

: *

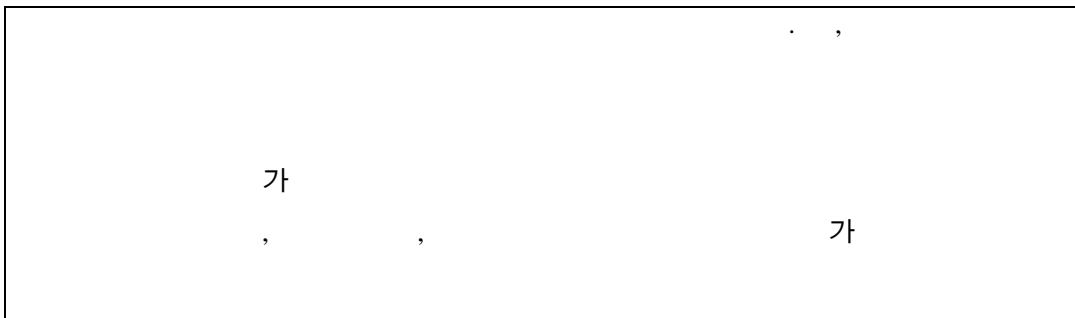
Study on the Adoption of Internet Shopping : Focused on the Role of Innovation Characteristics and Adoption Barriers

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가

* :99.11 : 00.6

1.

(Peterson, Balasubramanian, and Bronnenberg 1997).

Forrest Research(1998) 1998
220 , 2003 3 2
(OECD 1999),
가 가 가 가
(Wang 1998)
(Donthu and Garcia 1999)

가 가 가 가
(Morrison & Roberts 1998).
가가
가 가
가 가

가

2.

가

가 (Benjamin and Wigand 1995; Hoffman et al. 1995; Strader and Shaw 1997; Foley and Sutton 1998; Shim and Mahoney 1991; Shim and Drake 1990; Gupta and Chatterjee 1997; Jarvenpaa and Todd 1997).

(Rogers 1962; Gatignon and Robertson 1985; Sheth 1981; Ram and Sheth 1989).

, , 3가
가

가가 (Rogers 1962; Gatignon and Robertson 1985).
Rogers (1962) (relative advantage), 가 (compatibility),
(complexity), 가 (divisibility) 가 (communicability)
, 가 , 가 가 ,

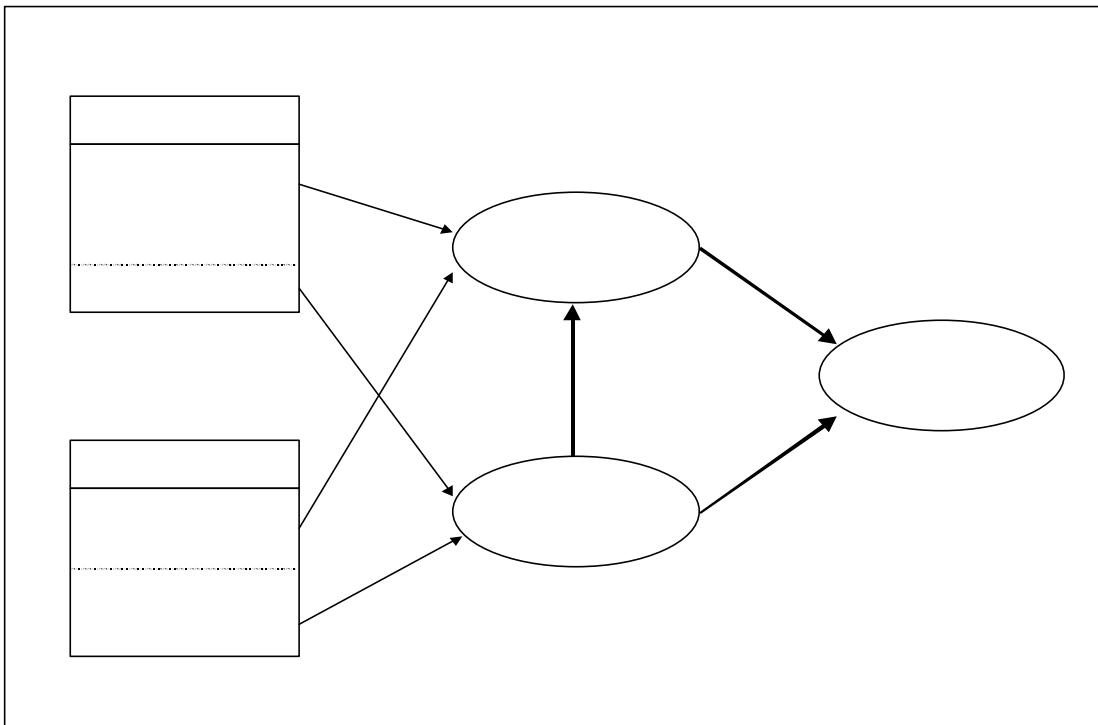
(Rogers 1962; Gatignon and Robertson 1985).

