


---

4 (i)

, (ii)

, (iii)

4 (iv)

가

가

:

---

I. 64% , 13%

가

가 [9],[11],[17],[21],[25].

가

[14]

[11]. 가 (66%) [4].

2가

4가

Dutta[9]

/ 가

---

1.

Klein [18]		(Global Reach)	N/A
Gosh [14]		,	N/A
Evans [11]	e-business	가 가(Reach), 가(Richness)	N/A
Rosen [22]			e-Potential matrix
Allen [3]		가 , , , ,	N/A
			e-Potential matrix

[6],[13],[16],[20],[23],[26].

[26].

가 [13].  
2

III.

II.

1.

1.

2가

[14], 가 가,  
가 [11], 가  
[18]

1

1

2.

2.

가 ,

Stern[23]

[13].  
가

가

가

가

[16],[20].

가

가

가

[13].

가

가

가

/

/

가

가

2.

Hunt [16]		가,
Gaski [13]		
Butaney [8]		가
Brown [6]		
Bucklin [7]		
Kumar [19]		가
		/
		, , ,


1.

/ 가  
 Rosen[22] 11가  
 (Product e-potential matrix)  
 3

3.

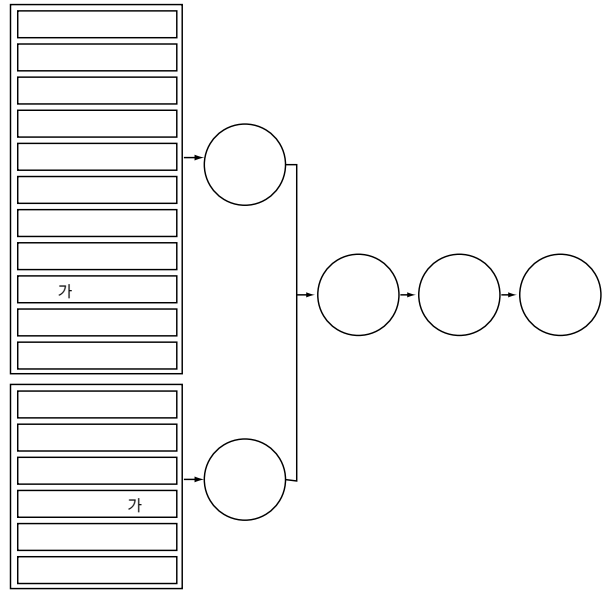
	가 가
	가
	가
	가
	가
	가
	가
가	가 가 가 가
	가 , 가 가
	가

3.

가  
 가 가 [24]. 가  
 가 가  
 [5] 가 가  
 가  
 Allen[4] 가 66% 가  
 가 Kanter[17] 가  
 가  
 가 /

4.

	가 가
	가 가
	가 가
가	가 가
	가
	가 가



2.

가

가

1

4

4.

2

4

1

가

100

2001 11

50 63

5 77.8%, 22.3%

12 5~10%

6 . 6

/

#### IV.

1.

가

2000

2.

가

가 [1],[2]

[1].

7

2, 3, 4, 5, 10

5.

	( )			
	가	4	6.53	6.35
	가	6	9.52	15.87
		4	6.35	22.22
		11	17.46	39.68
		2	3.17	42.86
		5	7.94	50.79
		6	9.52	60.32
		3	4.76	65.08
		4	6.35	71.43
		4	6.35	77.78
		4	6.35	88.89
		7	11.11	96.83
		5	7.94	100.00
		2	3.17	
		63	100.00	

6.

	6	9.52	9.52
	21	33.33	42.86
	28	44.44	87.30
	6	9.52	96.83
	1	1.59	98.41
	1	1.59	100.00
	63	100.00	

(a)

1~5	22	34.92	34.92
6~10	18	28.57	63.49
11~15	22	34.92	98.41
16~20	0	0.00	98.41
21~25	1	1.59	100.00
	63	100.00	

(b)

8

Varimax

7.

	Item-Total Correlation	Alpha if Item Deleted
1	0.4261	0.5391
2( )	0.1544	0.5901
3( )	0.2742	0.5851
4( )	0.0954	0.6063
5( )	0.2241	0.5794
6	0.4255	0.5399
7	0.4728	0.5190
8	0.4304	0.5312
9	0.4081	0.5665
10( )	- 0.1213	<b>0.6364</b>
11	0.4870	0.4915
Cronbach's Alpha		0.5753

8.

