



e - C u s t o m e r

(01-02-01)

1. 가

2.

3. e-Customer

가.

4. vs.

5.

6.

e-mail: jhsong@kisdi.re.kr

1. 가

1) , 2000
324 , 6 100
가 , 2000
B2C 1
800 40% 가 .
B2C 가 ,
e - Customer) Needs
가
가, 가 .2)
(, ,) Brand
Needs .

1) (2001)

2) 가

(Category killer)

, CD, ,

Needs , , Fulfillment³⁾
(2000) , ,
가
가
 , /
e-Customer
e-Customer 가 가
e-Customer
Bain&Company(2000)
e-Customer ,
가
buy.com, Book.com 3 13% 가 ,
80% , 가
가 e-Customer 가?
e-Customer 가?
2000 12
가 - vs. , 가 vs. -
e-Customer 가
.4)
e-Customer 가 /CD/
 , / /
가 ,
 , e-Customer , 가
 , 가
 . 2 . 3
e-Customer . 4
 , . 5 3
가 가, 가 가' 6
 ,

3) Fulfillment

4)

2.

2000 12 3 3 15 59
1,000 .
, 95% $\pm 3.1\%$ 1,000 <
1> .
1,000 가 6 182
18.2% .5) 182 < 2> .

< 1>

		%
	1,000	100
	634	63.4
	366	36.6
15~19	185	18.5
20~24	270	27.0
25~29	206	20.6
30~39	206	20.6
40~59	133	13.3
	130	13.0
	283	28.3
	241	24.1
	346	34.6
6		
-	182	18.2
- 가	331	33.1
-	487	48.7

< 2>

		%
	182	100
	119	65.4
	63	34.6
15~19	17	9.3
20~24	50	27.5
25~29	47	25.8
30~39	46	25.3
40~59	22	12.1
	9	4.9
	51	28.0
	36	19.8
	86	47.3

5) , 19.8%가

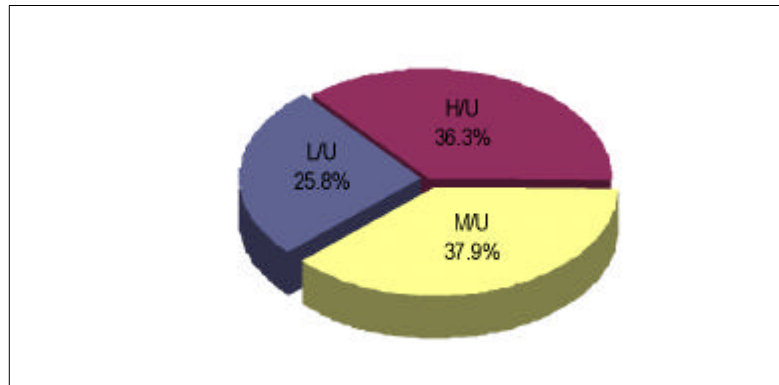
3. e-Customer

e-Customer

가.

1 6) 182 6 가 7) .

[1]



User Type				1
Heavy User	36.3%	6	4 가	6 7
Medium User	37.9%	6	1.8 가	2 5 6
Light User	25.8%	6	1.1 가	1 3 4

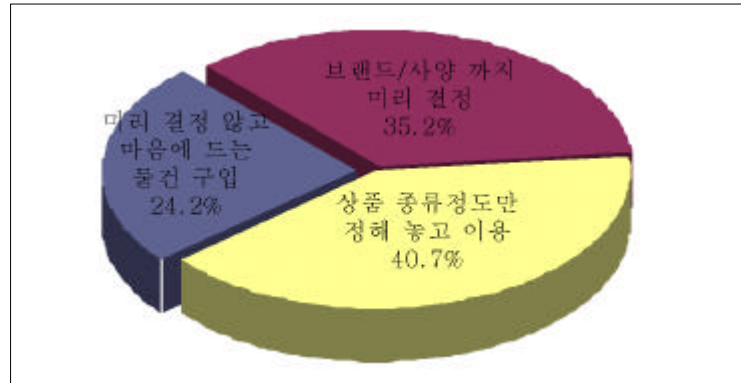
Heavy User 6 4 , 1 6 7
 , 40
 . Medium User 6 2 , 2 ,
 . Light User 6 1 , 1
 , 가

·
 (2000) e-Customer 가 ,
 e-shopper ,
 , /
 seeking e-shopper ,
 window shopper .
 182 .

