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연고가 제품구매와 점포선택에 미치는 영향

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Effects of Social Ties on Product Purchase and Store Selection

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가	.	가	가
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,	.	.	

* .997 :004

1.

가 가

(i.e., Brown and Dacin 1997)

가 가 가

(Childers and Rao 1992). (Han, Wilson and Dant 1993; Williams, Han and Qualls 1998; Wilson and Mummalaneni 1986).

가 가

(social ties) (i.e., Wilson 1995).

(; ,). (social bonding) (Wilson 1995) (social attraction) (Hogg and Hains 1996)

가 (Williams, Han and Qualls 1998). (Wilson 1995; Wilson and Mummalaneni 1986). 가 (Childers and Rao 1992), (Weitz and Jap 1995), (Hogg and Hains 1996) (Hogg and Hains 1996) (Fontenot and Wilson 1997; Leuthesser and Kohli 1995; Moorman, Deshpande and Zaltman 1992)

가

2. -

(relationship marketing)

(Han, Wilson and Dant 1993; Oliver 1990; Weitz and Jap 1995; Williams, Han and Qualls 1998; Wilson 1995; Wilson and Mummalaneni 1986). 가

. () ()
) 가 .

가 . ()

가
(associations) . 가 .
(Feick and Price 1987) (Shimp and Bearden 1982)

(; , ,) 가

가 .

, 가

(,) 가

Brown Dacin (1997) 가
(cognitive associations) 가

(corporate ability) (corporate social responsibility) .

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가

가

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가

가

가

가

(Childers and Rao 1992).

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(;

가

가

), 가

가

가

(reciprocity)

(Weitz and Jap 1995).

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가

(;

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(social attraction)

(Hogg and Hains 1996).

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(, ,)

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가 ,

가 (, ,)
 가
) 가
 (, ,)
 (i.e., Wilson and Mummalaneni
 1986; Williams, Han and Qualls 1988)
 가
 가
 가

3. 가

(Wilson 1995)
 가
 (Wilson and Mummalaneni 1986). 가 가
 가 가 가
 . Oliver (1990) , . Brown
 and Dacin (1997) 가
 Williams, Han Qualls (1998) 가

가 1:

(+) 가 .

가 (Oliver 1990).

(Han, Wilson and Dant 1993)

(Wilson 1995)

(Ganesan 1994),

(Weitz and Jap 1995)

가 (Williams, Han and Qualls 1998; Weitz and Jap 1995).

가

(Brown and Dacin 1997)

가

가 2:

(+) 가 .

(Han, Wilson and Dant 1993).

가

가

(Wilson and

Mummalaneni 1986).

가

. Wilson

(1995)

(subjective social interaction)

가 가

가

(Bargh, Chaiken,

Govender and Pratto 1992)

가

(signalling effect)가

(가)

(normative control)

가

Weitz Jap(1995)

Weitz Jap(1995)

가

가

(subjective social interaction) (Wilson 1995)

가

2000. 03.

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6

가 3:

가 (+) 가 .

4. 가

. 가 가
 . ,
 . 가 (- 가 , -
 , -)

. , .
 가 .
 . 134

가 , 180 가 . 4
 Churchill(1979)
 5 (five-point Likert scale)

< 1> 3 가

-	0.83
- 가	0.80
-	0.93
- , ,	0.79
-	0.89
- , ,	0.85

- 가		0.85
- 가		0.77
- 가		0.77
-가		0.84
-		0.83
-		0.73
-가	가	
-		0.74
-	가	0.77
-	가	0.74

< 2 > 3가

-		0.64
-	가	0.70
-		0.56
-		0.78
-		0.64
-	가	0.51
-		0.62
-		0.50
-		0.32
-	가	0.78
-		0.83
-		0.88
-		0.62
-	가	0.75
-		0.64
-	가	0.75
-		0.75
-		0.75

가 1

, 2 가 , 3 . Cronbach's Alpha 가
 0.93, 가 가 0.73 가 0.64 . 3
 Cronbach's Alpha 0.77, 0.70
 가 0.81 .
 0.78, 0.37 0.38 .
 가
 (exploratory) . 가
 가 가 .

< 3 > , ,

				R-sq
F=18.495(**)	가	0.18 0.44 -0.06	* **	0.26
F=22.383(**)	가	0.15 0.48 -0.03	**	0.26
F=16.054(**)	가	0.27 0.35 -0.10	** **	0.24

(*)p<0.05 (**) p<0.01

4.

() ()
 (social ties) . 가
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 가 (, 가 ,)가
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 가 가 , 가
 가 . Brown Dacin(1997)
 가
 가가 가가
 가 .
 (dimensions) 가 .
 () 가 .
 , 가 ()
)

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