

Exploring the Impact of Mobile Marketing Strategies on Consumer Buying Preferences and Decision-Making Processes in the Digital Age in Saudi Arabia, Jeddah

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Abstract

The purpose of the study is to identify how mobile marketing influences consumer buying behavior. This study examines background information regarding mobile marketing in its role in influencing customer purchasing decisions in Saudi Arabia. The paper has enlightened the reader concerning how quality products and services contribute to the purchasing decision of consumers. Technology, content management systems, and talent in the enhancement of mobile marketing processes are discussed. The research offers information on the significance of the primary data collection in the research process and the contribution of the statistical analysis. The key focus questions in the research have been answered concerning the effect of mobile marketing on consumer purchasing. There is a graphical representation of data in findings and analysis. The graphs show that the respondents gave accurate answers in the survey. The results of the graphs have been useful in establishing the role of technology, proper content management, employees, and planning in improving mobile marketing. Data triangulation has helped in collecting the essential information when it comes to conducting research. The mobile marketing of companies in Saudi Arabia can be improved through employee training, improvement of content, and the appropriate choice of digital platforms.

Keywords: Mobile Marketing, Customer Purchase Intention, Data Security, Social Media Marketing, Consumer Behaviour

Introduction

The fast-growing mobile phones and internet penetration has changed the marketing strategies of the world. Mobile advertising spending in Saudi Arabia is expected to grow at an annual rate of 10.26 per cent, to SAR 817.31 million in 2028, because it is widely used to influence e-commerce (Statista, 2024). As consumer behaviour trends radically change towards using digital platforms, mobile marketing has been the centre of making purchase decisions and maintaining a competitive advantage. Mobile marketing is called the active

employment of smartphones, tablets, and other personal devices to target, timely, and location-based interactions (Jebarajakirthy, 2021). Since mobile internet users in Saudi Arabia are projected to reach above 38 million over the next 3 years, businesses are turning to mobile strategies to drive targeting, consumer relationships, and purchase desires. The consumer purchasing behaviour (CPB) involves consumer perceptions, intent and behaviours when evaluating products or service. In mobile environments, CPB is closely related to trust, privacy, content quality, and personalisation (Sharma, 2021; Hasan, 2023). However, common challenges companies struggle with include poor content design, privacy protection, and poor infrastructure (Ashari Nasution et al., 2021), and drive down the conversion rates and engagement.

Lack of good mobile marketing is a setback in the business promotion and purchasing processes. Ineffectively delivered content confuses consumers, de-prioritizes attention and derails decision-making. Moreover, privacy protection is also quite poor and its marketing sustainability is still a risk of misusing its data, with this corroding the trust and the brand image (Ashari Nasution et al., 2021). As mobile internet users are projected to be 38.01 million by 2029 (Figure 1), and corporate investment towards it is growing tremendously (Figure 2), knowing how to maximise mobile marketing is vital.

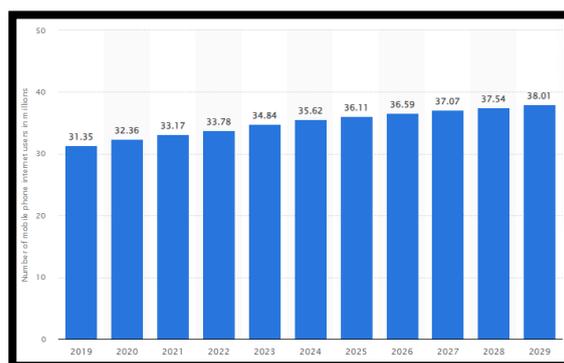


Figure 1: Mobile internet users in Saudi Arabia (Source: Statista 2024)

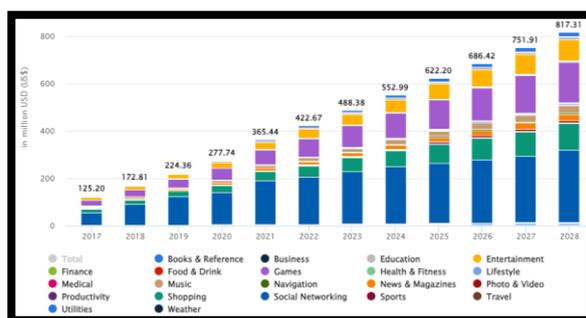


Figure 2: Investment of companies of Saudi Arabia in mobile marketing (Source: Statista 2024)

Figure 2 shows the investment in mobile marketing in Saudi Arabia can touch 817.31mn in 2028 (Statista 2024).

These deficits undermine the capacity of mobile marketing to realise its potential in driving e-commerce growth. To find out these issues, there is a need to evaluate the role of

mobile marketing in consumer purchase intention and arrive at interventions that enhance trust, satisfaction, and loyalty.

The main objective of the study is to establish the impact of mobile marketing on consumer decisions to purchase on e-commerce sites within Saudi Arabia.

Objectives

- To determine how mobile marketing notifications affect the purchasing probability of all consumers who deal with different products in online stores.
- To determine how consumer privacy in mobile marketing affects their response to location-based advertisements in e-commerce channels.
- To establish how consumer confidence in mobile marketing messages helps influence their buying behavior in different e-commerce sites.

