



New Media Marketing, Customer Trust and Purchase Intention: An Empirical Study of Agricultural Products Online Stores in Hei Long Jiang Province, China

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Abstract. In the rapidly evolving digital age, where new media marketing redefines business strategies, this study situates itself in Heilongjiang Province, China, investigating the symbiotic relationship between technology acceptance, customer trust, and purchasing intentions of agricultural products in an online environment. Drawing upon the foundational Technology Acceptance Model (TAM) established by Davis in 1986, the research dissects the dimensions of technology acceptance, specifically perceived usefulness and perceived ease of use, and their influence on purchasing decisions. An essential component under exploration is the mediating role of customer trust, emphasizing its pivotal position between technology adoption and purchasing behaviors. The research seeks answers to four fundamental questions, culminating in a comprehensive understanding of mobile social user behavior, especially in contexts devoid of prior user interaction history. A notable feature of this study is its innovative methodology, employing non-probabilistic quota sampling techniques, ensuring representative and cost-effective data collection. The analysis leverages the G*Power software, using effect size conventions and Cochran's formula, to determine an optimal sample size of 400 respondents. Through this comprehensive approach, the research aims to offer invaluable insights into the effectiveness of new media marketing strategies, potentially revolutionizing the online sale of agricultural commodities in the region and beyond.

Keywords: New Media Marketing; Purchase Intentions; Heilongjiang Province

1 Introduction

The emergence of new media has a positive impact on people's communication ability, leisure and consumption, but we can't ignore its negative impact. The negative impact of new media on the public lifestyle is mainly reflected in the following aspects: Firstly, it is easy to have a negative impact on people's values. New media is the ways of

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Y. O. Choong et al. (eds.), *Proceedings of the 11th International Conference on Business, Accounting, Finance and Economics (BAFE 2023)*, Advances in Economics, Business and Management Research 272,

https://doi.org/10.2991/978-94-6463-342-9_17

information transmission are diversified, and the information shows an explosive growth, but it is difficult to distinguish the true and false information in the network, and some bad information will have a negative impact on people [1]. Especially for young people, their self-control ability is poor and their discrimination consciousness is relatively low. Many young people have just entered society for a relatively short period of time, are not mature enough in all aspects and have little self-discipline. They prefer the content of new media and are constantly prone to be induced to consume [2]. The existence of bad information will inevitably have a negative impact on their values on behavior. For example, money first and naked loan are over the major news reports. The content of new media will mislead consumers. Some people pay attention to it because of curiosity, which eventually leads to malignant events. Secondly, the information transmission of new media has universality, virtuality, convenience and immediacy, but there are also many problems. The virtuality and universality of new media easily lead to people's ideological deviation, especially in the network environment, it is easy to enhance group consciousness and weaken personal consciousness [3]. That is, once people encounter controversial issues, they often observe whether their opinions belong to the majority opinion. If they are consistent with the opinions of the majority, their willingness to express will be stronger. If they are the opposite opinion, they will worry about whether they will be isolated and choose to remain silent after expressing their opinions, which will eventually lead to cyber violence. Thirdly, New media will also have a negative impact on the physical and mental health of the public. According to [4], 69% of adults and 81% of teenagers in the United States use new media. This increases the risk of a large population feeling anxious, depressed or ill due to the use of new media. In the development of new media in the past period of time, there have been many new problems, such as mobile phone dependence, Internet addiction, excessive addiction to games and so on. Some people refer to Internet addiction as "electronic heroin", that is, some people are excessively addicted to the Internet, resulting in depression, nausea and anorexia, weight loss and memory loss, and cannot restrain their impulse to surf the Internet. At present, bow heads can be seen everywhere on the road, bus and subway. People focus on looking at mobile phones and tablets, ignoring the changes of the external environment. Therefore, the news continues to break out events such as losing their lives because they look down and see the mobile phone fall into a deep pit. Some people are too immersed in the virtual network, ignore the need to display the world, and even lead themselves to escape from the real world [5].

