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## **Cross-Generational Impacts of Digital Remarketing: An Examination of Purchasing Behaviours among Generation Z and Generation Y**

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**Abstract:** The dynamically evolving digital environment makes crucial the remarketing, a strategy used to re-engage consumers who previously showed interest in a product or service. However, the influence of this tactic on different generations, specifically the Generation Y and the Generation Z, remains under-explored. This paper investigates the impact of digital remarketing strategies on the purchasing behaviours of Generation Y (Millennials) and Generation Z consumers, a topical exploration of the rapidly evolving field of digital marketing. A mixed-method approach, utilising both qualitative and quantitative methodologies for data collection is employed. It focuses on five key remarketing tactics: email, display, social media, search engine, and video remarketing. The total sample size was 316 participants, with 147 Gen Y participants accounting for 46.5% of the total and 169 Gen Z participants accounting for 53.5% of the total. The results reveal significant differences in the response of these generations to different remarketing tactics, thus offering an unprecedented perspective on their unique purchasing behaviours. The study concludes with valuable insights for both academic discourse and practical applications. The research enriches the existing body of knowledge on digital remarketing techniques for scholars, and advocates for further studies in the area, especially concerning unexplored remarketing tactics. For practitioners, it delivers actionable insights for the development of

generation-specific marketing campaigns, thereby improving their overall performance in the digital marketplace. Consequently, this paper provides an essential foundation for the enhancement of remarketing strategies, catering to the evolving needs and expectations of Generation Y and Z consumers.

**Keywords:** Remarketing, Purchasing Behaviour, Generation Y, Generation Z, Digital Marketing, Remarketing strategies, Search engine marketing

## Introduction

In the rapidly transforming digital landscape, the marketing field has been revolutionised by innovative strategies, and one of the leads of this transformation is the tactic known as remarketing. The remarketing, a strategic approach of re-engaging consumers who have previously shown interest in a company's products or services, has become an essential tool in the marketer's arsenal. However, the question of how different generations—specifically Generation Y (Millennials) and Generation Z—respond to varying remarketing strategies remains largely unexplored. This research aims to bridge this gap, providing critical insights that could shape the future of digital marketing.

The study's topic is indeed relevant in today's market, as Millennials and Gen Z collectively form a substantial portion of the consumer base. Raised in distinctly different technological eras, their online behaviours, preferences, and consequently their response to digital marketing efforts are likely to be diverse. Hence, an exploration of their responses to remarketing tactics not only stimulates the academic interest but also provides valuable insights for businesses.

The remarketing is a subset of Digital marketing, specifically designed to re-engage past visitors of a website or consumers of a brand in an attempt to generate a transaction (Lambrecht & Tucker, 2013; Isoraite, 2019). Digital marketing is globally expanding, and businesses must have an effective digital plan to capitalise on opportunities (Choi, 2013; Bresciani et al., 2021; Muminjanovna, 2023). Much effort is done in order to adapt to the changing digital media and employ effective marketing methods. Extensive research has been conducted in the broader field of digital marketing, but a comprehensive investigation comparing the influence of remarketing strategies on Gen Y and Gen Z is still in its infancy. Existing studies have investigated individual aspects such as social media retargeting (Pauliene & Sedneva, 2019; Gupta, 2019; Farman et al., 2020), comparative social media usage (Mude & Undale, 2023), and online shopping behaviour, but a unified investigation into these different remarketing tactics and their effects on these two generations is needed.

This research intends to address this void by examining the influence of five key remarketing tactics (Lambrecht & Tucker, 2013; Muminjanovna, 2023)—*email remarketing* (Grad-Gyenge & Filzmoser, 2016; Dixit & Kesarwani, 2018; Li et al., 2021; Mittal & Kumar, 2022), *display remarketing* (Lambrecht & Tucker, 2013; Luh & Wu, 2019; Mercanti-Guérin, 2020; Yoon et al., 2023), *social media remarketing* (Silvia, 2019; Pauliene & Sedneva, 2019; Gupta, 2019; Farman et al., 2020; Mude & Undale, 2023), *search engine remarketing* (Miklosik, 2019; Guérin, 2021; Kovachevski & Zendeli, 2021; Singh et al., 2022), and *video remarketing* (Kim, 2015; Yang et al., 2017; Remondes, 2021; Israfilzade & Baghirova, 2022)—on the purchasing behaviours of Gen Y (Ng & Johnson, 2015; Pauliene & Sedneva, 2019; Israfilzade & Babayev, 2020; Budiman, 2021) and Gen Z (Budac, 2014; Chicca & Shellenbarger, 2018; Dabija & Lung, 2018; Munsch, 2021; Trejo, 2021). The research aims are to evaluate significant differences in purchasing behaviours between these two cohorts across these remarketing channels, thereby allowing businesses to tailor their strategies to the unique characteristics and preferences of these generations.

