

Table B. Demographic characteristics of the participants (N=254)

| Characteristic | Number of participants, n (%) |
|---|-------------------------------|
| Gender | |
| Male | 113 (44.5) |
| Female | 141 (55.5) |
| Age | |
| 20 | 7 (2.8) |
| 20-30 | 215 (84.6) |
| 30-40 | 18 (7.1) |
| 40 | 14 (5.5) |
| Education level | |
| High school and below | 11 (4.3) |
| Specialist college | 6 (2.4) |
| Undergraduate degree | 84 (33.1) |
| Master's degree and higher | 153 (60.2) |
| Online Shopping Age | |
| 0 year | 0 (0) |
| 1-5 years | 85 (33.5) |
| 5-10 years | 141 (55.5) |
| Over 10 years | 28 (11) |
| Frequency of using mHealth service | |
| Once or more a week | 45 (17.7) |
| Once a month | 25 (9.8) |
| Once in two months or even longer | 77 (30.3) |
| Never | 107 (42.1) |