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Master's Dissertation

Determinants of Alternative Finance Adoption of South Korean Companies

Chosun University Graduate School

Department of Finance

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한국 기업의 대체금융 도입의 결정요인

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Abstract

본 연구의 목적은 한국 기업이 대안금융을 도입하는 데 있어 결정요인을 평가하는 것이다. 총 105 명의 응답자가 연구에 참여하였으며, 설문지를 이용하여 자료를 수집하고, 정량적 방법으로 자료를 분석하였다.

한국 기업의 대체금융 도입의 주결정요인으로서 기업 소유주에 영향을 미치는 여러 요인들이 발견되었다. 공식적 금융 비용, 접근 용이성, 은행 및 기타 공식 기관의 경직성, 자금 규모, 다양한 대체 금융 출처에 대한 정보 가용성, 공식 금융 기관에 대한 업의 태도, 금융 인프라 개발, 운영 규모 및 구조, 내부 관리 태도 및 신뢰 이었다. 자본구조이론에 대한 함의와 관련하여 본 연구에서는자본조달순서이론의 특징을 관찰하였다. 연구 결과에서, 연구는 특히 기업의 사업주가 대체 금융과 관련하여 사용할 수 있는 모든 옵션을 탐색할 수 있도록 대체 금융의 다양한 출처에 대한 인식을 높이는 노력이 있어야 한다고 제안한다. 본 연구는 또한 자금을 제공하고 사업주가 대체 금융을 선택하도록 유도함으로써 대체 금융의 개발 및 보호를 장려하기 위한 정책 및 규제를 만드는 형태로 정부 개입이 있어야 한다고 제안한다.

키워드: 대체 금융, 운영 규모 및 구조, 내부경영태도와 신뢰

1. Introduction

Financing decisions are extremely important to an entity, whether the business will be a success or failure can be determined by assessing financial decisions and strategies affecting and driving growth and the achievement of the objectives of an organization (Abdulsaleh & Worthington, 2013). Financial distress is primarily caused by financial factors. Financing decisions result in a given finance costs or benefits; all financing decisions have the objective of maximizing wealth and financing decision's quality is measured by examining how such a decision affects the performance of a firm.

The extensively discussed efficient market hypothesis (EMH) despite being widely accepted it is not perfect, there has been a significant increase in the rates of interest for large and small credit. As a result of this Korean enterprises have particularly suffered, they seem to be having a hard time being financed through conventional bank loans (Adair & Adaskou, 2015). Consequently, there are adverse effects on investing activities of a firm (Allen et al., 2012). Despite all this, scholars Artola & Genre companies, (2011) and Casey & O'Toole, (2014) point that have proven to have significant contribution towards the society for economic prosperity with regards to employment and improved standard of life.

Črnigoj & Mramor, (2015) state that "over 90% of all existing firms are comprised of Small unlisted firms; these are growth drivers in many economies". The study explained different reasons as to why companies are facing constraints from banks in today's financial environment. 1Fatoki, (2013), argue that bank's credit rationing is the reason for the financial crux facing companies. More arguments for this are provided by Fatoki, (2014), in their study which argues that banks have a tendency of increasing credit conditions in weak economies. Due to this, firms rely on alternative finance for their investing activities. The use of alternative finance may be the answer to complications in finance faced by companies, as opposed to the original finance providers (financial markets and banks).

Through Alternative finance the options for financing get broader and for firms that cannot secure finance through traditional means alternative finance is a perfect solution. Golić, (2014) state that alternative finance initiatives are present in the context of consumer to consumer, consumer to business as well as business to business. Moreover, since the financial crisis there has been a rapid growth in the alternative finance market and current estimate show that in the coming immediate future it may grow further and faster (Graham & Leary, 2011). It appears that the weak state of economy after the financial crisis has been a blessing in disguise as it led to the flourishing of alternative finance sources (Ibrahim & Shariff, 2017).

This is furthermore elaborated by Iwry et al., (2020) who state that the compelled finance by conventional financial system has propelled alternative finance to growth. Notwithstanding the contribution of alternative finance initiatives to the supply side of capital, there are benefits and costs compared to traditional financing. Kaivanto & Stoneman, (2007), in their study they point out the disadvantages of traditional financing. These are, one, in order to use traditional finance information about the liquidity and solvency of a firm must be provided. Two, there high costs of monitoring and stricter lending conditions. Three, in times of bank crises companies that are heavily reliant on traditional finance become very vulnerable. Alternative finance initiatives have potential advantages to both the borrower and the lender unlike traditional finance (Kwak, 2020). Second, capital application from financial institutions like banks is usually a long-winded arduous process.

Alternative financing sources on the other hand are famed for their speed and lack of complexity in the application processing. Kwarteng & Li, (2015) pointed out that Other than the quickness of obtaining the applied capital, the conditions for obtaining the said capital are comparatively more attractive than those offered by traditional suppliers of finance.

1.1 Statement of the Problem

Although the growth rate has been high and its benefits clearly visible alternative finance sources have faced limitations which prevent them from growing further. Mac an Bhaird, (2012) pointed a lack of trust and regulation as a factor limiting further development in the field of alternative finance. (Marimuthu & Singh, 2021) underlined how immature the alternative finance market is. In order for the alternative finance market to develop further authorities must institutionalize regulatory agencies, which will protect investors and other stakeholders. That being said it is essential to examine the construct trust among lenders and investors. Literature review has given proof that trust between companies and banks is very important (Martinez et al., 2019).

(Migiro & Wallis, 2006) stated that alternative finance platforms per estimates range up to thousands. The indicated growth in popularity may be regarded as a growth that lacks control and could have consequences that are potentially negative. Therefore, there is a need to have this immature market regulated. Despite the fact that there is a significant rise in alternative finance sources and its usage the same cannot be said of scientific literature with regard to the subject (Miglo, 2018). According to (Muhammad, 2021), the interest in alternative finance grows when the economy is in a weak state, and as such the interest is lost as soon as the state of economy gets stronger therefore continued interest is rare which explains the lack of literature on the subject.

The literature that exists on alternative finance pays little attention on determinants for its adoption. What are the barriers that prevent adoption of alternative finance in companies? Does lack of awareness contribute to this? How do decisions about a company's capital structure interact with alternative financing initiatives? For as long as these questions remain unanswered, performing research on the topic of alternative finance is desired and justified.

1.2 Objectives of the Study

- To identify the alternative financing sources available to companies in South Korea
- To conduct an analysis of the factors that are important to companies and which impact their choice to use alternative financing
- To investigate the effects that alternate forms of financing might have on capital structure theory

1.3 Research Questions

- What alternative financing sources are available to companies in South Korea?
- What are the factors that are important to companies and which impact their choice to use alternative financing?
- What are the effects that alternate forms of financing might have on capital structure theory?

1.4 Contribution

There is not enough literature on the topic of alternate forms of financing, given the rise of the sector over the years. From what has been gathered from the available literature there are challenges that limit further development of alternative finance, as there are possibly a number of factors which influence the decision to adopt alternative finance sources. So, this study will contribute academically by uncovering the determinants for adoption of alternative finance and the implications on capitals structure theory. Moreover, this study has explored how alternative finance decisions imply to capital structure theory. Also, this study being explorative sets the stage for future investigation of the topic of alternate forms of financing, especially from the perspective of South Korean's companies. Finally, the findings from this study indicate the capital structure theory and how it is affected by alternative financing.

The various stakeholders with interest in alternative finance are bound to encounter development setbacks of their own in time. The general objective of this research is to assess alternative finance sources for companies in particular the factors which determine its adoption. The findings will help these heterogeneous stakeholders of alternative finance to know on their own what should be done in order for the alternative finance market to develop further. The results of this study provide insight on financial decision-making process of enterprises particularly on whether alternative finance should be adopted or not and if yes then why. When the decision-making process is properly understood it will be possible to provide financing solutions that are appropriate to a firm's requirement. Moreover, the findings of this study can be of a general contribution to all in the business network and financial community through sharing the knowledge of the study.

2. Literature Review

Theoretical Framework

Important ideas and constructions are brought to the forefront throughout the theoretical framework, that are directly associated with the study at hand. Moreover, in this section the various key terms of the study are introduced, defined and discussed with the view of avoiding any ambiguity. Items discussed in this chapter are the definition of key terms which are Korean companies, alternative finance, capital structure and capital structure theories. Later on, the researcher introduces taxonomy of alternative finance so, to give a general summarized overview of the alternative finance landscape, and then the empirical literature review follows.

An Explanation of Korean companies

Korean companies have been defined in different ways by people different countries. Normally various measures of size are used depending on the level of development of a particular region or country (Robinson, 1982). According to Young, (1985) companies are all entities that engage in economic activities regardless of their legal form. Legal form refers to form of ownership such as sole proprietorships, partnerships, Joint Stock Company and more. Frank, (1999) defined SMEs based on a number of criteria which are number of employees, rate of turnover and an economic definition that was based on the essential characteristics of firms. Like it has been said there are many techniques/ measurements that are used to determine companies and it depends on their purposes. Sales turnover, total investment and total number of employees are some of the predominantly used measurement basis (URT, 2002).

The term enterprise is used to describe micro, small and medium and large enterprises. In some cases, the term micro, medium and large enterprises (MSMEs) is used to mean the same thing. According to URT, (2003) SMEs encompasses all non-farm economic activities such as mining, manufacturing, services and commerce. A study by Kessy and Urio (2006), defines companies as entities undertaking productive activities for production or distribution of goods and/or services, they are usually in but not limited to the private informal sector. The government of South Korea provides a definition in accordance to capital investment in machinery, employment size, and sector. An enterprise with not more than five employees is categorized as micro, an enterprise with a number of employees ranging from 5 to 49 is categorized under small, an enterprise with the number of employees between 50 and 99 is categorized as medium and an enterprise with employees exceeding 100 is categorized as large. (URT, 2003).

A Definition of Finance

According to Kurt, (2018) the term Finance is a wide one, but it essentially provides a description of two related activities: one studying the management of money and two the actual process of acquiring needed funds. It entails the creation, oversight, and study of money, investments, assets and liabilities, credit, banking, and all things that comprise financial systems. The majority of fundamental concepts in finance are derived from micro and macro-economic theories. Among these theories is the most basic theory the time value of money theory, according to this theory in the simplest of terms cash owned at present is worth more than cash to be owned in the future. Since everyone ranging from government entities, businesses and even individuals, all need financial resources to operate; the field of finance is commonly divided into three different categories, these are personal finance, corporate finance and public (government) finance. (Kurt, 2018)

Personal Finance

In general, financial planning constitutes analysis of the financial position of an individual or the whole family, which is followed by formulation of strategies for future needs taking into consideration financial boundaries. Personal finance is naturally an activity that is very personal; it is affected by factors such as an individual's living requirements, earnings, desires, and goals. For instance, people have to save money so as to have sufficient saving on the event of their retirement; this means they have to invest enough money along the way to properly fund their future plans. Financial management decisions such as that are personal finance decisions. Other financial decisions that fall under Personal finance include the purchase of different types of investments and financial products, such as mortgages, insurance, and credit cards. Personal finance also includes Banking in checking and savings accounts together with online and mobile payment services like M-Pesa and Tigopesa. As far as this study is concerned companies were under the category of personal finance since all were privately held and operated by individuals and families.

