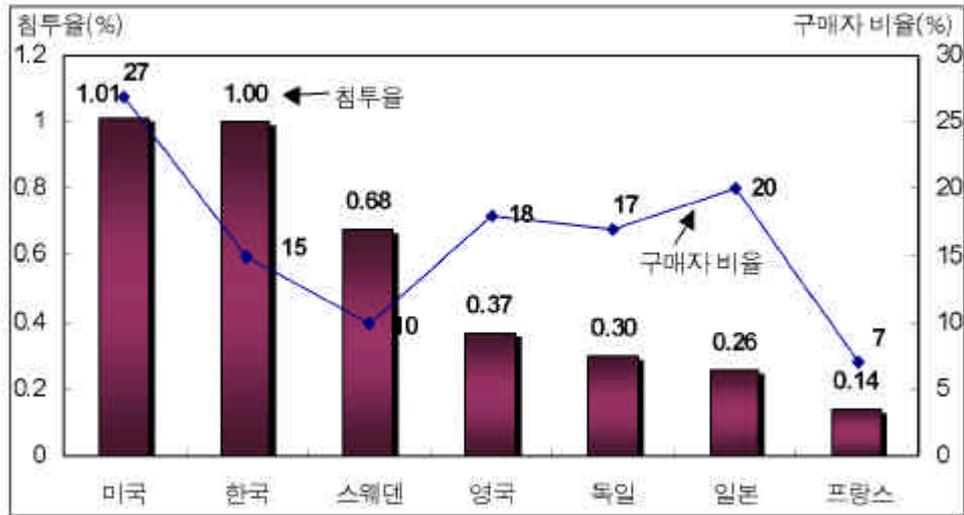




## B2C

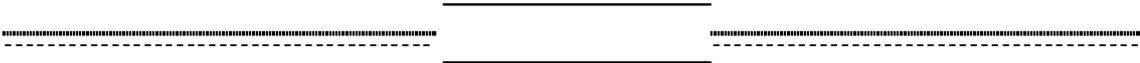


: OECD, *Business-To-Consumer E-Commerce Statistics*, 2001. 3.

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



kcshin@hri.co.kr 3669-4036



'HRI' 2/4 가  
 - 'HRI'  
 . : ' ; ' ; ' ,  
 . : 3 全數 ,  
 . : 가 100 가 3  
 - 'HRI'  
 . (2001 1/4 가) ' ' ' 100  
 가 . ' 가  
 ' 100 가  
 . ' ' 2000 2/4 130.3, 3/4 100.2, 4/4  
 100.3 2000 100 가  
 , 2001 1/4 93.8 100  
 . (2001 2/4 ) ' ' ' 137.2  
 154.9 1/4 40 50p 2001  
 1/4 가  
 . ' ' 1/4 119.3 119.1  
 2/4 1/4  
 . ' ' 2000 2/4 130.3 137.2  
 2/4  
 - 'HRI'  
 . ,  
 . 가  
 . 5  
 , on-line off-line



# ‘HRI 2/4 ’ 가

- ‘HRI  
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- : 3 ( 110 )  
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- : , ,  
- : 2001 3 6 15
- ‘HRI  
,  
- ( ) ‘HRI-  
. . . .  
가  
- ( ) 10  
. 2, 1, 0 가  
. 100 가  
. 100 가  
가, 100 가  
가  
. 3  
. 2000 1/4 가 가  
- ( ) 가 가  
( 全數)

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- ( ) 가  
 , : , 가

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‘HRI’

- (2001 1/4 가) ‘ ‘ ‘ ‘ 100  
 가  
 ‘ 100

· ‘ ‘ 2000 2/4 130.3, 3/4 100.2,  
 4/4 100.3 2000 100  
 가 , 2001 1/4 93.8 100

- (2001 2/4 ) ‘ ‘ ‘ ‘ 137.2  
 154.9 1/4 40 50p 2001  
 1/4 가  
 · ‘ ‘ 2000 2/4 130.3 137.2  
 2/4



