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내점객 인터뷰에 근거한 슈퍼마켓 입지분석 모델의 실용성 평가

성무 서

윤배 고

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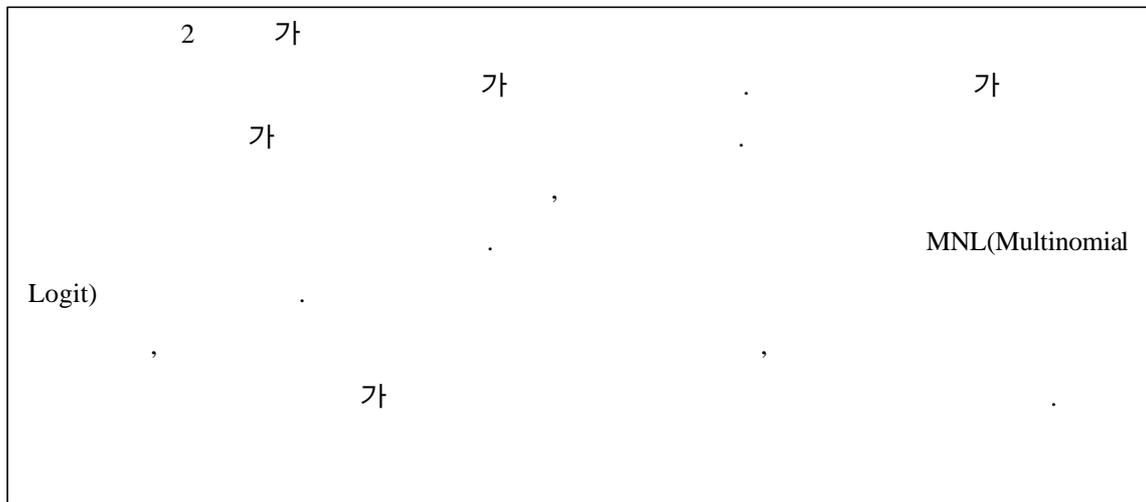
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가 (Usefulness of In-store Spotting Survey in Developing a Supermarket Location Analysis Model)

*, **



*
**

method), (spatial interaction model) (Ghosh and McLafferty, 1987).

가

(Jain & Mhajan 1979) 가

가 (Drezener 1994, McGoldrick 1990). Ghosh and McLafferty(1987)

Huff, MCI(multiplicative competitive), MNL (multinomial

logit)

Naknishi & Cooper(1974)가

Huff (1963)

MCI

Stanly & Seawall(1976), Gautschi(1981),

Hortman et al. (1990), Finn and Louviere(1990) 가

. MNL(multinomial logit)

McFadden(1974)

가

(Louviere & Woodworth 1983,

Weisbrod, Parcels, and Kern 1984, Hortman et al. 1990).

가

$$P_{ij^*} = \frac{\exp(V_{ij^*})}{\sum_{j=1}^N \exp(V_{ij})}$$

P_{ij^*} : i 가 j*

V_{ij} : (deterministic)

N : (choice set)

가 < 1 >

MNL

가

가

(SS) (SF)

(in store spotting survey)

. 가 SS

()

가 가

가 가

SF 가 .
 (CS) (CF) 가 .
 가 , CF 가 ,
 , 가 , 가 가 CS

< 1 >

/		+
	P _{ij} =f(, ,)	P _{ij} =f(, , , , ,) ,가 , ,)
	SS	SF
	CS	CF
* P _{ij} = i가 j		

3.

:

,

,

,

가

2

, Stanly and Sewall(1976)

Huff(1963)

가

가

가

가

Lord & Lynds(1981)

Fotheringham(1993)

가 가

가

가

가

Fotheringham(1993)

가

가

가 가

5

Lindquist(1974)

4.

3

3

가

가

70 , 120 , 164

, 가

180

가

B, C

75 m

가

B, E

830m

1

2

가

가가

1

13 ,

323

가

17 ,

27

가

10

2

15

176

가

가

E 24 ,

C 45

5.

LIMDEP(Greene 1992) Discrete Choice Model

< 2>

SF, CF

가

가 ,

5%가

가

가

< 2> 가

	CS	CF	SS	SF
가	- 0.240 * 0.013 * 0.036 *	- 0.240 * 0.013 * 0.036 *	- 0.340 * 0.005 0.015 **	- 0.474 * 0.016 * 0.022 ** 0.853 * 1.689 *
	2= 0.195 54.2 (%)	2= 0.225 63.8 (%)	2= 0.309 60.8 (%)	2= 0.350 69.9 (%)
* : P 0.01 ** : P 0.05				

Hausman & McFadden(1984)

IIA(independence of irrelevant alternatives) 가

가

가

SS

(restricted set)

-0.34,

0.01,

0.02

(goodness of fit) 가

CS

2가 0.195

McFadden (1980), Fotheringham(1993)

