Supplementary Materials

File S1: Questionnaire: Effectiveness of online digital media advertising as a strategic tool for building brand sustainability: Evidence from FMCGs and Services sectors of Pakistan.

Annexure -I:

Q1: Gender:

1. Male 2. Female

Q2: Marital Status:

1. Single 2. Married 3. Divorced

Q3: Age:

1. 18–30 years 2. 30–40 years 3. 40–50 years 4. 50–60 years 5. More than 60 years

Q4: Education:

1. High School 2. Graduation 3. Post-graduation 4. Professional degree

Q5: Experience:

1. 1-5 years 2. 5-10 years 3. 10-15 years 4. 15-20 years 5. More than 20 years

Q6: Income: (in PKR, K = thousands)

1. 10-30 K 2. 30-50 K 3. 50-70 K 4. 70-90 K 5. More than 90 K

Annexure-II:

Five (5) Likert Scale:

Strong	ly disa	gree = 1 Disagree	= 2 neither disag	gree nor agree = 3	Agree = 4 stron	ngly agree = 5	
ODA1		1	2	3	4	5	
	Q1				sitive impact wl	hen I search for	
07.15		information abou					
ODA2	Q2	Influence of advertising is the key factor when I search for information about the					
25.12		product on the In			.1		
ODA3	Q3	I usually make p	urchases through	online stores rath	ner than offline st		
EM1	Q4	1	2	3	4	5	
						e the information	
		about the produc	t through Emails	advertisements (Promotion catego	ory)	
EM2	Q5	I usually use ema	il marketing for H	32B products, and	email is a signifi	cant factor for the	
		institutional prod	lucts and services	3			
EM3	Q6	I always check n	ny email for onli	ne ads and surfi	ng the websites t	for both B2B and	
		consumer goods	and services				
MPM1		1	2	3	4	5	
	Q7	Influence of Mob	ile marketing has	a prominent imp	act when I receiv	e the information	
		about the produc	t through SMS or	Mobile Apps ad	vertisements		
MPM2	Q8	Mobile apps are significantly influence my purchases behavior for online buying					
MPM3	Q9	SMS influence and guide me regarding the sales promotion and I do online purchases					
SEOCW1		1	2	3	4	5	
	Q10	Influences of search engines & company websites have a significant impact while I					
		search for information about the product on the Internet advertisement					
SEOCW2	Q11	I usually prefer to select any search engine while searching better deals for online					
		services and products					
SEOCW3	Q12	Company websites always fascinate me, and I visit company websites while making					
		online purchases					

SMM1		1 2 3 4 5				
	Q13	Influences of Social Networks have a substantial impact when I search for information				
	~	about the product on the Internet advertisements				
SMM2		I frequently use social media websites that provides the useful information regarding				
OIVIIVIZ	Q14	the promotion and other attributes for online buying				
SMM3	Q15	Social media plays a vital role in reshaping my behavior for online purchases				
COA1	QIS	1 2 3 4 5				
COAI	016					
	Q16	Overall Characteristics of the advertisement/online fascinate me and I search for				
COAD		information about the product on the Internet				
COA2	Q17	Characteristics of online advertising always inspired me while I make online				
6040		purchases				
COA3	Q18	Online advertising, fascinate me content, design, animation and other characteristics				
7011		while making online purchases				
DSA1						
	Q19	Design of a the advertisement/online attracts me while I searching for information				
		about the product on the Internet				
DSA2	Q20	Color, animation, and fonts always fascinate me while I go through online				
	Q20	advertisement				
DSA3	Q21	Design of online advertising is a motivator factor for me while I make online purchases				
DUA1		1 2 3 4 5				
	Q22	Duration of a the advertisement/online appeal me and I search for information about				
		the product on the Internet				
DUA2	Q23	The repetition of online advertising always catching and instigate me				
DUA3	Q24	The longer the advertising reshape or instigate my purchase behavior				
QCA1		1 2 3 4 5				
	Q25	Quality Contents of a the advertisement/online inspire me while I searching for				
		information about the product on the Internet				
QCA2	026	The contents, animation of advertising always inspired me while making online				
	Q26	purchases				
QCA3	Q27	The information provided on the site is an important factor for online purchases				
CA1		1 2 3 4 5				
	Q28	My attitude guides me while I review the advertisement/online and I search for				
		information about those product which satisfy me on the Internet				
CA2	Q29	I usually prefer my choice that I already my mind accepted				
CA3	Q30	I choose products and services online that satisfy my attitude and taste				
BLO1	200	1 2 3 4 5				
2201	Q31	Brand loyalty is the key factor while I review the advertisement/online and I search for				
	201	information about those product on the Internet				
DI CO	Q32					
I BLOD						
BLO2		I usually prefer the brand name while I make purchases online				
BLO3	Q33	Online digital media strengthen the brand value of products and services				
	Q33	Online digital media strengthen the brand value of products and services 1 2 3 4 5				
BLO3		Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while				
BLO3 PPE1	Q33	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet				
BLO3	Q33	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous				
BLO3 PPE1 PPE2	Q33 Q34	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous purchases				
BLO3 PPE1	Q33 Q34 Q35	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous purchases Previous purchase experience is the biggest guiding and deciding factor while I go				
BLO3 PPE1 PPE2 PPE3	Q33 Q34	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous purchases Previous purchase experience is the biggest guiding and deciding factor while I go through online advertising				
BLO3 PPE1 PPE2	Q33 Q34 Q35 Q36	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous purchases Previous purchase experience is the biggest guiding and deciding factor while I go through online advertising 1 2 3 4 5				
BLO3 PPE1 PPE2 PPE3	Q33 Q34 Q35	Online digital media strengthen the brand value of products and services 1 2 3 4 5 Previous Purchase experience is a significant factor for the advertisement/online while I search for information about the product on the Internet I usually buy online those products and services that satisfy my needs in previous purchases Previous purchase experience is the biggest guiding and deciding factor while I go through online advertising				

