

1.

29

11

『

』

, 26 , 11 가 92.5%

3 (

, , ) . 2000 2 1 3 10

< 23 >

		, ,
		,
		, ,
		, ,
		,
		SK , , ,
		, ING , ,
		, , LG ,
		, ,
		, , ,

2.

가  
37 31  
83.8%가  
19 , 15 , 가 10 , 9 .  
가 가  
가 40% 11  
가  
3 가

< 24 >

(26 )		11	2	7	7	21
		42.3%	7.7%	26.9%	26.9%	80.8%
(11 )		8	7	8	3	10
		72.7%	63.6%	72.7%	27.3%	90.9%
(37 )		19	9	15	10	31
		51.4%	24.3%	40.5%	27.0%	83.8%

가  
 37 16 가 , 14 가  
 (5 ). / 26 14 가  
 , 8 가 , 11  
 6 가

< 25> 가

(26 )		8	0	0	1	14
		30.8%	0%	0%	3.8%	53.8%
(11 )		6	0	1	0	2
		54.5%	0%	9.1%	0%	18.2%
(37 )		14	0	1	1	16
		37.8%	0%	2.7%	2.7%	43.2%

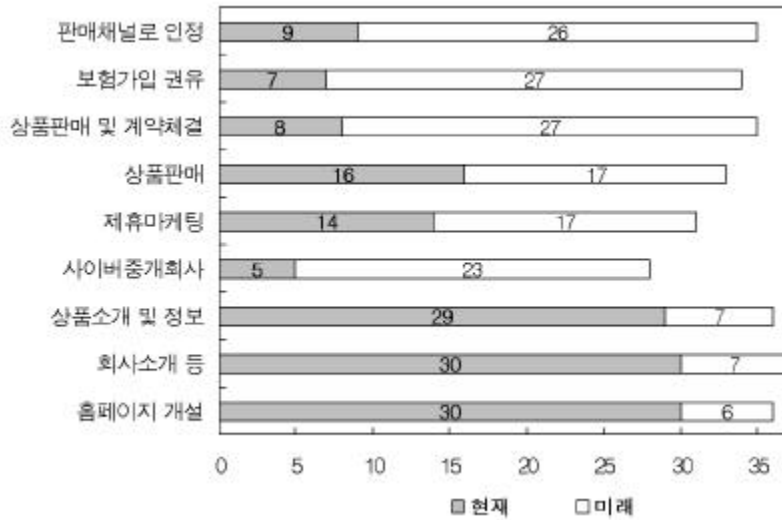
37 7  
 ,  
 5 ( 1 ), one-stop  
 shopping 8 ( 2 ), E-mail 7 ( 3 )  
 9 ( 3 )  
 가 ,  
 가

가 가

, 9  
one-stop shopping

4 가

< 6 >

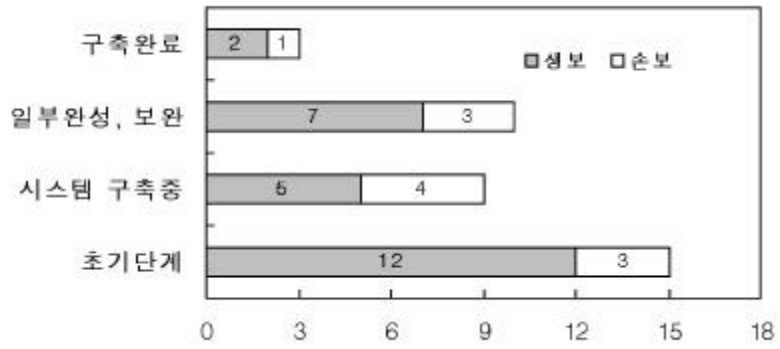


(TM, CM, DM)

TM, CM, DM

37 3 ( 2 , 1 )가 ,  
40% 15 ( 12 , 3 )

