

2001 12

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가

2001 12

		
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2.		7
가.	(health belief model)	9
.	(health promotion model)	13
3.	(theory of reasoned action)	16
가.	(attitude)	17
.	(subjective norm)	18
.	(intention) (behavior)	19
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가.		24
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2.		30
가.		31
.		32
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가.		34
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6.		21
7.		23
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9.		45
10.		46

Fishbein

Ajzen

(theory of reasoned action)

(structural equation modeling)

. , , 18 65
510 . ,
가 가 9 501
Cronbach's α ,
30 40 가 가 ,
400 가 .
가
가
가

, Fishbein Ajzen

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1.

가 가

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(, 1994).

가 1986

1

(Bunton et al 1995).

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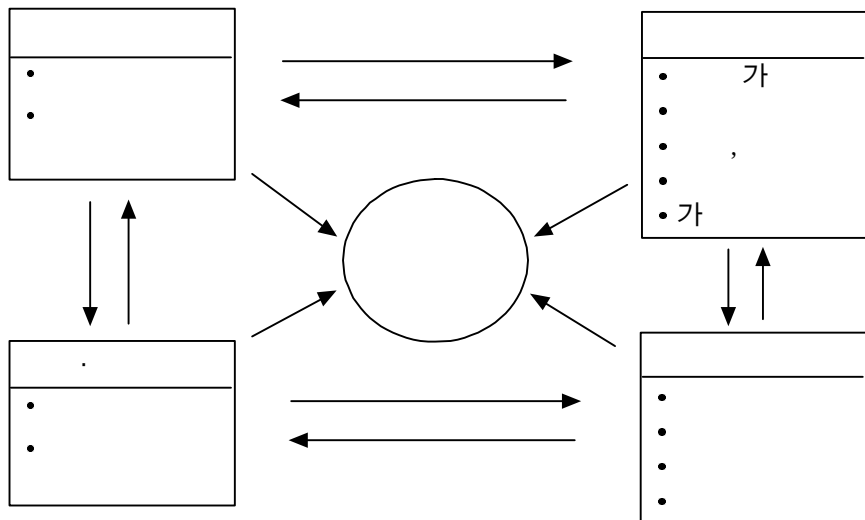
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 .
 .
 가 , , (1999). Sol Wilson(1989)
 ,
 , . Bensky(1989)
 “ (target market)
 가 ” .
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 (1999)
 가 , , 가,
 , () .
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 가 , , 가
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 가 .
 가
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 .
 Fishbein Ajzen (theory of reasoned action)

가 (Smith, and Biddle 1999)
 (Levin
 1999; O'Callaghan 1997; Arvola et al 1999; Wallace et al 1997)
 (intention) (attitude) (subjective
 norm) ,
 (Lutz 1975). Fishbein
 Ajzen (

2.

가

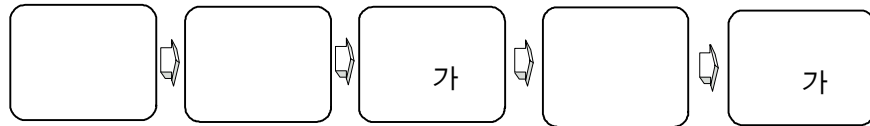
가 가 , 가 (1999), 가 , 가 , 가 , 가 , 가 .



1. : . , 1999:p.172

가

가, 가
(2).



2.

: Engel JF, and Black RD. Consumer Behavior, 4th ed. The Dryden Press, 1982:p.33

가

가

가 , 가
, 가
가
가 ,
, 가
가
가 ,
,
, 가
(1989).
가

2.

, ,
, ,
(Pender et al 1990; Campbell, and Roland 1996; Stout 1999; Yarbrough 2000).

, 가
가 (Rosenstock 1974). Godin
Shephard(1990)
(social support theory), (the social cognitive theory),
(health belief model), (the theory of interpersonal behavior),
(the protection motivation theory), (the theory of
reasoned action), (the theory of planned behavior) .
, Pender(1987)
(health promotion model)
.

(health
belief model), (theory of reasoned action),
(theory of planned behavior) 가
-가 (expectancy-value theory) .
Ajzen

가

1) PubMed
170 , 1999 159 , 2000 157 , 2001 99 .
가

2) Pender
1987
13가 가
, 1996 10가 .

가. (health belief model)

1)

1950 (U.S Public Health Service)

(Hochbaum 1958; Rosenstock 1966).

(Heinzelman, and Bagley

1970; Mirotznik et al 1985).

(Strecher, Champion, and Rosenstock 1997).

가

(Poss 2001).

Rosenstock(1990)

가

, ,

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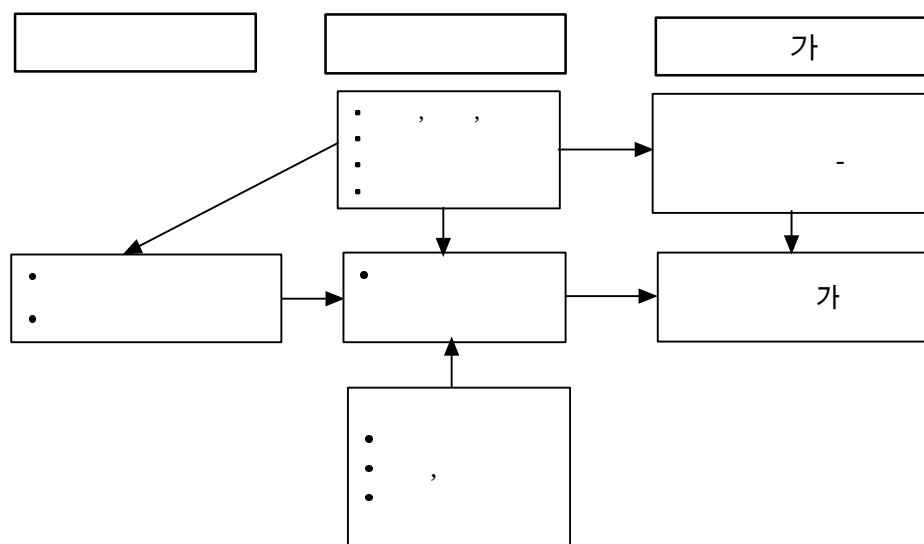
, 가