This study has theoretical implications as well as practical implications. In theory, this study helps fill the research and knowledge gap that prevails in Middle Eastern mobile marketing research, contextualising the global theories to the country of Saudi Arabia. In practice, it offers practical insights, e.g. push notifications, personalisation, culturally appropriate written content, robust data protection, etc., enabling companies to enhance outreach, bring customers into the fold, and compete in a digital economy.

Literature Review

Consumer buying behaviours are the last step in making or not making a disposal of a product or a service after consideration of its offering. The quality of services continues to be a key factor in making these decisions and their sustainability in business (Al-Hawary & Obiadat, 2020). Existing literature mentions that quality, affordability, trust and lifestyle feature into the decision-making process. As an illustration, Mappesona, Ikhsani, and Ali (2020) note that poor-quality services deter purchases, whereas transparent communication boosts trust. Likewise, Alameer, Suhluli and Khalufi (2022) believe that low service quality weakens brand image and interaction.



Figure 3: Consumer purchasing decision steps
(Source: Created by author)

The consumer behaviour usually comprises recognition, information processing, evaluation, purchase and post-purchase review (Gupta, Gaurav & Jaiswal, 2023). Reputation and transparency on the Internet facilitate trust, but poor communication can hamper decision-making (Al-Hawary & Obiadat, 2021). Mobile marketing helps businesses deliver timely information that is available to consumers when comparing products and making necessary adjustments (Baik, Venkatesan & Farris, 2014). Loyalty and repeat engagement is created through satisfaction. Economic, social and psychological factors also play a role: the low prices create a feeling of trust (Al Togar & Al-Hakim, 2022), whereas failure to meet the

product demands hurts the credibility (Mahliza, 2020). Therefore, customer purchasing behaviour or trends are dominated by personalisation, quality and affordability.

Technology usage, data safety, skilled employees and content management strongly influence mobile marketing.

Technology usage: Sophisticated technology is used to automate processes, enhance the targeting rate, and aid personalization. Substantiating the increased accuracy, Majeed, Chaudhary, and Chadha (2024) emphasize a decreased possibility of human error, seen by Aziz and Abdulqadir (2023). They still have high adoption costs (Filippi, Bann & Trento, 2023). The firms in Saudi Arabia require frequent technology updates in order to be competitive.



Figure 4: Factors that affect mobile marketing
(Source: Created by author)

Data safety: Consumer security ensures the security of mobile business. Tanveer et al. (2021) state that information security fosters loyalty, and Van Thuy, Anh and Binh (2022) associate strong protection with a higher brand equity. With this, the introduction of secure data systems in Saudi Arabia is crucial to consumer trust.

Skilled employees: Good workers are needed to work with sophisticated technologies and customer interaction. Yang et al. (2021) emphasise that talented staff add value to creative content and customised services. Training and retention policies are still essential to Saudi companies that can adjust to digital markets. Content management: Uncertainty decreases and triggers purchase intent when the content is clear, culturally appealing, and engaging (Zafar et al., 2021). Localised content in Saudi Arabia has a great impact on the success of campaigns.

Mobile marketing is overwhelming because it is a reachable and personalised communication (Dwivedi et al., 2021). It allows simultaneous comparisons and tracking but the low-quality content decreases trust (Yadav et al., 2024). Personalization and location-based targeting tailor the services to the preferences of the consumers (Ittaqullah, Madjid & Suleman, 2020), but the results can be uncertain due to scarce insufficient data (Dalsace, Bonnet & Lange, 2025). The structures also make transactions easier, increase satisfaction, and strengthen loyalty (Khairawati, 2020).



Figure 5: Advantages of mobile marketing
(Source: Created by author)

The correlation between mobile marketing and consumer behaviour is framed in the three following theories:

4S Mobile Marketing Theory: Scope, Site, Synergy, and System help firms to customise needs-based, secure and coordinated mobile approaches. (Rafieian & Yoganarasimhan, 2021).



Figure 6: Advantages of 4S mobile marketing concept
(Source: Created by author)

Consumer Behaviour Theory: The theory that reveals mobile-driven behavioural tendencies are influenced by a variety of aspects internally and externally, including motivation, culture, and digital adoption (Manuere, Chikazhe & Manyeruke, 2022).

Oliver’s Theory of Customer Satisfaction: Customer Satisfaction Theory, proposed by Oliver (1980), is defined as the theory that assumes that satisfaction occurs when the mobile marketing experience is equal to or higher than the expectation and leads to loyalty and subsequent purchases. All these frameworks intersect in the same way of explaining the purchase intent, trust, and post-purchase behaviour of the Saudi Arabia consumer as influenced by mobile marketing.

