

# Brand Empathy Factors in the Automobile Industry

*Nikkei Research analyzed several companies to discover factors linking brand experience to brand empathy.*

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/EINPresswire.com/ -- Brand Empathy

Factors in the Automobile Industry

□An Analysis of Nikkei Research's

Corporate Brand Survey Data□

Nikkei Research Inc. has analyzed

several tire companies and car makers

to discover the factors that link their

products to brand empathy. Data from

Nikkei Research's Brand Strategy

Survey 2022 was used for analysis. This

was the 20th annual survey to evaluate

the corporate brand equity of 600

notable companies in Japan, chosen

from various industries, and there was

a total of about 90,000 responses.

In the survey, the "Experience Value" is

measured to capture current and

potential consumers' perceptions

about the value of what they experience in connection with the company's products, services,

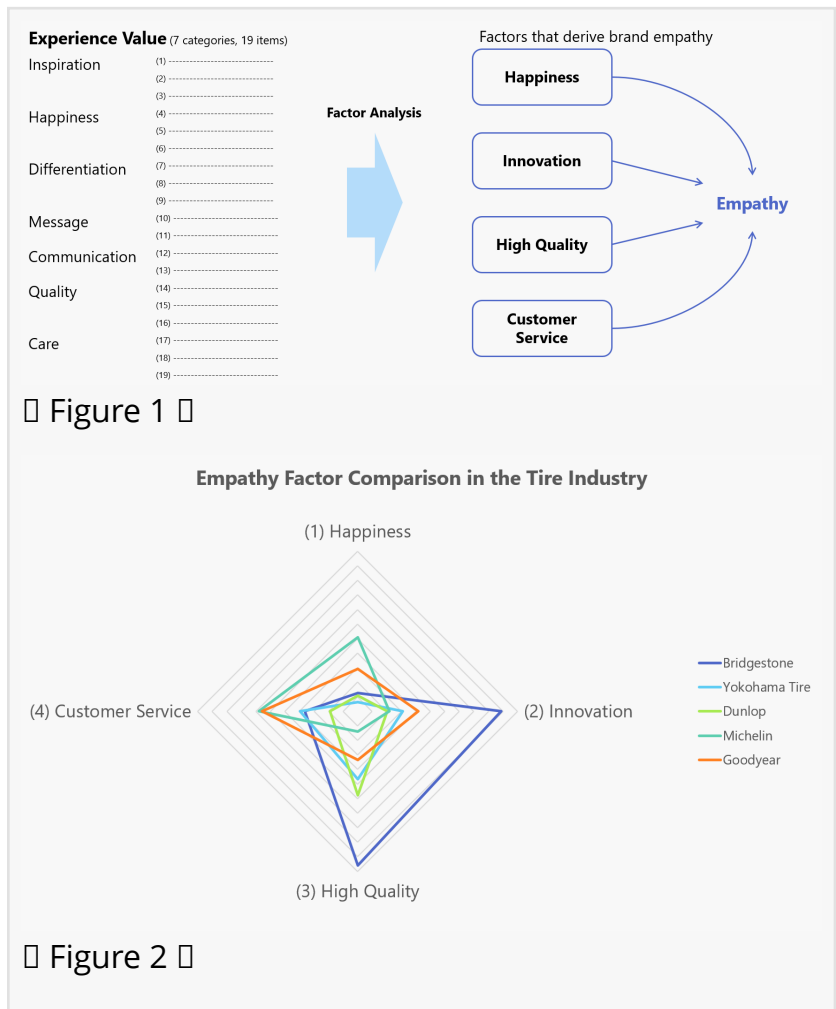
and activities. The Experience Value consists of 19 items categorized into 7 groups such as

"Inspiration," "Happiness," and "Differentiation."

Factor analysis of the Experience Value was carried out to visualize the value of experience and

identify four factors from which empathy is derived — "Happiness," "Innovation," "High Quality,"

and "Customer Service."