From the Heilongjiang Department of Commerce was informed that in 2020, the steady development of e-commerce in Heilongjiang Province, the province's annual online retail sales of 52.63 billion yuan, an increase of 12.7%.

According to the introduction, e-commerce to help rural areas in Heilongjiang Province to fight poverty, more workers returning home to start their own businesses, with short video platforms and other live "with goods" to promote rural areas towards modernization, digitalization, information technology direction. Data show that in 2020, rural e-commerce in Heilongjiang Province continued to maintain a high growth rate, the scale of transactions continues to expand, to achieve online retail sales of 15.79 billion yuan, an increase of 22.7%. At the same time, Heilongjiang, based on the

province's agricultural development status quo, actively joint with local outstanding enterprises and major e-commerce platforms to help the development of agricultural products e-commerce. In addition, with the help of c2c network platform, choose to cooperate with Taobao, Jingdong and other ways to start e-commerce activities. For example, the Heilongjiang Binxi cattle industry has cooperated with VW.com and Meituan.com to electronically place orders for Binxi's cold fresh beef and other fresh agricultural products that it operates and has quickly gained consumer recognition. In addition, many enterprises that are not yet mature enough to build their own platforms can integrate their own brands and bases with well-known e-commerce resources to form supply chains or join them, which can also lead to better business opportunities. These fully reflect the flourishing trend of e-commerce for fresh agricultural products in the province.

Heilongjiang Province is a major province in China and an important commodity grain base in the country. Agriculture, especially grain production, occupies an important strategic position in China, making important contributions to stabilizing national food security and the effective supply of agricultural products. As the national economy enters the new normal, it has brought many challenges to modern agriculture. "Internet agriculture" has become an inevitable trend in the development of agricultural product marketing, and it is also the direction that agricultural marketing must adhere to in the future. However, "Internet plus agriculture" in Heilongjiang Province is still in its infancy and exploration stage, and its realization has become a bottleneck in many agricultural businesses or enterprises. It is difficult to sell and promote agricultural products. It is necessary to deeply explore the new ideas of agricultural product marketing mode in the "Internet plus era" to promote the development and promotion of "Internet plus agriculture" in Heilongjiang Province. Therefore, studying the purchase intention of consumers in online shops in Heilongjiang Province can be an important reference value for the development of Heilongjiang's online economy.

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1.1 Research Questions

In order to encourage the innovation of enterprise marketing model and realize the development and expansion of mobile social network business value under the background of new media marketing, this paper puts forward the following questions that need to be seriously considered.

RQ1. What is the dimension of technology acceptance that is perceived prominent among customers?

RQ2. What is the level of customer purchase intention for agricultural products in Heilongjiang Province?

RQ3. What is the relationship between the dimension of technology acceptance (perceived usefulness, perceived ease of use, new media interactivity, new media efficacious, perceived security) and customer purchase intention?

RQ4. Is customer trust the mediator factor for technology acceptance and customer purchase intention for agricultural products in Heilongjiang Province?

These research questions will help to correctly understand the behavior of mobile social users in social interaction. The relationship between users and interaction has no direct user interaction history, help to accurately identify the trust relationship between users, formulate effective new media marketing strategies, promote the online consumption of mobile social users, and promote the vigorous development of enterprise new media marketing.

1.2 Research Objectives

Based on research background and problem statement, this research main objectives are following.

1. To ascertain the dimension of technology acceptance that perceived prominent among customers.
2. To identify the level of customer purchase intention for agricultural products in Heilongjiang Province.
3. To determine the relationship between technology acceptance (perceived usefulness, perceived ease of use, new media interactivity, efficacious of new media and perceived security) and customer purchase intention.
4. To ascertain the relationship between technology acceptance, the mediating factor (customer trust) and customer purchase intention for agricultural products in Heilongjiang Province.

1.3 Research Hypothesis

H1 There is a significant relationship between perceived usefulness of new media and technology acceptance.

H2 There is a significant relationship between perceived ease of use of the new media and technology acceptance.

H3 There is a significant relationship between new media interactivity and technology acceptance.

H4 There is a significant relationship between new media efficacious and technology acceptance.