. 2/4

가

. ' 1/4 119.3 119.1  
2/4 1/4

< >

	2000			2001	
	2/4	3/4	4/4	1/4	2/4 (E)
	130.3	100.2	100.3	93.8	137.2
	-	-	-	119.3	119.1
	-	-	-	94.7	154.9

) 2000

가

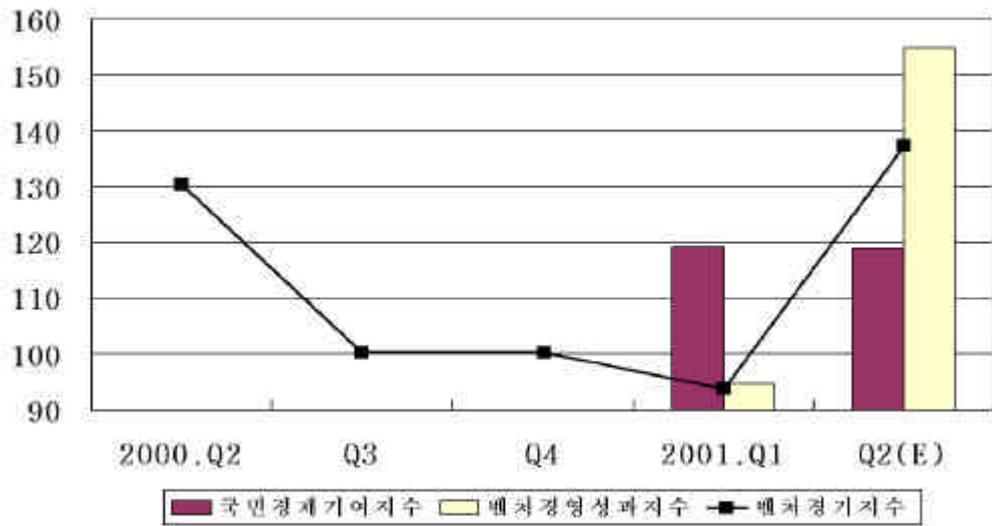
가 가

가

2001 . 2001 1/4

2001 1/4  
가 가

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'HRI-



· 가 3/4 ' 가  
, 2/4

· 1/4

- 가  
· ' 가  
가

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가

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가

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, on-line off-line

· , 5

· 100 가

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· , on-line off-line 가

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	( 20 50 )	( 50 )	( 50 )
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	5	5	10

· ,

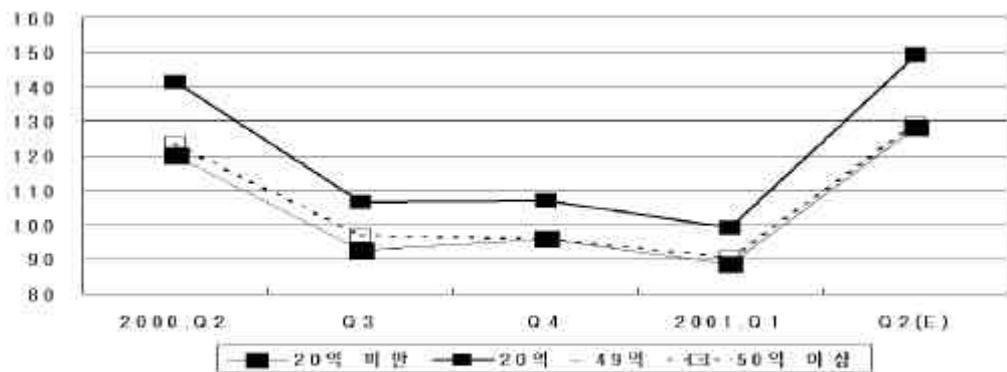
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- (20 , 50 , 50 ) 20 50  
가

· 2001 1/4 99.1 ,  
88.6, 90.6

· 2/4 149.3 ,  
128.1, 129.2

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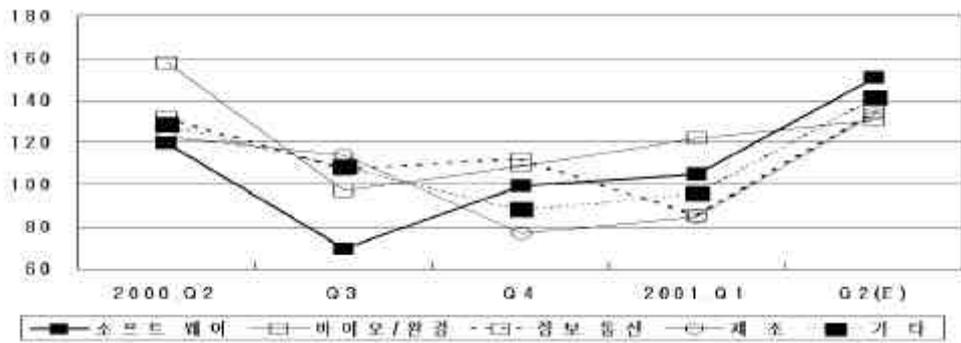
- ( , / , , , )

