

Table of contents

1. Introduction	4
2. Research model structure	5
2.1. Proposed framework of online behavioral advertising (OBA)	5
2.2. Online behavioral advertising (OBA)	7
2.3. Advertiser-controlled factors	8
2.4. Consumer-controlled factor	8
2.5. Outcome: customer behavior	8
2.5.1. Click-through intention and click-through-rates	8
2.5.2. Purchases and purchase intention	9
3. Introduce selected model	9
3.1. Model 1	9
3.2. Model 2	11
3.3. Model 3	12
3.4. Model 4	14
3.5. Model 5	15
4. Model factors combination	17
4.1. Factors groups	17
4.2. Final combination model	18
4.3. Advices for the advertisers	19
5. Conclusion	20
5.1. Conclude for the research and advice	20
5.2. Limitation for this paper and future research	20
6. References	22