

Louvain School of Management
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REMARKETING IN DIGITAL ADVERTISING: A STUDY OF ITS IMPACT ON THE CONSUMER PURCHASING BEHAVIOR OF GENERATION Z AND GENERATION Y

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FOREWORD

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SANTRAUKA

Šiais laikais strateginis auditorijos kartų atskyrimas pakartotinei rinkodarai yra būtinas tikslingam ir efektyviam auditorijos įtraukimui. Šis Mokslinis darbas sprendžia **tyrimo problemą**: kaip įmonės gali efektyviai atskirti Z ir Y kartos pirkimo elgesį, kad sukurtų tikslines pakartotinės rinkodaros strategijas. Šio darbo **siekis** - suteikti išvalgų apie penkių pakartotinės rinkodaros strategijų įtaką abiejų kartų pirkėjų elgsenai. Penkiomis šio straipsnio hipotezėmis siekiama ištirti, ar yra statistiškai reikšmingas skirtumas tarp Z ir Y kartos pirkimo elgsenos el. pašto, vaizdų, socialinės žiniasklaidos, paieškos sistemų ir vaizdo įrašų pakartotinės rinkodaros požiūriu. Metodika apima teorinę pirkėjo elgesio, kartų skirtumų ir pakartotinės rinkodaros analizę, **internetinę anketą** kiekybinei analizei ir **ekspertų pokalbį** kokybinei analizei. Tyrimų rezultatai patvirtina kartų skirtumus pirkėjų elgsenoje, kuriai įtakos turėjo įvairios pakartotinės rinkodaros strategijos.

Šis darbas yra į mokslinius tyrimus orientuotas baigiamasis magistro darbas.

Raktiniai žodžiai: kartų grupė, pirkimo elgsena, pakartotinė rinkodara, skaitmeninė reklama, tūkstantmečio kartai.

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SUMMARY

In the contemporary landscape, the strategic differentiation of generations in remarketing is imperative for targeted and impactful audience engagement. This paper solves the **research problem** how can businesses effectively differentiate the purchasing behavior of Generation Z and Generation Y in order to develop targeted remarketing strategies. It **aims** to provide insights into the impact of five remarketing tactics on both generations purchasing behavior and identify effective remarketing strategies. The five hypotheses of this paper are aiming to investigate if there is a statistically significant difference between the purchasing behavior of Generation Z and Generation Y in terms of email, display, social media, search engine and video remarketing. The methodology includes a theoretical analysis of customer's purchasing behavior, generational differences and remarketing, an **online questionnaire** for quantitative analysis and **expert interview** for qualitative analysis. Research findings confirm generational differences in purchasing behavior influenced by diverse remarketing strategies.

This paper is research-oriented final master thesis.

Keywords: digital advertising, generation cohort, millennials, purchasing behavior, remarketing.

INTRODUCTION

Relevance and topicality: Due to the speedy expansion of technology and the rising adoption of the Internet and social media, digital marketing has emerged as a critical means for companies to engage and influence their customers. The advent of the Internet has profoundly impacted the fundamentals of the advertising and media world, creating a new platform for marketers to get in touch with their target audience.

According to the Data Reportal (2022), the global population of internet users has reached 4.95 billion, accounting for approximately 63% of the total global population. This represents a significant increase of 192 million users over the previous year's figures, demonstrating the internet's growing prevalence and accessibility as a medium for communication and information access. Furthermore, the average user spends 6-7 hours per day on the internet, making digital advertising even more important as an effective way to reach and engage customers. As internet usage has increased, so has the importance and effectiveness of digital advertising as a tool for businesses to connect with and influence customers.

In today's ever-evolving world of digital marketing, remarketing has become an indispensable tactic for businesses to reconnect with their customers and boost sales conversions. Essentially, remarketing is a form of targeted advertising that involves sending customized and relevant messages to potential customers who have previously displayed an interest in a company's products or services. It's crucial for businesses to grasp the impact of remarketing on Gen Z and Gen Y, the first digital-native generations, in order to effectively reach and influence their purchasing decisions.

Generation Z accounts for a considerable portion of the population and is expected to be the largest customer segment by 2020. Millennials, or Generation Y, are a significant demographic with enormous spending power and market influence. Understanding the impact of remarketing on their purchasing behavior is critical for businesses to reach and influence this demographic while remaining competitive in the market. Furthermore, in light of the ongoing COVID-19 pandemic, the importance of remarketing in digital advertising has grown.

This paper examines **the research problem:** How can businesses effectively differentiate the purchasing behavior of Generation Z and Generation Y in order to develop targeted remarketing strategies?

The object of the paper is to differentiate the purchasing behavior of Gen Z and Gen Y while devising distinct remarketing strategies.

The aim of the paper is to investigate the influence of five remarketing tactics on the purchasing behavior of Gen Z and Gen Y.

To reach the aim the following **objectives** were set:

1. To conduct a comprehensive literature review to analyze digital advertising trends, generational cohort variations in purchasing behavior, and the effectiveness of remarketing strategies.
2. To employ a methodology to gather both qualitative data through expert interviews and quantitative data through online questionnaire.
3. To present a comprehensive analysis of the collected data from expert interviews and online questionnaires, and engage in a scientific discussion to interpret the research findings.

Logic (consistency) of the research: The paper is **structured** into 3 main parts.

The first part of the paper provides a theoretical overview of the topic, including a literature review of current trends and best practices in digital advertising, with a particular focus on remarketing and its impact on consumer behavior. This part will also cover the concepts of customer behavior, the influential factors, and the characteristics of Generation Z and Generation Y.

The second part outlines the research methodology, including the study's objectives, research design of expert interview and online questionnaire and data collection methods.

The third part presents the research findings, including a thorough analysis of the collected qualitative and quantitative data, an interpretation of the results in relation to the research hypotheses. Lastly, the paper concludes with a scientific discussion of the main findings, research limitations and future directions.

Research methods. To address the research inquiry, a mixed research methodology was chosen and utilized both qualitative and quantitative research methods. An online questionnaire was developed based on prior research to collect insights of the target audience, which consisted of Gen Z and Gen Y populations. In addition to this, interview conducted with experts to gather more practical data collection. The gathered data was then examined using both quantitative and qualitative methods, such as statistical analysis and logical reasoning approach. To ensure accuracy, reliability analyses were performed, and an independent t-test was conducted to assess the hypotheses and form conclusive insights.

Information sources. The research will utilize both primary and secondary data sources. Primary data by conducting surveys among Gen Zers and Millennials, as well as conducting interviews with field experts who provided insights on their purchasing behavior and experiences with remarketing in digital advertising. Secondary data will be gathered through a review of relevant literature such as scholarly articles, journals, and recent trends from reputable sources.

I. THEORETICAL PERSPECTIVE ON THE IMPACT OF REMARKETING ON PURCHASING PATTERNS OF GEN Z AND GEN Y CUSTOMERS

In this chapter, the researcher undertakes a theoretical analysis of the impact of remarketing in digital advertising on Gen Z and Gen Y customers' purchasing behavior. The chapter begins by providing an overview of the concept of digital advertisement, including its classification. The researcher then delves into the topic of remarketing and its role in digital advertising. Subsequently, the researcher presents an overview of the concept of customers' purchasing behavior, including the purchasing decision process and types. A specific focus is placed on Millennials and Post-Millennials, their unique characteristics as customer. Finally, the researcher presents various theoretical positions on the impact of digital advertising on customers' purchasing behavior and how it relates to Gen Z and Gen Y. In summary, this chapter serves as an essential foundation for further research in this area.

1.1 The conceptual framework of digital advertising

The world of digital advertising has experienced a remarkable transformation over the past few decades, with the earliest form of banner ads evolving into a more intricate and multi-channelled model, as stated by Aslan (2017). The primary goal of digital advertising is to establish brand recognition and loyalty among target consumers through compelling messaging and communication tools, according to Desai (2019). In today's era, where customers are continuously linked to the internet and regularly come across multiple digital advertising types, the importance of digital advertising cannot be overstated.

Data and analytics play a crucial role in digital advertising in understanding customer behavior and tailoring advertising campaigns to efficiently reach the target demographic. Because of the rise of big data, digital advertisers nowadays can collect massive amounts of information about customer preferences, behaviors, and purchase histories, enabling for more focused and effective advertising campaigns.

While the first email sent for marketing purposes can be traced back to 1971 (Desai, 2019), digital advertising as we know it today emerged in 1994 with the advent of banner advertisements (Aslan, 2017; Serttaş, 2017). However, with the growth of mobile technology in the 2000s and the widespread adoption of social media in the 2010s, digital advertising has expanded and transformed into a more complex and dynamic concept.

The transformation of advertising into digital advertising is a reflection of the changing times and technology. As noted by Dyer (2018), "transformation means going beyond the form", digital advertising has adapted to the digital age, preserving its essence while changing its form.

The impact of digital advertising on customers has been the topic of several studies and research, with various words such as "Internet advertising," "Online Advertising," "Interactive advertising," or "Smart advertising" being used to characterize this notion (Kumar, 2019; Lee and Cho, 2020). Table 1 provides a complete summary of these ideas and how they have been described by previous scholars:

Table 1

Concepts of Digital Advertising by previous Scholars

Researcher:	Given definition:
Janoschka (2004)	Advertising that primarily utilizes written language, graphics, and sound in an attempt to influence its target audience.
Shanahan and Kurra (2011)	A form of promotion that utilizes the internet to disseminate marketing messages and attract the attention of consumers.
McStay (2016)	An advertisement modality that incorporates computer technologies.
Ngo (2016)	Promotional strategies that utilize digital communication tools to convey their messages to the intended target audience.
Lavuri (2018)	Advertisement presented through digital means, such as the Internet, smartphones, tablets, and other digital devices.
Belch (2020)	Advertising accessible through the use of the Internet.
Ding (2021)	The utilization of digital technology for the purpose of promoting products and services.

Source: Composed by author based on Janochka (2004); Shanahan and Kurra (2011); McStay (2016); Ngo (2016); Lavuri (2018); Belch (2020); Ding (2021)

The definitions reveal that there is ambiguity surrounding the concept of digital advertising, where advertisers utilize interactive technologies in media to create an enhanced brand experience. There is a general consensus among researchers that digital advertising is a type of advertisement companies employ to deliver their messages to their target audience through the internet, online media, and social media for promotional purposes (Lavuri, 2018; Ding, 2021). Cho and Lee's (2020) definition is deemed to fill the gaps in the concept's definition by incorporating the fact that digital advertisements are designed based on the data collected on the target audience in digital media (also underlined by Dönmez, 2015). From this perspective, it is possible to concisely define digital advertising as a "product persuasion message designed from data collected by tracking the digital footprint of consumers and interacting with them through digital media". While definitions by Aslan (2017), Rodgers and Thorson (2018), and Nikkanen (2019) emphasize the platform where the

advertisement is presented to the audience, other researchers like Giannakopoulou (2020) and Ding et al. (2021) focus on the advertisement's purpose or its interactivity aspect.

As consumers today heavily rely on digital tools to research products (Marketo Engage, 2021), businesses have integrated digital marketing into every aspect of their operations, fundamentally changing the way they communicate and deliver value to customers (Oracle Turkey, 2021). Digital marketing is a comprehensive and effective marketing strategy, using various digital channels in unison to achieve the desired goals.

To summarise, digital marketing allows businesses to engage with their consumers at any point in time and anywhere, advertise their products and services, build relationships with clients, and instantaneously track the effects of advertising operations. While it has numerous advantages, the downsides of digital advertising are mostly attributable to firms' inability to properly design their digital marketing strategy and maintain their digital marketing channels. It is crucial to highlight that, while digital marketing may appear to be simple to adopt with the use of technology tools, it must be well-planned and constantly updated to be effective.

1.1.1 Classification of digital advertising

The classification of digital advertisements is a topic of ongoing debate in academic literature. With the rapid advancement of digital technologies, digital advertisements are undergoing constant evaluation, leading to new categories and classifications. In order to gain a thorough understanding of the ways in which digital advertisements are presented to target groups and how the digitalized world distributed messages and persuasion, a comprehensive examination of the context in which digital advertising operates became crucial. While some forms of digital advertising are perfectly established, others are still constantly evolving. To better implement this complex and rapidly changing environment, it is important to critically analyse the different classifications of digital advertising and their development over the decades.

The classification of digital advertisements has been widely discussed in academic circles after the turn of the 21st century. Early classifications, such as Gao et al. (2002), categorized digital advertising into four types: banner, rich media, e-mail advertising, and game-based advertising. Other early classifications, such as Elden (2003), divided digital ads based on the environment in which they were served: ads on websites, ads in which websites were used as advertising space, and e-mail advertisements. Kitchen and de Pelsmacker (2004) focused on four types of digital advertisements, including banner, keyword purchase, game, and mobile advertising. Vural and Oz (2007) grouped digital advertisements into four - banner, rich, content sponsorships, and e-mail advertising. Taylor (2009) listed types of digital advertisements as SMS, MMS, advergame, and UGC (user-generated content).

With the introduction of new and updated technologies, different terminologies for classifying digital advertisements have emerged. For example, Lisica et al. (2012) analysed digital advertising in eight categories, including text, screen, pop-up, social media, interstitials, rich media, video, and e-mail advertising. Klapdor (2013) proposed them into seven fundamental types, including search engine, display, e-mail, affiliate, mobile, classified, and sponsored advertisements. The most recent classification of digital advertisements was presented by Brooke (2019) and includes six categories: display, social media, e-mail, advergame and video, search engine-based, and pay per click (PPC) advertisements.

Campbell et al. (2014) categorizes digital advertising based on content and payment status. This classification highlights the notion that the target audience holds significant influence on the success of advertisements in digital environments. However, this power dynamic can ultimately reinforce the marketer's control by helping them achieve their objectives. To shift this balance, it is crucial to increase the target audience's awareness. For a more in-depth understanding, refer to in Annex 2, which outlines the Typology of Forms of Online Brand-Related Content.

E-Marketer (2019) provides a thorough taxonomy of digital ads that takes into consideration marketers' pricing and investment methods. As a result, the categorization gives significant insight into the digital advertising sector as well as the most common forms of digital ads encountered by the target demographic. This data is based on marketers' global investment in digital advertising. The categories defined by E-Marketer (2019) include "paid search," "display ads," "digital video," "classified ads," and "social media." These categories represent the key channels of digital advertising and are depicted in Annex 3. The figure also provides data on worldwide spending on these channels from 2016 to 2022, expressed as percentages. This classification serves as a useful tool for both marketers and the target audience, providing an understanding of the current state of the digital advertising industry and helping to guide informed decisions and strategies.

E-Marketer (2019) reports that the COVID-19 pandemic impacted all advertising channels in 2020 (See in Annex 3). Of these channels, digital video ads experienced the greatest variation, with spending on video ads dropping significantly despite being one of the highest-spending categories. Conversely, social media and paid search held strong positions during the pandemic, with the latter even experiencing an increase in spending, which is an unusual occurrence compared to other types of digital advertising. E-Marketer (2019) further expands on this with a classification of display ads into "banner ads" and "rich media ads," which includes a subcategory of "video ads." To summarise, the various reports and viewpoints on digital advertising classification primarily focus on the following key types of digital advertising.

Social Media Advertisement: Social media platforms have significantly changed the interaction and communication behavior patterns and habits of consumers and businesses

(Constantinides et al., 2011). Social media marketing involves the use of various social networks by individuals, businesses, and communities to create awareness or drive demand for their products, brands, or ideas (Weinberg, 2009). The interaction with the target audience (Stubb et al., 2019), the ability to make quick changes (Popescu, 2019), the collection of user data (Lisica et al., 2012), and the option to classify ads based on gender, age, and interests (Güzel, 2019) are the major benefits of SMM for advertisers.

Advertisements on social media have become an integral part of consumers' daily lives and have a significant impact on their purchasing behavior (Djafarova & Kramer, 2020; Meer & Staubach, 2020). The way consumers perceive social media advertisement content determines their level of interest in advertisements. Therefore, it can be said that advertisements for social media content consumed by the customer can affect the customer positively at any stage of the purchasing process (Zhang & Mao, 2016) and lead them to make unplanned purchases. The explained AIDA model in Annex 4 explaining all the steps – awareness, interest, desire, and action in the social media advertisement in detail.

To sum it up, the relationship between social media advertising and customer purchasing behavior is quite complicated and multifaceted. Advertisements tailored to the consumer's data and delivered with the appropriate messaging can produce highly successful results in social media networks (Taylor et al., 2011). This trend has accelerated in the wake of the COVID-19 pandemic, as social media usage has skyrocketed. These factors make social media advertising an attractive option for businesses looking to reach their target audience and shape their purchasing decisions.

Display advertising: Display advertising is the use of graphical advertisements on websites, apps, and other digital media platforms (Han & Kim, 2012). It is an online advertising approach in which a product / service is marketed by the use of visually appealing photos, videos, or graphics. In academic research, display advertising has been shown to have a significant impact on customer behavior, influencing attitudes, perceptions, and eventually purchasing decisions (Park and Young, 1986). For instance, display advertising has been demonstrated to alter brand recognition, memory, and attitudes, all of which influence a customer's purchasing behavior in studies (Han & Kim, 2012).

Moreover, positive emotions evoker advertisements might urge customers to purchase, while the negative emotions generator advertisements may demotivate them (Baumeister & Leary, 1995). Display advertising has the potential to influence multiple stages of the purchasing process, including product awareness, deliberation, and decision-making. It may increase the brand awareness and familiarity, making it more possibly that people would prefer a certain brand while making purchasing decisions (Han & Kim, 2012).

As a consequence, display advertising and customer purchasing behavior interact with each other in a complex and diverse way. Display advertising has long been recognised to have a

substantial effect on customer behavior, and digital marketers should consider this fact while building advertising campaigns (Park & Young, 1986).

E-mail advertisement: E-mail advertising is a low-cost, highly focused form of digital advertising that allows firms to directly reach their target demographic. Advertisers can send tailored messages marketing their products and services using email addresses acquired from clients (Chaffey & Smith, 2017). The ability to segment targeted audiences based on their demographics, purchasing history and etc. allows email advertising to be an efficient tool for reaching the appropriate customers with the proper message (Chaffey & Smith, 2017).

Studies have shown that email advertising can have a significant influence on customer purchasing behavior (Dmitrieva & Rangaswamy, 2016; Petrescu et al., 2020). The customized nature of email advertising makes businesses build stronger relationships with their customers, creating a sense of brand loyalty (Petrescu et al., 2020). Email campaigns can increase brand awareness, increase customer engagement, and motivate repeating purchases (Dmitrieva & Rangaswamy, 2016). Relevant and updated offers and promotions can also encourage individuals to finish the purchase (Petrescu et al., 2020).

To summarise, a variety of factors influencing customer behavior and e-mail advertisement being only the one of them. In quite a while, establishing a definitive interaction between these characteristics and purchasing patterns might be complicated. With the constant advancement of email advertisement technology and the increasing popularity of email as a communication channel, it presents a potential option for businesses that are looking to communicate with their target market and influence their purchasing decisions.

Search Engine Advertising: Search engine advertising (SEA) involves placing sponsored ads on search engine results pages to reach a targeted audience and boost website traffic and sales. The purpose of SEA is to appear in front of potential customers who are actively looking for products / services similar to what a business offers (Chaffey & Smith, 2017).

One of the main advantages of SEA is the ability to reach a highly relevant audience based on keywords and search queries, which can have a strong impact on purchasing behavior. This type of ads focuses on purchasing rather than branding (Klapdor, 2013). When an individual searches for a specific product / service and if it is presented with a relevant advertisement, they are more possibly to realize a purchase (Petrescu et al., 2020). In addition to this, SEA provides businesses with the opportunity to track and measure the success of their campaigns in real-time and make adjustments as needed (Dmitrieva & Rangaswamy, 2016).

Overall, SEA can help organizations reach their target demographic, increase website traffic, and eventually generate sales. SEA can influence purchase behavior and enhance sales by targeting potential customers who are actively searching for similar items or services.

To summarise, the intricate and varied relationship between customer purchasing behavior and digital advertising, including social media, display, email, and search engine advertising, is obvious. All of these advertising channels contribute significantly to shaping customer behavior and influencing purchase decisions, and thus constitute great assets for businesses looking to connect with their target audience.

1.1.2 Remarketing in the digital marketing landscape

Remarketing, also known as retargeting, is re-engaging with clients whose purchase behavior, or predicted action did not occur (Çetintürk, 2019). This term has grown in popularity in the digital marketing landscape because it enables marketers to target customers who have previously expressed interest in their products or services. Remarketing strategies may help organizations raise brand awareness, grow sales, and improve customer engagement by targeting previous customers or website visitors. According to research, remarketing is an efficient strategy to increase conversion rates, lower client acquisition expenses, and improve overall customer experience. This section will go over the many types of remarketing, as well as its goals, advantages, and techniques.

According to various statistical studies conducted on the topic, a large majority of shoppers leave the site without completing their purchase. This reality has driven advertisers to work on more personalized and innovative advertisements. The aim of remarketing is to draw back potential customers to the website by reminding them of services or products they previously expressed interest in, using digital methods (Isoraite, 2019). This application allows for the creation of more specific messages for the targeted specific consumer group, helps to eliminate "blind marketing" to non-interested viewers and enhances the impact among relevant audiences.

Customers who are interested in a marketed brand or product are referred to as loyal customers and advertising can be personalized to preserve this interest. In remarketing campaigns, advertisers utilize first-party identifiers to collect online consumer data and create records of visitors. Little data pieces stored in a user's web browser and sent to the server anytime the user visits the page, giving information on the user's prior behavior, are often used identifiers. Cookies are data fragments that are often used to track a user's activity and interactions on websites.

As summarised in Annex 5, the customer exits the site without completing the shopping transaction as the start of the remarketing process. After browsing other sites, customers may be targeted with remarketing advertisements based on the data collected from cookies, indicating their interests. This serves to recapture the customer's attention and draw them back to the product they previously showed interest in. The effectiveness of these advertisements is influenced by factors such as frequency, personalization, and dynamic pricing. These strategies increase the likelihood of a purchase. (Kaulina & Kaulins, 2018).

The advantages of the retargeting feature of Google AdWords, which can be used in advertising campaigns by not only large corporations but also SMEs, can be listed as follows (Blagorazmnaia & Muntean, 2014; Isoraite, 2019; Koti, 2014):

- *Personalized dynamic ads increase brand awareness on search engines and other websites.*
- *Targeted ads bring customers back to incomplete purchases.*
- *Potential customers can be encouraged to reconsider due to external factors.*
- *New offers, promotions, or discounts related to the product or service are communicated.*
- *Only clicks are charged for all ad displays, reducing costs.*
- *It can be implemented on various platforms such as websites, social media, and email addresses.*

When advertisers perform digital marketing efforts, they develop different goals and objectives using various targeting methods. Remarketing campaigns, which can be designed for a variety of sites ranging from e-commerce sites to corporate websites and even information portals, are typically carried out by companies in three different strategy directions (Olga & Vlad, 2014):

Conversion Optimization Strategy: This method aims to improve conversion rates for website visitors. It is most successful when the advertiser's website is visited but no conversion action (such as a purchase, registration, or form submission) is done. With a remarketing campaign, visitors who showed interest in certain pages can be targeted and directed to a special landing page designed to facilitate the desired conversion. For instance, a visitor browses a travel website and views a particular destination but does not book a trip. The remarketing campaign could target this visitor with advertisements for similar destinations, deals, and packages to encourage them to complete the booking process.

Personalized Offer Strategy: This strategy entails promoting the advertiser's time-limited attractive offers. Even those who have already converted or made a purchase on the website may be receptive to new offers. Additionally, potential customers who have not yet converted may also find these offers enticing. The Personalized Offer Strategy effectively reaches a segment of the audience and highlights various discounts and special promotions offered by the company. For instance, displaying an advertisement with the theme "Buy One, Get One 50% Off" to both customers who have made a purchase before and those who have not made a purchase yet, is a campaign design aligned with this strategy.

Additional Sales Strategy: This strategy's purpose is to increase upsell and cross-sell chances for consumers who have previously made a purchase or accomplished the intended conversion. Utilizing data on customer purchase history and interests, the advertiser can suggest

complementary products or services that enhance the initial purchase, foster customer loyalty, and increase the overall customer value. For example, proposing an extended warranty for a customer who has already purchased a product can be an example of a campaign design aligned with this strategy.

Remarketing strategies play a crucial role in encouraging consumers to make purchases with maximum efficiency in terms of cost and time (Isoraite, 2019). To effectively target potential customers, it is essential to utilize data such as the time of their last visit, the products they have viewed, their time spent on the website, their geographic location, preferred language, and the browser they use (Blagorazmnaia & Muntean, 2014). By leveraging this information, businesses can tailor their remarketing efforts to reach the right audience and increase the likelihood of conversion.

In summary, effective remarketing efforts require advertisers to consider multiple factors. These include a deep understanding of the target audience, crafting attractive offers, utilizing diverse interaction methods, and managing the frequency of advertisements. By carefully considering these elements, advertisers can optimize their remarketing campaigns and increase their chances of engaging and converting potential customers.

1.1.3 Strategies of remarketing

The advent of the Google AdWords platform in 2010 marked a turning point in the world of advertising with the introduction of remarketing. This advertising technique has undergone significant evolution since then (Isoraite, 2019). The strength of remarketing efforts resides in their capacity to create brand recognition among potential consumers, entice them to return to the landing page, and finally persuade them to do the required action. The purpose of this subchapter is to offer a thorough overview of the various remarketing tactics and how they may help organizations enhance their customer experience.

Dynamic Remarketing: Dynamic remarketing is a more advanced some kind remarketing that involves delivering adverts that showcase particular items that a customer has previously visited on a website. This type of remarketing takes into account the customer's browsing history, presenting them with ads that showcase the exact product they viewed, along with related products. This is achieved through the use of a complex algorithm that combines a large number of possible images and texts to create a personalized ad in real-time (Lambrecht & Tucker, 2013). As a result, whenever a customer visits a product page and then leaves the website, they will encounter advertisements that display pictures and prices of the products they viewed, as well as dynamic visuals that are generated automatically. In this way, dynamic remarketing provides a more targeted approach, increasing the likelihood of conversion by displaying relevant products to the customer.

Display Remarketing is a type of digital marketing tactic that tries to show personalized adverts to consumers who have previously engaged with a company or its web page. This method involves using cookies to track individual behavior on a website and then sending ads to those users on other websites they visit. Display remarketing has been shown to increase brand recall and conversion rates by allowing enterprises to reconnect with customers who have previously indicated interest in their products/services. However, businesses must carefully structure their advertising and targeting techniques to avoid looking excessively aggressive or irrelevant to users, which can lead to ad fatigue and decreased efficacy (Huang et al., 2020).

Email remarketing is a targeted digital advertising approach to reconnect with past customers and website visitors. Through personalized email campaigns, it aims to re-engage customers who have shown interest in a product or service and encourage them to take desired actions. Personalization and segmentation are crucial elements that allow businesses to tailor their messaging and promotions to specific customer groups, boosting the chances of a successful campaign. Advertisers can upload email lists to Google Ads, and target potential customers through Google Search, Gmail, or YouTube logins. Cookies in emails also allow for specific advertising to be displayed to the recipient when they open the email (Bubenheim, 2018). Email remarketing can improve conversion rates, customer retention, and overall customer experience for businesses.