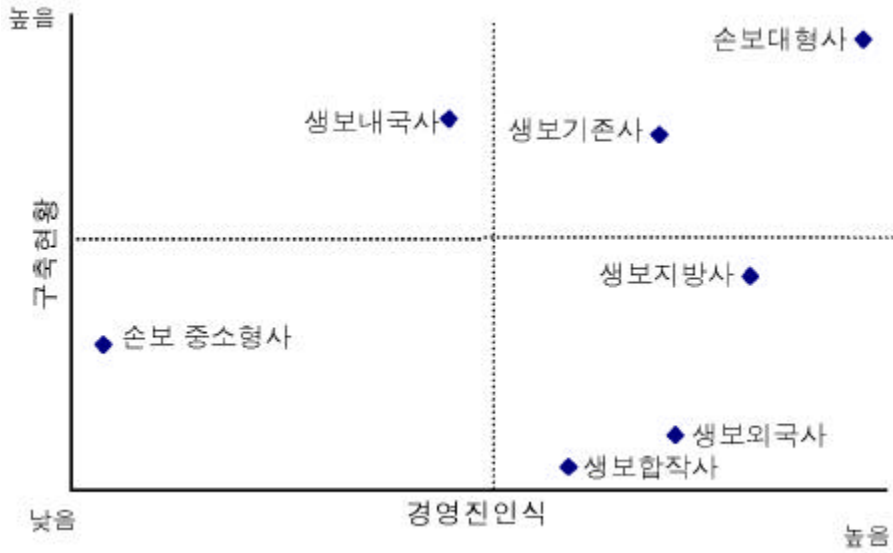
< 7 >



가

가

< 8 >



3.

PC

36% 4

가  
70%가 27 가

가

		19.2	11.5	19.2	30.8	3.8
		0	27.3	9.1	36.4	27.3
		<b>13.5</b>	<b>16.2</b>	<b>16.2</b>	<b>32.4</b>	<b>21.6</b>
		42.3	23.1	23.1	11.5	0
		18.2	72.7	9.1	0	0
		<b>35.1</b>	<b>37.8</b>	<b>18.9</b>	<b>8.1</b>	<b>0</b>
		26.9	38.5	15.4	15.4	3.8
		18.2	27.3	18.2	27.3	9.1
		<b>24.3</b>	<b>35.1</b>	<b>16.2</b>	<b>18.9</b>	<b>5.4</b>
		15.4	19.2	30.8	30.8	3.8
		9.1	9.1	0	45.4	36.4
		<b>13.5</b>	<b>16.2</b>	<b>21.6</b>	<b>35.1</b>	<b>13.5</b>
	가	7.7	30.8	30.8	26.9	3.8
		9.1	27.3	18.2	36.4	9.1
		<b>8.1</b>	<b>29.7</b>	<b>27.0</b>	<b>29.7</b>	<b>5.4</b>
		3.8	3.8	11.5	65.4	15.4
		0	18.2	9.1	36.4	36.4
		<b>2.7</b>	<b>8.1</b>	<b>10.8</b>	<b>56.8</b>	<b>21.6</b>
		0	0	3.8	53.8	42.3
		0	0	9.1	45.5	45.5
		<b>0</b>	<b>0</b>	<b>5.4</b>	<b>51.4</b>	<b>43.2</b>
		3.8	11.5	15.4	46.2	23.1
		0	0	9.1	45.5	45.5
		<b>2.7</b>	<b>8.1</b>	<b>21.6</b>	<b>43.2</b>	<b>24.3</b>
	(PC	19.2	19.2	34.6	26.9	0
		9.1	54.5	18.2	18.2	0
	)	<b>16.2</b>	<b>29.7</b>	<b>29.7</b>	<b>24.3</b>	<b>0</b>
		3.8	7.7	30.8	46.2	11.5
		9.1	18.2	18.2	45.5	9.1
		<b>5.4</b>	<b>10.8</b>	<b>27.0</b>	<b>45.9</b>	<b>10.8</b>
		0	3.8	19.2	61.5	15.4
		9.1	9.1	27.3	45.5	9.1
		<b>2.7</b>	<b>5.4</b>	<b>21.6</b>	<b>56.8</b>	<b>13.5</b>
	가	7.7	3.8	42.3	38.5	7.7
		0	9.1	45.5	27.3	18.2
		<b>5.4</b>	<b>5.4</b>	<b>43.2</b>	<b>35.1</b>	<b>10.8</b>

가  
 , 가 11 9  
 가 가 .  
 , 가 가  
 35%가 , 38%가  
 . , 가, 가  
 . , /  
 , / , /  
 / 가  
 . 가  
 17 4 가 .

