

· ()

1.

가.

1)

1999 41 3,694
10.1% 1960 1998

가

가

1997

가

IMF

3

가

1996

1998

가 1996

가

가

1983

가

가

1.9%

24 1,429

. 1996

가

가

가

가

< -1 >

(: ,)

	1993	1994	1995	1996	1997	1998	1999
	11,607	12,525	14,819	13,561	11,379	8,666	7,913
	50,991	54,477	57,768	56,120	49,110	38,726	35,663
	297,489	338,799	349,206	323,966	293,398	246,193	241,429
	6,378	7,456	8,862	9,930	11,177	11,106	7,789
	7*

: '1999 Fact Book',

* : .

1999

8 2,576

69.1%

3 4

25.1%,

2,384

2.0%

1997

1983 2%

가

가 1999 3.7%

< -2> ()

(: , %)

1993		1,206,296	4,574,487	69,500	3,400	5,853,683
		20.6	78.1	1.2	0.1	
1994		1,319,397	4,872,491	52,800	0	6,244,688
		21.1	78.0	0.8	0	
1995		2,506,515	7,751,447	90,701	17,300	10,365,963
		24.2	74.8	0.9	0.1	
1996		3,862,089	5,905,383	79,400	799	9,847,671
		39.2	60.0	0.8	0	
1997		6,609,990	11,747,582	251,000	16,699	18,625,271
		35.5	63.1	1.3	0.1	
1998		4,213,497	13,356,590	487,300	11,800	18,069,187
		23.3	73.9	2.7	0.1	
1999		3,000,410	8,257,628	238,401	445,201	11,941,640
		25.1	69.1	2.0	3.7	

: '1999 Fact Book',

< -3> ()

(: ,)

	1996		1997		1998		1999.4 9	
TM	18,942	4,803	44,024	9,162	169,826	21,801	140,389	20,431
DM	750	81	4,486	308	77,934	11,194	77,832	9,063
CM	-	-	-	-	-	-	392	8
	19,692	4,884	48,510	9,470	247,760	32,995	218,613	29,502

2)

1997
 가 ,
 ,
 TM, DM , ,
 , , 가
 1997 ,
 1998 1.4% 가
 가

가

< -4 >

(: ,)

	1993	1994	1995	1996	1997	1998	1999
	2,845	3,017	3,699	4,554	4,464	4,051	3,505
	21,813	23,037	26,749	31,098	30,617	25,443	24,524
	66,641	72,771	91,942	115,829	102,732	87,776	83,466
	35,311	35,993	38,252	46,385	51,823	51,073	52,432
	61*

: ' ,
 ' ,
 * 61 7 .

1999

90.6%

가 가 . 1993

1994

가 1997

< -5 >

(: , %)

1993		887,341	1,859,974	3,520,154	512,893	6,780,362
		13.1	27.4	51.9	7.6	
1994		1,179,651	2,531,871	3,687,381	914,376	8,313,278
		14.2	30.5	44.4	11.0	
1995		1,399,133	3,681,480	4,575,467	1,268,273	10,924,353
		12.8	33.7	41.9	11.6	
1996		1,438,233	5,528,421	5,640,575	858,946	13,466,175
		10.7	41.1	41.9	6.4	
1997		2,152,573	7,239,054	6,630,678	295,963	16,318,269
		13.2	44.4	40.6	1.8	
1998		1,468,917	6,647,890	6,062,395	74,437	14,253,639
		10.3	46.6	42.5	0.5	
1999		1,304,435	6,658,295	6,429,876	59,769	14,452,375
		9.0	46.1	44.5	0.4	

가

1998

가

가

1997

가

가

가

가

가

가

가

가

가

가

가 가 .