Search engine remarketing targets past website visitors while they browse the web with tailored ads based on their online behavior and search history. The aim is to re-engage potential customers and persuade them to return to the website and take desired actions. Advertisers use cookies and tracking pixels to collect user behavior data and serve relevant ads. This method can improve brand recognition, increase conversion rates, and reach past customers who have shown interest in a business's products or services. Search engine remarketing offers an effective way to drive sales and improve customer engagement through personalized advertising.

Video remarketing is a form of online advertising that uses video content to re-engage prior consumers or website users. The usage of video content in remarketing aids in the development of brand recognition and the acquisition of client attention, resulting in greater engagement and conversion rates (Chang, Liu, & Tsai, 2020). Businesses may efficiently demonstrate their products or services while also promoting their brand to potential clients by utilizing video remarketing. Personalization and segmentation are important components of video remarketing because they allow businesses to customise their video content and messaging to specific consumer groups, boosting the chances of a successful campaign (Chang, Liu, & Tsai, 2020). The video advertising is displayed on platforms like YouTube, which may target individuals based on their search history, demographics, and hobbies. Businesses that use video remarketing can profit from greater brand recognition, enhanced consumer engagement, and higher conversion rates (Chang, Liu, & Tsai, 2020).

Social Media remarketing is a digital marketing approach that involves showing tailored advertisements to people who have previously interacted with a company's social media profile or posts. This method creates unique audiences for advertising on sites like as Facebook, Twitter, and LinkedIn using information from individuals' social media behavior. Social media remarketing has been proven to be an effective way for increasing brand recognition, website traffic, and sales. AdRoll, for example, discovered that social media retargeting may raise click-through rates by up to ten times and conversion rates by up to 70%. (AdRoll, 2019). However, companies must be clever in their targeting and message to avoid being perceived as invasive or uninteresting by consumers. Personalization and relevance are key factors in the success of social media remarketing campaigns (Marin Software, 2018).

Customer Loyalty programs: A type of remarketing strategy that firms use to retain and reward their existing customers is to encourage repeat business through incentives, special offers, and exclusive access to promotions. The goal of this technique is to increase client loyalty by instilling a sense of exclusivity and gratitude in consumers. Customers are rewarded for their recurring business with incentives like as discounts, free gifts, and special promotions (Raman, 2018). Businesses may boost consumer engagement, create long-term customer connections, and ultimately drive revenue by introducing customer loyalty programs.

To summarise, remarketing is a strong tool for businesses to reach out to prior customers and website visitors in order to boost the likelihood of a sale. Email and search engine remarketing can provide distinct advantages to organizations, such as increased conversion rates, improved customer retention, and personalized advertising. Nonetheless, firms must show precaution and respect for customer privacy while employing these strategies. They may create a pleasant customer experience by adhering to established standards and avoiding undesirable outcomes such as unwanted email or browsing behaviors being recorded. Nevertheless, remarketing may be a significant addition to a company's marketing strategy when done correctly.

1.2 The conceptual framework of customer purchasing behavior

In today's competitive market, knowing customer purchase behavior is critical for businesses to thrive. It refers to the activities and decisions that customers make when they buy a product or service (Kotler et al., 2017). The author will go into the concept of customer purchasing behavior and examine the numerous factors that influence it in this chapter. From identifying client categories to understanding their motivations, organizations will obtain a complete grasp of how to use this information to enhance their marketing tactics and boost customer satisfaction.

Customers are critical to the economy because they drive demand by purchasing and utilizing products and services. A client is defined as a person who purchases and utilizes an economic

product or service in exchange for a fixed fee (Solomon, 2017). Customer behavior refers to the consuming process, which begins with recognizing a need to be supplied and concludes with assessing the acquired product or service (Solomon, 2017).

Customer behavior is crucial to marketing efforts because it reveals how people make purchase decisions. It entails a variety of behaviors, beginning with acquiring information about the product or service and culminating with making an informed purchasing choice (Doğan et al., 2018). Customer behavior research has its fundamentals in psychology, sociology, and economics, and it has changed through time in response to technological improvements and changes in society standards. Consumer behavior became popular as a topic of study in the 1950s and 1960s as corporations realized the value of understanding their customers in order to maximize their marketing efforts (Belk, 1979). To comprehend consumer behavior, it is critical to examine how customers obtain and evaluate information (Hoyer, 2017).

The development of technology has significantly impacted customer behavior. With the increasing use of the internet and its influence in various areas, customers have become more demanding and individualistic in their purchasing decisions. Understanding customer behavior, however, can be challenging as it varies greatly depending on the individual, product, and purchasing situation (Jr et al., 2013). While some purchasing decisions are straightforward and made based primarily on price, others can be complex and involve more time and consideration. The complexity of a decision often relates to the cost of the product; consumers may not think deeply about low-priced items but will put in more effort and time when considering a high-priced product.

To summarise, the concept of customer behavior is a dynamic and ever-changing topic that provides vital insights into how people make purchasing decisions. Technology shapes it, and many aspects such as human qualities, product kind, and purchase scenario influence it. As the discipline evolves, it is critical for businesses to keep current and knowledgeable about customer behavior to make informed decisions and effectively address the needs of their target market. Understanding consumer behavior can assist firms in optimizing their marketing tactics, resulting in increased customer happiness and success in today's competitive market. To remain competitive, businesses must continue to collect and analyse data on client behavior and modify their strategy accordingly.

1.2.1 The influential factors in customer purchasing behavior

The factors influencing consumer behavior are critical for businesses to determine their target audience's purchasing preferences and needs. Customers make purchase decisions for several reasons and are impacted by a multitude of internal and external variables (Kotler, 2014). To effectively attract and engage the target audience, it is necessary to understand which underlying desires (such as power, curiosity, acceptance, family, position, and order) motivate their attention

(Vitale, 2009). In this subchapter, the focus will be on the four major categories of factors that impact customer behavior.

Traditional customer behavior research has stressed the necessity of reasonable decision-making processes. However, a recent investigation indicates that the emotional component has a substantial impact on the purchasing decision process. Additionally, cultural, social, personal, and psychological factors affect consumer behavior, making it much more complex and multidimensional subject.

Cultural factors: The three key cultural variables that affect consumer' purchasing behavior and purchase decisions are culture, social class, and subculture.

Cultural variables shape people's attitudes, traditions, beliefs, and behaviors by providing them with a framework for understanding the world. Cultural elements that influence consumer behavior and purchase decisions have an important role in driving consumer behaviors (Subaşı, 2011). Each product and mode of consumption has a symbolic meaning in the culture, and consumers might make purchases not for necessity but for the symbolic meaning they connect with it (Altunışık et al., 2007).

In contrast, social class refers to a community's structured organization of hierarchy based on variables such as educational qualifications, potential earnings, and professional occupation. Individuals in different social classes have their own lifestyle, choices, spending habits, and members of the same class frequently share similar preferences and purchase patterns.

Subculture refers to smaller groups within a larger society, such as ethnic or religious groups with unique values and practices. Consumers are often part of both their main culture and subculture (Erdem, 2006). Subcultures can be diverse and categorized in various ways such as race, lifestyle, education, religion, and social-economic group (Elden et al., 2011). These subcultures form in societies with diverse races and groups and may result from the blending of immigrant group's native culture with their new surroundings (Durmaz, 2008). Understanding subcultures is important for marketers to target their audience effectively.

Social factors: The influence of social factors on consumer behavior is of great significance. In this context, social factors can be grouped under three broad categories: reference groups, family, status, and roles.

Consumers often rely on their reference groups, such as friends and acquaintances, for advice and recommendations on products and services (Kotler & Keller, 2012). In social sciences, reference groups have been identified as having an impact on consumer behavior (Durmaz et al., 2011). Individuals seen as a reference group can positively influence purchasing decisions through the impact of messages conveyed in advertisements (Yıldırım, 2016).

Family dynamics, including shared values, beliefs, and attitudes, play a role in shaping consumer behavior (Grier & Bryant, 2005). The size and composition of a family unit, including the number and age of children, can influence consumer decision making (Altunışık et al., 2007). When targeting families as a consumer group, the influence of children on purchasing behavior in certain product categories has been noted (Odabaşı & Barış, 2015).

The concept of status and roles in society has a significant impact on consumer behavior, as consumers often purchase products that align with their perceived status and roles in society (Sirgy, 1982). Marketers must take this into account when developing their advertising campaigns and target audience. For example, luxury goods may serve as status symbols in certain social classes, while practical products may hold more value in others (Durmaz et al., 2011). A deeper understanding of how these factors influence purchasing behavior can aid marketers in creating more effective campaigns (Tek, 1997).

Personal factors: Personal factors have a significant impact on consumer purchasing behavior. Age, income, occupation, education, and personality are all important personal aspects that influence purchase behavior.

Consumer purchasing behavior is highly influenced by their age. According to research, age determines the types of items and models that people are interested in (Örücü et al., 2001). Customers have varied lifestyles, even if they share a profession, socioeconomic status, or culture. According to Subaşı (2011), individuals with similar lifestyles can exhibit comparable consumption behaviors.

Personality is very closely related to purchasing behavior because it is a major influence of people's consumption choices. People's shopping activities are heavily impacted by their personality qualities, and the things and services they purchase reflect those attributes (Erdem, 2006). Marketers must consider this while creating advertising campaigns and targeting their audience. Understanding the personal aspects that drive consumer purchase behavior can assist marketers in efficiently tailoring campaigns, resulting in better results and a higher return on investment.

Psychological factors: Motivation, perception, and learning strategies all play important roles in influencing customer decisions through influencing their emotions and beliefs (Mucuk, 1998).

Motivation is a psychological characteristic that motivates people to make purchases depending on their wants and requirements (Mucuk, 1998). Internal elements such as personal beliefs and objectives; external factors such as ads and societal influences are most likely to have an impact on this (Kotler & Keller, 2012). Motivation, in this sense, might be viewed as a significant motivator of customer behavior, since it drives them to make purchasing decisions based on their personal intentions and desires (Durmaz et al., 2011).

Consumers establish opinions and views about products based on sensory information and previous experiences, which influences purchasing behavior (Mucuk, 1998). The way customers interpret, and digest product information can have a substantial impact on their purchasing decisions (Erdem, 2006). Brand choice is also influenced by perception, since customers may have good associations with specific brands because of previous experiences or marketing efforts (Örücü et al., 2001). To influence purchasing decisions, marketers must evaluate how consumers perceive their products and develop messaging that appeal to these impressions.

Consumer purchasing behavior is influenced by learning strategies (Mucuk, 1998). The learning process entails acquiring knowledge and experiences that influence future behavior. Through this process, consumers learn about new items, advertisements, and experiences that influence buying decisions. According to Bandura's (1977) Social Learning Theory, people learn by seeing the behaviors and effects of others. Consumer preferences and buying decisions can be influenced through observation-based learning, particularly for new items. Customers can also learn by associating items or brands with positive or bad experiences using operant as well as classical conditioning (Mucuk, 1998). These strategies influence consumer behavior and future purchases.

To conclude the subchapter, customer's purchasing behavior is a complicated subject to research that is influenced by a wide range of internal and external variables. In order to properly target the audience, it is important to understand the fundamental demands driving their attention and the cultural, social, personal, and psychological aspects influencing their decisions.

1.3 Generational cohort

The concept of generation refers to a cohort of individuals born within a specific time frame. However, according to the sociologist Karl Mannheim, the formation of a generation is influenced by more than just chronology of birth, the shared similar birth years shaped by the same historical and social context. This perspective highlights the significance of shared experiences and locational circumstances as the key determinants in the formation of generations.

Forest (1992) advanced the work of Mannheim, have contributed to the popularity and prestige of contemporary generation studies. Their common focus is the impact of generations on behavior and decision-making. Many researchers in both the occupational and social spheres seek to explain the behavior of generations and concur that events that engender similar experiences shape the decision-making styles of generations.

Chen (2010) highlights that individuals' value judgments, behaviors, and lifestyles tend to be similar because of being born within a particular time frame. Solomon et al. (2010) defines a generation as a group of people of similar age who share common experiences and cultural heroes. Lamm and Meek (2009) see a generation as a group exhibiting similar personality traits, influenced

by similar political and social events due to close birth years. Kotler and Keller (2006) define a generation as individuals born in the same period, shaped by shared experiences, which influence their values, preferences, and purchasing decisions for life. Purchasing habits of Generations are described in the Table 2 below:

Table 2

Generational Shopping Habits

	X Generation	Y Generation	Z Generation
How do they purchase?	Interested in the value and performance of the product. Discover products over the internet and via email.	Avoid traditional internet ads. Social media, blogs, and user comments affect them. Frequently check their mobile phones to discover new brands and products.	A smooth and seamless shopping experience. Want to see that their voices are heard, and feedback valued by brands.
From where they purchase?	Although online shopping habits are growing, they still shop in stores.	They tend to shop through both online and offline channels.	Mostly shop online and half of their online purchases are made through mobile devices.
What are they looking for?	Value for money products. Willing to pay a high amount if the product deserves it.	High-qualified customer service experience. High-qualified products that can be showcased on social media.	Food, fashion, and video games. A technologically advanced shopping experience while shopping in stores.

Source: Öztunalı (2019)

In the literature on generations, there is a lack of consensus on the exact demarcation between one generation and the next. The definition of generational divides varies across authors and depends on factors such as society, period, people, and events (Reeves & Oh, 2008). Solomon et al. (2010) acknowledge the absence of a universally accepted definition for the classification of generations. When making such classifications, political, economic, and social changes experienced by a particular country are deemed crucial criteria.

As described in the Table 3 below, the Silent Generation (born before 1946), Baby Boomers (1946-1964), Generation X (1965-1979), Generation Y (1980-1999), and Generation Z (born after 1999) are the five major generations based on birth year. Although though generation categorization has been a contentious subject for many years, with many distinct classifications proposed by various academics, this one has been accepted by the majority of them, including Williams and Page (2011), DeVaney (2015), and Akten (2016). Nonetheless, the categorization of generations remains a contentious topic.

The classification of Generations

Author	Generational Cohort				
	Silent generation	Baby boomers	Gen X	Gen Y	Gen Z
Williams & Page (2011)	1930-1945	1946-1964	1965-1976	1977-1994	1994-present
Hammill (2005)	1922-1945	1946-1964	1965-1980	1981-2000	2001-present
Acılioğlu (2015)	1923-1945	1946-1964	1965-1979	1980-1999	2000-present
Başgöze (2015)	1925-1946	1946 - 1965	1965 - 1983	1983 - 1999	2000 - 2012

Source: Composed by author based on Williams & Page (2011); Hammill (2005); Acılioğlu (2015); Başgöze (2015)

Parment (2013) contrasted Baby Boomers and Y Generation shopping behaviors, purchasing intentions, and retailer perceptions, focusing on food, clothes, and automotive purchase intentions and behaviors. According to the findings, Baby Boomers emphasized retail experience and in-store service, whereas the Y Generation preferred product choices. To build good consumer relationships with people of different generations, different retail strategies are advocated. According to Pentecost and Andrews (2010), the Generation Y buys fashion products more frequently, closely follows fashion, and engages in spontaneous purchases more frequently than other generations.

The purchasing preferences of internet-savvy consumers, such as the X and Y generations, have been investigated. According to studies, these generations primarily purchase services such as cinema, theatre, travel, and vacations because of internet-based research (Dhanapal et al., 2015). The Baby Boomer group, on the other hand, prefers traditional communication channels to acquire information about the same services. Furthermore, the most current data prove the fact that Gen Zers have surpassed Gen Xers in terms of social media usage for the first time. According to predictions, Gen Zers will strongly outnumber Gen Xers in terms of social media users in the United States by 2023. (See Annex 6).

To summarise, the events that customers encounter during their formative years shape their purchasing behaviors and life perspectives. Individuals born in the same era around the world have been shown to exhibit similar behaviors as they age and interact more, either in person or through various communication methods. This demonstrates the importance of the generational effect on consumer identification and the developing hierarchy of their wants over time (Solomon et al., 2010).

1.3.1 Purchasing behavior of Generation Y

The Y Generation, often known as Millennials, are the first to be born in a technologically advanced civilisation. This generation distinguishes itself through their digital fluency, openness to innovation, rapid information acquisition, practicality, lack of long-term planning, and desire for living in the present moment. Unlike prior generations, this generation regards the Internet as an essential component of their daily lifestyle. They are excessive Internet users, frequently communicating with others via email, social media networking, mobile devices, and text messaging.

A 2015 survey found that over 40% of male Millennials preferred to make purchases online whenever feasible. This figure was lower among women, with 33% expressing the same sentiment (Umutoni, 2021). Despite these differences, the overall trend indicates that this generation is very comfortable shopping online. They are also proficient in the use of technology, such as social networks and other internet-based technologies.

With their large demographic size, Millennials have emerged as a potent market force. Businesses and marketing analysts have realized this vast population's purchasing power and have targeted their efforts accordingly (Smith, 2011). This generation has been identified as a driving force behind internet shopping since they place a high importance on peer online reviews when making purchasing decisions. Furthermore, their adept use of social media has resulted in an increase in the number of online comments, giving both consumers and marketers with vital market information (Smith, 2012). According to research, good comments have a direct impact on purchasing behavior, indicating the power that Millennials have through their use of the Internet.

Muda et al. (2016) carried out research on the online purchase behavior of the Y Generation and discovered that these people regularly buy from businesses linked through Facebook and Instagram. They also identified a positive association between a company's perceived reputation and trust and Y Generation purchasing intent. The impact of social media on Y Generation purchasing patterns and discovered that social media has a considerable influence on consumer behavior both before and after a purchase, particularly in cases of dissatisfaction with a product or service. Armağan and Küçükambak (2015), on the other hand, conducted a study on the effect of fashion blogs on the purchase intention of Generation Y consumers, discovering that Generation Y's Internet and social media usage habits play a significant role in guiding their purchasing decisions. The authors concluded that individuals' attitudes toward fashion leadership have a significant impact on their purchase intention, which is especially important for this demographic.

To sum up, Millennials are a distinct demographic distinguished by their digital fluency and ease with shopping. They have significant purchasing power and influence over the customer behavior related to their usage social media and internet-based technology. A company's perceived

reputation and trustworthiness, as well as the impact of the Internet and social media networks, all have a considerable impact on customers purchasing decisions.

1.3.2 Purchasing behavior of Generation Z

Despite not actively participating in the labor force, the Z generation, also known as iGen or post-millennials, is heavily involved in consumption. This demographic's use of social media and the internet is rapidly increasing, and companies looking to target this generation in their marketing efforts must adopt a strategy that effectively leverages these channels. According to Budac (2014), organizations must ensure that their messaging is consistent with the Z generation's communication styles and preferences.

Members of the Generation Z, according to Altuntuğ (2012), have a propensity for rapid consumption, frequently transitioning from one product to the next. This poses a challenge for businesses looking to foster brand loyalty and long-term customer relationships. As a result, businesses aiming at the Z generation must be proactive in maintaining communication with their customers after the initial sale of a product or service, making this demographic an ideal target for remarketing efforts.

When it comes to purchasing, Generation Z people are motivated by four distinct factors. For beginners, this demographic has a strong interest in new and emerging technologies. Given the abundance of options, the Z generation's purchasing decisions are heavily influenced by their desire for novel and innovative products. Companies can appeal to this fundamental aspect of the Z generation's purchasing behavior by offering a diverse range of products and incorporating cutting-edge developments.

The preference for simplicity and effectiveness is the second motivator underlying Generation Z purchasing behavior. This is due to their proclivity for achieving results quickly, as evidenced by their use of time-saving measures such as one-click online shopping sites and quick-cooking frozen foods (Wood, 2013). The Z generation prefers products and services that are easily accessible rather than those that require them to actively seek them out. In order to effectively reach and retain the Z generation, brands targeting this demographic must adopt innovative approaches. It is important to note that the Z generation consists of people who have high expectations, low brand loyalty, and a strong emphasis on the shopping experience (Priporas et al., 2017).

A heightened sense of security is the third motivator in Generation Z purchasing behavior. This demographic has been shaped by an economic uncertain childhood, leading to an increased concern for financial stability. As a result, the Z generation's purchasing decisions reflect a desire to secure their financial well-being. It is worth noting that price is a significant factor in the Z generation's purchasing behavior, with Business Insider (2020) data indicating that it accounts for

60% of their product purchasing process. Given their emphasis on affordability, the Z generation prefers to buy from sellers who offer the best prices (Özkan and Solmaz, 2017). Considering this, marketing efforts aimed at the Z generation should prioritize highlighting the price advantage of a product, which can have a positive impact on marketing outcomes.

The fourth driving factor is a distinct escape motivation that varies across generations. Each generation seeks to escape from its own difficulties, and the Z Generation has an advantage in this regard because they were born into a world of virtual and augmented reality, which has actually evolved technological advancements (Wood, 2013).

In conclusion, Generation Z is a crucial target market for businesses due to their widespread access to the internet and utilization of smartphone technologies. This increased exposure to marketing efforts has prompted companies to leverage the proliferation of communication channels to enhance their strategies. The impact of the Z generation on the purchasing habits of other family members underscores the importance of conducting thorough analysis of customer feedback and content on social media and e-commerce platforms. Proactive research and efforts to continually improve the quality of products and services should be a priority for businesses looking to effectively engage with this demographic.

II. EMPIRICAL PERSPECTIVE ON THE IMPACT OF REMARKETING ON PURCHASING PATTERNS OF GEN Z AND GEN Y CUSTOMERS

Remarketing is a key customer engagement approach that entails presenting customized advertisements to those who have previously interacted with a company's website, services, or products. In this chapter the researcher provides an empirical perspective on the impact of remarketing on the purchase patterns of two purchaser groups, in other words Gen Z and Gen Y customers. The purpose of this study is to investigate the effectiveness of 5 remarketing methods in influencing customers' purchasing decisions, as well as their attitudes and perceptions. The chapter has been divided into four subchapters, each of which focuses on a different aspect of this investigation.

The first subchapter describes the research methodology, which delves into the research problem, objectives, development of hypothesis, questionnaire and interview design and data collection. All the results of reliability of the empirical research including Skewness and Kurtosis analysis, scale reliability statistics are described in the second subchapter. The third and final subchapter presents the research limitations of both qualitative and quantitative data collection. Overall, this chapter provides a detailed overview of the research gathered on the impact of remarketing on Gen Z and Gen Y purchasing patterns. It intends to contribute to the existing body of knowledge while also giving valuable insights for marketers, businesses, and researchers interested in this area.

2.1 Research methodology

To reach their target audience in the age of digital marketing, businesses must comprehend and implement a variety of instruments and approaches. One such tactic that has gained popularity in recent years is remarketing, a digital advertising technique that targets consumers who have already interacted with a brand. There has been few researches on the impact of remarketing, particularly on the purchase behaviors of Generations Z and Y.

These cohorts are recognized to be technologically adept and are sometimes considered a single group due to their commonalities in social media usage and online activity. Significant disparities in their attitudes and behaviors against advertising, however, should be examined further. According to studies, Gen Z is more skeptical of traditional advertising and relies heavily on user-generated content and peer recommendations, whereas Gen Y is more open to traditional advertising methods like display ads and search engine marketing (Nguyen et al., 2020). This emphasizes the

importance of companies tailoring their remarketing strategies to each generation to effectively influence their purchasing behavior.

Research object: There is a scarcity of research comparing the effectiveness of various types of remarketing on the purchasing habits of Generation Z and Generation Y. It is critical to understand how these two generations react to remarketing through various channels such as search engines, social media, display, email, and others. Businesses can tailor their strategies to effectively reach and influence these generations by identifying the channels that influence their response to remarketing. Therefore, the research object of this paper – the difference between the impact of remarketing strategies on the purchasing behavior of Gen Z and Gen Y customers.

Research logic: To effectively target Gen Z and Gen Y in digital advertising, businesses must tailor their remarketing strategies to the distinct characteristics and behaviors of each generation.

Research question: How can businesses tailor their remarketing strategies to target Gen Z and Gen Y more effectively in digital advertising.

The objectives of the empirical investigation are as follows:

1. To prepare the research methodology
2. To evaluate the purchasing behavior of Generation Z and Y while using quantitative data collection via online questionnaire.
3. To evaluate the purchasing behavior of Generation Z and Y from the perspective of experts while using qualitative data collection via interview.

In order to achieve the research objectives, researcher uses the research techniques - the instruments and procedures to acquire and analyse collected data for a study. It is necessary in a research study since it provides a framework for conducting research and ensures the reliability and validity of the findings. The research method also facilitates in the resolution of research questions or hypotheses and provides insight into the research topic.

The research will dive into 5 different types of remarketing: email, display, social media, search engine, and video, with the ultimate goal of discovering which remarketing methods perform effectively for the customer groups of Gen Z and Gen Y. In other words, the purpose of this research is to determine whether there is a statistically significant difference in the purchase behaviors of two generations across various remarketing channels. The research hypothesis are described below in Table 4.

Table 4

Development of hypothesis

	Hypothesis	Variable
<i>H1</i>	There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Email Remarketing.	<i>Email Remarketing</i>

Table 4 continuation

<i>H2</i>	There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Display Remarketing .	<i>Display Remarketing</i>
<i>H3</i>	There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Social Media Remarketing .	<i>Social Media Remarketing</i>
<i>H4</i>	There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Search Engine Remarketing .	<i>Search Engine Remarketing</i>
<i>H5</i>	There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Video Remarketing .	<i>Video Remarketing</i>

The development of these hypotheses emphasizes the importance of understanding the distinct characteristics and preferences of various generations in order to develop effective digital marketing strategies. The study can provide insights into which methods are most effective for each generation by analyzing the effectiveness of different remarketing channels. This study fills a gap in the literature by providing more information on what makes remarketing effective and how it can be used to improve purchase intentions across generations. The study's findings can help digital marketers tailor their strategies to specific generations and remarketing channels, ultimately increasing their effectiveness in converting leads into customers.

The researcher used a **mixed-method research** design that included two research methods, quantitative and qualitative approaches for this paper. **Quantitative** data was gathered via online questionnaire in order to gain insights into the impact of remarketing on the purchasing patterns of targeted customers. **Qualitative** data was collected by the expert interview addressed to the individuals experienced different remarketing strategies. By accepting or rejecting the hypotheses, quantitative data was used to test hypotheses and measure the impact of remarketing on purchasing patterns. Furthermore, qualitative data was used to support quantitative data results and test the hypothesis. The data was analysed with the statistical analysis software Jamovi (2022), which produced accurate results and allowed the researcher to operate various statistical tests.

Online questionnaire: The researcher employed a questionnaire as the primary data gathering method in this study to evaluate the impact of remarketing strategies. Because of its efficacy in data collection from a large number of respondents, questionnaires are a prominent research technique in social research (Bachman & Schutt, 2015). Moreover, online surveys are cost-effective and time-efficient, provide consistent data collection to gather from higher number of participants (Robson, 2011). Google Forms was chosen as the survey tool for this research considering its user-friendly interface and accessibility. The target group of the survey for this study was people born after

1980, which includes Z and Y generational cohort. Because these two generations are the primary Internet users and are more likely to be influenced by remarketing tactics, this approach was taken to ensure that the study focused specifically on the target population of interest.