,

,

가

가 (individual perceptions), (modifying factors), 가 (likelihood of action) . 3)(perceived susceptibility) · 4)(perceived severity) · 5)(perceived benefits) · 6)(perceived barrier) , 7)(cues to behavior), 8)(other variables), - 9)(self-efficacy) 7가 1



3.

: Strecher VJ, Champion VL, and Rosenstock IM. handbook of health behavior research. Plenum Press. 1997 : P. 76

3)

4)

가 , ,

5) 가

6)

7)

가 . 가 . 가

8)

9)

가 가
가 (1999).
가 .

2)

가 (expectancy value theory)
가
(Lierman et al 1989).

Yabrough(2000)

Stein (1992) 가
42%

Bernstein Keith(1991)

가 가
(2000).

Poss(2001)

,
가

. Fishbein Ajzen

,
 .
 (1999) Trotta,
 Champion, ,
 . ,
 ‘ 가 ‘ 가 ‘ ,
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 가 ,
 가 ,
 가 . ,
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 가 .
 ,
 가
 가 가
 가 (Strecher, Champion, and Rosenstock 1997).

. (health promotion model)

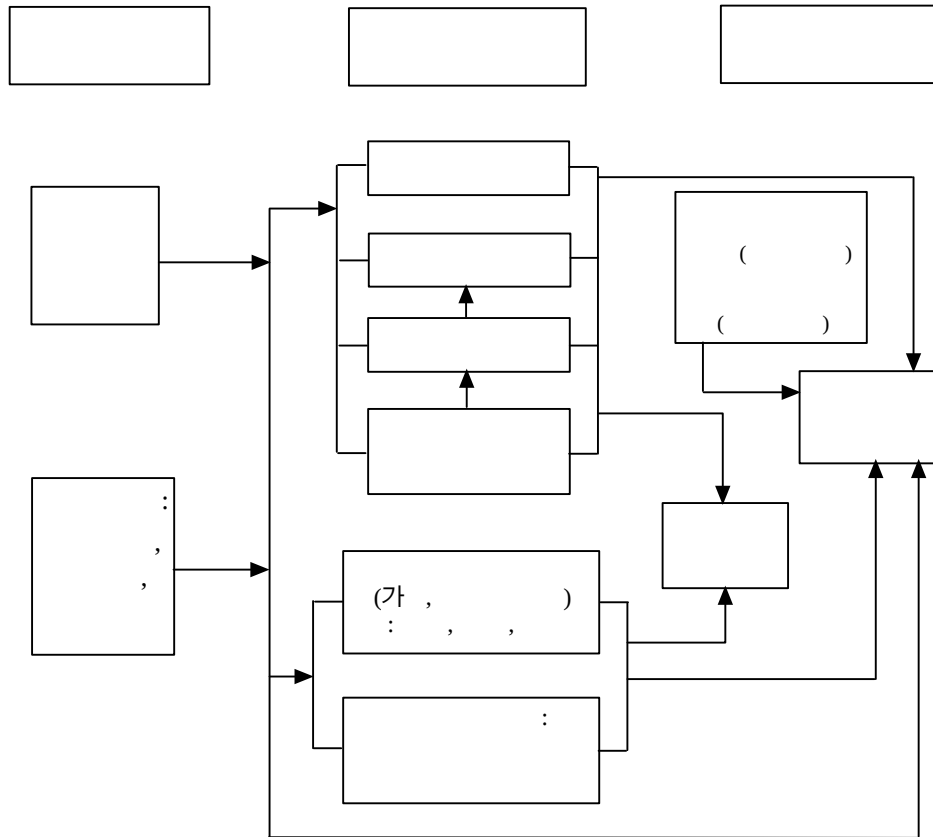
. (Duffy 1988; Weitzel 1989; Pender 1990; 1997;
1998)

1)

- , Pender
. Pender (1987, 1996)가
, (self-direction), (self-regulation),
(perception of self-efficacy) ‘ ,
가 가 가
‘ -가 ’ (1998).

2
(health belief model) (1996). 2
, ,
가 .
, , ,
, .

가



4. Pender가 ()

: Pender, N. J. Health Promotion in Nursing Practice, 3nd ed.
Norwalk, Conn, Appleton & Lange : P.67

10), 11) 6가

,
 .
 ,
 12),
 .
 (Pender 1996).