TM DM, 가
가

< -6 >

(: %)

1993		24.5	98.5	0.1	62.6	42.2	0.3	·	13.1
		5.5	-	26.9	-	2.7	47.7	·	27.4
		62.5	0.8	58.3	37.4	52.9	52.1	·	51.9
		7.5	0.7	14.6	-	2.1	-	·	7.6
1994		21.1	98.1	0.2	67.4	45.3	0.9	·	14.2
		6.5	-	27.1	-	2.6	59.3	·	30.5
		66.1	1.1	51.0	32.6	50.2	39.8	·	44.4
		6.3	0.8	21.7	-	1.8	-	·	11.0
1995		23.2	98.1	0.1	63.4	47.7	1.2	12.6	12.8
		8.0	-	29.3	-	3.0	58.6	51.6	33.7
		62.6	1.2	46.0	36.6	47.8	40.1	35.8	41.9
		6.1	0.7	24.6	-	1.5	-	-	11.6
1996		23.3	96.0	0.1	50.5	48.6	2.4	16.5	10.7
		9.9	0.1	38.2	-	3.2	62.3	50.4	41.1
		60.6	3.0	48.0	49.5	46.8	35.3	33.1	41.9
		6.1	0.9	13.6	-	1.4	-	-	6.4
1997		19.8	94.8	0.3	70.2	51.9	2.2	18.3	13.2
		12.0	0.1	45.9	-	2.9	61.7	49.5	44.4
		63.1	4.7	49.5	29.8	43.6	36.1	32.2	40.6
		5.1	0.5	4.3	-	1.6	-	-	1.8
1998		13.6	92.3	0.4	58.1	49.3	1.5	19.4	10.3
		13.7	-	47.9	-	2.7	61.9	46.2	46.6
		67.6	7.1	51.0	41.9	45.7	36.6	34.5	42.5
		5.1	0.5	0.7	-	2.3	-	-	0.5

: ' , ,

, Cyber Marketing
가
가 .

< -7>

(: ,)

	1996		1997		1998		1999.4 9	
TM	519,068	1,243	923,091	2,276	1,054,041	2,427	462,429	1,970
DM	12,689	10	45,490	97	46,350	112	7,053	9
CM	-	-	17	-	795	2	2,515	2
	531,757	1,253	968,598	2,373	1,101,186	2,541	471,997	1,981

1)

< -8>

(:)

	1993	1994	1995	1996	1997	1998	1999
	1,206,296	1,319,397	2,506,515	3,862,089	6,609,990	4,213,497	3,000,410
	11,607	12,525	14,819	13,561	11,379	8,666	7,913
	103.928	105.341	169.142	284.794	580.894	486.210	379.175
	4,574,487	4,872,491	7,751,447	5,905,383	11,747,582	13,356,590	8,257,628
	297,489	338,799	349,206	323,966	293,398	246,193	241,429
	15.377	14.382	22.197	18.228	40.040	54.253	34.203
	69,500	52,800	90,701	79,400	251,000	487,300	238,401
	6,378	7,456	8,862	9,930	11,177	11,106	7,789
	10.897	7.082	10.235	7.996	22.457	43.877	30.607

2)

가)

()

. 1

가 28).

< -9 >

(:)

	1993	1994	1995	1996	1997	1998	1999
	887,341	1,179,651	1,399,133	1,438,233	2,152,573	1,468,917	1,304,435
	2,845	3,017	3,699	4,554	4,464	4,051	3,505
	311,895	391.0	378,246	315,818	482,207	362,606	372,164
	1,859,974	2,531,871	3,681,480	5,528,421	7,239,054	6,647,890	6,658,295
	66,641	72,771	91,942	115,829	102,732	87,776	83,466
	27,910	34,792	40,041	47,729	70,465	75,737	79,773
	3,520,154	3,687,381	4,575,467	5,640,575	6,630,678	6,062,395	6,429,876
	35,311	35,993	38,252	46,385	51,823	51,073	52,432
	99,690	102,447	119,614	121,603	127,949	118,701	122,633

)

TM(TeleMarketing)

48%, 148%

DM(Direct Mail) TM

6

28)

()

1999

Marketing)

CM(Cyber

가

가

E-mail

2

가

(CM TM).