Tornatzky and Klein (1982) 가 , ,
, 가

Davis(1989) Davis, Bagozzi, and Warshaw (1989) (technology acceptance model:
TAM) (perceived usefulness)
(perceived ease of use)

가

가 (Agarwal and Prasad 1998).



(Sheth 1981; Ram and Sheth 1989).

가

(Sheth 1981).

(usage barrier),

가 (value barrier),

(risk barrier),

(image barrier),

(traditional

barrier)

(Ram and Sheth 1989).

가

가

,
가 가
가 , 가
가 .

3.

3.1.

가

(Rogers 1962, p. 124),

(Davis et al. 1989, p. 985).

가

(Rogers 1962; Ostlund

1974; Gatignon and Robertson 1985; Davis et al. 1989; Agarwal and Prasad 1998).

가

1:

가

(Rogers 1962; Ostlund 1974).

(Rogers 1962, p. 130).

(Davis1989; Davis et al. 1989; Agarwal and

Prasad 1998).

가

(Davis1989; Davis et al. 1989;

Agarwal and Prasad 1998).

가

가

가

(Eighmey 1997).

가

(Shim and Mahoney 1991).

2:

가

가

가

가

Davis (1989) Davis et al. (1989)

가

3:

3.2.

가

가

(convenience)

가

24

가

(가) ,
(Darian 1987; Carson, et al. 1996; Burke
1997).

가 (Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer, and Wood 1997).
(shopping on demand)
(Sheth and Sisoda 1997).

(economy) . 가
, 가
(Burke 1997).

가

가

가 (Benjamin and Wigand 1995; Foley and Sutton 1998).

, (O'Connor and
O'Keefe 1997). 가 가

가 , 가 (Hoffman et al. 1995).

가

CD, ,

가

가 (Foley and Sutton 1998).

가

(Jarvenpaa and Todd 1997).

가 .

(Jarvenpaa and Todd 1997).

가

가 가 가

(Ostlund 1974; Sheth 1981; Ram and Sheth 1989). (risk cost)

가 (economic risk), (social risk), (performance risk), (personal risk), (privacy risk) (Strader and Shaw 1997; Jarvenpaa and Todd 1997).

가

가

(Hoffman et al. 1995; Gupta and Chatterjee 1997; Urbaczewski et al. 1998; ; Hair, Jr. and Keep 1997).

가

(Schavey 1998).

(Hoffman et al. 1995).

가

가

(Strader and Shaw 1997; Urbaczewski et al. 1998).

(Bloom et al. 1994; pp. 293-294).

가 (Bloom et al. 1994).

가

가
(Hair, Jr. and Keep 1997).

가

가

4.

4.1.

가

(shopping orientation)

(Darden and Howell 1987; Shim and Mahoney 1991; Gehrt and Shim 1998).