가 24 150.4 가

· 1/4 / 가 121.8 가 , 2/4

가 150.4 가

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- (ON LINE, OFF LINE, ON-OFF LINE)

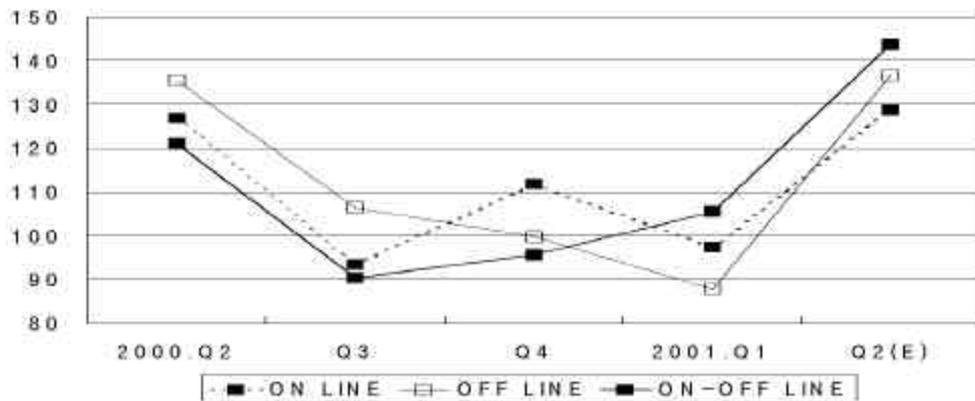
ON-OFF

LINE 1/4 24 가

· 1/4 ON-OFF LINE 105.3 , 2/4 143.6 가

ON LINE OFF LINE

< >

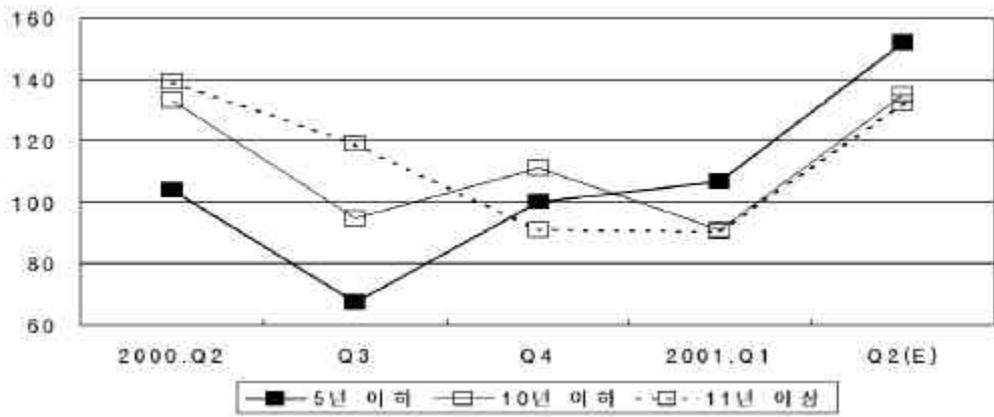


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- (5, 10, 11) 5  
가 가

· 가 5 2001 1/4 106.9 ,  
2/4 152.0 가