Expert interview: It was chosen as another data collection method to gain insights into the impact of remarketing strategies in digital advertising. The expert interview is a well-established and valuable data collection method in academic research as it allows for in-depth insights and perspectives from subject matter experts (Denzin & Lincoln, 2011). Google Meet was chosen as the platform for the expert interview process thanks to its user-friendly interface and accessibility, which allowed for remote data collection without the need for face-to-face interactions. The target group of the interview included epistemic (the function of what they know) and performative (the function of what they do) experts from different industries. In line with Weinstein's (1993) definition, epistemic expertise can be described as the ability to offer sound justifications for various propositions within a particular field, whereas performative expertise entails the capability to execute a task effectively in accordance with the rules and virtues of a given practice. In this research, both types of expertise were deemed crucial for obtaining an all-encompassing understanding of remarketing strategies in digital advertising, both from a theoretical and practical standpoint.

To summarise, the research applied use of both primary and secondary data. Primary data is information gathered directly from research participants, whereas secondary data is information that is already in the public domain. An online survey was distributed to Gen Z and Gen Y customers and interview made with experts worldwide to obtain primary data. Secondary data was gathered via collecting information from a variety of sources, including literature, journals, and other researchers. Secondary information is beneficial since it can provide further insight into the problem and validate the study's conclusions.

2.1.1 Questionnaire design and data collection

The survey is divided into six sections, each of which is based on a various hypothesis. Before the survey questions were presented, the respondents were given a brief introduction that outlined the survey's goal, target group, and reason for conducting the survey. The first section focuses on the respondents' demographic information (Annex 7), while the remaining 5 sections are based on a hypothesis related to a specific type of remarketing. Because the Likert scale questions are fixed and simple to answer, the survey is brief and straightforward, taking about 4 minutes to complete. This strategy aimed to make the survey simple to understand and complete while also collecting accurate and useful data.

The researcher employed a 7-point Likert scale to analyse the participants' opinions and attitudes on remarketing strategies, with a value from 1 (full disagreement) until 7 (full agreement)

with the indicated statement. Likert scales are frequently used in questionnaires to evaluate attitudes and opinions (Likert, 1932). The implementation of a linear 7-point scale in the questionnaire provides more response alternatives than other rating scales, allowing for more exact and reliable data collecting on the attitudes and actions of targeted customers. (Robson, 2011).

A 5-item (*ERM1-ERM5*) questionnaire section was used in the second section to investigate the purchase decisions of Gen Z and Gen Y participants in relation to email remarketing (*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Email Remarketing*). The questionnaire was designed to analyse participants' attitudes toward various aspects of ad-driven awareness (*ERM1*), ad-driven clicking habits (*ERM2*), intentional clicking habits (*ERM3*), ad message relevance (*ERM4*), and partially useful retargeting (*ERM5*). The questions were based on Saritaş's (2019) research, and participants were asked to use a Likert scale to indicate their level of agreement / disagreement with the statements. Table 5 shows the design of the purchase decision dimension questionnaire.

Table 5

Questionnaire design for email context				
H1	Variable	Code	Questions	Adapted from
	Email remarketing		<i>To what extend do you agree or disagree with the statements:</i>	Saritaş (2019)
		ERM1	I read the e-mail remarketing ads right away for being informed	
		ERM2	I click on remarketing links even though I don't need that product / service	
		ERM3	I make use of offers only if I need that product / service	
		ERM 4	Remarketing emails are helpful and relevant.	
		ERM5	Remarketing emails are somewhat helpful but can be improved.	

Source: Composed by author based on Saritaş (2019)

The third section of the questionnaire included a questionnaire section with three items (*DRM1-DRM3*) aimed at Gen Z and Gen Y participants to investigate display remarketing in connection to their purchasing decisions. (*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Display Remarketing*). The questionnaire was designed to measure participants' behavior in attention drawing category (*DRM1*), necessity drawing category (*DRM2*), and practicality drawing category (*DRM3*) while being familiar with the product/service. The questionnaire was developed using the 7-point Likert Scale questions based on Voss's (2003) research. The format of the questionnaire for the purchase decision dimension is shown in Table 6 below.

Questionnaire design for display context

H2	Variable	Code	Questions	Adapted from
	Display remarketing	<i>To what extent do you agree or disagree with the statements:</i>		Voss, (2003)
		DRM1	Advertising products / services have been seen before in this category are eye-catching	
		DRM2	Advertising products / services have been seen before in this category are necessary	
		DRM3	Advertising products / services have been seen before in this category are practical	

Source: Composed by author based on Voss (2003)

In order to investigate the influence of social media remarketing on both generations' purchasing process, the fourth section of the questionnaire employed 5 items (SMRM1-SMRM5) that targeted participants belonging to Gen Z and Gen Y (*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Social Media Remarketing*). This paper utilized a questionnaire to evaluate participants' attitudes towards several dimensions, including their tolerance of remarketing (SMRM1), the reliability of ad messages (SMRM2), the repetitiveness of social media ads (SMRM3), the ability of ads to drive purchases (SMRM4), and the positive impact of ads on brand image (SMRM5). The questions in the purchasing decision dimension questionnaire were developed using Yıldırım's (2021) research as a foundation. The questionnaire's design is shown in Table 7 below.

Table 7

Questionnaire design for social media context

H3	Variable	Code	Questions	Adapted from
	Social Media remarketing	<i>To what extent do you agree or disagree with the statements:</i>		Yıldırım (2021)
		SMRM1	I am not disturbed by advertisements made through social media remarketing	
		SMRM2	I find advertisements made through social media remarketing reliable.	
		SMRM3	It doesn't bother me that a product I've reviewed is shown to me again with an advertisement.	
		SMRM4	I bought any product/service, influenced by the advertisement I saw on social media.	

SMRM5	After seeing the advertisement on social media, my faith in the brand increases.
-------	----------------------------------------------------------------------------------

Source: Composed by author based on Yıldırım (2021)

To examine the impact of search engine remarketing on purchase decisions, the fifth section included three items (*SERM1-SERM3*) that targeted participants belonging to Gen Z and Gen Y (*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Search Engine Remarketing*). The purpose of the questionnaire was to assess how reminding (*SERM1*), informative (*SERM2*), and necessity focused (*SERM3*) ads affected the purchasing behavior of participants who were already familiar with the product or service. The questions in the purchasing decision dimension questionnaire were developed based on Demir's (2016) research. Participants were then asked to repeatedly express their level of agreement / disagreement with the statements using a Likert scale. The questionnaire's design is shown in Table 8 below.

Table 8

Questionnaire design for search engine context

H4	Variable	Code	Questions	Adapted from
	Search Engine remarketing		<i>To what extent do you agree or disagree with the statements:</i>	Demir, (2016)
		SERM1	Search Remarketing ads are the good reminders for customers	
		SERM 2	I click on the Search Remarketing ad to get more information about the product / service	
		SERM 3	I click on the Search Remarketing ad only if I need the product/service	

Source: Composed by author based on Demir (2016)

In order to analyse the impact of video remarketing ads on purchasing decisions, the researcher employed a questionnaire the last section comprising two items (*VRM1-VRM2*) that targeted participants belonging to both generations (*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Video Remarketing*). To measure the influence of video ads on the purchasing behavior of participants who were already familiar with the product or service, the questionnaire was designed using two types of video ads: information-based (*VRM1*) and inspiration-based (*VRM2*). Voss's (2003) research was used to develop the questions for the purchase decision dimension questionnaire. Table 9 shows the layout of the questionnaire, which asked participants to indicate whether they agreed / disagreed with the statements.

Questionnaire design for video context

H5	Variable	Code	Questions	Adapted from
	Video remarketing		<i>To what extent do you agree or disagree with the statements:</i>	Voss (2003)
		VRM1	I find video ads to be informative about products/services I've visited before.	
		VRM2	The advertising I see while watching a video inspires me to purchase the product/service I've visited before.	

Source: Composed by author based on Voss (2003)

Moving on the survey data and sample, the proportions of the variable’s generation, gender, education, and occupation were comparable, minimizing the possibility of biased responses. These findings imply that they may be utilized to statistical analysis and interpretation of data collected during the research. The sample consists of 316 people, with females making up the majority (160), males (141), and others (15) making up the rest. Generations Y and Z are represented almost equally in the gathered sample data, with 46.5% and 53.5%, respectively. Annex 8 provides a descriptive analysis of the respondents’ in terms of gender, generation, degree, and occupation number and frequencies.

The distribution of respondents is depicted in Figure 1 below. It reveals that 46.5% (n=147) of respondents are belonging to Gen Y, whereas 53.5% (n=169) are representing Gen Z. This shows that the sample is evenly distributed across the generations, allowing for valid comparisons. The study's goal is to evaluate the influence of remarketing on the purchasing behavior of Gen Y and Gen Z customers, while having a representative sample from both generations is critical for reaching reliable results. As a result, the sample appears to be appropriate for attaining the research goals.

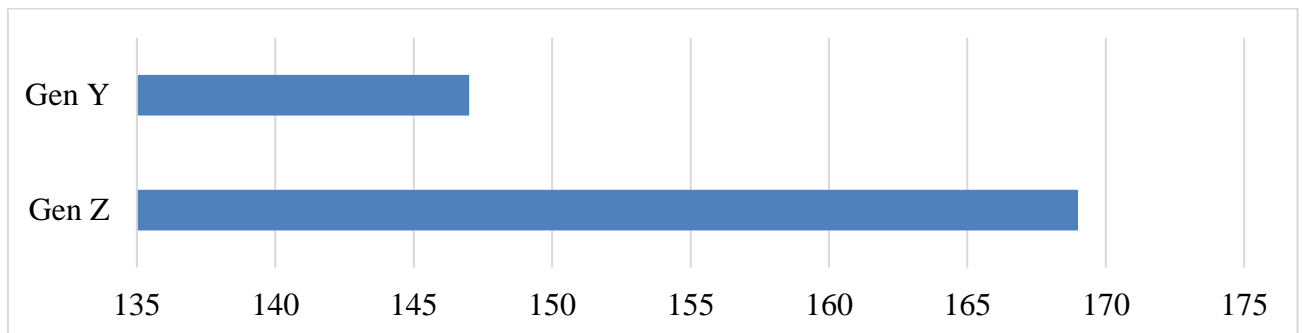


Figure 1: Generational profile of respondents

According to Annex 8, there were slightly more female participants (50.6%) than male respondents (44.6%), with the remaining 4.7% (n=15) identifying as “other”. Analysing the gender breakdown in Figure 2, it worth to note that both generations had more female respondents than male

respondents. This demographic information is critical for evaluating survey results since gender and generational disparities may influence respondents' attitudes and behaviors toward the research topic.

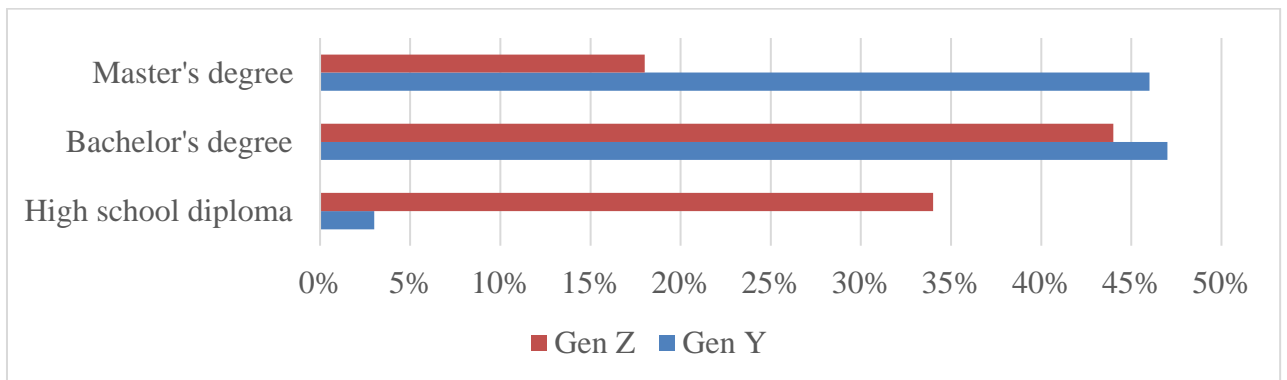


Figure 2: **Gender profile of both generations**

When the educational background is examined by generation (See Figure 3 below), it is discovered that the majority of Gen Y respondents have a master’s degree (46%), followed by those with a bachelor’s degree (47%) and a small percentage with a doctoral degree (4%) or high school diploma (3%). In contrast the majority of Gen Z respondents only have a bachelor’s degree considering their young age (44%), high school diploma (34%), master’s degree (18%), and a quite small percentage with a professional degree (4%).

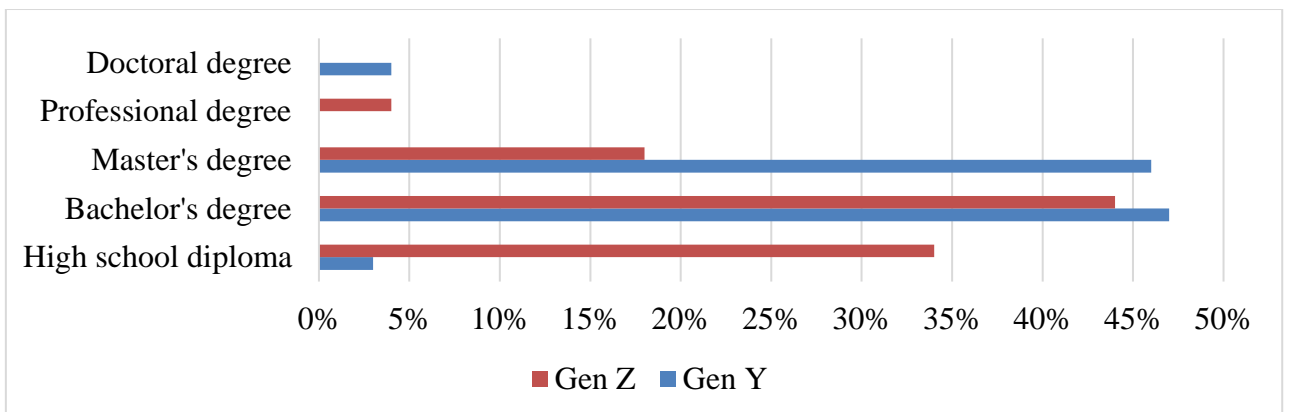


Figure 3: **Educational profile of both generations**

When examining the occupational status of the respondents, it becomes evident that a significant portion (42%) are currently employed. However, an equally notable percentage (33%) are categorized as not working or not actively seeking employment, as depicted in Figure 4. Furthermore, 21 respondents identified themselves as self-employed, indicating a relatively small portion of the sample population pursuing entrepreneurial endeavours. In contrast, 18% of the respondents reported being unemployed and actively searching for job opportunities.

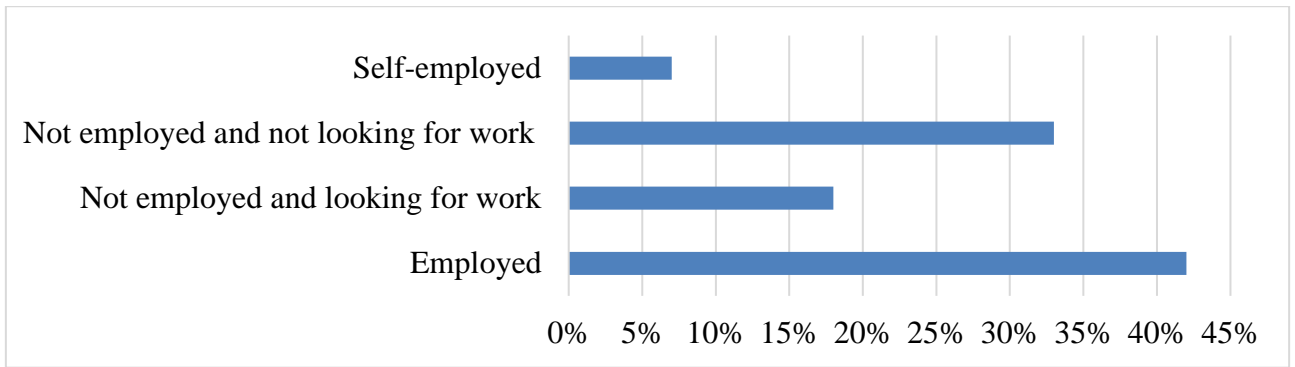


Figure 4: Occupational profile of respondents

To conclude the questionnaire design, data collection and sample, this questionnaire was intently designed to ensure the validity of the study's findings, the questionnaire was meticulously designed with a comprehensive range of questions for each hypothesis. By drawing from existing research, the questions were tailored to capture various dimensions and nuances of remarketing strategies. The inclusion of multiple questions enabled a more thorough examination of participants' attitudes and behaviors, allowing for a more comprehensive analysis. The diversity in respondents' backgrounds and the adequate sample size further minimized bias and contributed to the reliability of the primary data collected. As a result, the questionnaire served as a powerful instrument in generating valuable insights into the complex dynamics between digital advertising remarketing and consumer behavior.

2.1.2 Expert interview design and data collection

In order to gather a comprehensive understanding of the topic of remarketing tactics and the differences between Gen Z and Gen Y in their purchasing behavior, it was crucial for the researcher to ensure a diverse range of perspectives. To achieve this goal, the researcher conducted a thorough market analysis to identify companies from various industries worldwide. From this pool of companies, the researcher then selected 5 experts who possessed different areas of expertise, nationalities, and were from diverse sectors. The researcher's decision to select experts from various backgrounds, industries, and nationalities served to enhance the study's validity and reliability while also providing a richness to the findings. Through this approach, the study was able to identify patterns and themes that emerged across diverse contexts, allowing for a deeper understanding of the topic at hand.

To maximize the diversity of perspectives and ensure a broad range of expertise and backgrounds, the researcher conducted the expert interviews online. This approach allowed experts from different countries to participate in the study, providing a wider range of perspectives on the topic of interest. The interviews were designed to last approximately 30 minutes, with the duration depending on the responsiveness of the participants. To protect the confidentiality of the experts, the

researcher used expert codes instead of their real identities. This was important as the majority of the participants expressed a desire to remain unidentified. Table 10 presents the specifications of the interviewees, including their expert code, type, industry, country, and company size.

Table 10

Experts characteristics for interview

Expert code	Type	Industry	Country	Company size
B.	Epistemic	Banking	Belgium	50-249
G.	Performative	Consulting	Turkey	10-49
V.	Performative	Education	Luxembourg	10-49
M.	Performative	Advertising services	Lithuania	10-49
N.	Epistemic	Retail	Azerbaijan	50-249

Prior to conducting the interviews, the researcher designed a set of 14 questions (See Annex 9) to assess the effectiveness of remarketing strategies and the key differences in the purchasing behavior of Gen Z and Gen Y. Some of the questions were adapted from previous research studies related to the topic of interest, while others were specifically created by the researcher for this research study. During the interview process, additional questions were asked based on the responses of the experts.

During the interview process, the researcher divided the questions into four distinct parts, each focusing on a different aspect of the study. In the first part, the experts were asked to provide their demographic information, including their professional background, industry, and nationality. This was important for gathering contextual information and ensuring that the experts selected for the study represented a diverse range of perspectives. In the second part, the experts were asked to share their opinions on the overall effectiveness, advantages, and disadvantages of remarketing strategies. This provided valuable insights into the various approaches companies take when implementing remarketing tactics. The third part focused on testing the research hypotheses by asking the experts to provide their opinions on the five main remarketing strategies. Finally, in the fourth part, the experts were asked to provide advice to businesses on how to customize remarketing ads based on the differences between Generation Z and Generation Y, providing practical recommendations to companies looking to implement more effective remarketing strategies.

In conclusion, the expert interviews conducted for this research study provided valuable insights into the effectiveness of remarketing strategies and the differences in purchasing behavior between Generation Z and Generation Y. By selecting experts from various industries, nationalities, and areas of expertise, the study ensured that a diverse range of perspectives was represented. The online nature of the interviews allowed for experts from different countries to participate, and the use

of expert codes maintained confidentiality. The set of questions used in the interviews, which were both adapted from previous studies and specifically created for this research, provided a comprehensive understanding of the topic of interest. Overall, the expert interviews provided rich and varied data that can contribute to a deeper understanding of remarketing strategies and the purchasing behavior of Generation Z and Generation Y.

2.2 Reliability of the analysis

Reliability analysis plays a crucial role in empirical research, as it provides a means to assess the consistency and stability of measurements or instruments used in data collection. In this research paper, researcher strive to ensure that the data they gather is accurate and dependable, allowing for meaningful interpretations and valid conclusions. By assessing the reliability of measures, researcher will ascertain the extent to which observed variations in responses are attributable to true differences rather than measurement errors. Furthermore, reliability analysis aids in identifying problematic items or indicators that may introduce measurement bias or compromise the overall reliability of the instrument. All the statistical analysis for checking the reliability of paper in this research paper will be calculated with the software Jamovi in order to draw meaningful insights and conclusions from their data, identifying significant trends and patterns that may inform future marketing strategies.

Skewness and **kurtosis** are vital statistical measures used in reliability testing to assess the distribution characteristics of data. By examining skewness and kurtosis, researchers can determine if the data follows a normal distribution or deviates from it. This information is crucial for selecting suitable statistical tests and ensuring accurate interpretation of the results. In the context of this study, the analysis of skewness and kurtosis holds particular significance as it aims to identify any substantial differences between Generation Y and Generation Z. Understanding the distribution patterns of these generational groups' responses is vital for digital advertisers seeking to effectively target and engage these specific demographics.

According to Hair et al. (2010) and Byrne (2010), a normal distribution is characterized by skewness and kurtosis values in the -2 to +2 and -7 to +7 ranges, respectively. The obtained data in this research paper was evaluated separately for each question code and generational cohort. The results revealed that the skewness and kurtosis values were within the allowed range of -2 to +2. Consequently, it is concluded that the collected data was distributed normally, in other words, a reasonable assumption for most statistical analysis. The results of the skewness and kurtosis analysis are presented in Table 11 below, which provides a summary of the statistical properties of the data for each question code and generation (Annex 15).

Skewness and Kurtosis analysis

Code	Gens	N	Mean	Median	SD	Skewness		Kurtosis	
						Skewness	SE	Kurtosis	SE
ERM	Y	149	3.79	3.80	1.23	0.17	0.20	-0.81	0.40
	Z	170	3.26	2.90	1.29	0.69	0.19	-0.15	0.37
DRM	Y	149	3.72	4.00	1.22	-0.10	0.20	-0.69	0.40
	Z	170	3.37	3.00	1.34	0.43	0.19	-0.51	0.37
SMRM	Y	149	2.99	2.80	1.36	0.79	0.20	0.33	0.40
	Z	170	3.32	3.20	1.23	0.54	0.19	0.00	0.37
SERM	Y	149	3.68	3.67	1.48	0.29	0.20	-0.86	0.40
	Z	170	4.05	4.00	1.53	0.14	0.19	-0.86	0.37
VRM	Y	149	3.11	3.00	1.76	0.70	0.20	-0.53	0.40
	Z	170	3.51	3.00	1.61	0.39	0.19	-0.70	0.37

Cronbach's alpha and McDonald's omega coefficients are widely used to assess the internal consistency of a survey. However, Omega has some advantages over Cronbach's alpha in estimating the true reliability of a scale. In this study, both coefficients were used to ensure the reliability and accuracy of the Likert scale questions used in the survey on Gen Z and Gen Y's comparison in remarketing tactics. The alpha coefficient was used to determine the consistency of questions measuring the same construct and to identify questions that need improvement or elimination. Omega was used to provide more accurate estimates of true reliability by considering the strength of association between items and constructs and item-specific measurement errors.

Cronbach's alpha coefficient (Cronbach, 1951) and McDonald's omega values range from 0 to 1, with higher values indicating better internal accuracy of the scale variables. The lower cut-off of 0.70 is appropriate for preliminary stages of research, such as scale development, whereas 0.80 or higher cut-offs are recommended for basic and applied research (Lance et al., 2006). Cronbach's alpha coefficient was computed using the collected data in this study, and the result was 0.838, which is rated "good" by the Jamovi algorithm. Meanwhile, the result of McDonald's omega was equal to 0.845 which is also considered as the reliable value. Additionally, the calculated **standard deviation** of 1.11 suggests that the data is comparatively close to the true value. This is because measurements falling within plus or minus 2 standard deviations are generally considered to be more reliable, according to the rule of thumb in statistics. To sum up, based on the reliability statistics presented in

Table 12, it can be concluded that the reliability analysis of this study has an acceptable Cronbach's alpha, McDonald's omega, and Standard Deviation.

Table 12

Scale reliability statistics				
	Mean	SD	Cronbach's α	McDonald's ω
<i>scale</i>	3.48	1.11	0.838	0.845

Additionally, it is noteworthy that the values obtained for each factor exceeded the recommended cut-off value of 0.80. This indicates that the factors utilized in the study are reliable and consistent measures of their respective constructs. The range of Cronbach's alpha coefficients ranged from 0.819 to 0.851, demonstrating the internal consistency and reliability of the survey results. Furthermore, the McDonald's omega coefficients exhibited a similar pattern, ranging from 0.824 to 0.852, as outlined in Table 13 provided below for the question code of ERM, DRM, SMRM, SERM and VRM.

Table 13

Scale Reliability Statistics		
Code	Cronbach's α	McDonald's ω
ERM	0.823	0.826
DRM	0.819	0.824
SMRM	0.844	0.851
SERM	0.851	0.852
VRM	0.840	0.841

In summary, the results of the reliability testing demonstrate that the distribution of respondents across various demographic factors such as gender, generation, education, and occupation is comparable. This equality in distribution enables valid comparisons to be made between Generation Y and Generation Z customers in terms of the influence of remarketing on their purchasing behavior. The examination of skewness and kurtosis further reveals that the collected data generally follows a normal distribution, which is crucial for selecting suitable statistical tests and ensuring accurate interpretation of the findings. Taken together, these findings indicate that the sample utilized in the study is appropriate for achieving the research objectives. The diverse representation across demographic factors allows for meaningful insights and conclusions to be drawn, offering valuable insights that can inform future marketing strategies. The robustness of the sample enhances the reliability and generalizability of the study's findings, contributing to the overall validity of the research outcomes.

2.3 Limitations of the empirical research

In this research report, a comprehensive approach was adopted by utilizing two distinct research methods, incorporating both qualitative and quantitative analysis. By employing a combination of these methodologies, a more holistic understanding of the research topic was pursued. Nonetheless, it is essential to acknowledge and address certain limitations that emerged during the course of the study, ensuring transparency and the accurate interpretation of the findings:

- *Lack of participants for expert interview:* Currently, the interviews have only been conducted with 5 experts, which may not give enough information to draw broad conclusions. While the individuals were carefully chosen, a bigger sample size would improve the findings' validity and reliability. A bigger sample size with a diverse range of sectors and experiences might give a more thorough knowledge of the problem.

- *Lack of participants for questionnaire:* Despite receiving 316 responses, the sample size of the questionnaire might still be considered small. To enhance the robustness of the findings, a larger and more diverse sample encompassing individuals from various nationalities, mentalities, and cultures would be beneficial.

- *Limited scope of questions:* The survey's questions may not have encompassed all facets of the issue under investigation. Consequently, there may be gaps in comprehending the experiences and viewpoints of both survey and interview participants. To attain a more complete understanding of the phenomenon, future research endeavors should incorporate a broader range of questions that delve into various dimensions of the topic, capturing a more comprehensive view of the subject matter

- *Limited control over participants:* Online surveys, as employed in this study, lack the face-to-face interaction inherent in traditional survey methods. This absence of direct interaction may pose challenges in effectively controlling for factors that can influence participants' responses. As a result, there might be limitations in obtaining an accurate understanding of participants' experiences and perspectives, potentially impacting the validity and reliability of the study's findings.