	1	Communality
1	<b>0.650</b>	0.523
6	<b>0.770</b>	0.593
7	<b>0.644</b>	0.515
8	<b>0.589</b>	0.447
9	<b>0.580</b>	0.436
11	<b>0.694</b>	0.551
Eigen Value	2.595	
	43.244	
	43.244	

Eigenvalue가 1.0

9

가 0.6  
가 0.4

(1 ), (3 ), 가 (1 ), (1, 3, 4 )

Varimax Eigenvalue가 1.0

10

6

9.

	Item-Total Correlation	Alpha if Item Deleted
1	0.4583	0.5693
2	0.4512	0.5660
3	0.4960	0.5300
Cronbach's Alpha		<b>0.6501</b>

(a)

	Item-Total Correlation	Alpha if Item Deleted
1 ( )	0.3975	<b>0.7420</b>
2	0.5371	0.5813
3	0.6561	0.4091
Cronbach's Alpha		0.6999

(b)

	Item-Total Correlation	Alpha if Item Deleted
1	0.5201	0.3995
2	0.4924	0.4178
3 ( )	0.2952	<b>0.7295</b>
Cronbach's Alpha		0.6148

(c)

	Item-Total Correlation	Alpha if Item Deleted
가 1 ( )	0.2375	<b>0.6703</b>
가 2	0.4713	0.5087
가 3	0.5866	0.1624
Cronbach's Alpha		0.5754

(d) 가

	Item-Total Correlation	Alpha if Item Deleted
1( )	0.2721	0.5865
2	0.4039	0.5284
3( )	0.3208	0.5626
4( )	0.1429	<b>0.6251</b>
5	0.4487	0.4990
6	0.4430	0.5084
Cronbach's Alpha		0.5999

(e)

	Item-Total Correlation	Alpha if Item Deleted
1	0.9769	0.9610
2	0.9609	0.9721
3	0.9440	0.9843
Cronbach's Alpha		<b>0.9817</b>

(f)

6  
% 가 (14.844%),  
(13.588%),  
(9.067%),  
가 (10.510%),  
가 (7.329 %).

3.

Ward's

4

가

[1].

11 (16.248 - 8.251 = 7.997), 3 (22.917 - 16.248 = 6.669), 2 (27.738 - 22.917 = 4.821)

가 2~4

4

Scheffe

12 (α=0.05) 가 5%

[1].

K-means Ward's 4 가

4

가

K-means

Ward's

Scheffe



12. Scheffe Ward's

		Mean Difference			95% Confidence Interval	
(i)	(j)	(i - j)	Std. Error	Sig.	Lower Bound	Upper Bound
1	2	0.6923*	0.1016	0.0000	0.4000	0.9846
	3	- 0.2201*	0.1831	0.0000	- 0.5175	0.2771
	4	0.6123*	0.1271	0.0000	0.2466	0.9780
2	1	- 0.6923*	0.1016	0.0000	- 0.9846	0.4000
	3	- 0.8125*	0.1429	0.0000	- 1.2236	- 0.4014
	4	- 0.1606*	0.1323	0.0000	- 0.4606	0.3006
3	1	0.2201*	0.1381	0.0000	- 0.2771	0.5175
	2	0.8125*	0.1429	0.0000	0.4014	1.2236
	4	0.7325*	0.1621	0.0000	0.2663	1.1987
4	1	- 0.6123*	0.1271	0.0000	- 0.9780	- 0.2466
	2	0.1606*	0.1323	0.0000	- 0.3006	0.4606
	3	- 0.7325*	0.1621	0.0000	- 1.1987	- 0.2663

\* : The mean difference is significant at the 0.05 level

(a)

		Mean Difference			95% Confidence Interval	
(i)	(j)	(i - j)	Std. Error	Sig.	Lower Bound	Upper Bound
1	2	0.3897*	0.0789	0.0000	0.1628	0.6176
	3	0.7321*	0.1073	0.0000	0.4236	1.0406
	4	- 0.3991*	0.0987	0.0020	- 0.6831	- 0.1152
2	1	- 0.3897*	0.0789	0.0000	- 0.6176	- 0.1628
	3	0.3424*	0.1110	0.0310	0.0231	0.6616
	4	- 0.7889*	0.1028	0.0000	- 0.1845	- 0.4933
3	1	- 0.7331*	0.1073	0.0000	- 1.0406	- 0.4236
	2	- 0.3424*	0.1110	0.0310	- 0.6616	- 0.0231
	4	- 1.1321*	0.1258	0.0000	- 1.4932	- 0.7693
4	1	0.3991*	0.0987	0.0020	0.1152	0.6831
	2	0.7889*	0.1028	0.0000	0.4933	1.0845
	3	1.1312*	0.1258	0.0000	0.7693	1.4932

\* : The mean difference is significant at the 0.05 level

(b)

가

V.

