





















































## Appendix

## Analysis of the mean difference of consumers with different attributes

Attributes	Category	Frequency	Reasonable	Convenience	Inertia	Repurchase Intention	Satisfaction	Competitor attraction	Switching Barrier
Gender	Male	1.73	4.94	5.4	5.2	5.22	5.00	4.55	4.58
	Female	1.7	4.95	5.5	5.3	5.31	4.97	4.62	4.57
	t value	0.53	0.88	0.93	0.15	0.25	0.74	0.31	0.79
Age	Below 20 years old(A)	1.45	4.7	5.04	4.92	5.04	4.8	4.44	4.5
	21~30 years old(B)	1.59	4.89	5.34	5.11	5.2	4.87	4.53	4.52
	31~40 years old(C)	1.72	4.89	5.47	5.25	5.26	4.94	4.74	4.52
	41~50 years old (D)	1.82	5.09	5.68	5.49	5.38	5.13	4.66	4.67
	Above 50 years old(E)	1.91	5.07	5.62	5.5	5.43	5.21	4.59	4.71
	F value	6.56***	2.6*	9.66***	7.40***	2.06	3.68**	1.98	1.65
	Post hoc test	LSD test	C,D,E>A,B		D,E>A,B,C	D,E>A,B,C	—	D,E>A,B,C	—
Marital status	Single(A)	1.55	4.88	5.3	0.99	5.14	4.83	4.45	4.43
	Married with no children(B)	1.78	4.95	5.48	0.87	5.3	4.95	4.69	4.53
	Married with children (C)	1.86	5.01	5.62	1.25	5.39	5.14	4.71	4.73
	F value	16.03***	1.74	15.25***	20.15***	5.38	8.62***	8.52***	10.38***
Post hoc test	LSD test	B,C>A	—	C,B>A	C>A,B	—	C>A,B	B,C>A	C>A,B
Educational Level	Below senior high and vocational school	1.86	4.92	5.4	5.34	5.29	5.04	4.82	4.74
	Above College	1.65	4.95	5.45	5.23	5.27	4.96	4.5	4.51
	t value	3.26***	-0.39	0.49	1.38	0.32	1.15	4.61***	3.23***
	F value	3.75***	1.74	8.5***	5.3***	4.37**	3.37***	3.12***	1.46*
Occupation	Industry(A)	1.74	4.84	5.46	5.09	5.03	4.74	4.57	4.49
	Commerce(B)	1.68	4.96	5.51	5.29	5.33	5.0	4.62	4.56
	Military and Government(C)	1.87	5.08	5.57	5.56	5.42	5.25	4.46	4.81
	Student(D)	1.53	4.75	4.99	4.97	5.04	4.86	4.34	4.58
	Housewife/Retired(E)	1.95	5.1	5.56	5.53	5.56	5.19	4.8	4.67
	Other(F)	1.65	4.97	5.6	5.18	5.13	4.92	4.66	4.45
	F value	3.75***	1.74	8.5***	5.3***	4.37**	3.37***	3.12***	1.46*
Post hoc test	LSD test	C,E>A,B,D	—	A,B,C,E,F>D	C,E>A,B,D	C,E>A,B,D	B,C,E>A,D	B,E,F>A,C,D	—
Salary per month	Below 20,000 NT(A)	1.64	4.87	5.25	5.1	5.17	4.91	4.5	4.56
	20,001-50,000 NT(B)	1.73	4.93	5.49	5.27	5.29	4.98	4.66	4.59
	50,000-80,000 NT(C)	1.7	5.05	5.62	5.43	5.31	5.03	4.59	4.53
	Above 80,000 NT(D)	1.9	5.13	5.6	5.44	5.45	4.98	4.23	4.57
	F value	1.45	1.35	6.62***	3.47***	1.13	1.03	3.99***	0.13
Post hoc test	LSD test	—	—	C,D>A,B	C,D>A,B	—	—	B,C>A,D	—

Note: \*:p&lt;0.05, \*\*: p&lt;0.01, \*\*\*:p&lt;0.00