□ Figure 1 □

Among the tire companies, we compared Bridgestone, Yokohama Tire, Dunlop, Michelin, and Goodyear. Looking at the four factors that induce brand empathy, we were able to further understand each company's characteristics.

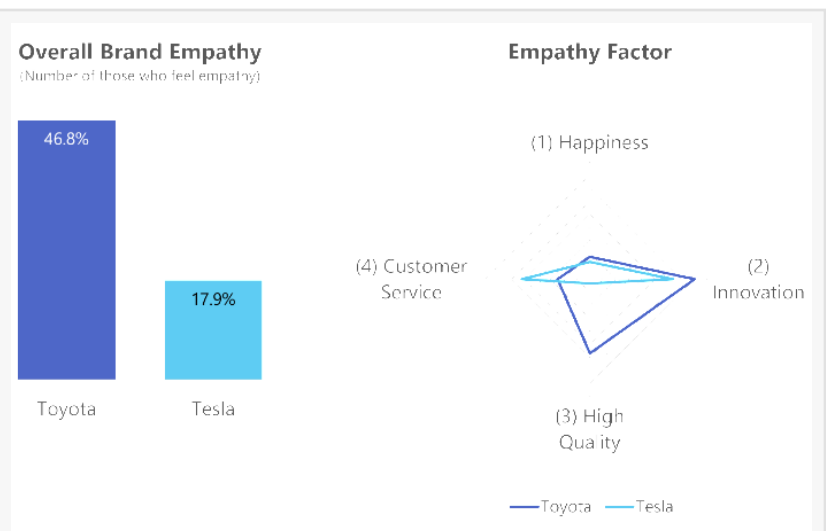
□ Figure 2 □

□ Figure 3 □□ Figure 4 □

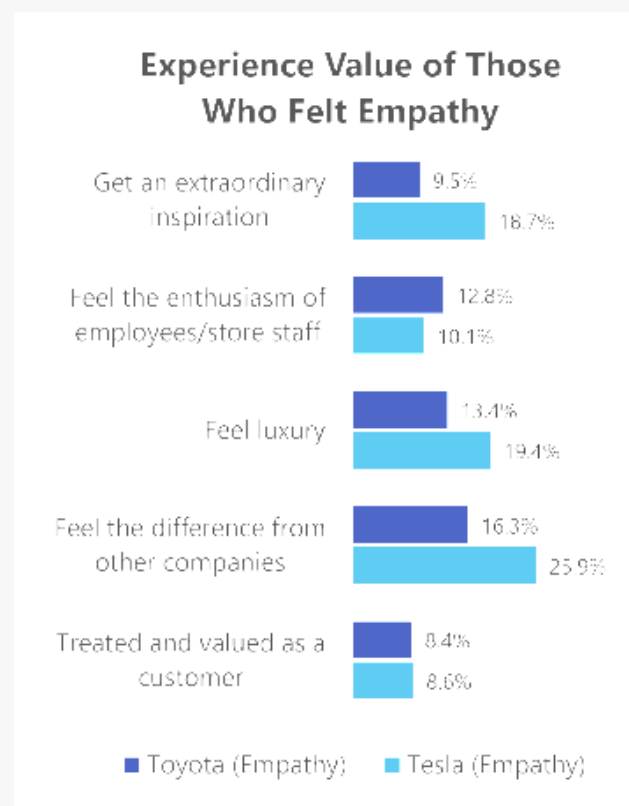
We discovered that although Tesla still fell far behind Toyota's overall brand empathy score, it may have great potential, especially given that the "Customer Service" factor was more influential than that of Toyota. Comparing those who felt empathy with the two companies, Tesla narrowed down the difference from or surpassing of the experience value performance of Toyota. If Tesla's market share continuously expands further, the perceived experience value could exponentially increase the growth of empathy and may result in outperforming Toyota.

More details of the analysis are available from the below link.

<https://www.nikkei-r.co.jp/english/column/9014>



□ Figure 3 □



□ Figure 4 □

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