Corporate Finance

All financial activities in relation to running a corporation fall under corporate finance. In corporate finance usually there is a division or department in place specific to oversee the financial activities. Consider this example; a large company faces a choice of raising capital funds either through debt finance or equity finance. Sometimes firms receive advice from

Investment banks on the best choice after taking all things under considerations and assist in marketing the securities. Startup firms may receive funding from venture capitalists or angel investors for a portion of ownership. When a company is doing well and makes the decision to become a public company, it will make an initial public offering (IPO) by issuing shares on a stock exchange market so as to raise capital. Consider a firm that is facing a decision of choosing between two projects whereby as a result of budget constraints it has to finance one project and table another for later. Decisions such as that fall under corporate finance. (Kurt, 2018)

Public Finance

According to Kurt, (2018) policies regarding activities such as debt issuance, taxation, spending, and budgeting in short, all policies affecting how a government pays for the services it provides to the public fall under public finance. Through activities such as overseeing of distribution of income, allocation of resources, and stabilization of the economy the central government helps prevent market failure. The biggest source of income for most governments is taxation. Other sources include loans from banks loans, other financial institutions such as insurance companies and foreign governments also help finance the government. The government has broader social responsibilities apart from managing money for its everyday activities. These responsibilities include making sure it attains an equitable distribution of income for its citizens and enacting policies that will result in a stable economy.

Alternative Finance

According to Allen et al. (2012), the conventional financial system is made up of traditional banking institutions as well as financial markets. Alternative finance is the term that is used to describe sources of finance that do not fall under traditional finance systems such as financial institutions and financial markets. That being said, alternative finance is defined as “all the nonbank nonmarket sources, with the inclusion of internal finance (such as retained earnings) and alternative external finance" (Allen et al. 2012), to determine congruence among scholars there were attempts to search other definitions of alternative finance but the existing literature does not explain well the term alternative finance. Therefore, the definition offered by Allen et al. (2012) will serve as the basis for this investigation.

According to Degryse et al. (2012), medium and large-sized enterprises (SMEs) have limited access to financial markets. As a result, capital structure options are often restricted to choosing between equity investments and debt investments, such as bank loans. Unlike large corporations, who have a broader scope of financing options such as public debt (convertible bonds, zero-coupon bonds, etc.) and private debt. Because some companies have limited sources of finance, their primary financing source is loans from banks, and companies mainly have to choose among banks in their financing decisions.

Although the usage of alternative finance sources is still not evenly spread, available literature on the subject suggests there is a great potential for growth, giving a reason to identify defining features of alternative finance (Allen et al. 2012). Alternative finance instruments that are known globally include private placement, companies mini-bond, community shares, social impact bond, and cryptocurrencies such as Bitcoin. Alternative financing activities through 'online marketplaces' are equity crowd funding, reward-based crowd funding, invoice trading, consumer and business lending from peer to peer, and third-party payment platforms. The categorization of the various forms of alternative finance is not a strict one; they sometime overlap with one another and may combine aspects of each other. Consider for instance peer-to-peer lending, this fit the description of both crowd funding and marketplace lending.

A study by Abdulsaleh and Worthington (2013) showed that financing sources used by companies shift from traditional sources of finance like personal savings and retained earnings. The study found Alternative finance sources available to companies were financial help from family and friends, associates, VC, angel investors, and trade credit (Ibrahim and Ibrahim, 2015;

Abdulsaleh and Worthington, 2013; Ibrahim and Shariff, 2016; Adebisi and Olayinka, 2013). Finance from outside the organization includes banks, securities markets, and commercial institutions (Abdulsaleh and Worthington, 2013). Taking from the model of economic growth cycle it is argued that the requirements of a business and the investment decisions available to companies change throughout the different stages of the business development cycle (Ibrahim and Shariff 2016; Abdulsaleh and Worthington, 2013).

According to a study by Golić (2014) who focused on crowd funding as a source of alternative financing for companies, Crowd funding is one of the first and in a way, it is a new idea of sourcing funds by online means that brings together investors and entrepreneurs (Fatoki, 2013; Golić, 2014). Entrepreneurs raise money online by openly inviting a relatively large number of investors with relatively medium amounts to finance business ventures (Golic, 2014). In the study Golić also examined the various opportunities, that had the potential to benefit the expansive socio-cultural political community and the hopeful crowd funding customers like SMEs. Golić, (2014) points out that in the global financial crisis of 2008 companies were among the significantly affected. Golić noted that banks didn't give adequate funding under acceptable and sufficient terms to finance medium and large enterprises in developing countries. The uncertainty of macro economy in developing countries discouraged banks from granting credit to companies (Fatoki, 2014; Golić, 2014). The study reached a conclusion that compared to banks and capital markets, crowd funding was an alternative source of financing more accessible to companies.

Capital Structure

One component of a company's capital structure that might be taken into consideration is the use of alternative financial sources. According to Baker and Martin (2011), the capital structure of a company is "a mix of diverse financial sources that a corporation employs." This definition was provided by Baker and Martin (2011). This includes stock investments, debt investments, and hybrid securities that are used by a company in order to fund its operations, assets, and future development. Hillier et al. (2013) defined capital structure as "the percentage of financing of a business spanning from short term to long term equity and debt." Baker and Martin's definition is accord with Hillier et al. (2013)'s definition of capital structure. For this study Baker and Martin’s (2011) definition is favored over Hillier et al.’s (2013) as it is more elaborately explained. As it appears more clearly from the definitions, the capital structure of a firm incorporates alternative finance sources. With that being said capital structure decision theories associates alternative finance sources adoption decisions

There are many theories that have tried to explain the determinants of capital structure decisions. Under this study, three particular theories are extensively discussed as in the literature they are considered having the capability to explain capital structure under certain conditions (Michaelas et al., 1999; Niu, 2009; Frydenberg et al., 2011; De Jong et al., 2008; Baker and Martin, 2011). The theories include the pecking order theory, the statistic trade-off theory and the agency theory.

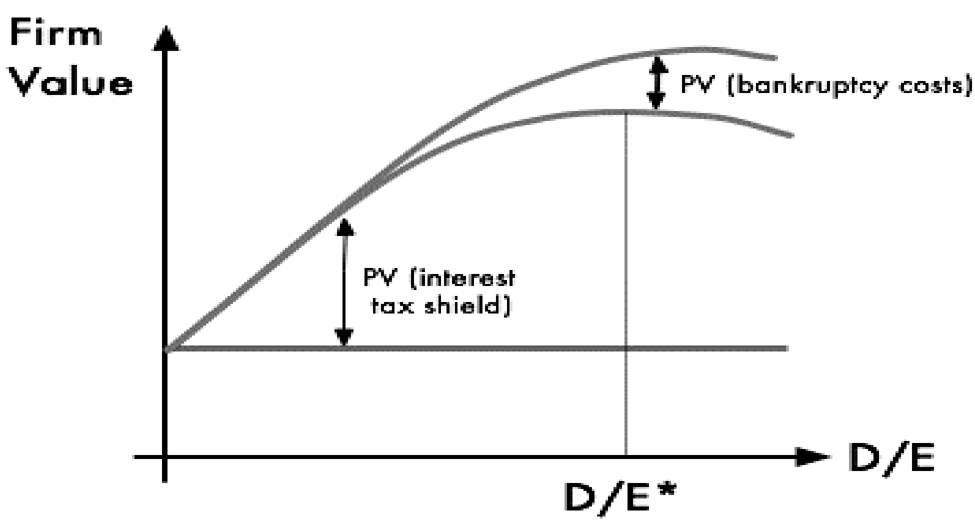
Trade-off Theory

Trade off theory is benchmarked with the notion that optimal capital structure decision involves the trade-off between the benefits and the minuses of leverage. Trade off theory explains on financial risk being increased as firms try to use debt financing with the aim of tax saving, thus profitable firms with lower costs of financial distress are more efficient to use debts financing than unprofitable firms. Through weighting the advantages of debt, tax deductibility of interest, bankruptcy costs and agency conflicts, the optimal balance of debt and equity can be identified (Fama & French, 2002)

The assumption of trade off theory is that bankruptcy costs as well as taxes are the main factors that determine the optimal debt level. The suggestions given under the propositions of trade off theory is that companies may use debt up to a certain point where the benefits of interest tax shield are offset by the costs of financial distress. This means that companies, may be likely to utilize leverage up to a point where the advantages are gained through shielding earnings and profits from taxes is not in math with the expected costs of bankruptcy. Figure 2.1 below demonstrates that at the optimum point both value of the tax shield axis and debt axis starts to fall at same time as when present value financial distress starting rising up. Furthermore, as time goes on the bankruptcy cost may prevail over the benefit and a firm may economically begin to face bankruptcy.

Niu, (2009) explains the trade-off theory states that, a firm aims at achieving the optimum balance between equity and debt, to later on Take full advantage of a tax shelter since the interest that is due on debts are tax deductible but the revenue that is generated from equity is subject to corporation taxation. An increase in debt however leads to an increase in the risk of financial distress, which in turn leads to an increase in the cost of debt. With that being said with the statistic trade-off theory, the company will aim to find the right balance between equity and debt, a balance which will provide the lowest possible weighted average cost of capital theoretically.

[Figure 1] The Trade-off Theory



Agency Theory

The agency theory on the other hand tries to explain the capital structure of a company in accordance with agency costs. Agency costs refer to all costs that arise as a result of the possibility that there will be a conflict of interest between the principal and agents, that is, equity holders and managers respectively (Graham and Leary, 2011). For instance, the use of retained earnings for strictly investing activities, is an example of an agency conflict. When managers employ debt to finance new projects, they lose incentive in wasting capital. Agency cost theory proposes that firm value may be increased through effective and optimum utilization of leverage but brings the caution that devastating (overwhelming) financing of firm operations through debt is more likely to cause damage. Nevertheless, the agency cost problem has instigated, companies investing in potential assets that in future expected to generate higher growth and return opportunities have difficulty to secure debts against such assets (Liang, Fang Li, & Song, 2014).

From the principal-agency concept we find managers being the agents of shareholders with the primary role of acting in the best interest of their principals, hence agency cost theory proposes that managers should expand the company operations through potential investments so, as to maximize the value of shareholders. Agency costs are incurred by principal to regulate the activities of managers because as a company grows managers are more likely to gain more control on financing resources. These increased accesses to capital may heighten the power possessed by managers, whereby the risk of manager using further his personal endeavors may arise.

