

Online questionnaire data extracted from Jamovi software

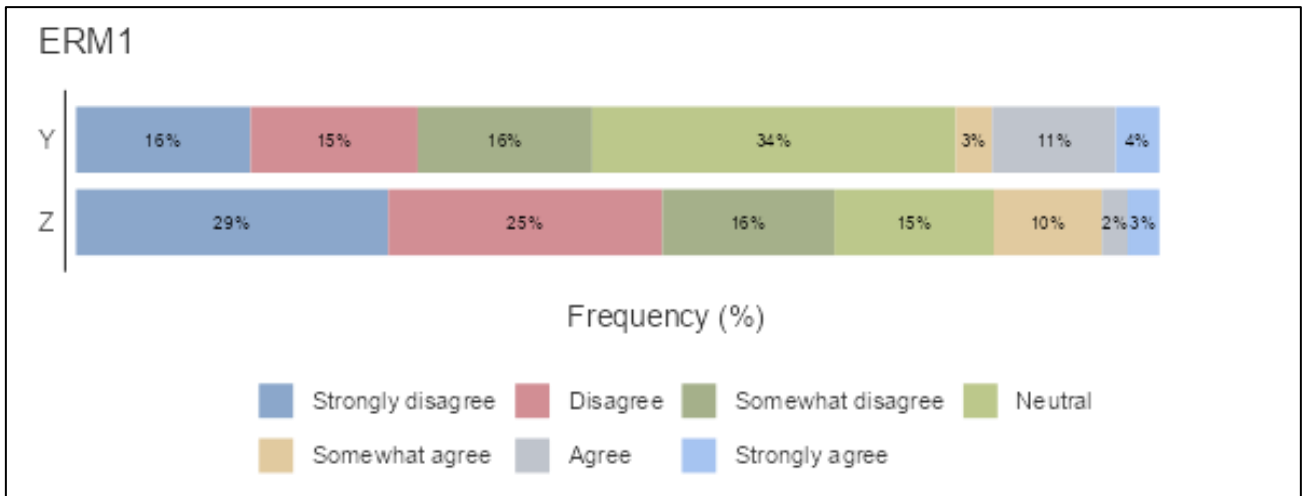


Figure 3: I read the e-mail remarketing ads right away for being informed

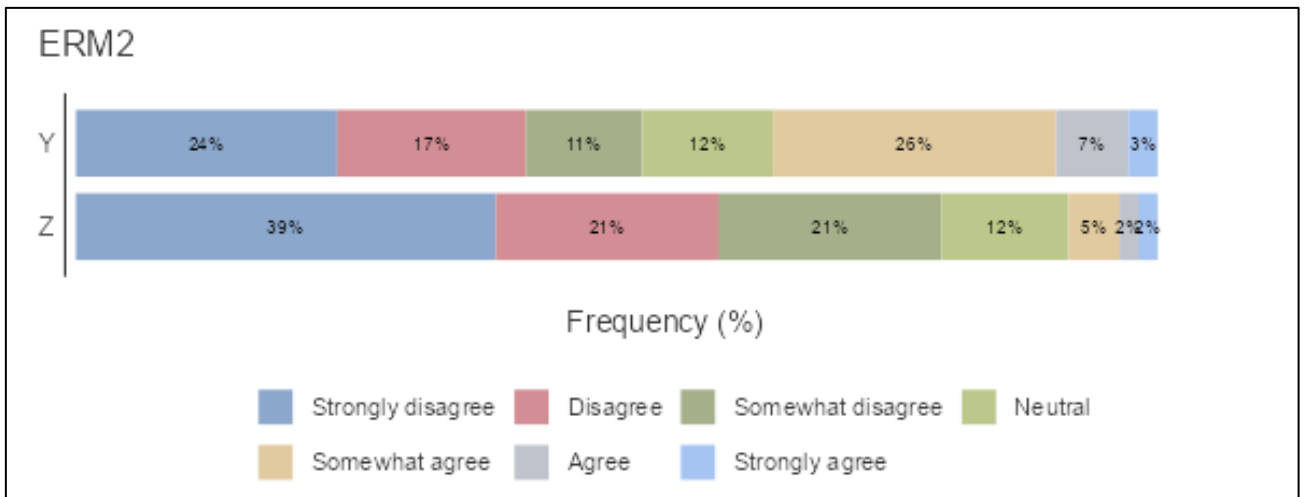


Figure 4: I click on remarketing links even though I don't need that product / service