- *Self-selection bias:* The study's participants were self-selected, meaning they voluntarily chose to participate. This self-selection process introduces the possibility of bias, as individuals who decide to engage in the study may possess different qualities or experiences compared to those who opt not to participate. Consequently, the results of the study may be less generalizable to the larger population, limiting the extent to which the findings can be applied beyond the specific sample of participants. Future research endeavors could aim to mitigate self-selection bias through the use of random sampling techniques to ensure a more representative participant pool.

In conclusion, it is imperative for researchers to openly acknowledge and address the inherent limitations of a research study. By doing so, they exemplify scholarly integrity, foster future progress in the field, and facilitate a more comprehensive and nuanced comprehension of the research topic. Through a commitment to ongoing improvement and refinement, researchers can continually aspire to achieve higher quality research outcomes that make substantial contributions to the existing body of knowledge. Embracing these practices ensures the advancement of scientific inquiry and the development of a more robust foundation for future research endeavors.

III. THE RESEARCH RESULTS OF THE IMPACT OF REMARKETING ON PURCHASING PATTERNS OF GEN Z AND GEN Y CUSTOMERS

The aim of this research paper is to shed light on the impact of remarketing in digital advertising on purchasing behavior and to identify effective remarketing strategies, while comparing two distinct age groups - Generation Z and Generation Y. In order to achieve this objective, the researcher has adopted an empirical mixed-method research design that incorporates both qualitative and quantitative approaches as a methodology, an in-depth literature review of academic papers and journals related to the research topic was conducted to provide secondary data. Additionally, as a primary data collection method, a questionnaire was developed and administered to both generations with survey instrument.

In this final chapter, the collected data from the previous chapters will be gathered and analysed to compare the impact of different remarketing tactics on the purchasing behavior of two generations. In addition, key characteristics of the survey responses will be identified, and final results will be drawn. Moreover, the research paper's findings will be compared to previous papers written by other authors on this topic to contextualize the results. Finally, the chapter concludes with a discussion of any limitations of the study and recommendations for future research plans.

3.1 Quantitative research results

The results of the questionnaire reliability testing the previous chapter suggest that the data collected is reliable, which is a crucial requirement for conducting hypothesis testing. The selected method for testing the hypothesis is the independent t-test, as it is an appropriate statistical test for comparing means of two groups. To carry out this test, the researcher utilized Jamovi software, which is widely used in statistical analysis. The research hypotheses aim to investigate the impact of five factors on customer purchasing behavior and compare the behavior of Gen Z and Gen Y cohorts.

To assess the hypotheses concerning the effect of 5 factors on customer purchasing behavior and to compare two generations, the researcher selected a significance level of alpha which aided in determining the acceptance or rejection of the hypotheses. The researcher adjusted the significance level to 5% (0.05), indicating that any result falling below this threshold would be considered statistically significant. The testing results of the analysis are indicated in Table 14 below (See Annex 16 for more in-depth testing results). Based on the results of the tests, all hypotheses were found to be valid with a *p-value below 0.05*, despite varying factors. The findings indicate a statistically

significant distinction in the purchasing behaviour of Gen Z and Gen Y customers influenced by 5 different remarketing tactics in digital marketing.

Table 14

Independent Samples T-Test					
Code	Factors	Statistic	df	p	Result
ERM	Email remarketing	3.69	317	< .001	Accepted
DRM	Display remarketing	2.48	317	0.013	Accepted
SMRM	Social Media remarketing	-2.23	317	0.026	Accepted
SERM	Search Engine remarketing	-2.14	317	0.033	Accepted
VRM	Video remarketing	-2.14	317	0.033	Accepted

The first hypothesis of this research paper claimed that “*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Email Remarketing*”. As a result of the empirical analysis, the analysis testing result ($p < 0.001$) prove that the purchasing behavior of two generations are influenced in a different way by different remarketing tactics. In other words, the first hypothesis is **accepted**. The average differences between samples show that the mean value of email remarketing (ERM) for Generation Y 3.79, while the median value was 3.80 with Standard Deviation (SD) of 1.23. Meanwhile, while the mean value of ERM for Generation Z was 3.26, a median value was 2.90 with a standard deviation of 1.29. These findings are described in the Figure 5 below.

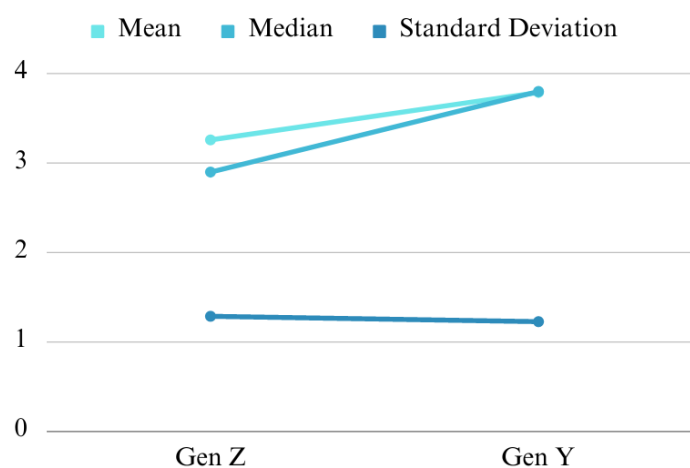


Figure 5: **Group Descriptive Analysis of ERM Mean and Median Values**

The second hypothesis proposed that “*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Display Remarketing*”. According to an independent statistical examination of the t-test, the hypothesis is **accepted** (p-value 0.013), demonstrating that there is a statistical difference between the two generations. According to the data shown in Figure 6, the mean value for Display Remarketing (DRM) among Generation Y was equal

to 3.72, with a median value of 4 and a standard deviation of 1.22. For Generation Z, the equivalent statistics were 3.37, 3.00, and 1.34 for mean, median, and SD, respectively.

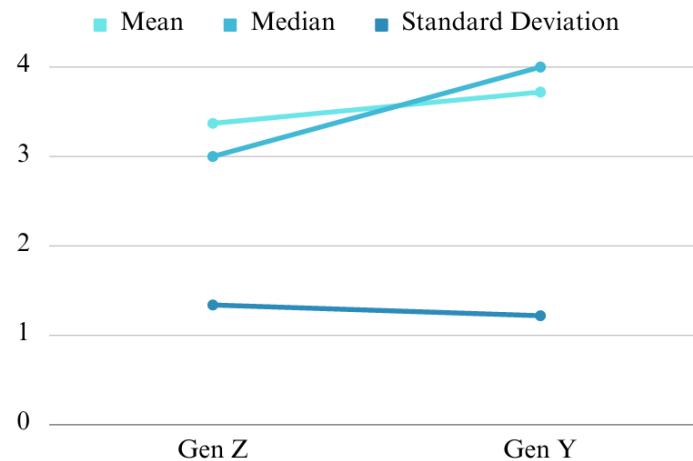


Figure 6: **Group Descriptive Analysis of DRM Mean and Median Values**

According to the third hypothesis, “*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Social Media Remarketing*”. The results of the t-test showed that the hypothesis with a p-value of 0.026 was **accepted**. In other words, there is a statistical difference between the purchasing behavior of Gen Z and Gen Y influenced by Social Media Remarketing (SMRM). Figure 7 below indicates the average differences between samples show that Gen Y customers have a mean of 2.99, a median of 2.80 with a SD of 1.36, and Gen Z customers have a mean of 3.32, a median of 3.20 with a SD of 1.23.

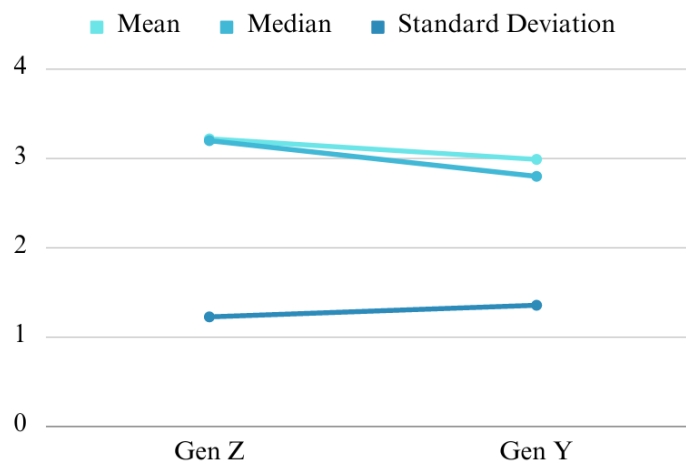


Figure 7: **Group Descriptive Analysis of SMRM Mean and Median Values**

The fourth hypothesis posited that, “*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Search Engine Remarketing*”. Based on the independent statistical analysis of the t-test there is a statistically significant change at a p-value of 0.033, which made **H4 accepted** while SERM was the affecting factor. The analysis of the descriptive statistics for Generation Y showed that the mean, median, and standard deviation

values were 3.68, 3.67, and 1.48, respectively. In contrast, for Generation Z, the corresponding values were 4.05, 4.0, and 1.53 for mean, median, and standard deviation, respectively (as shown in Figure 8 below).

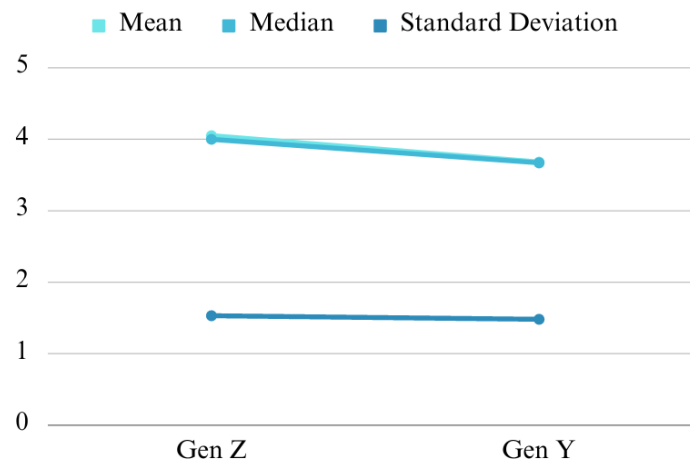


Figure 8: Group Descriptive Analysis of SERM Mean and Median Values

In accordance with the final hypothesis (*H5*), “*There is a statistically significant difference between the purchasing behavior of Gen Z and Gen Y customers in terms of Video Remarketing*”. In order to address this factor, the results of an independent t-test were analysed, and it was found that the hypothesis with a p-value of 0.033 was **accepted**. The analysis of average differences between samples reveals that Generation Y had a mean value of 3.11 for video remarketing (VRM), with a median value of 3.0 and a Standard Deviation of 1.76. On the other hand, Generation Z had a mean value of 3.51 for ERM, with a median value of 3.0 and a Standard Deviation of 1.62 (refer to Figure 9 below).

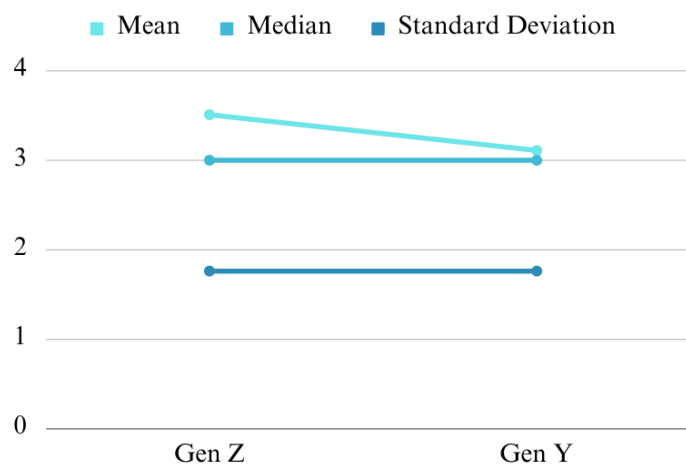


Figure 9: Group Descriptive Analysis of VRM Mean and Median Values

In conclusion, the statistical analysis of the independent t-tests provided strong evidence to support the acceptance of all five hypotheses. This confirms that distinct generational cohorts indeed

exhibit varying mindsets and perspectives when it comes to purchasing behavior. The findings align with the earlier discussions in the first chapter, where the literature review highlighted the influence of generational differences, encompassing diverse personalities and experiences, on individuals' buying habits. The empirical results reinforce the significance of considering generational factors in understanding consumer behavior and underscore the need for targeted marketing strategies tailored to each generation's unique characteristics.

3.2 Qualitative research results

This subchapter will dive into the expert analysis in order to test hypothesis from another point of view. (See the questions in Annex 9). The first section of the interview took approximately 5 minutes to complete, and only demographic questions were asked to the experts. Three of the interviewees were performative expert, while the rest were epistemic only with theoretical background (See interview transcript in Annex 10, Annex 11, Annex 12, Annex 13 and Annex 14).

The questions in the second section are based on the Gretzel's (2020) research. The sixth asked about the effectiveness of remarketing in achieving marketing goals such as increasing brand awareness, driving website traffic, generating leads, or boosting sales. All of the experts agreed on the increasing effectiveness of remarketing, despite variations across industries. According to interviewee V, "*Remarketing allows you to stay top of mind with potential customers who may not have been ready to purchase initially but may be more likely to convert after being reminded of your offerings.*". Interviewee G was the only one who hesitated to directly answer the question and mentioned some citing factors such as the complexity of the product or service, the level of competition in the market, and the targeting criteria used in the campaigns.

The next question asked expert about the most effective remarketing strategy they experienced. Responses varied depending on the industry, with four experts citing *social media and email remarketing* as the most effective, except for expert B.. Interviewee B. identified email remarketing as the primary strategy for the banking sector. Furthermore, it should be noted that three experts also mentioned *dynamic remarketing* as their effective strategy choice.

The aim of the eighth question was to explore the differences in purchasing behavior influenced by **email remarketing** between two generations. All of the experts acknowledged that there were indeed discernible differences in the email marketing preferences of these two customer groups. According to their responses, Gen Z tended to respond more positively to *promotional offers, personalized content, and visually engaging email campaigns*. On the other hand, Gen Y appeared to be more interested in *informative and educational content*, preferring to see the *features and benefits of the product or service* being marketed in their email inbox.

The following question focused on **display remarketing**, and asked if experts observed any differences between two groups' purchasing behavior. Based on the experts' answers, Gen Z customers were found to be more receptive to *interactive ads, short-form, and brand-generated content*. These younger consumers place a high value on research and engagement, and they prefer content that feels authentic and relatable. In contrast, Gen Y customers prefer more information about *product specifications and reliability* in display advertising, trust *peers and family*, receptive to *user-generated content*. This generation is often more concerned with making informed and practical purchase decisions, and they are likely to learn more product features and performance before decision making.

Interviewer asked experts about **social media remarketing** and revealed differing attitudes towards promotions and discounts between Gen Z and Gen Y with the help of tenth question. According to Expert G., "*Gen Z is more responsive to promotions and discounts offered through social media remarketing compared to Gen Y*". However, Expert N. highlighted a key difference between the two generations, mentioning that "*Gen Z is more likely to make impulsive purchases based on social media ads, while Gen Y tends to research, look through reviews and rating of products thoroughly before making a purchase.*"

The expert group was asked about **search engine remarketing** and the responses indicated significant differences in the purchasing behaviors of Gen Z and Gen Y. While Expert G. had no personal experience with this type of marketing, Expert V noted that "*Gen Z values mobile devices and quick purchasing processes, while Gen Y prioritizes product information and reviews*". Expert N. further highlighted that "*Gen Z responds well to visually eye-catching remarketing ads with creative content, while Gen Y prefers ads with clear and concise product information*".

The next question asked interviewees about **video remarketing**, and the responses highlighted differences in the video preferences of Gen Z and Gen Y. While expert B. in the banking industry noted no statistically significant differences in their campaigns, Expert N. and V. experienced that "*Gen Z is more likely to engage with short, attention-grabbing videos, while Gen Y tends to watch longer videos with in-depth product information*".

The following question asked the experts "In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?". According to all interviewees, both generations have unique priorities and preferences. Expert B. stated that "*Gen Z is more responsive to personalized and interactive remarketing strategies, such as social media and video ads, while Gen Y responds better to email and search engine remarketing campaigns*". Moreover, according to Expert N., "*Gen Y is more likely to conduct product research before making a purchase, while Gen Z is more prone to impulse purchases*".

With the last question of this interview, researcher aimed to finalize the topic while asking “Are there any remarketing strategies that resulted more effective for targeting Gen Z customers compared to Gen Y, or vice versa?”. Despite the industrial differences, the answers were similar across the board. Experts B., V., and N. agreed that social media remarketing campaigns are generally more effective for targeting Gen Z customers, while email and search engine campaigns tend to be more effective for targeting Gen Y customers. Expert M. added that dynamic remarketing is effective for both generations. However, Expert G. noted that “*The effectiveness of remarketing strategies can vary depending on factors such as the product or service being marketed, as well as the customer's location, income, and interests.*”

To summarise, this subchapter describes an expert analysis of the effectiveness of different remarketing strategies in targeting Gen Z and Gen Y customers. All of the experts agreed that remarketing is successful in accomplishing marketing objectives; however, the efficacy varies based on aspects such as industry, product/service complexity, level of competition, and targeting criteria. The experts also encountered generational differences in purchasing behaviors, with Gen Z being more receptive to personalized, interactive, and visually engaging remarketing strategies like social media and video ads, whereas Gen Y responds better to email and search engine remarketing campaigns with clear and concise product information. Notwithstanding industry differences, social media remarketing ads were shown to be more effective in general for targeting Gen Z customers, while email and search engine advertising were found to be more effective in targeting Gen Y.

3.3 Scientific discussion of the research results

The way businesses communicate with their customers has changed as a result of the advent of technology. Businesses are discovering new inventive methods to reach their target audience with the help of power and effectiveness of digital world. Remarketing has developed as one of the most popular and effective digital marketing methods in recent years. Remarketing is a sort of online advertising that allows businesses to reconnect with customers who have previously showed an interest in their products or services.

As a result of technical advancement and the expansion of the Internet, a new breed of the customer has evolved. This cutting-edge strategy employs reminder techniques to persuade customers to visit online stores and look at products they've left behind, providing a plethora of opportunities for both advertisers and customers. It is essential to consider the distinctive traits, environment, and technological trends of online consumers in order to fully comprehend online consumer behavior and their purchase intention. As suggested by Isa et al. (2020), these factors play a crucial role in shaping the behavior of online consumers.

This present study focuses on the analysis of 5 main remarketing tactics used in digital marketing, namely email, display, social media, search engine, and video remarketing. The objective of this thesis is to draw meaningful comparisons between two distinct generations - Gen Z and Gen Y. Gen Zers refers to individuals born after 1999 Millennials, refers to those born between the early 1980 and mid-1999 according to this research paper. These two generations have grown up in different technological eras, with Gen Z being more accustomed to online and digital technologies than Gen Y. Understanding the differences in their purchasing behavior can provide valuable insights for businesses looking to target these two groups.

Businesses can produce more compelling remarketing ads that engage with their target audience through investigating the behavior of these two target groups. Because these two groups account for a sizable proportion of the world's population, taking them into consideration will allow researchers to get more accurate results (Annex 17). The goal of this research is to see if there is a statistically significant difference in how remarketing strategies affect the two generations. To accomplish this, the researcher devised 5 hypotheses, each focusing on a different remarketing tactic. To test these hypotheses, the researcher designed a **questionnaire** with statements related to each of the 5 remarketing tactics under consideration and distributed it to both generations. Furthermore, **expert interviews** were conducted to gain insight into the efficacy of various remarketing strategies. Following the data collection process, statistical analysis was performed using the multi-approach data collection methods to determine whether there was a statistically significant difference in the purchasing behavior of two generations.

The results of the statistical analysis demonstrated that **all 5 hypotheses were supported**, confirming that different generations possess unique characteristics in their purchasing behavior, which are influenced by various remarketing techniques. The results of the independent sample t-test offered solid evidence that these two generations exhibit distinct purchasing patterns, which organizations may take advantage of to develop more effective marketing strategies. This study contributes to the existing literature on digital marketing, remarketing tactics, and the differences in purchasing behavior patterns between Generation Z and Generation Y, which can assist businesses and scholars in understanding the behavior of these two key generations. In terms of generational differences, Karasu (2020) investigated the impact of remarketing strategies specifically on Gen Z's purchasing behavior, Yilmaz (2021) examined the influence of digital marketing on Gen X and Gen Z, and Ortatepe (2020) analysed the effect of advertising on different generational cohorts. Table 15 below presents several recent studies that investigate the characteristics and behavior of Generation Z and Y. Although they differ in their methodologies and research aims, they share some common findings, which are also supporting this paper.

Previous studies on generational differences in purchasing behavior

Scholars	Research aims/objectives	Methodology	Research finding
<i>Pauliene and Sedneva (2019)</i>	This study aims to examine the impact of social media recommendations on purchase intention among generations Y and Z.	Research model developed; both quantitative and qualitative methods used.	<i>Target audience segmentation is crucial for retailers due to the differences in SM habits and information adoption between generations.</i>
<i>Mude, G., and Undale, S. (2023)</i>	This study aims to compare social media usage between Gen Z and Gen Y.	The survey to gather responses from both Gen Y and Gen Z cohorts.	<i>Generation Z uses social media more than Generation Y.</i>
<i>Seemiller and Grace (2017)</i>	This study aims to investigate the learning, engagement, and service preferences of current traditional-aged students	Qualitative study with literature review.	<i>Gen Z differs from previous generations in their perspectives, needs, expectations, and goals.</i>
<i>Shevchuk, O. (2020)</i>	This study aims to investigate the factors that distinguish Gen Z and Gen Y consumers in Ireland and how these affect their online shopping behaviour for clothes.	Descriptive research design and gathered primary data through an online survey.	<i>Gen Z is more hedonically motivated and prefers social media platforms and unique clothes, while Gen Y is more utilitarian and prefers mobile retailer apps, discounts, and purchasing from one brand.</i>
<i>Dabija, D. C., and Lung, L. (2019)</i>	This study aims to highlight the behavioural differences in online shopping via technical devices between Millennials (Gen Y) and Gen Z in an emerging market.	The survey was conducted through face-to-face questionnaires administered by volunteers.	<i>There are notable differences in preferences, tools used, and frequency of use between the two generations, despite some similarities.</i>

Source: Composed by author based on Pauliene and Sedneva (2019); Mude, G., and Undale, S. (2023); Seemiller and Grace (2017); Shevchuk, O. (2020); Dabija, D. C., and Lung, L. (2019)

As mentioned in the table, multiple studies conducted by different scholars, all aiming to investigate various aspects of Generation Z and Generation Y. Despite focusing on different objectives and utilizing different methodologies, these studies collectively support and complement each other's findings. Pauliene and Sedneva's (2019) study aimed to examine the impact of social media recommendations on purchase intention among Generations Y and Z. Their research found that target audience segmentation is crucial for retailers due to the differences in social media habits and information adoption between generations, which supports the importance of understanding the characteristics of each generation when targeting them through social media marketing. Mude and Undale (2023) conducted a study to compare social media usage between Gen Z and Gen Y. Their

survey found that Generation Z uses social media more than Generation Y, which aligns with the findings of this research paper that social media is an effective platform to reach Gen Z.

The findings of Seemiller and Grace's (2017) qualitative study with literature review, which aimed to investigate the learning, engagement, and service preferences of current traditional-aged students, support the idea that Gen Z requires a different approach in marketing compared to previous generations. Their research found that Gen Z differs from previous generations in their perspectives, needs, expectations, and goals. This aligns with the conclusion of this research paper, which emphasizes the importance of understanding the unique characteristics of each generation.

Similarly, Shevchuk's (2020) study, which investigated the factors that distinguish Gen Z and Gen Y consumers in Ireland and how these affect their online shopping behavior for clothes, supports the importance of understanding the different shopping preferences of each generation to effectively target them. Her research found that Gen Z is more hedonically motivated and prefers social media platforms and unique clothes, while Gen Y is more utilitarian and prefers mobile retailer apps, discounts, and purchasing from one brand.

In addition, Dabija and Lung's (2019) study aimed to highlight the behavioral differences in online shopping via technical devices between Millennials (Gen Y) and Gen Z in an emerging market. Their survey found that there are notable differences in preferences, tools used, and frequency of use between the two generations, despite some similarities. This finding further supports the idea that each generation has unique characteristics that need to be taken into consideration when marketing to them.

To summarise, targeting is a key aspect of remarketing since it allows businesses to reach their target audience with tailored messages, resulting in improved conversion rates and sales. This concept is supported by other researchers who have emphasized the importance of understanding the unique characteristics and preferences of each generation to create effective marketing strategies. The study's focus on evaluating the performance of remarketing efforts between Generation Z and Generation Y is particularly timely and relevant, as organizations strive to create more targeted and personalized advertisements. By understanding the distinct characteristics and behavior of these two generations, marketers may create more effective and targeted remarketing advertising, increasing their chances of success.

3.3.1 Comparison of purchasing patterns between Generation Z and Generation Y

Advertising is a crucial aspect of any successful business strategy, regardless of its size or industry. However, it is equally important to ensure that advertising costs are kept to a minimum while maximizing the impact of advertising tactics to achieve desired business outcomes. One of the most significant factors in achieving successful advertising campaigns is the accurate targeting of

specific customer segments. Therefore, it is essential to analyze the characteristics of different generations to understand their consumer behavior better. This research section will focus on comparing two different generations, namely Gen Z and Gen Y, to improve the accuracy of advertising targeting.

The impact of unique historical events, social and economic factors, and cultural norms on the formation of each generation's distinct qualities and characteristics cannot be overstated. In today's digital age, these attributes have a significant impact on consumer behavior, making it crucial for businesses to understand their target audience. To this end, this study centers on two generations, Gen Z and Gen Y, and investigates their consumer behavior regarding digital remarketing. The study employs a rigorous methodology, combining a comprehensive literature review with expert interviews, to identify the defining features of each generation and how these features influence their purchasing decisions. By conducting a comprehensive literature review and expert interviews, the researcher examines the defining characteristics of these two generations and how they impact their purchasing decisions. The research findings are presented in a mind map that highlights the key distinctions between these two generations, offering valuable insights for marketers seeking to target these audiences effectively. Figure 10 below describes the differences between two generations on the mind map.

