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시도이론에 관한 이론적 연구

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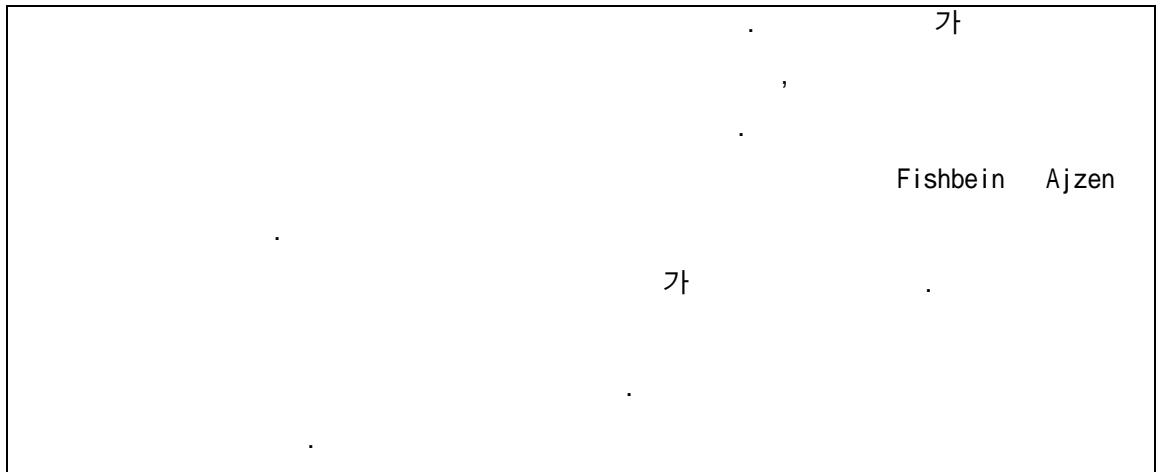
A Theoretical Investigation into the Theory of Trying

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* :00.2 :00.6

1.

(goal-directed behavior) (), (), (), (), () (Bagozzi & Dholakia 2000).

가 가 가 가

Fishbein Ajzen (theory of reasoned action) (3 , 1999; Ajzen and Fishbein 1980; Fishbein and Ajzen 1975).

가 (Bagozzi and Dholakia 2000).

(Theory of Trying)

가 (Fishbein and Ajzen 1975; Petty and Cacioppo 1986).

가? Ajzen(1985) 가

(:) Ajzen 가

, Ajzen(1985)

가

가

가

가

(Bagozzi ,

Yi, & Baumgartner 1990).

가

가

가 가?

, H.O.T.

가 가

가

가 가

가

, 가

가

가

가

,
가

가

가

20%

가 . 가 . 가 .

가 . 가 .

가 . 10 .

가 . 가 .

가 . 가 .

가 . () (.

) 가 . 가 .

가 (:

).

Fishbein Ajzen 가

(Sejwacz, Ajzen, Fishbein 1980). . 가

가

가?

가

(:

) .

가 .

2.

(Sheppard et. al, 1988).

Fishbein Ajzen(1975)

(Bagozzi 1992).

가 가

(Ajzen 1985),

가

가

(Bagozzi

et. al, 1990).

가

. Sheppard(1988)

가 Bagozzi, Yi,

Baumgartner(1989)

가

(correspondence criteria)

. Fishbein Ajzen(1975)

가

3가

가

(A_s) (A_f) 가
 E_f 가 . A_s A_f가 E_s,
 expectancy) 가 . Bandura가 (outcome
 (self-efficacy)
 A_sE_s A_fE_f Lewin (Lewin,
 Dembo, Festinger, and Sears 1944) . (valence)
 가 가 .
 -A_sE_s A_fE_f가 . ,
 가 가
 , 가 4 가 .
 3 가 ,
 (A_t)
 4 . ()

1 : 가

$$I = a + b_1A_sE_s + b_2A_fE_f + b_3A_p + e$$

2 :

$$I = a + b_1A_sE_sA_fE_fA_p + e$$

3 : 가

$$A_t = a + b_1A_sE_s + b_2A_fE_f + b_3A_p + e$$

$$I = a + bA_t + e$$

4 :