Furthermore, the risk of managers promoting beyond what is optimal for the company and its owners may arise (Jensen, 1986). Hence, this conflict of interest between the hired management and shareholders is what brings about the whole ideas of agency problem. To rectify these conflicts and ensure that managers act in the best interests of their owners, shareholders have to regulate the activities of management. It is fundamentally not possible for capital owners to regulate and make sure that management acts in their best interest at no cost (Jensen & Meckling, 1976). These costs of regulating the activities of management may arise as monitoring costs, control costs.

The Pecking Order Theory

According to Michaelas et al. (1999), the next concept is the pecking order theory. This theory is developed from the information asymmetries theory and defines the funding preference of an organization according to a hierarchy, that is, first there is internal financing, and then debt financing followed at last by equity finance (De Jong et al., 2008). This hierarchy results from the component of information asymmetry, as managers aim not to disclose too much information as possible as they can when new capital is required. A theory by Williamson (1988) described the similar sequence of finance as the principle of the pecking order. Gossy, (2008) Points out that the arguments underlying the theories however are different, as Williamson's theory reasons from transaction costs.

Pecking order theory tends to argue that if internal financing is sufficient, firms will mostly prefer debt finance over equity finance. If a firm does not have enough cash on hand for investment operations or if its dividend policy does not allow for investments, it will need to seek funding from other sources. As its name pecking order this theory explains the idea of firm financing as a law of least effort whereby there are three significant phases, with each subsequent step being less desirable than the one before it; these processes constitute the recommended sequence of raising money for firms, but they are not always followed precisely in reality.

Conferring to the law of least effort pecking order proposes that companies prefer to finance their operations through internally generated funds then if, it proves insufficient management will consider debt finance and in the last place external equity. As explained by (Hamberg,

2001) the reason that led to this proposition is based on several observation. As firms always prefers internal funds than external funds, whereby internal financing of investment may have the impact of integrating financing activities with investment, setting up dividend policies with the aim to ensure that previous projects cash flow matches the financing needs of the future potential investment.

Kayo and Kimura, (2011) note that there are different Capital structure decisions for different countries. For companies the most relevant theories are the theory of trade-off and the theory of pecking order (Degryse et al., 2012), since most companies are owned privately. Degryse et al. (2012) Furthermore states that, the decision with regard to companies capital structure follows the pecking order theory. These findings are partially in congruence with findings from a study by Chen and Jiang (2001), who found in their study evidence that supported the pecking order theory. Findings from that study however cast doubt on the component of information asymmetry as the argument is rejected in the majority of instances. The results, in addition, give data that supports the hypothesis of statistical trade-off. companies employ provisions including such pension liability and bad debt to shelter income, and Chen and Jiang's (2001) analysis views these provisions as a non-debt tax shield. companies use provisions including such pension liability and bad debt to hide revenue. This analysis concludes that the argument for a non-debt tax shield is not valid since the use of provisions as a tax shield is only expected to function temporarily and not permanently. This is due to the fact that taxes are paid periodically on any cash that is withdrawn from an organization. As a result, the research makes the assumption that the pecking order hypothesis is most likely to be appropriate for small and medium-sized enterprises.

Adoption theory

There is an extensive literature on the theory of adoption, as there has been many scholars who have come up with diverse frameworks and theories. In order to examine a variety of frameworks and the structures they include Wisdom et al. (2013) in their study employed an approach of narrative synthesis so as to clearly define general elements of adoption practices. Wisdom et al.'s (2013) review is especially interesting as it may very well considered as an elaborate summarization of the current adoption theory. This review describes the adoption theory landscape as spread as it does not seem like a consensus can be reached among those who have ventured into this subject on the numerous varying definitions and measures in relation to adoption theory. However, it is important to note that the Wisdom et al.'s (2013) study is about innovation adoption theory. An argument could be presented on whether alternative finance forms should be treated the same way as innovation. Rogers (1983) defined Innovation as "an object, a practice, or an idea, that is perceived as new by an individual or another unit of adoption. It presents new alternative or alternatives to solving problems to an organization or an individual".

According to Wisdom et al., (2013) Adoption could be considered as a procedure, which includes the construction of components that are pertinent throughout a number of various contextual levels. Such levels were categorized into different groups; these groups are individual, innovation, external, and organizational. The theoretical model that Wisdom et al. (2013) developed is shown in the table that can be found below. Despite the fact that contextual contexts have been divided up into the aforementioned categories, there are many other constructions that share similarities. The contextual level, also known as the external system, is made up of all of the variables that originate from outside of an organization and have an effect on adoption. Another contextual level known as the organization provides a view from the inside looking out on all aspects that are connected to adoption. The level that comes after the contextual one is called innovation, and it displays the qualities of the invention as it is viewed. The individual level of context comes in last, but it's certainly not the least important; this level looks at the variables of adoption from the point of view of a person.

<Table 1> The adoption theory framework Adjusted from Wisdom et al. (2013)

Level	Adoption constructs (predictors)	Description
External system	**Changes in External System-level Adoption Constructs:**	
	External Environment	A company may be forced to take measures due to competition. E.g., the adoption of alternative finance
	Government Policy and Regulation	Policies and regulations by the Government may directly affect adoption of alternative finance
	Social Network (Inter- systems)	Social connections within external systems that may induce adoption
	Regulation with Financial Incentives	Regulation associated with financial incentives and reward systems for adoption.
Organization	**Changes in Organization-level Adoption Constructs:**	
	Absorptive Capacity	The capacity of an Organization to put to use new and current knowledge
	Leadership and Champion of Innovation	The attitude of an organizations Leadership and the drive to adoption
	Network with Innovation Developers and Consultants	Collaborating and working with innovation developers and consultants
	Norms, Values, and Cultures	An organization's culture, values and norms may influence adoption
	Social Climate	Social climate of learning and pressure
	Social Network (Inter- organizations)	The relationship between one organization with another organization
	Training Readiness and Efforts	Training readiness and efforts Organizational training and efforts in relation to adoption
Innovation	**Changes in Innovation-level Adoption Constructs:**	
	Complexity, Relative Advantage, and Observability	The degree of easiness and complexity, the comparable benefits of one form over another and the awareness of the various forms
	Cost-efficacy and Feasibility	The feasibility and efficacy of costs in relation to adoption
	Evidence and Compatibility	Evidence that a source to be adopted is capable of fulfilling the needs of an organization and that is compatible with an organization
	Facilitators and Barriers	Different factors that facilitate or act as barriers to the adoption in the context of all levels of an organization
	Innovation Fit with Users' Norms and Values	Innovation fit with users' norms and values Perceived goodness-of-fit between an innovation and one's norms and values
	Trial ability, Relevance, and Ease	Trial ability, relevance and the feasibility of being put to the test
Individual	**Changes in Staff/Individual-level Adoption Constructs:**	
	Affiliation with Organizational Culture	Affiliation with organizational culture Fit between individual staff and organizational culture
	Attitudes, Motivations, and Readiness towards Quality Improvement and Reward	Individual attitudes, motivations, and readiness towards change, adoption.
	Feedback on Execution and Fidelity	Feedback on the outcome of adoption, success stories will induce further adoption
	Individual Characteristics	Characteristics specific to an individual such as experience, level of education, attitude overall knowledge and skills
	Managerial Characteristics	Characteristics of management for example attitude, level of general understanding, skills and culture.
	Social Network (Individual's Personal Network)	Relationship among individuals within an organization
	Readiness for change/capacity to adopt	The capacity, willingness and readiness of a client/consumer the recipients of an innovation to adopt

A study by Rotchana and Speece (2003) underlined Specific factors which focused on the adoption of internet banking. Some of the critical issues that affected adoption were a lack of legal support and lack of trust. The findings by Rotchana and Speece (2003) are in agreement with conclusions reached by Wardrop et al.'s (2015) study, who argued that in order for the alternative finance market to develop further there will need to be trust and regulation. Wardrop et al.'s (2015) study specifically mentions the constructs trust, government policy and regulation and hence these constructs have been validated.

Taxonomy of Alternative Finance

Alternative finance taxonomy was developed by Wardrop et al. (2015). This taxonomy put different alternative finance sources into categories. A lot of these alternative finance sources are recognized by Bruton et al. (2015), although their study was primarily about entrepreneurial firms. This study decided to go with the taxonomy of Wardrop et al. (2015) as it is the most recent thus it is a good reflection of the current financial landscape and on top of that it is drafted from a general perspective. It is important to note though that the landscape of alternative finance landscape is experiencing a dramatic evolution thus this taxonomy has been adopted for this study may not stay relevant for long. The taxonomy shows alternative finance as being in the form of consumer to consumer, consumer to business and/or business to business. As this study is partly about what alternative finance imply to companies, therefore business to business and consumer to business financing are considered as the most relevant forms.

<Table 2> An overview of alternative finance adapted from Wardrop et al. (2015) a working taxonomy of alternative finance

Peer-to-peer consumer lending	Debt-based transactions between individuals: most are unsecured personal loans
Reward-based crowd funding	Backers have an expectation that recipients will provide a tangible (but non-financial) reward or product in exchange for their contribution.
Peer-to-peer business lending	Debt–based transactions between individual/institutional investors and existing businesses who are mostly SMEs.
Equity-based crowd funding	Sale of registered security by mostly early–stage firms to investors.
Community shares / microfinance	Microfinance is when entrepreneurs who are usually at a disadvantage economically and financially marginalized borrow small amounts to finance their operations. The amounts borrowed are usually relatively small there is however a debt obligation incurred still. Community shares refer to the sale of withdrawable share capital in cooperative and community benefit societies.
Donation-based crowd funding	No legally binding financial obligation incurred by recipient to donor; no financial or material returns are expected by the donor.
Invoice Trading	Firms sell their invoices or receivables to a pool of individual or institutional investors.
Debt-based securities	Lenders receive a non–collateralized debt obligation, typically paid back over an extended period of time. Similar in structure to purchasing a bond, but with different rights and obligations.
Pension-led funding	Mainly allows SME owners/directors to use their accumulated pension funds in order to invest in their own businesses.

The researcher included Wardrop et al.'s (2015) taxonomy in this study so as to give an overview of the various alternative finance sources. As it stands at the time of this research this taxonomy is current state agrees with the proposed definition of alternative finance as described in chapter 2.1. This study considers the taxonomy being in need of improvement, as the categories could be broadened so the weight and relevance of various alternative finance sources can be underlined. For example, the category of peer-to-peer business lending is an extensive.

2.1 Empirical Review

A study was conducted by Nguyen & Canh, (2020) with the general objective of determining the effects of alternative finance on performance of companies. The study area was Nairobi city in Kenya. The findings of the study showed that major obstacles in accessing alternative finance sources were guarantor requirement, lack of collateral, lack of audited financial statements and high cost. The study established the biggest obstacle was high cost of alternative source of financing least was lack of audited financial statements.

Also, the study Nuwagaba et al., (2021) showed the most widely used alternative finance source was Trade credit. Retained earnings and invoice discounting came next. The reason for wide usage of trade credit was its ease of access and availability. Medium sized enterprises were one, that preferred Invoice discounting and retained earnings compared to other groups in the companies category, this was attributed to their complex nature. In the study stratified and random sampling were used and the sample size was eighty-five (85) companies from Nairobi County. Determinants for adoption of alternative finance sources in Erick's study were stringent requirements from traditional financing; these requirements were need for audited financial statements, guarantors and collateral (Oke, 2020).