가

가

(Broker) 1997 4

1998

4

가

< -10>

(: ,)

	CY98		CY99	
	346	571	1,108	14,147
	62	57	1,419	497
	585	6,135	11,985	7,075
	10,055	4,406	18,943	9,973
	-	-	-	-
	205	26	1,777	293
	2	123	231	29,357
	1	0	7	1
	47	5,605	465	8,323
	11,303	16,925	35,935	69,667

*

2000

가

가

가

, (),

29). < -10>

29)

11 1 , 2000, pp.121-156

< -11> -

		()
		()
		()
		()
	VIGILANT	가
		()
		()
		(.)
	ING	116名 (. 가)
		()
		가
		(가)
		(가)
		(7 12 8)
		(2000 1 1 , 60)
		1000 - 3 1 ()
		(가 -)
	가	()
	가	(가)
		()
		(가)
		24

		(가)
		(' 가)
		()
		()
	LG	
	LG	
	LG	

3

3

, DM, TM 6

CM

< -12 >

						SK
	DM					
	TM					
	CM					×
					×	×

20

10

1) DATA

가 , , , 가
 (1 / 가)
 80%
 1 , 1977
 가 1
 . < -13>
 1978 21 8 가
 1990
 가 1997 10
 가 1997 가
 1994
 가 . 1998

< -13 >

1978	4.512	26.165
1979	5.798	27.298
1980	3.992	21.017
1981	4.144	17.045
1982	5.251	15.245
1983	5.937	15.065
1984	8.416	15.683
1985	10.031	15.477
1986	12.947	16.061
1987	16.884	18.894
1988	19.579	19.160
1989	20.787	18.969
1990	21.843	18.103
1991	21.309	17.116
1992	21.414	16.004
1993	20.567	16.804
1994	20.642	19.079
1995	23.186	21.157
1996	24.331	20.317
1997	32.370	21.748
1998	32.424	19.078
1999	32.070	20.494

2) ARIMA(p,I,q)

ADF

, P-P

1

P-P

ADF

P-P

P-P

1

. < -14>

ADF P-P

< -14>

	ADF(1)	P-P(2)
INS1	-1.4654	-0.9820
INS1	-3.4350***	-4.0535*
INS2	-5.2256*	-2.4278
INS2	-	-3.1251**

- 1) ADF , P-P
- 2) () Newey-West q(1987, 1992)
- 3) INS1 , INS2
- 4) * : 1% , ** : 5% , *** : 10%

ARIMA 4 ,
 (identification) 가
 , , (estimation)
 , (diagnostic checking)
 , (forecasting)
 AR MA 가
 , MAPE(absolute value of relative errors)
 ,
 Ljung-Box , Bartlett
 가 < -15> < -16>
 AR(1) MA(1) 가 ARIMA
 ARIMA(1,1,1) t
 , ARIMA
 ARIMA(1,1,1) RMSPE MAPE 가
 , R² 가 , Bartlett
 t 가

ARIMA(1,1,1) 가

< -15> ARIMA(p,I,q)

		(1,1,0)	(0,1,1)	(1,1,1)
	AR(1)	0.0844	0.0937	0.0711
		(0.0403)	(2.4377)	(2.0278)
	MA(1)	0.0787		-0.7962
		(0.2315)		(-3.6458)
			0.0683	1.4198
			(0.2962)	(3.9121)
	RMSPE	0.1655	0.1654	0.1228
	MAPE	5.2103	4.5200	4.0490
	R ²	0.9445	0.9467	0.9712
	Ljung-Box	2.9717	2.1755	3.4091
	Bartlett			
	1	0.7055	0.0184	0.9348
	2	0.3350	0.3191	0.8113
	3	0.3233	0.5068	-0.1181
	4	-1.1320	-1.1079	-0.6371