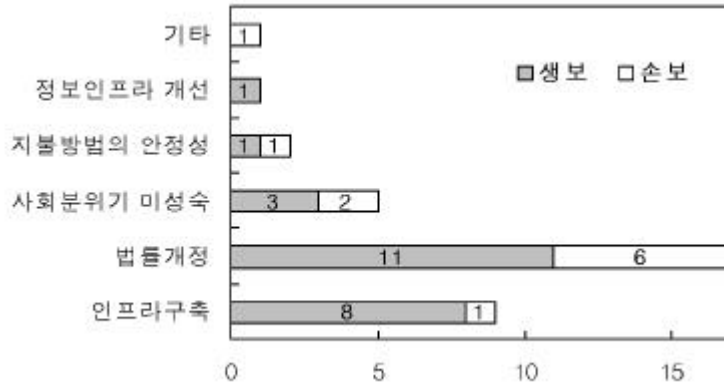
가 가  
 46% 17 가 ,  
 63),  
 9 8 .  
 5 가 .

---

63) 2000 2 " 2000 3 "



< 9 >



4.

가

가

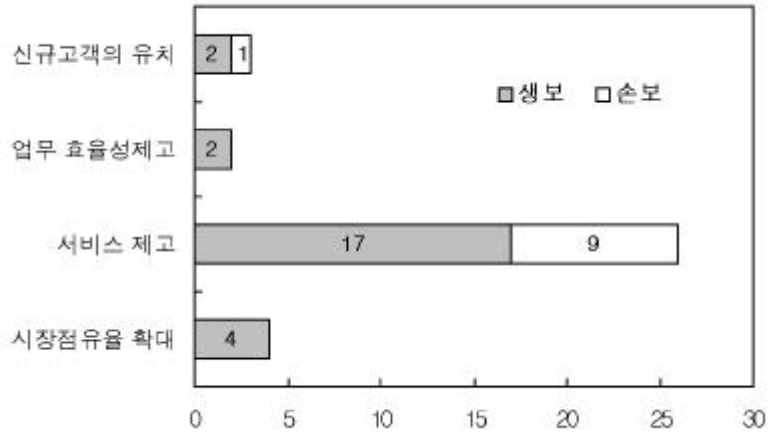
26

가

4

2 3 가

< 10 >



30 35

가 22 , 26 30 가 10

가 21

가 12 , 3

가

1 가

가

가

가

3, 4 가

4

3 가

7 6

< 27>

20 25		0	1	1
		0%	9.1%	2.7%
26 30		7	3	10
		26.9%	27.3%	27%
31 35		16	6	22
		61.5%	54.5%	59.5%
		0	1	1
		0%	9.1%	2.7%
		3	0	3
		11.5%	0%	8.1%

< 28>

		14	7	21
		53.8%	63.6%	56.8%
		3	0	3
		11.5%	0%	8.1%
		8	4	12
		30.8%	36.4%	32.4%

< 29>

		24	10	34
		92.3%	90.9%	91.9%
		0	1	1
		0%	9.1%	2.7%
		2	0	2
		7.7%	0%	5.4%

< 30 >

		7	4	11
		26.9%	36.4%	29.7%
		11	7	18
		42.3%	63.6%	48.6%
		3	0	10
		11.5%	0%	8.1%
		4	0	4
		15.4%	0%	10.8%
		1	0	1
		3.8%	0%	2.7%

