

Annexe 2: Définitions de la personnalisation (Montgomery et Smith, 2008)

<i>Source</i>	<i>Definition</i>
Peppers & Rogers (1999)	“Customizing some feature of a product or service so that the customer enjoys more convenience, lower cost, or some other benefit.”
Hanson (2000)	“A specialized form of product differentiation, in which a solution is tailored for a specific individual.” (p. 450)
Allen (2001)	Company-driven individualization of customer web experience. (p. 32-33).
Imhoff, Loftis & Geiger (2001)	“Personalization is the ability of a company to recognize and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, or other personal transactions.” (p. 467)
Wind & Rangaswamy (2001)	Changes in a product or service to better match customer needs. These changes can be initiated by the customer (e.g., customizing the look and contents of a web page) or by the firm (e.g., individualized offering, greeting customer by name, etc.). (p. 15)
Cöner (2003)	Personalization is performed by the company and is based on a match of categorized content to profiled users.
Roberts (2003)	“The process of preparing an individualized communication for a specific person based on stated or implied preferences.” (p. 462)

Table 1. Definitions of personalization. Entries listed chronologically. Adapted from Vesanen (2004) and Vankalo (2004).

Source: Montgomery et Smith, 2008, 130- 137