

3-1-2001

가상시장에서의 소비자 재구매의도에 관한 연구

병렬 배

종채 김

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

Recommended Citation

배, 병렬 and 김, 종채 (2001) "가상시장에서의 소비자 재구매의도에 관한 연구," *Asia Marketing Journal*: Vol. 3 : Iss. 1 , Article 2.

Available at: <https://doi.org/10.53728/2765-6500.1056>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

가

*

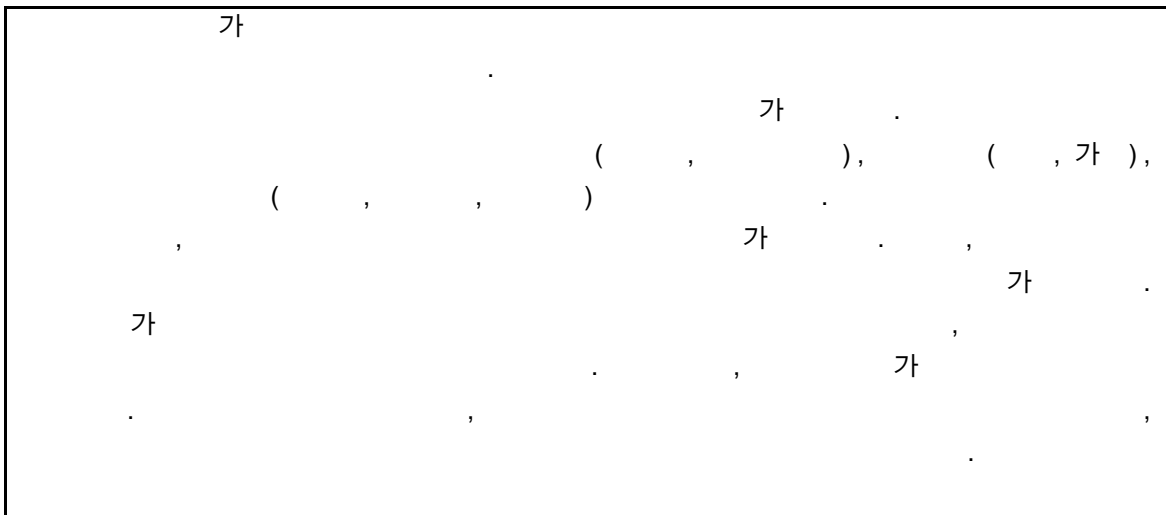
The Effects of Customer Satisfaction on Repurchasing Intentions in Cyber Market : Moderating Effects of Perceived Risk and Product Involvement

()

bbr@moak.chonbuk.ac.kr

()

jckim@sbinfo.co.kr



* : 01. 08 : 01. 10
1999 .

2.

2.1.

1990
 (Eighmey, 1997; Hoffman and Novak, 1996; Jarvenpaa and Todd, 1997). Hoffman
 Novak(1996) (flow)
 . Peterson (1997)
 . Alba (1997) Interactive Home Shopping(IHS)
 . 가
 Eighmey(1997)
 , 가 , 6가
 . Ho(1997) 가
 가
 , 가
 . Abels (1997)
 .
 Bell Tang (1997) 6 (가,
 ,)
 가 . 60
 . O'Keefe Mceachern(1998)
 (CDSS)
 . Lohse Spiller(1998)
 ,

2.2.

(Jayati and

Jackson, 1991). Westbrook(1980) “ ,
 가 ” .
 Oliver(1981, 1989) “ 가”
 ,
 .
 (Woodruff
 et al., 1983; Cadotte et al., 1987).
 Day(1984) “ ,
 가 ” 가 가
 . Hunt(1976) “ 가 ”
 , 가
 (Bearden and
 Teel, 1983; Labarbera and Mazursky, 1983). Oliver(1980)
 ,
 가
 .
 가 (Halstead and Page, 1992).
 , 가 . Szymanski
 Hise(2000) E- , , , ,
 .
 E- . Liao Cheung(2001)
 E- , 가 , , IT ,
 ,
 7가
 6가 E- .