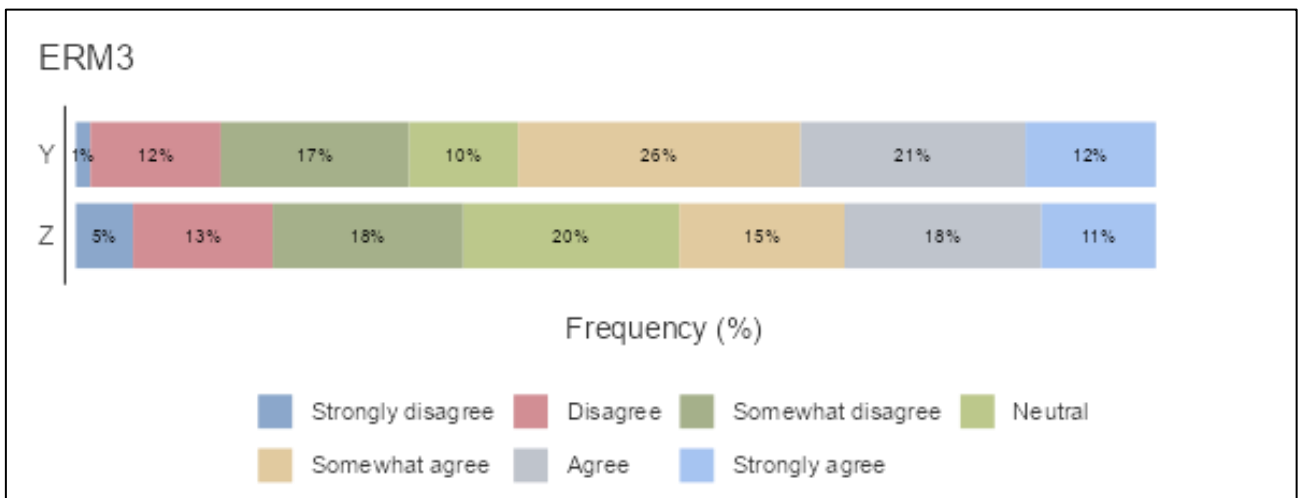


Figure 5: I make use of offers only if I need that product / service

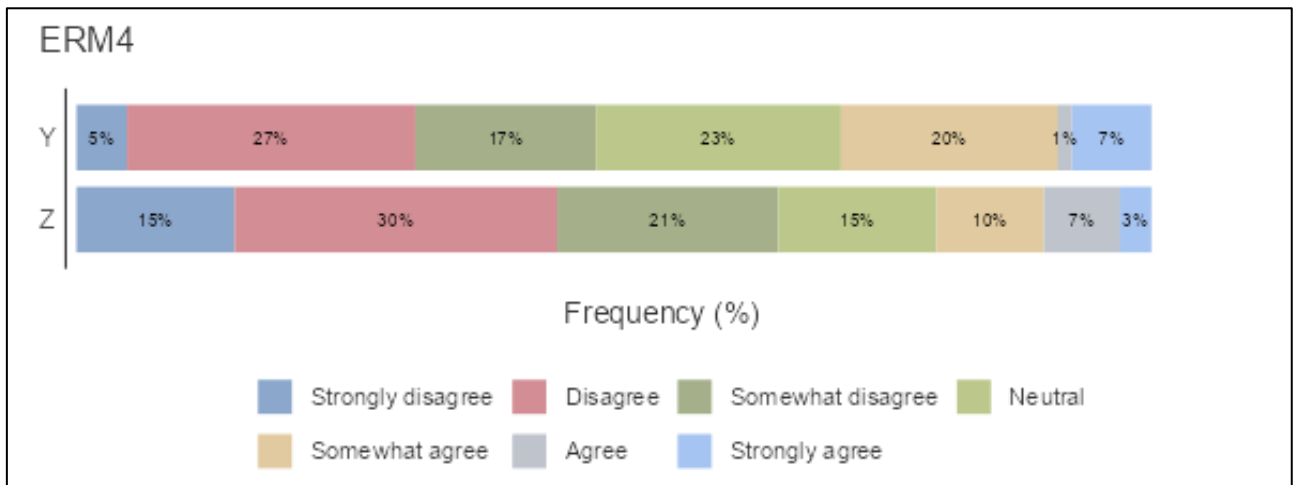


Figure 6: Remarketing emails are helpful and relevant

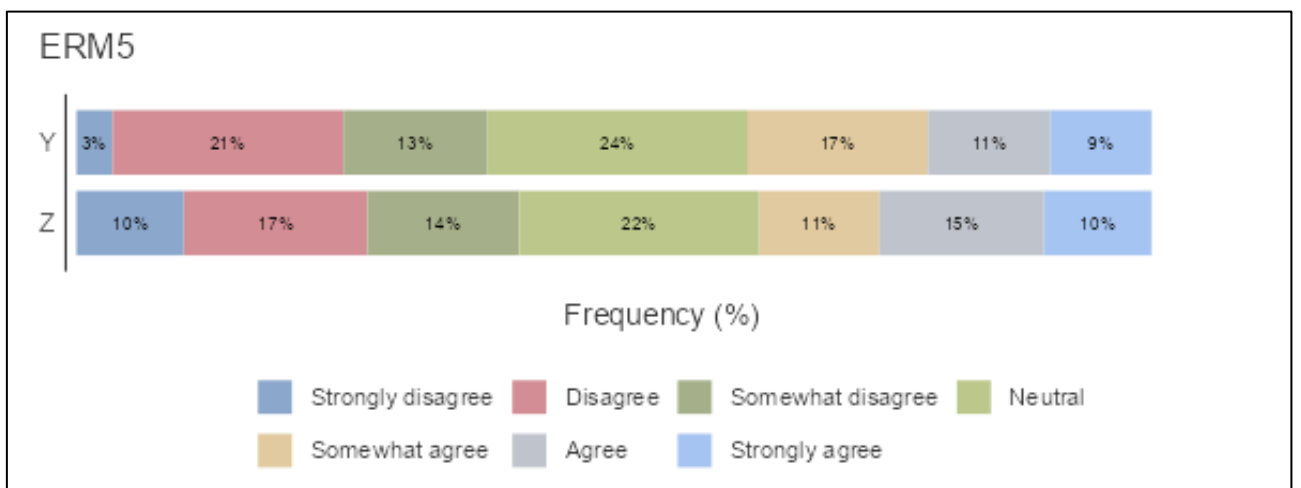


Figure 7: Remarketing emails are somewhat helpful but can be improved