H5 There is a significant relationship between perceived security and Customer Trust.

H6 Customer Trust is the mediator factor for technology acceptance and customer purchase intention for agricultural products in Heilongjiang Province.

2 Literature Review

2.1 New Media Marketing

The bedrock of modern media is digital information. Interactive communication through state-of-the-art media characterizes technology. UNESCO defines new media as "informational channels that utilize the Internet as a vehicle and are founded upon digital technology." [6] claim that new media communication incorporates diverse forms of communication in a comprehensive manner and is predicated on the development and application of new technologies. New media are distinguished from traditional media by advancements in science and technology. In terms of information transmission, mode, and velocity, significant advancements and innovations have occurred [1]. Drawing upon the aforementioned scholarly investigations, this article endeavors to delineate the notion of "new media" and posit its own perspectives [7].

The idea of new media is discussed in this article. Network media and mobile media are examples of new media that are distinct from conventional media like newspapers, radio, and television. The first is innovation, that is, technological innovation, form innovation and concept innovation. Formal and technological innovation is more suitable to be called improvement, but it is not enough to prove that it is a new media and cannot really reflect the "new" of new media [8]. The innovation of ideas and viewpoints is the core content of new media. Some theories mainly define new media from the perspective of interactivity, which is one-sided [5]. This paper holds that the understanding of new media can be truly defined and recognized only through the combination of technology, form and concept.

2.2 New Media Usefulness

[9] clarify that the notion of new media utility concerns an individual's assessment of the extent to which a specific system improves their job performance. [10] posits that the notion of new media efficacy pertains to an individual's assessment of the extent to which a particular system can augment their workplace productivity. In contrast, the utility of new media was found to be a substantial factor in determining how consumers perceive recommendations from bloggers on new media platforms [11]. In line with this, the objective of [12] research was to examine the possibility of a correlation between clients' attitudes toward positive evaluations of new media and the perceived utility of such platforms. Nevertheless, it is important to acknowledge that the action of pertinent entities utilizing social networking platforms to disseminate information is believed to have a noticeable impact. With the intention of expanding the reach of higher education by facilitating the exchange of knowledge among students, faculty, and administrative staff in academic institutions, this practice is specifically regarded as a method to encourage the implementation of new media [13]. When individuals consider a particular new media tool essential for the efficient distribution of information, their inclination to embrace it will increase. According to [14], individuals are more likely to be motivated to gain knowledge from those who highlight its practicality and worth.

2.3 New Media Interactivity

[15] pointed out that the interactivity of new media mainly means two levels: one is that it can provide users with social convenience, that is, it is social; Second, it can

realize the communication between users and other users, that is, it is interactive. These two features make consumers get real social satisfaction on the new media platform, and the social experience is closer to real life. Therefore, they are more vulnerable to the opinions of other users when deciding whether to buy. [16] believed that new media has established a platform and channel for producers, sellers and online shoppers to communicate independently and freely. With the increasing development of information technology, the media has gradually abandoned the monotonous graphic information in the past, and the interactive effectiveness of new media makes the marketing content more vivid and full, and consumers can understand the products more quickly. The interactive function of new media enables online shoppers to participate in every link of enterprise marketing with the help of new media platform, comment, forward and like products and services, participate in online promotion activities, and feedback their opinions to enterprises.

2.4 New Media Ease of Use

In the research of [17], through the relevant research and investigation on the influencing factors of 35 new media in different subject backgrounds, it is found that they jointly include influencing factors, such as perceived usefulness (PU), perceived ease of use (PEOU), supervisor Standardization (SN), etc., and Pu has a greater impact than PEOU in TAM model.