2.3.

Parasuraman (1988) “
 ” .
 “
 ” .
 Gronroos(1982) ‘ (technical quality)’ ‘
 (functional quality)’ , 가
 . 가 가 , 가 가
 가 가
 가 .
 .

가 , . , , . 가 , , .

. Liang Huang(1998)

가 가 가

A/S

3. 가

3.1.

가 가 , . 가

가

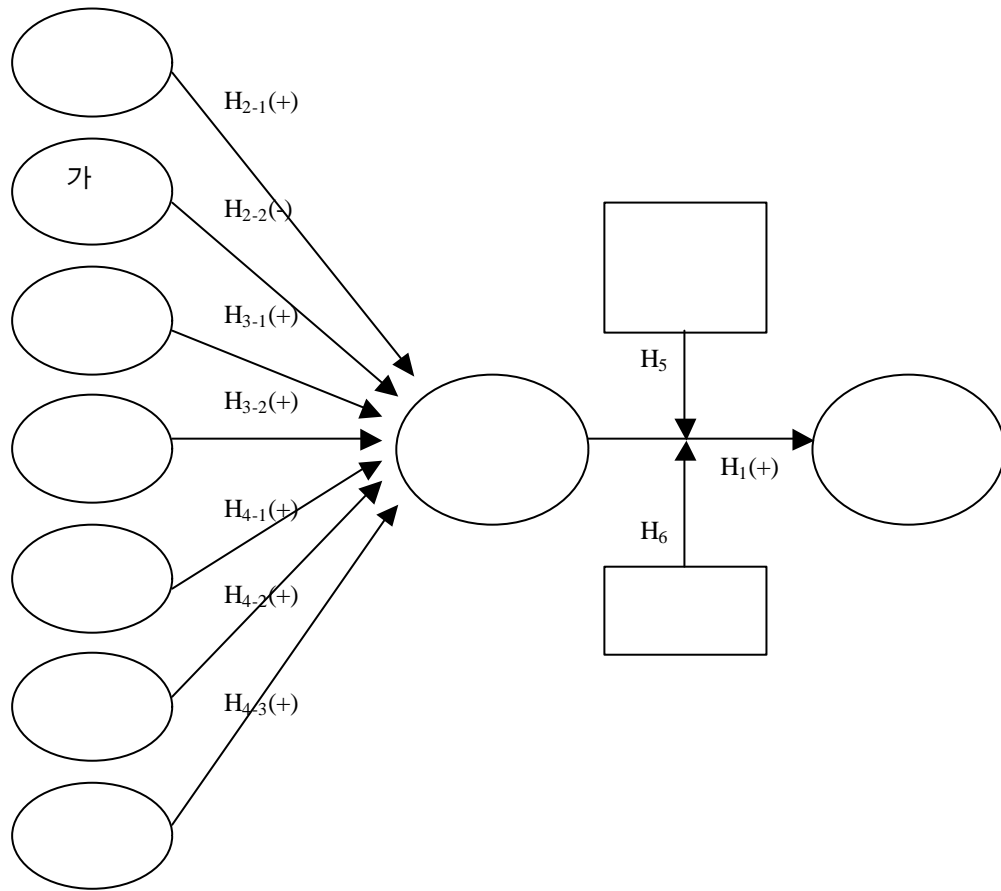
Eighmey(1997) , Szymanski Hise(2000) 가

Parasuraman (1988) 5가 5가 가

involvement) (perceived risk) (product involvement)

Jarvenpaa Todd(1997), Liang Huang(1998)

< 1> < 1> 가



3.2. 가

가 가

3.2.1

가 (Bearden and Teel, 1983; Labarbera and Mazursky, 1983). 가 (Halstead and Page, 1992),

(Oliver 1981),

가 . 가 가

가 1 : (+)

3.2.2. , 가

가 , 가

가 가 (Szymanski and Hise, 2000; Liao and Cheung, 2001).