Paulet et al., (2014) had an objective of identifying the determinants choice of the mode of alternative finance. Findings identified level of decentralization, cost of financing, debt risk, and level of development of infrastructure as the main determinants for the choice of alternative finance source. It was identified that formal financial institutions required collateral for companies before advancing loans. During advancement of loans there were stringent capital requirements attached, these were seen to be a hindrance in securing debt through traditional financing. These hindrances form the basis for the need of alternative financing; they serve as the determinants of choice of alternative sources of finance. Financial services and conditions available to companies were dictated by the level of development of infrastructure.

A study by Procasky, (2021), found that there were a number of organizational characteristics that formed the basis for determining a choice of source of alternative finance. The study showed that Government policies and regulations had no effect in the adoption process.

These findings were in disagreement with the findings from a study by Rupeika-Apoga & Danovi, (2015), used a framework developed by Wisdom et al, (2013) to analyze data. The study came to a conclusion that most companies financing structures follow the pecking order theory. A study by Sadqi & Tariq, (2017) which examined the determinants of large companies access to finance found the determinants were size and the stage of development of a country. The researchers used a uniform questionnaire to collect data from six East Asian countries; these are Cambodia, Malaysia, Indonesia, China, Vietnam, Philippines, Thailand, and Laos. Size of firms was discussed in relation to the ability of companies to provide all the financial information needed during the process of pursuing capital funding from traditional lending institutions. companies were seen to lack sufficient information to convince formal institutions to provide funds. As a result, it became necessary for companies to turn to alternative sources of finance. Large firms did not seem to have this problem as they had formed longer term relationships thus it was easy for them to secure formal financial aid.

Singh & Kumar, (2012) carried out during the financial crisis in Europe, which makes it appropriate as it makes it easy to detect changes in the financial market as well as what they imply. The findings by Singh & Kumar, (2012) show that as a result of bank constraints firms were forced to seek alternative sources of finance. companies which rationed themselves (that looked for other sources of finance because of formal finance being costly) showed an inclination towards grant finance. The study found no relationship of significance between constraints by banks and companies seeking finance from financial markets. Singh & Kumar, (2012) found that companies that were constrained by Banks opted for trade credit more than any other source of alternative finance.

According to Апальков, (2018) who carried out a study on the financing of companies businesses in Nigeria, by considering the important contribution of Nigerian commercial banks, cooperatives, and microfinance banks. The following were identified as the sources of finance for companies in Nigeria; these are local authorities, money lenders, and personal savings. Апальков, (2018) add that other sources include funds from formal investment sector such as angel finance and equity financing through VC. Alternative finance sources comprised of over 70% of the funds obtained by companies.

The study by Abdulsaleh & Worthington, (2013) and Adair & Adaskou, (2015) found that availability of finance for companies was important for Nigeria to achieve and maintain economic growth. Access to bank credit and finance assistance from financial institutions was difficult for companies in Nigeria (Abdulsaleh & Worthington, 2013: Adair & Adaskou, 2015). Due to lack of enough information on companies and high risks involving Banks have a hard time dealing with companies compared to other finance seekers (Allen et al., 2012). According to Artola & Genre, (2011) some of the problems that companies face are low technology and difficulty in accessing labor and operational funds such as credit finance. The studies found that the main sources of finance for companies were personal savings, fund from family and associates, according to the study bank loans and funds from other financial institutions are rare for medium companies (Casey & O'Toole, 2014; Črnigoj & Mramor, 2015).

3. Research Methodology

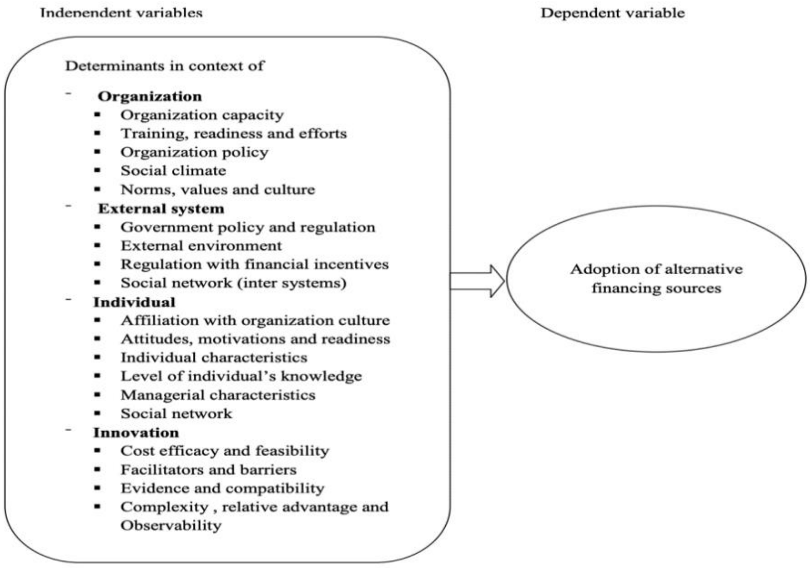
3.1 Conceptual Framework

Conceptual framework is a visual or written product that explains by way of graph or chart central issues to be covered in the study, the important concepts, factors or variables and the nature of the relationship that is supposed to exist among them (Fatoki, 2013). Hence it can be said that the conceptual framework is a model that outlines possible courses of action to be used in a research study to present an approach that will be used to discuss an idea or thought, a Conceptual framework is made up of two variables: independent and dependent variables (Fatoki, 2014).

Figure 1 shows the independent variables as well as the dependent variable of this study. In the course of the research, an attempt was made to quantify these factors in relation to the choices made about alternate forms of financing for companies. The researcher has made an attempt to classify the determinants by making use of the contextual levels that are included within the theoretical framework that Wisdom et al. developed (2013). These tiers are as follows: individual, organization, innovation and external system.

[Figure 2] Conceptual framework for this study

Source: Developed from Wisdom et al.'s (2013)



3.2 Research Design

According to Goli (2014), a research design helps the organization of the multiple circumstances for collecting and analyzing data in a manner that seeks to combine relevance to the study purpose with efficiency in procedure." A research design is the conceptual framework for doing research; it serves as the foundation for data collecting, measurement, and analysis.

A questionnaire was used as the research design for this study. This allowed for the capture of a large population and area, as well as the explanation of the characteristics of a large population. Additionally, it ensured that a sufficient sample was gathered, which increased the accuracy and the study's goals were achieved, and from which conclusions and recommendations were derived.

3.3 Quantitative Data Analysis

Descriptive statistics was performed to summarize and describe the characteristics of data collected. Further OLS regression analysis will be conducted to examine the relationship between the determinants in the context of organization, external system, individual and innovation with alternative sources of finance

3.4 OLS Regression Model

$$ASF = \alpha_0 + \beta_1 OC + \beta_2 ES + \beta_3 Ind + \beta_4 Inn + \epsilon_i$$

were,

ASF: alternative source of finance

OC: Organizational context

ES: External System Ind

Ind: Individual

Inn: Innovation

This study has used the terms factor, predictor, and determinant interchangeably and are considered to have the same meaning. Graham & Leary, (2011) defines the term determinant as “a factor which decisively affects the nature or outcome of something”. Also, the Ibrahim & Shariff, (2017) defines a predictor as “someone or something that predicts the happening of something in the future or will be a result of something”.

The model above has divided the determinants for the adoption of alternative financing sources into a number of categories which are organization, external system, and individual.

Organization level predictors refers to all factors at an organization level that affect the adoption of alternative finance, this includes predictors such as capacity of the organization to utilize alternative finance, leadership style that champions the use of nontraditional financing sources, organization’s relationship and collaboration with different financers, according to Wisdom et al (2013) norms, values and culture of an organization are good predictors for the adoption of alternative finance, others include operational size and structure, level of understanding and readiness for change (Iwry et al., 2020).

Under this category, predictors are factors outside the organization or enterprise; these include competition that may force businesses to take measures such as adoption of alternative finance, Government policy and regulation enacted that may have direct implications on adoption and Regulation associated with financial incentives and reward systems for adoption (Kaivanto & Stoneman, 2007). According to Kwak, (2020) most people perceive the government and its regulations negatively; this is due to the belief that government influence only serves to push out firms out of the market and its plans to prevent failure of markets always go sideways. Kwarteng & Li, (2015) notes that regulations are a way to prevent entry into the market. Looking it from the view of alternative finance, regulations could have a positive impact on alternative finance platforms by introducing some element of structure and formality on its uncontrolled sprawl, as described in the introduction of this study. It was not easy getting a proper definition of regulation as there are not many studies dedicated to the term (Mac an Bhaird, 2012). A study by Marimuthu & Singh, (2021) provided a definition which defines government regulation as: “the practice of a government imposing rules, supported by the enforcement of penalties with the specific goal of modifying the economic behavior of both individuals as well as firms in the private sector”. A number of studies have supported this definition of regulation (Martinez et al., 2019; Miglo, 2018). Since this definition by Muhammad, (2021) hasn’t had any notable opposition, it is considered to be adequate and supported thus it is adopted for use in this study.

Here predictors focus on individuals, under this category there may be predictors such as Individual attitudes, Individual characteristics such as experience with adoption, knowledge, skills, and awareness of alternative finance source, motivations, adoption, and readiness to accept change, and lastly Manager characteristics such as innovative attitudes, education, skills, and knowledge that influence adoption (Nguyen & Canh, 2020). Another factor that under this category that has already been identified is trust; this factor is subject to validation by the researcher. For many years many academic disciplines such as marketing, public relations, organizational behavior, management and psychology have been interested in the construct trust. A lot of definitions have come from all these disciplines defining the construct trust and ways to measure it (Nuwagaba et al., 2021). Oke, (2020) points out that scholars have not yet reached an agreement on one universal definition or measurement of the concept trust. For the purpose of this study the concept trust is viewed from an organization perspective as financing stems from organizational activities.

The study Paulet et al., (2014) on organizational trust is prominent and more relevant to this study. In their study "trust" was put into two categories, namely, interpersonal and inter-organizational trust. The definition of Trust is "The state of expecting that an individual (1) is reliable enough to carry out obligations to completion, (2) their behavior would be the one predicted or expected, and (3) should there be a window for opportunism they will fairly act and negotiate in the best interests" (Paulet et al., 2014).

Procasky, (2021) provides a definition of Interpersonal trust which is "the extent of an individual's trust to another within an organization". The definition of Inter organizational trust on the other hand is given as "the degree of trust that members of another organization have on the partner organization". This clear distinction of interpersonal and inter organizational trust from an organizational perspective, and scientific support, makes Rupeika-Apoga & Danovi, (2015) definition more appealing and the researcher found it appropriate and sufficient for this study.

