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판매성과에 대한 개인변수와 환경변수의 효과를 매개하는 판매노력과 목표수준

낙환 최

영아 김

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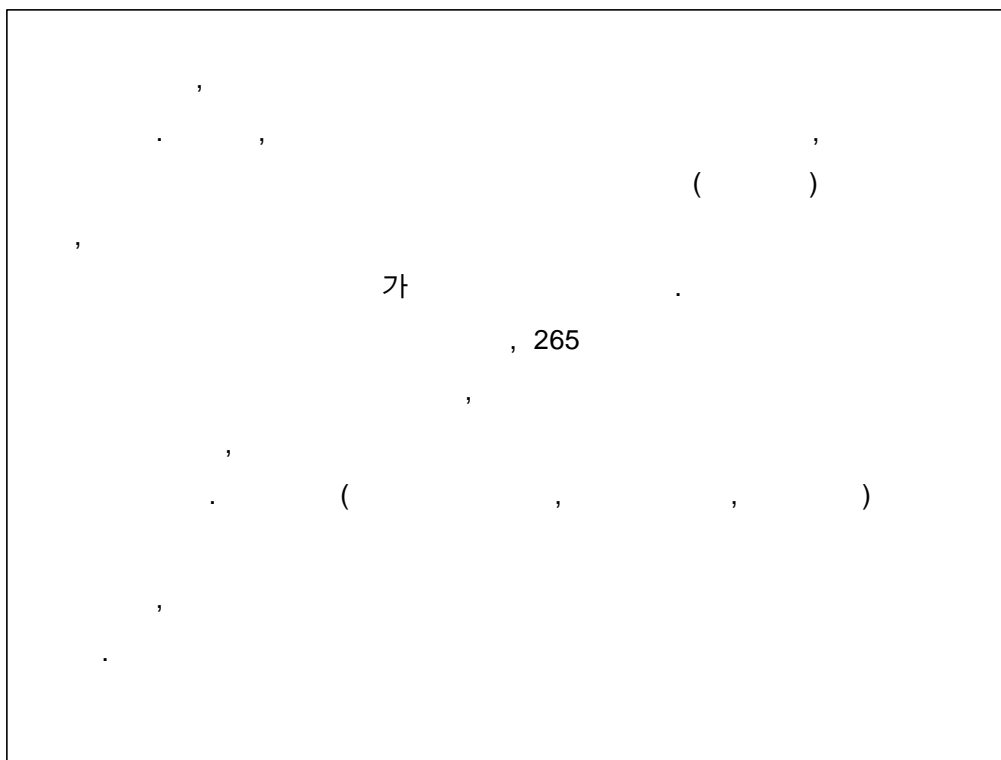
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*

The Roles of Sales Efforts and Goal Level on the Effects of Personal and Environmental Factors on the Sales Performance

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* : 00.7 : 00.8

1.

가

(Brown and Peterson 1994),

가

() (self - efficacy),

(self - efficacy)

. Brown Peterson(1994)

가

가

가

(trust)

가

가,

가

(Tax,

Brown & Chandrashekar 1998)

가 , ()
가 ,
(), 가 가
가

2. 가

2.1.

(effort)

. Brown Peterson (1994)

가

(effort)

가

(working smart)

(working hard)

(Sujan 1986).

Weitz et al.(1986)

, Sujan et al.(1988)

(Sujan, Weitz, Kumar 1994).

Sujan et al.(1994) (learning goal orientation)
(performance goal orientation) 가

가

(Ames and Archer 1988). Brown, Cron Slocum
jr.(1997) (directive) (volition)

- H1:
- H2:
- H3:
- H4:

(directors of action)
(Brown, Cron, & Slocum Jr. 1998).

(goal level) (work performance)
가 (Locke and Latham 1990 ; Mento, Steel, and Karren 1987).

H5:

2.2.

Kohn(1992) (: structural competition) (: intentional competition) 가 가, , 가

2.2.1.

(structural competition)

(Kohn 1992).

Mueller(1983)

. House(1974)

가

. Campbell

Furrer(1995)

가

가

가

2.2.2.

가

가

,

가

.

.

.

. James et al.(1990)

가

(practices)

가

.

(perceptions)

Menguc(1996)

.

,

가

.

,

,

,

,

가

.

,

.

.

(James et. al 1990).

