

<Korea-India Dialogue 2013>

The Images of Korea and India as Viewed by the Other

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Introduction

Purpose and Method of Research

- To understand how Korea and Koreans are viewed by Indians, and India and Indians are viewed by Koreans
- The survey was conducted in both India and Korea in July-August 2011 and the research paper was published in 2012
- Sample Size: 1,000 for each country
 - India : Delhi, Mumbai, Kolkata, Chennai
. English, Hindi, Marathi, Bengali, Tamil
 - Korea : Nationwide



Introduction

Concept & Importance of National Image

- Unsubstantial
- Compositive and Mutually affecting
(nation, people, government, culture, products...)
- Formed a long period of time
- Not change easily

➡ Very important to enhance the level of cooperation between two countries

Introduction

Literature Review

- Korean Embassy in India(2002)
 - ✓ Targeted 600 opinion leader in Delhi by ORG-MARG
 - ✓ Recognized Korea as an advanced economies
 - ✓ Positive Korean Companies
 - ✓ Relatively low in product awareness

- Choi, Young(2007), The Image of India Projected in the Korean Daily Newspapers
 - ✓ Nov. 2005 ~ Nov. 2006
 - ✓ 5 major newspapers
 - ✓ Recognized India positively
 - ✓ But economic related topics oriented

Characteristics of survey subjects

Korea

Category		Frequency(people)	Percent(%)
Gender (n=1,000)	Male	495	49.5
	Female	505	50.5
Age (n=1,000)	19 ~ 29 years old	186	18.6
	30 ~ 39 years old	210	21.0
	40 ~49 years old	221	22.1
	50 years old	383	38.3
City (n=1,000)	Seoul / Incheon / Gyeonggi	495	49.5
	Pusan/Ulsan/Gyeongnam	159	15.9
	Deagu/Gyeongbuk	104	10.4
	Gangju/Jeonla	101	10.1
	Deageon/Chungcheung	101	10.1
	Gangwon/Jeju	40	4.0
Marital Status (n=1,000)	Married	737	73.7
	Divorced	3	0.3
	Parted from spouse by death	15	1.5
	Unmarried	245	24.5
Education (n=1,000)	Less than Middle school	197	19.7
	Less than High school	385	38.5
	More than college/university	418	41.8

Characteristics of survey subjects

Korea

	Category	Frequency(people)	Percent(%)
Job (n=1,000)	Agri./Livestock/Fishery	34	3.4
	Self-employed	260	26.0
	Blue Collars	195	19.5
	White Collars	186	18.6
	Housewife	213	21.3
	Student	66	6.6
	Unemployed / Others	46	4.6
Monthly Household Income (n=1,000)	Less than 2 million won	208	20.8
	2 ~4 million won	555	55.5
	More than 4 million won	229	22.9
Religion (n=1,000)	Buddhism	246	24.6
	Protestant	222	22.2
	Catholic	78	7.8
	Etc.	7	0.7
	Atheist	438	43.8
	No answer	9	0.9

Characteristics of survey subjects

India

Category		Frequency(people)	Percent(%)
Gender (n=1,199)	Male	753	62.8
	Female	446	37.2
Age (n=1,153)	17 ~ 29 years old	434	37.6
	30 ~ 39 years old	304	26.4
	40 ~49 years old	172	14.9
	50 years old	243	21.1
City (n=1,202)	Kolkata	295	24.5
	Mumbai	277	23.0
	Chennai	374	31.1
	Delhi	256	21.3
Marital Status (n=1,195)	Married	629	52.6
	Divorced	15	1.3
	Parted from spouse by death	26	2.2
	Unmarried	525	43.9
Education (n=1,190)	Less than Middle school	72	6.1
	Less than High school	218	18.3
	More than college/university	900	75.6
Religion	Hinduism	969	81.0
	Islam	56	4.7

Characteristics of survey subjects

India

Category		Frequency(people)	Percent(%)
Job (n=1,115)	Official worker	318	28.5
	Self-employed	166	14.9
	Farming industry	10	0.9
	Service industry	175	15.7
	Factory labor	22	2.0
	Student	238	21.3
	Housewife	110	9.9
	Unemployed	49	4.4
	Others	27	2.4
Survey language (n=1,202)	English	666	55.4
	Bengali	254	21.1
	Hindi	114	9.5
	Tamil	167	13.9
	Marathi	1	0.1
Monthly Household Income (N=1,180)	Less than Rs. 3,800	72	6.1
	Rs. 3,800 ~10,000	174	14.7
	Rs. 10,000 ~ 17,900	302	25.6
	Rs. 17,900 ~ 50,000	377	31.9
	Rs. 50,000 ~ 100,000	180	15.3