6) 가 가 Scale

7) 가
 H/U, M/U, L/U .

[2]



User Type		
/ (e-shopper)	35.2%	
(seeking e-shopper)	40.7%	20 , 40
(window shopper)	24.2%	Light User

[2] , seeking e-shopper
가 41% 가 , / e-shopper 35% ,
1/4
window shopper . ,
, seeking e-shopper 20 , 40
, e-shopper ,
. ,
Light User ,8)

8) (H/U,M/U,L/U) (e-shopper,seeking e-shopper,
window shopper) , L/U window shopper .

4. vs.

Figure 1 (Figueiredo(2000))

9)

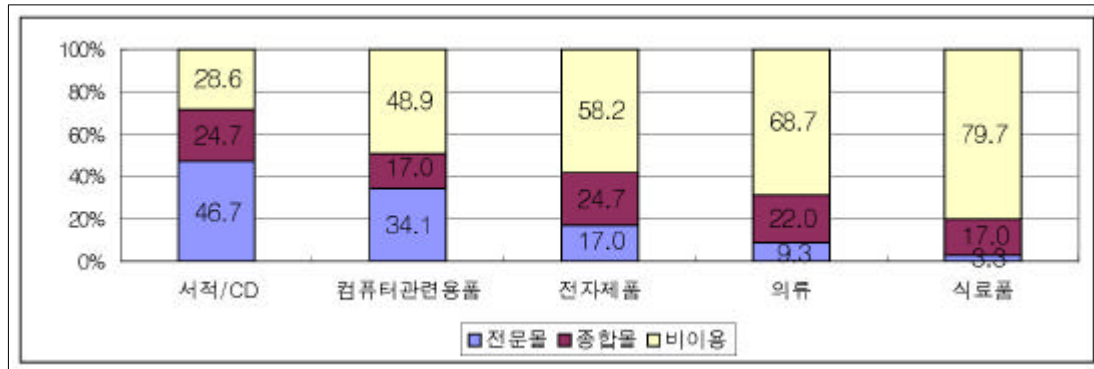
10)

/CD,

5가

가

[4]



/CD

71%가

, 47% 가

51%가

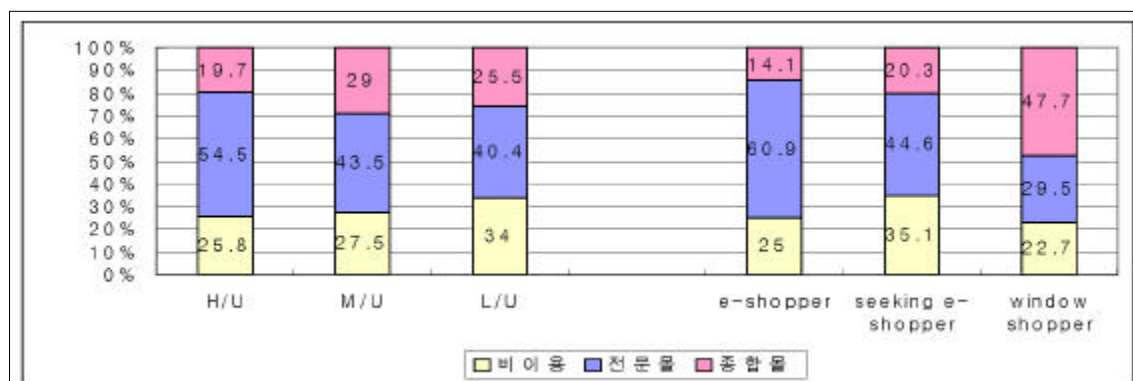
가

가

1) /CD

[5]

