|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | (1) | (2) | (3) | (4) | (5) |
| VARIABLES | influence | influence | influence | influence | influence |
|  |  |  |  |  |  |
| information | 0.529\*\*\* |  |  |  | 0.168\*\*\* |
|  | (15.35) |  |  |  | (3.38) |
| attraction |  | 0.589\*\*\* |  |  | 0.233\*\*\* |
|  |  | (15.93) |  |  | (4.35) |
| interactivity |  |  | 0.610\*\*\* |  | 0.317\*\*\* |
|  |  |  | (16.28) |  | (6.41) |
| loyalty |  |  |  | 0.417\*\*\* | 0.091 |
|  |  |  |  | (6.44) | (1.64) |
| age | -0.226\*\*\* | -0.219\*\*\* | -0.189\*\*\* | -0.456\*\*\* | -0.113\*\*\* |
|  | (-5.44) | (-5.33) | (-4.55) | (-10.32) | (-2.85) |
| online\_time | 0.041 | 0.040\* | 0.049\*\* | 0.060\*\* | 0.052\*\* |
|  | (1.64) | (1.65) | (2.01) | (2.04) | (2.28) |
| gender | -0.056 | -0.034 | 0.018 | 0.127\* | 0.059 |
|  | (-1.23) | (-0.76) | (0.41) | (1.96) | (1.14) |
| experience | 0.059 | 0.027 | 0.096 | -0.095 | 0.018 |
|  | (0.57) | (0.26) | (0.94) | (-0.76) | (0.18) |
| use\_time | 0.202\*\*\* | 0.165\*\* | 0.160\*\* | 0.526\*\*\* | 0.115\* |
|  | (3.08) | (2.53) | (2.47) | (7.11) | (1.83) |
| Constant | 1.532\*\*\* | 1.431\*\*\* | 1.189\*\*\* | 3.100\*\*\* | 0.659\*\*\* |
|  | (6.26) | (5.88) | (4.77) | (12.32) | (2.73) |
|  |  |  |  |  |  |
| Observations | 501 | 501 | 501 | 501 | 501 |
| R-squared | 0.674 | 0.682 | 0.687 | 0.556 | 0.728 |
| F test | 0 | 0 | 0 | 0 | 0 |
| r2\_a | 0.670 | 0.678 | 0.683 | 0.551 | 0.723 |
| F | 170.4 | 176.6 | 180.6 | 103.1 | 146.0 |