(psychological competitiveness climates)

Sujan et al.(1994)

가

, Anderson Oliver(1987)

가

, (1)

(, “ ” “ 3
”)[Colletti et al. 1988]), (2) 가 (, “

” “ ”[Caballero,
1988]), (3) (, “ ” “

”), (4) (,

[Moncrief, Hart & Robertson, 1988])

가

가

H6:

H7:

H8:

2.2.3. ()

(trait competitiveness)

” (Spence and Helmreich 1983). Kohn(1992)

(intentional competition) , 가

가 . 가

Brown Peterson(1994) (+) 가

. Carsrud Olm(1986) 가

(+) 가

Murphy(1986) (+)

가

Helmreich Spence (1978) (mastery) (

) , Spence Helmreich(1983)

()

()

- H9: ()
- H10: ()
- H11: ()

2.3.

(self -efficacy)

(Bandura 1997). Gist Mitchell(1992)

(self -efficacy)

, Eden Aviram(1993)

(self -efficacy)

(self -set goals)

(Taylor, Locke, Lee & Gist,

1984; Wood et al. 1990). Locke Latham(1990)

(self -efficacy)

(self -set goals)

0.38

가

Brown et. al. (1998)

H12:

H13:

H14:

2.4.

가
가

Moorman et al.(1992)

가

가

(reliable),

(integrity)

Garbarino Johnson(1999)

(Jaworski and Kohli 1991).

(House

and Dessler 1974).

가

Ramaswami(1996)

가

가

1992 ; Morgan and Hunt 1994) (Moorman, Zaltman, and Deshpande , Podsakoff et al.(1990)

“ (faith)"

(trust)

(integrity) (reliability)

Ramaswami(1996)

가

Bass(1985)

(pride)

(Bennis and Nanus 1985).

(justice)

(Bies 1987).

(justice)

(equity)

(Adams 1965)

(equity)

가

가

(Austin 1979).

(justice)

(distributive justice),
justice),

(procedural

(interactional justice)

3가

(procedural justice)

(McFarlin & Sweeney 1992).

(flexibility)

Folger Konovsky(1989)

가

가

가

McFarlin Sweeney(1992)

가 (

, ,) 가

, (, , 가)

가

. Bies Moag(1986)
(interactional justice)

. Tax(1993)

(explanation)

. Greenberg(1993)

(explanation) (apology)

(apology) 가

가

. Tyler(1987)

(effort) . Davidow(1995)

(attentiveness)

(attentiveness)

가 가

(attentiveness)

가

(attitude),

(empathy)

(effort)

3가

H15:

H16:

H17:

3.

3.1.

가 C .
 가 . 280 가 265 가
 (94.6%), 265 가 .
 100% , 30 가 43.8% 가
 40 가 39.2% 30-40 가 83% . 97%가
 , 1 (28.7%), 1-2 (21.5%), 6 (18.5%), 2-3
 (13.2%) . (73.6%) 가 .

3.2.

가
 (/) 5 . ,
 , , , , , ,
 < 1> , .

3.2.1.

James et al.(1990) Sujan et al.(1994) , 3

3.2.2.

()
 () Spence Helmreich(1983)
 , ,
 , Spence Helmreich(1983)
 , 3 () .

3.2.3.

(self -efficacy)

. Gist Mitchell(1992)

(self -efficacy)

, Eden Aviram(1993)

Aviram(1993)

3

Gist Mitchell(1992) Eden
(self -efficacy)

3.2.4.

(trust)

Tax, Brown

Chandrashekar(1998)

3

3.2.5.

(working smart)

, Sujan,

Weitz Kumar(1994)

Sujan, Weitz

Kumar(1994)

. 12

6

, 6

6

5%

3.2.6.

(working hard)

Sujan, Weitz Kumar(1994)

4

1

, 3

5%

3.2.7.

(directors of action)

3

3.2.8.

, Sujan et al.(1994)

4

3.3. 가

3.3.1.

(internal consistency)

(Cronbach's alpha) 0.58(), 0.69(),
 0.72(), 0.67(), 0.83(), 0.79(),
 0.84(), 0.85()

< 1>

< 1>

			(α)
	V1		0.58
	V2	가	
	V3	가	
	V4		0.69
	V5		
	V6		
	V7	가	0.72
	V8		
	V9		
	V10		0.67
	V11		
	V12	가	

			()
	V13	가	0.83
	V14		
	V15		
	V16		
	V17		
	V18		
	V19		0.79
	V20		
	V21		
	V22	()	0.84
	V23		
	V24	가	
	V25		0.85
	V26		
	V27		
	V28		