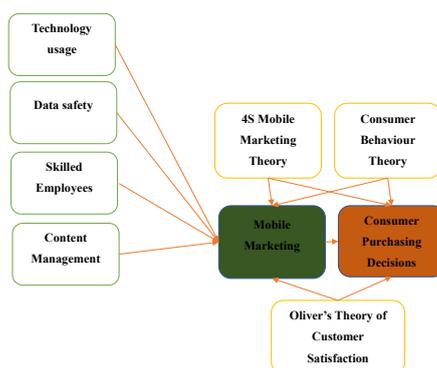


Figure 7: Conceptual framework
(Source: Created by author)

Little detail of the application of mobile marketing in influencing purchase behaviour in Saudi Arabia can be found in existing studies. There are limitations in studying consumer privacy, trust-building, and innovation approaches accompanying e-commerce (Varadarajan, 2020). Location-based advertising and post-purchase satisfaction in Saudi Arabia are also under-researched. These gaps should be filled to find solutions to help improve success in mobile marketing in influencing consumer decision-making.

Methodology

Research approach: This research will use a deductive research approach, thus the formulation of a working hypothesis based on existing theories about mobile marketing and consumer purchase behaviour can be tested. In reviewing the causal relationships, the deductive approach is suitable to work on the empirical evidence (Al-Ababneh, 2020). Due to an emphasis on objective testing, the research belongs to the current positivist research

philosophy that mainly prioritises observable and measurable data and values quantitative data analysis (Alharahsheh & Pius, 2020).

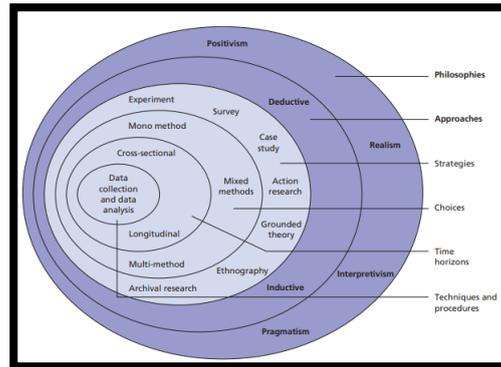


Figure 8: Research onion
(Source: Saunders et al. 2003)

The study will adopt a quantitative approach where structured questions will be used. The method will enable one to statistically examine the trends of consumers in Jeddah, Saudi Arabia with the aim of identifying the effects of mobile marketing on their buying behaviour. The quantitative methods were used instead of the qualitative ones (e.g., interviews) to increase the efficiency, objectiveness, and scalability of the methods.

Research strategy: A descriptive research design was selected, as it is optimal to profile user behaviours and determine the dependence of variables without altering them (Mohajan, 2020). This design is used to collect relevant data on a large sample in an efficient manner.

Simple random sampling (SRS). The procedure was applied to provide all possible subjects with the same probability of selection, and make the sampling more balanced and less prone to bias, as well as generalisable (Pandey & Pandey, 2021). It involved the target population of online shoppers in Jeddah who do their purchases through mobile devices. The initial sample was 300 people and 150 of them formed the final sample. Individuals who participated were both male and female Jeddah residents with a minimum of a bachelor of arts degree and experience in mobile purchasing. This target age group was chosen, as it meant that the quality and relevance of the data would be addressed, and the research could be conducted within the available time.

Data was gathered through internet-based questionnaires delivered through Google Forms, which were circulated via email messages and WhatsApp. This option has been adopted due to its affordability and convenience, considering geographic coverage which focused on Jeddah. The survey contained 35 closed-ended questions: 30 questions on the heart of the research constructs, and the remaining 5 were demographic questions. Each of the items was matched to the theoretical framework and research questions of the study [see Appendix 1]. The survey was designed in such a way that it was going to examine how users felt about the contents of mobile marketing, their level of engagement, confidence in mobile platforms and how it might factor in their intentions towards purchasing. Likert-scale questions were also used due to their ease of analysis.

Data was planned to be analysed via SPSS, but statistics were calculated with Excel. This comprised of descriptive data, correlation, and hypothesis testing (through regression). This methodology fosters the determination of the link between mobile marketing initiatives and consumer decision-making. Excel was selected because it is friendly, can be used to work with the data, and will enable easy error checking and visualisation of results. This was to provide clarity and transparency in the interpretation of the responses of consumers.

Limitations: A number of limitations were noted. First, the geographical area of study was confined to Jeddah, which limits the generalisability of findings to the whole of Saudi Arabia. Second, the use of a sample size limited to 150 respondents is a good sample size that can handle simple statistical tests; however, it can reduce statistical power. Third, the experience of mobile purchase was a requisite to the participation process and isolates non-digital consumers, potentially creating sample bias. Moreover, there was no open-ended character of the questions employed, which could limit the depth of the insights that were obtained. In spite of these shortfalls, the research design guarantees a precise and pertinent analysis of the role of mobile marketing with regard to consumer buying decisions within a Saudi context.

Results / Findings

Demographics: Respondents had various and equitable demographic attributes, which strengthened the validity of the results. Age analysis (see figure 9) showed that 55 per cent were aged 26 to 30, 26 per cent were aged 20 to 25, and 18 per cent were over 30. There was almost an equal gender distribution of 52 female and 47 male participants (Figure 10). Levels of education were also evenly distributed with 52% having a bachelor's degree and 48% having a master's degree (Figure 11). This diversity minimised sampling bias and gave a good foundation upon which behavioural trends were to be analysed.