Survey Results

Comparisons of General Experience

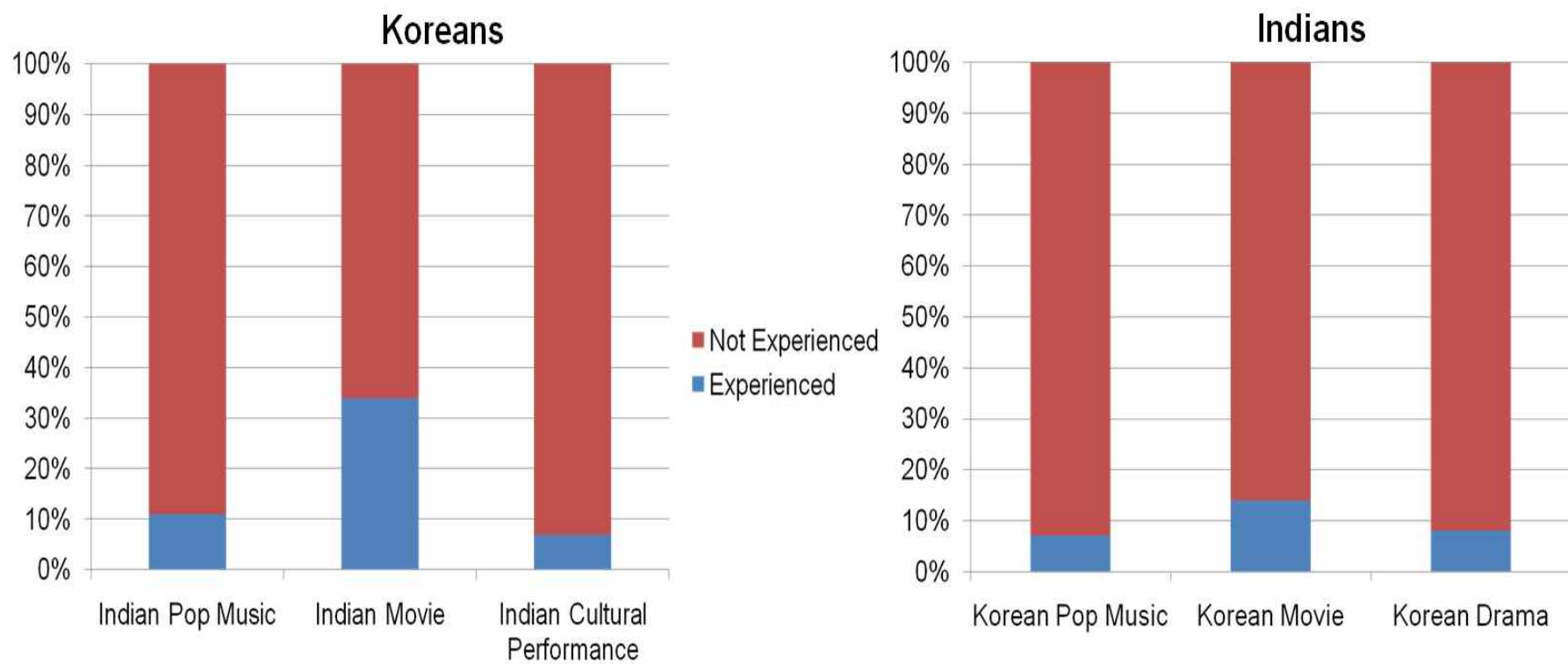
Awareness

	Koreans	Indians
Aware	98.4	90.3
Having Met or Travelled	15.0	2.1

Survey Results

Comparisons of General Experience

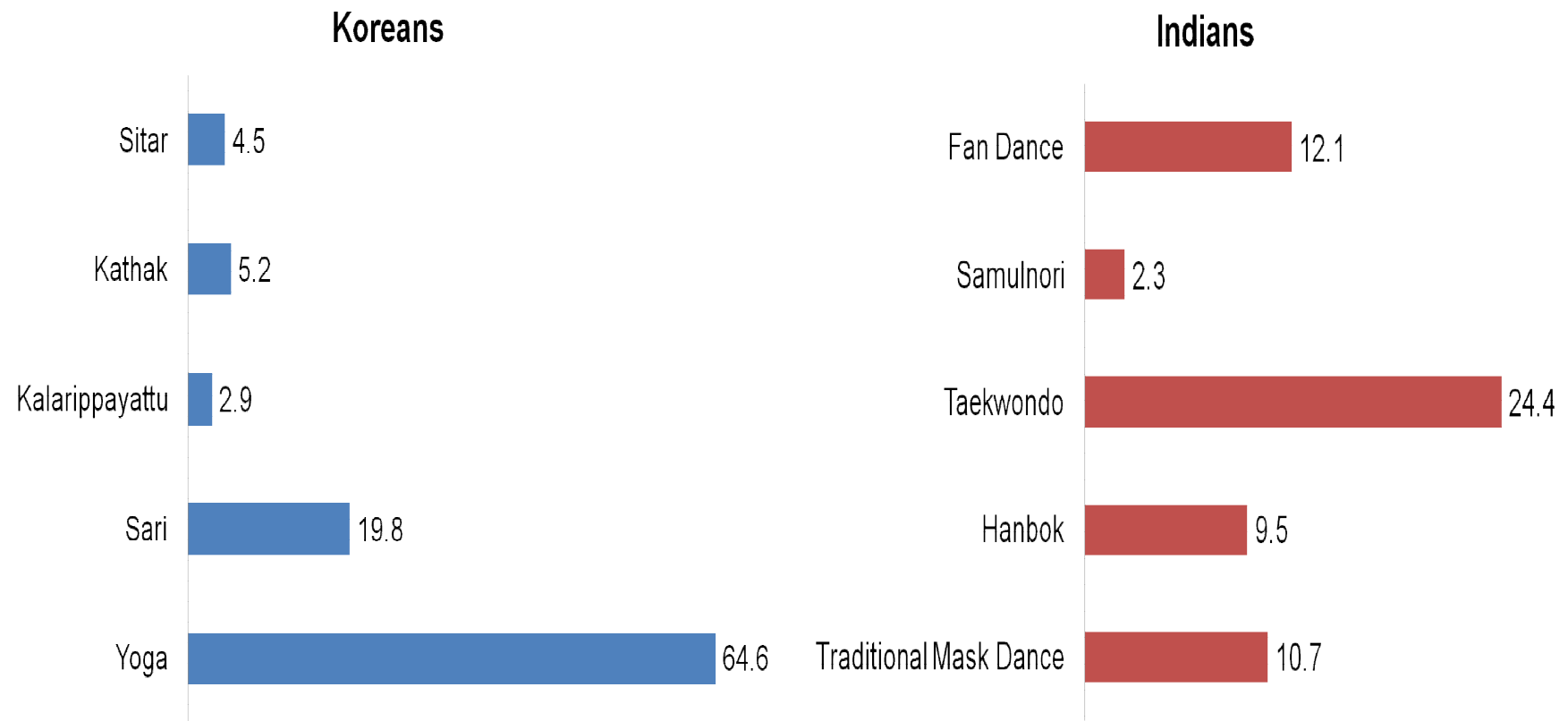
Experience with Pop Culture



Survey Results

Comparisons of General Experience

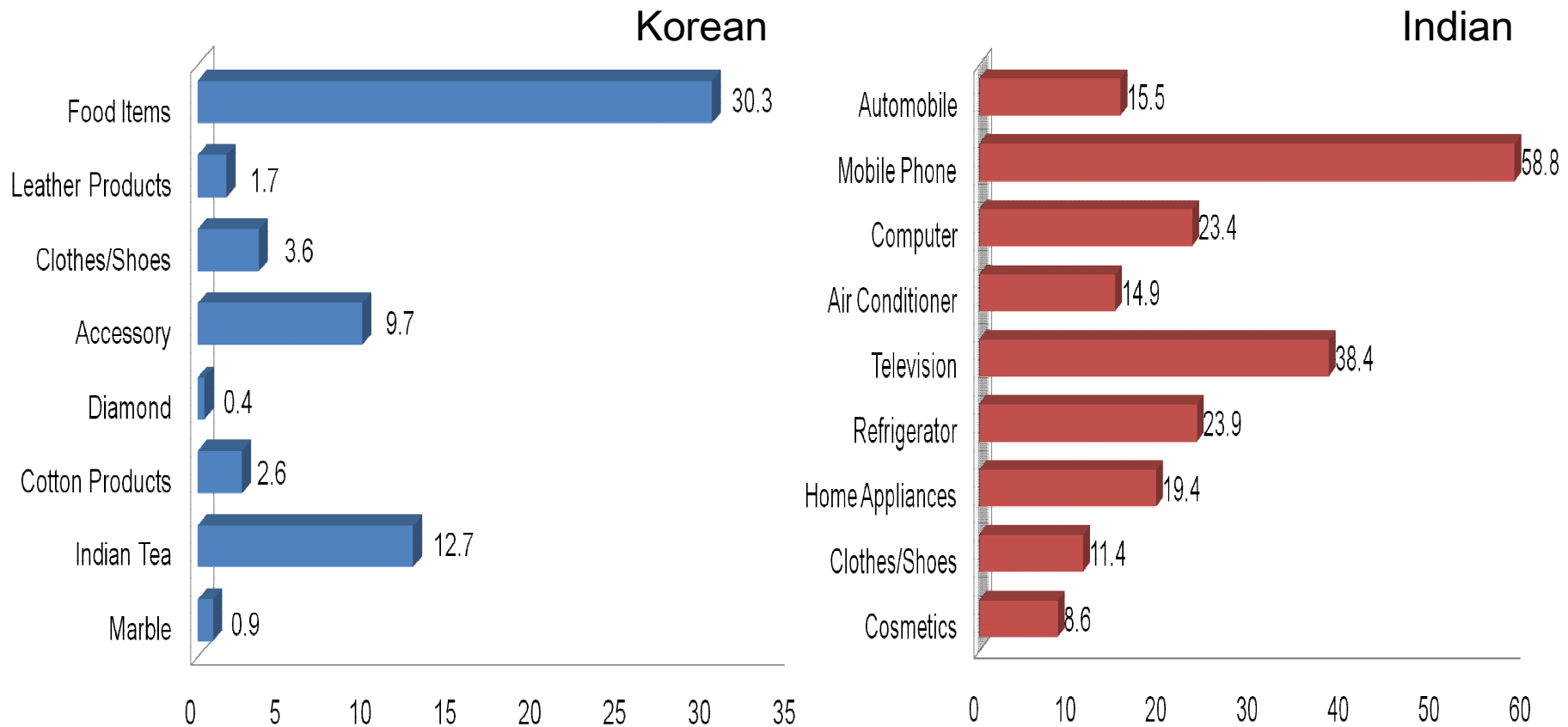
Experience with Traditional Culture



Survey Results

Comparisons of General Experience

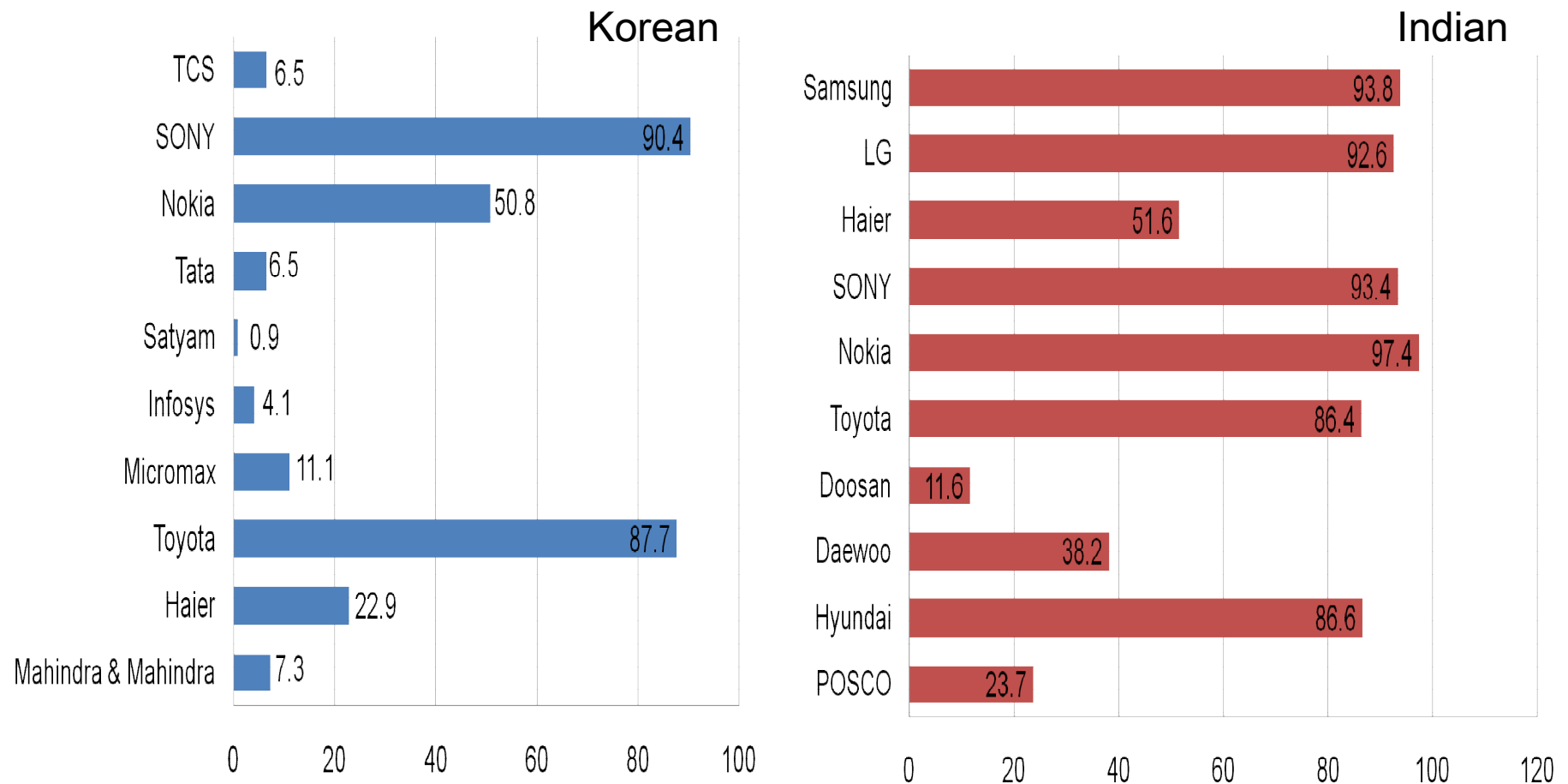
Experience with Products



Survey Results

Comparisons of General Experience

Brand Awareness



Survey Results

Comparisons of National Image