가 2 :

가 2-1 : (+)

가 2-2 : 가 (-)

가 . , (Eighmey, 1997; Abels et al., 1997; Lohse & Spiller, 1998; Szymanski & Hise, 2000; Liao & Cheung, 2001).

가 . 가

가

. , web (flow)

(Hoffman and Novak, 1996).

가 3 :

가 3-1 : (+)

가 3-2 : (+)

가

가 가 (Eighmey, 1997; Abels et al., 1997; Lohse & Spiller, 1998; Szymanski & Hise, 2000; Liao & Cheung, 2001).

가 4 :

가 4-1 : (+)

가 4-2 : (+)

가 4-3 : (+)

3.2.3.

, IT , (Szymanski and Hise, 2000). (Jarvenpaa & Todd, 1997; Liang & Huang, 1998).

가 5 :

가 (Slama and Tashchian 1985). 가

가

가 6 :

3.3.

3.3.1.

< 1>

< 1>

			Oliver(1980), Liao and Cheung(2001)
		,	Szymanski and Hise(2000)
	가	가	Javenpaa and Todd(1997)
		,	Palmer and Griffith(1998)
		,	Parasuraman et al.(1988)
		,	
			Javenpaa and Todd(1997), Liand and Huang(1998)
		,	
		가	
			Mittal(1989)

3.3.2.

·
·
· 1
· 2
1 60 , J 가
Cronbach's Alpha 50 , 가

Cronbach's Alpha

, 가

SPSSWIN LISREL

350

340

가

336

가

< 2>

< 2>

	152 (46.6)		174 (53.4)			326 (100.0)	10
20	88 (26.2)	20-24	186 (55.4)	25-30	56 (16.7)	30	6 (1.8)
6	6 -1	1-2	2-3	3-5	5	333	
2 (0.6)	14 (4.8)	72 (21.6)	144 (43.1)	84 (25.1)	17 (5.4)	(100.0)	3
59 (21.4)	78 (2.5)	185 (67.0)	11 (4.0)	14 (5.0)	276 (100.0)	60	

4.

4.1.

가

가

가

가

가

가

가

Cronbach's Alpha

< 3>

Cronbach's Alpha , 가 0.75
 0.6
 (, 1997), 가

< 3>

		Cronbach's	Standarized item			Cronbach's	Standarized item
	3	0.9600	0.9602		3	0.8663	0.8675
	3	0.8290	0.8288		3	0.9289	0.9296
	3	0.7828	0.8156		4	0.8358	0.8355
가 *	2	0.6262	0.6265		3	0.8307	0.8326
	4	0.7690	0.7335		3	0.9256	0.9257

* 가 3

4.2.

가 가
 가 4-5
 (, 1997),

(, 1993), (VARIMAX)
 , < 4> 58 13
 (convergent validity) ,
 (discriminant validity) . 13가
 64.66%

< 4>

	3	1.288	2.111	0.753 0.871
	3	2.182	3.575	0.763 0.898
	3	3.066	5.026	0.801 0.827
가	2	1.055	1.729	0.714 0.785
	4	2.510	4.023	0.845 0.901
	4	1.326	2.175	0.766 0.831
	4	1.865	3.058	0.712 0.888
	3	2.489	4.080	0.853 0.898
	3	1.956	3.206	0.796 0.865
	4	2.183	3.577	0.665 0.893
	3	2.532	4.150	0.798 0.908
	3	7.044	11.548	0.722 0.805
	9	10.273	16.841	0.738 0.965

4.3. 가

4.3.1.

가 (maximum likelihood method) .
 48 가 , ,
 19 29 .
 GFI 0.90 ,
 (AGFI) 0.87 . NFI 0.91, CFI
 0.93 ,
 $\chi^2=697.67(df=246)$, χ^2
 (Hair et al., 1998), (336) χ^2
 가 가
 < 5> .
 가 가 1 ,
 (+)
 가 2 ,
 (+) , 가 (-)
 가 2 .

