**Table 1.** Descriptive statistics

| **Variable** | **Mean** | **SD** | **Min.** | **Max** |
| --- | --- | --- | --- | --- |
| **Knowledge** | | | | |
| Knowledge\_Sport shoes | 4.483 | 1.417 | 1 | 7 |
| Knowledge\_Mobile phones | 4.190 | 1.456 | 1 | 7 |
| Knowledge\_Ball-point pens | 3.362 | 1.347 | 1 | 6 |
| Knowledge\_Hard disks | 2.724 | 1.684 | 1 | 7 |
| **Importance** | | | | |
| Importance\_Sport shoes | 5.534 | 1.127 | 2 | 7 |
| Importance\_Mobile phones | 6.138 | 1.317 | 2 | 7 |
| Importance\_Ball-point pens | 2.983 | 1.516 | 1 | 7 |
| Importance\_Hard disks | 4.931 | 1.520 | 1 | 7 |
| **Interest** | | | | |
| Interest\_Sport Shoes | 5.224 | 0.992 | 3 | 7 |
| Interest\_Mobile phones | 4.966 | 1.737 | 1 | 7 |
| Interest\_Ball-point pens | 2.707 | 1.451 | 1 | 7 |
| Interest\_Hard disks | 3.897 | 1.754 | 1 | 7 |
| Ease with online information seeking | 8.103 | 1.435 | 4 | 10 |
| Ease with online shopping | 7.293 | 1.727 | 2 | 10 |