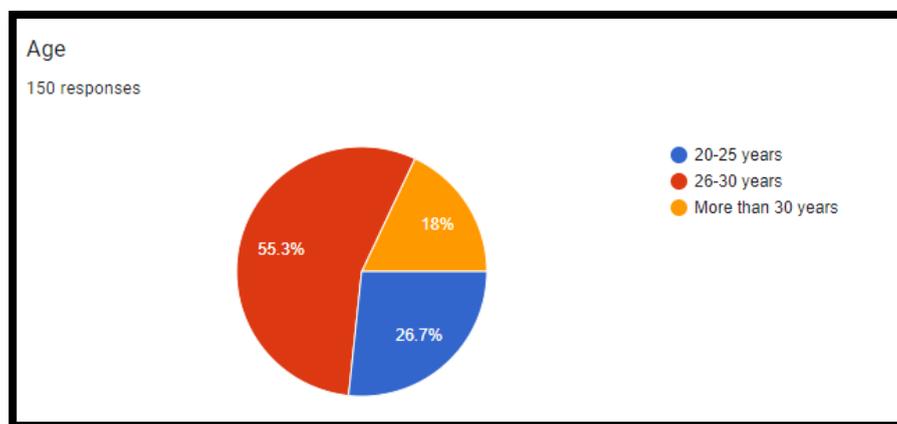


Figure 9: Age
(Source: Google form)

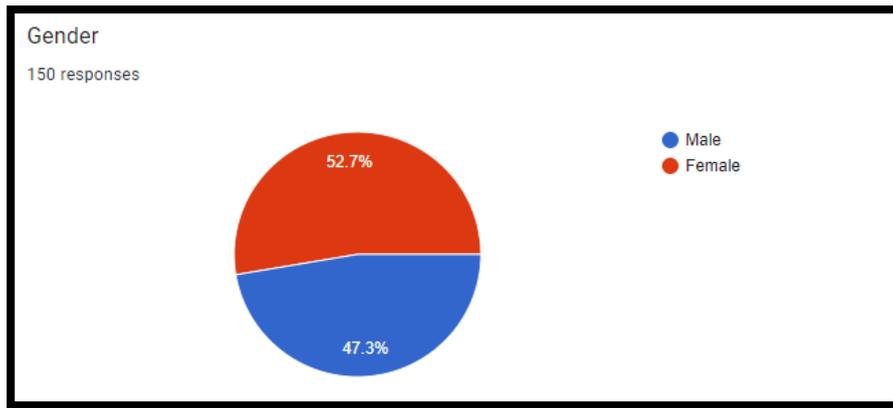


Figure 10: Gender
(Source: Google form)

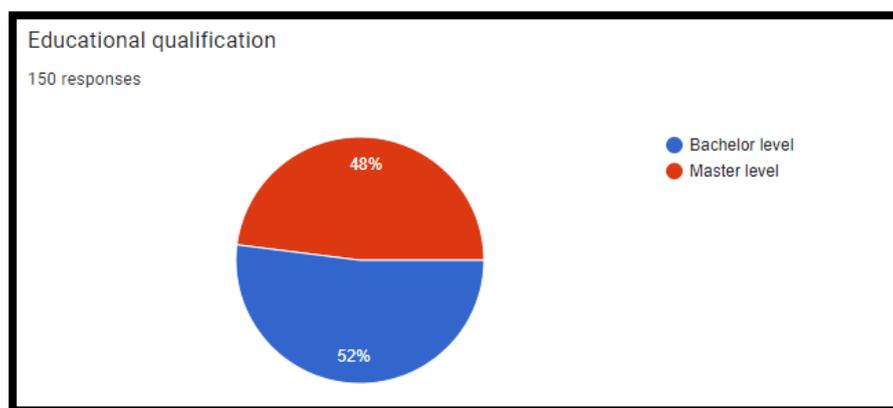


Figure 11: Educational qualification
(Source: Google form)

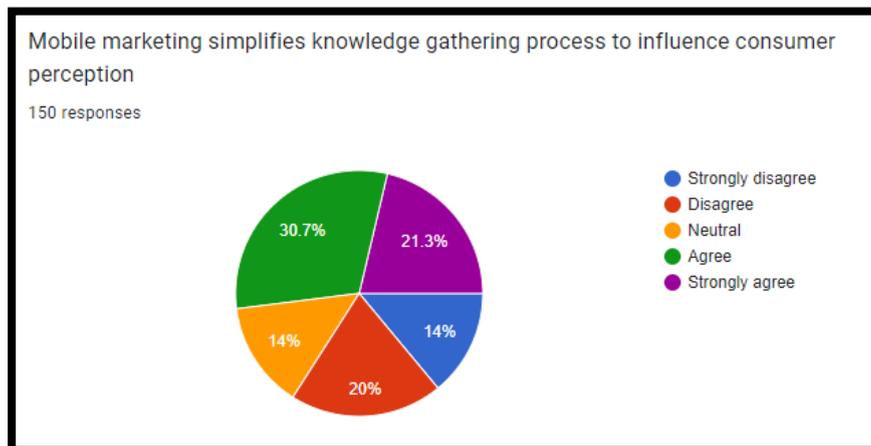


Figure 12: Knowledge simplification
(Source: Google form)

Perceptions of Mobile Marketing: Results have shown that mobile marketing was commonly understood as a means of streamlining access to knowledge where most people (51 per cent) were in agreement or strongly in agreement (Figure 12). Nevertheless, the problem of too many adverts appeared, and 54% admitted their negative effect on their intention to buy (Figure 13), which meets the literature on ad fatigue (Grewal et al., 2020).