Key Image Associated with India

	Item	Number of People	Percentage(%)
The First Thing that Comes to Mind When you Think of India	Indian Movie	59	5.9
	BRICS	8	0.8
	Caste System	131	13.1
	Religious Strife	76	7.6
	CEPA	2	0.2
	The Indus Valley Civilization	22	2.2
	IT Industry	49	4.9
	Hindu	362	36.2
	Country for Ascetics	132	13.2
	Poverty	84	8.4
	ETC	39	3.9
	None	36	3.6
Total		1,000	100

Survey Results

Comparisons of National Image

Key Image Associated with Korea

	Item	Number of People	Percentage(%)
The First Thing that Comes to Mind When you Think of Korea	Korean Wave	94	8.0
	Economic Development	161	13.8
	World Cup 2002	166	14.2
	Korean War	99	8.5
	CEPA	8	0.7
	Korean Companies	167	14.3
	1988 Olympics	94	8.0
	Pusan Asian Games 1996	15	1.3
	etc	66	2.8
	None	332	28.4
Total		1,202	100

Survey Results

Comparisons of National Image

View on India's Global Standing

Item		Number of People	Percentage(%)
Indian Economy	Advanced Country	24	2.4
	Developing Country	562	56.2
	Underdeveloped Country	378	37.8
	Not Sure	36	3.6
Total		1000	100.0
Status of India in International Community	Has Great influence in International Community	77	7.7
	Has Some influence in International Community	462	46.2
	Does not have much influence in International Community	351	35.1
	Does not have any influence in International Community	44	4.4