(/CD)



9) Figure 1 (Figueiredo(2000))

가, 가

4가

, Commodity product

, Quasi-commodity

, CD, Video

Look-and-Feel Goods

Look-and-Feel Goods with Variable Quality

Look-and-Feel Goods

10)

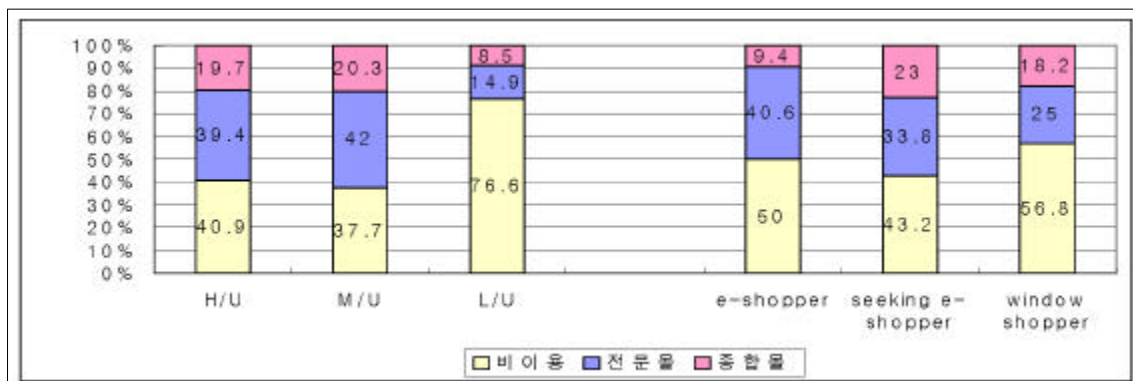
4 Internet Census

가

CD , 가 가
H/U, MU, L/U .
/ e-shopper ,
window shopper 가
CD , CD
20 30%

2)

[6] ()

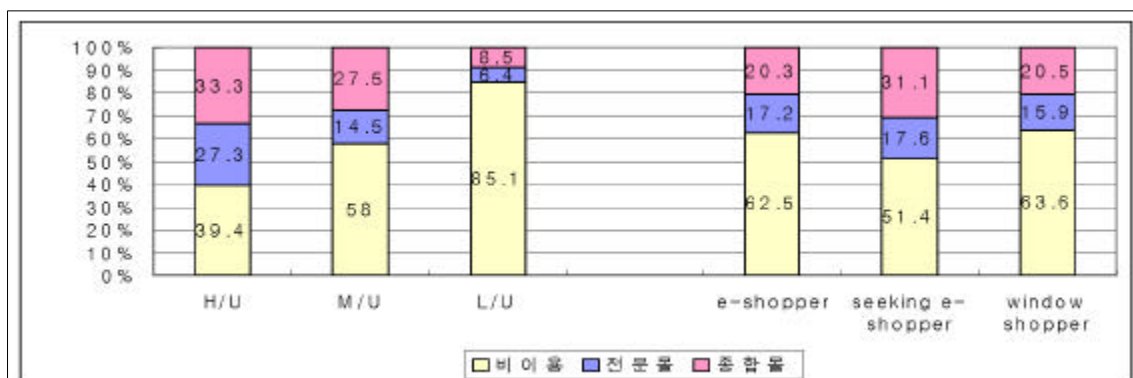


e-shopper 가 , seeking e-shopper window shopper
L/U 80%가

3)