The degree to which individuals are able to effortlessly operate technological instruments is referred to as the "ease of use" in new media. Users are more likely to perceive a method favorably, as stated by [10], when the method itself is of superior quality. [9] state that the assessment of the usability of new media similarly investigates how an individual perceives the degree of effortlessness exhibited by a given system. According to [18], individuals held the perception that employing user-friendly technology would result in inherent benefits. An additional determinant of individuals' motivation to utilize new media is their perception of the technology's utility and the simplicity of its operation [19, 20]. Consumer feedback and the degree of simplicity of use exhibited by new media platforms are positively correlated, according to [21]. [22] provided empirical support for the notion that an inclination towards travel destinations is positively correlated with the increased usability of new media. Supportive empirical evidence for a positive correlation between attitude and ease of perception has been presented by [23, 24].

2.5 New Media Efficacious

Extensive scholarly research has been conducted on individuals' perceptions regarding the credibility of both sources and messages. The initial research in this field focused on face-to-face situations and the determinants of credibility in human sources. However, more recent studies have shifted their focus to online environments, exploring various phenomena such as the impact of design elements on the perceived credibility of websites, factors influencing the credibility of blogs, and the components of credible online product reviews [25]. The examination of online credibility is motivated, in part, by the significant disparities in this particular context that hinder the

traditional evaluation of information and source credibility. Moreover, the prevalence and prominence of misinformation today necessitate a cautious approach to avoid the serious consequences of inappropriately relying on such information [1].

2.6 Perceived Security

The concept of perceived security refers to the individual's subjective assessment of the likelihood that their sensitive information will be safeguarded from unauthorized use by external parties throughout the online transaction procedure [26]. According to [27], a website that possesses enhanced security measures has the capacity to safeguard its users against financial losses arising from security vulnerabilities, such as the leakage of credit card information. This capability to shield users from potential security threats can be perceived as a lasting advantage by users. It is widely believed that a heightened level of security perception can contribute to increased user comfort. The enhancement of customer trust through the perception of security contributes to increased repurchasing behavior, thereby generating substantial advantages for companies. Online systems are designed to store and retain customer information, as well as the details pertaining to their transactions conducted during online shopping activities. The analysis of customer information serves various purposes, thereby augmenting the potential risks faced by customers. Hence, the security of the system is regarded as a significant aspect by customers in the realm of online transactions [28].

2.7 Online Trust

Trust plays a crucial role in fostering emotional connections between customers and sellers, and it significantly influences the dynamics of various factors and subsequent behavioural intentions [29]. There are distinct differences in the mechanics of trust between online and physical contexts. According to [30], trust assumes a prominent role in online environments, serving as a substitute for traditional indicators of experience, such as tangible products and sales personnel. The examination of customers' trust has been recommended by scholars as a means to assess its role as a mediator between different factors, such as website quality, and desired outcomes, such as online purchase intentions [31]. However, available research on the discourse regarding the extent to which customers trust businesses operating on social media platforms is limited. This is a crucial aspect that influences the relationship between consumers' motivations and their intentions to make online purchases [32, 33]. Preceding consumers' intentions to make online purchases, the establishment of trust is a critical factor in alleviating apprehension and facilitating successful transactions [31]. [34] postulate that consumers are more inclined to demonstrate favorable behavioral intentions, such as the intent to make a purchase, when their needs and preferences are adequately fulfilled. However, situations in which consumers lack confidence result in a reduced propensity to engage in e-commerce transactions through social media platforms. Social media platforms enable marketing environments that are characterized by an element of unpredictability. Therefore, this study proposes that the degree of confidence that consumers have in online retailers acts as a mediator between customer motivations and their intentions to engage in online transactions.

2.8 Online Purchasing Intention

[35] defined intention as the motivational elements that impact conduct, functioning as gauges of the extent to which individuals are prepared to exert themselves and the quantity of effort, they plan to allocate towards executing a particular action. The present study defines purchase intention as the propensity and likelihood that an individual will engage in the transaction of acquiring a suggested product following their engagement with new media platforms. Purchase intention pertains to the probability or inclination of consumers to participate in a subsequent acquisition of a specific product or service [36]. Previous studies have established a positive correlation between increased purchasing intent and a greater likelihood of completing a transaction. According to [37], when customers possess a favorable intention to procure a product or service, a positive brand engagement will effectively facilitate the actual purchase. The concept of purchase intent refers to the consumer's inclination and resolve to engage in a transaction for the acquisition of a particular product [38]. According to [39], the assessment of customers' purchasing behavior often involves the utilization of eagerness to purchase as a prevalent indicator for predicting future buying behavior.