7

< 2> . < 2>
 가 (0.48),

< 2>

	1	2	3	4	5	6	7
V1	.226	.266	.000	.116	.229	.599	.268
V2	.007	.108	.001	.001	.008	.775	.214
V3	.241	.005	.198	.155	.001	.664	.007
V4	.253	.006	.002	.699	.133	.005	.006
V5	.004	.141	.000	.710	.004	.379	.003
V6	.008	.205	.255	.773	.002	.007	.104
V7	.115	.232	.005	.187	.004	.002	.777
V8	.417	.334	.186	.006	.002	.004	.512
V9	.313	.510	.100	.004	.007	.005	.544
V10	.105	.237	.008	.002	.779	.109	.009
V11	.006	.000	.003	.007	.759	.000	.008
V12	.006	.007	.140	.006	.742	.104	.004
V13	.196	.655	.211	.119	.101	.009	.197
V14	.201	.702	.008	.119	.002	.007	.106
V15	.282	.650	.004	.102	.006	.002	.139
V16	.194	.746	.141	.009	.002	.009	.003
V17	.006	.573	.361	.232	.002	.109	.147
V18	.004	.728	.002	.001	.204	.008	.002
V19	.230	.146	.792	.002	.004	.003	.000
V20	.227	.231	.673	.009	.190	.000	.195
V21	.286	.006	.776	.009	.000	.249	.005
V22	.489	.250	.407	.346	.120	.001	.005
V23	.573	.219	.450	.249	.005	.002	.004
V24	.525	.305	.345	.270	.186	.009	.004
V25	.778	.009	.243	.105	.121	.005	.118
V26	.696	.205	.004	.006	.000	.114	.148
V27	.812	.128	.187	.001	.002	.008	.003
V28	.768	.141	.182	.145	.123	.006	.007

< 1>

8

LISREL

< 3>

가

< 3>

	1.00							
	0.45 (0.08)	1.00						
	0.28 (0.08)	0.37 (0.07)	1.00					
	-0.05 (0.09)	0.15 (0.08)	0.19 (0.08)	1.00				
	0.47 (0.07)	0.51 (0.06)	0.79 (0.04)	0.18 (0.08)	1.00			
	0.39 (0.08)	0.46 (0.07)	0.51 (0.06)	0.18 (0.08)	0.54 (0.06)	1.00		
	0.44 (0.08)	0.59 (0.06)	0.62 (0.05)	0.25 (0.08)	0.64 (0.05)	0.79 (0.04)	1.00	
	0.43 (0.07)	0.39 (0.07)	0.60 (0.05)	0.11 (0.08)	0.52 (0.06)	0.66 (0.05)	0.80 (0.03)	1.00

()

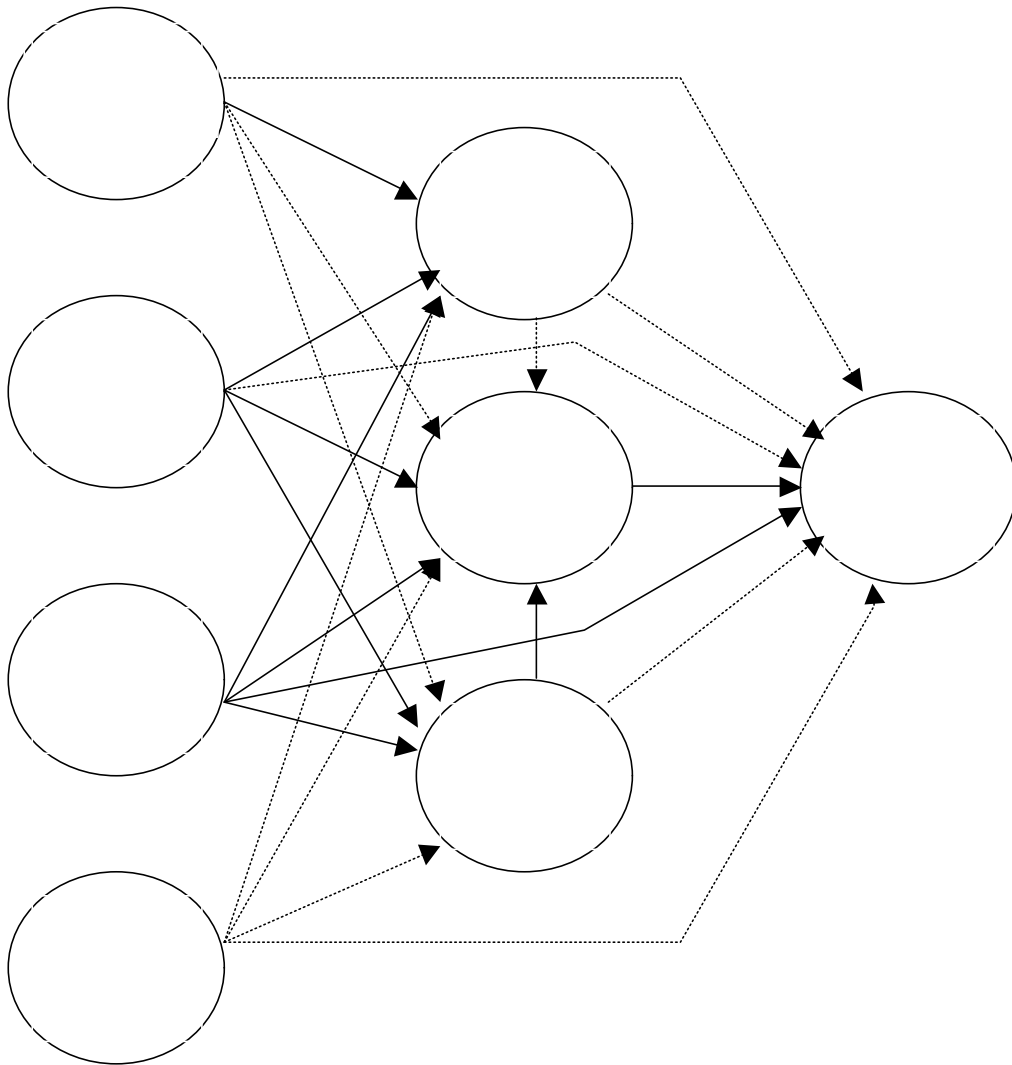
< 3> 95% (±2×)