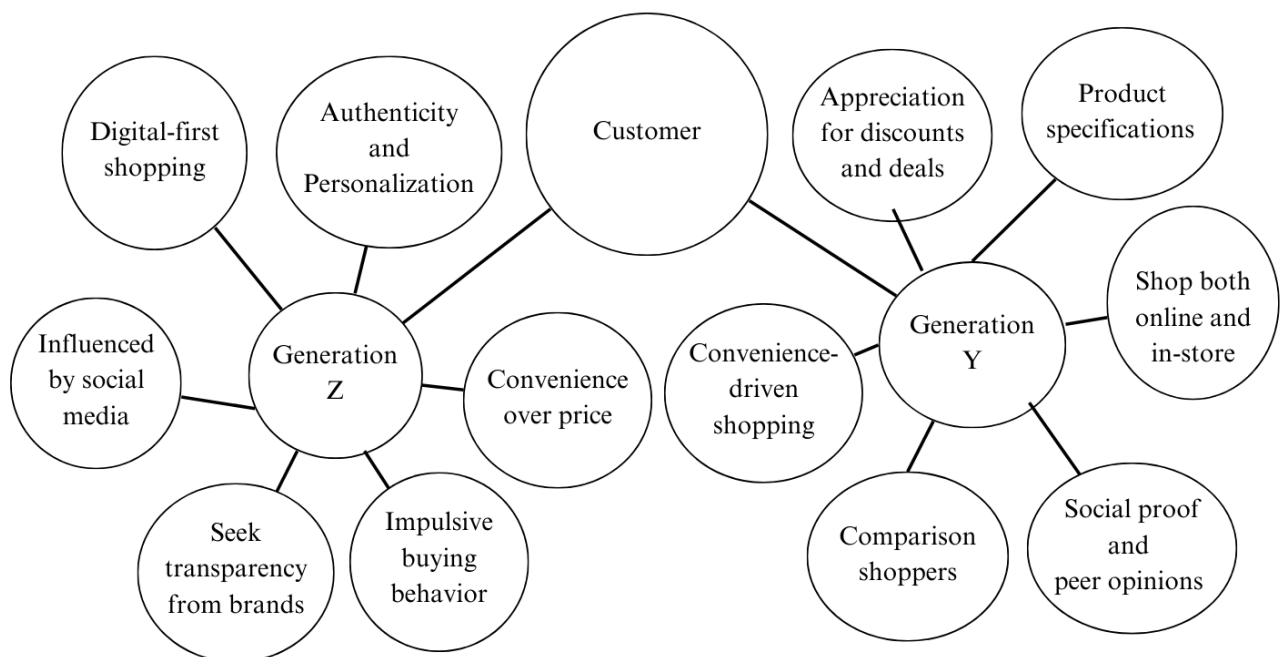


Figure 10: Mind map of customer's purchasing behavior

According to the mind map, Generation Z is more price sensitive and focused on finding deals, whereas Generation Y is willing to pay a premium for individualized products and services. In terms of brand loyalty, Generation Y is more likely to stick with reliable companies, whilst Generation Z is more willing to experience new ones. While Generation Z is more oriented towards visually appealing and socially shareable content in their purchasing decisions, Generation Y

prioritizes precise product information, quality, and brand loyalty. More in-depth analysis of these key differences is explained below in Table 16 across the purchasing behavior stages based on the theoretical findings and expert interview:

Table 16

Purchasing Behavior Comparison of generations across Stages

Purchasing behavior stages	Generation Z	Generation Y
<i>1. Problem Recognition</i>	Influenced by SM influencers Research on mobile devices	Recognize a need for a product due to personal experience Research products on desktop devices
<i>2. Information Search</i>	Use SM and other platforms to gather information	Use search engines Rely on recommendations from peers
<i>3. Evaluation of Alternatives</i>	Look for discounts/ promotions	Value quality over price Pay a premium for personalized items
<i>4. Purchase Decision</i>	Make quick purchase decisions Prioritize online shopping / delivery	Take time to research and compare options Shop in physical stores
<i>5. Post-Purchase Evaluation</i>	Share their opinions and experiences on SM Leave reviews and ratings	Loyal to brands they trust and make recommends Contact customer service for any issues

The purchase process is a multi-stage action that customers go through while purchasing. The steps typically comprise problem detection, information search, alternative evaluation, purchase decision, and post-purchasing evaluation, as mentioned above. Certain features distinguish Generation Z and Generation Y consumers.

Overall, the buying patterns of Generation Z and Generation Y differ in terms of their preferences and tendencies at each stage of the purchasing process. Generation Z prefers flexibility and is more inclined to make spontaneous purchases. Generation Y, on the other hand, likes traditional techniques, prefers desktop computers for purchases, and prefers to perform extensive research and evaluate reviews before making a purchase.

3.3.2 Impact of remarketing on Generation Z and Generation Y customers

Consumer behaviors are continually changing in response to numerous events and advances, making it difficult for the advertising business to keep up. Tracking and adjusting to these changes, on the other hand, is critical for obtaining good results. Remarketing, a relatively new advertising tactic, has grown in popularity due to its potential economic benefits and applicability across multiple sectors. When it comes to engaging younger generations, such as Gen Z and Gen Y customers, remarketing has proven to be especially beneficial. Based on the questionnaire analysis, researchers will delve into the impact of remarketing methods on both generations in this subchapter. Figure 11

below indicates mean analysis of 5 question blocks which shows the significant differences between two ages groups based on the questionnaire results.

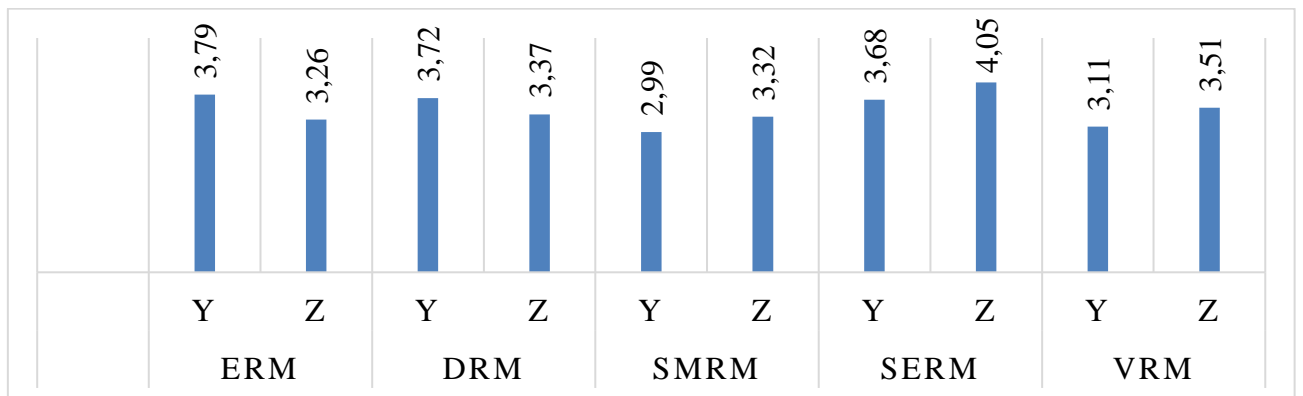


Figure 11: Mean analysis of the question blocks

Email remarketing is a marketing tactic that has grown in popularity in recent years, allowing businesses to re-engage with potential customers who have previously expressed interest in their products or services. In comparison to their Gen Z counterparts, Gen Y customers read more email ads, click on more remarketing links, and consider them more relevant and useful, according to the results of survey questions *ERM1-ERM5* (See Annex 14). This finding is consistent with the findings of Experts B., V., and G., who experienced the same tendency based on their own practical experiences.

While the reasons for these variations may be complicated and multifaceted, some explanations based on psychological and societal differences between the two generations might be proposed. For example, Generation Y, commonly known as millennials, were born between 1980 and 1999 and grew up during a period of fast technological innovation and globalization. They are more at ease with technology in general and are more likely to be early adopters of new technologies. Because they are more accustomed to communicating with brands through digital channels, this may explain their higher engagement with email remarketing ads.

However, Generation Z, those born after 1999, grew up in an era of broad internet access and are regarded as true digital natives. Their short attention spans, desire for visual and interactive material, and proclivity to multitask across many platforms distinguish them. As a result, individuals may be less likely to participate in email remarketing campaigns, which frequently rely on text-based material and require a longer attention span. Overall, the impact of email remarketing on Gen Y and Gen Z customers differs greatly, emphasizing the necessity of recognizing these two generations' distinct features when building marketing tactics.

Display remarketing, as a form of online advertising, has also shown significant differences in response between Generation Y and Generation Z customers. According to the survey results from *DRM1-DRM3* questions (See Annex 18), Gen Y participants are more likely to find display ads eye-

catching, necessary, and practical compared to Gen Zers. However, all experts have suggested that “*Gen Z is more likely to respond to visually appealing, short, and entertaining display ads*”. These results can be explained by the psychological differences between the two generations. Gen Y, being more detail-oriented, may find longer and more informative ads appealing, whereas Gen Z, being more visually driven, may prefer shorter and more entertaining ads. Additionally, the difference in the level of digital nativity between the two generations can also contribute to their differing responses to display remarketing.

In terms of **social media remarketing**, according to survey results (*SMRMI-SMRM5*) it is observed that Gen Z is more active and engaged in this type of advertising compared to Gen Y (Annex 18). The survey also revealed that Gen Z customers consider social media ads to be more reputable, influential, and trustworthy than Gen Y customers. Furthermore, when compared to their elders, Gen Z people are less upset and stirred by these advertisements. In comparison to the findings of email and display remarketing tactics, Gen Zers are more inclined and responsive to this strategy than Gen Y individuals. Expert interviews back up the success of social media remarketing for all generations, but highlight the huge difference in Gen Z behavior against Gen Y. These findings can be assigned to generational psychological characteristics, such as Gen Z's taste for visually appealing and entertaining content, as well as their reliance on social media as a key source of information and communication.

According to the survey results, it appears that Gen Zers are more likely to respond positively to **search engine remarketing** than Gen Yers, as evidenced by the higher scores on *SERMI-SERM5* questions. Survey plots for each SERM block questions visualised in more detail in Annex 18. This group of customers perceive search engine ads as effective reminders and sources of information and are motivated to click on them. Focusing on the interview results, according to expert B. “*Talking about efficiency, I consider social media ads for Gen Z, targeted email campaigns for Gen Y, and search engine ads for both generations.*”, while expert G. had no experience about it. Experts V. and M., on the other hand, were confident that search engine ads are more effective for Generation Y. Millennials, as the oldest of the two generations, have had more exposure to the invention and evolution of online search tools than Generation Z. They may have a better awareness of SEO strategies and may be more proactive in optimizing their online material for search engines in order to increase their online visibility and reach.

Video remarketing has emerged as an effective advertising strategy in recent years, and its impact on different generations has been a topic of interest for many researchers. Based on the survey results (See Annex 18), it was found that Gen Z customers respond differently to video ads compared to Gen Y customers. Video advertising are more educational and motivating to Gen Z participants, indicating that this generation appreciates video material as a source of knowledge and inspiration.

Furthermore, this finding is supported by the expert interview results and expert V. especially noted that “*Gen Z tends to prefer short and entertaining videos, while Gen Y values informative and educational video content*”. Expert B. was the only one of the 5 experts who had not noticed a significant variation in video remarketing between two age groups. However, it is critical to understand the psychological distinctions between Generation Z and Generation Y, which may explain their disparate response patterns. The fact that Gen Z is visually oriented and has a shorter attention span may explain their affinity for compelling video content. Furthermore, Gen Y may be more sceptical of advertising messaging and will need more convincing to engage with video ads.

Recommendations: Analysing the current trend in the digital pool, it is critical to highlight that in today's digital ecosystem, optimizing all remarketing adverts for mobile devices is critical for both generations. Recent trends indicate that mobile usage has surpassed desktop usage, with a 6.5% increase in 2022 compared to the previous year, as reported in the Data Reportal (2023) (See Annex 19). Furthermore, the yearly variation in the devices utilized to access the internet demonstrates a 0.2% rise in mobile phone usage, totalling 92.3%, while desktop usage witnessed a decline of 7.9%, totalling 65.6% usage (See Annex 20). Based on these findings, it is highly recommended for businesses and marketers to prioritize mobile advertising over desktop advertising when creating their remarketing campaigns. By doing so, they can enhance visibility and capitalize on the prevailing digital landscape.

Moreover, according to the Data Reportal (2023) report, social media is the top channel for online research among Generation Z, accounting for 47.9% of their preference, while search engines account for 43.2%. Millennials, on the other hand, exhibit more individual preferences. For those between the ages of 25-34, there is a minimal difference of 1.2% between the two channels, with a slightly higher preference for social media. However, for individuals aged 35-44, search engines are the preferred channel with 49.3% indicating their preference, while social networking accounts for 43.8% (See Annex 21). In order to maximize the effectiveness of remarketing campaigns, marketers should tailor their strategies to resonate with each age group's preferred channels. By leveraging social media platforms to target Generation Z and balancing it with search engine advertising, marketers can optimize their reach and engagement. For Millennials, a dual approach focusing on both social media and search engines is recommended to ensure comprehensive coverage and effective audience targeting.

To sum up, for achieving the best results in remarketing, marketers should tailor their techniques to the traits and preferences of their target audience. While the quality of entertainment plays a significant role in attracting customers, it is evident that Generation Z may have different knowledge and taste for entertainment compared to older generations. Their rapid emotional shifts and distinct perception of entertainment pose challenges for marketers to fully comprehend their

preferences. Additionally, with low tolerance for boredom, Gen Z may not find persistent and repetitive advertisements interesting. It is crucial to recognize the diverse entertainment choices and understandings between Gen Y and Gen Z, requiring marketers to account for these variations when developing strategies. Moreover, optimizing remarketing ads for mobile devices is vital, given the surpassing usage of mobile over desktop. Social media and search engines are the primary channels for Gen Z and Gen Y's online research, providing a foundation for targeted marketing strategies tailored to their preferences. By implementing these insights, businesses can create effective campaigns that cater to the specific needs and preferences of each generation.

3.4 Validation, limitations, and implications for future research

Validation: The research findings demonstrate a high level of reliability and accuracy. This conclusion is supported by the inclusion of data from both questionnaires targeting two different generations, expert interviews, and a comprehensive literature review. However, it is crucial to acknowledge the influence of the sample size and participant characteristics on the reliability of the data. To further ensure the reliability of the research, statistical methods were employed. The scale reliability statistics revealed a Cronbach's alpha coefficient of 0.838 and a McDonald's omega coefficient of 0.845, indicating that the results are considered reliable and accurate. These statistical measures add credibility to the research findings and enhance their validity.

Limitations: While this research paper employed both qualitative and quantitative methods and provided a clear comparison between two generations, there are still some limitations that should be addressed in future research. While the data collected is generally reliable, there may be some limitations explained below:

- The quantitative approach used in this research work is used to investigate the purchasing patterns of two separate generations: Gen Y and Gen Z. The key rationale for choosing these generations is their status as the largest group of consumers in today's market who prioritize businesses that focus on providing societal value rather than profit. Although the research is primarily focused on these two generations, it has the potential to be broadened to include older generations, offering a more thorough picture of how different age groups respond to remarketing efforts. This would allow for a more in-depth investigation of the influence of remarketing on purchasing patterns across different age groups.
- Another limitation is that the analysis of the impact of remarketing strategies is restricted to only 5 tactics – email, search engine, social media, and video remarketing. While these methods are routinely employed in modern businesses, there are other others that may be used to engage clients, increase exposure, and drive sales. As a result, concentrating on remarketing techniques in a broader sense could yield more obvious results for this investigation.

- The third limitation of this study work is the researchers' lack of time to distribute the survey and conduct additional interviews with experts. Because of the short time span, the study may have had a reduced sample size, which may have impacted the generalizability of the findings.

- The next limitation of the research is the use of an online questionnaire method, which may have limited the depth and richness of the data collected. Online surveys lack more information and context in the responses, and do not provide the same amount of interactivity and complexity as in-person or phone surveys do. Furthermore, no open-ended questions were offered by the researcher, which could have provided more deep insights into their experiences and perceptions. The reason for asking solely closed-ended questions was to collect data more quickly and easily.

- The fifth limitation of this paper is the use of expert interviews as a source of data collection method. While expert comments can provide useful insights and perspectives on this topic, the experts chosen, and the low number of interviews done may have resulted in a limited range of positions. Furthermore, the use of online interviews may have restricted the depth and complexity of the data acquired by missing nonverbal cues and other subtle nuances.

Future Research Directions: Following a thorough examination of the research constraints described previously; the researcher has identified numerous future objectives to strengthen this research. Outlined below are the recommendations for future directions, aimed at addressing the limitations of the current study and expanding the scope of research in this field:

- The participants for this study were chosen using a convenience sample strategy, which allowed the author to acquire information quickly and efficiently. However, this method has several drawbacks and may not adequately represent the greater population. Probability sampling could be employed in future study to alleviate this issue and produce more accurate results. Probability sampling involves randomly picking members from a population, providing everyone an equal chance of being chosen. Future study can improve the reliability and generalizability of the findings by employing this strategy.

- Study expansion to include other generations: While this study focused on Gen Y and Gen Z, future research should broaden the sample to include older generations to acquire a better understanding of the impact of remarketing methods on different age groups.

- Examining the impact of more remarketing tactics: While this study looked at the impact of 5 remarketing strategies, future research might look at the impact of other strategies such as dynamic remarketing, customer loyalty programs, and personalized product recommendations.

- The current study provides a broad overview of the effectiveness of remarketing methods and is not industry specific. Although the experts chosen for the study were from a variety of businesses in order to provide a varied range of opinions, future research could investigate the influence of remarketing techniques on different industries while comparing different generations.

- The primary goal of this study was to compare the influence of remarketing on the purchasing behavior of two generations. However, remarketing could have an impact on various other stages of the consumer experience. For example, the customer's initial awareness and consideration of a product or service, as well as the customer's post-purchase appraisal of a product, which may lead to repeat purchases or referrals. As a result, future research could delve deeper into the effects of remarketing on these other stages of the customer journey, giving businesses and marketers a more comprehensive understanding of how to effectively target and influence their potential customers throughout the entire purchasing process.

In conclusion, the chapter on validation and limitations provides a thorough analysis of the research's reliability and identifies its constraints. The inclusion of multiple data sources, such as questionnaires, expert interviews, and literature review, enhances the robustness of the findings. The utilization of statistical methods, reflected in the scale reliability statistics, further reinforces the validity of the research. The limitations discussed, such as the sample size and characteristics, restricted analysis of remarketing tactics, and constraints in data collection methods, offer valuable insights into the study's boundaries. These limitations present opportunities for future research to overcome these constraints and broaden the scope of investigation. By considering the recommendations for future directions, including probability sampling, expansion to other generations and industries, and exploring the impact of remarketing across various stages of the customer journey, researchers can further enhance the understanding of remarketing's influence on consumer behavior. In conclusion, the chapter highlights the reliability of the research findings, outlines its limitations, and provides valuable recommendations for future studies, thus contributing to the continuous advancement of knowledge in the field of remarketing and consumer behavior.

CONCLUSION

The innovation of digital technology has changed the way of communication between businesses and customers through media and various platforms. In today's world customers have the chance to share their experiences, insights, and opinions with a worldwide audience thanks to the innovation of social media platforms and other digital tools. Consequently, digital platforms have become an indispensable part of today's businesses, while providing customers with a global overview of all ages, being a promotional tool all over the world. The use of remarketing in digital marketing has received a lot of attention in recent years. Since it enables digital marketers to interact with the customers who have already expressed an interest in their products or services, their chances of conversion with potential future sales are increased.

The **research novelty** of this study is underscored by the contemporary nature and relevance of the topic. The emergence and rapid evolution of digital technology have transformed the way businesses engage with customers, making the use of digital platforms and remarketing tactics increasingly vital for success. As such, understanding the impact of remarketing on the purchasing behavior of Generation Z and Generation Y, who represent key consumer segments in today's market, is highly topical. This research addresses the current need for insights into effective digital marketing strategies and fills a gap in the existing literature by specifically focusing on the intersection of remarketing tactics and the preferences and behaviors of these digitally savvy generations. By examining this innovative area of study, the research contributes to the ongoing discourse surrounding digital advertising practices and offers valuable implications for marketers seeking to engage and convert customers in the digital age. The study utilized both primary and secondary data. Primary data was collected from participants of the research, while secondary data was gathered from global reports and published literature.

The *first objective* of this research was to conduct a comprehensive literature review to analyze digital advertising trends, generational cohort variations in purchasing behavior, and the effectiveness of remarketing strategies. To achieve this, a thorough literature review was conducted in the first chapter, focusing on current digital advertising practices and the effectiveness of remarketing strategies in shaping customer behavior. The conceptual framework of digital advertising, including the classification and strategies of remarketing, as well as the purchasing behavior of both generations, were discussed in detail to achieve the desired results. Furthermore, main remarketing tactics, such as email, social media, search engine, video and display are described briefly for the future steps of the research. This part of this research paper gives a thorough overview of the relevant studies on remarketing and both generations and lays the groundwork for a forthcoming examination of the impact of remarketing on consumer behavior.

In the next part of the research paper, the author successfully achieved the *second objective*, which was to employ a methodology to gather both qualitative data through expert interviews and quantitative data through online questionnaire. To achieve this objective, a combination of online questionnaires and expert interviews was selected as the research methods, targeting customers from both Generation Z and Generation Y for the online questionnaire, and field experts for the interviews. In this section, five hypotheses were formulated to test the differences between the two age groups in terms of their purchasing behavior influenced by the remarketing tactics mentioned. Additionally, the paper provided details on the qualitative and quantitative data collection methods employed, including their designs and sample information. Lastly, to ensure the reliability of the collected data, statistical analysis was performed using the data obtained from the survey participants. This analysis involved assessing the reliability of scales, examining skewness and kurtosis, and conducting descriptive examinations.

The *third objective* of the paper was to present a comprehensive analysis of the collected data from expert interviews and online questionnaires, and engage in a scientific discussion to interpret the research findings. To achieve this, a combination of qualitative and quantitative research methods was employed to analyze the collected data. Hypothesis testing using independent sample t-tests was then conducted, and all five hypotheses were accepted based on the analysis results. This confirmed a significant difference between Generation Z and Generation Y in terms of their purchasing behavior, which was influenced by various remarketing tactics. Following the presentation of the research results, a scientific discussion was carried out by the researcher. This discussion included a comparison of previous research on the topic, an in-depth analysis of the purchasing patterns of Generation Z and Generation Y, and an exploration of the influence of remarketing on both age groups. Furthermore, the author presented current trends to provide recommendations for businesses in creating their remarketing strategies. After achieving the final objective, the research paper validated its findings and discussed the limitations of the study. Additionally, future research dimensions were explained, highlighting areas for further investigation.

This study employed qualitative and quantitative methods to compare the purchasing behavior of Gen Y and Gen Z. However, it is important to acknowledge the limitations of the study. Future research could enhance the scope by incorporating older generations and examining the impact of a broader range of remarketing tactics. To improve the reliability and generalizability of findings, it is recommended to employ probability sampling and investigate the influence of remarketing techniques across various industries. Furthermore, future research should delve deeper into the effects of remarketing on different stages of the customer journey, aiming to provide a more comprehensive understanding of its impact.

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ANNEXES

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).

Paid and unpaid content categories

Table 1

Typology of Forms of Online Brand-Related Content

Content Creator				
	Brand	Brand and News Media	News Media	User
Unpaid	Social Video Viral Video Native Advertising	Publicity	Editorial Content	Word-of-Mouth Consumer-Generated Advertising
Paid	Advertorial Display Advertising	Branded (Editorial) Content	Sponsored (Editorial) Content	Sponsored WOM Consumer-Generated Advertising Competitions

Source: Campbell et al. (2014)

Revolutionizing the landscape of digital advertising

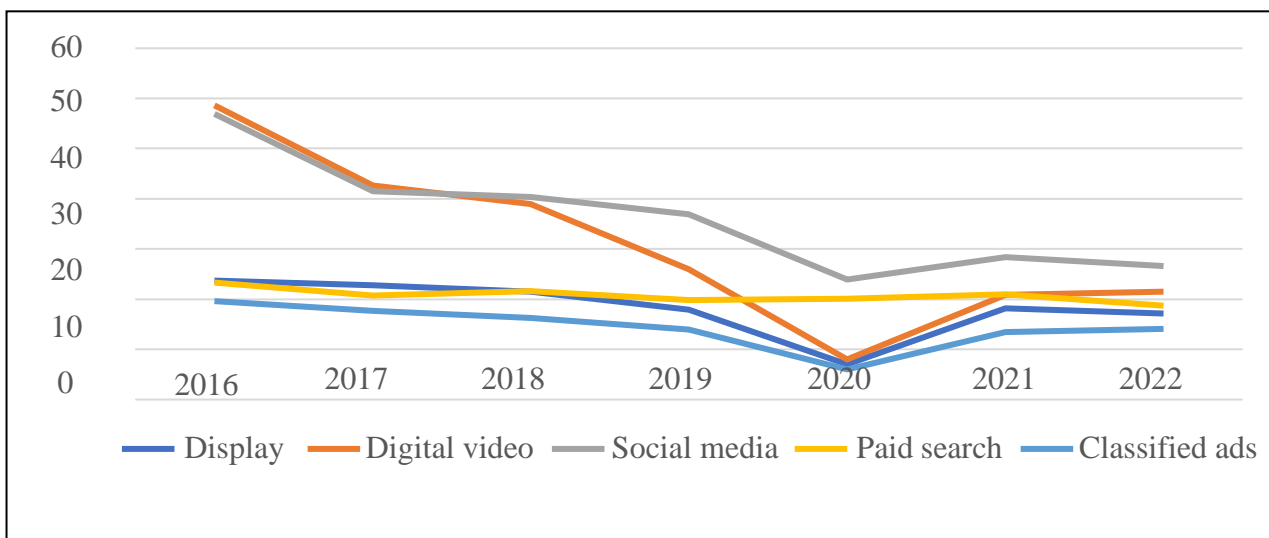


Figure 1: Change in digital advertising between 2016-2022
Source: E-Marketer (2019)

Navigating the transformative shifts in the world of digital advertising

Table 2

The AIDA strategy for Social Media Marketing

Steps	Strategy
Attention	<ul style="list-style-type: none"> • Advertising company's social media sites • Increasing follower base in order to spread brand awareness through social media accounts. • Properly using tagging. • Creating an environment for people to discuss products/services. • Making use the search engines to discover potential followers. • Using referrals by existing and potential customers • Taking advantage of omnichannel resources to attract customers from the company's otherchannels. • Applying affiliate marketing opportunities to increase awareness
Interest	<ul style="list-style-type: none"> • Ensuring brief information and features regarding the products/services • Posting visual information such as pictures or videos of products • Providing in-depth regarding the company and other communication channels in the case of need for customers • Using social media account timely and providing up-to-date information about new trends
Desire	<ul style="list-style-type: none"> • Attracting customers with special offers and discounts • Arranging a motivational environment for customers to follow such contests and giveaways. • Bringing regularly up to date information • Using catchy announcements to get attention from current and potential customers. • Observe customer's reactions and prove quick responses to the comments and messages. • Maintain desirable and attractive pre-sales customer service
Action	<ul style="list-style-type: none"> • Provide brief and detailed information regarding the ordering process. • Provide brief and detailed information regarding the payment process. • Provide brief and detailed information regarding delivery options

Source : Hassan et al., (2015)

