

Table 1. A survey on willingness to use electronic cigarettes based on Rogers innovation diffusion theory among college students in Hangzhou, China 2022(N=775)

Topic	Strongly disagree	Disagree	Indeterminacy	Agree	Strongly agree
D1. Using e-cigarettes can help me better integrate into the social environment around me.					
D2. Electronic cigarettes can help me quit smoking better.					
D3. The harm of electronic cigarettes is smaller than that of cigarettes.					
D4. The addiction of electronic cigarettes is lower than that of cigarettes.					
D5. I think using e-cigarettes aligns well with my values.					
D6. The popularization of electronic cigarettes is in line with the development of the times.					
D7. E-cigarettes come in various flavors that can meet my needs					
D8. Learning to use e-cigarettes is very easy for me					
D9. I can easily obtain the electronic cigarette information I want to know					
D10. I can easily purchase/obtain e-cigarettes					
D11. Electronic cigarettes can be charged using USB					
D12. All e-cigarette sales points I come into contact with can provide trial smoking services					
D13. I have tried e-cigarettes with friends before					
D14. I hope to have more opportunities to try e-cigarettes for free or at a low price					
D15. After using e-cigarettes, I can understand the benefits of e-cigarettes very well					
D16. I can easily explain the					

benefits of e-cigarettes to others					
D17. I think the benefits of e-cigarettes are obvious					
D18. After using e-cigarettes, I feel less pressure and feel very calm					
D19. Using e-cigarettes can be harmful to my health					
D20. Electronic cigarettes can make me addicted					
D21. Using e-cigarettes can be harmful to people around me					
D22. If I use e-cigarettes, my parents will criticize me					
D23. If I use e-cigarettes, some of my friends may distance me					
D24. Using e-cigarettes will increase my monthly expenses					
D25. In daily life, I enjoy using newly launched products					
D26. I have a favorable impression of smoking as a behavior					
D27. I have tried e-cigarettes before and the experience was good					
D28. I can see e-cigarette related advertisements or promotions on mass media (including posters, flyers, television, and the internet) at least once a week					
D29. People around me who have used e-cigarettes recommend me to use e-cigarettes					
D30. I hope e-cigarette salespeople can introduce me to the relevant information about e-cigarettes					
D31. People around me all use e-cigarettes					
D32. Electronic cigarettes are suitable for the culture and norms of my social					

environment					
D33. I believe that national policies support the development of electronic cigarettes					
D34. If my friend gives me an e-cigarette, I will use it					
D35. If any e-cigarette company or salesperson gives me e-cigarettes for free, I will use them					
D36. In the next 12 months, I believe I will use e-cigarettes					

Table 2. The assignment of variables in the study of intention to use e-cigarettes based on Rogers innovation diffusion theory among university students, Hangzhou, China 2022 (N=775)

Variables	Details
Intention to use e-cigarettes	1=Yes,Willing to use electronic cigarettes 0=No,Not willing to use e-cigarettes
Age	1=male 2=female
Monthly disposable change	1=Up to 1000 ¥ 2=1000 to 2000 ¥ 3=Greater than 2000 ¥
Father smoking or not	1=Smoke 2=No Smoking

3=Previously smoked, but has stopped smoking for more than a year

Mather smoking or not

1=Smoke

2=No Smoking

3=Previously smoked, but has stopped smoking for more than a year

Smoking situation of friends

1=At least one person smokes

2=No one smokes

Smoking cigarettes

1=Yes,Used cigarettes within the past 30 days

2=No, Haven't used cigarettes in the past 30 days

Alcohol intake

1=Yes, Have consumed alcohol within the past 30 days

2=No,Haven't consumed alcohol within the past 30 days
