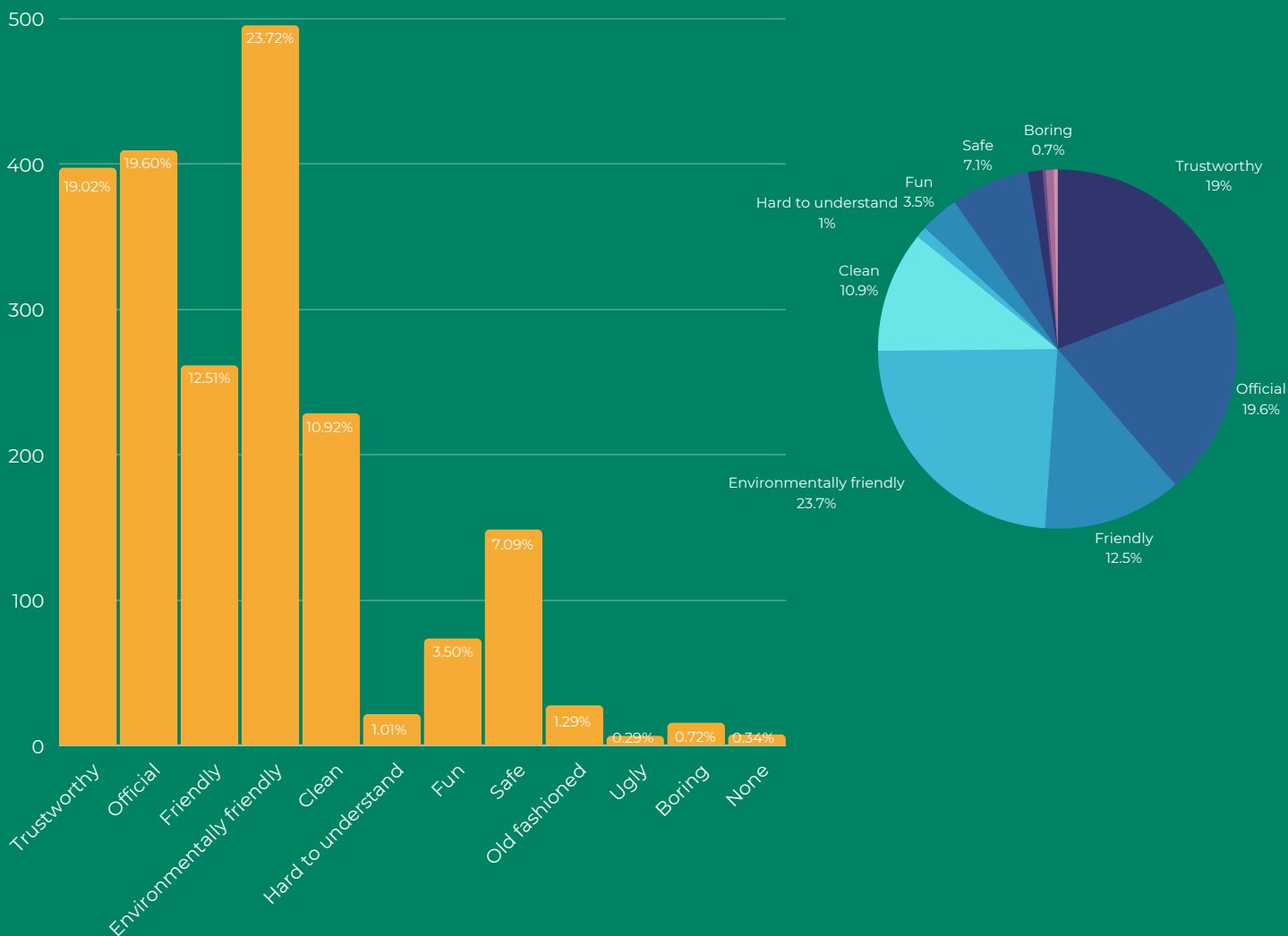
The data set from participants that had seen the symbol previously showcases a light positive skewness in comparison to those that have not seen the symbol before. Sample data from those that had not seen the symbol before appears to be more evenly distributed.



BRAND & IMAGE ASSOCIATION WITHIN KOREA

Which of the following descriptions best apply to this symbol?