(+) 가 3 . 가 4
 가 4 , , 가 (+) 가
 가 4 .

< 5>

			T	가	가
	->	0.73	13.89	가 1	
	->	0.41	3.85	가 2-1	
	가 ->	-0.22	-2.51	가 2-2	
	->	0.11	2.07	가 3-1	
	->	0.12	2.31	가 3-2	
	->	0.41	4.14	가 3-3	
	->	0.34	2.76	가 4-1	
	->	0.42	3.27	가 4-2	

4.3.2.

(Irwin and McClelland 2001).

, T -2.562(sig.=0.011<0.05) , T
 2.029(sig.=0.043<0.05)

가 ,

가 5 가 6

< 6>

	B	Std. Error	Beta	T	Sig.
	1.176	0.492		2.390	0.017
	0.575	0.168	0.422	3.423	0.001
	-0.247	0.129	-0.181	-1.917	0.056
	2.410	1.334	0.469	1.807	0.072
*	-4.756	1.856	-0.570	-2.562	0.011
*	0.371	0.183	0.317	2.029	0.043

R Square = 0.579 Adjusted R Square = 0.573
F = 89.710 Sig. F = 0.000

5.

5.1.

가

Peterson (1995), Parasuraman (1988), Jarvenpaa Todd(1997), Liang Huang(1998)
가

336

가 3

LISREL

SPSSWIN

(가 1).

(+) 가 (-)

가 (-) 가 (+)

가 가

5.2.

가 가

가 가

가

) 가 (,

가 ,

가

< >

- , SPSS/PC+ , , 1993.
- , , 1997.
- Abels, E. G., M. D. White, and K. Hahn(1997), "Identifying User-Based Criteria for Web Pages," *Internet Research*, 7(4), pp. 252-262.
- Alba, J., J. Lynch, B. Weitz, C. Janiszewski, R. Lutz, A. Sawyer, and S. Wood(1997), "Interactive Home Shopping : Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61(July), pp. 38-53.
- Bearden, W. O. and J. E. Teel(1983), "Selected Determinants of Consumer Satisfaction and Complaint Reports," *Journal of Marketing Research*, 20(Feb.), pp. 21-28.
- Bell, H., and N. K. H. Tang(1997), "The Effectiveness of Commercial Internet Web Sites: Marketplaces," *Management Science*, 43(12), pp. 1676-1692.
- Burke, R. R.(1997), "Do you See What I See The Future of Virtual Shopping," *Journal of the Academy of Marketing Science*, 25(4), pp. 352-360.
- Cadotte, E R., R. B. Woodruff, and R. L. Jenkins(1987), "Expectations and Norms in Models of Consumer Satisfaction," *Journal of Marketing Research*, 24(August), pp. 305-314.
- Dallaert, B. and B. Kahn(1999), "How Tolerable is Delay? Consumer's Evaluations of Internet Web Sites After Waiting," *E-Commerce Research Forum*, 1(1).
- Day, R L.(1984), "Modeling Choices Among Alternative Responses to Dissatisfaction," *Advances in Consumer Research*, 11, pp. 496-499.
- Eighmey, J.(1997), "Profiling User Response to Commercial Web Sites," *Journal of Advertising Research*, 37(May-June), pp. 59-66.
- Engel, J. F., R. D. Blackwell and P. W. Miniard(1982), *Consumer Behavior*, 4th ed., New York: Dryden Press.
- Gronroos, C.(1982), "A Service Quality Model and Its Marketing Implications," *European Journal of Marketing*, 18(4), pp. 36-44.
- Hair, J. F., R. E. Anderson, R. L. Tatham, W. C. Black(1995), *Multivariate Data Analysis with Readings*, 4th ed., Prentice-Hall.
- Ho, J.(1997), "Evaluating the World Wide Web: A Global Study of Commercial Sites," *Journal of Computer-Mediated Communication*, June, <http://www.ascusc.org/jcmvol13/issue1/ho.html>.
- Hoffman, D. L. and T. P. Novak(1996), "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing*, 66, pp. 50-68.
- Hunt, H. K. (1976), "CS/D: Overview and Future Research Direction," *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*, pp. 455-488.
- Irwin, J. R. and G. H. McClelland(2001), "Misleading Heuristics and Moderated Multiple Regression Models," *Journal of Marketing Research*, 38(1), pp. 100-109.
- Jarvenpaa, S. J. and P. A. Todd(1997), "Consumer Reactions to Electronic Shopping on the World Wide Web," *International Journal of Electronic Commerce*, 1(2), pp. 59-88.
- Jayati, R. and A. Jackson(1991), "Service Satisfaction : An Exploratory Investigation of Three Model," *Advances in Consumer Research*, 18, pp. 603-610.
- Labarbera, P. A. and D. Mazursky(1983), "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process," *Journal of Marketing Research*, 20(Nov.), pp. 393-404.
- Liang, T. P. and J. S. Huang(1998), "An Empirical Study on Consumer Acceptance of Products in Electronic Markets : a Transaction Cost Model," *Decision Support Systems*, 24, pp. 29-43.