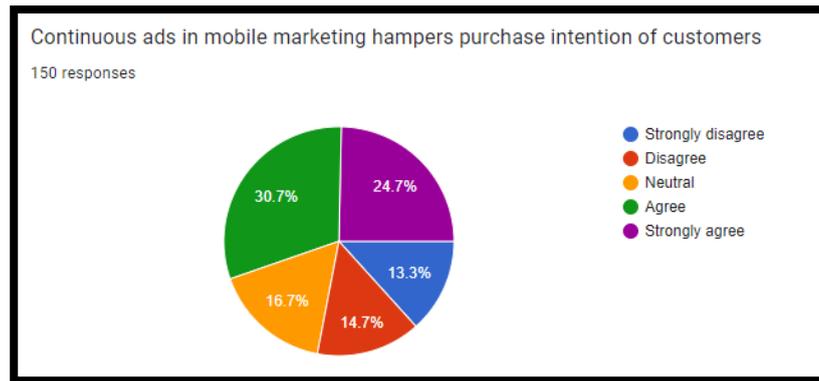


Figure 13: Continuous ads
(Source: Google form)

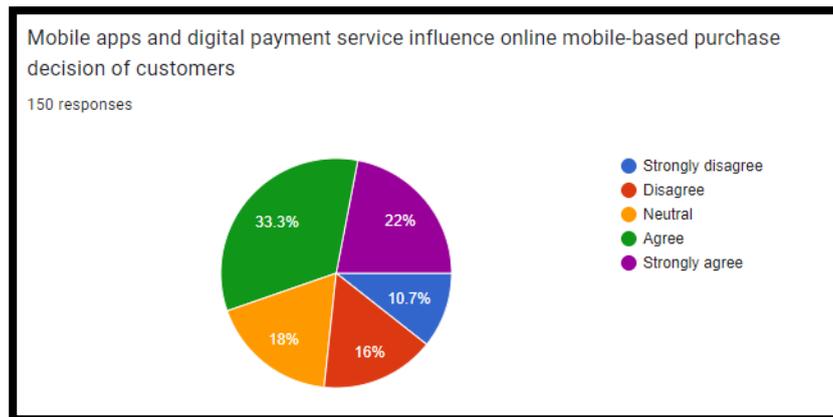


Figure 14: Digital payment
(Source: Google form)

Technological Influence: The consumer behaviour was greatly impacted by the mobile app and digital payments, to the extent that 55 percent agreed on their contribution to the improved purchase experiences (Figure 14). Equally, active and geolocation promotion enjoyed a positive response by more than 60 percent of respondents (Figures 18 and 20), a fact that testifies the successful use of precision targeting (Aziz & Abdulqadir, 2023). M-payment services were supported highly (60%) as it helped make transactions easier (Al Togar & Al-Hakim, 2022).

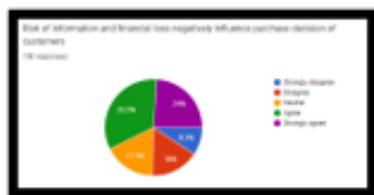


Figure 16: Information risks

(Source: Google form)

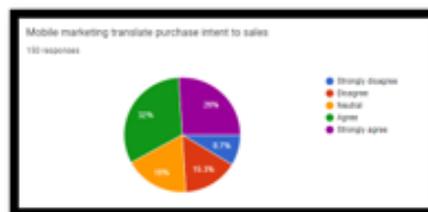


Figure 17: Purchase intent

(Source: Google form)

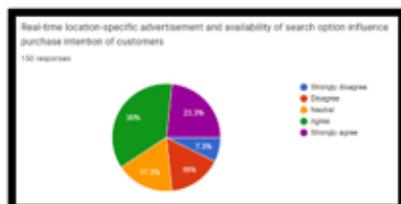


Figure 18: Location-specific advertisement

(Source: Google form)



Figure 19: M-payment

(Source: Google form)

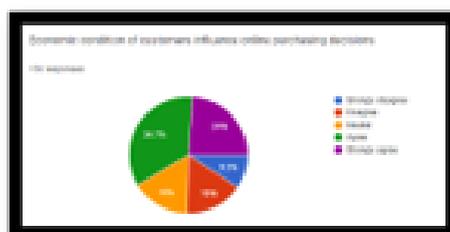


Figure 15: Economic condition

(Source: Google form)

Risk Perceptions and Trust: Given the advantages, 57% of responders pointed to misuse of data (Figure 16). Transparency was strengthened as a security measure conducive to trust in terms of the demand of better data protection (Figure 21), safer registration procedures (Figure 22), and restricted irrelevant data collecting (Figure 23) (Bernritter et al., 2021).