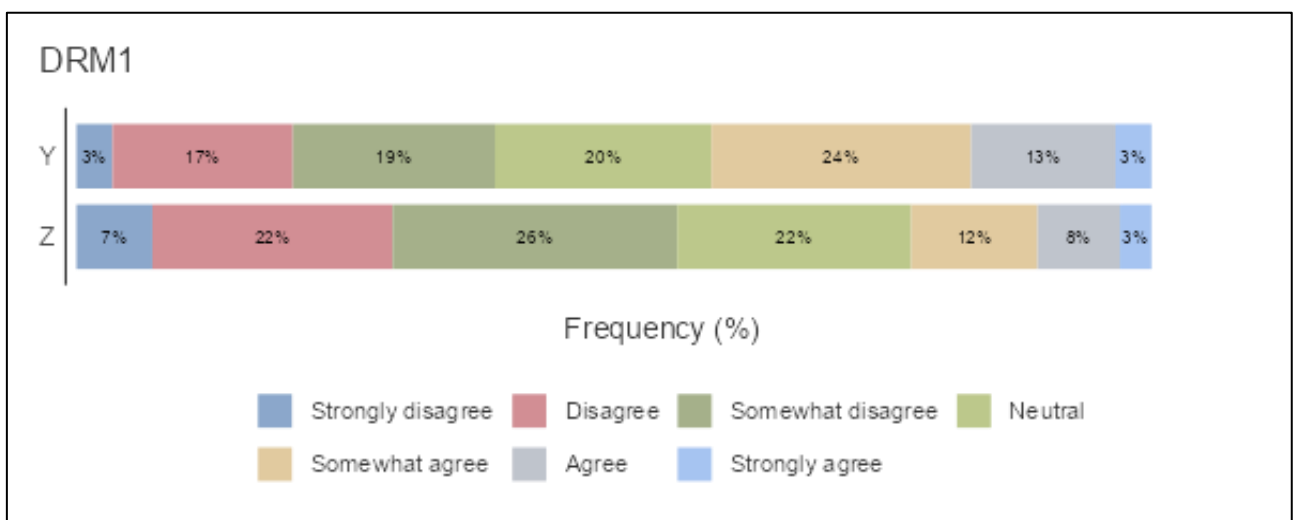


Figure 8: Advertising products / services have been seen before in this category are eye-catching

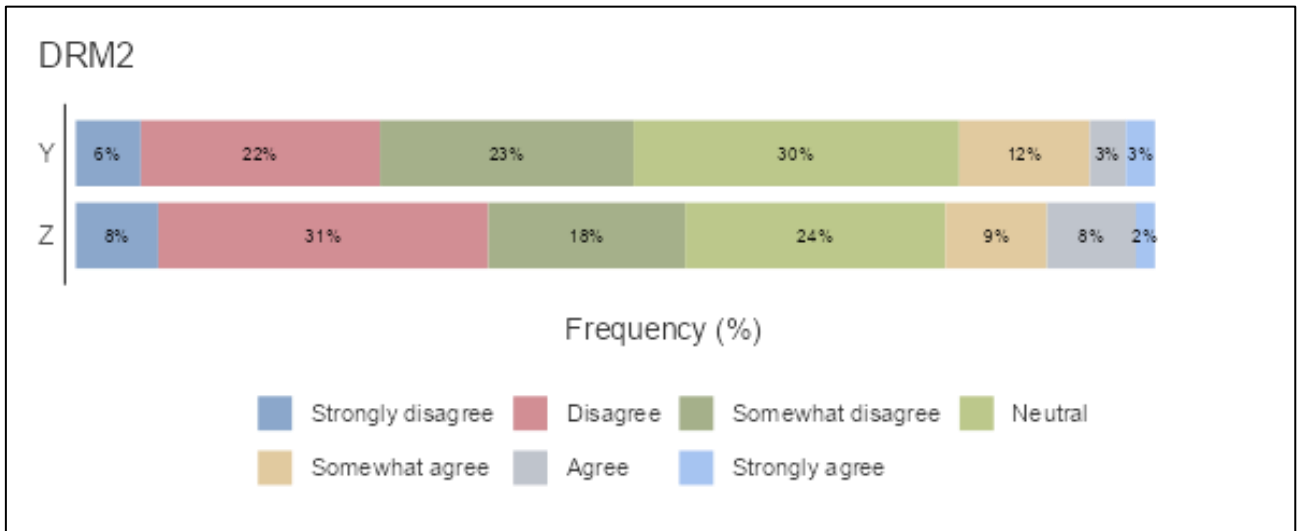


Figure 9: Advertising products / services have been seen before in this category are necessary