- Liao, M. and T. Cheung(2001), "Internet-Based E-Shopping and Consumer Attitudes : An Empirical Study," *Information and Management*, 38, pp. 299-306.
- Lohse, G. L. and P. Spiller(1998), "Electronic Shopping," *Communications of ACM*, 41(7), pp. 81-86.
- Mittal, B.(1989), "Measuring Purchase-Decision Making," *Psychology and Marketing*, 6(2), pp. 147-162.
- Monroe, K. B. and J. P. Guiltinan(1975), "A Path-Analytic Exploration of Retail Patronage Influence," *Journal of Consumer Research*, 2(June), pp. 19-28.
- O'Keefe, R. and M. Mceachern(1998), "Web-Based Customer Decision Support Systems," *Communications of ACM*, 41(3), pp. 71-78.
- Oliver, R. L.(1980), "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, 17(Nov.), pp. 460-468.
- Oliver, R. L.(1981), "Measurement and Evaluation of Satisfaction Process in Retail Setting," *Journal of Retailing*, 57(Fall), pp. 25-48.
- Oliver, R. L.(1989), "Processing of the Satisfaction Response in Consumption: A Suggested Framework and Research Propositions," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 2, pp. 1-16.
- Palmer, J. W. and D. A. Griffith(1998), "An Emerging Model of Web Site Design for Marketing," *Communications of the ACM*, 41(3), pp. 44-51.
- Parasuraman, A., V. A. Zeithmal & L. L. Berry(1988), "SERVQUAL: A Multiple -Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, 64, pp. 12-40.
- Peterson, R. A., S. Balasubramanian, and B. J. Bronnenberg(1997), "Exploring the Implications of the Internet for Consumer Marketing," *Journal of the Academy of Marketing Science*, 25, pp. 329-346.
- Slama, M. E. and A. Tashchian(1985), "Selected Socio-Economic and Demographic Characteristics Associated with Purchasing Involvement," *Journal of Marketing*, 49(Win.), pp. 72-82.
- Swan, J. E. and L. J. Comb(1976), "Product Performance and Consumer Satisfaction: A New Concept," *Journal of Marketing*, 40, pp. 25-33.
- Szymanski, D. M. and R. T. Hise(2000), "E-satisfaction: An Initial Examination," *Journal of Retailing*, 76(3), pp. 309-332.
- Westbrook, R. A.(1980), "Interpersonal Affective Influences upon Consumer Satisfaction with Products," *Journal of Consumer Research*, 7(June), pp. 49-54.
- Woodruff, R. B., E. R. Cadotte, and R. L. Jenkins(1983), "Modeling Consumer Satisfaction Process Using Experience-Based Norms," *Journal of Marketing Research*, 20(August), pp. 296-304.