## **Research Problem**

The research problem that anchors this study lies in identifying any statistically significant differences in how Gen Y and Gen Z respond to different remarketing strategies. A mixed-method approach involving both qualitative and quantitative methodologies is utilised. This comprehensive strategy, supported by a robust review of existing literature and primary data from a questionnaire disseminated to members of Gen Y and Gen Z, will provide a unique lens into the interplay between remarketing strategies and these generations' preferences.

The structure of the paper begins with a detailed literature review and presentation of the *five hypotheses*, each focusing on a specific remarketing tactic. It then delves into the research methodology and data collection process. This is followed by a comprehensive analysis of the findings and a discussion on their implications. The paper concludes by reflecting on its limitations, providing directions for future research and underlining the contributions to the field of marketing.

Overall, this research offers a substantial contribution to the understanding of digital remarketing strategies and their influence on Gen Y and Gen Z's purchasing behaviours. The research enriches the existing body of knowledge on digital remarketing techniques for scholars, and advocates for further studies in the area, especially concerning unexplored remarketing tactics. For practitioners, it delivers actionable insights for the development of generation-specific marketing campaigns, thereby improving their overall performance in the digital marketplace. Thus, this paper provides an essential foundation for the enhancement of remarketing strategies, catering to the evolving needs and expectations of Generation Y and Z consumers.

## **Literature review**

### ***Remarketing in the digital marketing landscape***

The remarketing, or retargeting, is a key tool in the digital marketing arena that focuses on re-engaging with clients who did not complete a predicted action such as a purchase (Yeo et al., 2017). It allows marketers targeting individuals who have previously expressed interest in their products or services, contributing to brand awareness growth, sales expansion, and customer engagement improvement. The remarketing aims to lure potential customers back to the website by reminding them of services or products they have previously viewed (Isoraite, 2019). Utilizing first-party identifiers like cookies, advertisers can gather online consumer data to create visitor profiles, ultimately improving their ability to deliver more personalised advertisements to a specific consumer group (Yeo et al., 2017; Farman et al., 2020).

Retargeting is an innovative technology based on Big Data, increasing click and conversion rates. The author in paper "The improvement of retargeting by big data" explores the links between retargeting, perceived intrusiveness and brand image, and introduces new analytical perspectives to facilitate collaboration between consumers and marketers (Mercanti-Guérin, 2020).

Remarketing campaigns can be executed through various strategies including Conversion Optimization, Personalized Offers, and Additional Sales strategies (Choi, 2013; Blagorazumnaia & Muntean, 2014). Conversion Optimization focuses on improving conversion rates for website visitors, the Personalised Offer strategy promotes attractive, time-limited offers, and the Additional Sales strategy aims to increase upsell and cross-sell opportunities. These approaches, combined with features of tools like Google AdWords, can bring a myriad of advantages such as increased brand awareness, bringing customers back to incomplete purchases, and reducing costs through a pay-per-click model (Isoraite, 2019; Ergün Demir & Eseceli, 2020; Dostál & Lamr, 2022). To maximise the effectiveness of remarketing, businesses need to leverage data about customer behaviour (Choi, 2013) and preferences and use it to tailor their strategies, thus increasing the likelihood of conversions.

## ***Strategies of remarketing***

The introduction of the Google AdWords platform in 2010 marked a turning point in the world of advertising, paving the way for remarketing strategies, which have since undergone significant evolution (Yeo et al., 2017; Isoraite, 2019). Remarketing creates the brand recognition among potential consumers, enticing them to return to the landing page and take the required action. Dynamic remarketing delivers adverts showcasing specific items a customer has previously visited on a website, increasing the likelihood of conversion by displaying relevant products. The display remarketing attempts to show personalised adverts to consumers who have previously engaged with a company, utilising cookies to track individual behaviour, hence boosting brand recall and conversion rates (Venkatesan & Eisenbeiss, 2015; Braun & Moe, 2013; Olsen & Pracejus, 2020).

Other remarketing strategies include *email remarketing*, *search engine remarketing*, *video remarketing*, and *social media remarketing*. These strategies personalise and segment messages and promotions to reconnect with past customers and website visitors (Kovachevski & Zendeli, 2021). Video content aids in brand recognition and engagement (Remondes, 2021), while social media remarketing uses information from individuals' social media behaviour to create unique audiences for advertising (Kim, 2015; Yang et al., 2017).