Under this category, determinants are those that gives alternative finance an edge over traditional sources of finance, predictors under this category are factors such as perceived, relative advantage over other conventional sources of finance, cost efficacy and feasibility, perceived evidence that an alternative finance source works, perceived facilitators and barriers trial ability relevance and ease (Sadqi & Tariq, 2017).

Although the term "alternative finance" can be expressed in a number of different ways, it could be understood with reference to non-traditional sources of payment or the sourcing of funds in place of the conventional method of financing, which most commonly refers to acquiring a loan from a financial institution (Апальков, 2018). Alternative finance is not the same as traditional banking or capital market finance in the sense of 'disintermediation' that is made possible by technology, whereby third-party capital is utilized where fundraisers and funders are connected directly, which helps reduce costs of transaction and in turn improve market efficiency (Abdulsaleh & Worthington, 2013).

4. Data Issues

4.1 Sample Size

Adair & Adaskou, (2015) shows that when there is a sample of 30 respondents which is minimum, statistical data analysis can be done regardless of population size; hence the study fulfilled Adair & Adaskou, (2015) requirement. By imitating sample sizes from successful researches carried out on subjects similar to this study a total of 105 respondents responded to the study. All of the companies that are part of this study belong to the consumer goods and services industry. Artola & Genre, (2011) contends that, a sample greater than 30 is good for improvements of estimates of population parameter values, from sample statistics. In addition, Casey & O'Toole, (2014) considers a sample size of at least 100 as quite sufficient in many research situations. Based on that, a sample size of 105 was considered to be quite adequate for analysis and reporting.

4.2 Sampling Techniques

The study used non-probability sampling, whereby using convenience sampling. Convenience Sampling is a non-probability sampling technique in which sample will be drawn from the respondents who are available and willing, easiest to obtain in the field (Črnigoj & Mramor, 2015). Therefore, this technique was used in the selection of respondents who were available at field during the study. The researcher collected data to those who were willing to cooperate in responding to some questions.

4.3 Questionnaire

A questionnaire refers to a list of questions to be answered by individuals within the sample of the study at their own convenience and to be returned back to the researcher within the allotted time of data collection (Fatoki, 2014). This study used questionnaires to obtain information with regard to the determinants for the adoption of alternative finance for companies.

To ensure that the questionnaires were understood and the responses matched the questions asked the researcher carried out a pilot test, to test the validity of the study. After being satisfied of the degree of validity achieved the researcher proceeded to distribute the questionnaires to the entire sample size and the research carried on (Golić, 2014).

Questionnaires were issued to SME owners and managers with a list of specific questions to answers the research questionnaires, due to the requirement of the research objectives owners and or managers who were in charge of running operations were the eligible respondents for the study and the information needed for the purpose of answering research questions for this study could only be accurately provided by them. See Appendix for the detail questionnaire.

4.4 Ethics Requirements

The researcher observed the code of conducts which are Reliability in making sure the research's quality is reflected in the design, the methodology, the analysis and the use of resources. Honesty in developing, undertaking, reviewing, reporting and communicating research in a transparent, fair, full and a way that is unbiased, Respect for research participants, colleagues, ecosystems, society, the environment and cultural heritage. Being accountable for the research starting from idea to publication, for its management and organization, for supervision, training and mentoring, and for its wider impacts. The researcher also paid great attention to the ethical issues during data collection process. The aim was to minimize risk of harm to participants and the researcher. During the whole study exercise, the researcher observed the following, among others:

The researcher obtained a voluntary consent of participation from all respondents. The researcher communicated the objectives and potential benefits of this study to the respondents so to make them aware of how the information they provided will be put to use. The researcher was really authentic with the respondents, and confidentiality was maintained at all times during the study. This was done to protect the respondents' interests as well as their identities in the event that the information they provided resulted in any kind of negative reaction in their place of employment.

4.5 Validity and Reliability Issues

This study ensured the reliability and validity of all the sources used to provide the results of this study, literature review was done by examining dedicated scientific literature from credible sources, for example, Google Scholar and Scopus. On review of literature the researcher preferred to use the most recent scientific articles for the most relevant results. The most recent studies would reflect well the state of alternative finance landscape as, it is a rapidly evolving area thus the more recent the data the more accurate the information.

Validity is an essential component of every research endeavor. The study's validity might be judged based on whether or not it accurately assesses, what it set out to test, or how true the findings of the research are (Joppe, 2000). The following procedures, which were accepted by Victor (2014) and Magigi, were carried out in order to guarantee the accuracy of the data obtained from the field during the data collecting process (2015):

During the process of data collecting, the research made use of a variety of different kinds of information, including academic journal and a questionnaire to create a relationship between the facts. A pilot test using the questionnaires was done by the researcher to make certain that, they were catching what the researcher wanted them to capture and that the respondents were correctly interpreting them. The researcher held a short seminar to guarantee an understanding with the respondents, to make them aware of the goal of the study, and to make them aware of what was expected of the respondents. During the data collection that took place in the field, In order to eliminate any potential issues caused by a language barrier while communicating with the respondents, the questionnaires were first translated into Korean and then pre-tested.

According to Toke (2012), dependability investigates the degree to which a measuring technique yields the same outcome when the procedure is going out again under the same circumstances. The research included many approaches of data gathering such as questionnaires, in order to ensure the study's dependability. The questionnaires were given to the sample in a very thorough manner in order to control any ineffectiveness of the instruments that might potentially occur during the whole process of information collecting. The criteria were adhered in order to ensure dependability throughout this study.

5. Findings

This chapter discusses the conclusions that were collected from the population that was utilized and the case that was researched by utilizing various instruments, namely questionnaires and interviews. The primary aim of the data analysis is to finally give evidence in the form of replies to the research questions with regard to the stated objectives that were created to aid in understanding the overarching purpose of this study. The purpose of this research was to investigate the factors that influence the adoption of alternative forms of financing by South Korea medium and large-sized businesses, as well as the implications for capital structure theory. The information that was acquired, is presented in this chapter, along with an interpretation of that information based on certain goals.

The response rate distribution is illustrated in the table below

<Table 3> Respondents

Particulars	Frequency	Percentage
Responded	105	88%
Not responded	15	12%
Total	120	100%

The table above shows that the study sought to get information from all 120 sampled respondents. However, out of the 120 respondents approached only 105 responded making a response rate of 88%, this adheres to Cooper and Schindler's (2003) study which asserts that a study response rate of above 75% is sufficient to significantly explain the parameters in the study just as it is in a complete response rate. Therefore, getting a sample size greater than 75% is sufficient for a study of a social scientific nature to proceed.

5.1 General Information

The general information of respondents includes information such as gender of respondents, age of respondents, the level of education of respondents and experience of respondents, such information was captured by the researcher so as to understand the characteristics of the chosen sample and to try and evaluate whether these characteristics influence their behavior regarding matters related to this study.

Gender of the respondents

The study intended to establish the gender of the respondents with the goal of providing an insight into the distribution and characteristics of the study's sample. Moreover, the researcher tried to examine whether gender had effect in the behavior of respondents with regards to the topic under study.

[Figure 2] Gender of Respondents

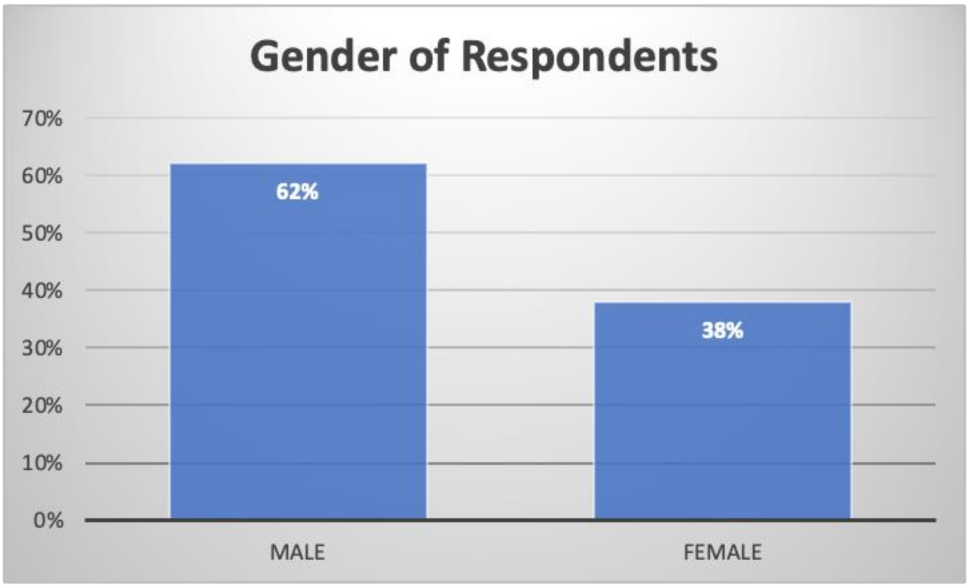


Figure 2 above shows that out of all the respondents reached out 62% were male and 38% were female. There was no apparent reason for the mismatch in the ratio between male and female companies owners. Findings did not show whether gender affected the choice of an alternative finance source or if because of gender there was any preference on traditional financing sources versus alternative financing sources.

Age range of the respondents

The researcher attempted to ascertain the age range of respondents; the ages were classified into five ranges, from late teens to early twenties (18-25), mid to late twenties (26-30), early to late thirties (30-40), early to late forties (41-50) and lastly fifties and above (51+)

Respondents age distributions were as follows; majority (N=43, 40%) of the respondents were between the age group 31-40 years, 25% were within the age group 41-50, 17% were aged between 26-30, 9% of the respondents were 50 years old and above and between the ages of 18- 25 years, no respondents were below the age of 18 years. Results indicate a big number of entrepreneurs to be of the youth age going to middle age, this is a positive sign since the youth are the backbone of the economy. With regard to whether age affected respondents' view on alternative financing sources and the decision to adopt them all respondents indicated that their ages was inconsequential to their financing choices if there was any then it was subconsciously and not knowingly notable.

<Table 4> Respondents Age Distribution

Variable	Frequency	Percentage
18-25 years	9	9
26-30 years	18	17
31-40 years	43	40
41-50 years	26	25
51+	9	9
Total	105	100

Level of Education

The researcher attempted to determine the level of education of respondents, the goal was to assess how knowledgeable they were, highly educated people normally tend to have more awareness and make informed decisions and judgment thus it was expected that the level of education could have effect on the quality of information obtained and have effect on the financing choices of companies owners.