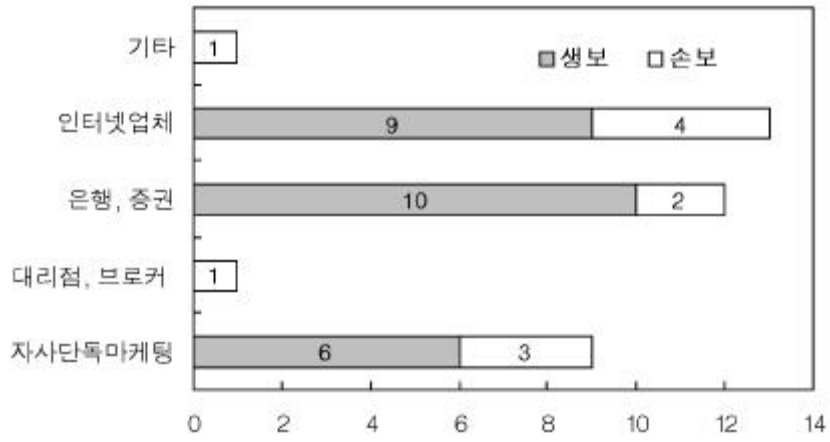
가

13 , /

12

9

< 11>



가

가 30

. 가

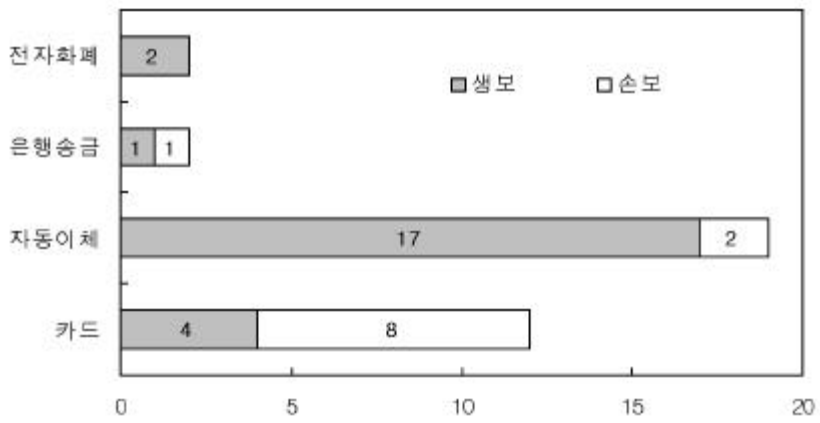
< 31> 가 ,

가			0	0	3	12	10
			0%	0%	11.5%	46.2%	38.5%
			0	0	0	6	5
			0%	0%	0%	72.7%	27.3%
			0	0	3	18	15
			0%	0%	8.1%	48.6%	40.5%
			0	0	5	9	11
			0%	0%	19.2%	34.6%	42.3%
			0	0	0	6	5
			0%	0%	0%	72.7%	27.3%
			0	0	5	17	14
			0%	0%	13.5%	45.9%	37.8%

가

26 17 가 , 11 8 가  
/ .

< 12 >



16 , 11 , 8  
가 . 가

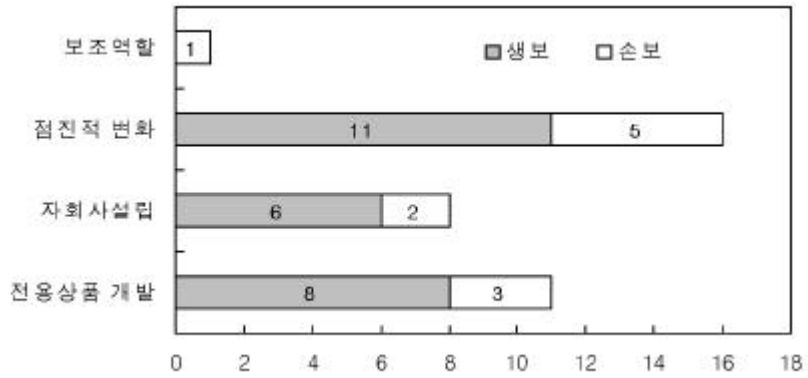
1 . ,

가

가 8 가

가

< 13>



5.