3.3.2. 가

, , 가
, (LISREL) , (가 , (

, ,) 가 .
 가 < 1> GFI = 0.91,
 AGFI = 0.88, RMR = 0.063 . 가 < 4> < 1>
 , 가 4, 5, 6, 9, 10, 11, 12, 13, 14 , 가 1, 2, 3, 7, 8, 15, 16, 17

< 1>



GFI = 0.91, AGFI = 0.88, RMR = 0.063

(—▶ : 가 , - - -▶ : 가)

3.3.3.2.1 가
 (H5)
 (H2) (H1) .
 가 .
 ,
 가 .

3.3.3.2.2 가
 (H15)
 (H6), (H9) (H12) .
 (H10) (H13)
 , (H7) (H16)
 가
 .
 ,
 가 , 가
 가
 가 .
 가 가 ,
 가 .

3.3.3.2.3 가
 , (H11) (H14)
 , (H8) (H17)
 .
 ,
 (H3) , (H4)

< 5 >

< 4> 가

가	(t)	
H1(+):	-0.25 (-1.77)	×
H2(+):	0.11 (0.87)	×
H3(+):	-0.03(-0.20)	×
H4(+):	0.59 (6.15)	
H5(+):	0.68 (5.06)	
H6(+):	0.15 (2.76)	
H7(+):	0.08 (1.19)	×
H8(+):	0.14(1.80)	×
H9(+):	0.11 (2.18)	
H10(+):	0.20 (3.05)	
H11(+):	0.20 (2.76)	
H12(+):	0.48 (9.96)	
H13(+):	0.34 (5.73)	
H14(+):	0.25 (2.31)	
H15(+):	0.04 (0.86)	×
H16(+):	0.06(0.96)	×
H17(+):	0.10(1.63)	×
	0.15(1.78)	×
	-0.13(-1.58)	×
	0.30(2.54)	
	-0.06(-1.00)	×

< 5>

		0.15 (2.76)	0.11 (2.18)	0.48 (9.96)	0.04 (0.86)			
		0.08 (1.19)	0.20 (3.05)	0.34 (5.73)	0.06 (0.96)			
		0.14 (1.80)	0.20 (2.76)	0.25 (2.31)	0.10 (1.63)	-0.03 (-0.20)	0.59 (6.15)	
		0.05 (0.96)	0.12 (2.49)	0.19 (2.22)	0.03 (0.92)			
		0.15 (1.78)	-0.13 (-1.58)	0.30 (2.54)	-0.06 (-1.00)	-0.25 (-1.77)	0.11 (0.87)	0.68 (5.06)
		0.10 (1.50)	0.21 (2.97)	0.21 (2.13)	0.08 (1.66)	-0.02 (-0.20)	0.40 (3.99)	

() t .

4.

4.1

가

(,)

가 , ,

가 .

가 .

가 , 가 (3

가 63.4%, 6 18.5%)

가 , 가

가 .

가 .

가 .

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