

This file resents the questions of online questionnaire.

1. Are you a Saudi citizen or resident in the Kingdom of Saudi Arabia?	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

• **Demographic Variables:**

2. Gender.					
<input type="checkbox"/> Female			<input type="checkbox"/> Male		
3. Age.					
<input type="checkbox"/> 11 - 18 years old	<input type="checkbox"/> 19 - 26 years old	<input type="checkbox"/> 27 - 34 years old	<input type="checkbox"/> 35 - 42 years old		
4. Educational level.					
<input type="checkbox"/> Primary	<input type="checkbox"/> Intermediate	<input type="checkbox"/> High	<input type="checkbox"/> Bachelor's	<input type="checkbox"/> Postgraduate	
5. Marital status.					
<input type="checkbox"/> Single			<input type="checkbox"/> Married		
6. Number of children.					
<input type="checkbox"/> None	<input type="checkbox"/> 1 - 3 children	<input type="checkbox"/> 4 – 6 children	<input type="checkbox"/> 7 children or more.		
7. Location.					
<input type="checkbox"/> The Central Region	<input type="checkbox"/> The Eastern Province	<input type="checkbox"/> The Northern Area	<input type="checkbox"/> The Southern Area	<input type="checkbox"/> The Western Region	
8. Monthly income level (SAR).					
<input type="checkbox"/> 5999 or less	<input type="checkbox"/> 6000 - 10,999	<input type="checkbox"/> 11,000 - 15,999	<input type="checkbox"/> 16,000 - 20,999	<input type="checkbox"/> 21,000 - 25,999	<input type="checkbox"/> 26,000 or more
9. Average hours of using mobile phone per day.					
<input type="checkbox"/> 3 hours or less	<input type="checkbox"/> 4 - 8 hours	<input type="checkbox"/> 9 - 12 hours	<input type="checkbox"/> 13 hours or more		
10. The rate of online shopping during the month.					
<input type="checkbox"/> Don't purchase online	<input type="checkbox"/> 3 times or less	<input type="checkbox"/> 4 - 6 times	<input type="checkbox"/> 7 - 9 times	<input type="checkbox"/> 10 times or more	
11. What are your behaviors when watching commercial ads on the Internet (such as ads on social media applications, e-mail, and Internet browsers)?					
<input type="checkbox"/> I take a glance at the ad for a few seconds.	<input type="checkbox"/> I check the ad.	<input type="checkbox"/> I post comments about the presented product or service through the ad.	<input type="checkbox"/> I share the ad with relatives or friends	<input type="checkbox"/> I look for more information about the product	<input type="checkbox"/> I ignore the ad immediately or try to close it

• **DM Drivers:**

12. What ad types catch your eye usually?
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<input type="checkbox"/> Textual ads	<input type="checkbox"/> Static images ads	<input type="checkbox"/> Animation ads	<input type="checkbox"/> Short video ads (do not exceed 15 s)	<input type="checkbox"/> Long Video ads (long than 15 seconds)			
13. What are the channels that you usually interact with the displayed ads through them? (Such as visiting the company's website after seeing the ad, searching for more information about the product, or sharing it with others)?							
<input type="checkbox"/> Browser ads (such as ads that appears at the top of the Google search page or on website pages)	<input type="checkbox"/> Ads via e-mail	<input type="checkbox"/> Ads via Snapchat	<input type="checkbox"/> Ads via YouTube	<input type="checkbox"/> Ads via Twitter	<input type="checkbox"/> Ads via Instagram	<input type="checkbox"/> Ads via TikTok	<input type="checkbox"/> Ads via Facebook

When seeing a commercial ad, what is the effect of including the following elements in the ad on the desire to purchase the product (from question 14 to 24)?

14. Display how to use the product and its most essential features.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
15. Display the results before and after using the product.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
16. Comparing the product with some competing products or alternatives.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
17. Add the product price in the ad.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
18. Use English terms in the ad, or display the entire ad in English.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
19. Display the ad in standard Arabic		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
20. Display the advertisement in the local dialect (colloquial).		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)

21. Using Offers phrases when purchasing the product (such as discounts in the price, free delivery, additional free .quantity, or buy one and get one free).		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
22. Using phrases that suggest the scarcity of the product (such as: new - exclusive - offer for a limited time - quantity is limited - offer is valid till stock lasts).		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
23. The appearance of a famous person or social influencer as a part of the ad (not specialized in the field of the product)		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
24. The appearance of a specialized personality who recommends using the product. (such as the appearance of a dentist recommending to use of a particular dental .care product).		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
25. Does repeated exposure to ads about the same product motivate you to buy it or make you think about it?		
<input type="checkbox"/> No	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes
26. Do you buy some products based on the recommendations of social media users with whom you do not have a personal relationship?		
<input type="checkbox"/> No	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes
27. Do you browse or interact with users in social media marketing campaigns launched by marketers (such as promoted hashtags related to a product)?		
<input type="checkbox"/> No	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes
28. Do the recommendations of social media influencers to buy some products affect your desire to buy them?		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)

• **DM Obstacles:**

To what extent do the following factors negatively affect your intention to buy a product you saw in a digital ad?

29. High costs of shipping the product.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
30. The lack of reviews from social media users about the ad and the product.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
31. Unavailability of payment upon receipt service (cash on delivery).		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)

32. Hard return policies or unavailability of product return service.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)
33. Estimated long time to deliver the product to the customer.		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)

• **The impact of digital ads on purchasing intentions (class)**

34. Do electronic ads affect your desire to buy products?		
<input type="checkbox"/> Never affects my purchase intention (negative)	<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly influences my purchase intention (positive)