

Latent variables	Items
Attitude toward online advertising	I think Internet advertisements are worth it.
	Generally, I consider Internet advertising to be a good thing.
	My general opinion about Internet advertising is highly favorable.
	I appreciate seeing advertising messages on the Internet.
Pleasure induced by online advertising	Internet advertising is very entertaining.
	Sometimes I take pleasure in thinking about what I saw or heard on online ads.
	Viewing online advertisements is a pleasant experience for me.
	Sometimes online advertising is even more enjoyable than other Internet content.
Perceived credibility of online advertising	Consumers may obtain reliable information through Internet advertising.
	Most Internet advertisements are trustworthy.
	Online advertisements reliably inform about the quality of products.
	Internet advertisements accurately reflect what products are like.
Economic evaluation of online advertising	Internet advertising contributes to society's economic development.
	Internet advertising helps raise our standard of living.
	Online advertisements promote competition, which benefits consumers.
Perceived intrusiveness of online advertising	Online advertising gets in the way of my Internet searches.
	Online advertising disrupts my activity on the Internet.
	Online advertising distracts me from my objectives while on the Internet.
	Internet advertisements intrude on the content I am accessing.
Perceived online advertising clutter	There are too many advertisements on the Internet.
	Internet advertisements are very repetitive.
	Web sites are full of advertising messages.
	We Internet users are inundated with so much online advertising.

Table 1: Survey items and corresponding latent variables measured in Redondo and Aznar (2018).
Only the survey items selected for Study 1 are listed here, not the complete set.

Latent variables	Items
LIKE (perceived likeability)	I can identify better with my main bank than with other banks.
	If my bank no longer existed, I would regret it more than with other banks.
COMP (perceived competence)	My main bank is a leading provider in the market.
	As far as I know, my main bank enjoys a good reputation.
	I believe that my bank provides services of the highest standard.
SAT (customer satisfaction)	My main bank meets my expectations.
	I have a positive attitude towards my main bank.
	I prefer my main bank to other banks.
LOY (customer loyalty)	How likely is it that you will remain a customer of your bank?
	I will purchase new banking products in the future.
	In the future, I will make use of other banking products or financial services offered by my bank.
TRUST (relational trust)	My main bank always listens to me when I share my concerns and problems.
	My main bank always responds to my concerns and problems with constructive solutions.
	My main bank and I share the same values.
	I have the feeling that my bank always acts in accordance with the wishes of its customers.

Table 2: Survey items and corresponding latent variables measured in Damberg, Svenja, and Ringle (2023).
Only the survey items selected for Study 2 are listed here, not the complete set.