1 formation) 4 (Quick Trans- e\*Trade Schwab Merrill Lynch 1999 6 Charles 29.95



13. Scheffe K- means

Mean Difference					95% Confidence Interval	
(i)	(j)	(i - j)	Std. Error	Sig.	Lower Bound	Upper Bound
1	2	0.2234*	0.0785	0.0251	- 0.0253	0.4494
	3	- 0.8480*	0.0961	0.0000	- 1.1242	- 0.5718
	4	- 0.6480*	0.1135	0.0000	- 0.9744	- 0.3216
2	1	- 0.2234*	0.0785	0.0251	- 0.4494	0.0253
	3	- 1.0714*	0.0987	0.0000	- 1.3555	- 0.7873
	4	- 0.8714*	0.1158	0.0000	- 1.2046	- 0.5383
3	1	0.8480*	0.0961	0.0000	0.5718	1.1242
	2	1.0714*	0.0987	0.0000	0.7873	1.3555
	4	0.2000*	0.1283	0.0430	- 0.1691	0.5691
4	1	0.6480*	0.1135	0.0000	0.3216	0.9744
	2	0.8714*	0.1158	0.0000	0.5383	1.2046
	3	- 0.2000*	0.1283	0.0430	- 0.5691	0.1691

\* : The mean difference is significant at the 0.05 level

(a)

Mean Difference					95% Confidence Interval	
(i)	(j)	(i - j)	Std. Error	Sig.	Lower Bound	Upper Bound
1	2	0.6342*	0.0685	0.0000	0.4361	0.8322
	3	0.2971*	0.0841	0.0021	- 0.0499	0.4391
	4	1.0495*	0.0995	0.0000	0.7634	1.3356
2	1	- 0.6342*	0.0685	0.0000	- 0.8322	0.4361
	3	- 0.4371*	0.8657	0.0000	- 0.6861	- 0.1881
	4	0.4153*	0.1015	0.0020	0.1234	0.7073
3	1	- 0.2971*	0.0841	0.0020	- 0.4391	0.0499
	2	0.4371*	0.8657	0.0000	0.1881	0.6861
	4	0.8525*	0.1125	0.0000	0.5290	1.1759
4	1	- 1.0495*	0.0995	0.0000	- 1.3356	- 0.7634
	2	- 0.4153*	0.1015	0.0020	- 0.7073	- 0.1234
	3	- 0.8525*	0.1125	0.0000	- 1.1759	- 0.5290

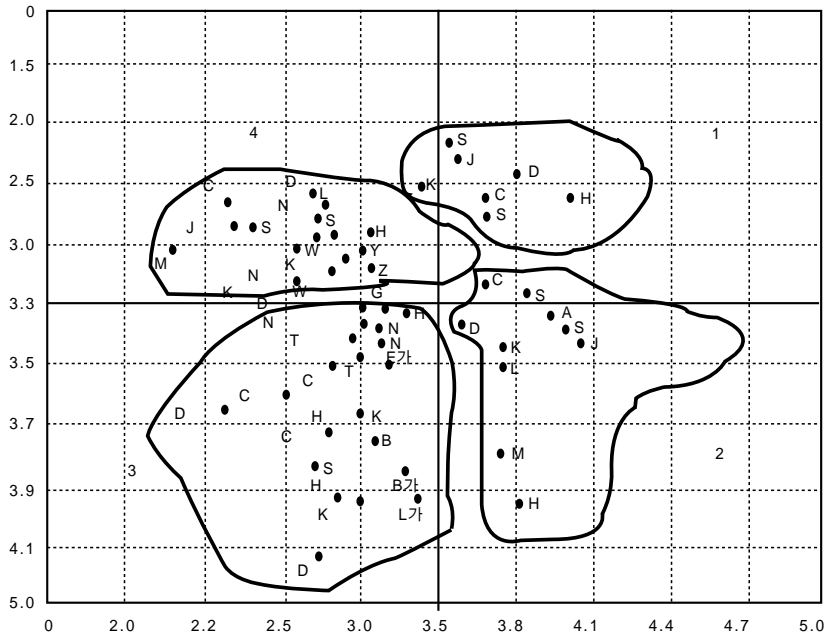
\* : The mean difference is significant at the 0.05 level

(b)

14.