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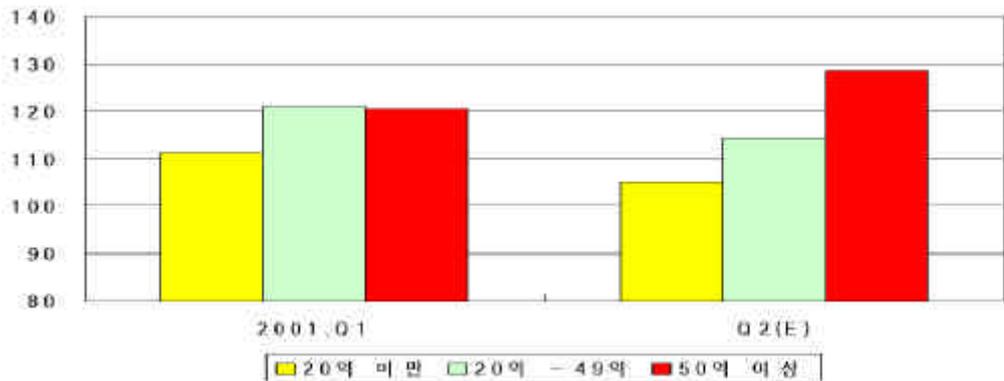


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- (20, 50, 50) 50  
가 가

· 2001 1/4 121.0 가 , 2/4  
가 128.6 가

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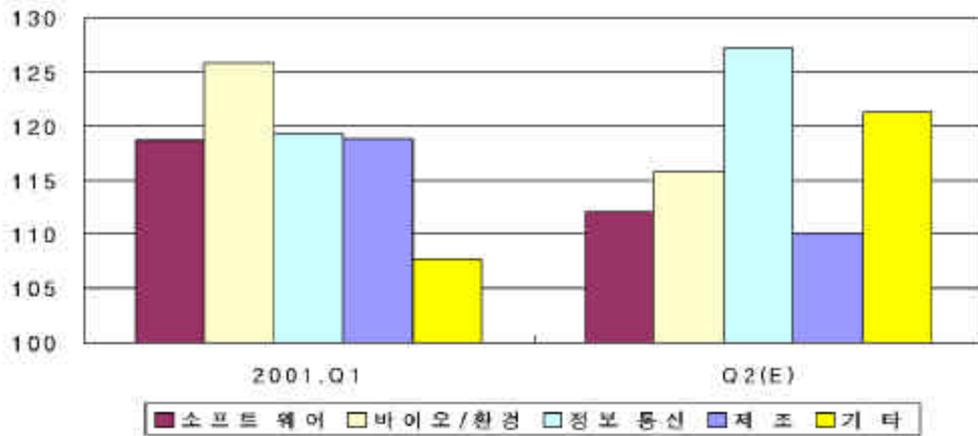
- ( , / , , )

가가

· 1/4 / 가 125.9 가 , 2/4

가 1273 가

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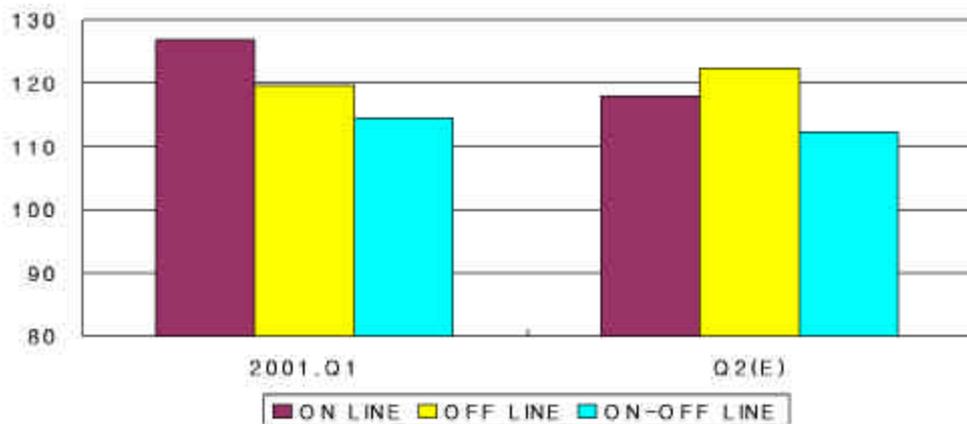
- (ON LINE, OFF LINE, ON-OFF LINE)