The results showed that a greater part of the respondents at a frequency of 51 had certificates and diplomas, this accounted for 49% of all respondents, next were respondents with secondary education at the rate of 22%. Next were bachelor degree holders who accounted for 21% of all respondents. 7 respondents had primary level education only, making a 7% of all respondents, followed by those with master's degree at a frequency of 2 and a rate of 1%. This has the implication that the majorities of the respondents, having college level qualification had sufficient knowledge and could easily understand alternative finance and its implication to capital structure theory. The level of education was influential to the findings as the more educated respondents provided more information with deeper insights, also the researcher noted that the more educated companies owners had more awareness and knowledge of the various sources of alternative finance available to companies in the South Korean environment compared to their less educated counterparts

<Table 5> Education Level of Respondents

Education Level	Frequency	Percentage
Primary Education	7	7
Secondary Education	23	22
Certificate/Diploma	51	49
Bachelor Degree	22	21
Master's Degree	2	1
Total	105	100

Experience

The study sought to establish the duration which the respondents had worked in their respective organizations. The level of experience determines how knowledgeable respondents are and their suitability to answer the research questions. The results of the study were as in the table below

<Table 6> Experience of the respondents

Experience	Frequency	Percentage
Less than 5 years	20	19
5-10 years	55	52
10+ years	30	29
Total	105	100

The study also sought to determine the number of years respondents had been in business. The results show that 52% who were the majority indicated that they had worked for a period between 5 to 10 years, 19% indicated that they had worked for less than 5 years whereas 29% indicated that they had worked for over 10 years. The findings show that the respondents had vast knowledge and business experience thus they would be fit to answer questions regarding the objective of this study. The longer they had been in business the likelier they would be aware of different sources of finance. The researcher noted that in most cases the more experienced respondents had more knowledge of the different sources of alternative finance.

5.2 The alternative financing sources available for companies in South Korean

The first objective of this study was to assess the various alternative financing sources available to companies in South Korean, in this context alternative finance referred to all financing sources apart from the traditional ones which are personal savings, bank loans and capital markets, respondents were asked to indicate whether they were aware of the different sources of financing apart from the aforementioned traditional ones. Most globally acknowledged financing sources were either mostly unknown to the respondents or were not applicable in the South Korean financing environment. The researcher created a list of some globally known alternative finance sources and asked the respondents whether they were aware of those sources of alternative finance and/ or if they have used them the results were as shown in Table 5.5 below, Table 7 above shows the degree of awareness that respondents had with different sources of alternative finance a lot of respondents did not know the majority of the listed sources of alternative finance. The lack of knowledge on the different available alternative finance sources is further accentuated by the admittance by the respondents that obtaining ready information with regard to the various sources of finance was difficult. Respondents said that general knowledge and awareness of finance options available to companies in South Korea was poor. Awareness is very little because of fragmented financial information due to lack of educational schemes and targeted awareness with the sole purpose of shining a light on finance issues for companies in particular. Regardless the table below shows some of the alternative financing sources that were found to be available or being used by companies in South Korean.

<Table 7> Awareness and of alternative finance sources

Details	Awareness	Frequency	Percentage
Peer-to-peer lending	Yes No	0 105	0% 100%
Crowd funding	Yes No	0 105	0% 100%
Invoice Trading	Yes No	91 14	87% 13%
Trade credit	Yes No	105 0	100% 0%
Personal savings	Yes No	105 0	100% 0%

Friends and relatives	Yes No	105 0	100% 0%
Bank overdraft	Yes No	78 27	74% 26%
Long-term loans	Yes No	2 103	2% 98%
Informal money lenders	Yes No	92 13	88% 12%
Partner contributions	Yes No	105 0	100% 0%
Supplier credit	Yes No	100 5	95% 5%
Leasing	Yes No	25 80	24% 76%
Hire purchase	Yes No	55 50	52% 48%
Factoring	Yes No	8 97	8% 92%
Angel finance	Yes No	0 105	0% 100%
Venture capital	Yes No	0 105	0% 100%
Retained earnings	Yes No	105 0	100% 0%
City/municipal council loan scheme	Yes No	0 105	0% 100%
SMEs development credit guarantee fund	Yes No	0 105	0% 100%

Sale of fixed assets	Yes No	65 40	62% 38%
Cash advances from customers	Yes No	12 93	11% 89%
Government loan guarantee scheme	Yes No	0 105	0% 100%
SMEs development bank	Yes No	0 105	0% 100%

<Table 8> Alternative source of financing SMEs

Source	Frequency	Percentage
Family and Friends	59	74%
Business associates	7	9%
Credit suppliers	75	94%
Cooperatives	22	28%

Family and friends

74% of respondents identified help from relatives and friends; this took the form of inheritance and financial help or loans from family and friends, funds from family and friends have very little interest and sometimes no interest at all making it the cheapest and the simplest to obtain in terms of structural procedures.

Business Associates

A relatively small portion of respondents (9%) said they were financed by business associates, this included partners in business and peers from the same or different industry. This form of finance was not very popular among medium and large entrepreneurs as only a handful admit to have used it.

Credit Suppliers

To many business owners this was a very common form of finance 94% of respondents used this financing alternative, credit suppliers are suppliers who are willing to supply goods and services on credit, the issue of having insufficient funds is settled when suppliers are willing to supply without having cash up front, without trade credit many businesses would have probably failed by now.

Cooperatives

28% of respondents identified cooperatives as a source of finance to their businesses, savings and credit cooperatives have been become popular over the last few years in South Korea, the most common form is famously known as viola, these cooperatives operate on savings from members and after saving certain amounts members are allowed to take out a small interest loan, this is how members finance their businesses. The only downside to this, the loans are usually of small amounts which may not meet the financing needs of entrepreneurs.

5.3 The determinants for the Adoption decision of Alternative Finance for companies

This study sought to investigate the determinants for the adoption of alternative finance for companies, that is, the factors they considered when deciding to adopt alternative finance sources, respondents who had adopted or were planning to adopt alternative financing were asked to mention the driving factors for them choosing alternative financing. Respondents were asked to mention and rate them according to the level of influence from highest to lowest on a scale of one to five one being the highest and five being the lowest, from the findings the following were the determinants for the adoption of alternative finance for companies.

<Table 9> Determinants for the adoption decision of alternative finance for SMEs.

Variable	Frequency	Percentage
Cost of formal finance	98	93%
Ease of access	56	53%
Rigidity of banks and other formal institutions	102	97%
Size of funds	85	81%
Availability of information on the various sources of alternative finance	78	74%
SMEs attitudes towards formal financial institutions	67	64%
Development of financial infrastructure	48	46%
Operational Size and Structure	74	70%
Internal management attitude	82	78%
Trust	105	100%

Cost of formal finance

The findings as per Table 9 show that 93% of respondents indicated that the cost of formal finance was a factor in adopting alternative finance. The higher the cost of formal finance compared to the cost of alternative sources of finance, the higher the chances of using alternative sources. Respondents said that to obtain formal finance, that is bank loans, there are many costs involved, the interest rates are high compared to alternatives and for firms to have a better possibility of securing capital funds through traditional finance they are required to have a high ratio of fixed assets to total assets.

This was difficult to achieve for startup firms and companies led to opting for alternative finance. An Alternative finance source that was predominantly used is trade credit. Due to the fact that nearly all companies face financial constraints naturally they seek alternative sources of finance which are less costly. These findings are in congruence with a study conducted by Migiro (2005, 2006) who argued that the higher the cost of formal finance in relation cost of alternative sources of finance, the higher the chances of switching to alternative sources of finance.

Ease of Access

According to results from the research as per Table 9 Another determinant for adoption of alternative finance was ease of access; 53% of respondents agreed that many companies owners used forms of finances such as trade credit due to the ease in accessing it, a trade credit in its simplest form is just an agreement between a trader and supplier for the supplier to supply goods and for the payment to be made later, in many instances the parties involved enter into agreements in good faith and no legal or contractual procedures are required. These results are in congruence with a study by Erick (2014) who found the most widely used alternative source of finance were trade credit, followed by invoice discounting and retained earnings. These were widely used because of their availability and ease of access.

Rigidity of banks and other formal institutions

The findings as shown in Table 9 indicate that 97% of respondents pointed out the lack of flexibility in banks as a reason for opting to alternative finance; banks have established procedures to obtaining loans with specific requirements that one must adhere to these include but not limited to collateral, guarantor requirement and audited financial statements. When businesses fail to fulfill these requirements, banks are usually reluctant to provide loans, this is the reason why firms opt for alternative finance, this is consistent with a study by Dancho (2015) who found that heavy conditions and requirements during the process of securing capital funds were an obstacle in using formal financial institutions to obtain debt. These obstacles are thus the factors for choosing alternative sources of finance. The level of development of infrastructure dictated financial services and conditions available to companies as well as firms in general.

Size of funds

85 respondents which accounted for 81% of all respondents said that it is economical to use alternative finance such as trade credit, family and friends when the amount needed is relatively medium, going through a string a bank procedure for a small amount is wastage, but all alternative finance is at this moment not able to provide large sums so when the needed amount is a large sum there is no choice but to use formal financial institutions.

Availability of information on the various sources of alternative finance

The findings as shown in Table 9 indicate 74% of respondents cited availability of information on various sources of alternative finance was a factor in adopting alternative finance; the simple rationale is that one cannot use an alternative finance source if one is not aware of it. The researcher found that knowledge of available options for finance is also a determining factor; some sources of finance were not considered because owners of companies were not aware of them. Most globally acknowledged financing sources were either mostly unknown to the respondents or were not applicable in the South Korea financing environment. Among these were leasing 76% (80), angel finance 88% (92), venture capital 100% (105), city or municipal loan scheme 100% (105) and companies development fund 100% (105) as it can be seen in Table 8, the general agreement was that there was insufficient information with regard to different sources of alternative finance, and companies would be better if they could obtain the information.

SMEs attitudes towards formal financial institutions

64% of respondents said that their attitude towards formal financial institutions was a reason for the adoption of alternative finance; the researcher found that companies negative attitudes towards formal institutions and internal regulations lead to companies use of informal finance. Financial rules, laws and regulations formed by financial institutions are a reason for the negative attitudes companies have towards them. Financial institutions are perceived as the enemy, the harshness and strictness of banks on the event of a customers' default to pay a loan caused fear and loathing from customers, this led to entrepreneurs opting for alternative finance.

Development of financial infrastructure

It was found that another determinant was the development of financial infrastructure, The level of development of a country's financial sector determines services, products and conditions of financial aid to firms, the underdevelopment of some sources of finance was a factor for opting to choose other sources, for instance some respondents said they did not try obtaining funds from cooperatives because they did not have enough funds to meet their financing requirements, this was the case for many other sources, the results as per table 9 show that 46% of respondents cited this as factor in deciding the adoption of alternative finance.

Operational Size and Structure

The findings as shown in table 9 show that 70% of respondents agreed that Organizational size does have an influence in the adoption decision of alternative finance. The researcher noticed a trend where many small enterprises were financed by personal savings and family and friends, medium ones were mostly financed by cooperatives and trade credit, some sources of alternative finance offer limited funds thus for medium enterprises which are still growing some finance alternatives do not meet the needs of entrepreneurs.

Internal Management Attitude

78% of respondents indicated that The attitude and perception of a firms management was also a factor in determining the choice of alternative finance, in companies owners are usually the managers and final decision makers, their attitude and perception guide is useful the financial decisions of the entire business. This is in line with a study by Benthem (2016) who identified various management characteristics as responsible for being determinants of choice of alternative sources of finance. The factors Identified by Benthem include; level of innovation of management, readiness for change and the network with innovation developers and consultants.

