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Effects of Social Ties on Product Purchase and Store Selection

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1.

가 가

(i.e., Brown and Dacin 1997)

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

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(; ,).

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

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

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(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)

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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

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

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Brown Dacin (1997) 가

(cognitive associations) 가

(corporate ability)

(corporate social responsibility) .

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(Childers and Rao 1992).

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(reciprocity)

(Weitz and Jap 1995).

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(;

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(social attraction)

(Hogg and Hains 1996).

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

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(Brown and Dacin 1997)

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가 2:

(+) 가 .

(Han, Wilson and Dant 1993).

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가

(Wilson and

Mummalaneni 1986).

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. Wilson

(1995)

(subjective social interaction)

가 가

가

(Bargh, Chaiken,

Govender and Pratto 1992)

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(signalling effect)가

(가)

(normative control)

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Weitz Jap(1995)

Weitz Jap(1995)

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가

(subjective social interaction) (Wilson 1995)

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2000. 03.

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가 3:

가 (+) 가 .

4. 가

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 가 .
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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

, 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.

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 (social ties) . 가
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가 Brown Dacin(1997)

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(dimensions) 가

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