The dynamics of remarketing

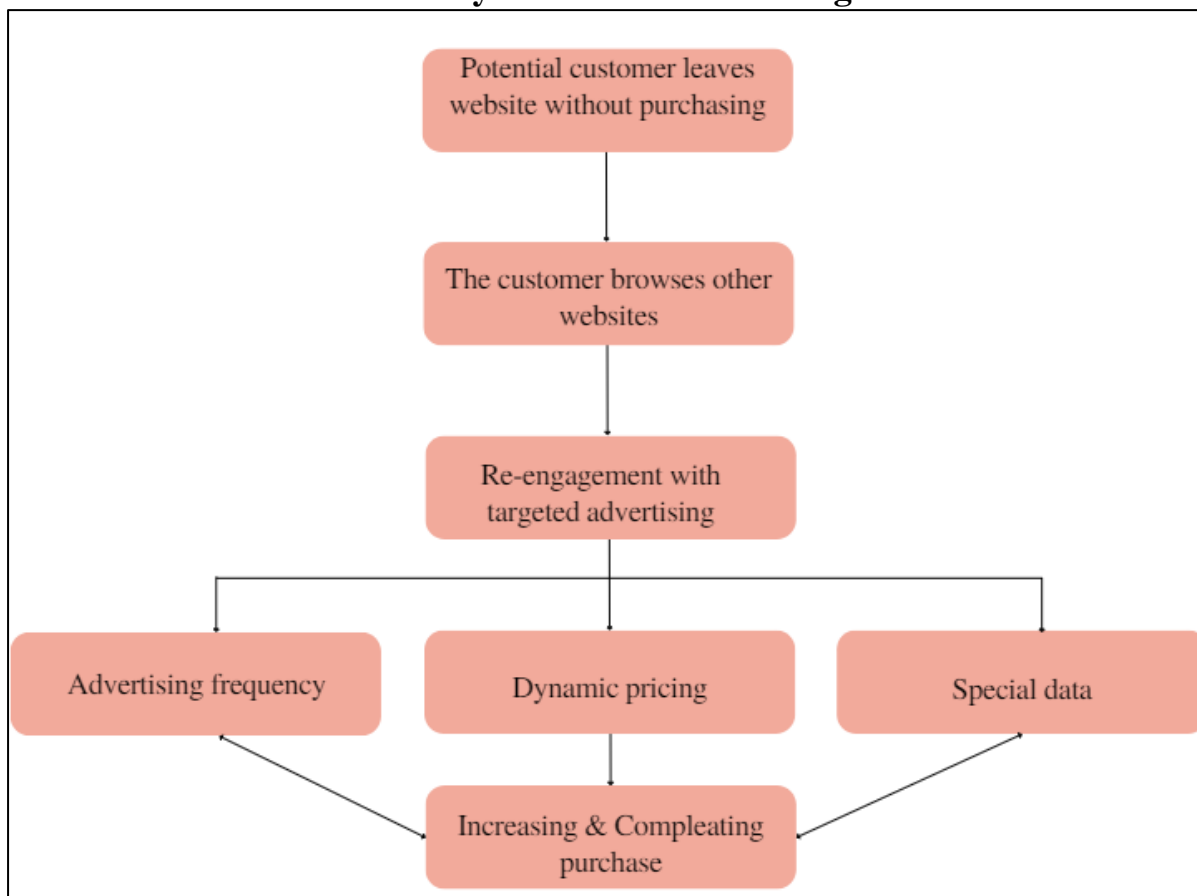
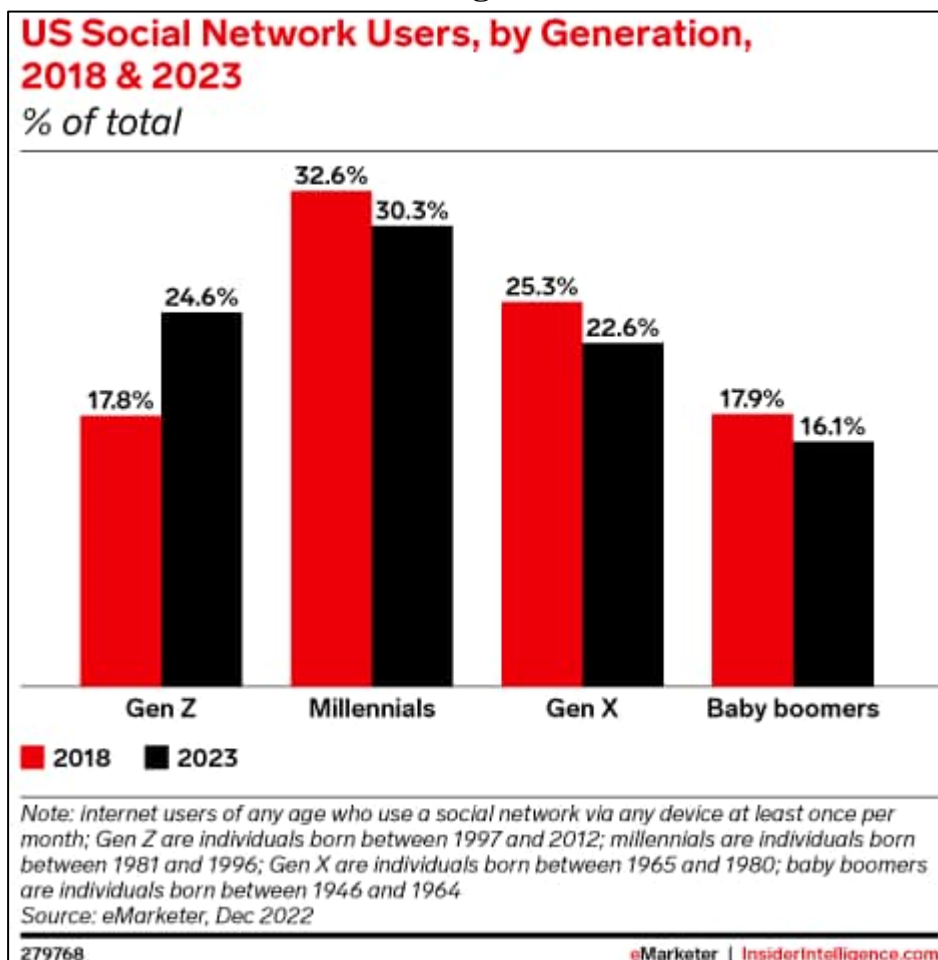


Figure 2: **Remarketing Process**
Source: Kaulina and Kaulins (2018)

Social media usage of Generations



Source: E-Marketer, (2022)

Optimizing demographic questionnaire design

Table 3

Questionnaire design for demographic questions

<i>Question</i>	Options
<i>What is your gender?</i>	<ul style="list-style-type: none"> • Female • Male • Other
<i>What is your highest level of education?</i>	<ul style="list-style-type: none"> • High school diploma • Bachelor's degree • Master's degree • Professional degree • Doctoral degree
<i>Which generation do you belong to</i>	<ul style="list-style-type: none"> • Gen Z (2000-present) • Gen Y (1980-1999) • Gen X (1965-1979)
<i>What is your employment status?</i>	<ul style="list-style-type: none"> • Employed (full-time, part-time) • Self-employed • Not employed and looking for work • Not employed and not looking for work

Analyzing Respondent Demographics: A Descriptive Approach

Table 4

Descriptive analysis of the respondents

	Demographic profile	Counts	Percentage of total
Gender	Female	160	50.6%
	Male	141	44.6%
	Other	15	4.7%
Generation	Gen Y	147	46.5%
	Gen Z	169	53.5%
Degree	High school	62	19.6%
	Bachelor	144	45.6%
	Master	98	31.0%
	Doctoral	7	2.2%
	Professional	5	1.6%
Occupation	Employed	133	42%
	Not working and looking for work	57	18.0%
	Not working and not looking for work	105	33%
	Self employed	21	7%

Optimizing interview design

Table 5

Expert interview questions

		Questions	Adapted from
PURPOSE	Demographic information	<ol style="list-style-type: none"> 1. Can you introduce yourself? 2. Can you tell me if your expertise in remarketing strategies in digital advertising is purely theoretical or if you have also applied your expertise in practice? 3. What industry are you working in currently? 4. Can you tell me about the country you work in? 5. What is the size of the company you work for? 	Created by the researcher
		<ol style="list-style-type: none"> 6. How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales? 7. Please mention which remarketing strategies are most effective based on your expertise. 	Femenia-Serra, and Gretzel. (2020)
		<ol style="list-style-type: none"> 8. Do you have an experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups? 9. Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups? 10. What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups? 11. Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups? 12. Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups? 	Created by the researcher
		<ol style="list-style-type: none"> 13. In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies? 14. Are there any remarketing strategies that resulted more effective for targeting Gen Z customers compared to Gen Y, or vice versa? 	Created by the researcher

Source: Composed by author based on Femenia-Serra and Gretzel. (2020) and own findings

Interview transcript with expert B.

Interviewer: Hello, thank you for making time for this interview. Can you introduce yourself?

B.: Hello Nazrin, thank you for your invitation. My name is B. (using initiative to respect anonymity)

Interviewer: Thank you, B. It's great to have you here. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

B.: My expertise is mostly theoretical, although I have some practical experience as well.

Interviewer: That's interesting. May I inquire about the industry you currently work in?

B.: I work in the banking industry.

Interviewer: And could you share which country you are based in?

B.: I am based in Belgium.

Interviewer: Lastly, could you provide some information about the size of the company you work for?

B.: The company I work for falls within the range of 50 to 249 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

B.: Remarketing has proven to be quite effective for our company in achieving various marketing goals. It has helped us increase brand awareness, drive website traffic, generate leads, and ultimately boost sales.

Interviewer: Please mention which remarketing strategies are most effective based on your expertise.

B.: In my experience, email remarketing has been one of the most effective strategies. It allows us to directly reach out to customers who have shown interest in our products or services and provide them with targeted offers and personalized content.

Interviewer: Do you have any experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

B.: Yes, we have conducted email remarketing campaigns targeting both Gen Z and Gen Y customers. We have observed some differences in their purchasing behavior. Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. On the other hand, Gen Y customers seem to be more interested in informative and

educational content. They prefer to see the features and benefits of the product or service being marketed in their email inbox.

Interviewer: Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

B.: Yes, we have conducted display remarketing campaigns targeting both Gen Z and Gen Y customers. Our findings suggest that Gen Z customers are more receptive to interactive ads, short-form content, and brand-generated content. They value research and engagement, and they prefer content that feels authentic and relatable. On the other hand, Gen Y customers tend to prefer more information about product specifications and reliability in display advertising. They trust the opinions of peers and family members and are receptive to user-generated content. This generation is often more focused on making informed and practical purchase decisions, and they are likely to gather more information about product features and performance before making a decision.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

B.: Yes, we have had experience with social media remarketing campaigns targeted towards both Gen Z and Gen Y customers. We have noticed some differences in their purchasing behavior. Gen Z customers tend to be more active on social media platforms and are more likely to engage with our remarketing ads. They are influenced by social media content, such as user-generated reviews and recommendations. On the other hand, Gen Y customers also engage with social media remarketing campaigns, but they may be more cautious and rely on a mix of online research, peer opinions, and brand reputation before making a purchase decision.

Interviewer: Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

B.: Yes, we have conducted search engine remarketing campaigns targeting both Gen Z and Gen Y customers. In general, we have observed similarities in their purchasing behavior when it comes to search engine remarketing. Both groups are likely to use search engines for product research and comparison. However, their preferences may vary slightly. Gen Z customers may show more interest in trending products, user reviews, and visual content, while Gen Y customers may focus more on product specifications, reliability, and trust factors.

Interviewer: Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups?

B.: Our experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers has been positive overall. Both groups engage with video content, and it can be an effective way to capture their attention. However, in terms of statistically significant differences in purchasing behavior, we have not observed any significant variations between Gen Z and Gen Y customers in our video remarketing campaigns.

Interviewer: In your experience, what are the key purchasing behavior differences at different stages between Gen Z and Gen Y when it comes to remarketing strategies?

B.: From my experience, I have noticed that Gen Z customers tend to be more responsive to personalized and interactive remarketing strategies, such as social media ads and video ads. They appreciate content that speaks to their interests and preferences. On the other hand, Gen Y customers respond better to email remarketing campaigns and search engine remarketing. They value informative and reliable information, and they prefer to gather more details about the product or service before making a purchasing decision.

Interviewer: Are there any remarketing strategies that have been more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

B.: Yes, there are some strategies that have shown to be more effective for targeting specific age groups. Social media remarketing campaigns are generally more effective for targeting Gen Z customers. They are more active on social media platforms and are influenced by social media content. On the other hand, email remarketing and search engine remarketing campaigns tend to be more effective for targeting Gen Y customers. They rely on informative and reliable information and prefer to conduct thorough research before making a purchase decision.

Interviewer: Thank you, B., for your valuable input. I am now stopping the recording.

Interview transcript with expert G.

Interviewer: Hello, thank you for taking the time for this interview. Could you please introduce yourself?

G.: Certainly, my name is G. (using initiative to respect anonymity)

Interviewer: Thank you, G. It's great to have you here. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

G.: My expertise goes beyond theory; I've had the opportunity to apply my knowledge in practical settings as well.

Interviewer: Alright. May I inquire about the industry you currently work in?

G.: I'm currently working in the consulting industry, where I assist clients with various aspects of their marketing strategies.

Interviewer: Could you share which country you are based in?

G.: I am based in Turkey, where I have been actively involved in the local market.

Interviewer: Could you provide some information about the size of the company you work for?

G.: Certainly. The company I work for falls into the small to medium-sized category, with a team of around 10 to 49 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

G.: Well, remarketing can be quite effective in achieving marketing goals, but its effectiveness can be influenced by various factors. For example, the complexity of the product or service being marketed plays a role, as well as the level of competition in the market and the targeting criteria used in the campaigns. So, it's not a one-size-fits-all solution, but when executed properly, remarketing can definitely help with brand awareness, website traffic, leads, and sales.

Interviewer: Please mention which remarketing strategies are most effective based on your expertise.

G.: Based on my expertise, I've found that social media and email remarketing tend to be quite effective. Social media platforms provide a great opportunity to engage with customers who have already shown interest in your brand or visited your website. And email remarketing allows for personalized communication directly in the inbox, which can be highly effective in nurturing leads and driving conversions. Display remarketing can also be effective in reaching a wider audience and reinforcing brand messaging.

Interviewer: Do you have experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

G.: Yes, I have experience with email remarketing campaigns targeting Gen Z and Gen Y customers. In terms of purchasing behavior, I've noticed that Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. They are often driven by the desire for unique experiences and tend to be early adopters of new trends. On the other hand, Gen Y customers are more interested in informative and educational content. They prefer to see the features and benefits of the product or service being marketed in their email inbox, and they value reliability and practicality.

Interviewer: Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

G.: Yes, I have conducted display remarketing campaigns targeting Gen Z and Gen Y customers. In my experience, Gen Z customers were found to be more receptive to interactive ads, short-form, and brand-generated content. These younger consumers place a high value on research and engagement, and they prefer content that feels authentic and relatable. Gen Y customers prefer more information about product specifications and reliability in display advertising. They tend to trust recommendations from peers and family members and are receptive to user-generated content. This generation is often more concerned with making informed and practical purchase decisions.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

G.: From my experience, social media remarketing campaigns targeted towards Gen Z customers tend to be more successful in terms of generating engagement and conversions compared to Gen Y. Gen Z is more responsive to promotions and discounts offered through social media remarketing. They are active users of platforms like Instagram, TikTok, and Snapchat, and are more likely to discover and engage with brands through these channels. Gen Y, on the other hand, still responds well to social media remarketing, but they might require a more targeted approach that focuses on delivering valuable content and building trust.

Interviewer: Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

G.: Personally, I haven't conducted a search engine remarketing campaign, so I don't have direct findings to share.

Interviewer: Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups?

G.: In general, video remarketing campaigns can be effective in capturing the attention of both Gen Z and Gen Y customers. Videos are engaging and can convey a brand's message effectively. However, without specific data or personal experience targeting these generations with video remarketing, I can't provide detailed insights on any statistically significant differences in their purchasing behavior.

Interviewer: In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?

G.: Both Gen Z and Gen Y have unique priorities and preferences when it comes to remarketing strategies. In the initial stages, Gen Z tends to be more receptive to visually engaging and interactive content, while Gen Y focuses more on gathering information and evaluating product specifications and reliability. As the remarketing efforts progress, Gen Z may respond well to personalized offers and experiential campaigns, whereas Gen Y may value content that provides in-depth product knowledge and comparisons.

Interviewer: Are there any remarketing strategies that resulted more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

G.: The effectiveness of remarketing strategies can vary depending on factors such as the product or service being marketed, as well as the customer's location, income, and interests. However, based on general observations, strategies that focus on visually engaging content, personalized offers, and unique experiences tend to resonate more with Gen Z customers. On the other hand, strategies that provide in-depth product information, reliability, and comparisons may be more effective for targeting Gen Y.

Interviewer: Thank you so much for your time and insights, you helped me a lot. I am stopping the recording here.

Interview transcript with expert V.

Interviewer: Hello, thank you for taking the time for this interview. Can you please introduce yourself?

V.: Sure, no problem. My name is V. (using initiative to respect anonymity).

Interviewer: Thank you, V. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

V.: It's definitely practical. I've had hands-on experience applying remarketing strategies.

Interviewer: That's great to hear. May I ask which industry you currently work in?

V.: I'm in the education industry at the moment.

Interviewer: Thank you for sharing that. Could you let me know which country you are based in? V.: I am based in Luxembourg.

Interviewer: Interesting. Lastly, could you provide some information about the size of the company you work for?

V.: Of course. The company I work for is a small to medium-sized organization with around 10 to 49 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

V.: Remarketing allows you to stay top of mind with potential customers who may not have been ready to purchase initially but may be more likely to convert after being reminded of your offerings.

Interviewer: So, based on your expertise, which remarketing strategies do you find most effective?

V.: In my experience, social media and email remarketing, as well as display campaigns, have shown to be quite effective.

Interviewer: Have you ever targeted Gen Z and Gen Y customers with email remarketing campaigns? Do you see any differences in their purchasing behavior?

V.: Definitely. When targeting Gen Z customers with email remarketing, they tend to respond positively to promotional offers, personalized content, and visually engaging email campaigns. On the other hand, Gen Y customers show more interest in informative and educational content. They prefer seeing the features and benefits of the product or service being marketed in their email inbox.

Interviewer: How about display remarketing campaigns targeting Gen Z and Gen Y? Did you observe any differences in their purchasing behavior?

V.: Yes, indeed. Gen Z customers have been more receptive to interactive ads, short-form content, and brand-generated materials. They highly value research and engagement, and they prefer content that feels authentic and relatable. In contrast, Gen Y customers prefer display advertising that provides detailed product specifications and reliability.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there are differences in their purchasing behavior?

V.: Based on my experience, Gen Z customers tend to value mobile devices and prefer quick purchasing processes. They are more likely to engage with social media content that captures their attention and allows for swift actions. On the other hand, Gen Y customers prioritize gathering product information and reading reviews before making purchase decisions.

Interviewer: Have you conducted search engine remarketing campaigns targeted towards Gen Z and Gen Y customers? If so, what were your findings? Did you notice any differences in their purchasing behavior?

V.: I haven't personally conducted many search engine remarketing campaigns targeting these specific groups, so I don't have specific findings to share at the moment.

Interviewer: How about video remarketing campaigns? Can you describe your experience targeting Gen Z and Gen Y customers with videos? Do you think there is a statistically significant difference in their purchasing behavior?

V.: I believe there is a difference. From my perspective, Gen Z customers tend to engage more with short, attention-grabbing videos, whereas Gen Y customers are more inclined to watch longer videos that provide in-depth product information.

Interviewer: In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?

V.: In different stages, Gen Z customers are more likely to engage with short, attention-grabbing content and respond well to experiences that feel authentic and relatable. Gen Y customers tend to watch longer videos and prioritize gathering detailed information about the product or service being marketed.

Interviewer: Are there any remarketing strategies that have been more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

V.: Generally, social media remarketing campaigns have shown to be more effective for targeting Gen Z customers. They are highly active on social media platforms. For Gen Y customers, email and search engine remarketing campaigns tend to be more effective as they appreciate receiving informative content and conducting thorough research before making purchasing decisions.

Interviewer: We are done here, I really appreciate your time and valuable ideas.

Interview transcript with expert M.

Interviewer: Hello, thank you for taking the time for this interview. Can you please introduce yourself?

M.: Of course, my name is M. (using initiative to respect anonymity).

Interviewer: Thank you, M. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

M.: It's definitely practical. I have hands-on experience applying remarketing strategies in real-world scenarios.

Interviewer: That's great to hear. May I ask which industry you currently work in?

M.: I work in the advertising services industry.

Interviewer: Thank you for sharing that. Could you let me know which country you are based in?

M.: I am based in Lithuania.

Interviewer: Interesting. Lastly, could you provide some information about the size of the company you work for?

M.: Certainly. The company I work for is a small to medium-sized organization with around 10 to 49 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

M.: Remarketing has been quite effective for our company in achieving our marketing goals. It has helped us increase brand awareness, drive website traffic, generate leads, and boost sales.

Interviewer: Please mention which remarketing strategies are most effective based on your expertise.

M.: Based on my expertise, social media and email remarketing, as well as display campaigns, have proven to be the most effective remarketing strategies.

Interviewer: Do you have any experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you see a difference in purchasing behavior between these two groups?

M.: Yes, we have experience with email remarketing campaigns targeting Gen Z and Gen Y customers. We have observed that Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. On the other hand, Gen Y customers show more interest in informative and educational content.

Interviewer: Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

M.: Yes, we have conducted display remarketing campaigns targeting Gen Z and Gen Y customers. Our findings indicate that Gen Z customers are more receptive to interactive ads, short-form content, and brand-generated materials. They place a high value on research and engagement, and they prefer content that feels authentic and relatable. On the other hand, Gen Y customers prefer more information about product specifications and reliability in display advertising. They tend to trust recommendations from peers and family members and are receptive to user-generated content.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these groups?

M.: Yes, I do think there is a difference in purchasing behavior between Gen Z and Gen Y customers. In my experience, Gen Z customers value mobile devices and quick purchasing processes. They are more responsive to social media remarketing campaigns. But, Gen Y customers prioritize gathering product information and reading reviews before making purchase decisions.

Interviewer: Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

M.: I don't have personal experience with search engine remarketing campaigns targeting Gen Z and Gen Y customers. Therefore, I don't have specific findings to share at this time.

Interviewer: Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups?

M.: I don't have specific experience to share regarding video remarketing campaigns targeting Gen Z and Gen Y customers. It is likely that there are differences in purchasing behavior between these two groups.

Interviewer: In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?

M.: Well, both Gen Z and Gen Y have unique priorities and preferences in different stages when it comes to remarketing strategies. It's important to tailor the strategies to meet their specific needs and preferences.

Interviewer: Are there any remarketing strategies that have been more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

M.: Dynamic remarketing has been effective for both generations. It allows us to personalize the content and offers based on their specific interests and preferences, and better engagement.

Interviewer: Thanks a lot M., you helped me a lot today. I am stopping the recording here.

Interview transcript with expert N.

Interviewer: Hello, thank you for taking the time for this interview. Can you please introduce yourself?

N.: Absolutely, my name is N. (using initiative to respect anonymity).

Interviewer: Thank you, N. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

N.: My expertise is mainly theoretical, focusing on the conceptual aspects of remarketing strategies rather than practical implementation.

Interviewer: That's great to hear. May I ask which industry you currently work in?

N.: Currently, I am employed in the retail industry.

Interviewer: Thank you for sharing that. Could you let me know which country you are based in?

N.: I am based in Azerbaijan, where I have been involved in the local retail market.

Interviewer: Interesting. Lastly, could you provide some information about the size of the company you work for?

N.: Certainly. The company I work for is a mid-sized organization with a staff ranging from 50 to 249 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

N.: Remarketing has been quite effective for our company in achieving our marketing goals. It has helped us increase brand awareness, drive website traffic, generate leads, and boost sales.

Interviewer: Could you please mention which remarketing strategies are most effective based on your expertise.

N.: Honestly, social media and email remarketing have proven to be the most effective strategies.

Interviewer: Do you have any experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you see a difference in purchasing behavior between these two groups?

N.: Yes, I have experience with email remarketing campaigns. Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. But, Gen Y customers show more interest in informative and educational content. They prefer to see the features and benefits of the product or service being marketed in their email inbox.

Interviewer: Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

N.: Yes, we have conducted many display remarketing ads targeting both customers. Our findings indicate that Gen Z customers are more receptive to interactive ads, short-form content, and brand-generated materials. They place a high value on research and engagement, and they prefer content that feels authentic and relatable. On the other hand, Gen Y customers prefer more information about product specifications and reliability in display advertising. They want to trust recommendations from peers and family members and are receptive to user-generated content.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

N.: Yes, I think there is a difference in purchasing behavior between Gen Z and Gen Y customers. In my experience, Gen Z customers value mobile devices and quick purchasing processes. They are more likely to make impulsive purchases based on social media ads. On the other hand, Gen Y customers tend to research, look through reviews, and evaluate products before making a purchase.

Interviewer: Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

N.: I have observed that Gen Z responds well to visually eye-catching remarketing ads with creative content, while Gen Y prefers ads with clear and concise product information.

Interviewer: Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups?

N.: In my experience, Gen Z is more likely to engage with short, attention-grabbing videos, while Gen Y prefer to watch longer videos with in-depth product information. However, further analysis would be needed to determine any statistically significant differences in purchasing behavior.

Interviewer: In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?

N.: Gen Y is more likely to conduct product research before making a purchase, while Gen Z is more prone to impulse purchases.

Interviewer: Are there any remarketing strategies that have been more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

N.: In general, social media remarketing campaigns are more effective for targeting Gen Z customers, while email and search engine campaigns are more effective for targeting Gen Y customers. However, it's important to consider individual preferences and behaviors when designing remarketing strategies.