Trust

Results as in table 9 show that all 105 respondents (100%) were in complete agreement in their opinion on the construct trust in relation to alternative financing. All seemed to agree that trust was an important factor in the decision to adopt any form of financing, these findings support results from literature review (Watson, 2005; Rotchanai and Speece, 2003; Canovas and Solano, 2010). It was argued that long term relationships are important in building trust. In this regard adopting alternative finance source was considered a huge leap. A number of respondents indicated the relationship with the bank to be valuable and important for their businesses. Openness and insight from all parties involved can enhance trust. Not only is Trust important to parties inside an organization it is agreed to be also very important with external advisors. In conclusion among the factors that determine whether to adopt or not to adopt alternative finance sources trust is one of the important ones. Trust is gained as a result of long-term association and interaction, in that regard traditional financing sources have an edge over alternative finance initiatives.

The Implication of Alternative Finance on Capital Structure Theory

The third objective of this research study was to assess the implication of alternative finance on capital structure theory; as it was discussed in chapter 2 capital structure theory is defined as the systematic approach to financing an enterprise's activities by a combination of equities and debt. In answering this research question the researcher asked respondents to state their preferred financing method, and then the researcher analyzed the findings to build a pattern and assess the results on what they implied to capital structure theory.

The researcher's initial hypothesis was supported by the findings; the pecking order theory and the trade-off theory are most applicable to medium and large-sized enterprises in South

Korea because these businesses are privately owned for the most part. In this context, the agency theory doesn't really apply very well because, in most cases, the owner and manager of a companies are the same person. The outcomes of this study provide support for the pecking order hypothesis as well as Williamson's (1988) theory, both of which are consistent with the conclusions reached in earlier research.

<Table 10> Preference of financing

Variable	Frequency	Percentage
Internal finance	102	97%
External finance	3	3%
Total	105	100%

Most respondents mentioned characteristics of the pecking order theory whereby 97% of companies owners prefer to finance themselves internally. The findings show that the most commonly used source of finance was personal savings followed by funds from family and friends, this was very similar to personal saving in regard with its implication on the business, funds from family and friends usually carried very low interest or no interest at all thus the cost of finance lowered and owners maintained full control and decision making.

Internal finance has its limits, respondents admitted that it is not possible to secure large sums relying on internal sources only, as a result most owners resort to debt financing, so as indicated by the majority of respondents, organizations first utilize internal funds for investing activities. Second, if internal funds fail to suffice requirements debt is acquired. However, it should be noted that when it came to debt financing most respondents displayed a preference for banks as the preferred creditor, followed by debt based alternative financing options this is mainly due to having more confidence in the reliability of banks and other formal financial institutions over alternative finance sources. Third and last is the consideration of equity financing, which from our pool of respondents no one had already reached there as most businesses were sole proprietorship and partnerships and one private company which had no issued capital.

Descriptive Statistics

<Table 11> Descriptive statistics for dependent and independent variables

Variables	Mean	Std. Dev.	Skewness	Kurtosis	Min.	Median	Max.	Obs.
asf	3.3619	.7736	.1552	2.6695	2	3	5	105
gender	1.5619	.4985	-.2495	1.0622	1	2	2	105
education	3.3523	1.2783	-.5145	2.2521	1	4	5	105
oc	3.4761	.8997	-.3662	2.2020	2	4	5	105
es	3.5619	.8872	-.6033	3.1892	1	4	5	105
ind	3.3714	1.0401	-.5817	3.0898	1	3	5	105
inn	3.3047	.8218	-.1948	2.6724	1	3	5	105

Note: S.D., Min., Max., and Obs. abbreviate standard deviation, minimum, maximum, observations, respectively.

Descriptive summary

Table 11 presents the descriptive statistics of the responses collected for both the dependent and independent variables. The results show that the mean of alternative source of finance, organizational context, external system, individual and innovation are 3.36, 3.47, 3.56, 3.37 and 3.30 respectively. On the other hand, the results show the values for the standard deviation for all variables with individual being the highest at 1.040 and alternative source of finance having the lowest standard deviation of 0.773.

Correlation across Variables

<Table 12> Correlation matrix across all the variables

Variables	*asf*	*oc*	*es*	*ind*	*inn*
asf	1.0000				
oc	0.3855	1.0000			
es	0.2192	0.3603	1.0000		
ind	0.1301	0.2715	0.5844	1.0000	
inn	0.3844	0.1139	0.2640	0.2262	1.0000

Table 12 shows the relationship between the dependent and independent variables using Pearson's Correlation model. Organizational context has a positive and weak relationship with Alternative source of finance as r = 0.3855 and as P<0.01 (P=0.000), the relationship is significant and the correlation exits. External system has a positive and weak relationship with Alternative source of finance as r = 0.2192 and as P<0.01(P=0.001), the relationship is significant and the correlation exits. Individual have a positive and weak relationship with Alternative source of finance as r = 0.1301 and as P<0.01(P=0.027), the relationship is significant and the correlation exits and innovation has a positive and weak relationship with Alternative source of finance as r = 0.3844 and as P<0.01(P=0.000), the relationship is significant and the correlation exits.

5.4 Regression Analysis

The multiple regression model is used when more than one explanatory variable is used, when coming up with the regression equation. From the correlation analysis, the explained variable is ASF while the explanatory variables are OC, ES, Ind, and Inn. The regression line will take the form

$$ASF = \alpha_0 + \beta_1 OC + \beta_2 ES + \beta_3 Ind + \beta_4 Inn + \epsilon_i$$

when the ordinary least squares method is used. Further, it is necessary to specify the theoretical expectation. It is expected that α_0 will take any value.

A regression analysis on the data collected was conducted to examine how alternative source of finance affect South Korean companies. The independent variables in this case included: Organizational context, External system, Individual and Innovation.

<Table 13> Baseline results of the classical OLS regressions

Variables	Coefficients	Standard errors	t-statistics
Constant	1.2745***	0.3817	3.34
oc	0.3004***	0.0790	3.80
es	0.0354	0.0963	0.37
ind	-0.0502	0.0789	-0.64
inn	0.3286****	0 .0838	3.92
Num. of Observations		105	
R^2		0.2690	
$F-value$ (p-values)		9.20 0.0000	

Note: ***, **, and * denote significance at 1%, 5%, and 10% levels, respectively.

In the following regression results, the R square value of 0.2690 which is basically the proportion of variation and the dependent variable accounted for by the predictors or the independent variable in the model. In other words, the predictors as a set accounted for 26.9% of the variation and achievement. Moreover, The F-test or the significance test reflects the regression results are significant with a p-value of less than 0.01. The adjusted R square on the other hand being the computation adjustment of the model especially when there are a larger number of predictors and smaller sample size is 23.98%. This represents a lower risk of the model over fitting the data.

6. Conclusions

The primary goal of this study is to analyze and give scholarly insight into companies' perceptions of alternative financing in order to establish which variables impact adoption decisions and what the consequences are for capital structure theory.

The results of the regression analysis show that the variables oc, and inn are significantly related to the adoption of alternative source of finance whereas the variable es is insignificant. ind is negatively related to the dependent variable. The study sought to assess the determinants for South Korea’s companies in adopting alternative finance and what are the implications for capital structure theory. The major findings were as follows;

The findings were consistent with studies done by Iwry et al., (2020) which indicated that more than 50% of micro-enterprises were started due to clients own savings, friends and relatives. This implies that majority of the clients commence their business by using their own capital since they can get assistance from their family members, relatives and friends. Therefore, it reveals that the individual to have access to loan should have already operating business. This suggests that initial capital can be the hindrance factor for people with no capital to access loan in order to start their business in poor countries, South Korea inclusively.
On the determinants for the adoption of alternative finance for companies a number of factors were found to influence companies owners on which alternative finance to adopt;

Respondents said that to obtain formal finance, that is bank loans, there are many costs involved, the interest rates are high compared to alternatives and it is required that firms have a high ratio of fixed assets to total assets to increase their chances of financial assistance from formal institutions (Nuwagaba et al., 2021). This was difficult to achieve for startup firms and companies this led to opting for alternative finance (Nguyen & Canh, 2020).

Another determinant for adoption of alternative finance was ease of access; many companies owners used forms of finances such as trade credit due to the ease in accessing it, Respondents also pointed out the lack of flexibility in banks another reason for opting to alternative finance; banks have established procedures to obtaining loans with specific requirements that one must adhere to these include but not limited to collateral, guarantor requirement and audited financial statements. When businesses fail to fulfill these requirements, banks are usually reluctant to provide loans, this is the reason why firms opt for alternative finance (Marimuthu & Singh, 2021).

It was also pointed out by respondents that it's economical to use alternative finance such as trade credit, family and friends when the amount needed is relatively small, going through a string a bank procedure for a small amount is wastage and uneconomical (Kwarteng & Li, 2015). The attitude and perception of a firms management was also a factor in determining the choice of alternative finance, in companies owners are usually the managers and final decision makers, their attitude and perception guide the financial decisions of the entire business.

The researcher noticed a trend where many enterprises were financed by personal savings and family and friends, medium ones were mostly financed by cooperatives and trade credit suggesting that the size of an enterprise in one way or another affected the choice of alternative finance (Kwak, 2020).

Most respondents mentioned characteristics of the pecking order theory whereby first, an organization uses internally generated funds for investing activities. Second, if internal funds do not suffice then a firm acquires debt. When it came to debt financing respondents expressed a preference of debt from traditional financing over debt based alternative financing options. Alternative finance remains to be "alternative" they are not first choice, it is a plan b after plan a failure (Oke, 2020). Lastly is the consideration of equity financing, which from the pool of respondents of this study there were none who had used this form of finance as all businesses were sole proprietorship and partnerships and one private company which had no issued capital. Financing is a critical choice for finance managers. Specifically, the source of funds influences the cost of borrowing and, as a result, the development and stability of companies. It is critical for company owners to be aware of all funding choices accessible to them; but, as the findings of this study reveal, awareness appears to be missing among many business owners (Procasky, 2021).

The primary goal of this study was to explore and provide academic perspective in the perspective of medium and large -sized enterprises toward certain alternative financing in order to identify which factors affect the adoption decision and what the repercussions are really for capital structure theory. This research was carried out in order to investigate and to provide academic insight in this perception. The choice to finance anything is an essential one for finance managers to make. To be more specific, the origin of the funds has an effect on the cost of the financing, and this, in turn, has an effect on the development and sustainability of the companies. According to the results of this research, many company owners seem to be unaware of the many financing possibilities that are accessible to them, despite the fact that it is crucial for them to be informed of all of the financing options that are available to them.

It was observed that to many business owners alternative finance is a secondary option, most people prefer loans from formal institutions such as banks, but bank constraints drive them to alternative finance, a number of factors could be attributed to why alternative finance is secondary to many entrepreneurs, one is the unsystematic nature of alternative finance does not inspire confidence and trust from business owners, most business owners have more confidence in banks than alternative finance, so in that regard efforts have to be put in inspiring the confidence of owners towards alternative finance.