Research on the variables that influence online buying decisions is a very important issue in consumer behavior. The study that is being conducted focuses on internal customer variables, website factors, product and marketing components and other dimensions. There are also different quantitative indicators for each dimension, but they mainly focus on value perception, online reviews and online word of mouth, which reflect interactive behavior [5]. In the new media marketing environment, the majority of buy choice investigations begin with factors such as commodity qualities, WeChat business service ability, connection aspect, and third-party supervision, among others. Although some studies include interactive elements, the majority of them believe that information interaction is the sole interactive factor that influences purchase intention [1].

2.9 Technology Acceptance Model (TAM)

In 1986, Fred D. Davis formulated a novel concept that drew upon the Theory of Reasoned Action (TRA). The term "Technology Acceptance Model" (TAM) is used to refer to this particular paradigm. In order to enhance comprehension and prognosticate the potential responses of individuals towards a novel technological advancement, the present study has devised a model. As per [10], the model underwent a redesign process with the aim of enhancing its technological relevance. The application of a technical framework for assessing acceptance and adoption is not applicable to the examination of the social implications of Technology Readiness Assessment (TRA), particularly in relation to subjective norms as previously discussed. This model exhibits a distinction from the TRA model in this particular aspect. In [10] study, the concept of external factors is proposed as a replacement for the subjective norm construct, which is further categorized into two distinct components. Theories have been presented to explain the broad adoption of new IT systems, with a special emphasis on the ideas of perceived

usefulness and perceived ease of use. Perceived utility, as described by [10], is the subjective assessment made by a person about how much a certain technology will improve their job performance. In his study, [10] used the term "perceived ease of use" to describe an individual's own impression of the amount of physical or mental effort needed to operate a certain technology. Moreover, he suggested that streamlining the user-friendliness of a system might lead to improved job effectiveness. This statement provides evidence to support the claim that the perceived ease of use directly affects the perceived usefulness. According to prior research, it has been established that the perceived utility of a product holds significant importance in determining the likelihood of consumer utilization. The relationship between perceived usefulness and attitude towards usage is explored through an analysis of the model. However, it is important to note that the perception of usefulness directly influences the intention to use.

2.10 Conceptual Framework

Based on the findings presented in Figure 1, a decision was made to retain four specific constructs within the model, namely perceived usefulness, perceived ease of use, trust, and customer purchase intention, in order to ensure precision and accuracy. Accordingly, three constructs of the model have been renamed and adjusted. The component social media was replaced with Influencer new media which represents the core topic of this dissertation. Critical Mass, Capability and Perceived Playfulness are replaced with new media interactivity, and new media efficacious and perceived security. From six constructs, the conceptual model was formed and is named as follows:

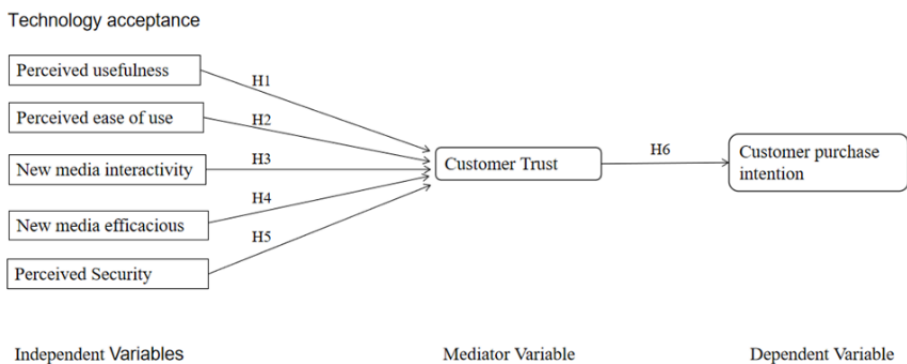


Fig. 1. Conceptual Framework

The last two dimensions of new media interactivity and new media efficacy were added to the original Technology Acceptance Model (TAM) framework to account for the changing nature of technology and user behavior. This section will explain the rationale for including these dimensions in the TAM framework and provide relevant literature to support this argument.

