

Appendix 1.

Survey Items

Variables	Items
<i>Organization-Public Relationship (OPR)</i>	<ol style="list-style-type: none"> 1. Company A takes the customers' gains or losses into account when making important decisions. 2. I have confidence in the capabilities of Company A. 3. Company A strives to build long-term, committed relationships with its customers. 4. I am satisfied and content as a subscriber of Company A.
<i>Technology Problem Recognition</i>	<ol style="list-style-type: none"> 1. I often think about the controversy surrounding MVNOs (Mobile Virtual Network Operators) and their frequent use in criminal activities. 2. I often think about the controversy involving Telecommunication Operating Company B, which sold Korean satellites and frequencies at a low price to a Hong Kong company. 3. I often think about the controversy regarding Telecommunication Operating Company C introducing Chinese 5G equipment despite warnings from the U.S. in 2020. 4. I often think about the controversy surrounding Telecommunication Operating Company A and a global OTT company's lawsuit against them over network usage fees.
<i>General Trust Toward AI Technologies</i>	<ol style="list-style-type: none"> 1. With the introduction of AI, society is gradually transitioning into a new era. How do you view the societal changes brought about by artificial intelligence?
<i>Adoption Intention of AI Services</i>	<ol style="list-style-type: none"> 1. Would you be willing to use a service that provides messages and gifts to your loved ones on birthdays or anniversaries even after your passing? 2. Would you be willing to use a digital memorial service (e.g., AI speaker acting as a guide) to remember a departed loved one? 3. Would you be willing to use a service where your favorite celebrity (e.g., entertainer) serves as a guide for telecommunication services or AI speakers? 4. Would you be willing to use a service where your pet's voice, photos, or videos are used as a guide for your telecommunication service or AI speaker? 5. (With the user's consent) Would you agree to the collection and use of data for AI personalized services related to digital afterlife or pets? 6. If the services mentioned above were available at an affordable cost, how likely would you be to use digital afterlife services overall?
<i>Trust Toward AI Services</i>	<ol style="list-style-type: none"> 1. Chatbots" or "automated guidance services" are AI services and not actual interactions with humans. How much do you trust them? 2. If AI were to replace humans in sports (e.g., managing games and officiating), how much would you trust it? 3. If AI were to replace humans in healthcare (e.g., diagnosis, medical examinations, and surgery), how much would you trust it? 4. If AI were to replace humans in tax-related tasks (e.g., accounting), how much would you trust it? 5. If AI were to replace humans in judicial decisions (e.g., court rulings), how much would you trust it? 6. If AI were to replace humans in making decisions about social policies, how much would you trust it?

	7. If AI were to replace humans in writing or reporting news articles for newspapers/media, how much would you trust it?
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