	Not sure	66	6.6
Total		1000	100.0

Survey Results

Comparisons of National Image

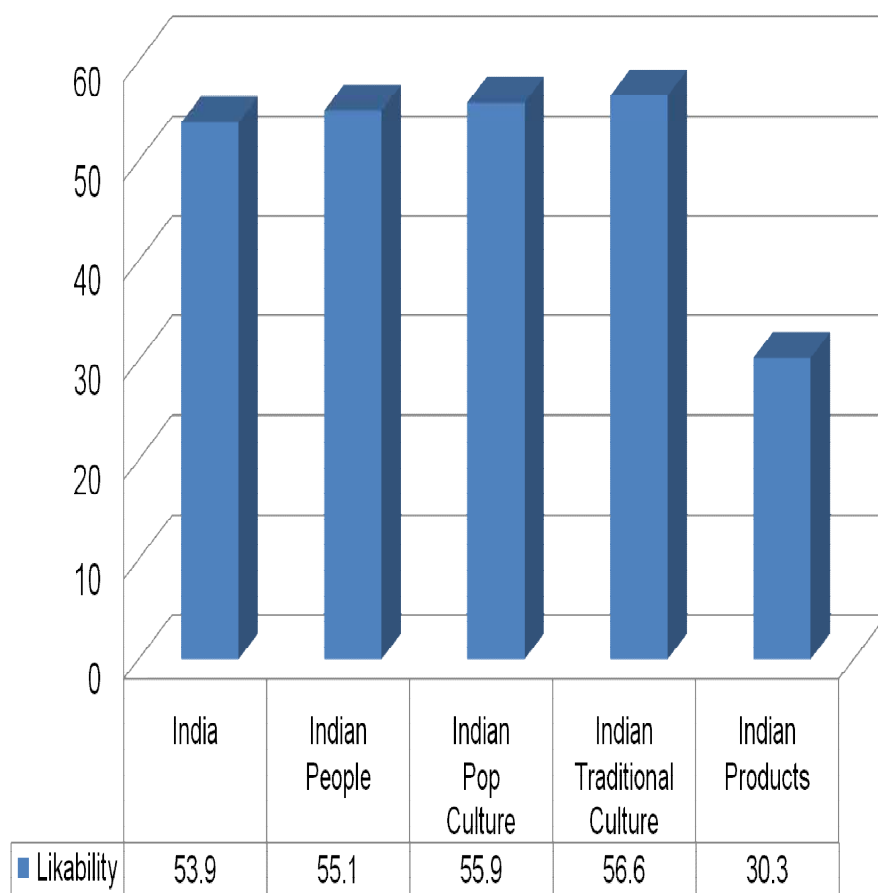
View on Korea's Global Standing

	Item	Number of People	Percentage(%)
Korean Economy	Advanced Country	322	27.2
	Developing Country	496	41.8
	Underdeveloped Country	59	5.0
	Not Sure	325	26.1
Total		1202	100
Status of Korea in International Community	Has Great influence in International Community	132	11.2
	Has Some influence in International Community	419	35.5
	Does not have much influence in International Community	127	10.7
	Does not have any influence in International Community	28	2.4
	Not sure	496	40.3
Total		1202	100