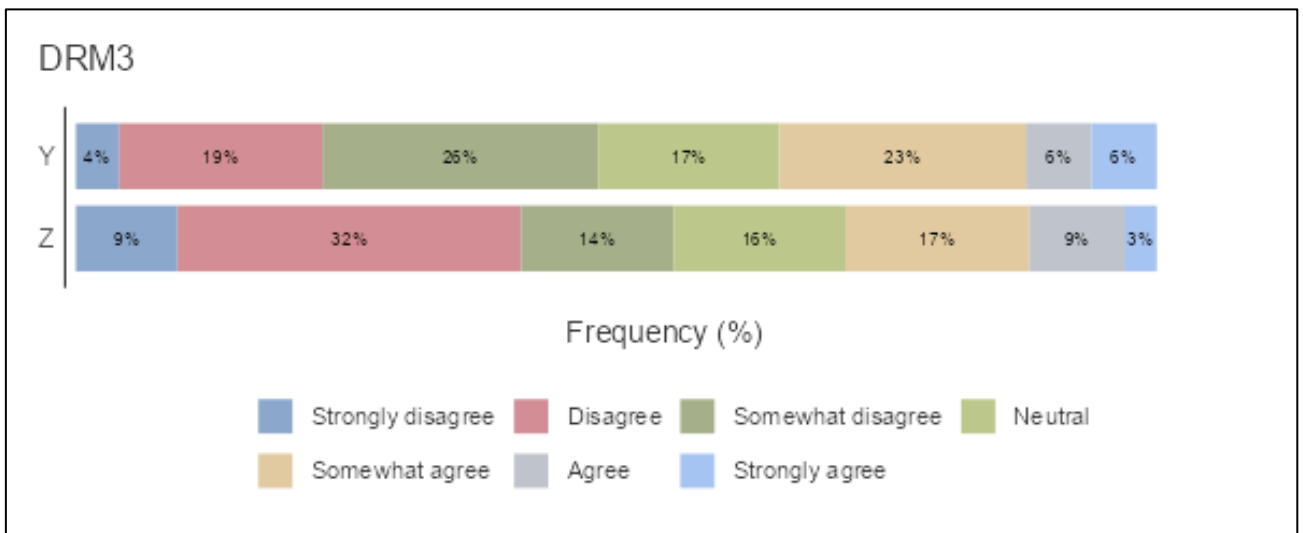


Figure 10: Advertising products / services have been seen before in this category are practical

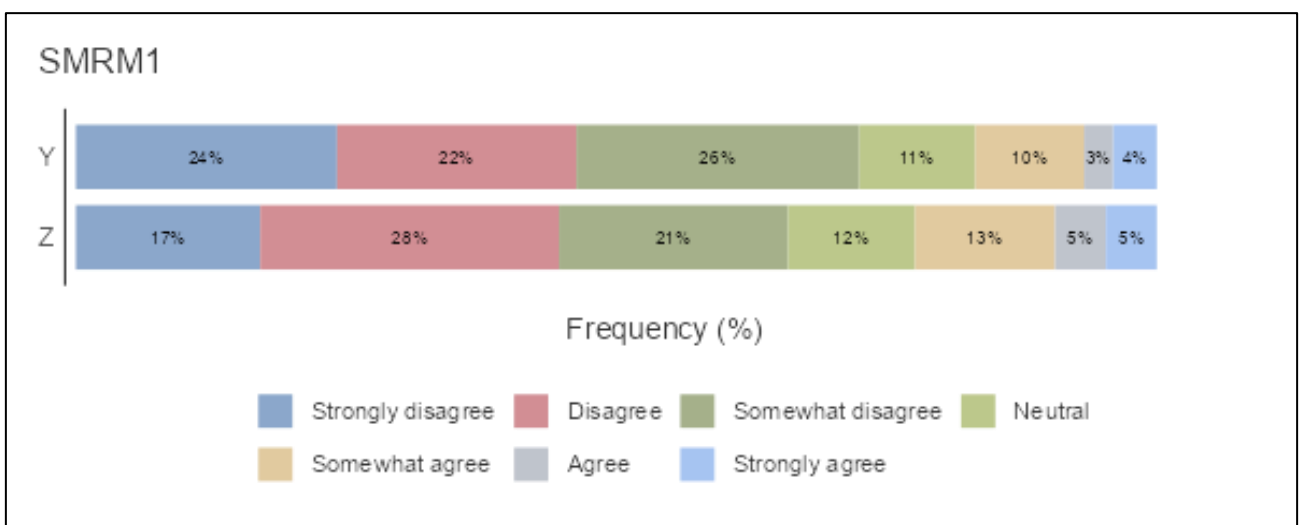


Figure 11: I am not disturbed by advertisements made through social media remarketing