WOM2	Q38	Family/friends influences are always play a vital role when I review the advertisement/online and I search for information about the product on the Internet accordingly				
WOM3	Q39	My personal/family beliefs always instigate me when I review the advertisement/online and I search for information about the product on the Internet				
IIT1	Q40	1 2 3 4 5 Innovation in information technology is the prominent reason, that is why advertisement/online inspire me and I can easily choose and purchase products				
IIT2	Q41	Latest technologies of information boost up the influence of online advertising opportunities				
IIT3	Q42	Information technologies provide excellent features for online advertising that influence me for online purchases				
FOI1	Q43	1 2 3 4 5 Fiber optics makes faster the Internet speed and I feel comfortable and hassle free to get information from the Internet advertisement about products				
FOI2	Q44	The faster internet always give me hassle free opportunities to select a product and service while browsing electronic devices				
FOI3	Q45	The fastest internet make me happy and easy to choose products				
SOP1		1 2 3 4 5				
	Q46	Now speeds of our PCs are enormous because of processors, which makes easy to review the multimedia advertisement of products on the Internet				
SOP2	Q47	The electron devices which have faster speed processors that always instigate my online searches				
SOP3	Q48	The speed of device always increase my habit of online searches for purchases				
ITT1		1 2 3 4 5				
	Q49	Innovation in Telecommunication technology is the obvious reason, that is why advertisements inspire me through SMS & Mobile Apps and I can easily choose and purchase products on the Internet or from the market				
ITT2	Q50	Innovation in telecommunication has opened up new horizons for smart devices that influence the online purchase for services and goods				
ITT2	Q51	Telecommunication technologies provide excellent features for online advertising that influence me for online purchases				
SMP1		1 2 3 4 5				
	Q52	Smart phone are revolutionary product, which makes very easy and faster to review the internet advertisement, information from SMS or Emails regarding product and its purchases anytime, anywhere				
SMP2	Q53	I usually use my smartphone for browsing and searching for online purchases				
SMP3	Q55	The Smartphone is the most important element of my life that increase my productivity				
GTT1	200	1 2 3 4 5				
5111	Q55	3G, 4G & 5G technologies facilitated the internet traffic on smart phones and other gadgets and now it is easy to review the internet, SMS & Email advertisement of products and purchases anytime, anywhere				
GTT2	Q56	Generation technologies provides speed and other unique features to my smartphone that enhances the productivity of mine in every sphere of life				
GTT3	Q57	G4 technologies speed up the electronic devices that makes me very comfortable				
		7				

Source: Adapted from previous studies e.g., Ahmed et al. [11], Filipovic [42], and Geçti & Gümüş [43], Çïzmecï & Ercan [49] and Blair [88] etc.