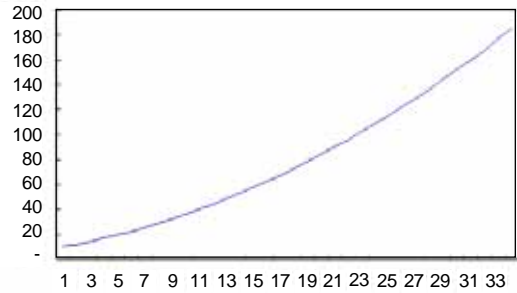
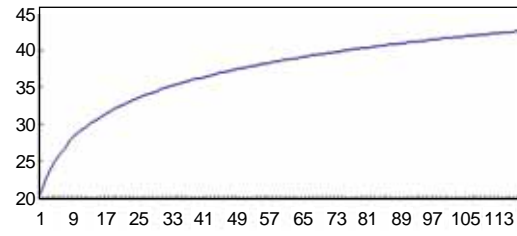


102
 , 50% 100 50% 105
 ,
 .
 가 가 102
 (lock-in)
 .
 가
 가?
 가



(1)
 (Risk Love)



(2)
 (Risk Adverse)³⁾

Jensen (Jensen's
 Inequality) Kahneman[4]

(2)

Jensen
 가
 $f(\bar{x})$ $f(x)$ \bar{x}
 $\tilde{f}(x)$ 가
 가
 가 (2) 0 가)
 $\tilde{f}(x) \geq f(\bar{x})$, (2)
 0) $\tilde{f}(x) \leq f(\bar{x})$ 가
 . (1) (2)
 2)

x

$f(x)$ 가 (1)

[(1) Varian[6], p.182

].

$Ef(x) < f(Ex)$ (1)

가 (1)

2) Billingsley[5] Jensen

3) x , y x

(contingent valuation model) 가 < 1>

가 , 가 가 .

3) , , 가

(parametric estimation) , 가

(semi-non-parametric estimation) 가

4) 가 가 [7]. 가

[8]. 가 , (2)

CV(Contingent Value)

WTP(Willingness to Pay)

가

$$\pi_i^N = P(B_i^* > C_i) = G(B_i^*; \theta) \quad (2)$$

(2) (subjects)

WTP

θ 가 $G(B_i; \theta)$

3) critical mass

4) WTP가

가 . ■ 가 WTP

가 . 7)

가 WTP

가 Logistic

가 Logistic

가 WTP 가 Logistic

가 , 가

가 가

가 (3) $P(x, \omega) = F_\varepsilon(\Delta V)$ (5)

가

가 Logistic $\Lambda(\eta) =$

가 SNPDF $[1 + e^{-\eta}]^{-1}$

가 $h(x, \omega) = \Lambda^{-1}[F_\varepsilon(\Delta V)]$ 가

가 (5) $P(x, \omega) = \Lambda(h) = F_\omega(\Delta V)$ 가

가 SNPDF

가 SNPDF

가 Fourier

flexible form

가

가 (4) $h_k(x, \theta_k) = x\beta + \sum_{\alpha=1}^A \sum_{j=1}^J (\mu_{j\alpha} \cos[jK'_\alpha s(x)] - \nu_{j\alpha} \sin[jK'_\alpha s(x)])$ (6)

가 K θ_k

가 8)

가 SNPDF

가 , Bid $x = \{\omega, \xi\}$

가 (6) (7)

5) CVM
가 median WTP

7) SNPDF Monte Carlo
SMPDF
8) (Cooper[9], p.278).
K K=n^{1/2}

$$\Delta V_f = \sum_{\alpha \in X} \beta_{\alpha} \ln(\alpha) + \sum_{\alpha \in X} \mu_{\alpha} \cos s_{\alpha}(\ln(\alpha)) + \sum_{\alpha \in X} \nu_{\alpha} \sin s_{\alpha}(\ln(\alpha)) \quad (7)$$

Kristrom[10] Spike
 WTP . Spike
 WTP=0
 WTP=0 0
 WTP 0 Bid Spike
 가 . Spike
 Maximum Likelihood 가
 가 .⁹⁾

WiBro, WCDMA, DMB VoIP
 가

III.
 1.

< 2>

	(face to face interview)			
	20	~50	가	
	2004	10	29	~11 18
	/			
	*			820 ,
	130		50	
	1,000 (95% ±3.1% point)			

< 3>

		()	()
	33.97	14.46	107.65
	29	12	100
	9.529	2.343	44.497
	90.807	5.494	1,980.05
	-0.519	-1.634	15.195
	0.488	0.072	2.604
	20	12	10
	59	18	500

< 2>

가 , 가
 가 50
 가 1

29 가가 59

< 3>

33

10 7

가

2. 가

II

가

9) Truncated Spike 가 WTP WTP
 가 .

()

< 4> 가 , < 5>

가 , WiBro

가

가

가 , WiBro

가 가 가 가

가

($f(\bar{x})$) 가

($\bar{f}(x)$)

WiBro

< 4> (:)

	(Logit)		(Spike)	
		가		가
WiBro	29.10	28.84	39.72	30.16
WiBro+VoIP	30.41	30.14	42.29	31.91
WiBro+DMB	31.55	31.23	35.61	32.17
WCDMA	30.83	30.55	34.18	30.64

< 5> WiBro

	Logit	Spike
Bid	-0.1103	-0.0933
	0.0065	0.0025
	-0.0159	-0.0272
	0.0968	-0.0331

) (5%)

가

IV.

가

1,000

가
가

$$\left(\begin{array}{c} f(\bar{x}) \\ f(x) \end{array} \right)$$

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, WiBro 가
가
가
WiBro

가

-
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