

## Dataset Keys:

- Gender:

Female	1
Male	2

- Age:

11 - 18 - years old (young of Generation Z)	1
19 - 26 - years old (older of Generation Z)	2
27 - 34 - years old (young of millennials)	3
35 - 42 - years old (older of millennials)	4

- Educational Level:

Intermediate	1
High	2
Bachelor's	3
Postgraduate	4

- Marital status:

Single	1
Married	2

- Number of children:

Don't have	1
1 - 3 child	2
4 - 6 child	3
7 child or more	4

- Location:

The Central Region	1
The Eastern Province	2
The Northern Area	3
The Southern Area	4
The Western Region	5

- Monthly Income:

5999 - or less	1
6000 - 10,999	2
11,000 - 15,999	3
16,000 - 20,999	4
21,000 - 25,999	5
26,000 - or more	6

- Daily hours of using phone:

3 Hours or less	1
4 - 8 Hours	2
9 - 12 Hours	3
13 Hours or more	4

- Rate of online shopping per month:

Don't purchase online	1
3 times or less	2
4 - 6 times	3
7 - 9 times	4
10 times or more	5

- The Fields: Repeated exposure, SM users recommendation, SM marketing campaigns

No	1
sometimes	2
Yes	3

- Other Fields:

Negative	1
Natural	2
Positive	3