

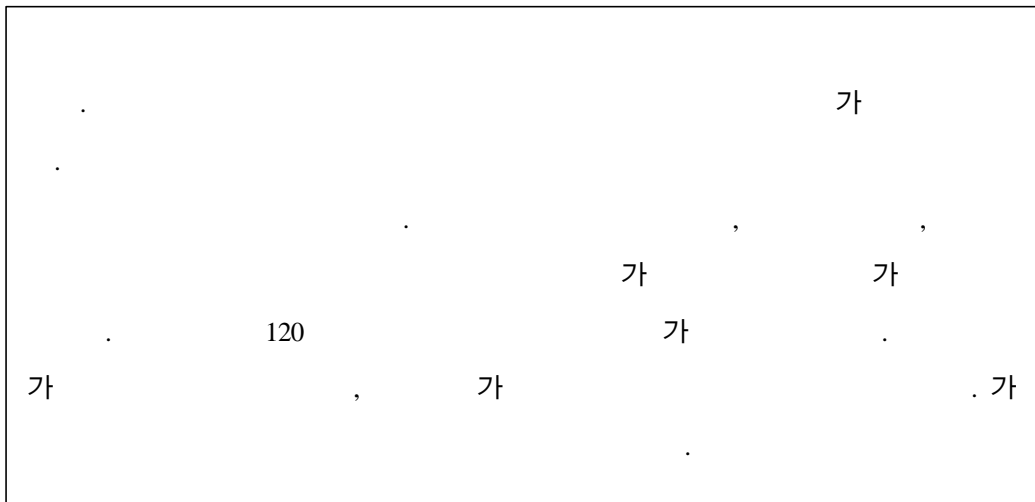
⋮

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()

(dchan@swift2.swu.ac.kr)

()



1.

90 (control) (behavior control) (output control) 가 (Lusch and Jaworski 1991; Jaworski, Stathakopoulos and Krishnan 1993; Challagalla and Shervani 1996; Ramaswami 1996).

, Jaworski, Stathakopoulos Krishnan(1993)

. Lusch Jaworski(1991)

가

Challagalla Shervani(1996)

가

가

가

Challagalla Shervani(1996)

(information), (reward) (punishment)

가)

) 가(

가

Challagalla Shervani(1996)

가

가 (가)

가

가

. Oliver Anderson(1994)

가

가
가
가
가
가
가

가
가
Oliver Anderson(1994)
가가

가
가
가
가

4 5

2. 가

Oliver Anderson(1994) (monitoring), (directing), 가
(evaluating)

(Ramaswami 1996).
1996). (Ramaswami

가
가
(Heide 1994).
가
가

가
가
(Knouse and Giacalone 1992)

가
 가
 가
 가
 가
 가
 (Jaworski and MacInnis 1989),

가 1 : 가
 가
 (Ramaswami 1996), , 가가

가 2 : 가

가 3 : 가
 가
 가
 가 (Pinder 1984).
 가
 가

(Teas 1983).

(Jaworski and

Kohli 1991).

가 4 :

가

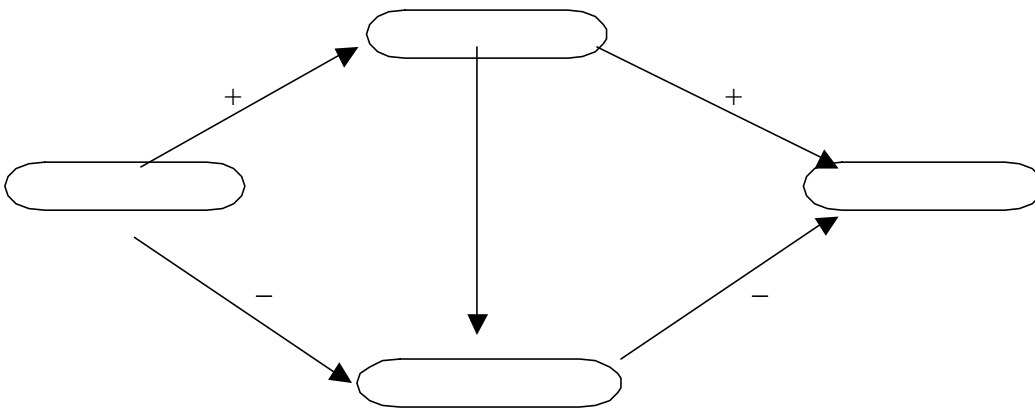
가 5 :

가

3.

3-1.

, 가 4 , 가 , ,



< 1 >

3-2.

3 - 2 - 1

4
 , 가 . Oliver Anderson(1994)
 , 가 . 가
 가 7
 Challagalla Shervani(1996)
 7
 ‘ ‘ ‘ ‘ ‘ ‘
 ‘ ‘ ‘ ‘ ‘ ‘
 : 4 ‘ ‘ ‘ ‘
 ‘ ‘ ‘ 3 ‘ ‘ ‘ ‘
 Ramaswami(1996) 7
 ‘ ‘ ‘ ‘ ‘ ‘
 ‘ ‘ ‘ ‘ ‘ ‘
 ‘ 4 ‘ ‘ ‘ ‘

3 - 2 - 2.

2
 1998 2
 가 150 145 가
 120 가

4.

4-1.

Cronbach's alpha . 4 0.7
 . < 1> .

< 1 >

		Alpha
가	.51 .64 .50	0.73
	.51 .56 .48 .56	0.73
	.62 .76 .65	0.82
	.61 .53 .47 .39	0.71

4-2.

4

3

(Jaworski and MacInnis)

Challagalla Shervani(1996)

< 2 >

< 2 >

	1	2	3
1	.06825	.75132	.2159
2	-.03749	.85264	.16144
3	.12197	.71541	.20892
1	.24148	.39918	.55338
2	.09631	.33504	.70725
3	.36285	.16922	.59567
4	.05639	.11056	.84090
1	.76978	.08900	.18727
2	.88525	-.04570	.21761
3	.86260	.11716	.03744

3 32, 39.80(p=0.16) α=0.05 (GFI) 0.94,
 (AGFI) 0.90, (CFI) 0.98, (IFI) 0.98
 (RMR) 0.10 0.05 < 3 >

< 3 >

			t
1	0.83	0.11	7.40
2	1.07	0.12	8.75
3	0.86	0.12	7.15
1	0.90	0.12	7.50
2	0.85	0.11	7.81
3	0.69	0.10	6.69
4	0.70	0.10	6.90
1	0.90	0.12	7.50
2	1.20	0.10	11.47
3	0.90	0.10	8.62

4-3. 가

가 LISREL8 72,
 82.29(P= .19) P < .05

가 1 (AGFI) 0.88, (CFI) 0.98, (GFI) 0.92, (RMR) 0.08, (IFI) 0.98

가 120 가 3() 가 5() 가

< 4 > 가

가			t
가 1. (+)	0.74	0.17	4.42
가 2. (-)	-0.52	0.26	-2.03
가 3. (-)	-0.15	0.13	-1.20
가 4. (+)	0.83	0.25	3.28
가 5. (+)	0.25	0.14	1.80

* $\chi^2 = 82.39 \quad p < .05$

가 , 가

가 , 가

-1.20, 1.80 가 $p = .05$ 1.96

가 120 ,

5.

가 , 가 ,

가 가 ,

가 가 ,

가 ,

가 ,

가 가 ,

가 ,

가 가 ,

가 ,

가 가

가 가

가

가 가

가 가

가 가 가 가

가 가 가 가

가 가

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