Group-Level Analysis: Exploring Sample Items in Depth

Table 6

Table of the detailed group descriptive of the items by sample

	GENS.	N	MEAN	MEDIAN	SD	SKEWNESS		KURTOSIS	
						<i>Skewness</i>	<i>SE</i>	<i>Kurtosis</i>	<i>SE</i>
ERM1	Y	149	3.43	4.00	1.67	0.26	0.20	-0.61	0.40
	Z	170	2.71	2.00	1.60	0.79	0.19	-0.13	0.37
ERM2	Y	149	3.30	3.00	1.81	0.13	0.20	-1.30	0.40
	Z	170	2.35	2.00	1.45	1.04	0.19	0.70	0.37
ERM3	Y	149	4.58	5.00	1.62	-0.26	0.20	-1.00	0.40
	Z	170	4.24	4.00	1.72	-0.06	0.19	-0.98	0.37
ERM4	Y	149	3.60	4.00	1.56	0.44	0.20	-0.43	0.40
	Z	170	3.08	3.00	1.60	0.66	0.19	-0.38	0.37
ERM5	Y	149	4.01	4.00	1.67	0.16	0.20	-0.92	0.40
	Z	170	3.94	4.00	1.83	0.08	0.19	-1.06	0.37
DRM1	Y	149	3.99	4.00	1.50	-0.04	0.20	-0.86	0.40
	Z	170	3.44	3.00	1.48	0.45	0.19	-0.36	0.37
DRM2	Y	149	3.41	3.00	1.35	0.37	0.20	-0.01	0.40
	Z	170	3.29	3.00	1.48	0.48	0.19	-0.51	0.37
DRM3	Y	149	3.78	4.00	1.53	0.30	0.20	-0.62	0.40
	Z	170	3.38	3.00	1.64	0.39	0.19	-0.93	0.37
SMRM1	Y	149	2.85	3.00	1.61	0.80	0.20	0.08	0.40
	Z	170	3.09	3.00	1.67	0.67	0.19	-0.38	0.37
SMRM2	Y	149	2.99	3.00	1.44	0.58	0.20	-0.10	0.40
	Z	170	3.36	3.00	1.42	0.45	0.19	-0.48	0.37
SMRM3	Y	149	2.87	2.00	1.64	0.86	0.20	-0.08	0.40
	Z	170	3.06	3.00	1.73	0.66	0.19	-0.54	0.37
SMRM4	Y	149	3.21	3.00	1.90	0.60	0.20	-0.60	0.40
	Z	170	3.71	4.00	1.75	0.26	0.19	-0.80	0.37
SMRM5	Y	149	3.03	3.00	1.75	0.70	0.20	-0.34	0.40
	Z	170	3.36	3.00	1.62	0.30	0.19	-0.87	0.37
SERM1	Y	149	3.65	3.00	1.70	0.43	0.20	-0.59	0.40
	Z	170	3.89	4.00	1.72	0.29	0.19	-0.92	0.37
SERM2	Y	149	3.37	3.00	1.61	0.31	0.20	-1.03	0.40
	Z	170	3.67	4.00	1.66	0.24	0.19	-0.70	0.37
SERM3	Y	149	4.03	4.00	1.71	0.22	0.20	-1.05	0.40
	Z	170	4.58	4.00	1.87	-0.13	0.19	-1.29	0.37
VRM1	Y	149	3.26	3.00	1.95	0.62	0.20	-0.82	0.40
	Z	170	3.83	4.00	1.79	0.23	0.19	-0.87	0.37
VRM2	Y	149	2.97	2.00	1.78	0.67	0.20	-0.64	0.40
	Z	170	3.20	3.00	1.74	0.50	0.19	-0.74	0.37

Source : Jamovi Software (2022)

Comprehensive Analysis of Independent Sample Comparisons

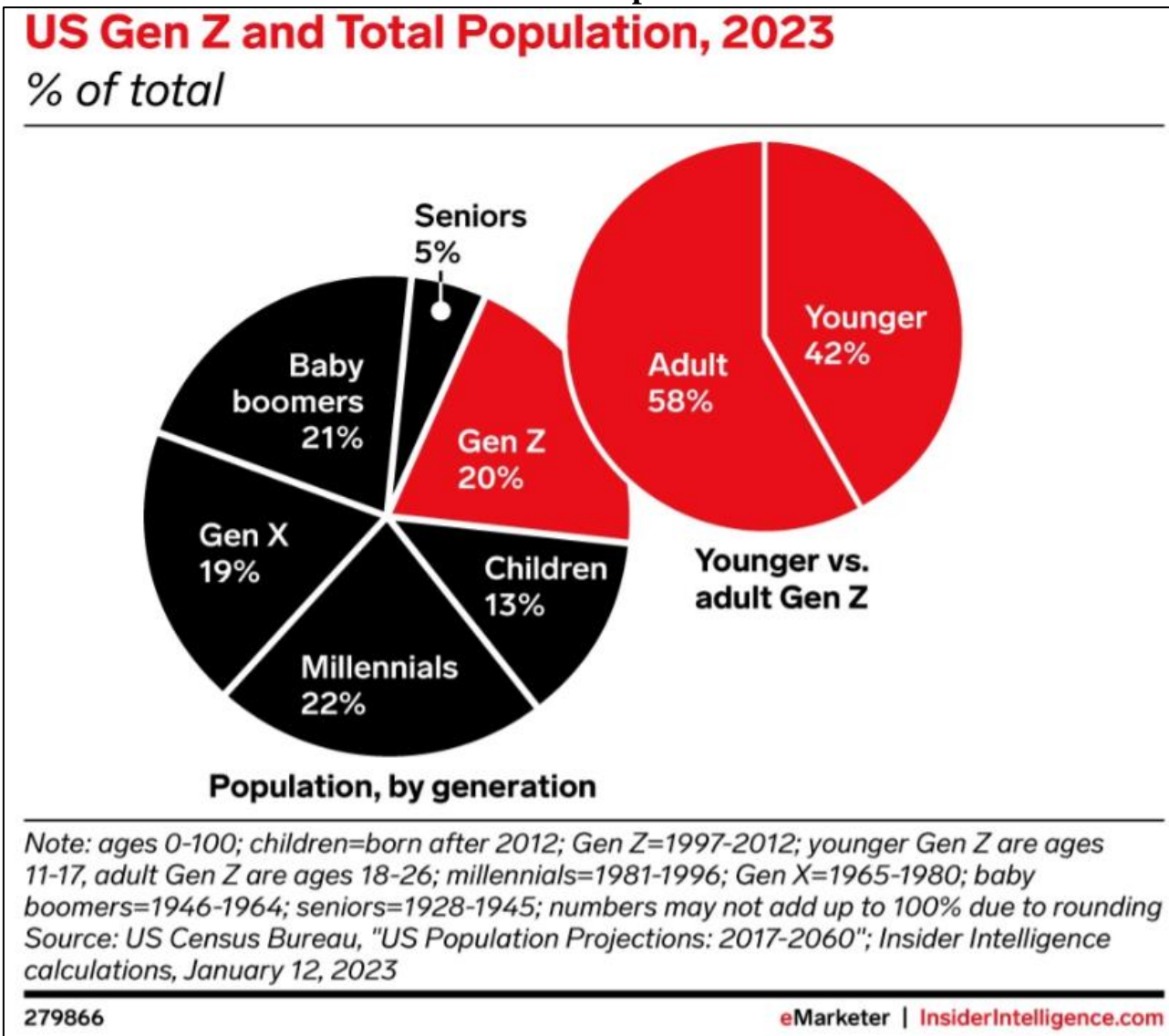
Table 7

Table of the detailed independent Samples T-Test

Item	Statistic	p	Mean difference
ERM1	3.952	< .001	0.724
ERM2	5.159	< .001	0.942
ERM3	1.821	0.070	0.343
ERM4	2.940	0.004	0.522
ERM5	0.396	0.692	0.078
DRM1	3.302	0.001	0.551
DRM2	0.760	0.448	0.121
DRM3	2.256	0.025	0.402
SMRM1	-1.319	0.188	-0.243
SMRM2	-2.278	0.023	-0.366
SMRM3	-0.985	0.325	-0.186
SMRM4	-2.433	0.016	-0.497
SMRM5	-1.757	0.080	-0.331
SERM1	-1.266	0.206	-0.243
SERM2	-1.638	0.102	-0.302
SERM3	-2.686	0.008	-0.543
VRM1	-2.745	0.006	-0.574
VRM2	-1.184	0.237	-0.234

Source : The Jamovi Software (2022)

US Gen Z and Total Population for 2023



Source: E-Marketer, (2023)

Online questionnaire data extracted from Jamovi software

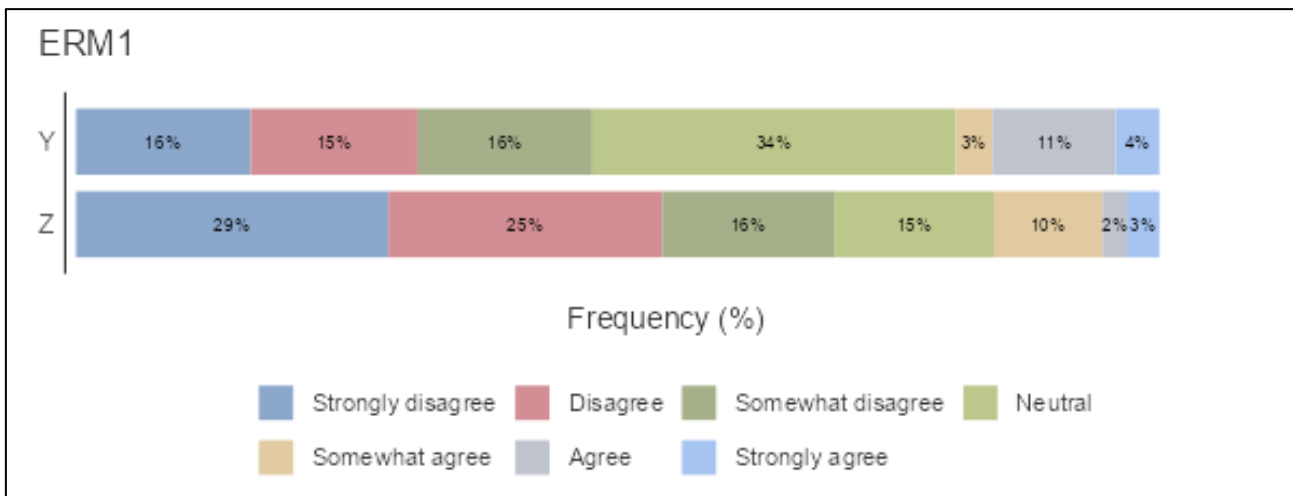


Figure 3: I read the e-mail remarketing ads right away for being informed

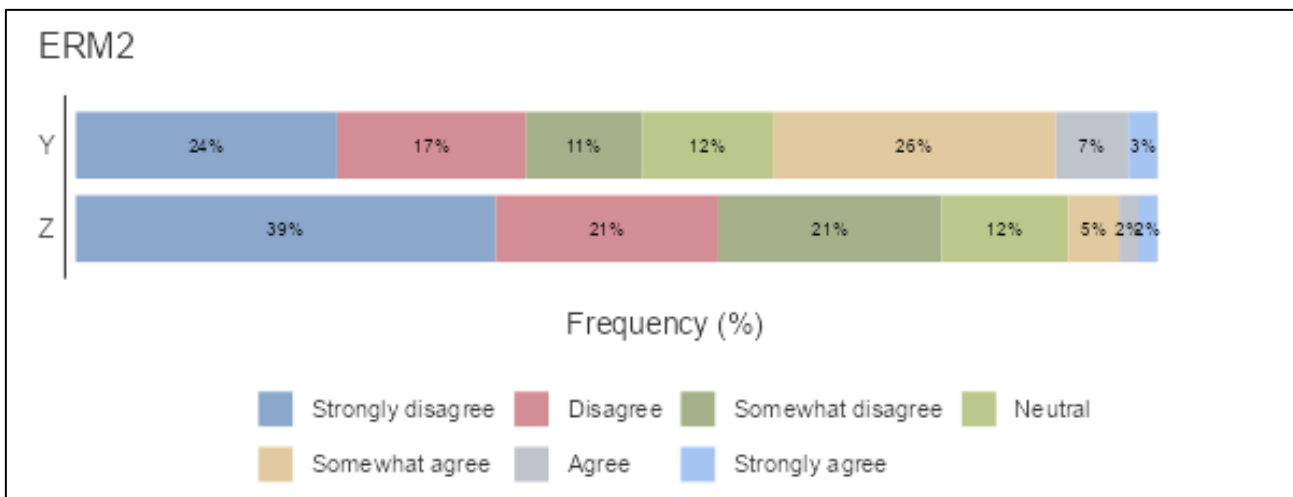


Figure 4: I click on remarketing links even though I don't need that product / service

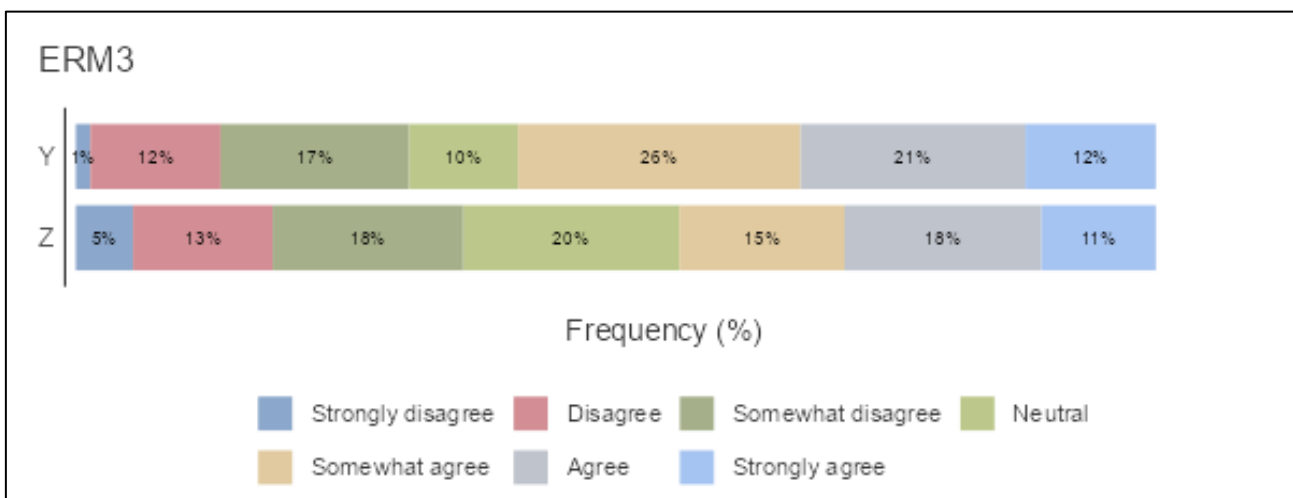


Figure 5: I make use of offers only if I need that product / service

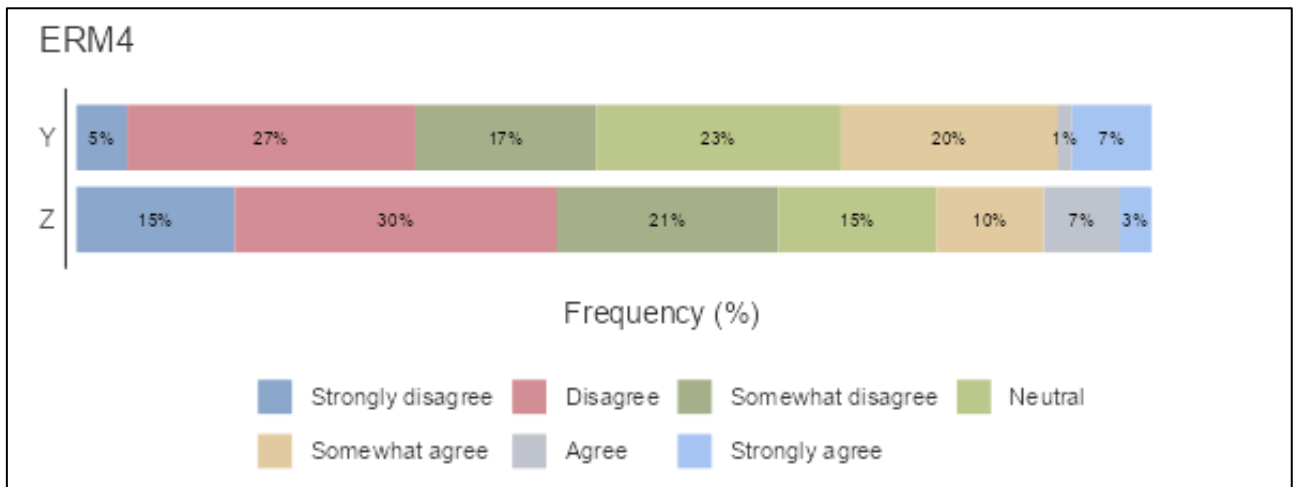


Figure 6: Remarketing emails are helpful and relevant

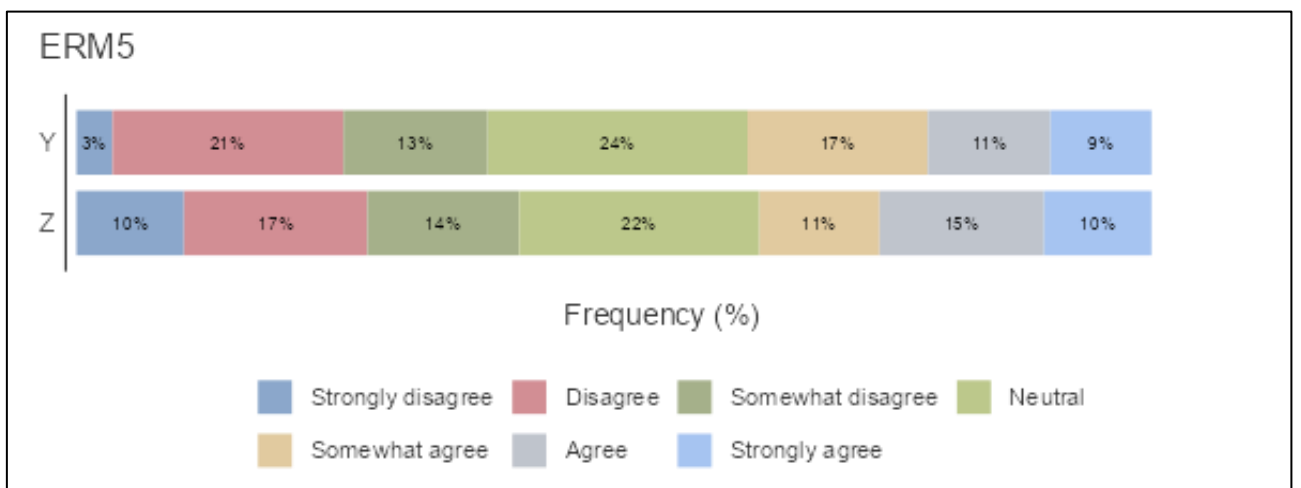


Figure 7: Remarketing emails are somewhat helpful but can be improved

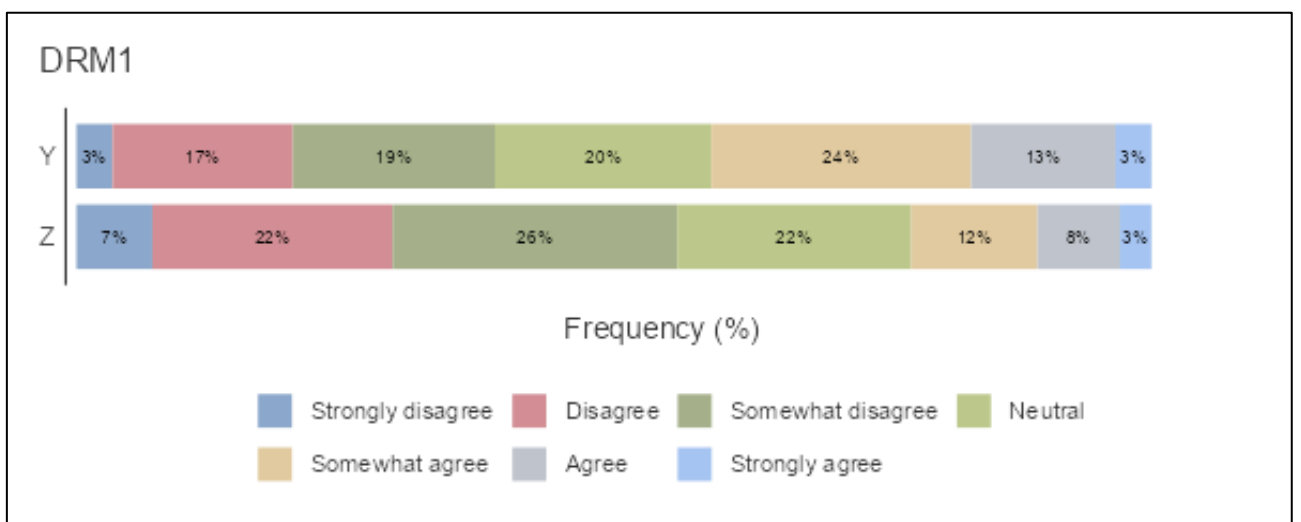


Figure 8: Advertising products / services have been seen before in this category are eye-catching

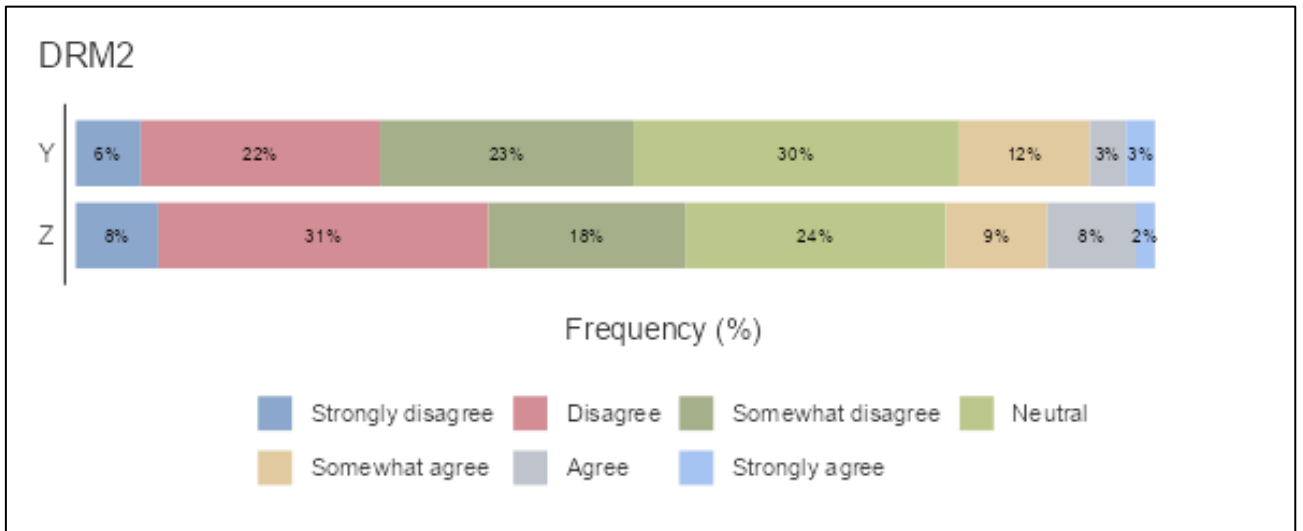


Figure 9: Advertising products / services have been seen before in this category are necessary

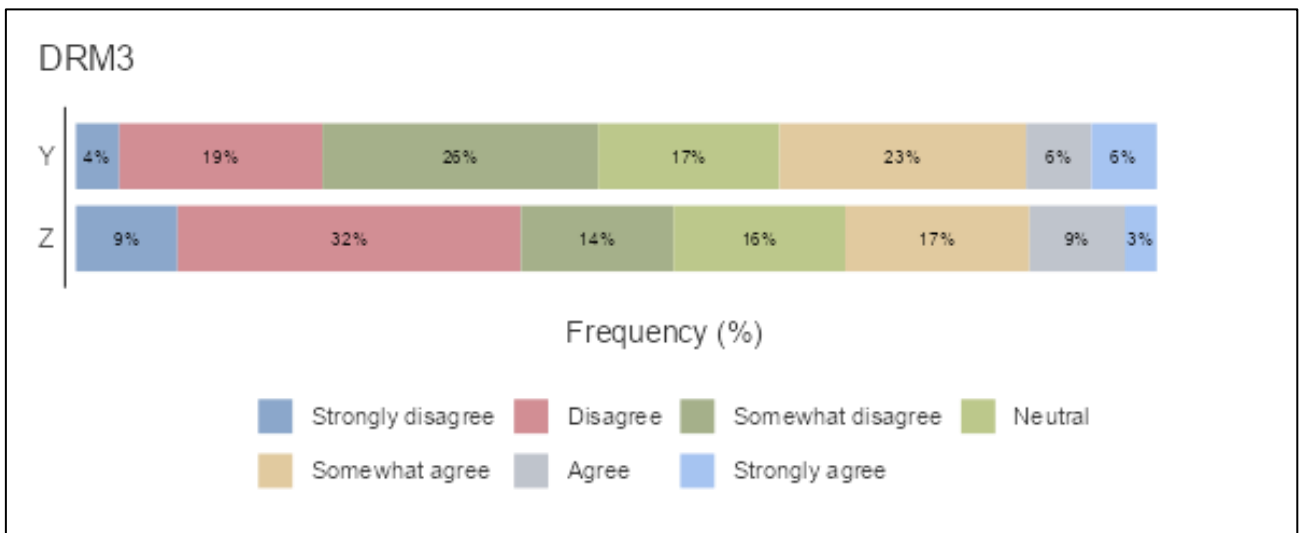


Figure 10: Advertising products / services have been seen before in this category are practical

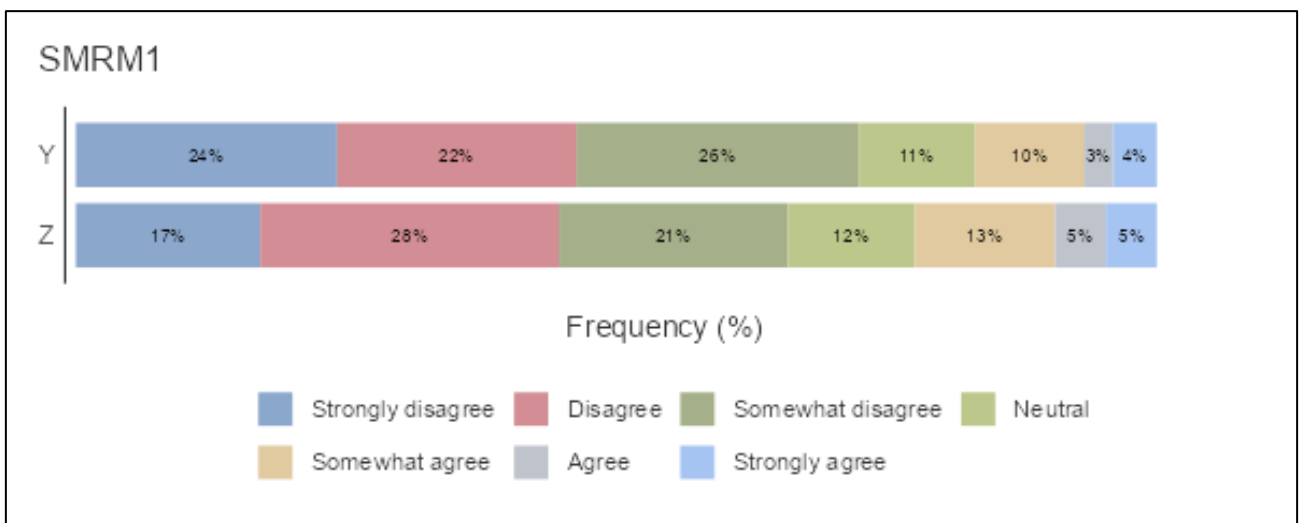


Figure 11: I am not disturbed by advertisements made through social media remarketing

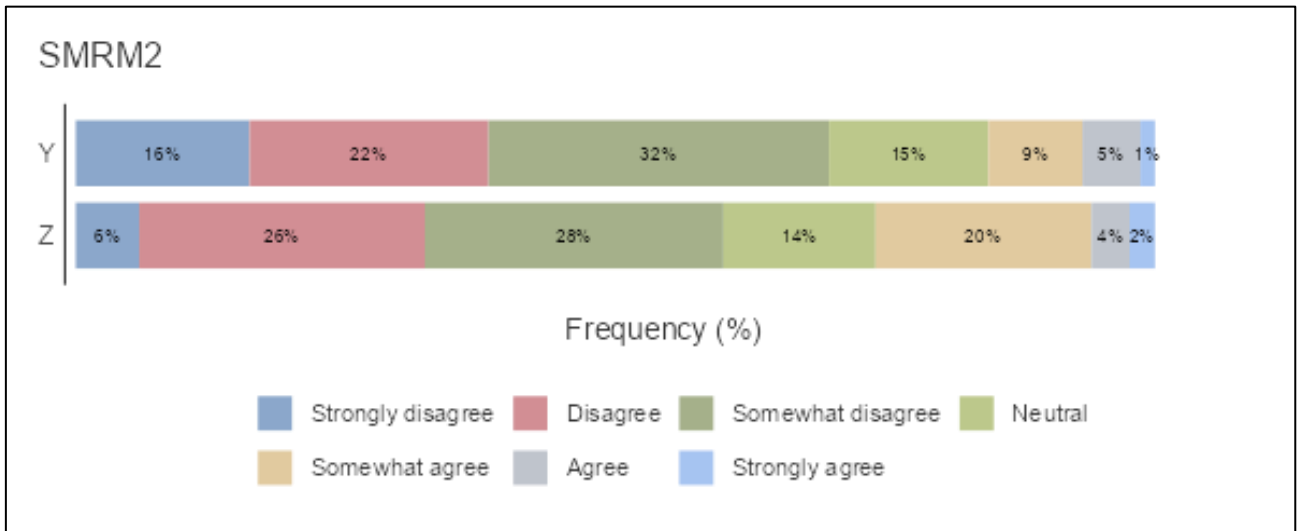


Figure 12: I find advertisements made through social media remarketing reliable.