Respondents pointed out that alternative is not a permanent alternative, for an ambitious business owners alternative finance just doesn't offer enough funds so ultimately for a business that looks to grow bank loans are inevitable, this suggests a need for alternative finance options to increase the maximum amount of funds to offer. There needs to be more government assistance on improving alternative finance, despite a negative attitude towards government intervention, a lack of regulation withholds further development of the alternative finance market. The findings of this study have shown that trust which is a product of long-term association and interaction is an important factor in financing. With that being said organizations offering alternative finance sources are urged to build long term relationships and increase trust with prospective as well as existing clients. Other than the construct of trust, a high cost of capital appears to be a barrier in obtaining finance, to gain an advantage over traditional financing organizations providing alternative financing should find a way to reduce the cost of capital, or borrowers' perception of high cost.

There should be efforts to increase awareness on the various sources of alternative finance so that business owners especially for medium and large enterprises to explore all options available to them with regard to alternative finance

The researcher recommends that there should be government intervention in the form of creating policies and regulation to encourage the development and protection of alternative finance by providing funding and inducing business owners to opt for alternative finance. The government of South Korea has to exert efforts to develop the alternative finance services market, one that takes into consideration the unique characteristics of companies by promoting product innovation and building institutional capacity. Developments should also be in the form of either increased capacity of alternative finance institutions or increased number of them that finance companies to ensure profitability and consequently sustainability.

The findings from the research showed that respondents perceive the alternative finance landscape as scattered and in lack of a proper structure. In the future, researches could be carried out with a special focus on assessing the effect of policies and regulations by the government on the development of the alternative finance market and dig more with the goal of analyzing the negative attitude towards government intervention and what are its effects on the development of alternative finance sources as well as companies. The Study focused on medium and large enterprises only. Further studies could be carried out in large organizations and listed firms.

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부록

설문지

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설문은 익명으로 진행되기에 응답자의 이름을 쓰지 않아도 되며 가능한 한 정직하게 응답해 주십 시오. 모든 응답은 종합적으로 분석되고 전체로 보고됩니다.

가. 응답자의 사회적 특성

귀하에 해당되는 부분 ( )에 표시 하시고, 설명이 필요한 질문이 있는 경우 해당 칸에 기입해 주십시오. 데이터의 유효성과 신뢰성을 위해 귀하의 개별적인 의견에 따라 가능한 성실하게 질문에 답변해 주시기 바랍니다. 귀하의 질문에 대한 답변은 철저하게 신뢰를 바탕으로 다루어질 것입니다.

1.나이

18-25	26-30	31-40	41-50	50 +

2.성별

남성 ( ) 여성 ( )

3. 학력

무학 ( ) 초등 교육 ( ) 중등 교육 ( )

자격증/디플로마 ( ) 학사 ( ) 석사 ( )

섹션 B. 특정 질문

이 섹션에서 묻는 질문은 연구의 목적과 직접적인 관련이 있습니다.

1.이 사업이 운영된 지 얼마나 되었습니까?

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2.운영 자금은 어떻게 마련하십니까?

a. 개인 저축

b. 은행 대출

c. a 와 b 의 조합

d. 기타

3. 기업의 일반적인 자금조달수단은 개인저축과 은행대출인데, 본 연구는 사업을 하는 동안 이두 가지 이외 다른 자금 조달 수단인 대체 금융을 이용했거나 이용할 계획이 있는지 조사를 목적으로 하고 있습니다. 귀하는 다른 자금 조달 금융을 이용하거나 이용할 계획이 있습니까?

a. 예

b. 아니

4. 3 번 질문에 대한 답이 '예'라면, 어떤 종류의 대체 금융을 이용했거나 사용하고 있습니까? 또는사용할 계획입니까?

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5. 아래 목록에 있는 몇 가지 대체 금융 출처의 유형에서 당신이 알고 있는 것은 무엇입니까?

Name	Tick
Peer-to-peer lending	
크라우드 펀딩	
송장 거래	
외상 매입	
개인 저축	
친구 및 친척	
은행 당좌차월	
장기 대출	
비공식 자금 대출 기관	
파트너 기여	
공급자 신용	

임대	
고용 구매	
팩토링(Factoring)	
엔젤파이낸스	
벤처캐피탈 주식	
이익잉여금	
시·도의회 대출 제도	
중소기업 발전 신용보증기금	
고정 자산 매각	
고객의 현금 서비스	
정부 대출 보증 제도	
중소기업개발은행	

6. 대체 금융 재원을 선택할 때 어떤 요소를 고려합니까?
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7. 다음 항목이 대체 자금 출처 선택에 영향을 미칩니까?
i) 나이 예 아니오
ii) 성별 예 아니오

8. 당신은 대체 금융에 있어서 어떤 어려움이나 장애물에 직면합니까?
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9. 당신이 사용했거나 사용하고 있는 자금 조달 출처를 선호하는 순서대로 말씀해

주십시오.

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10. 귀하께서 대체금융을 위해 반드시 이뤄져야할 것들에 대해 조언을 하신다면?
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시간 내 주셔서 감사합니다!

List of Companies

Name (English)	Name (Korean)	Industry
Yuhan	유한양행	Consumer goods
Aju Group	아주그룹	Consumer goods
CJ Group	CJ 그룹	Consumer goods
Daelim	대림산업	Consumer goods
Dongbu Group	동부그룹	Consumer goods
Doosan Group	두산그룹	Consumer goods
E-Land Group	이랜드그룹	Consumer goods
Eugene Group	유진그룹	Consumer goods
GS Group	지에스홀딩스	Consumer goods
Halla Group	한라그룹	Consumer goods
Hansol	한솔	Consumer goods
Hanwha	한화그룹	Consumer goods
Hyosung	효성그룹	Consumer goods
Hyundai Group	현대	Consumer goods
Hyundai Heavy Industries Group	현대중공업그룹	Consumer goods
Hyundai Motor Group	현대자동차그룹	Consumer goods
Isu Group	이수 그룹	Consumer goods
Kumho Asiana Group	금호아시아나그룹	Consumer goods
LG Corporation	주식회사 LG	Consumer goods
Lotte Group	롯데	Consumer goods
National Agricultural Cooperative Federation	농협중앙회/농업협동조합	Consumer goods

Samsung	삼성	Consumer goods
SK Group	에스케이그룹	Consumer goods
STX Corporation	에스티엑스	Consumer goods
Taekwang Group	태광그룹	Consumer goods
Amorepacific Corporation	아모레퍼시픽	Consumer goods
Binggrae	빙그레	Consumer goods
Bubang Techron Co.	부방테크론	Consumer goods
Cheil Industries	제일모직	Consumer goods
Cowon	코원시스템	Consumer goods
Crown Confectionery	크라운제과	Consumer goods
CT&T United	씨티엔티	Consumer goods
Cuckoo Electronics	쿠쿠전자	Consumer goods
Daehan Tire	대한타이어	Consumer goods
FILA	휠라	Consumer goods
GM Korea	한국지엠	Consumer goods
Haitai	해태제과식품	Consumer goods
Hankook Tires	한국타이어	Consumer goods
Hite Brewery	하이트맥주	Consumer goods
HiteJinro	하이트진로	Consumer goods
Humax	휴맥스	Consumer goods
Hyundai Mobis	현대모비스 주식회사	Consumer goods
Hyundai Motor Company	현대자동차	Consumer goods
Hyundai Wia	현대위아	Consumer goods

iriver	아이리버	Consumer goods
Kia Motors	기아자동차	Consumer goods
Korea Tobacco & Ginseng Corporation	한국담배인삼공사	Consumer goods
KR Motors	KR 모터스	Consumer goods
Kumho Tire	금호타이어	Consumer goods
Lotte Chilsung	롯데칠성음료	Consumer goods
Lotte Confectionery	롯데제과	Consumer goods
M-Pio	엠피오	Consumer goods
Mando Corporation	만도	Consumer goods
Nexen Tire	넥센타이어	Consumer goods
Nongshim	농심	Consumer goods
Oriental Brewery	오비맥주	Consumer goods
Orion Confectionery	주식회사 오리온	Consumer goods
Ottogi	주식회사 오뚜기	Consumer goods
Proto Motors	프로토자동차	Consumer goods
Renault Samsung Motors	르노삼성자동차	Consumer goods
S-LCD	에스 엘시디	Consumer goods
Samick	삼익악기	Consumer goods
Samsung Electronics	삼성전자	Consumer goods
Samyang Food	삼양식품	Consumer goods
SsangYong Motor	쌍용자동차	Consumer goods
Taekwang Industry	태광산업	Consumer goods
Young Chang	영창뮤직	Consumer goods

AKOM	애이콤프로덕션	Consumer services
Asiana Airlines	아시아나항공	Consumer services
Channel A	채널에이	Consumer services
Chosun Broadcasting Company	주식회사조선방송	Consumer services
CJ CGV	씨제이 씨지브이	Consumer services
CJ E&M Film Division	CJ E&M 영화사업부문	Consumer services
Eastar Jet	이스타 항공	Consumer services
Hankook Ilbo	한국일보	Consumer services
Hotel Shilla	신라호텔	Consumer services
Hybe Corporation	주식회사 HYBE	Consumer services
Hyundai Department Store Group	현대백화점그룹	Consumer services
Iconix Entertainment	㈜아이코닉스	Consumer services
Jeju Air	제주항공	Consumer services
Jin Air	진에어	Consumer services
JoongAng Ilbo	중앙일보	Consumer services
JTBC	제이티비씨	Consumer services
JYP Entertainment	JYP 엔터테인먼트 or 제이와이피엔터테인먼트	Consumer services
Korean Air	대한항공	Consumer services
Korean Broadcasting System	한국방송공사	Consumer services
Kumho Asiana Cultural Foundation	금호아시아나문화재단	Consumer services
Kyobo Book Centre	교보문고	Consumer services
LOEN Entertainment	로엔 엔터테인먼트	Consumer services

Lotte Department Store	롯데백화점	Consumer services
Lotte Hotels & Resorts	롯데호텔앤리조트	Consumer services
Lotte World	롯데월드	Consumer services
MBC	문화방송주식회사	Consumer services
On-Media	온 미디어	Consumer services
Pledis Entertainment	플레디스 엔터테인먼트	Consumer services
S.M. Entertainment	SM 엔터테인먼트	Consumer services
Seoul Broadcasting System	에스비에스	Consumer services
Shinsegae	신세계	Consumer services
Starship Entertainment	스타쉽 엔터테인먼트	Consumer services
T'way Airlines	티웨이항공	Consumer services
The Chosun Ilbo	조선일보	Consumer services
The Dong-a Ilbo	동아일보	Consumer services
Woollim Entertainment	울림엔터테인먼트	Consumer services
YG Entertainment	YG 엔터테인먼트	Consumer services
YTN	와이티엔	Consumer services