OFF LINE 가

· 1/4 ON LINE 126.9 가 , 2/4 OFF

LINE 122.3 가

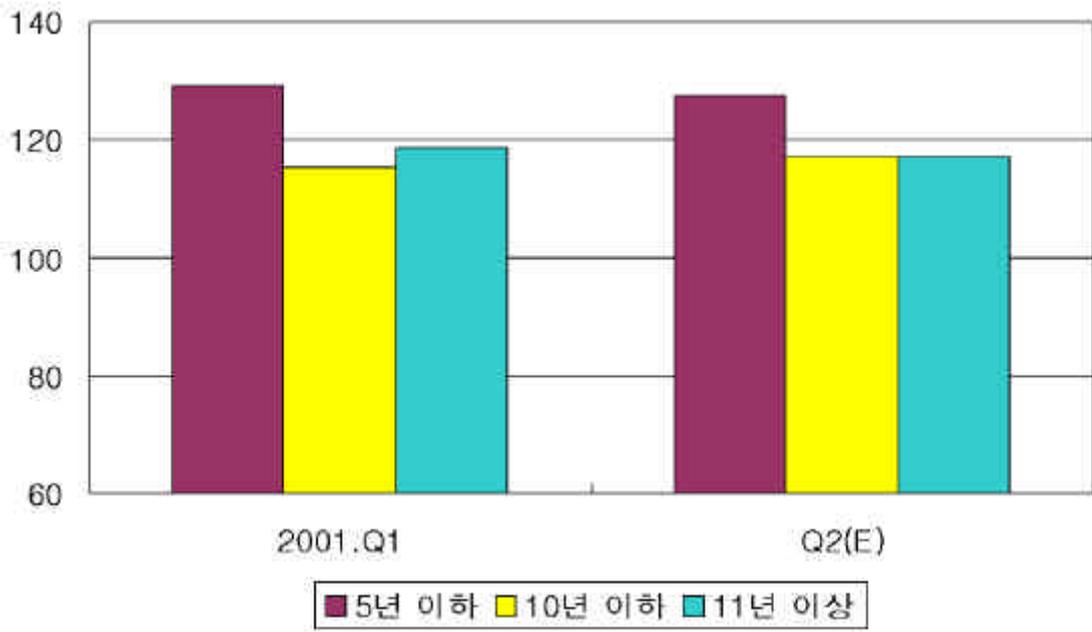
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- (5, 10, 11) 5  
 가가  
 . 가 5 2001 1/4 129.1 ,  
 2/4 1273 가

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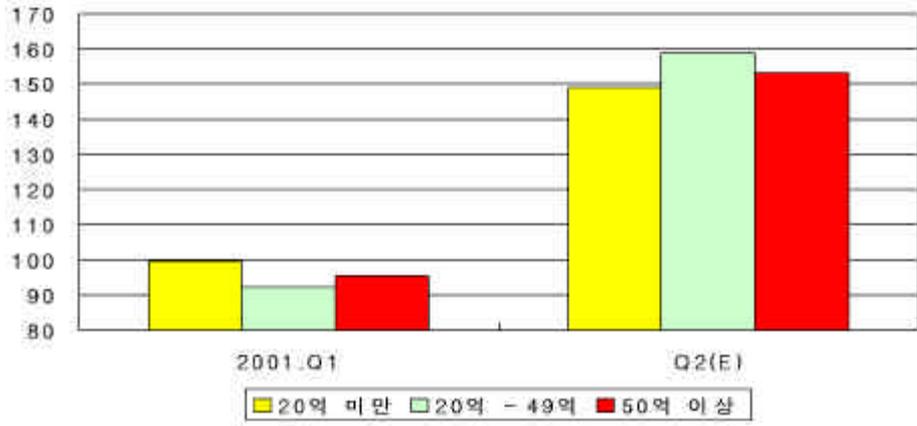


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- (20, 50, 50) 20 50  
 가가  
 . 2001 1/4 20 가 99.5 가  
 , 2/4 가 159.0 가