0.2

가

가

가 ,

가

p 가 SS 0.24 0.05

가 가

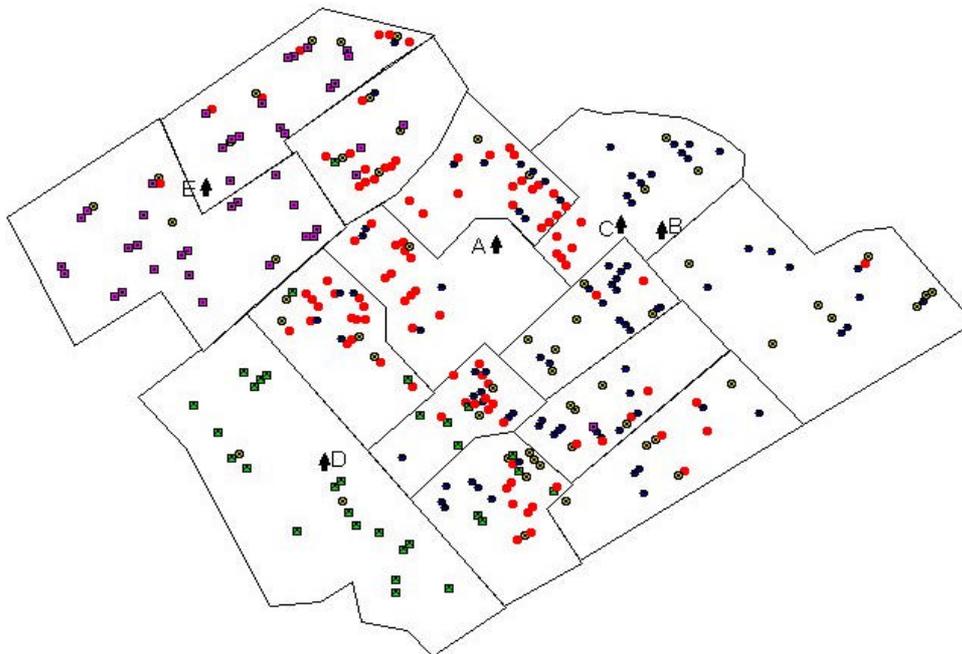
Fotheringham(1993)

가

가 A, C, B D, E < 1> 가

가 120 C B 70 가 E 가 가 A 530m
180 가 E 가 가 A 530m
B, C 가

< 1>5



A-E: : A : B : C
 : D : E

6. 가 가

: < 2>

가 가

9.6%, 9.1% Stanly &

Sewall(1976)

가

: (in store spotting survey)

, 가 ,

Applebaum(1968)

가

Blair(1983)

가

60% 1 (primary trade area) (Blair 1983).

가

가

가 가

300m

10

가

3.35 ,

2

가

6km,

10

가

가

. < 2>

가

D

가

< 2>

(distance decay)

SS, SF가

CS, CF

Blair(1983)

가

가

가

CS

SS

51.7%

(hit ratio, correct classification rate)

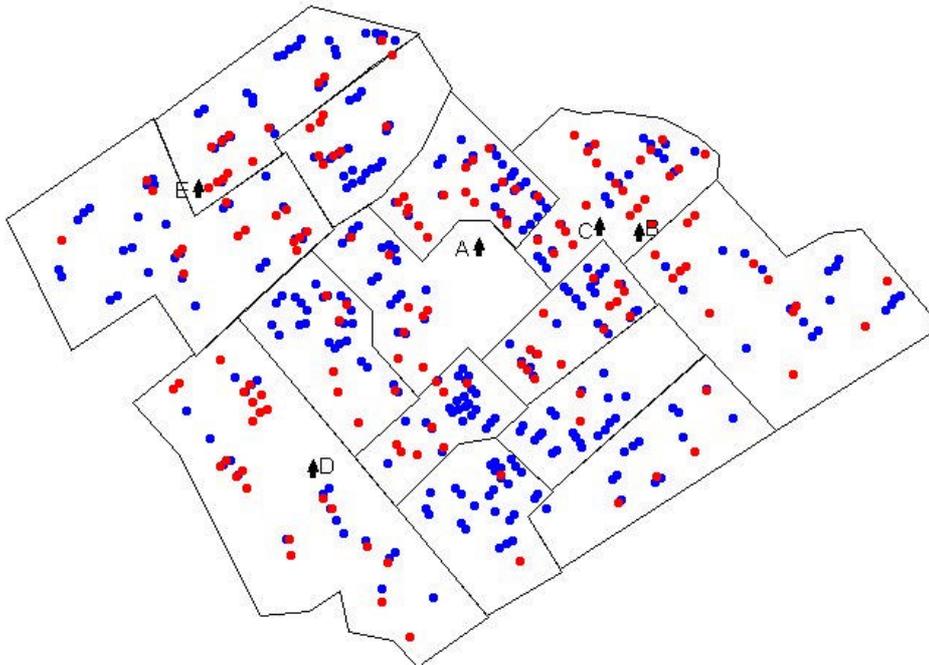
CS

54.2%

가

가

< 2 >



A-E: : :

7.

가

가

가

가

가

가

가

SS

가 .
가
가 . 1% 가
가
가
가 .
가 (Geographic Information System: GIS)
(Spatial Decision Support System: SDSS)
가 .
가 .
(spatial homogeneity) 가
가 .

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