

## *Retraction*

# **Retracted: A Study on the Influence of Interactivity on Behavior Intention in Platform B2C Model**

### **Advances in Multimedia**

Received 12 December 2023; Accepted 12 December 2023; Published 13 December 2023

Copyright © 2023 Advances in Multimedia. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

This article has been retracted by Hindawi, as publisher, following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of systematic manipulation of the publication and peer-review process. We cannot, therefore, vouch for the reliability or integrity of this article.

Please note that this notice is intended solely to alert readers that the peer-review process of this article has been compromised.

Wiley and Hindawi regret that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

### **References**

- [1] H. Sun, "A Study on the Influence of Interactivity on Behavior Intention in Platform B2C Model," *Advances in Multimedia*, vol. 2022, Article ID 8914315, 12 pages, 2022.