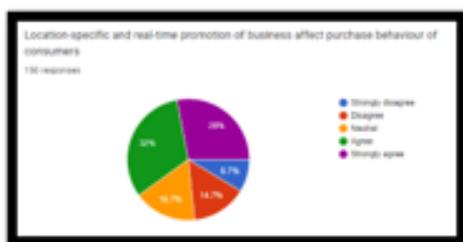


Figure 20: Real-time promotion

(Source: Google form)

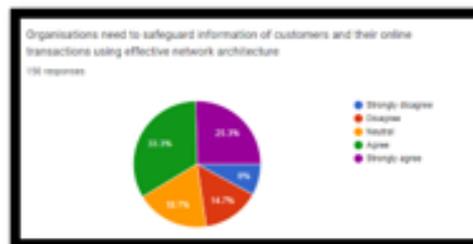


Figure 21: Information Safety

(Source: Google form)

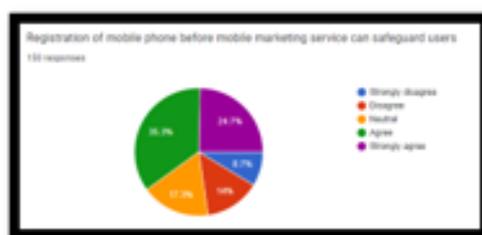


Figure 22: Mobile registration

(Source: Google form)

Organisational and Employee Factors: Important facilitators were recognized as employee training, analytical, and flexible communication (Dachner et al., 2021; Yang et al., 2021). On the other hand, the impediments were cost, software, navigability, and shortage of skills, an indication that the organisations faced difficulties in implementing mobile marketing technologies comprehensively.

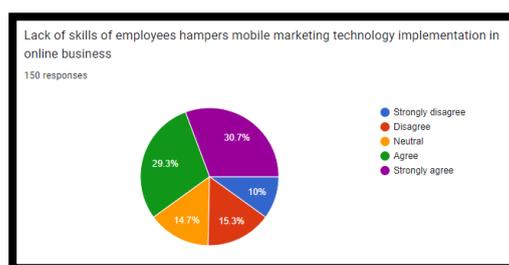


Figure 26: Lack of skilled employee

(Source: Google form)

Consumers overwhelmingly cited accurate information (27% strongly agree, 15% agree) as the most important descriptor of consumer trust when it came to using mobile-based businesses. Equally, 28 percent of respondents followed up that employee training fosters creativity and prepares employees with the necessary advanced technology skills, a fact that should not be overlooked when conducting successful mobile marketing. Another skill emphasised is analytical skills of which 26 and 28 percent strongly and agree respectively that this is the requirement to manage technological complexity.

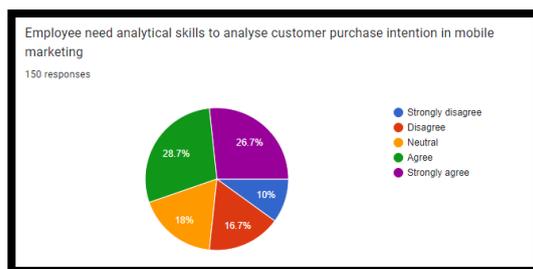


Figure 27: Analytical skills
(Source: Google form)

Communication flexibility was most popular as 24 % strongly agreed and 34 % agreed that disposition to responsive communication stimulates trust and loyalty. Content customisation was deemed valuable by 34 percent of respondents, and this shows how it helps to help build customer insights and personalised engagement.



Figure 28: Communication Flexibility
(Source: Google form)

Trust in information sharing was also strengthened with 28% strong agree and 32% agree percentages, that it forms an influence on the purchasing intention. The importance of customer feedback as a strategic measurement was emphasised with 26% strongly agreeing and 32% agreeing that such analysis can enhance effectiveness of marketing practices and also develop trust. Lastly, the accuracy of information and how augmented reality (AR) can be used to boost this was ranked overwhelmingly, with 31 percent saying it raises trust and brand value.

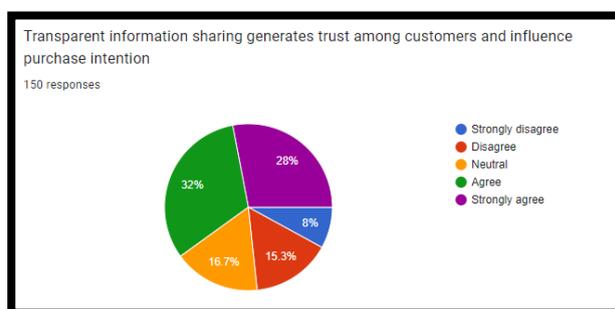


Figure 29: Consumer trust
(Source: Google form)

Barriers to Mobile Marketing: The most significant barriers to this are found to be implementation costs (Figure 28), software compatibility issues (Figure 24), navigation issues (Figure 29), and shortage of skilled personnel. These limitations demonstrate the operational

and financial limitations that the organisations deal with, in order to provide their full adoption of mobile marketing technologies.