(Number of Responses)



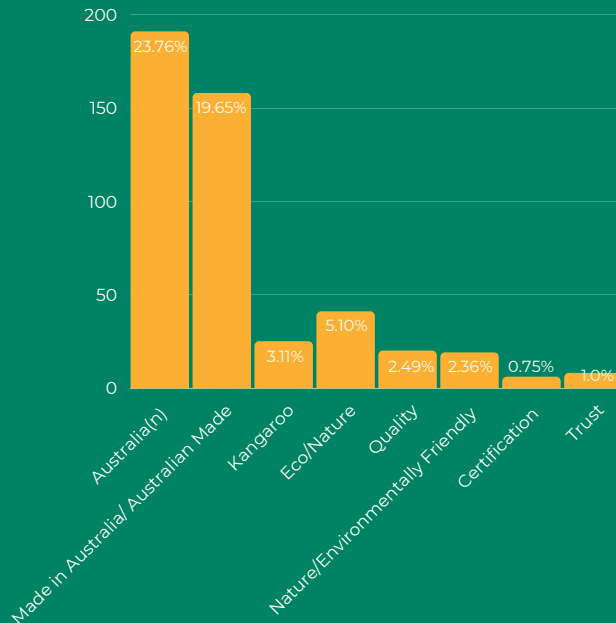
The most common responses in the closed question was Environmentally Friendly (495 responses, 23.72 %), Official (409 responses, 19.60 %), and Trustworthy (397 responses, 19.02 %). The least common descriptive terms chosen were Ugly (6 responses), Boring (15 responses), and Hard to Understand (2 responses).



BRAND & IMAGE ASSOCIATION WITHIN KOREA (CONT.)

If you saw this symbol on a product, what would it communicate to you?

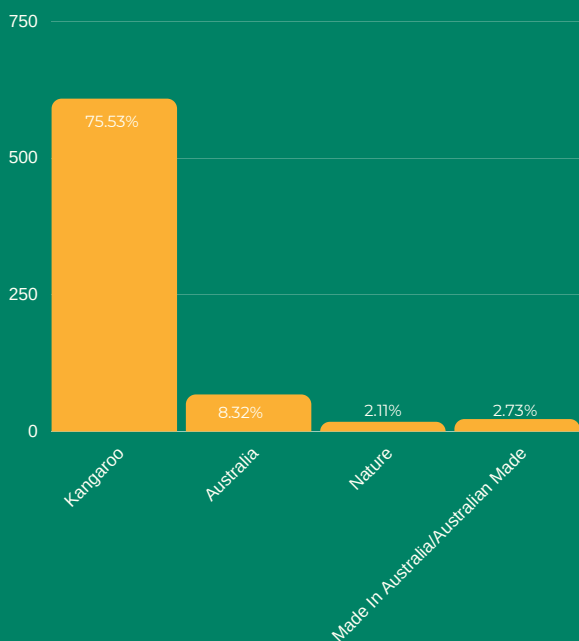
(Open Question - 806/809 responses)



The most prolific term from the open responses regarding what this symbol on a product communicates to responders was Australia(n) (24%). Almost 20% of all responses recognised that a product with this symbol is made in Australia. Within the Korean responses, there was a strong association between products holding the logo and the terms Nature and Environmentally Friendly. Other open ended responses (338) were unable to be categorised.

What is depicted in this symbol?

(Open Question - 808/809 responses)



Over 75% of responses to the question "What is depicted in this symbol" included the word 'Kangaroo'. 'Australia' was included in over 8% of was responses, while 'Nature' was mentioned 17 times. Other open ended responses (94) were unable to be categorised.



BRANDING & LOGO CHARACTERISTIC ASSOCIATION

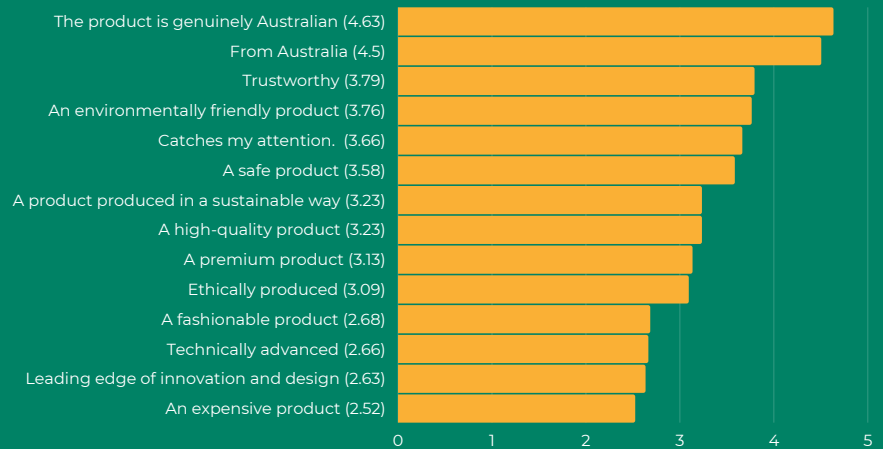
Weighted average of responses

Participants were asked to think about the meaning of the Australian Made Symbol, and indicate the extent to which specific characteristics describe a product displaying the symbol.

Respondents rated how well the characteristic description was associated with the symbol (product) from the options below, while an underlying numerical value was assigned for quantitative analysis.