1	7	3.60	2.55	(5), (2)
2	11	3.80	3.40	(7), (4)
3	24	2.95	3.60	(4), (3), (5), (3), (2), 가 (4), 가 (3)
4	21	2.73	2.97	(1), (2), (8), (2), (5), 가 (2), 가 (1)

1  
Charles Schwab  
Charles Schwab  
96 3  
98  
2  
29.7%  
2  
(Collabo-

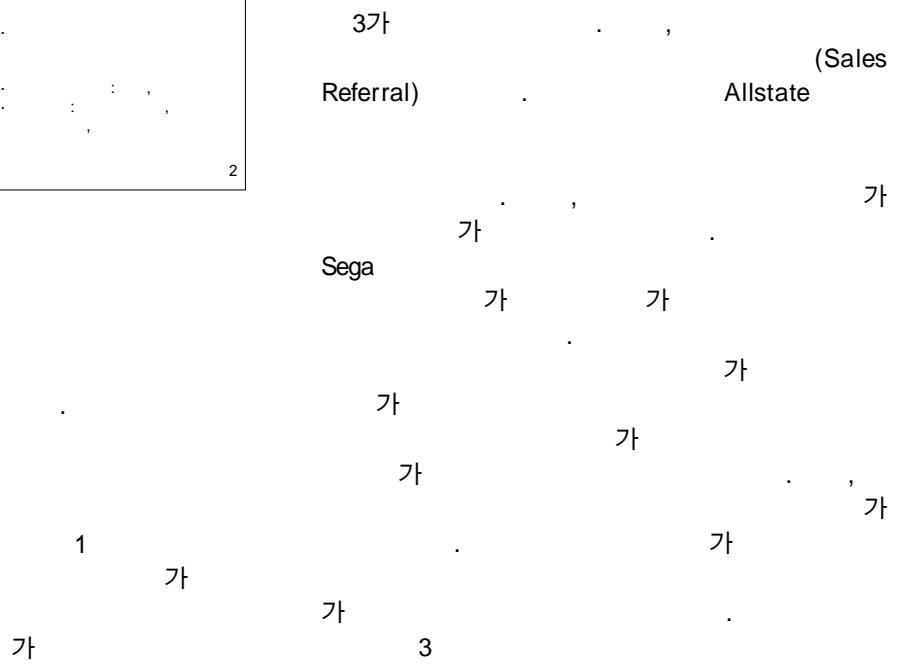


3. ( )

<p>가</p> <p>3M</p> <p>4</p>	<p>1</p>
<p>GM, Avon, Kawasaki</p> <p>3</p>	<p>2</p>

4.

relative Transformation)



(Channel Relationship Enhancement)

GM 7,700

Kawasaki

Avon

4 (Customer Relationship Enhancement)

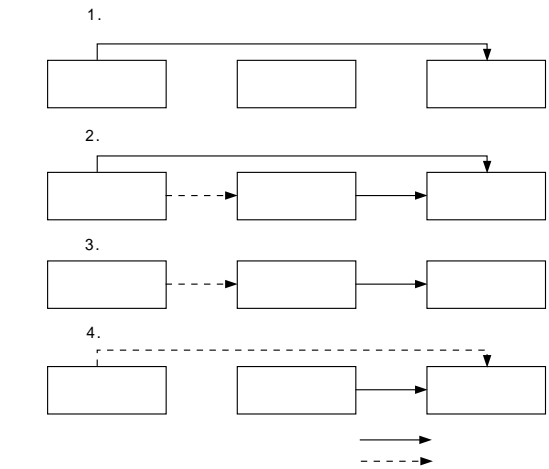
3M e-showroom

5 5

가

가

(Customer



VI.

1

2001 11

1. : D ( )

3M 가

D

30%

2001 9 83.4% 가

. D 1997

1998

D

2. : S ( )

S 2001 5 107 1,475

5 8

1,214

15.

1	D			1
2	S			,
3	H			
4	N			/

가 3% 가 가  
 가 가 S 가  
 400 S N 2001 4 N /  
 500  
 3. :H ( ) 가 가  
 H 가 2가 5.  
 가 50%  
 가 가 D 가 1 S  
 H 가 가 H  
 H N / ( 15 ).

VII.

가 가  
 4. : N ( ) 2가 가  
 N 가 2가 ,가  
 가 50% 가  
 N 가 1 가

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## Deriving Web Strategies for On-line Direct Sales: From a Channel Conflict Perspective

This paper proposes potential of web as sales channel and potential intensity of channel conflicts as two critical factors in decision-making stage when a firm considers web as a direct sales channel. It categorizes 63 Korean firms in manufacturing and financial industry into four groups. Furthermore, it suggests effective web strategies for these four categories ; quick transformation, collaborative transformation, channel relationship enhancement, and customer relationship enhancement. The quick transformation helps a firm implement web sales channel as quickly as possible to realize first movers' advantage. The collaborative transformation can minimize channel conflict while implementing web-based sales channel. The channel relationship enhancement support its off-line sales channel via web-based system. Finally, the customer relationship enhancement attempts to implement web-based community site to enhance customer loyalty. To verify the feasibility of these proposed strategies, four Korean companies are illustrated.



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