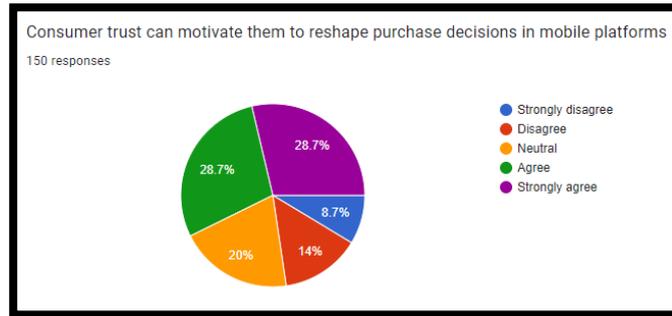


Figure 30: Consumer trust
(Source: Google form)

Model fit assessment: To complement descriptive analysis, a Confirmatory Factor Analysis (CFA) was conducted in AMOS 28. Constructs included Purchase Intention (PI1–PI6), Perceived Risk (RISK1–RISK9), Organisational Factors (ORG1–ORG4), Trust (TR1–TR4), and Communication (COMM1–COMM4). The initial model, however, revealed poor fit.

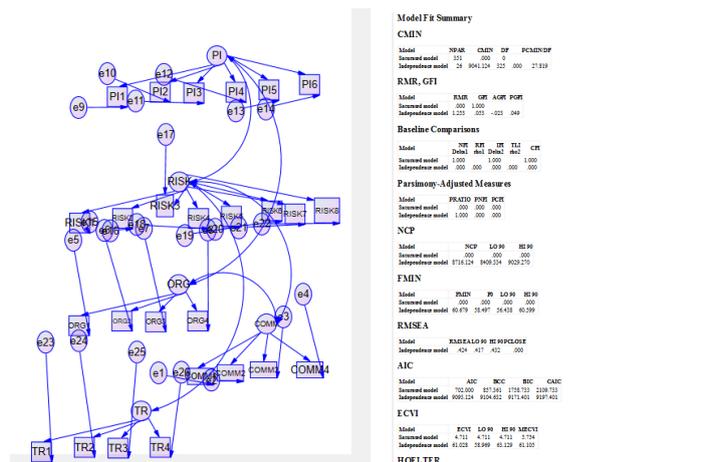


Figure 4.1: Amos diagram

Results

The chi-square measure (CMIN = 9041.124, $p < 0.001$) was significant and CMIN/DF was 27.82, which was greater than acceptable levels. Indices like GFI (0.053), AGFI (-0.023) and CFI/TLI (0.000) also showed a poor fit. Also, RMSEA was 0.424, which is substantially above the accepted upper limit of 0.08.

Although the results are unsatisfactory, the analysis is directional. This incongruence was probably due to measurement errors, complicativeness of models, and the possibility of a mis-specification of the constructs. These limitations outline the necessity of further improvement of the model, the increase of sample size, and the enhancement of the indicator reliability.

Discussion

The results showed that trust had the highest effect on the purchase intention ($r = 0.339$, $p = 0.002$). This highlights its importance in mobile transactions as observed by Kim, Ferrin and Rao, 2009, who stated that trust mitigates the reluctance in online commerce. It is especially important in Saudi Arabia where the concerns about odds of fraud, data misrepresentation, and untrustworthy sellers are still high (Alalwan et al., 2017). To overcome this, mobile marketers need to put emphasis on inclusion of transparent privacy policy, display of security measures and honest customer review, which improves feelings of trustworthiness.

On the other hand, an inverse relationship existed between perceived risk and purchase intention ($r = -0.198$, $p = 0.032$), as stated by Featherman and Pavlou (2003), that perceived risk has a negative effect on purchase intention. Respondents pointed to doubt over the results of purchases and the integrity of data, which hindered their purchase behaviour. Firms can minimize such psychological detriments by using secure payment facilities, visible encryption, money-back guarantees, and service terms to minimize consumer fearfulness.

The communication has increased trust to a considerable extent ($r = 0.215$, $p = 0.038$), which confirms that consistency across the channels and proactive service promote loyalty in mobile commerce (Zhang and Kim, 2020). Two-way relevant and consistent communication is important to the e-commerce market in Saudi Arabia because the availability of other firms makes communication predictable and builds confidence. Post-experience trust also showed a significant effect of organisational factors (0.0251 , 0.025). This conclusion bears out what Trainor et al. (2014) purported, that customer relationship outcome is mediated by organisational preparedness. Such factors also enhance credibility, making Saudi firms whose digital infrastructure and marketing skills are the best appear more credible; an aspect that indirectly improves purchase intentions.