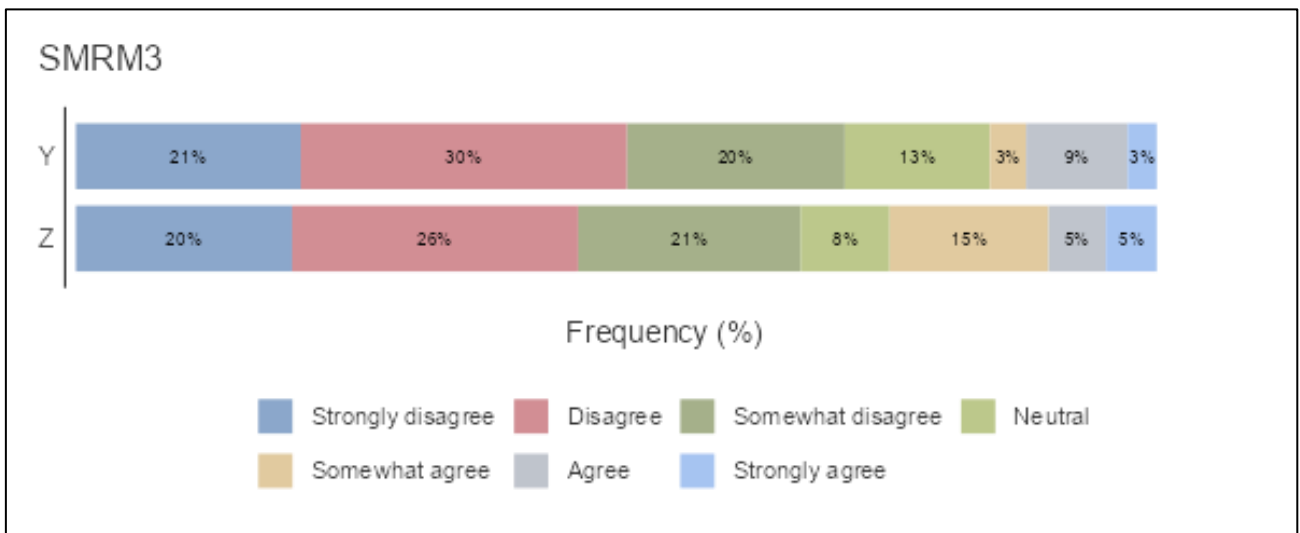


Figure 13: It doesn't bother me that a product I've reviewed is shown to me again with an advertisement.

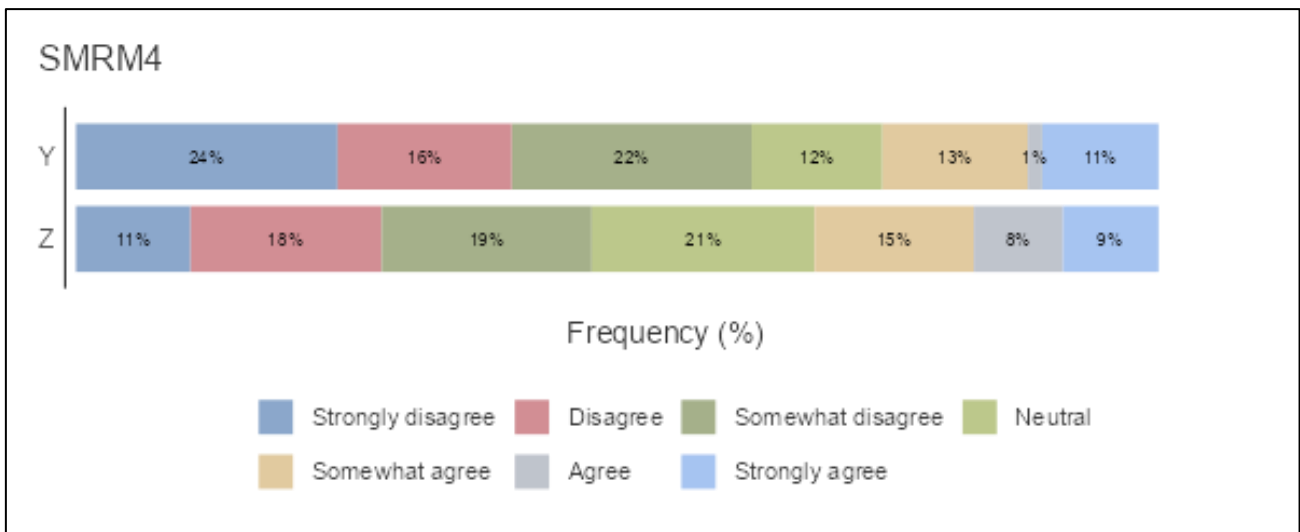


Figure 14: I bought any product/service, influenced by the advertisement I saw on social media.

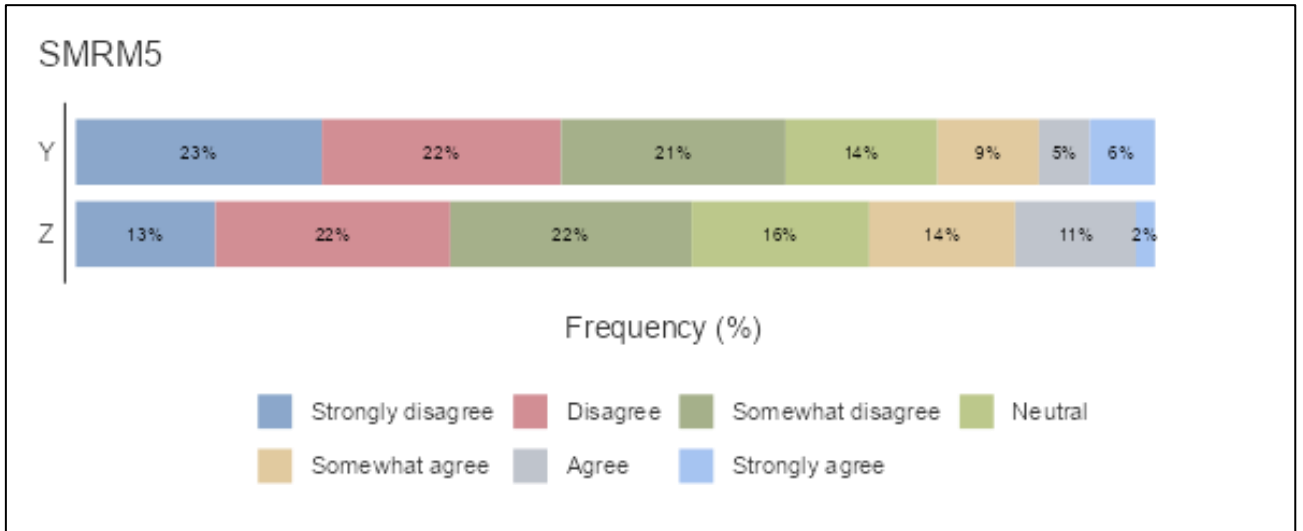


Figure 15: After seeing the advertisement on social media, my faith in the brand increases.

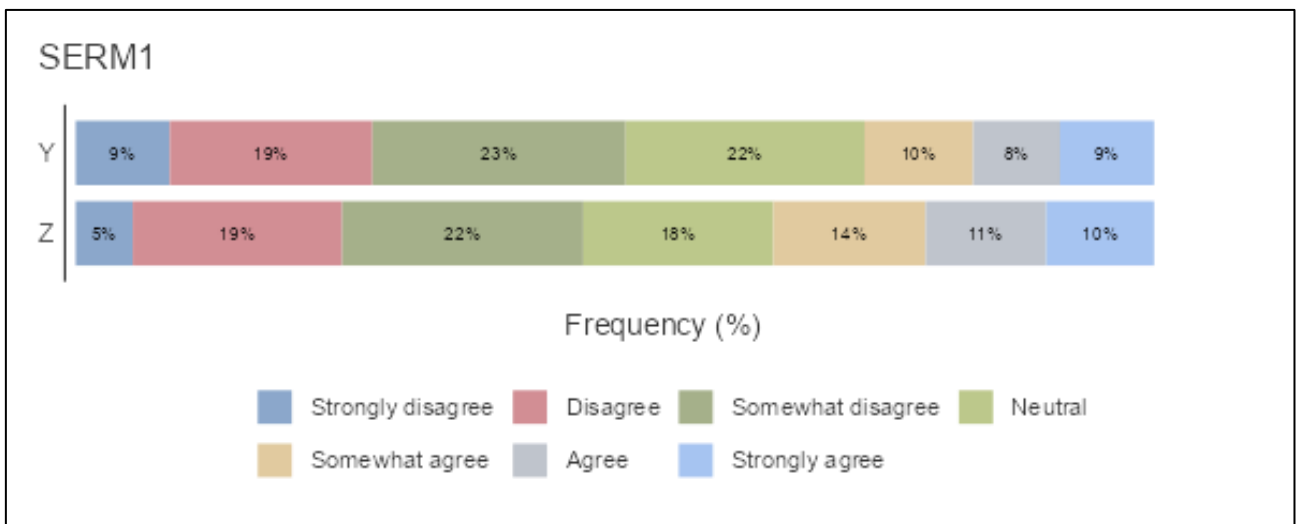


Figure 16: Search Remarketing ads are the good reminders for customers

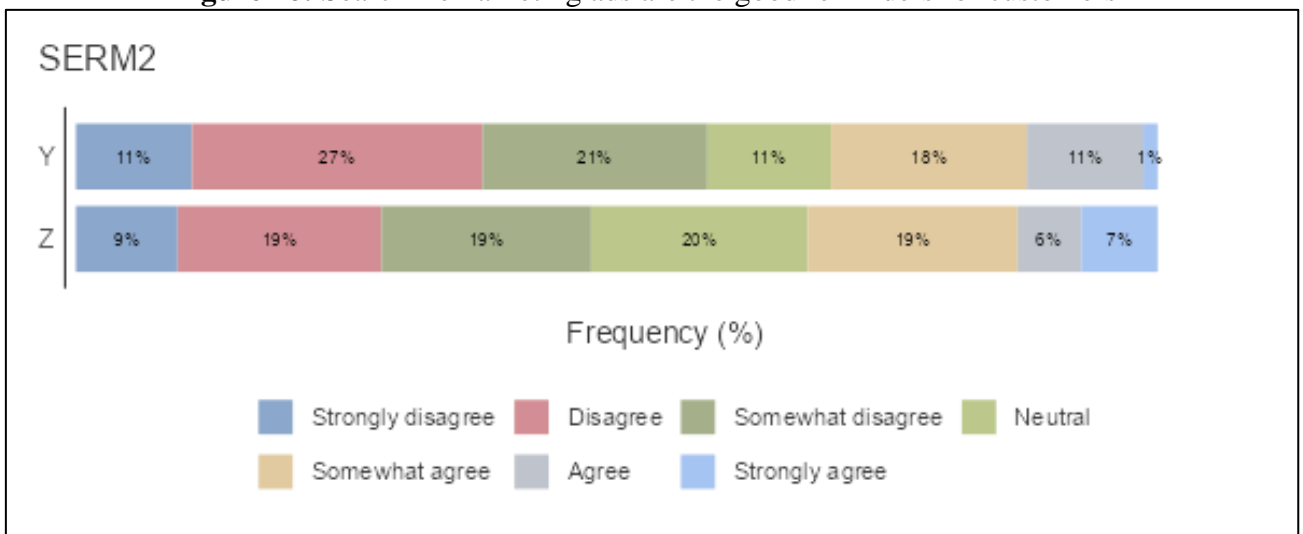


Figure 17: I click on the Search Remarketing ad to get more information about the product / service

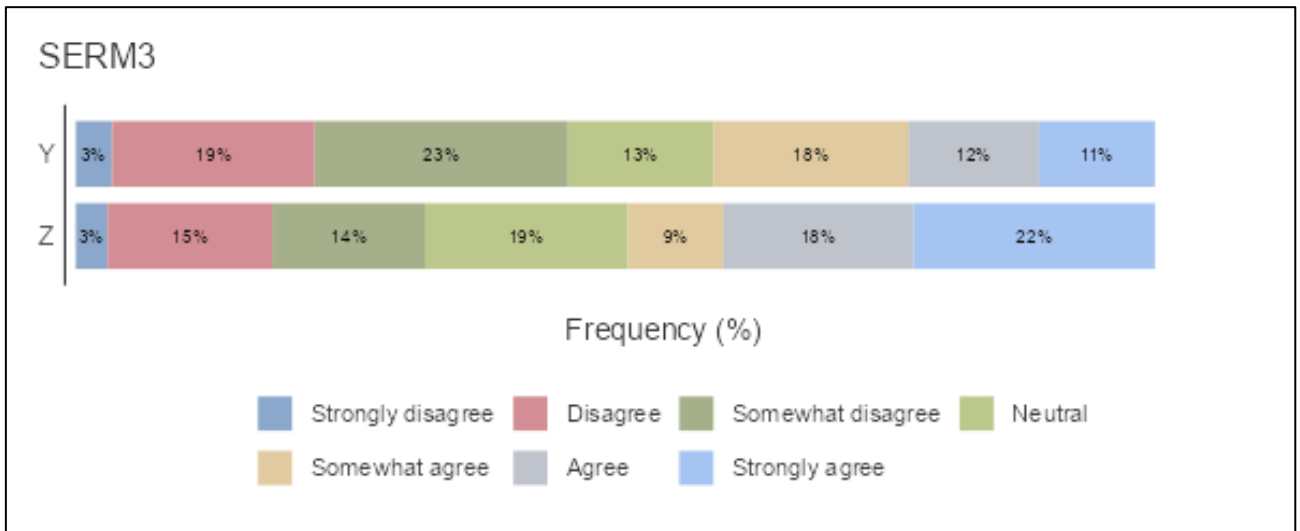


Figure 18: I click on the Search Remarketing ad only if I need the product/service

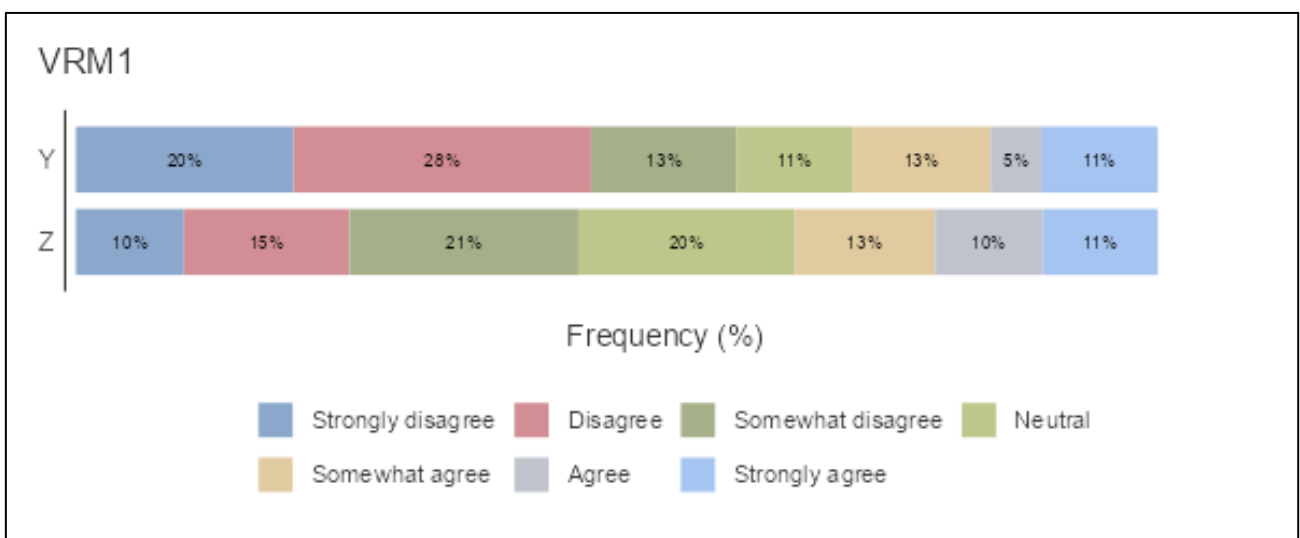


Figure 19: I find video ads to be informative about products/services I've visited before.

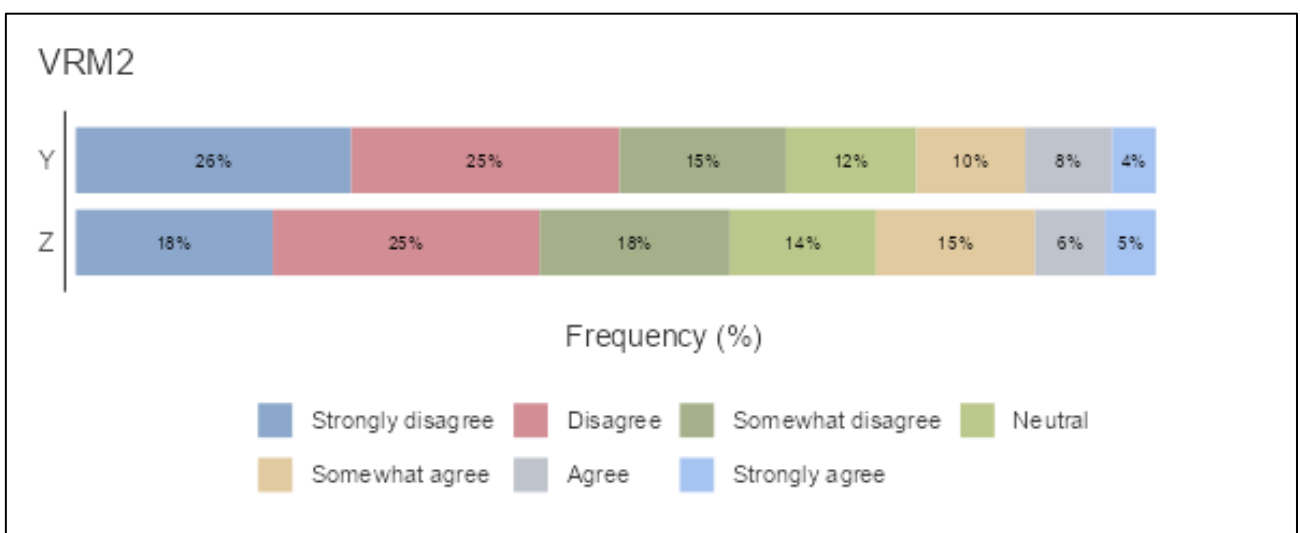
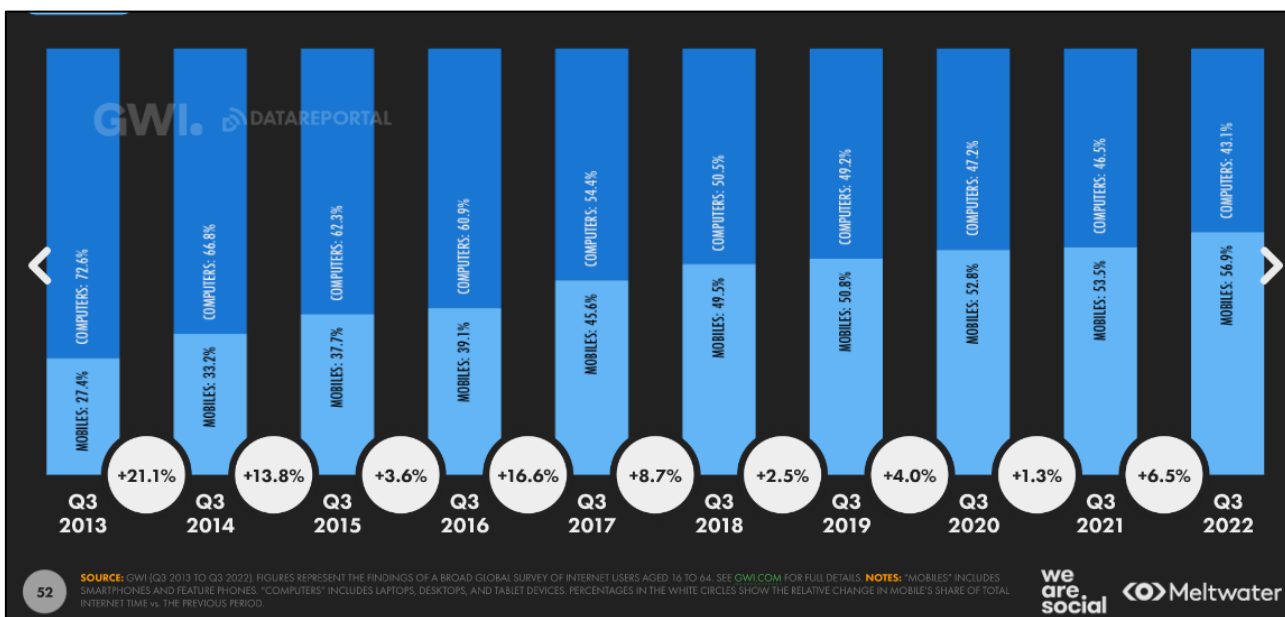


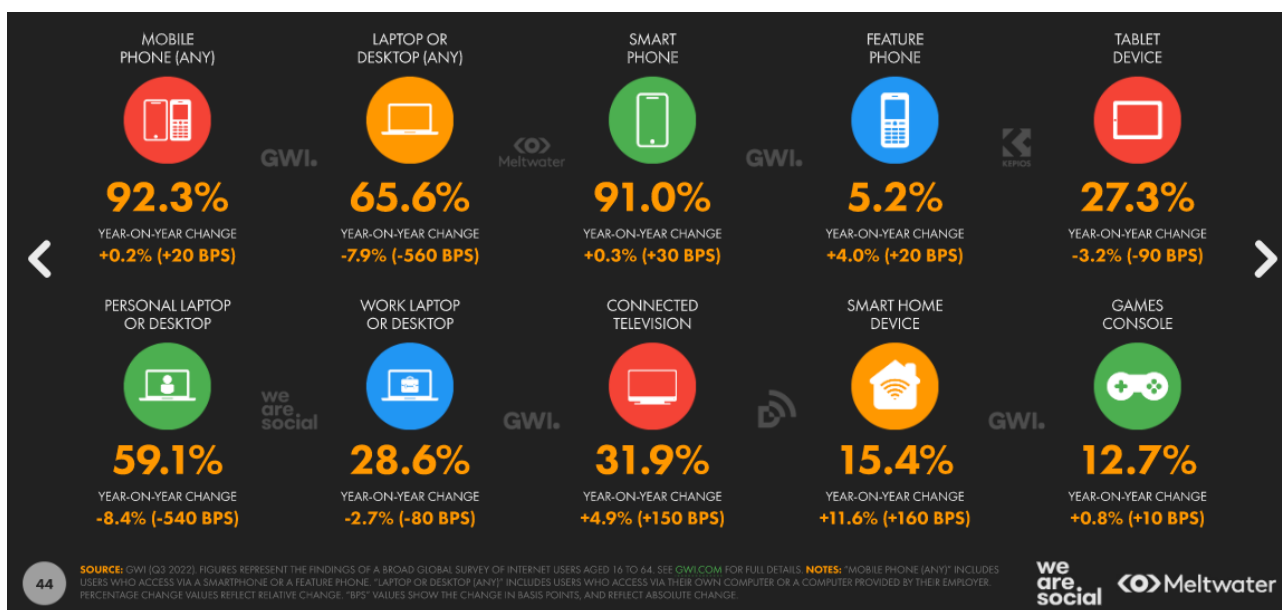
Figure 20: The advertising I see while watching a video inspires me to purchase the product/service I've visited before.

Share of daily Internet time by device



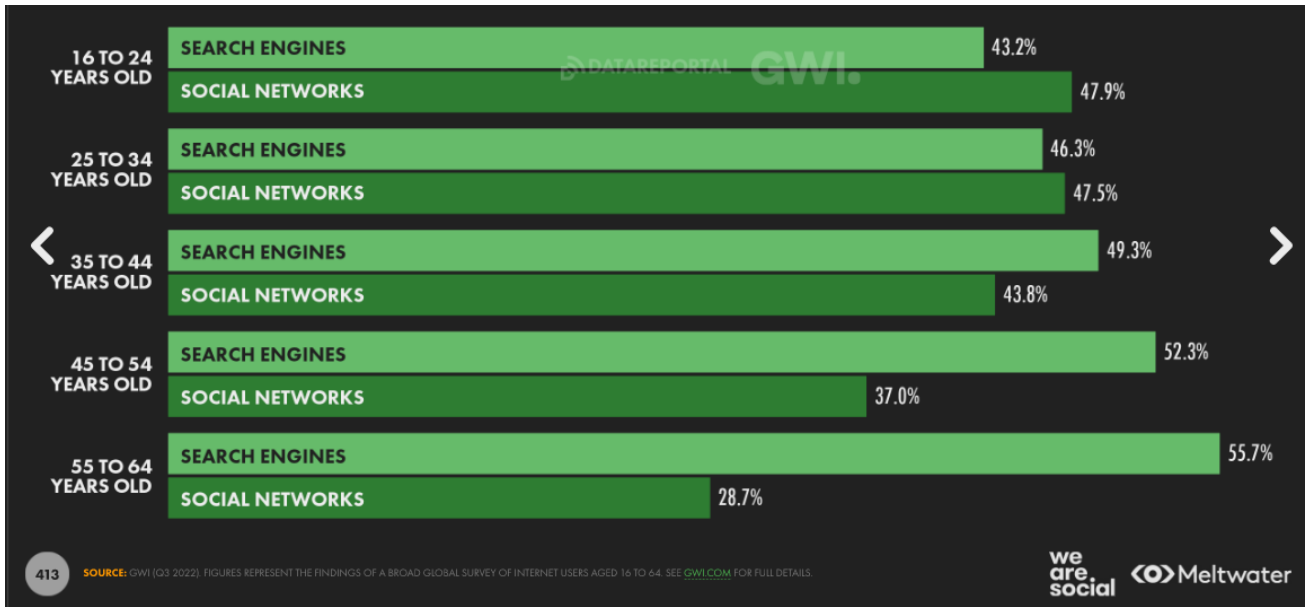
Source: Data Reportal, (2023)

Devices used to access the Internet



Source: Data Reportal, (2023)

Top channels for online brand research



Source: Data Reportal, (2023)

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