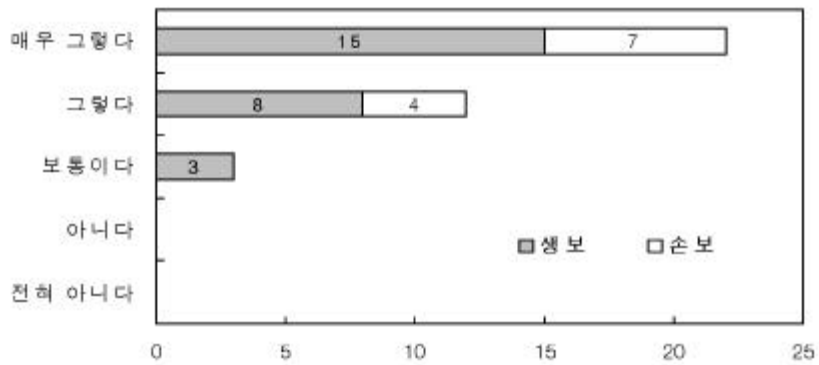
34 가

, 22

3

가

< 14>



가

, 24 ,

12

1 .

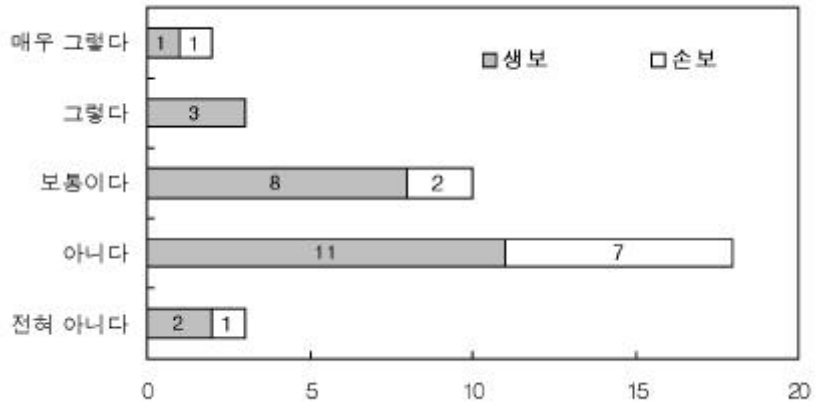
< 32 >

		0	0	0
		0%	0%	0%
		15	9	24
		57.7%	81.8%	64.9%
		11	1	12
		42.3%	9.1%	32.4%
		0	1	1
		0%	9.1%	2.7%

/ 1 .



< 15 >



가  
 . 26 가  
 26 18 , 11 8 가  
 . 가 2  
 가 TM 가 1  
 가  
 가  
 가  
 가  
 가 10 가  
 가 / 가 10 ,  
 가 가 10 가

가

가 6 5

< 33 >

		1	6	3	10	6
		2	1	3	4	1
		<b>3</b>	<b>7</b>	<b>6</b>	<b>14</b>	<b>7</b>
		3	8	4	8	3
		1	3	2	4	1
		<b>4</b>	<b>11</b>	<b>6</b>	<b>12</b>	<b>4</b>
		3	3	2	14	4
		1	1	1	6	2
		<b>4</b>	<b>4</b>	<b>3</b>	<b>20</b>	<b>6</b>
	/	1	3	10	7	5
		1	2	4	3	1
		<b>2</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>6</b>
	가	3	5	6	10	2
		2	4	0	4	1
		<b>5</b>	<b>9</b>	<b>6</b>	<b>14</b>	<b>3</b>
		1	3	12	8	2
		0	2	4	4	1
		<b>1</b>	<b>5</b>	<b>16</b>	<b>12</b>	<b>3</b>

가,

11 , 9

4

가 5 가

가

< 34 >

		24	10	34
		92.3%	90.9%	91.9%
가		24	10	34
		92.3%	90.9%	91.9%
		20	6	26
		76.9%	54.5%	70.3%
		26	10	36
		100%	90.9%	97.3%
		20	8	28
		76.9%	72.7%	75.7%
		26	11	37
		100%	100%	100%
		24	9	33
		92.3%	81.8%	89.2%
		24	9	33
		92.3%	81.8%	89.2%

6.