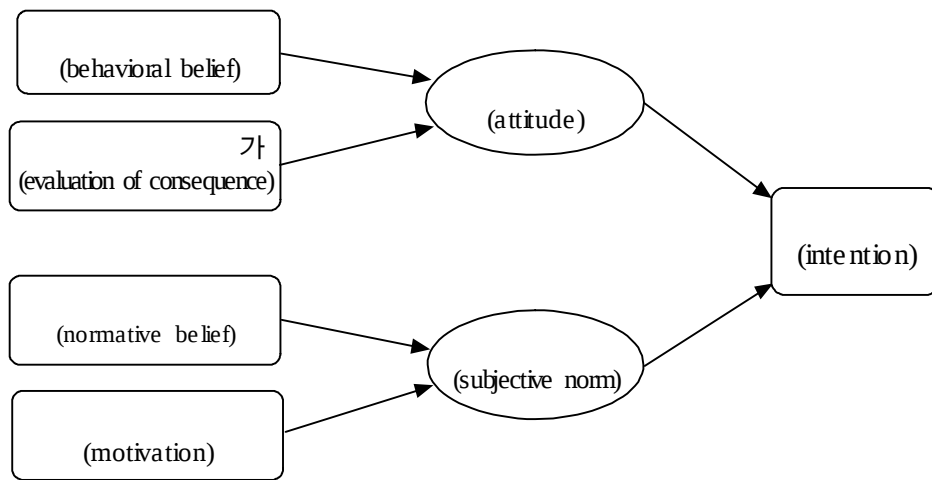
2)

, Pender가
 . (Duffy
 1988; Weitzel 1989; Gillis 1991; 1994; , 1997).
 ,
 (Duffy 1988; Weitzel 1989; 1990). ,
 가
 .

10) ,
 11) 가 , , 가 ,
 12) .

3. (theory of reasoned action)

Fishbein Ajzen (1975) ‘
 , (Ajzen 1988) ,
 (intention)가 , (attitude)
 (subjective norm) (1).



5.

,
 ,
 . ,
 13)(behavioral belief) 가(evaluation of consequence) ,
 (normative belief)
 (motivation) .
 .

13)

가. (attitude)

(Eagly, and Chaiken 1993)

가 (Zanna 1993; Biddle 1997).
Fishbein -가 (expectancy-value model)
. -가 가
가 가
(expected values) . 가 ,
가 ,
가 가 (Eagly, and Chaiken 1993).
Fishbein -가 .

$$A_{act} = \sum_{i=1}^n b_i \cdot e_i$$

A_{act} : (attitude)
 b_i : 가 가
(behavioral belief)
 e_i : 가(evaluation of consequence)
 n :

, 가 가
. Fishbein 가
가 ‘ , , .

Fishbein
(Eagly, and Chaiken 1993) .

. (subjective norm)

가
(important others) .
Fishbein 가 ,

$$SN = \sum_{j=1}^m NB_j \cdot MC_j$$

SN : (subjective norm)

NB_j : (normative belief)

MC_j : (motivation)

m :

, , 가
() 가
가

.
,
(1999)

.
,
(Kotler 1990).

. (intention) (behavior)

Fishbein

. (1989)

가 ,

(,)

. 가

가 .

(1989)

.

.

(Levin 1999; Arvola et al 1999; Wallace et al 1997). ,

가 ,

.

. , Eagly Chaiken(1993)

가

가 .

. ,

- , , - 가

, (Eagly, and Chaiken 1993). , (Maddux, and DuCharme 1997).
 가
 가
 가 . , 가
 가 가 .
 Ajzen(1991)
 가 (theory of planned behavior) . Ajzen
 . 2000
 .
 ,
 ,
 (1999)
 .

.

1.

(structural equation)

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4 .

가
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•
가



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가
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,
가

6.

Fishbein Ajzen ‘ , .
 ‘ , ‘ , ‘ ,
 , , ‘ , ‘ ,
 가, ‘ , ‘ ,
 . 가 .
 가 , .
 가 .

(structural equation)

가 . 가

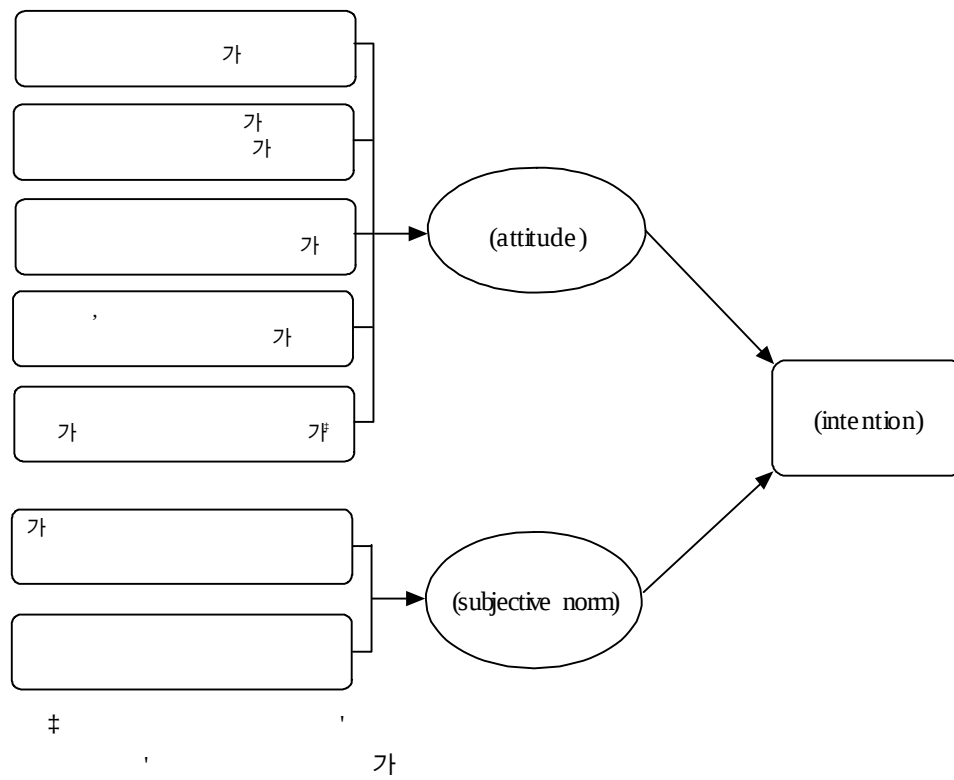
2. 가

가.