가

(Darden and Reynolds 1971; Moschis 1976; Korgaonkar 1981a).

가

가

가

(in-home shopper)

가

(Akaah, Korgaonkar, and Lund 1995). 가

가

(Shim

and Drake 1990; Shim and Mahoney 1991).

가

가

가

가 (Darian 1987; Berkowitz et al. 1979).

가 가 . , 가 가 (Shim and Drake 1990; Shim and Mahoney 1991).

4: 가

가 (Berry 1979). 가 가 (Berkowitz et al. 1979; Darian 1987). 가 Gehrt and Carter (1992)

(convenience shopper)

가 (Bellenger and Korgaonkar 1980). 가 가 , 24 가 가 .

5:

(economic shopper)

. 가 Korgaonkar(1981b) 가 가 .

, 가

가 가 가 가 가 가

6: 가

(recreational orientation)

가 (Bellenger and Korgaonkar 1980, p. 78).

가 ,

(Korgaonkar and Wolin 1999).

가 (Gehrt and Carter 1992).

가

가

(Shim and Mahoney 1991).

가 가

7:

, 가
(Burke 1997).

, , 가 (Darden and Howell 1987).

, 가
(Flynn 1995; Urbaczewski et al. 1998).

8:

4.2.

, 가
가 가
(Akaah et al. 1995; Jarvenpaa and Todd 1997). Shim and Drake (1990)

가 가
. Akaah et al. (1995)

9: 가

/ 가 ,

가 . Ram and Sheth (1989) 가
가 (p. 8).
가

(Gatignon and Robertson 1985).

가 가
(Goslar 1987; Kambil 1995).

가

가

가 가

Gupta and Chatterjee (1997)

가

가

. Shim

and Mahoney (1991)

(videotex)

(59%)

(Katz and Aspden 1997).

10:

가

가

가

(Hoffman et al. 1995).

(level of

computer literacy)

가

(Strader and Shaw 1997).

가

(Ram and Sheth 1989).

가

가

가

가

가

(Gatignon and Robertson 1985).

가

가

(Hoffman et al. 1995).

(Perry 1995; Katz and Aspden 1997). Shim and Drake (1990)

가

가

, Dickerson and Gentry (1983)

가

11:

5.

5.1.

가

(Strader and Shaw 1997; Jarvenpaa and Todd 1997).

(Flynn 1995).

(McKnight et al. 1998).

Jarvenpaa and Todd (1997)

Gupta and Chatterjee (1997)

12:

가 / 가 (Foley and Sutton 1998).

가 가

and Chatterjee (1997) (Jarvenpaa and Todd 1997). Gupta

가가

가

가

(Burke 1997). 가

(Akaah et al. 1995).

13: , ,

5.2.

, ,
(Hoffman et al. 1995). , (traffic), (navigation)

Katz and Aspden (1997)

가

() ,

(Kassaye 1997; Emerick 1995; Spalter 1995).

가

가

가

14:

가

(Kassaye 1997).

(Katz and Aspden 1997; Schavey 1998).

(Eighmey 1997).

가 가가 가 가
, 가 ;
, 가 가 (Katz and Aspden 1997).

(Bush et al. 1998).

가 (McDonald 1997).
가 , 가

(Kassaye

1997; Phillips et al. 1997; Urbaczewski et al. 1998).

가

(Kassaye 1997).

(ambiguity)

(Shim and

Mahoney 1991).

15:

가

가

(Nardone 1995).

(Jarvenpaa and Todd 1997).

가

가

(Spalter 1995; Kassaye 1997).

가

가 (Eighmey 1997).

6.

가

가

가

Gupta and Chatterjee (1997)

(double diffusion)

가

가

, 가

가

가

가

가

가

가

가

가

가

가

가 가 .
 Strader. and Shaw (1997)
 가 , 가 , , 가
 , 가
 가 .

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