



SMM1	Q13	1	2	3	4	5	Influences of Social Networks have a substantial impact when I search for information about the product on the Internet advertisements
SMM2	Q14	I frequently use social media websites that provides the useful information regarding the promotion and other attributes for online buying					
SMM3	Q15	Social media plays a vital role in reshaping my behavior for online purchases					
COA1	Q16	1	2	3	4	5	Overall Characteristics of the advertisement/online fascinate me and I search for information about the product on the Internet
COA2	Q17	Characteristics of online advertising always inspired me while I make online purchases					
COA3	Q18	Online advertising, fascinate me content, design, animation and other characteristics while making online purchases					
DSA1	Q19	1	2	3	4	5	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 advertisement					
DSA3	Q21	Design of online advertising is a motivator factor for me while I make online purchases					
DUA1	Q22	1	2	3	4	5	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	Q25	1	2	3	4	5	Quality Contents of a the advertisement/online inspire me while I searching for information about the product on the Internet
QCA2	Q26	The contents, animation of advertising always inspired me while making online purchases					
QCA3	Q27	The information provided on the site is an important factor for online purchases					
CA1	Q28	1	2	3	4	5	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	Q31	1	2	3	4	5	Brand loyalty is the key factor while I review the advertisement/online and I search for information about those product on the Internet
BLO2	Q32	I usually prefer the brand name while I make purchases online					
BLO3	Q33	Online digital media strengthen the brand value of products and services					
PPE1	Q34	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
PPE2	Q35	I usually buy online those products and services that satisfy my needs in previous purchases					
PPE3	Q36	Previous purchase experience is the biggest guiding and deciding factor while I go through online advertising					
WOM1	Q37	1	2	3	4	5	Word of Mouth definitely an important factor for the advertisement/online and I search for information about that recommended product on the Internet

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
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
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	Q46	1	2	3	4	5
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	Q49	1	2	3	4	5
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	Q52	1	2	3	4	5
SMP2	Q53	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				
SMP3	Q55	I usually use my smartphone for browsing and searching for online purchases				
GTT1	Q55	1	2	3	4	5
GTT2	Q56	The Smartphone is the most important element of my life that increase my productivity				
GTT3	Q57	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				
	Q56	Generation technologies provides speed and other unique features to my smartphone that enhances the productivity of mine in every sphere of life				
	Q57	G4 technologies speed up the electronic devices that makes me very comfortable				

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