Fishbein Ajzen

. 5 .
 가 5

가



7.

가

Fishbein Ajzen

가

·
, (Trafimow 1998; Sutton 1999; Albarracin 2001)

,
Pamela (Levin 1999; O'Callaghan 1997; Brewer 1999; Mesters 1994)
,
(Wallace 1997; Baker 1996; Gaither 1997; Grogan 1997)

·
가 ·

H1 :

·
H2 :

·

3.

가.

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· 18 65
, 501 ·
2000 10 2 ,
· 510 가 가
9 501 ·

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()

‘ , ‘ 가’ ‘ , ‘ ,

14)

15)

5

가

7

가

(Likert - scale)

(7).

‘ , ‘ 가’, ‘ ,

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20 (10 , 10)

open questionnaire

‘ , ‘ ,

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가,

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(1).

14)

가

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15)

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1.

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		1. 2. 3. 4.	
		5. 6. 7.	
		1. 2. 3. 4. 5.	
가		1100 2100-199 3200-299	
		4300-399 5400	
가		1. , 2. 3.	
()		가	
		- , 가	
		- 1. :	
		- 7. :	
가		- 가 가 가 .	
		- 가 가 1. :	
		- . 가 7. :	
		- .	
		- 가 , .	
		- 가 , 가 .	
()		- 가	
		- . 가	
		- . 1. :	
		- 가 7. :	
		- .	
		- .	
()		(1 5)	
		- 1. :	
		- 2. :	
		- 3. :	
		- 4. :	
		- 5. :	

. SAS(ver. 6.2) SPSS
 Amos .
 t-test ANOVA , 가
 SPSS Amos .
 . ‘ , 가
 . ‘
 ,
 .
 .
 Cronbach α
 가 . Cronbach' α 0.80 가
 , 가 0.3
 Cronbach' α 가
 SPSS Amos
 .

•

1.

501 238 (47.5%), 263 (52.5%)
2
40 가 가 (29.1%), 20 (23.4%) 10
(21.2%) () 71.7%(359)가 ,
91% , 가 가
가 (36.5%). ,
가 268 53.5% 81 (16.2%),
80 (16.0%), 72 (14.4%) . 100
200 65.4% 가 .

2.

(N=501)

		(%)	
()	- 19	238	47.5
	20- 29	263	52.5
	30- 39	23	4.6
	40- 49	106	21.2
	50- 59	117	23.4
	60- 69	146	29.1
	70- 79	81	16.2
	80- 89	28	5.6
	90- 99	44	8.8
	100- 199	161	32.1
/ 가	200- 299	167	33.3
	300- 399	84	16.8
	400- 499	43	8.6
	500- 599	172	34.3
	600- 699	183	36.5
	700- 799	63	12.6
	800- 899	82	16.4
	900- 999	130	25.9
	1000- 1999	359	71.7
	2000- 2999	12	2.4
()	-	43	8.6
	()	233	46.5
	()	86	11.6
	-	149	27.7
	()	268	53.5
	-	(146)	(29.1)
	-	(122)	(24.4)
	()	81	16.2
	()	72	14.4
	()	80	16.0

2.

가 가

가 43.5% , “ ” “ ”

가 29.4% .

가 15.2% , ‘ ’

38.5% 37.1%

46.3% 29.4%

가 20.4%

’ 48.7%

가 (3).

3.

	()					
1 ¹⁾	23(4.6)	74(14.8)	186(37.1)	164(32.7)	54(10.8)	3.30(1.00)
2 ²⁾	66(13.2)	166(33.1)	193(38.5)	66(13.2)	10(2.0)	2.58(0.94)
3 ³⁾	34(6.8)	121(24.2)	244(48.7)	91(18.2)	11(2.2)	2.85(0.87)
1)	; , , ; ,					
2)	; () , , ; ,					
3)	; () ;					

가.

(4) . ‘ , ‘ ,
 , ‘ , ‘ , ‘ ,
 . , (p < 0.01), 40, 50
 20, 30 가 (p < 0.05).
 (p = 0.078),
 가 , 가 .
 4.