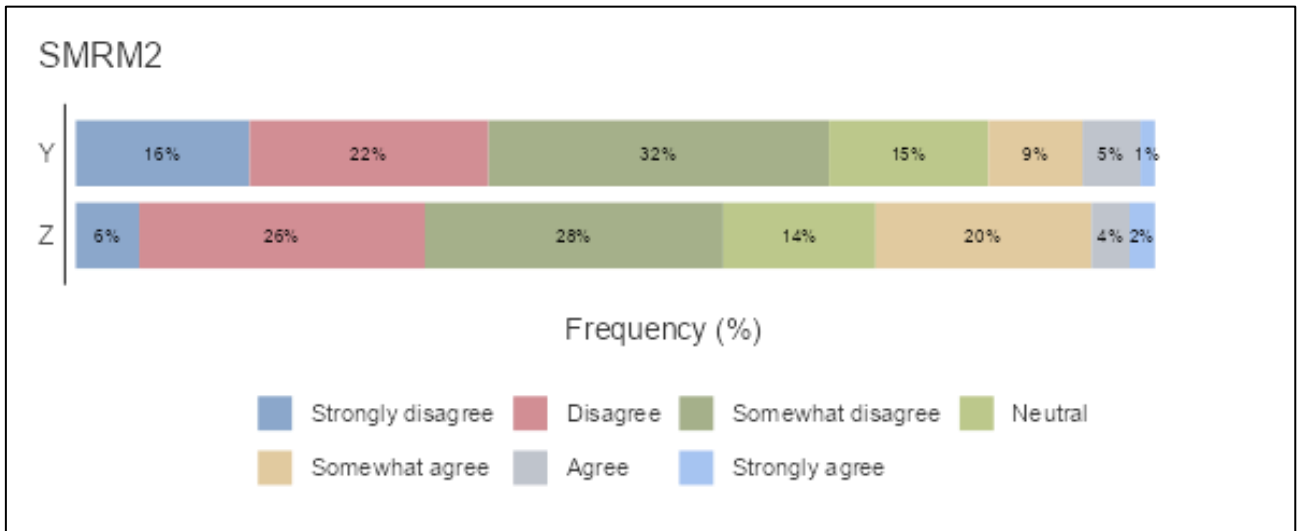


Figure 12: I find advertisements made through social media remarketing reliable.

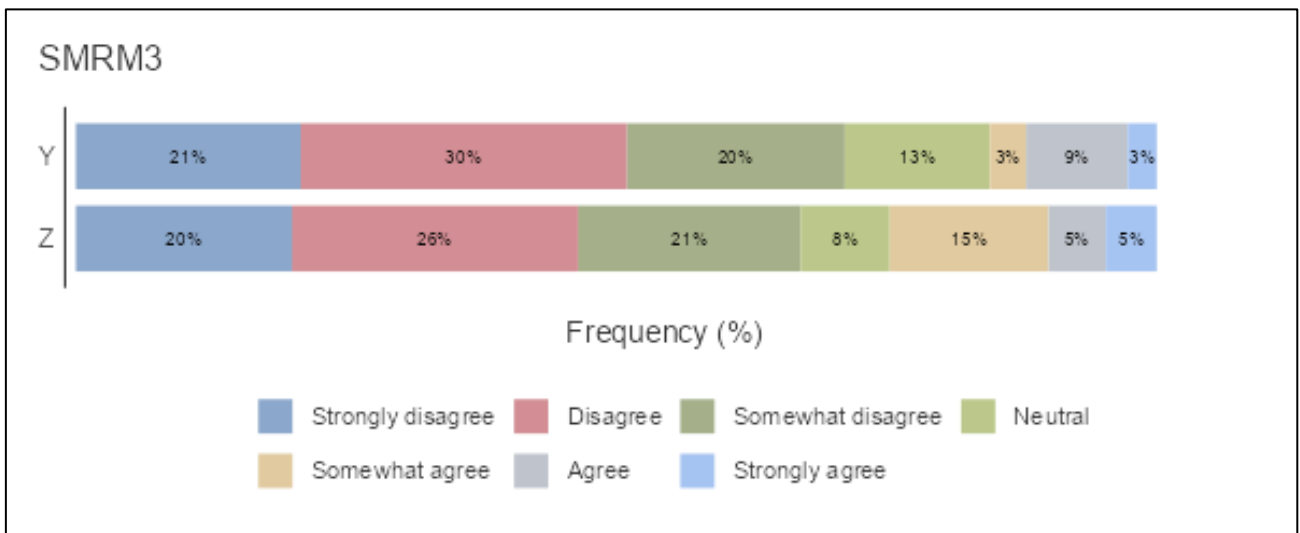


Figure 13: It doesn't bother me that a product I've reviewed is shown to me again with an advertisement.

