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| TABLE 1. Statistics descriptive results in Experiment 1 | | | | |
| N=258, 64.7% females, 35.3% males, Mage = 32.72 years, SD = 10.768 | | | | |
|  | M(SD) | |  |  |
| Variable | Angular | Circular | fd | p |
| Purchase Intention | 5.087(0.648) | 4.443(0.912) | F [1, 256] =42.941 | .000 |
| Product Familiarity | 5.703(0.957) | 5.510(0.892) | F [1, 256] = 15.04 | .107 |