						χ^2 -	
19		14(5.9)	44(18.5)	93(39.1)	69(28.9)	18(7.6)	12.6*
		9(3.4)	30(11.4)	93(35.4)	95(36.1)	36(13.7)	
		4(17.4)	4(17.4)	8(34.8)	6(26.1)	1(4.3)	
	20- 29	4(3.8)	14(13.2)	39(36.8)	41(38.7)	8(7.5)	42.2*
	30- 39	0(0.0)	13(11.1)	47(40.2)	46(39.3)	11(9.4)	
	40- 49	7(4.8)	25(17.1)	57(39.0)	41(28.1)	16(11.0)	
	50- 59	6(7.4)	8(9.9)	28(34.6)	23(28.4)	16(19.7)	
	60	2(7.1)	10(35.7)	7(25.0)	7(25.0)	2(7.1)	
		2(4.6)	12(27.9)	15(34.9)	11(25.6)	3(7.0)	11.1
		8(3.5)	31(13.5)	87(37.8)	79(34.3)	25(10.9)	
	2(3.4)	7(12.1)	25(43.1)	16(27.6)	8(13.8)		
	11(6.5)	24(14.1)	59(34.7)	58(34.1)	18(10.6)		
	3(2.0)	22(14.3)	55(35.7)	57(37.0)	17(11.0)		
100		7(6.1)	19(16.7)	36(32.6)	36(31.6)	16(14.0)	24.6
		3(3.7)	10(12.4)	36(44.4)	23(28.4)	9(11.1)	
		1(1.4)	7(9.7)	32(44.4)	27(37.5)	5(6.9)	
		9(11.3)	16(20.0)	27(33.8)	21(26.3)	7(8.6)	15.6
	100	2(4.6)	9(20.4)	20(45.5)	9(20.4)	4(9.1)	
	100 199	8(5.0)	24(14.9)	57(35.4)	57(35.4)	15(9.3)	
	200 299	9(5.4)	23(13.8)	62(37.1)	57(34.1)	16(9.6)	
	300 399	1(1.2)	11(13.1)	35(41.7)	26(30.9)	11(13.1)	
	400	3(7.0)	6(13.9)	12(27.9)	14(32.6)	8(18.6)	

* : $p < 0.05$ ** : $p < 0.001$

가 ($p < 0.05$). 30 40
가 ($p < 0.05$).
, 20 ,
40 가 . , ,
가 . ($p < 0.05$).
가
($p < 0.05$). (5).
5.

						χ^2 -	
19		41(17.2)	84(35.3)	85(35.7)	25(10.5)	3(1.3)	10.9*
		25(9.5)	82(31.2)	108(41.1)	41(15.6)	7(2.6)	
		12(52.2)	5(21.7)	4(17.4)	2(8.7)	0(0.0)	
20- 29		16(15.1)	37(34.9)	40(37.7)	12(11.3)	1(1.0)	50.9*
30- 39		5(4.3)	42(35.9)	51(43.6)	17(14.5)	2(1.7)	
40- 49		16(10.9)	42(28.8)	61(41.8)	22(15.1)	5(3.4)	
50- 59		12(14.8)	26(32.1)	29(35.8)	12(14.8)	2(2.5)	
60		5(17.8)	14(50.0)	8(28.6)	1(3.6)	0(0.0)	
		9(20.9)	17(39.5)	15(34.9)	2(4.6)	0(0.0)	12.5
		23(10.0)	76(33.0)	92(40.0)	33(14.4)	6(2.6)	
		5(8.6)	19(32.8)	25(43.1)	9(15.5)	0(0.0)	
		29(17.1)	54(31.8)	61(35.9)	22(12.9)	4(2.3)	
		12(7.8)	62(40.3)	58(37.7)	19(12.3)	3(1.9)	
		16(14.0)	41(40.0)	42(36.8)	11(9.7)	4(3.5)	
		17(21.0)	23(28.4)	30(37.0)	11(13.6)	0(0.0)	
		2(2.8)	22(30.5)	35(48.6)	12(16.7)	1(1.4)	33.8*
		19(23.7)	18(22.5)	28(35.0)	13(16.3)	2(2.5)	
	100		12(27.3)	14(31.8)	14(31.8)	3(6.8)	
100 199		23(14.3)	58(36.0)	59(36.6)	18(11.2)	3(1.9)	15.6*
200 299		18(10.8)	52(31.1)	71(42.5)	24(14.4)	2(1.2)	
300 399		7(8.3)	27(32.1)	35(41.7)	11(13.1)	4(4.8)	
400		6(13.9)	14(32.6)	13(30.2)	10(23.3)	0(0.0)	

* : $p < 0.05$ ** : $p < 0.001$

가 (p < 0.05). 100 (p < 0.05), 30, 40 가 (6).

6.

						χ^2 -		
19		22(9.2)	70(29.4)	104(43.7)	36(15.1)	6(2.5)	14.1*	
		12(4.6)	51(19.4)	140(53.2)	55(20.9)	5(1.9)		
		2(8.7)	6(26.1)	12(52.2)	2(8.7)	1(4.3)		
	20- 29	12(11.3)	25(23.6)	50(47.2)	17(16.0)	2(1.9)	38.1*	
	30- 39	0(0.0)	28(23.9)	62(53.0)	24(20.5)	3(2.6)		
	40- 49	7(4.8)	35(24.0)	72(49.3)	30(20.5)	2(1.4)		
	50- 59	6(7.4)	19(23.5)	38(46.9)	17(21.0)	1(1.2)		
	60	7(25.0)	8(28.6)	10(35.7)	1(3.6)	2(7.1)		
			6(14.0)	13(30.2)	3(48.8)	4(7.0)	0(0.0)	13.4
			17(7.4)	51(22.2)	117(50.9)	42(18.2)	3(1.3)	
		3(5.2)	15(25.9)	27(46.5)	11(19.0)	2(3.4)		
		8(4.7)	42(24.7)	79(46.5)	35(20.6)	6(3.5)		
		9(5.8)	39(25.3)	79(51.3)	24(15.6)	3(2.0)		
			9(7.9)	37(32.4)	44(38.6)	23(20.2)	1(0.9)	22.5
			6(7.4)	17(21.0)	39(48.1)	17(21.0)	2(2.5)	
			1(1.4)	12(16.7)	43(59.7)	12(16.7)	4(5.5)	
			9(11.2)	16(20.0)	39(48.8)	15(18.8)	1(1.2)	
		100	2(4.5)	12(27.3)	24(54.6)	6(13.6)	0(0.0)	
100 199	16(10.0)	40(24.8)	75(46.6)	29(18.0)	1(0.6)	15.4		
200 299	9(5.4)	39(23.3)	84(50.3)	31(18.6)	4(2.4)			
300 399	3(3.6)	20(23.8)	40(47.6)	17(20.2)	4(4.8)			
400	4(9.3)	9(20.9)	20(46.5)	8(18.6)	2(4.7)			

* : $p < 0.05$ ** : $p < 0.001$

3.

