

Supplemental Material: Measurement items and correlation matrix

Supplemental Material A. Measurement items

Constructs	Measurement items	<i>M</i>	<i>SD</i>
Privacy concerns	I am worried that my personal data (such as browsing behavior, name or location) may be misused by others.	5.52	1.44
	When I am online, I have the feeling that others keep track of what I click on and what websites I visit.	5.67	1.36
	I am afraid that my personal data online is distributed without my permission.	5.44	1.45
	I am afraid that my personal data that I share online is not stored safely.	5.59	1.35
	I am afraid that my personal data online can be accessed by people I do not know.	5.66	1.31
OBA knowledge	When I visit a website, I see the same ads as someone else visiting that website. (False)	-	-
	Your browsing history determines which ads you are going to see during your next visit. (True)	-	-
	When a website has a privacy policy, it does not collect information about visitors. (False)	-	-
	When you go to a website, it can collect information about you even if you do not register. (True)	-	-
	When I give personal information to a website, it is free to do anything with this information. (False)	-	-
Product attitude	Bad ----- Good	4.08	1.38
	Unsatisfactory ----- Satisfactory	3.85	1.36
	Unfavorable ----- Favorable	3.81	1.36
Click-through intention	I would like to click on the advertisement to get further information.	2.67	1.42
Purchase intention	I definitely do not intend to buy it ----- I definitely intend to buy it	2.91	1.48
	I would definitely not buy it ----- I would definitely buy it	2.81	1.62

	I have very low purchase interest ----- I have very high purchase interest	2.72	1.66
Product involvement	Unimportant ----- Important	3.05	1.59
	Means nothing ----- Means a lot to me	3.11	1.46
	Worthless ----- Valuable	3.44	1.40
Perceived Personalization	The advertisement I saw made a purchase recommendation that matched my needs in that scenario.	3.58	1.61
	I feel that the advertisement I saw enabled me to know the product that I was interested in.	3.34	1.60
	The advertisement I saw was tailored to my situation.	3.95	1.76
	The advertisement I saw made me feel that I am a unique customer.	2.56	1.30
	I felt that the advertisement I saw was customized to my needs.	3.80	1.77

Supplemental Material B. Correlation matrix

	1	2	3	4	5	6	7	8	9	10
1. Privacy concerns	1.00									
2. OBA knowledge	-.08	1.00								
3. Product attitude	-.16*	.01	1.00							
4. Click through intention	-.04	-.17**	.40***	1.00						
5. Purchase intention	-.02	-.03	.57***	.55***	1.00					
6. Age	.06	-.47***	-.01	.23***	.15*	1.00				
7. Internet usage	.21**	-.08	-.08	.03	.02	-.14*	1.00			
8. Online search frequency	.04	.08	.06	.01	.09	.04	.13*	1.00		
9. Product familiarity	.04	.06	.18**	.20**	.22***	-.11	.00	.12	1.00	
10. Product involvement	-.06	.07	.44***	.44***	.60***	.05	-.03	.06	.39***	1.00