The social media retargeting is a personalised form of online advertising done on social media using the consumer's browsing history. According to the author (Gupta, 2019), research revealed a positive attitude, but only relevant and motivating opinions were statistically significant for click frequency.

Moreover, customer loyalty programs reward existing customers with incentives, special offers, and exclusive promotions to encourage repeat business and increase customer loyalty (Bahri-Ammari & Bilgihan, 2019; Khairawati, 2020). To effectively utilise these remarketing strategies, businesses must ensure respect for customer privacy, adhering to established standards to avoid unwanted outcomes such as intrusive email or browsing behaviours being recorded (Grad-Gyenge & Filzmoser, 2016, Saura et al., 2021).

## ***The importance of generational cohort theory***

The generational cohort theory, initially presented by Mannheim (1952; 1970), posits that people born around the same time who share similar experiences, especially those occurring during their formative years, form a generational cohort and perceive themselves as part of that generation (Bolin, 2017). These experiences could be political, economic, or social, and form shared values, beliefs, and behaviours among the members of that cohort (Inglehart, 1997; Padayachee, 2017). Furthermore, this theory has been expanded to suggest a cyclical nature of generations: prophet, nomad, hero, and artist (Strauss & Howe, 1991). However, this cyclic expansion is disputed by some who argue that unpredictable events and rapid technological advancements can disrupt these proposed cycles (Folta, 2021).

Despite its significance, the generational cohort theory has certain limitations and is sometimes confused with other concepts. One such limitation involves the difficulty of defining the precise beginning and ending dates for a generational cohort, with estimates ranging from 7 to 20 years (Markert, 2004). Further, differences based on geographical location and national subcultures within the same age cohort pose challenges (Fernández-Durán, 2016). Some studies have even found insignificant differences between different generational cohorts (Ting et al., 2018). The theory is also often mistaken for life-stage theory, which emphasises the changing beliefs and behaviours throughout a person's life (Erikson, 1994), or the concept of a cohort in the sense of a group sharing a common experience like a class cohort (Padayachee, 2017). Despite these limitations, the theory has gained popularity, particularly in consumer products marketing, where it is used for market segmentation (Strauss & Howe, 1991; Israfilzade & Babayev, 2020).

Researchers have, up until this point, defined generations by referring to groups of people who belong to the same cohorts, age groups, and who have experienced certain events in common. To continue along this line of thought, the generational difference is almost always operationalised as a categorical variable, and the majority of researchers place participants into generational categories according to their dates of birth.

There is no single agreed-upon definition of the concept of generations among academics. The available classifications vary in terms of the names given to representatives of a particular generation as well as the years in which they were born (see Table 1).

**Table 1**

*The classification of generations based on a review of the literature.*

<b>AUTHOR(S)</b>	<b>SILENT GENERATION</b>	<b>BABY BOOMERS</b>	<b>GEN X</b>	<b>GEN Y</b>	<b>GEN Z</b>
<b>STRAUSS AND HOWE (1991)</b>	1925-1942	1943-1960	1961-1981	1982-2004	2005-2025
<b>HAMMILL (2005)</b>	1922-1945	1946-1964	1965-1980	1981-2000	2001-present
<b>LANCASTER AND STILLMAN (2009)</b>	1900-1945	1946-1964	1965-1980	1981-1999	-
<b>ROOD (2011)</b>	1922-1943	1944-1960	1961-1980	1981-2000	-
<b>WILLIAMS AND PAGE (2011)</b>	1930-1945	1946-1964	1965-1976	1977-1994	1994-present
<b>CHOMAŃOWSKA AND ŻARCZYŃSKA-DOBIESZ (2014)</b>	-	1946-1964	1965-1976	1977-1990	1990-present
<b>SOLMAZ AND OZKAN (2017)</b>	1925-1944	1945-1964	1965-1979	1980-2000	2000-present
<b>ACILIOĞLU (2015)</b>	1923-1945	1946-1964	1965-1979	1980-1999	2000-present
<b>BAŞGÖZE AND BAYAR (2015)</b>	1925-1946	1946 - 1965	1965 - 1983	1983-1999	2000-2012
<b>CHICCA AND SHELLNBARGER (2018)</b>	-	-	-	1980s-1990s	1990s-2012
<b>LAKATOS ET AL. (2018)</b>	-	-	1965-1980	1980-2000	2000-present
<b>JAIN AND DUTTA (2018)</b>	1900-1945	1946-1964	1965-1981	1982-2000	2001-present
<b>DIMOCK (2019)</b>	1928-1945	1946-1964	1965-1980	1981-1996	1997-2012
<b>KARASHCHUK ET AL. (2020)</b>	-	1943-1960	1961-1981	1982-2004	2005-2018
<b>TREJO (2021)</b>	-	1940-1959	1960-1979	1980-1994	1995-2010