가.

(7). , ‘ ,
 ’ 7 5.67 , ‘
 가 ’가 5.55 , ‘ ’ 5.38 , ‘ ,
 5.45 , ‘ , 5.22 .
 5.57, 5.48, 5.36, 5.40, ‘
 ’ 5.41 .

7.

		±
1.		
	501	5.67 ± 1.32
가	501	5.55 ± 1.29
	501	5.38 ± 1.29
	501	5.45 ± 1.37
	501	5.22 ± 1.39
2.		
	501	5.57 ± 1.35
가	501	5.48 ± 1.35
	501	5.36 ± 1.35
	501	5.40 ± 1.42
가	501	5.41 ± 1.39

가

가

8

가 7

5.31 , ‘ 가 ’ 5.29 , ‘ 가 ’ 5.43 , ‘ 가()’ 3.01 , ‘ 가 가 ’ 가 3.88 . ‘ 가 5.27 , ‘ 가 ’ 5.47 , ‘ ’ 5.18 , ‘ 가()’ 2.81 , ‘ ’ 2.57 .

8. 가		±
1.		
가	가	501 5.31 ± 1.42
가	가	501 5.29 ± 1.37
	가	501 5.43 ± 1.43
		501 3.01 ± 1.48
가	가	501 3.88 ± 1.59
2.		
	가	501 5.27 ± 1.41
가	가	501 5.47 ± 1.33
		501 5.18 ± 1.45
		501 2.81 ± 1.40
		501 2.57 ± 1.46

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2
(support)' 7
5.31 , ' 가
5.15
5.31 , 5.14
(9).

9.

		±
1.		
가	501	5.31 ± 1.51
가	501	5.15 ± 1.42
2.		
가	501	5.31 ± 1.47
가	501	5.14 ± 1.44

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(10)

, '가
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5.00 ' , 4.84
5.03 , 4.84

10.

			±
1.	가	501	5.00 ± 1.62
	.	501	4.84 ± 1.62
2.	가	501	5.03 ± 1.57
	.	501	4.84 ± 1.56

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16).

4.62 ,

3.61

3.99

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		±
	501	4.62 ± 1.40
	501	3.61 ± 1.32
	501	3.99 ± 1.22

16)

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1)

가
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 가' 31.31 , '
 가
 가' 30.47 , '
 가' 30.21 , '
 가' 15.56 , '
 가
 가' 19.80
 ,
 '가
 ,
 28.02 , '
 ' 26.29 (12).

12.

				±
1.				
	가	501	31.31 ± 12.46	
	가	501	30.47 ± 11.96	
가	가	501	30.21 ± 11.84	
,	가	501	15.56 ± 7.86	
가	가	501	19.80 ± 9.78	
2.				
가		501	28.02 ± 13.23	
		501	26.29 ± 12.86	

2)

13 . ‘
가’ 30.71 , ‘ 가
가’ 31.29 , ‘
가’ 28.92 , ‘ ,
가’ 14.19 , ‘
가’가 13.18 .
‘가
’ 28.29 , ‘ ’ 26.36 .
13.

				±
1.				
	가	501	30.71 ± 12.49	
	가	501	31.29 ± 12.14	
	가	501	28.92 ± 12.11	
	가	501	14.19 ± 6.77	
	가	501	13.18 ± 7.57	
2.				
가		501	28.29 ± 13.21	
		501	26.36 ± 12.73	

4. 가

가.

Cronbach's α

(14). ‘ , 5

Cronbach's α ‘ ,

가’ ‘

가 가’

3 Cronbach's α .

Cronbach's α

0.8997 . , ‘ ,

Cronbach's α 0.9204 .

(item-total correlation)

0.30 .

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‘ , 가’

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가가

, Cronbach's α 0.9058 . ‘

, 2 Cronbach's α

0.9384 . (item-total correlation)

0.30

14.

			(item-total correlation)		(Cronbach's α)
	5	3	0.7706	0.8356	0.8997
‡	2	2	0.8528		0.9204
	3	3	0.7842	0.8284	0.9058
‡	2	2	0.8846		0.9384

‡ :

. 가

Fishbein Ajzen ‘ , ‘
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, ‘
, ‘ 3가
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1)

(structural equation modeling) (
6). , $\chi^2_{(17)}=17.351$, (df)=14, $p_{(18)}=0.015$, GFI¹⁹⁾
=0.988, AGFI²⁰⁾=0.965, NFI²¹⁾=0.991 p
가 .
가 .
가
,
-0.083 (p=0.196). ,
가 1 .

17) χ^2 .