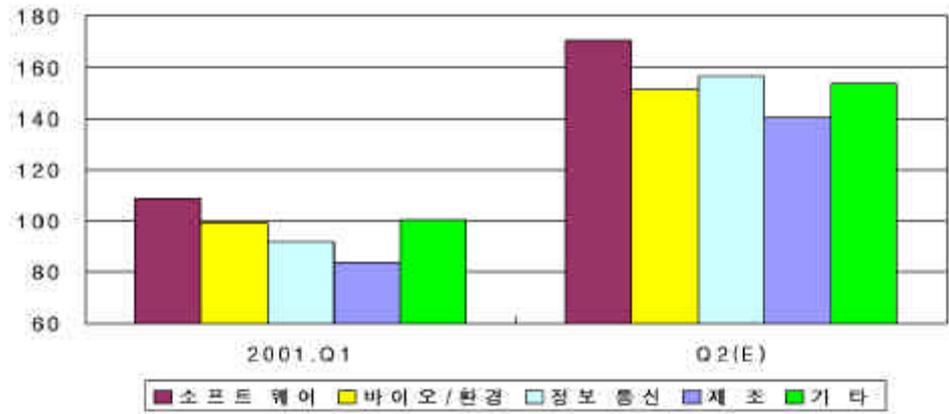


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 - ( , / , , )  
 가가  
 · 1/4 가 108.6 가 , 2/4  
 가 170.3 가

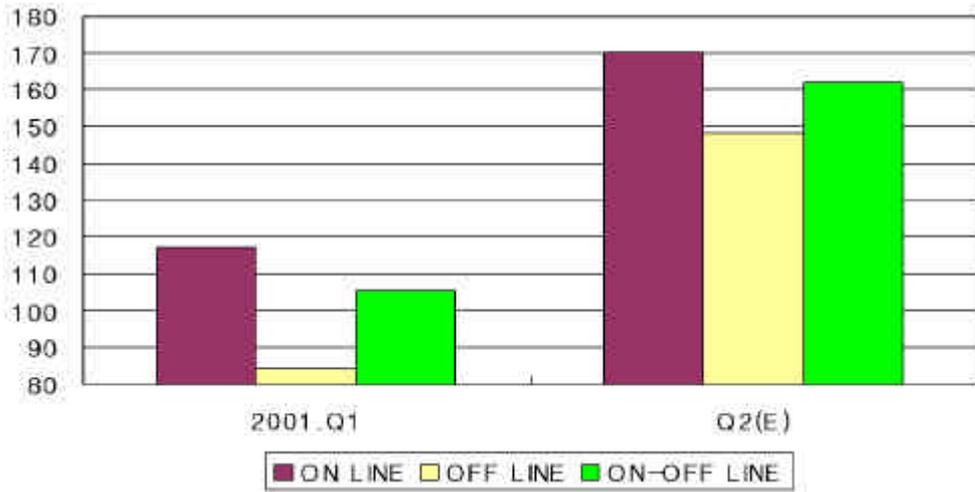
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 - (ON LINE, OFF LINE, ON-OFF LINE) ON  
 LINE 1/4 2/4 가  
 · 1/4 ON LINE 1173 , 2/4 1702 가



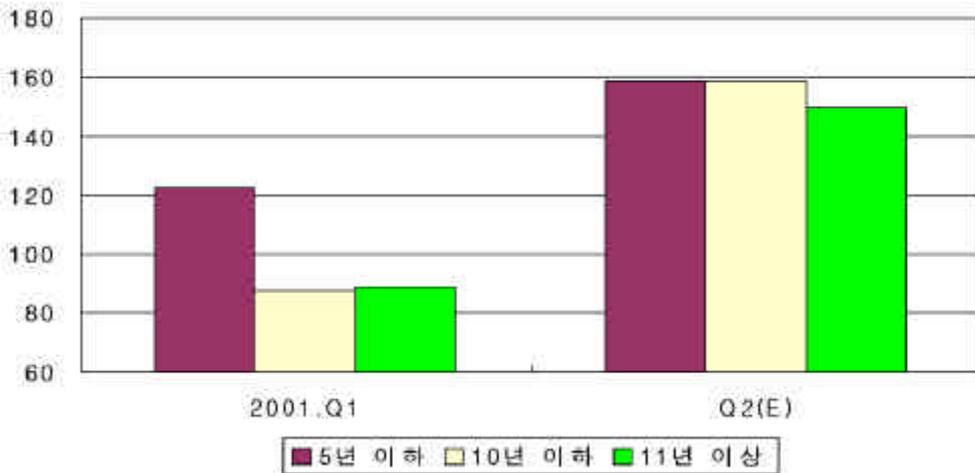
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- (5, 10, 11) 10  
 가가  
 가5                      2001 1/4                      122.4 가  
 , 2/4                      10                      158.9 가

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