AR(1) MA(1) 가 ARIMA
 ARIMA(2,1,1) t
 , ARIMA
 ARIMA(2,1,1) RMSPE MAPE 가
 , R² 가 Bartlett
 t 가
 . ARIMA(2,1,1) 가

< -16> ARIMA(p,i,q)

		(1,1,0)	(0,1,1)	(1,1,1)	(2,1,1)	
	AR(1)	-0.0136	-0.0081	-0.0165	0.0170	
		(-0.3981)	(-0.2877)	(-0.5253)	(1.0675)	
		0.3186		0.020	0.8419	
	AR(2)	(1.4107)		(0.0250)	(7.7993)	
					-0.3243	
	MA(1)		0.2722	0.3011	(-1.8921)	
			(1.1398)	(0.3538)	-1.4957	
					(-3.9533)	
	RMSPE	0.1044	0.1032	0.1063	0.0552	
	MAPE	2.6663	2.2122	2.6758	1.1276	
	R ²	0.2759	0.5355	0.2908	0.8141	
	Ljung-Box	1.6233	1.8272	2.0159	1.4254	
	Bartlett		0.3291	0.1954	0.2710	-0.5506
			0.4715	0.5826	0.7520	0.2952
			-0.6770	-0.7006	-0.6184	-0.5547
		-0.4686	-0.4986	-0.4485	-0.5989	

3)

2000

2010

. < -17>

가 ,

가

가

가

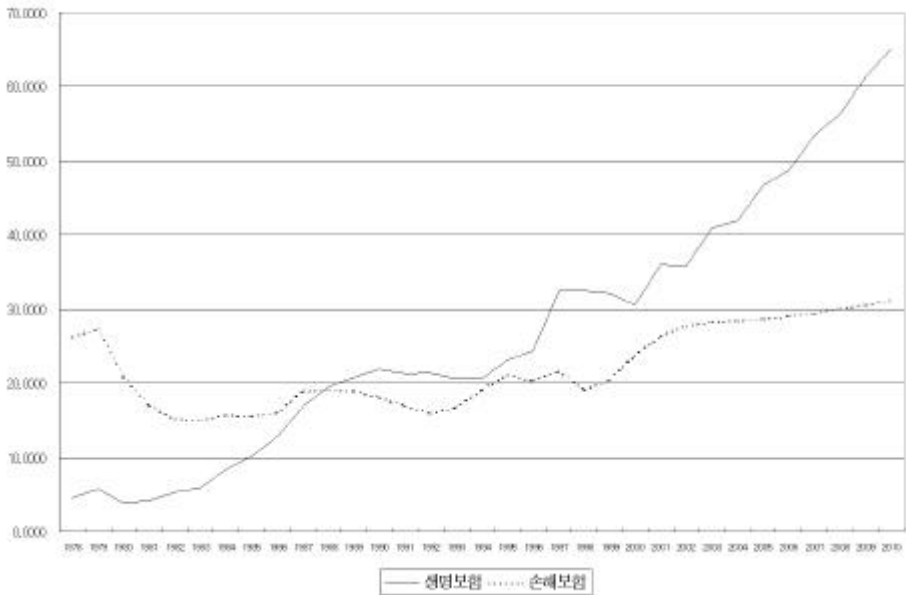
가

가

< -17 >

2000	30.5113	23.7171
2001	36.0749	26.4220
2002	35.8770	27.8267
2003	40.9478	28.2982
2004	41.8837	28.4543
2005	46.7492	28.6685
2006	48.6717	29.0349
2007	53.5651	29.5209
2008	56.4016	30.0571
2009	61.5098	30.6030
2010	65.2351	31.1464

생명보험/손해보험의 인당실질생산성 (실제치와 예측치)



2.

가

30)가 , 가 2000 가

31). 가 .

가.