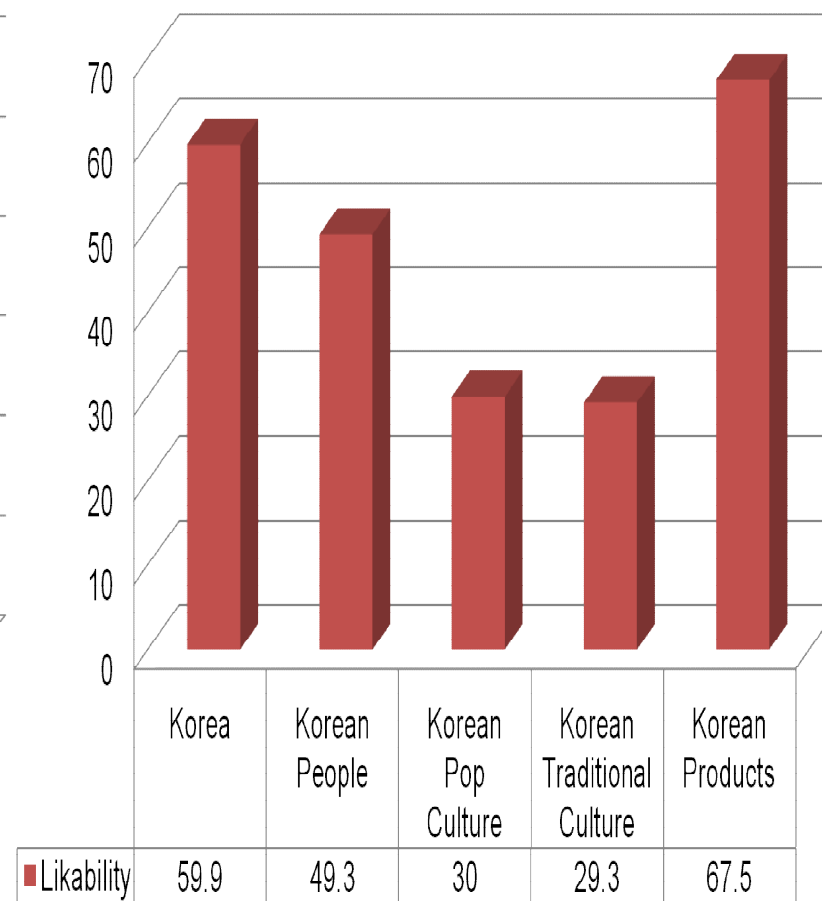
Survey Results

Comparisons of National Image

Attitude towards India



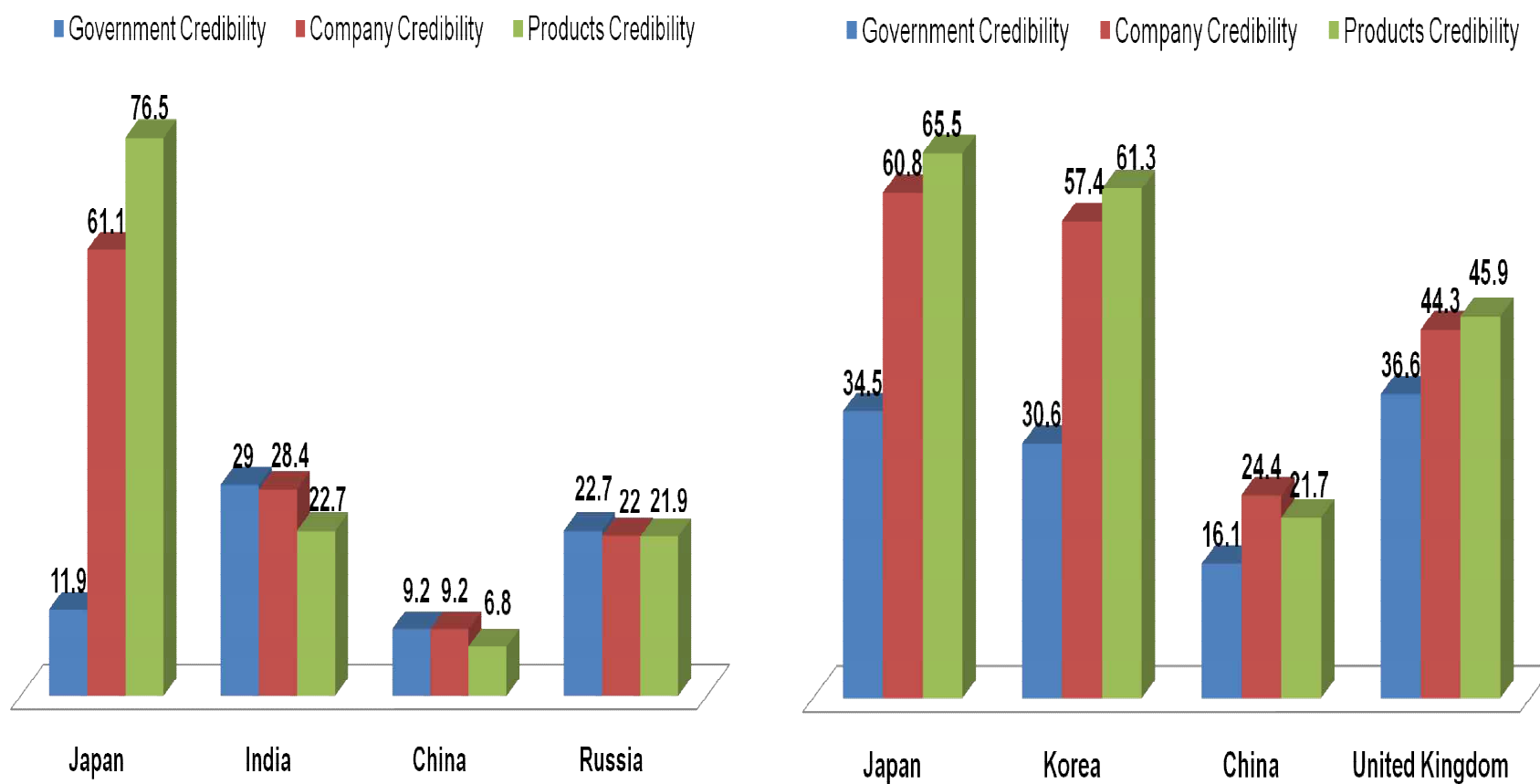
Attitude towards Korea



Survey Results

Comparisons of National Image

Trust



Survey Results

Evaluation and Attitude of Bilateral Exchange

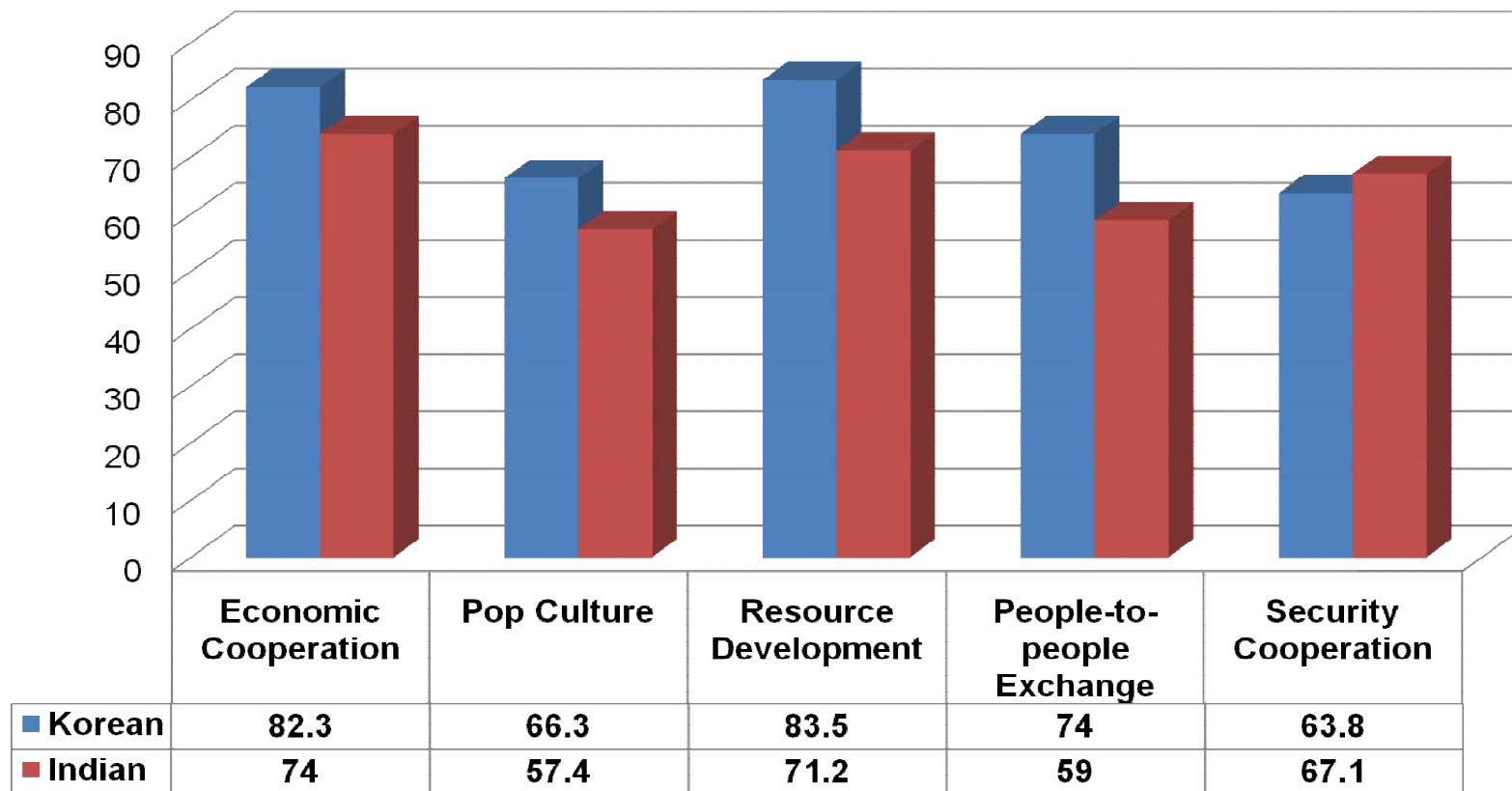
Bilateral Exchange

Item		Indian(%)	Korean(%)
Assessment of Interaction Between Korea and India	Active	11.8	5.7
	Somewhat	35.7	46.7
	Little	10.3	28.2
	Not at all	1.6	3.7
	Not sure	40.5	15.7
Total		100	100

Survey Results

Evaluation and Attitude of Bilateral Exchange

Need for Bilateral Exchange by Area



Survey Results

Evaluation and Attitude of Bilateral Exchange

The Most Important Country for Economic Cooperation

Item		Indian(%)	Korean(%)
The 1 st Country for Economic Cooperation	Korea	20.8	-
	India	-	21.1
	Japan	47.8	29.4
	China	17.0	39.3
	Indonesia	3.5	0.5
	Myanmar	1.3	0.2
	Singapore	6.3	6.9
	Thailand	0.4	0.3
	Vietnam	0.5	0.9
	Malaysia	1.8	0.2
	Philippine	0.4	1.2