DM, TM, CM

12

4

가

가

가

가

가

2

(2002 )

10%

가 가

5

(2005)

10%

가 50%

가 가 10%

0% 가 가 6  
가

< 35 >

( : %)

	2000	2002	2005
	0(5), <u>1</u> (4), 2(2), 20(2)	0, 3, 5(2), 8, <u>10</u> (4), 15(2), 30, 50	0(2), 5, 12, <u>20</u> (3), 30(2), 40, 50(2), 70
	<u>0</u> (11), 1, 10	<u>0</u> (7), 1, 3, 5(2), 15, 30	0(6), <u>5</u> (2), 6, 15, 20, 45, 70
	<u>0</u> (7), 0.5, 1, 2, 3, 5, 10	0, 1, 3, 5, 7, 8, <u>10</u> (5), 15, 30	0, 1, 5(2), 10, 12, <u>20</u> , 30, 40, 45, 50(2), 60
	<u>0</u> (11), 1, 10	<u>0</u> (7), 1, 2, 3, 5(2), 50	0(6), <u>1</u> , 5(3), 10(2), 70
	<u>0</u> (11), 1, 10	<u>0</u> (8), 1, 3, 5(2), 50	0(6), <u>1</u> , 5(3), 10, 15, 50
	<u>0</u> (11), 2	0(3), 1, <u>5</u> (5), 10(3), 20	0(2), 1, 5(2), <u>10</u> (2), 15, 20(2), 30(2), 40
	<u>0</u> (11), 1, 10	0(5), 1, <u>3</u> , 5(3), 10, 15, 50	0(3), 1, <u>5</u> (3), 10, 20, 25, 30(2), 50

) 1. ( )  
2.

(median)

13

가 1 2

2 (2002 )

가

60%

5

(2005)

50%

가

가

가

( )

< 36 >

( : %)

	2000	2002	2005
	<u>0</u> (4), 1, 4(2), 10	0, 8, <u>10</u> (2), 20(2), 30, 60	12, 20, 30, <u>45</u> , 50, 70, 80, 100
	<u>0</u> (7), 5	0(2), <u>2</u> (2), 5, 10(3)	0(2), 3, <u>5</u> , 20(3), 30
	<u>0</u> (7), 5	0(2), 2, <u>5</u> , 20(3), 30	0(2), 3, <u>10</u> , 40(2), 60, 80
	<u>0</u> (7), 10	0(3), <u>3</u> (2), 10, 30, 40	0(3), <u>5</u> , 8, 30, 60, 80
	<u>0</u> (8)	0(2), 1, <u>2</u> , 5, 10(3)	0(2), <u>3</u> (2), 10, 20, 30(2)
	<u>0</u> (6), 5, 10	0, 2, 5, <u>10</u> , 20, 50, 60, 65	0, 3, 10, <u>30</u> , 40, 80, 90, 100
	<u>0</u> (8)	0(2), <u>2</u> (2), 3, 10, 20, 30	0(2), 3, <u>5</u> (2), 20, 50, 70

) 1. ( )

8

2.

