

# Quality Attributes of Winning Products in the Korean Market

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## Abstract

250 winning products from 1985 to 1997 in the Korean market were examined in order to find that what kind of product attributes have been major determinants of commercial success in the market. The major determinants are different with product categories. For example, function has been the most important determinant in electric home appliances, while portability has been the most important in telecommunication products. The results will be a cue to the future direction of new product development.

## 1. Introduction

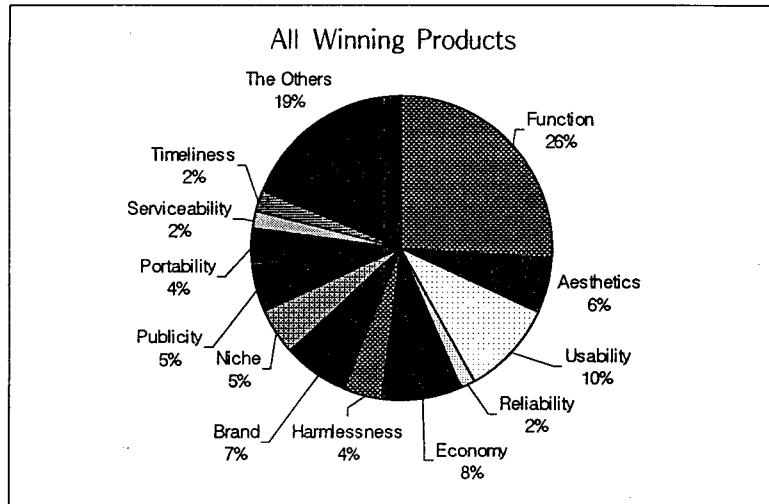
In order to know that what kind of product attributes have been major determinants of commercial success, 250 winning products from 1985 to 1997 in the Korean market were examined. For this purpose, we classified the quality attributes as in Table 1.

<Table 1> Classification of quality attributes.

Quality attributes	Function	Brand Image
	Aesthetics	Appropriate Niche
	Usability	Publicity
	Reliability	Portability
	Economy	Serviceability
	Harmlessness	Timeliness

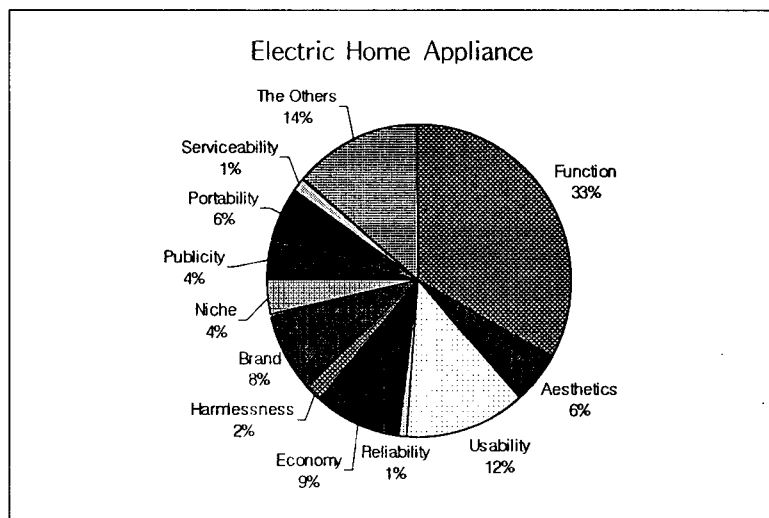
## 2. Success Factors of Winning Products.

In general, function and usability have been important success factors of winning products in the Korean market.



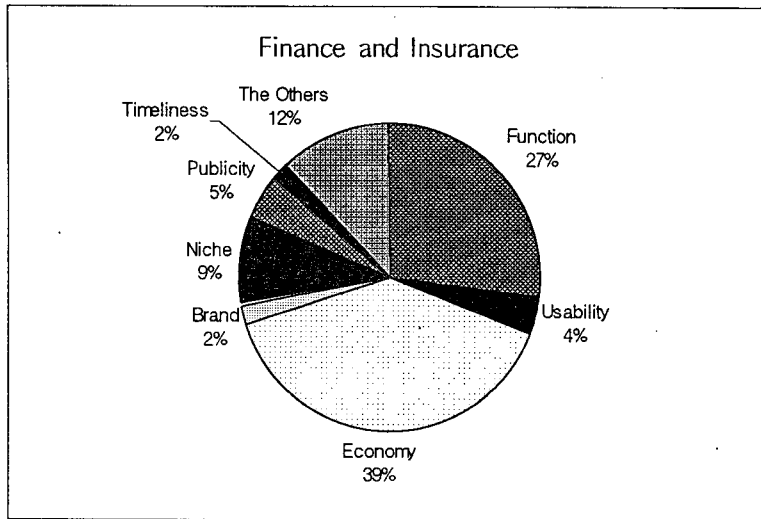
<Figure 1> Quality attributes of winning products.

To see the differences among classes of winning products, we categorized them into electric home appliances, finance and insurance, food and beverage, automobile, and telecommunication.