Total		100(1,162)	100(997)

Survey Results

Evaluation and Attitude of Bilateral Exchange

The Most Important Country for Exchange of Popular Culture

Item		Indian(%)	Korean(%)
The 1 st Country for Exchange of Popular Culture	Korea	19.6	-
	India	-	15.1
	Japan	29.0	43.7
	China	14.2	23.7
	Indonesia	7.2	2.6
	Myanmar	3.0	0.3
	Singapore	13.5	8.2
	Thailand	4.1	2.9
	Vietnam	1.0	1.7
	Malaysia	6.8	0.5
	Philippine	1.6	1.2
Total		100(1,143)	100(997)

Survey Results

Evaluation and Attitude of Bilateral Exchange

The Most Important Country for Cooperation of Resource Development

Item		Indian(%)	Korean(%)
The 1 st Country for Cooperation of Resource Development	Korea	17.4	-
	India	-	37.1
	Japan	39.3	9.5
	China	18.9	25.0
	Indonesia	3.4	10.2
	Myanmar	3.5	2.0
	Singapore	10.0	4.8
	Thailand	1.6	1.0
	Vietnam	1.6	4.6
	Malaysia	3.0	3.3
	Philippine	1.3	2.3
Total		100(1,135)	100(996)

Survey Results

Evaluation and Attitude of Bilateral Exchange

The Most Important Country for a Personal Exchange

Item		Indian(%)	Korean(%)