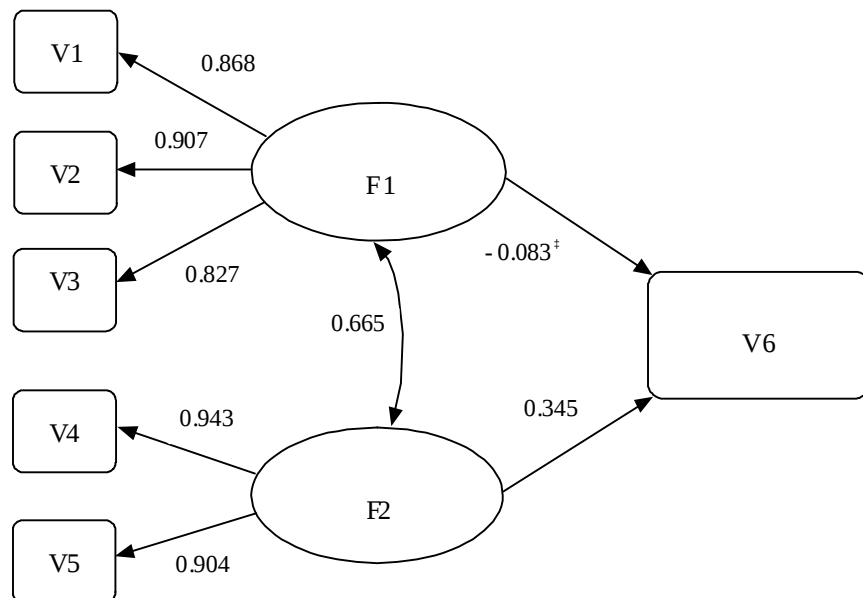
18) p 가 0.05 , .

19) GFI : (Goodness-of-fit index) 0.9 .

20) AGFI : Adjusted Goodness-of-fit index, 0.9 .

21) NFI : Normed fit index, Saturated model() 1, Independence
model() 가 0 , 0.9
가 .

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 0.345 .
 ($p=0.000$). 1
 가 0.345 가 ,
 , 가 2 .
 가 0.665 ,
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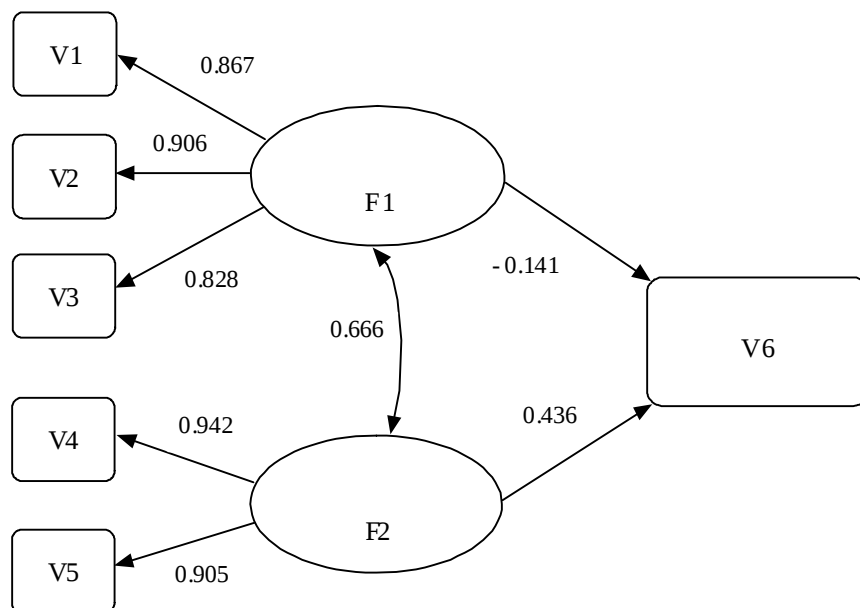


V1 : , 가
 V2 : 가
 V3 : 가
 V4 : 가
 V5 :
 V6 :
 ‡ : $t < 1.96$

8.

2)

,
(structural equation modeling)
(7), $\chi^2=20.436$, (df)=7, $p=0.005$, GFI=0.986,
AGFI=0.959, NFI=0.989 p
가 . 가
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 ,
-0.141
($p=0.027$). , 가 1
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0.436 (p=0.000).
1 가 0.436 가 . ,
 , 가 2 .
가 0.666
 , 가
 .



V1 : , 가
 V2 : 가 가
 V3 : 가
 V4 : 가
 V5 :
 V6 :
 ‡ : $t < 1.96$.

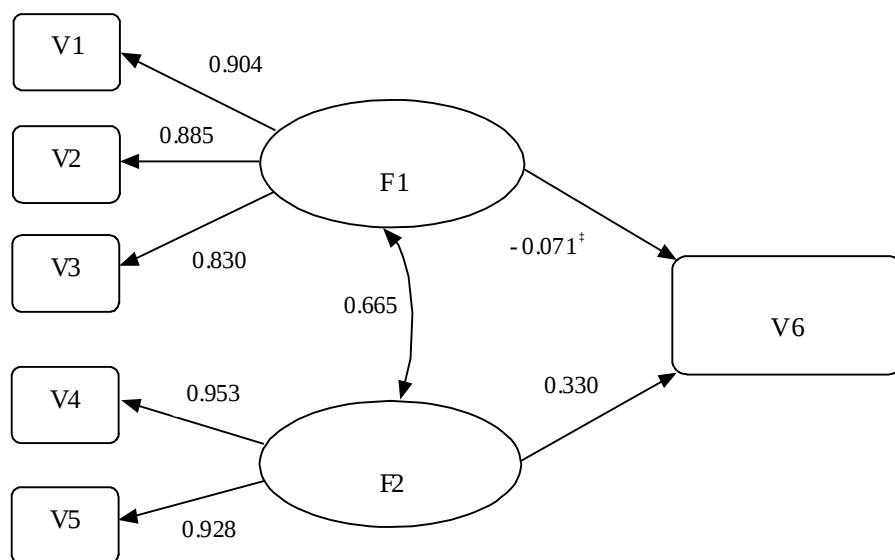
9.