1) TM(Tele marketing)

,
,
32). TM Royal Scotland Direct Line

33). TM 가 ,

TM , 가
TM 1995
25% 2000 41%가 34).

30) , , , , 1998.3.
6 , , SWIP 6
, 2000.2, pp.91-124.
31) , , 2000.10
32) / / (1998.3)
33)

TM 가 ,
TM 가 가 .

2)

1999 5 1 7
(,) 56% . 2000

가 35). TV
, TV가 가 5 13
, 5 .

. e-Business 4

Customer(), Cost(), Competition(
) , Channels() 4C .

36). e-business

가

3)

. , 60%가
. 37).

34) Datamonitor, European General Insurance Distribution, 1997 .

35) Ian Mulligan, e , 6 ,
2000. 8

36) Mulligan (2000), p. -6

가
 가
 가
 가

* (Credit Agricole())
 Credit Agricole 1996. 1. 1 8,164
 74,000 3,860 (450
) . 254 (30
) (33%가)
 Credit Agricole
 (1986) (1991)
 Predica() Credit Agricole
 , Credit Agricole

37) , , , 1996, p.263 .

1996 2 ()
 , , 3
 (4%)
 600 350
 11,300 100 ()
 12) 1.2 (1,500) .
 Credit Agricole Predica 1991
 Pacifica . Predica 가
 Pacifica Credit Agricole
 (58%)
 (98%)
 18%(30%) 160
 (19) . () :

< -18> 가 , , ,

(: %)

	1990	1991	1992	1993	1994	1995
	1.0	1.2	1.4	1.6	1.8	2.0
	46.0	45.8	45.6	45.4	45.2	45.0
	19.0	18.0	18.3	18.6	19.0	20.0
	33.0	32.6	32.2	31.8	31.4	31.0
	0	0.4	0.8	1.2	1.6	2.0
	64.0	63.2	62.4	61.6	60.8	60.0
	20.0	19.8	19.6	19.4	19.2	19.0
	14.0	14.0	14.0	14.0	14.0	14.0
	1.0	1.8	2.6	3.4	4.2	5.0
	4.0	3.6	3.2	2.8	2.4	2.0
	74.0	72.0	70.0	68.0	66.0	64.0
	11.0	11.2	11.4	11.6	11.8	12.0
	9.0	10.2	11.4	12.6	13.8	15.0
	5.0	4.6	4.2	3.8	3.4	3.0
	72.0	68.2	66.4	64.6	62.8	61.0
	8.0	7.8	7.6	7.4	7.2	7.0
	0	0.4	0.8	1.2	1.6	2.0
	72.0	70.4	68.8	67.2	65.6	64.0
	12.0	13.0	14.0	15.0	16.0	17.0
	16.0	15.6	15.2	14.8	14.4	14.0
	0.0	0.2	0.4	0.6	0.8	1.0
	60.0	59.6	59.2	58.8	58.4	58.0
	21.0	21.2	21.4	21.6	21.8	22.0
	17.0	16.6	16.2	15.8	15.4	15.0
	1.0	1.2	1.4	1.6	1.8	2.0
	2.0	2.2	2.4	2.6	2.8	3.0
	11.0	11.4	11.8	12.2	12.6	13.0
	86.0	85.2	84.4	83.6	82.8	82.0
	3.0	4.6	6.2	7.8	9.4	11.0
	5.0	4.4	3.8	3.2	2.6	2.0
	77.0	76.0	70.0	70.0	69.0	68.0
	11.0	11.0	11.0	11.0	11.0	11.0

: Datamonitor, European General Insurance Distribution, 1996.

38).

60%

65%

1992

1992 87%

1997

78%

25%

1997

22%

10%

가

가

1997

7%

(Strukturvertrieb : 가

) ,

가

. 1997

3%

6% 1992

5 200%

가

. 1997

85%가

가

15%

가 . , 1995

가 가

가 가

가

가 가