가 , HU
가
seeking e-shopper
가 , 가

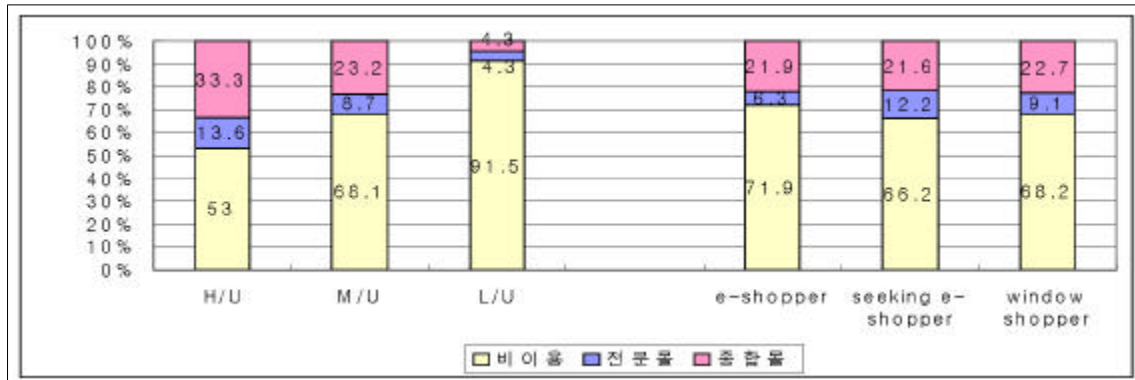
[7] ()



4)

가 , , A/S, 가
가 .

[8] ()

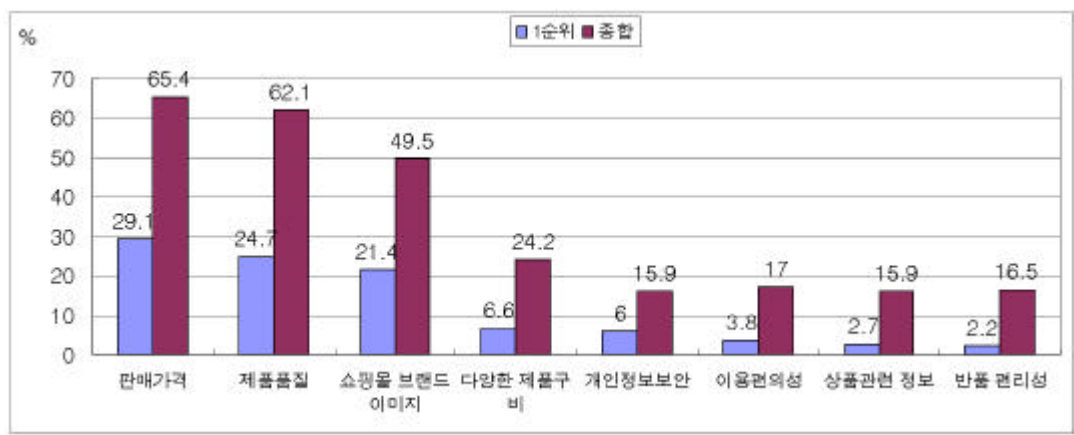


, /CD/ , 가
 , / , , A/S,
가
 , CD 가
 , , H/U , L/U
 , 가
 , H/U
 , 가
 , seeking e-shopper window shopper

5.

, , 가 (29.1%), (24.7%), (21.4%), .11) 10 20 가 , 30 가 , 40 가 , , .

[10]



< 3>

(: %)

	User ()			User ()		
	H/U	M/U	L/U	e- shopper	seeking e- shopper	window shopper
가	15.2	36.2	38.3	35.9	25.7	25.0
	24.2	23.2	27.7	15.6	24.3	38.6
	31.8	17.4	12.8	26.6	20.3	15.9

:

, 가

Heavy User

가 가

e- Customer

11) 가 153 2000 12 , B2C

가 43%가 가 , , ,

가 가

가 1 가 1

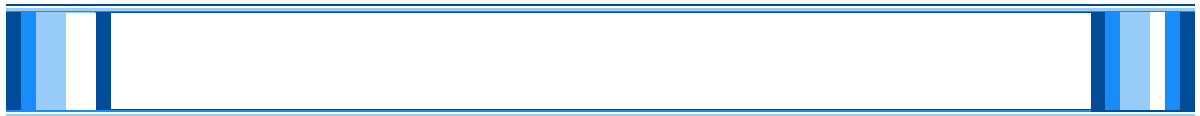
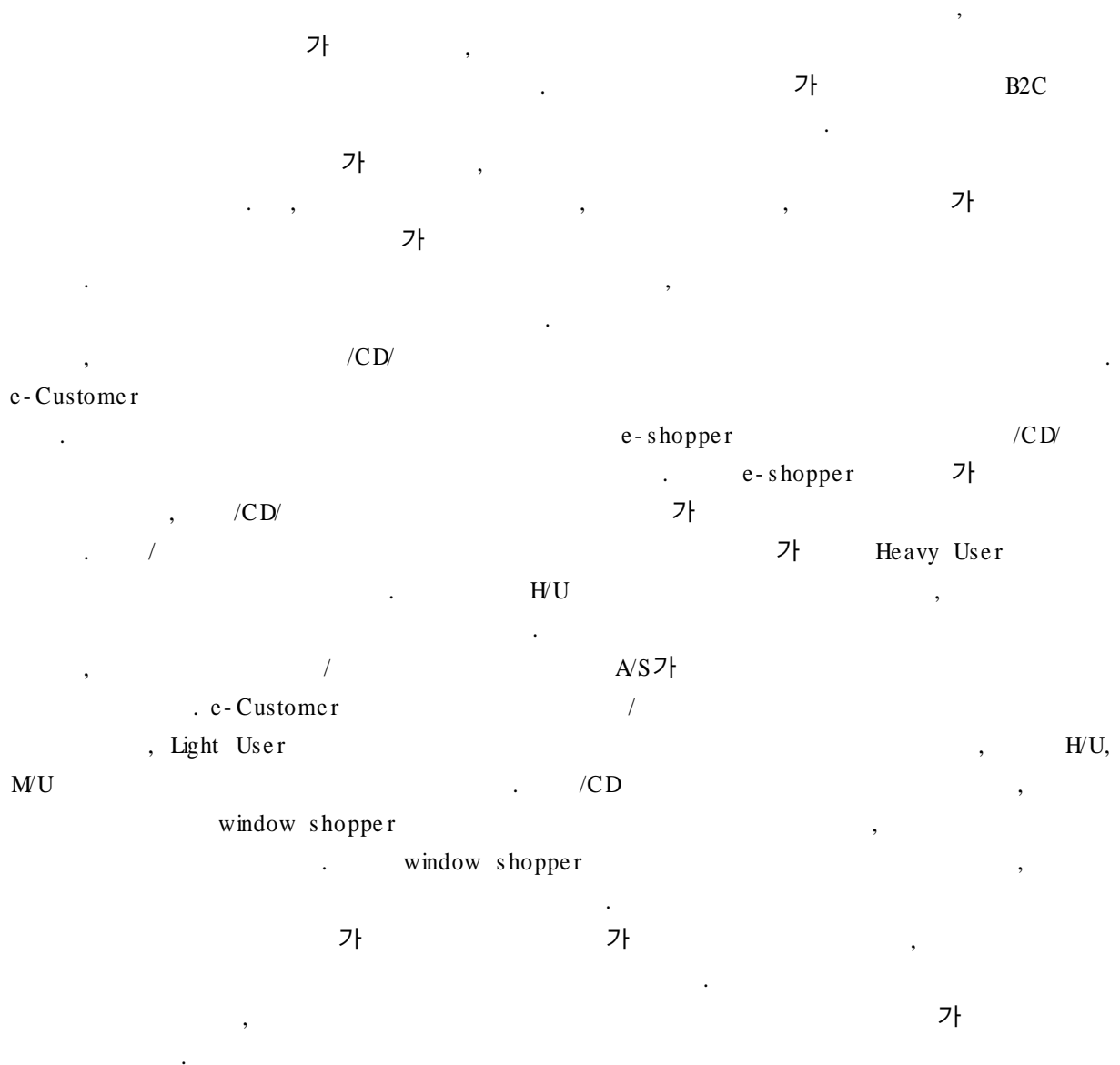
15% 3% 8.5%

```

graph LR
    ES[e-shopper] -- solid --> WS[window shopper]
    WS -. dashed .-> LU[Light User]
    LU -- solid --> ES

```

6.



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