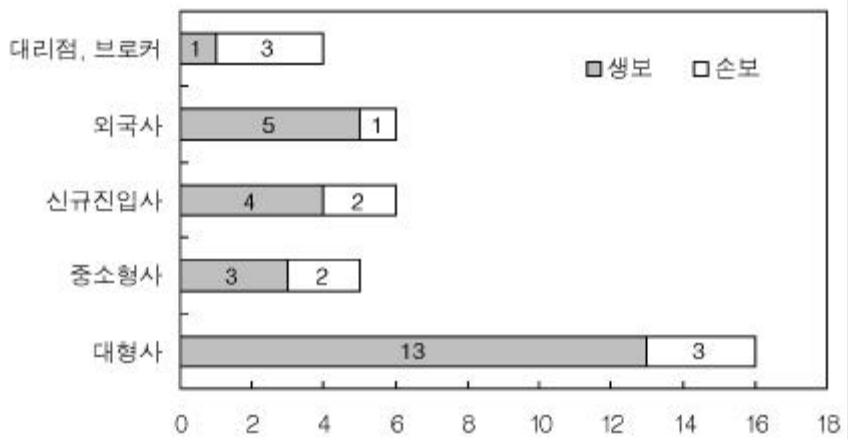
8

4

가  
 16 가  
 가  
 (3 ) (4 )  
 2

가  
 (13 )/ (3 )  
 (5 ) 가  
 ,  
 3 가  
 /

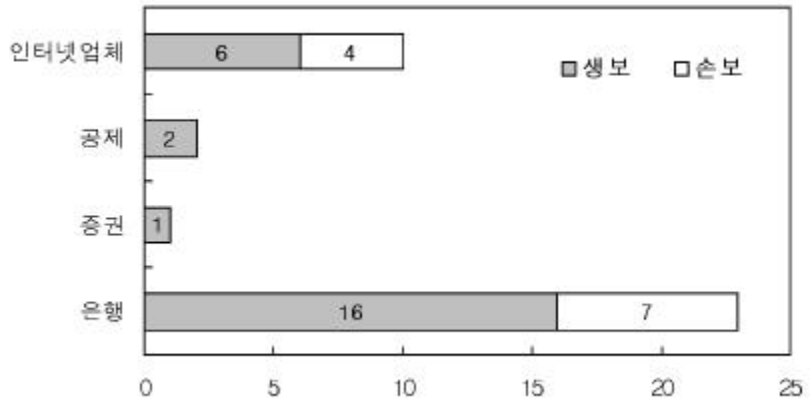
< 16 >



가 23 가

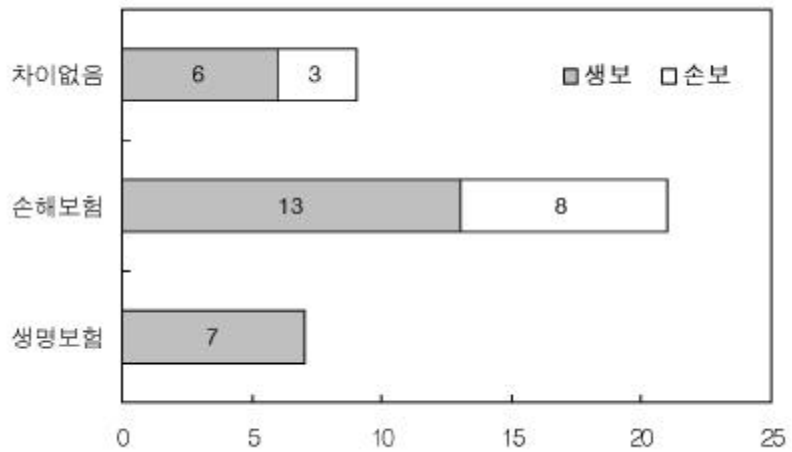
10

< 17 >



가 21  
3 가 8

< 18 >





가

30

가

7 가

17 가

, 13 가

(14 ),

(6 )

가

< 37 >

가

가		14	3	17
		53.8%	27.3%	45.9%
가		7	6	13
		26.9%	54.5%	35.1%
		5	2	7
		19.2%	18.2%	18.9%

25

15

6

가

가

< 38 >

		6	0
		23.1%	0%
		3	3
		11.5%	27.3%
		7	3
		26.9%	27.3%
		10	5
		38.5%	45.5%

50%

CM

1 2

가

(31 )가

		3	7	15	1	0
		0	7	3	1	0
		<b>3</b>	<b>14</b>	<b>18</b>	<b>2</b>	<b>0</b>
		4	15	6	1	0
		6	4	0	1	0
		<b>10</b>	<b>19</b>	<b>6</b>	<b>2</b>	<b>0</b>
		7	8	8	2	0
		3	6	0	1	0
		<b>10</b>	<b>14</b>	<b>8</b>	<b>3</b>	<b>0</b>
		3	5	7	9	0
( )		2	2	2	4	1
		<b>5</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>1</b>
		1	0	2	14	9
		0	1	2	4	4
		<b>1</b>	<b>1</b>	<b>4</b>	<b>18</b>	<b>13</b>