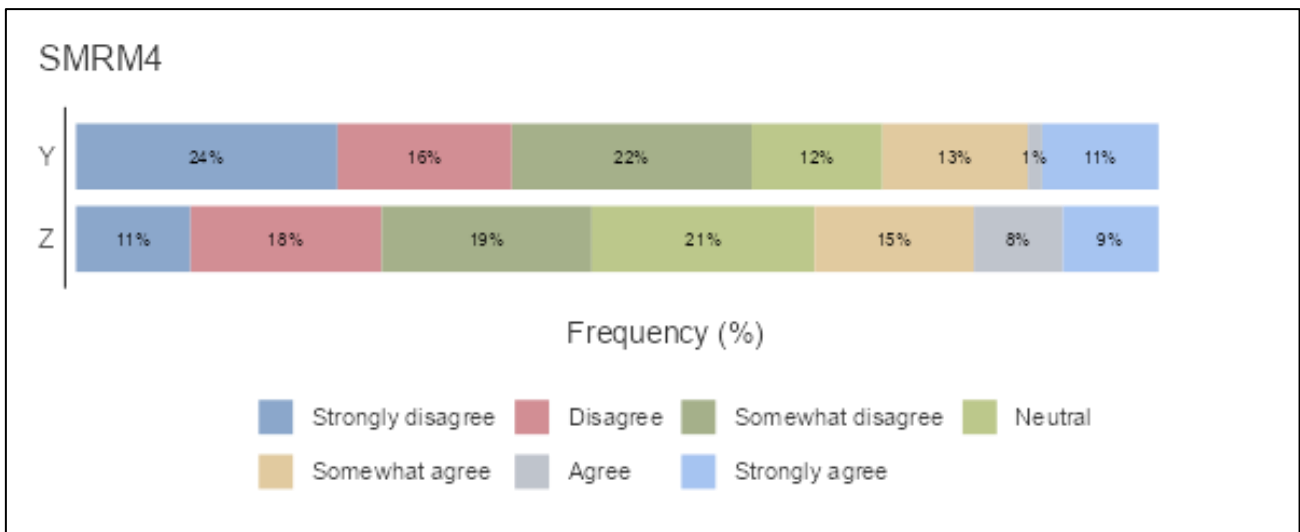


Figure 14: I bought any product/service, influenced by the advertisement I saw on social media.

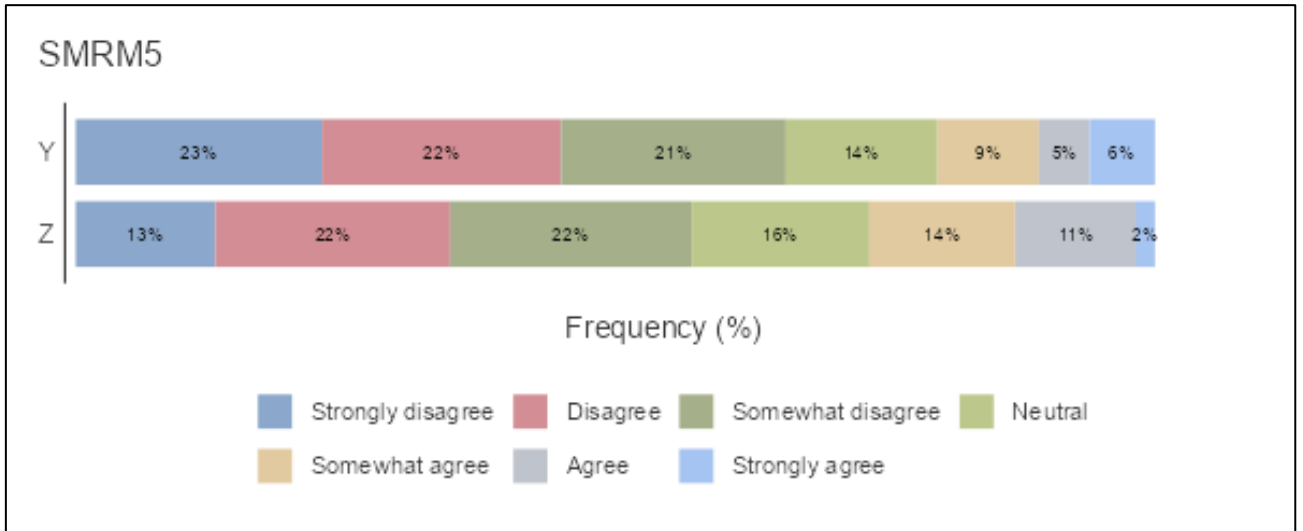


Figure 15: After seeing the advertisement on social media, my faith in the brand increases.

