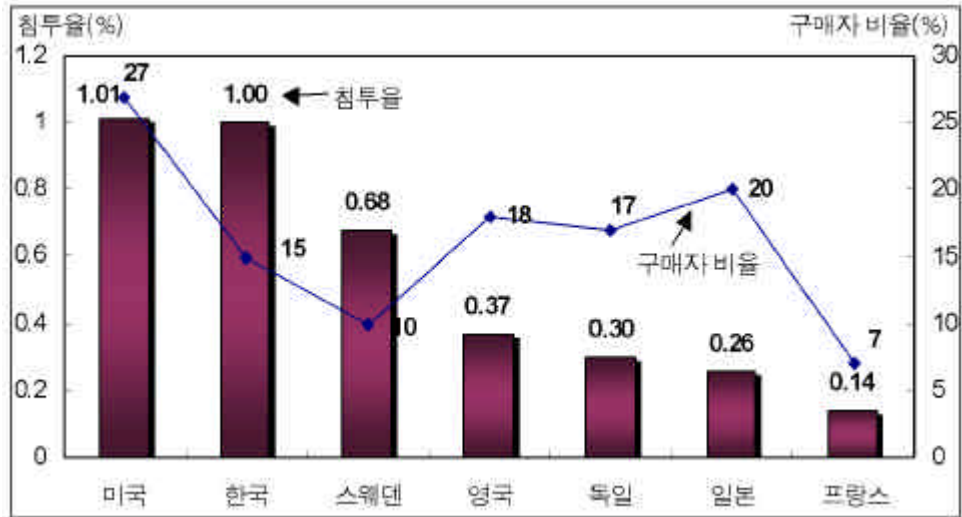




## B2C



: OECD, *Business-To-Consumer E-Commerce Statistics*, 2001. 3.

- B2C , 가 B2C
  - B2C B2C , 가
  - B2C B2C , 가 e-business
- B2C 가
  - B2C 1.0% (1.01) , , ,
  - 15% (27%), (20%), (18%) ,
  - 가 B2C ,