$$A_t = b_1A_sE_sA_fE_fA_p + e$$

$$I = a + bA_t + e$$

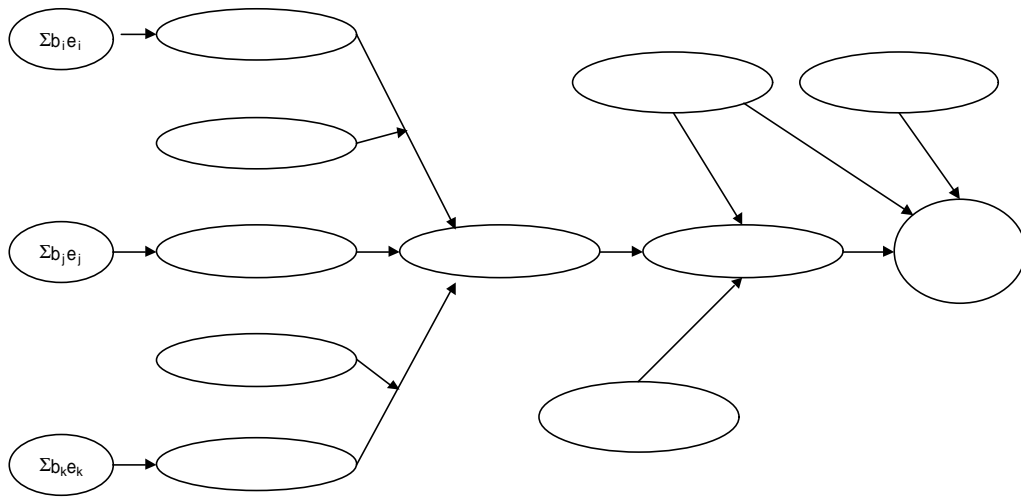
a b_i , e , I .

1 3 , , 가

$A_s E_s, A_i E_i, A_p$

가 . ,
 A_t .
 , 가
 ,
 .
 1 가 1
 2

< 1 >



: Σb_e , b 가 , e 가 .
 i , j , k

Ajzen(1985) (Theory of Planned Behavior) (A_p),

가 ,

Ajzen 가 /
 A_p (construct

validity) 가

(Fishbein and Ajzen 1975 p.303). 가

Ajzen(1985) (theory of planned behavior)

Warshaw, Sheppard, Hartwick (Theory of goal pursuit) 1980

2가 , Ajzen(1985) 가 , 가

, $A_s E_s, A_f E_f, A_p$ 가 A_t I 가
(Warshaw and Davis 1985, p.224).

(construct validity)

1 가 A_s, A_f, A_p 가
가 (b) 가(e)
, b, e가

3.

(Bagozzi 1981; Bentler and Speckart 1979; Manstead, Proffit, and Smart 1983; Schlegel, Crawford, and Sanborn 1977). 가

(Bagozzi 1981, Bentler and Speckart 1979, Wittenbraker, Gibbs, & Kahler 1983, Landis, Triandis, & Adamopoulos, 1978).

(frequency) (recency) 가

가 가

가

3.1.

(frequency of past trying)가

(1).

가

가

가

가

가

가

가

가

가 A_t

, A_t

가

(Abelson 1976, Langer 1976).

(mindless)

(mindful)

가

가

(Bagozzi and Yi 1989).

가가

가

가

가

가

가

가 .
 , 가 .
 가 , 가
 , 가 (Bagozzi and Yi 1989).

3.2.

가
 (:). (:
).
 . 가가 ,
 ,
 (Bird and Ehrenberg 1966)

가
 ,
 ,
 (bias) . Tversky
 Kahneman(1974) ,

가 (Kalwani and Silk 1982;
 Slovic, Fischhoff, and Lichtenstein 1977).

가
 가 (Ajzen and Fishbein 1980, 1).
 가 (availability). (Anchoring)/ (Adjustment)
 . 가
 가 " 가 "
 가 "(Tversky, Kahneman 1974,

pp.1127).

가

가

가 Anderson(1983)

가

가

가

가

Cervone Peake(1986)

가

가

가

(, , 가)

가

가

가

가

(suppressor variable)

가

가

가

가

Campbell Fairey(1985), Sheman(1981)

가

1

가

4.

. 240

240

3

1

(T, trying)

가 /

(Tyr)

‘ 1

6

: 1=

, 2=

, 3 =

, 4 =

5=

, 6=

, , 가,

, ,

, ,

(Twk)

가

가

가

가

(beliefs, b)

가

가

7

:

가(evaluation, e)

‘ / ’

‘ / ’

(Ajzen

and Fishbein 1980, p.91).

(Intention to Try, It) “

”

(Attitude toward Trying, At)

“

”

4

:

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,

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/

,

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(As) “

”

가

(Af) “

”

(Ap) “

/

”

7

(Es) “

가

가

가

”

(Ef) “ 가 가
 가 --- .”
 (SNt) “ 가
 ” 7
 가 ,
 (Bagozzi, Yi 1990, Joreskog, Sorborn 1988)
 1 가 , 가
 가 (/) (Maddala,
 1983)

4.1.