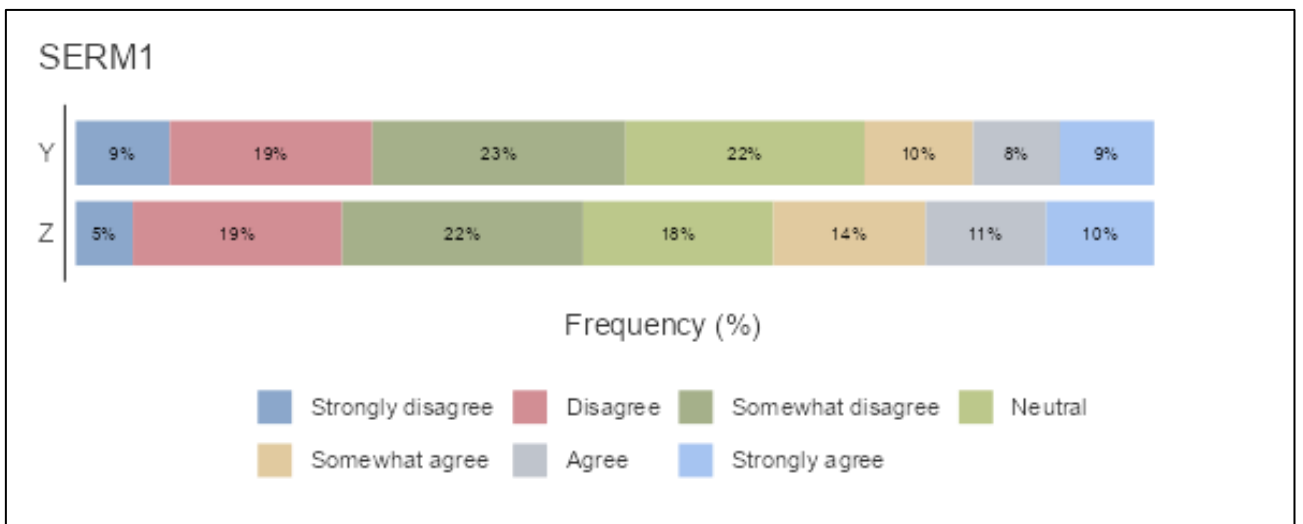


Figure 16: Search Remarketing ads are the good reminders for customers

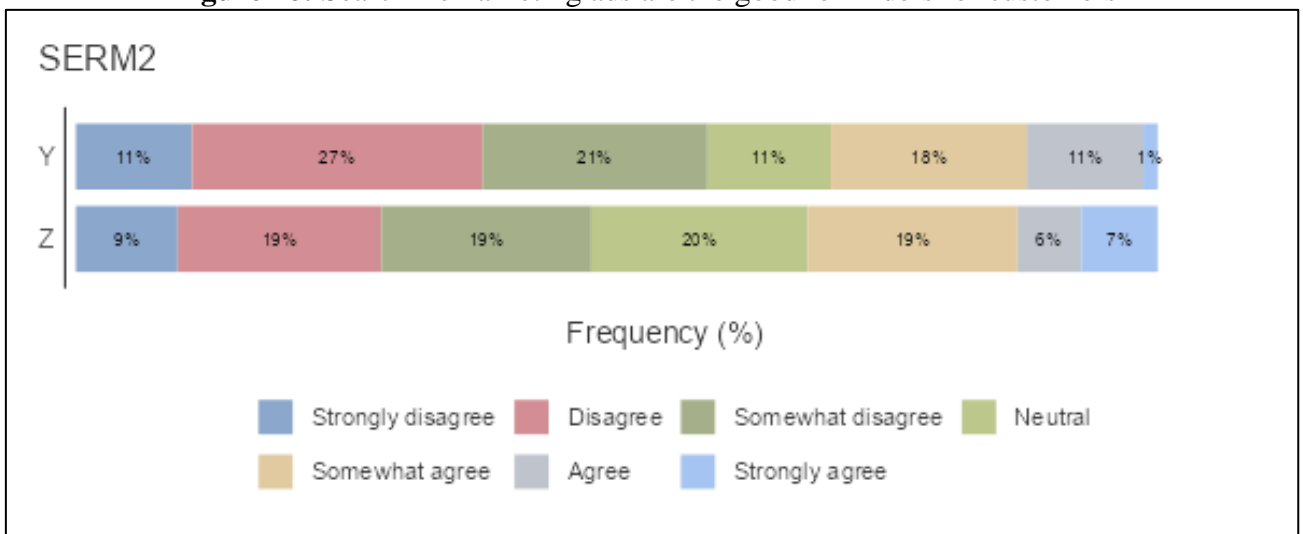


Figure 17: I click on the Search Remarketing ad to get more information about the product / service

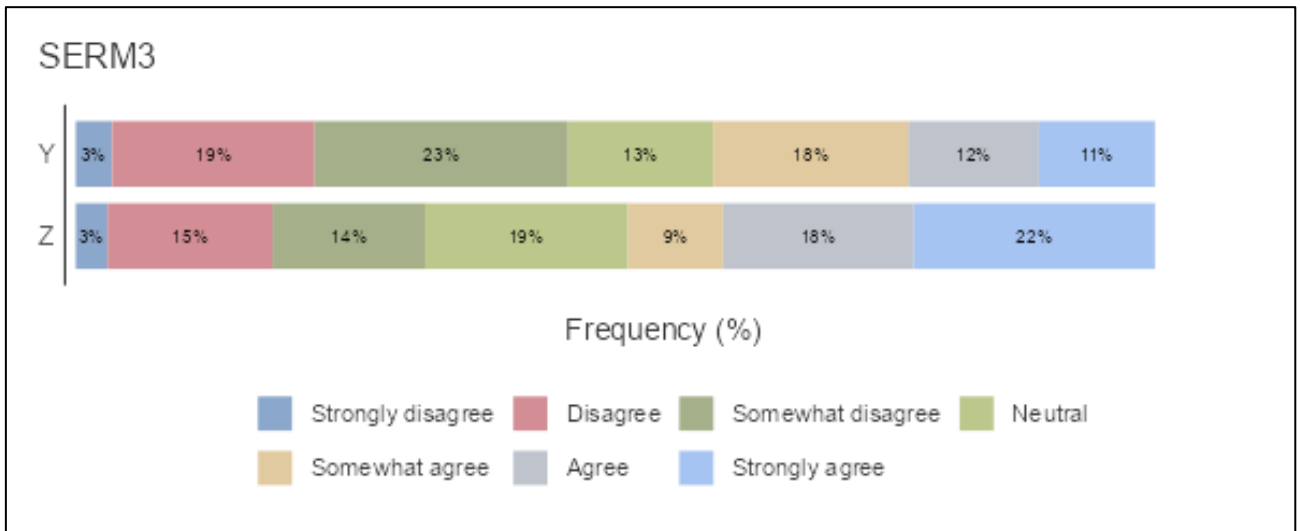


Figure 18: I click on the Search Remarketing ad only if I need the product/service