The 1 st Country for a Personal Exchange	Korea	19.3	-
	India	-	24.2
	Japan	31.9	7.4
	China	12.5	28.4
	Indonesia	2.8	5.1
	Myanmar	3.8	1.1
	Singapore	14.9	4.0
	Thailand	4.0	5.2
	Vietnam	3.6	14.5
	Malaysia	5.2	2.7
	Philippine	2.0	7.2
Total		100(1,123)	100(994)

Survey Results

Evaluation and Attitude of Bilateral Exchange

The Most Important Country for Security Cooperation

Item		Indian(%)	Korean(%)
The 1 st Country for Security Cooperation	Korea	15.4	-
	India	-	12.5
	Japan	37.9	40.6
	China	28.1	36.9
	Indonesia	2.1	1.9
	Myanmar	2.7	0.6
	Singapore	6.5	3.3
	Thailand	2.1	1.6
	Vietnam	1.7	0.6
	Malaysia	2.4	0.9
	Philippine	1.1	0.9
Total		100(1,141)	100(989)

Policy Implication

- People-to-people exchanges should be expanded
- Inter-government cooperation to promote bilateral business opportunities should be needed
- Increase cultural exchange and take a focused approach to image-building
- Make use of Korea-India CEPA to further promote exchange
- Leveraging each other's good image should be needed

Thank you!