

Glossary of terms

Customer loyalty program	Customer loyalty program behavior uses rewards and promotions to foster customer loyalty and encourage repeat business (Raman, 2018).
Customer purchasing behavior	Customer purchasing behavior pertains to the customer's purchasing activities and decisions in relation to a product or service (Kotler et al. 2017).
Digital advertising	Digital advertising is the use of various digital channels and technologies to promote a brand and build brand recognition and customer loyalty through persuasive messaging (Desai, 2019).
Display advertising	Display advertising refers to the practice of showcasing graphical advertisements on websites, applications, and other digital platforms to promote products, services, or brands (Han & Kim, 2012).
Dynamic remarketing	Dynamic remarketing is the delivery of personalized advertisements featuring specific items previously viewed by customers on a website, using a complex algorithm to create real-time personalized ads (Lambrecht & Tucker, 2013).
E-mail advertising	Email advertising refers to the practice of utilizing email communication to send targeted promotional messages and advertisements to individuals, leveraging acquired email addresses from customers, in order to promote products, services, or brands (Chaffey & Smith, 2017).
Generational cohort	A generational cohort refers to a group of individuals born within a specific time frame and shaped by shared historical and social contexts, as well as experiences (Mannheim, 1970).

Annex 1 continuation

Millennials	Millennials, also known as Gen Y, are the first cohort born into a tech-advanced society and characterized by digital fluency and a focus on living in the present moment (Muda et al., 2016).
Post-millennials	Post-millennials, also referred as Gen Z, are characterized by their high involvement in consumption and their increasing utilization of technology and social media, as noted by Budac (2014).
Remarketing	Remarketing is a digital marketing strategy that aims to reconnect with potential customers who have previously shown interest in a brand's products or services by using targeted online advertising (Isoraite, 2019).
Search engine remarketing	Search engine remarketing uses tailored ads to re-engage past website visitors based on their online behavior and search history (Huang & Wang, 2020).
Social media advertising	Social media advertising encompasses the utilization of diverse social platforms by individuals, businesses, and communities with the aim of generating awareness and stimulating demand for their products, brands, or ideas (Weinberg, 2009).
Video remarketing	Video remarketing is an online advertising strategy that utilizes video content to reconnect with previous consumers or website users, enhancing brand recognition and capturing audience attention for improved engagement and conversion rates (Chang, Liu, & Tsai, 2020).