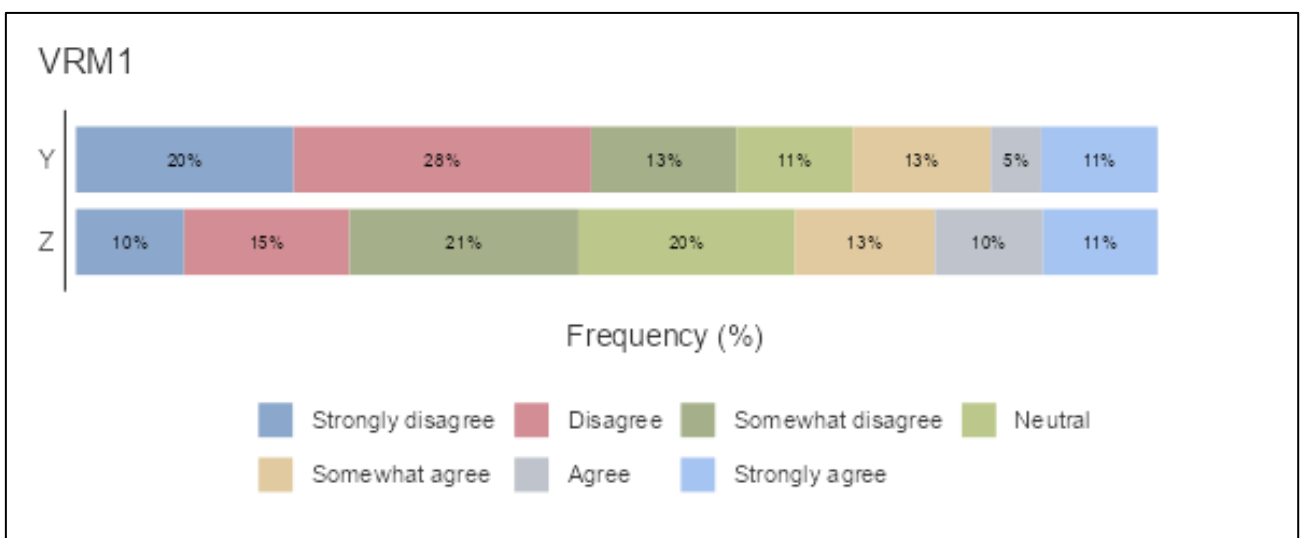


Figure 19: I find video ads to be informative about products/services I've visited before.

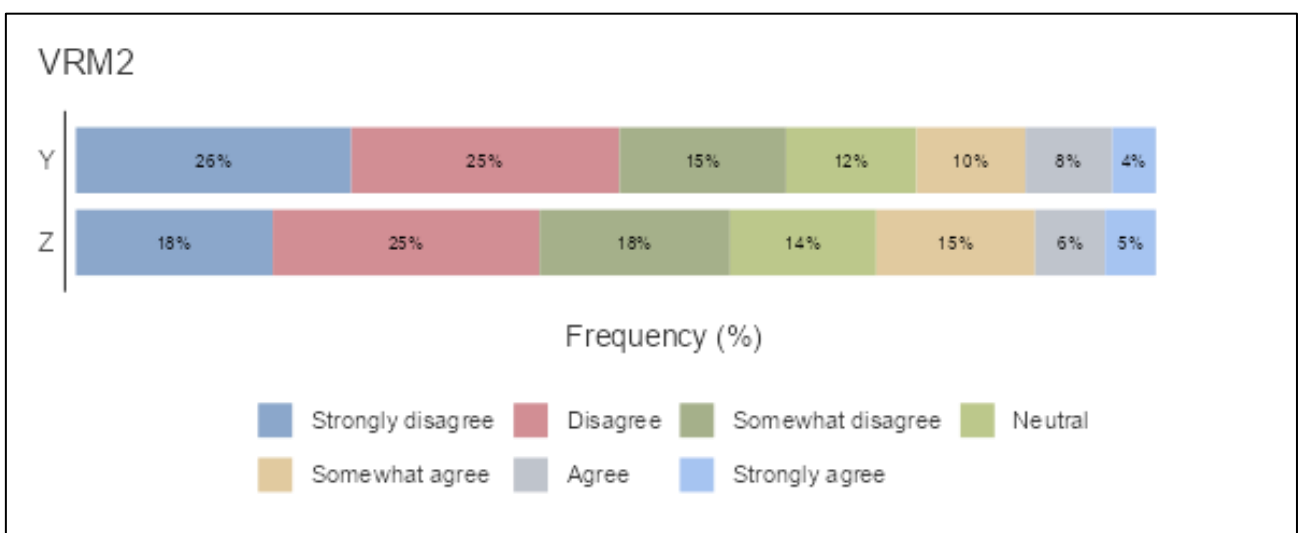


Figure 20: The advertising I see while watching a video inspires me to purchase the product/service I've visited before.