가
 (MTMM: multitrait, multimethod matrix)
 8 (A_{s1}, A_{s2}, A_{f1}, A_{f2}, A_{p1}, A_{p2}, A_{t1}, A_{t2}) ,
 2 8x8 . MTMM 가
 c² - (c², df), (goodness-of-fit index), RMR(root mean
 square residual) (Joreskog and Sorborn 1988).
 , 가
 (convergent validity)
 c² , c² (14)=
 67.5 , p<.01, c² (14)= 53.6 p<.01), GFI (.93, .95)
 . RMR (.04,
 .03)

(discriminant validity)

가 2 1
 가

가 1 가 2 1 .
 A_t A_p 1 0.33 .(1.00-
 0.67=0.33) 2 (2 x .04=.08)

< 1 >

	A _t	A _s	A _f	A _p
A _t		.53 (.06)	-.19 (.07)	.67 (.04)
A _s	.55 (.66)		-.64 (.05)	.50 (.06)
A _f	-.09 (.08)	.56 (.06)		-.11 (.07)
A _p	.61 (.05)	.34 (.07)	.05 (.07)	

(s.e.)

A_t - , A_s -
 A_f - , A_p -

4.2. (T)

2 (TPB) , I_t 2 T
 .(R²=.29, R²=.41).
 (TT) TPB (R²=.45, R²=.61). 가
 가 I_t R . R ,
 26% 28%

F 가 .

< 2 >

	R ²			R ²		
TPB: T=I _t	.29***			.41		
I _t		.54***	(2.98)***		.64***	(4.51)***
(Intercept)		...	(5.88)***		...	(6.87)***
TT: T=I _t +F+R	.45***			.61***		
I _t		.23***	(2.12)***		.23***	(3.65)***
(T _{yr})		.11	(.80)		.08	(.15)
(T _{wk})		.43***	(3.39)***		.51***	(2.76)***
(Intercept)		...	(5.53)***		...	(6.21)***

: Logit 가 .
 T= , I_t= , F= , R=
 TPB= , TT=
 *p<.05, **p<.01, ***p<0.001

4.3. (I_t)

3 (I_t) .
 TPB가 , 2 A_t SN_t가
 (, R²=.44) .
 가 .
 TT 가 F . TT TPB
 R² . (R²=.59, R²=.61) F ,
 <.001 . 가 A_t, SN_t, F I_t 가

< 3 >

	R ²	
TPB:		
I _t =A _t +SN _t	.44	.44
A _t	.49	.42
SN _t	.33	.38
TT:		
I _t =A _t +SN _t	.59	.61
A _t	.33	.24
SN _t	.20	.24
(T _{yr})	.45	.49

: TPB TT R² p<.001
 I_t= , A_t=
 SN_t= , F=
 p<.001

4.4. (A_t)

4 (A_t)
 A_t
 F (Cohen 1978).
 가

4 A_t TPB 2
 (E_sA_s E_tA_t) 가 A_t
 (R²= .37, R²= .30).

4 TT . 가
 R²가 TTB (R²= .46, R²= .55).
 F p<.001 가 E_sA_s A_p A_t
 E_tA_t

< 4>

	R ²		R ²	
TPB:				
$I_t = E_s A_s + E_f A_f$.37***		.30***	
$E_s A_s$.29***		.08
$E_f A_f$.18*		.08
TT:				
$A_t = E_s A_s + E_f A_f + A_p$.46***		.55***	
$E_s A_s$.22***		.13*
$E_f A_f$.11		.01
A_p		.81***		.69***

(TPB $A_t = E_s A_s + E_f A_f + A_p$ TT A_p)
 $A_t =$, $E_s =$, $A_s =$,
 $E_f =$, $A_f =$, $A_p =$
 *p<.05, ***p<.001

4.5. , , (A_t, A_f, A_p)

5 A_s, A_f, A_p가 가

(be)

A_s A_p가 be (A_p

.05 p<0.005, .03 p<001), A_f (p<.06)

가 가 (.00, .05). 5

< 5> , ,

$A_s = b_i e_i$	0.06**	0.06**
$A_f = b_j e_j$	0.00	0.05
$A_p = b_k b_k$	0.05	0.09**

: $A = b_e + b_e + b_e$
 *p<.005, **p<.001

5.

TPB
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 ,
 , TT
 가
 가
 가
 , TT
 가
 가
 , 가
 가
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 , TT
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 1
 가
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).
 , 2가
 가
 (Bagozzi ,
 1990). " " " "
 가
 , (Bagozzi ,1992)
 (: , , , , ,)
),
 (vs.),
 가 ,

가 가

가 가 ,

(Nisbett and Valins 1972) (:

“ 가 ”)

가 가 (Nisbett and

Ross 1980)

2 TT 6 4 가 .
2 가 가 , 4 TPB

, TT 가 가

가

가 가 . 가 ,

. $A_f E_f$ A_t

, A_f be

TPB

$A_f E_f$ 가 가 .

A_s 가 be

TT 가 TPB

A_f E_f .

가 A_t 가

가

, 가가

가 . (:

가),

(가)

가 A_t 가 가 .

가

가

가 .

Atkinson

1964). 가

가

가 : ($r_{E_s E_f} = -.45,$ $r_{E_s E_f} = -.40$).

가

가 .

(: ;).

.

, 가

(Bagozzi 1992) / /

.

가 .

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- , (1999), , 2 , .
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