New Media Interactivity: User involvement and participation have become essential elements of technology adoption due to the emergence of social media, smartphone

applications, and other interactive technologies. Consequently, the TAM framework included the new media interaction component to effectively account for this significant aspect. [20] assert that user involvement plays a crucial role in determining the acceptability and use of technology. Furthermore, studies have shown that consumers' interaction with emerging technologies might have a beneficial impact on their inclination to use them [40, 41]. Thus, including new media interactivity as a dimension in the TAM framework reflects the importance of user engagement in technology adoption.

New Media Efficacy: New media efficacy refers to the perceived usefulness of a technology in achieving the user's goals. As technologies become more complex and multifaceted, users are increasingly concerned with the efficacy of a technology in meeting their needs. According to [20], perceived usefulness is a strong indicator of technological adoption. Furthermore, several research have shown that the perception of usefulness might have a beneficial impact on consumers' inclination to adopt and use novel technologies [41, 42]. Therefore, the new media efficacy dimension was included in the TAM framework to capture the increasing importance of perceived usefulness in technology adoption.

In summary, the inclusion of the last two dimensions of new media interactivity and new media efficacy in the original TAM framework reflects the changing nature of technology and user behavior. The literature supports the idea that these dimensions are crucial in determining technology acceptance and use. By including these dimensions in the TAM framework, researchers can gain a more comprehensive understanding of the factors that influence technology adoption.

3 Research Methodology

3.1 Sampling Design

Target Population

It refers to the gathering of study objects or components. The aim of this study is that respondents' replies to elements that impact the consumer's readiness to purchase websites in new media should be examined and understood. This study will focus thus on Consumers of China online stores. The age, gender and color of consumers are not restricted.

Sampling Elements

An online survey will be conducted in China. The target respondents encompass individuals who fall into the categories of students, working adults, and online-shoppers. The individuals in question are specifically selected due to their familiarity with online shopping or previous involvement in such activities [43]. They will therefore have a better grasp of various sorts of acquisition methods and have a basic comprehension of answering the questions in the survey instruments.

Sampling Technology

Probability and non-probability are two sampling techniques commonly used by researchers in research. In this study, non-probabilistic technology will be used because it is cheap, widely used and does not need a large population [3]. It can also help reduce sampling costs. And Quota sampling techniques will be classified as non-probabilistic sampling techniques. It ensures that various small groups in the population will be characterized according to relevant characteristics according to the requirements of researchers [44]. Quota sampling is a common non probabilistic sampling method. Quota means allocation amount. By presetting the number of respondents in some attribute characteristics (such as gender, age, education level, etc.), quota sampling can make the proportion distribution of respondents in these attribute characteristics closer to the research population or more in line with the research needs. Moreover, the online questionnaire is easier to implement this sampling method.

Sampling Size

In accordance with Cohen's suggestions, G*Power provides effect size conventions classified as "small," "medium," and "large" to facilitate the calculation of sample sizes for statistical tests. The standardized effect size values provided by these sources differ based on the particular tests being implemented.

Upon selecting the "effect size" option in the "input parameters" field and positioning the cursor there, G*Power will exhibit the conventional effect size values that are advised. In order to calculate sample sizes for the t-test, the G*Power software provides standard effect size values of 0.2, 0.5, and 0.8 for small, medium, and large effect sizes, respectively.

As stated by [45], power analysis will be conducted utilizing G*Power software version 3.1.9.2 in this investigation. By considering product cost and safety as intermediaries, the aim is to ascertain the most suitable sample size for examining the correlation between automobile quality and consumer satisfaction. Cochran's equation is a reliable model for social scientists and is deemed appropriate for calculating population samples from continuous data.