Response key:

- 'PERFECTLY' (5)
- 'VERY WELL' (4)
- 'SOMEWHAT' (3)
- 'SLIGHTLY' (2)
- 'NOT AT ALL' (1)

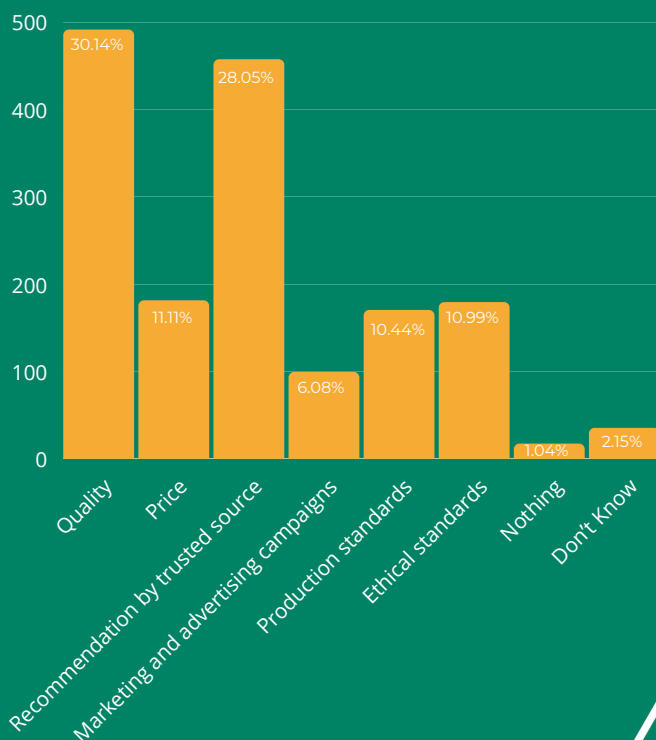


The terms that respondents felt best described the meaning of the symbol was 'Genuinely Australian', 'From Australia', and 'Trustworthy'. The terms that responders felt described the symbol the least was an 'Expensive product', 'Leading edge of innovation/Design', 'Technically Advanced' and 'Fashionable product'.

Results show that the customers felt that the terms 'High Quality Product' (3.23) and "A premium product" (3.13) are better descriptive terms than "An expensive product" (2.52), suggesting a perception of value for money from consumers.

What would make you consider purchasing Australian products compared to other similar imported products?

(Number of Responses)



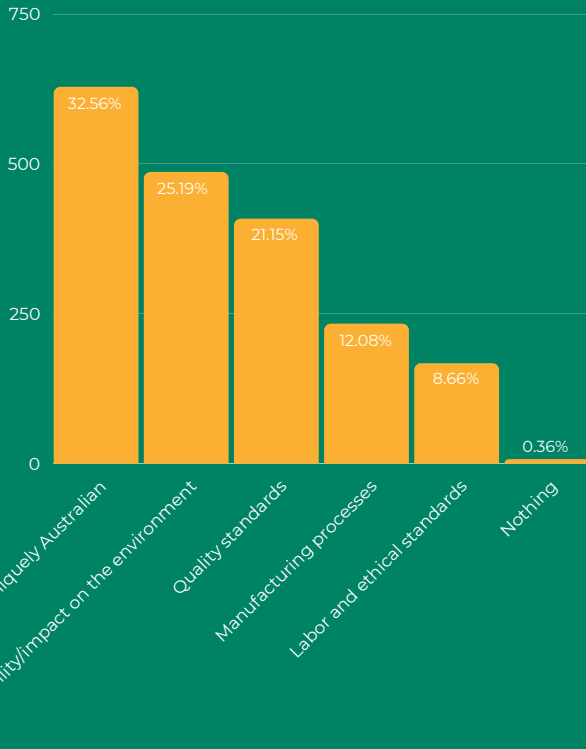
Within the sample, consumer purchasing decisions for Australian Made products has been driven mostly by Quality (30.14%), or Recommendation by Trusted Source (28.05%). The least influential factor in purchasing choices towards Australian Made products was Marketing and Advertising Campaigns (6.08%).



CONSUMER PREFERENCES & FORWARD-LOOKING OPPORTUNITIES

What would you like further information on?

(Number of Responses)



32.56%

Would like more information on aspects of product 'Uniquely Australian'

32.45%

Rely on Online Media for information on Imported Products

Survey participants indicated areas in which they would like further information. The most common response was for more information regarding 'aspects of the product that are uniquely Australian' (32.56%) and Sustainability/Environmental Impact (25.19%)

Which of the following do you rely most on when seeking information about imported products?

(Number of Responses)



The most relied on source of information regarding imported products within this survey was 'Online Media' (32.45%), Direct information from current suppliers (29.09%), and Trade businesses (10.03%).





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CONTACT DETAILS

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