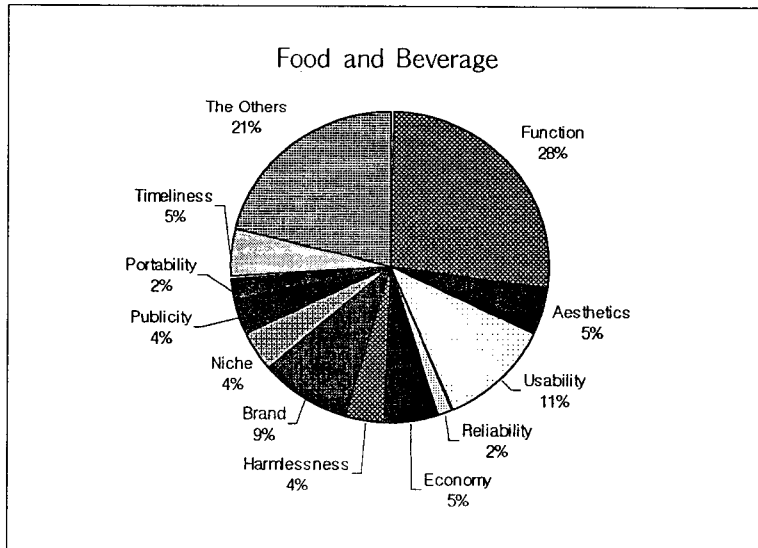
<Figure 2> Quality attributes of winning products in electric home appliances.

In electric home appliances, function and usability have been important success factors.



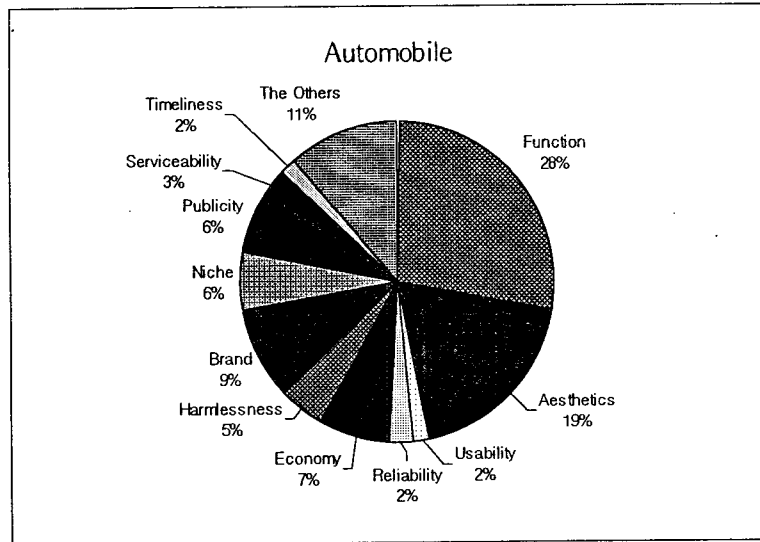
<Figure 3> Quality attributes of winning products in finance and insurance.

In finance and insurance, economy and function have been important success factors.



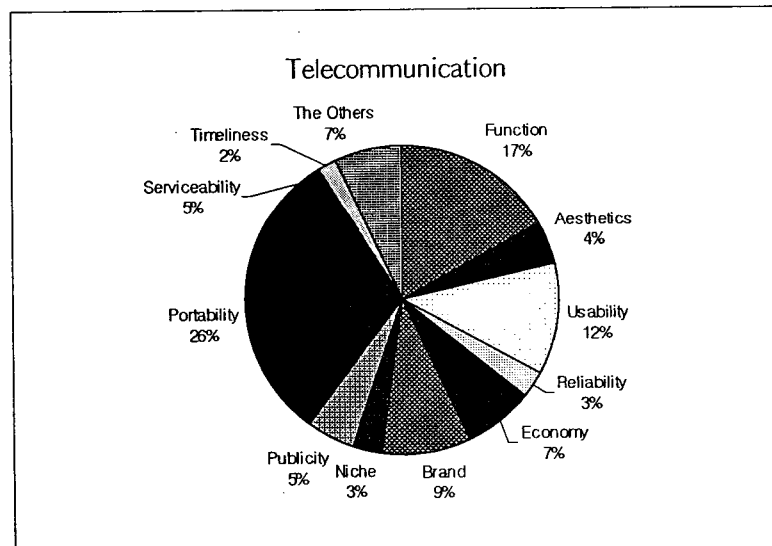
<Figure 4> Quality attributes of winning products in food and beverage.

In food and beverage, function and usability have been important success factors.



<Figure 5> Quality attributes of winning products in automobile.

In automobile, function and aesthetics have been important success factors.



<Figure 6> Quality attributes of winning products in telecommunications.

In telecommunication, portability and function have been important success factors.

### 3. Concluding Remarks

An interesting finding of this research is that major determinants of commercial success in the market are different with product categories. The major determinants are summarized in Table 2.

<Table 8> Top 3 determinants of commercial success in the market.

Order	Product Category				
	Home Appliances	Finance & Insurance	Food & Beverage	Automobile	Tele-communication
1	Function	Economy	Function	Function	Portability
2	Usability	Function	Brand	Aesthetics	Function
3	Economy	Niche	Usability	Brand	Usability

As can be seen in Table 2, function is an important attribute to all product categories. This is consistent with R. Coopers' finding that product's advantage or superiority is the single most important factor. It should be noted that usability is an important factor for wide range of product categories, and portability is a critical success factor of telecommunication products.

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