The G*Power software possesses comprehensive functionalities that aid in the computation of sample size and effect size. These characteristics facilitate the application of simple linear regression (SLR) statistical techniques for the purpose of validating research findings through the examination of sample size or data [46]. Linear regression is a multipurpose statistical method that necessitates the use of primary data to calculate or establish odds ratios. Additionally, the number of continuous variables utilized influences the dependability of the study's sample size.

The results of the power analysis for sample size, conducted using Cochran's formula for continuous and discrete variables, are illustrated in Figure 2. The G*Power software package was utilized for the analysis. The methodology suggested by [47] is applied to this analysis. The research produced an approximate sample size of $N = 400$. Due to the desire to maintain a conservative stance, the sample size for this study has been set at $N = 400$, utilizing the G*Power random effect methodology. The decision to proceed is predicated on the results of a two-tailed test, which incorporated a confidence level and a desired power ($1-\beta$) of 0.095 and an error probability (α) of 0.05.

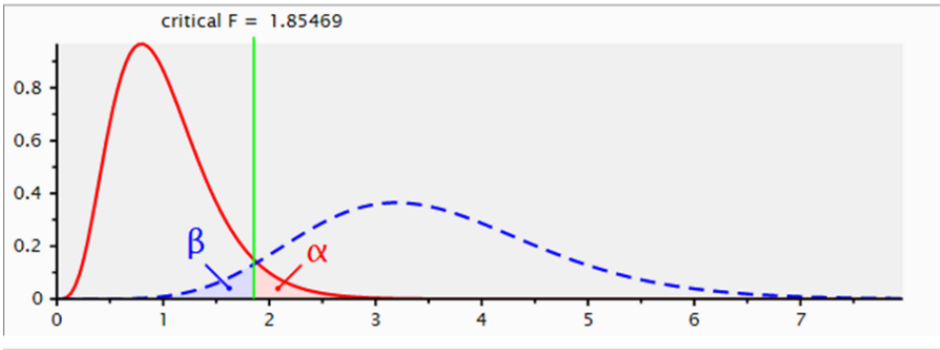


Fig 2. G*Power plot sample analysis.

3.2 Data Collection Methods

In the realm of research, data utilization can be categorized into two distinct types, namely primary and secondary data [48]. To address the research inquiries of this investigation, data is gathered via the primary means, namely the personally administered questionnaire. There exist multiple factors that support the utilization of primary data over secondary data within the context of this study. According to [48], the data that has been gathered may not align with the objectives of the study and may be considered unsuitable for addressing the research questions. Accessing the data may present challenges due to its limited availability for commercial purposes and its associated high cost. While a plethora of secondary data from reputable sources exists, there is a lack of substantial control over data quality and the potential manipulation of data for initial purposes.

The utilization of questionnaires as a data collection tool is prevalent within the field of survey research [48]. According to [48], it was noted that individuals are presented with a standardized set of questions, which facilitates the collection of responses from a substantial sample size for the purpose of quantitative analysis. [49] posits that a questionnaire is a predetermined collection of inquiries that elicit responses from participants within a limited range of predefined alternatives.

The method employed in this study involves the use of personally administered questionnaires. One advantage of providing an opportunity to introduce the research topic is that it encourages respondents to provide candid responses [49]. Simultaneously, data collection is characterized by reduced time consumption, decreased costs, and the absence of skill requirements. The structured questionnaire was developed and produced using the online platform Questionnaire Star Forms (Google, n.d.). Questionnaire Star Forms refers to a type of questionnaire that is accessible through internet connectivity on different devices, including computers, tablets, and smartphones. It is commonly referred to as web-based questionnaires due to its online nature.

The questionnaire showcases a meticulously planned layout, which is delineated as follows. First Section: Introduction The data collection objective of the survey is to facilitate research. Section 2 of the questionnaire consisted primarily of demographic inquiries, which were designed to facilitate the participant's transition into the following section. Inquiries regarding the assessment of various constructs, including perceived utility, perceived ease of use, new media interactivity, new media efficacy, new media adaptability, customer trust, and customer purchase intention, were included in Section 3 of the study. In pursuit of this research, a set of thirty-five inquiries will be formulated in their entirety.

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