The confirmed model showed that several antecedents describe the variance in Purchase Intention, especially Trust, Perceived Risk and to a milder degree, Communication. These results are in line with the Technology Acceptance Model (TAM) and its extensions (Venkatesh et al., 2025) that focus on the importance of a usefulness perception and a risk perception in the adoption of technology. In practice, push notifications cannot serve Saudi Arabia mobile marketing campaigns while plain generic discounts should not be the basis of the Saudi Arabia mobile marketing campaigns. Rather, they need to design a holistic environment in which trust, conversationalization and convenience can be better aligned to lower the friction of purchases and attract purchase decisions. Interestingly, Communication was found to have an important effect on Trust although its direct effect on Purchase Intention was not found to be significant. This implies that communication by itself might not have a conclusive impact on buying behaviour, but rather its effect is stimulated by mediating factors such as trust. This agrees with the perspective of Gupta, Gaurav and Jaiswal (2023), who argued that the effectiveness of communication rests on its capacity to eliminate uncertainty and build trust in e-commerce environments.

Theoretically, the findings are an addition to the current body of knowledge because they empirically confirm the mediating value of trust between the organisational and

communication initiatives and the consumer purchasing intentions. The results combine and expand earlier frameworks (TAM, Trust-Risk theories, and Resource-Based View (RBV) to provide a more subtle insight into the operations of mobile marketing strategy within the digital economy of emerging markets. Compared to more popular research settings, such as China or Quaternary societies in general, in Saudi Arabia, this study participates in a relatively little-researched consumer behavioral context, despite the high mobile penetration (Statista, 2024). The study, by anchoring the findings in reality, provides a more solid understanding of the consumer behaviour pattern and reaction to the methods of digital marketing in culturally distinct environments.

These findings of the study have vital implications for marketing strategists and digital transformation leaders in Saudi Arabia. First, they are advised to focus on establishing trust by means of regular communication and excellence in the organisation. These are investments in cybersecurity, customer support training, and transparency tools. Second, the companies must reduce the feeling of risk with assurances, third-party approvals, and a secure payment gateway. Third, companies must be careful not to roll out mobile marketing as a technical bolt-on but rather into more of a strategic plan, customer journey mapping, and perhaps lastly, loyalty programmes.

Also, the research offers solid data to support that mobile marketing in Saudi Arabia will succeed when it creates trust, eliminates risks, and aligns its internal resource set and external message set. The established model not only promotes theoretical debate but also renders practical information that can be used by companies that are interested in gaining competitive power in digital consumer engagement.

Chapter Summary

The chapter provides important details about the data collected during the research. Graphical representation of the data has supported in gathering important details regarding the research topic. Data triangulation and critical discussion have supported the gathering of in-depth information regarding the role of mobile marketing on consumer buying preferences.

The research has both a theoretical and practical contribution. Theoretically, it combines the Technology Acceptance Model (TAM) and the Consumer Decision Making Theory, showing the mutual mediation of trust, communication and risk perception on the effect of mobile marketing on purchase intentions. Trust and communication, unlike in the former studies, are interdependent in this study; they both have a greater implication effect in the Middle East region than it has hitherto been observed. This has been revealed by means of Structural Equation Modelling (SEM) using AMOS. In addition, using Western-based theories in Jeddah, it also shows how cultural dimensions such as digital literacy, aversion to risks, and trust in institutions influence consumers in response, which proves the criticality of the cultural congruency in non-Western mobile marketing efforts.

In practice, the research provides advice to MENA marketers. Transparent policies, safe systems of payment, organizational responsiveness, efficient communications and culturally-relevant campaigns build trust, creating a reduced perception of Risk. The demographic data also indicate the leverage of personalization, and demographic segments

demonstrate an interest in privacy and confirmation of security over personalization and gaming.

The research provides good information but has some limitations. The cross-sectional nature limits its possible causative conclusions because SEM can demonstrate the evidence of relationships at one particular time period. Future studies may use longitudinal design to monitor the changes in consumer behaviour and trust formation. The geographical range is small with the study involving only Jeddah and cannot be generalised to other Saudi areas. Self-reported data may lead to social desirability and recall bias, indicating possible future incorporation of behavioural data. Moreover, scales that are Western-based, even upon localisation, might have resulted in cultural interpretation dilemmas.

The study sought to establish how mobile marketing is experiencing consumer buying behaviour towards the e-commerce business in Saudi Arabia. By using primary data, applying graphical work and through theory-based criticism, it provided us with the real facts about the effects of notifications, privacy issues and trust in terms of purchase behaviour. The research confirmed once again that trust and purchase intentions by consumers depend on good communication, organisational credibility and secure practices.

To enhance the rewards of mobile marketing, organisations should invest in culture-sensitive and customer-oriented marketing that is acceptable among the different groups of individuals. Data protection: Strong protection of customer information, which must have proactive policies and state-of-the-art technologies to ensure customer information is secure and to develop trust. In addition, organisations are supposed to be concerned with talent management that would equip their employees with the skills and creativity necessary to help in content development and strategic delivery in terms of innovation.

In the future, the qualitative design (e.g., interviews) to obtain deeper insights should be included, the sample must be expanded geographically to other regions of Saudi Arabia, and the heterogeneity of the sample should be reintroduced in terms of demographics. Also, to better understand how attitudes toward trust and risk evolve over time, it would be necessary to consider longitudinal methods.

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