3)

(structural
 equation modeling) (8). ,
 $\chi^2 = 11.717$, (df)=7, $p = 0.110$, GFI=0.993, AGFI=0.978, NFI=0.994
 가

가

0.330 (p=0.000). , 가 2 . 가 0.665 , 가



V1 : , 가
V2 : 가 가
V3 : 가 가
V4 : 가
V5 :
V6 :
‡ : t<1.96 .

- 46 -

가 15 ,
 가 ,
 가 1 , ‘
 가 2 .

15. ,

가	가	t-	p - value
가 1 →	- 0.083	- 1.292	0.196
가 2 →	0.345	5.343	0.000
가 1 →	- 0.141	- 2.291	0.027
가 2 →	0.436	6.825	0.000
가 1 →	- 0.071	- 1.120	0.263
가 2 →	0.330	5.220	0.000

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1993; Smith, and Biddle 1999; Grogan et al 1997)

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(Levin 1999; Mesters, and Oostveen 1994).

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가
(1982). Fishbein
Ajzen(1975) 가 ,
가 ,
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가 가 .
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가
Cronbach's α .
(structural
equation modeling analysis) .
(1990). , 가
(1999).
SPSS Amos 4.0 .
 χ^2 , (df), χ^2 , GFI, AGFI, NFI
가
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501 238 (47.5%), 263 (52.5%)
91.4%가
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가
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가 (1996), 가
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20, 30 가, 30, 40 가 가
(1998) 20 40 가
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가 (1999)
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91.4%
100
가
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가

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 가
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 가 -가
 가
 (Levin 1999; O'Callaghan 1997;
 Brewer 1999; Mesters 1994).

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 가 , (1998)
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 (1999),
 . (Kotler 1990).

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 ‘ - (band-wagon effect)’ . ‘ ,
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23).

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(1999).

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24), , ‘

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25),

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Park(2000)

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23)

24)

0.666,

0.665,
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25)

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가

(1989).

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(Sol, and Wilson 1989).
가
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Fishbein Ajzen (theory of reasoned action)

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가 . . , , , , 20, 30

40, 50 , 40, 50

가

20 . 30, 40

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가 30, 40 가 . 30, 40

가 ,

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가 가 .

가 . ,

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1996;29(2):311- 29
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SQ1. : 1. 2.
SQ2. : _____ 17 65
SQ3. : _____

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	(1) ←-----→ (7)						
① 가	1	2	3	4	5	6	7
② 가 가	1	2	3	4	5	6	7
③ 가	1	2	3	4	5	6	7
④ ,	1	2	3	4	5	6	7
⑤ 가 가	1	2	3	4	5	6	7

6)

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	(1)  (7)						
1) ,	1	2	3	4	5	6	7
2) 가	1	2	3	4	5	6	7
3)	1	2	3	4	5	6	7
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7)

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	(1)  (7)						
(1) 가	1	2	3	4	5	6	7
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	(1) ←-----→ (7)						
(1) 가	1	2	3	4	5	6	7
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	(1) ←-----→ (7)						
(1) ,	1	2	3	4	5	6	7
(2) 가	1	2	3	4	5	6	7
(3)	1	2	3	4	5	6	7
(4)	1	2	3	4	5	6	7
(5) 가	1	2	3	4	5	6	7

10)

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	(1) ←-----→ (7)						
(1) 가	1	2	3	4	5	6	7
(2) 가	1	2	3	4	5	6	7
(3) 가	1	2	3	4	5	6	7
(4)	1	2	3	4	5	6	7

11)

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(1)	1	2	3	4
(2)	1	2	3	4
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(4) /	1	2	3	4
(5)	1	2	3	4
(6)	1	2	3	4
(7) ()	1	2	3	4
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(1) _____, (2) _____



13. 가 ?
① 100 ② 100 199 ③ 200 299
④ 300 399 ⑤ 400

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(01) , (02) 가 (03) 가
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ABSTRACT

Analysis of Customer's Intention for using Hospital-based health promotion services

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The Graduate School
Yonsei University

(Supervised by Professor Woo-hyun Cho, M.D., Ph.D.)

The purpose of this study was to determine the relationships among attitude, subjective norm, and intention in customer's using hospital-based health promotion services. This study was based on the theory of reasoned action which Fishbein and Ajzen suggested.

We subjected to residents of Seoul, Bun-dang, Il-san, and Pyung-chon city who were under 65 years. The sample, stratified by sex and age, consisted of residents(N=501) who lived in the regions. We analysed the data with SAS version 6.12 and SPSS Amos 4.0. We used covariance structural analysis to determine the relationships among attitude, subjective norm, and intention to hospital-based health promotion.

The results of this study were as follows:

First, subjective norm were significant predictor of using intention toward hospital-based health promotion services. Second, attitude didn't have an

effect on intention for using hospital-based health promotion services. Third, there are differences in intentions for using hospital-based health promotion services by sex, age, and region.

The results suggest that a customer's reference group affected a customer's using of the hospital-based health promotion services. Because subjects of this study was specific to some regions, there are some problems in generalizing the results of this study. In spite of this limitation the results of this study can serve as a baseline information in understanding of consumer's behavior for hospital-based health promotion services.

Key words : hospital-based health promotion, intention, theory of reasoned action, subjective norm, attitude, Fishbein,