This table is a compilation of various scholarly perspectives on the delineation of generational cohorts, as proposed by multiple authors over the years. These generational cohorts are commonly known as the Silent Generation, Baby Boomers, Generation X (Gen X), Generation Y (Gen Y, also often referred to as Millennials), and Generation Z (Gen Z). Therefore, each row of the table presents a different source's definition of the birth years for each generational cohort. For example, according to Strauss & Howe (1991), the Silent Generation was born between 1925 and 1942, Baby Boomers between 1943 and 1960, Gen X between 1961 and 1981, Gen Y between 1982 and 2004, and Gen Z between 2005 and 2025. These ranges are not universally agreed upon, as evidenced by the variations in each source's proposed years.

For instance, Hammill (2005) argues that the Silent Generation includes individuals born between 1922 and 1945, while Acilioğlu (2015) provides a similar range but ends a year earlier, in 1945. Some authors, like Jain and Dutta (2018), do not provide a specific range for the Silent Generation, instead indicating it as those born before 1945.

The generation Z, the youngest generation listed, is another example of a cohort with considerable variation in its defined range. While Strauss and Howe (1991) claim Gen Z births extend to 2025, Başgöze and Bayar (2015) define the cohort as those born between 2000 and 2012. Other sources, such as Williams and Page (2011) and Lakatos et al. (2018), leave the ending range open with "present", reflecting the ongoing nature of this generational group at the time of their research.

It's important noting that these divisions are not strict boundaries but are flexible and overlap. The slight discrepancies in these ranges from different sources indicate the dynamic nature of generational boundaries, which can change depending on cultural, economic, and political contexts. Generational cohorts are constructs that help demographers, sociologists, and marketers understand and categorize broad societal trends, but individual experiences within these groups can greatly vary.

In light of the aforementioned categorisations, the current study made the following assumptions:

- **The generation Y** is assumed to be represented by individuals born between 1980 and 1999;
- **The generation Z** is assumed to be represented by individuals born in 2000 or later.

Following that, in relation to the generations known as Gen Y and Gen Z, an analysis of the purchasing behaviours displayed by both of these generational cohorts is conducted further.

### ***Purchasing behaviour of Generation Y and Z***

The generation Y, also known as Millennials, are a crucial segment of the market, distinguished by their digital fluency, openness to innovation, and preference for living in the present (Ng & Johnson, 2015; Umutoni, 2021). Consequently, the authors (Lancaster & Stillman, 2009) also mentioned in their book that Millennials called in various ways including the next *Baby Boom* has been variously known as the *Echo Boom*, *Generation Y*, the *Baby Busters*, or *Generation Next*. This generation relies heavily on the Internet for communication, often opting for online transactions, with a 2015 survey showing that over 40% of male and 33% of female millennials preferred online purchases (Umutoni, 2021). Their proficiency in technology, coupled with their high numbers, positions them as a formidable market force. Consequently, businesses have targeted this group, taking advantage of their online presence and influence in driving Internet shopping trends. Notably, their preference for online reviews when making purchasing decisions offers valuable insights for both consumers and marketers (Silvia, 2019; Munsch, 2021; Israfilzade & Baghirova, 2022)

Research on Generation Y's online purchase behaviour demonstrates their frequent patronage of businesses linked via social media platforms like Facebook and Instagram (Silvia, 2019). Additionally, there is a positive correlation between a company's perceived reputation and trust, and Y Generation's purchasing intent. Armagan and Küçükkambak (2015) discovered that Generation Y's Internet and social media usage play a critical role in their purchase decisions. They found that attitudes toward fashion leadership greatly influence this demographics' purchase intention. In essence, millennials' purchasing power and customer behaviour are significantly impacted by their use of social media and internet-based technology, as well as by a company's perceived reputation and trustworthiness.

On the other hand, the Generation Z also referred to as iGen or post-millennials, significantly contribute to consumption patterns despite their relatively inactive participation in the labour force (Budac, 2014; Bulut, 2021). Their rapid adoption of social media and internet usage prompts companies targeting this demographic to adapt strategies that leverage these platforms effectively. However, their

propensity for swift consumption patterns poses challenges for businesses aiming to cultivate brand loyalty and establish long-term customer relationships (Altuntuğ, 2012; Bump, 2021).

The generation Z's purchasing behaviour is driven by several factors (Table 2). Their strong interest in new technologies significantly influences their purchasing decisions (Wood, 2013; Trejo, 2021). They also prioritise simplicity and efficiency, reflecting their penchant for achieving quick results. A third factor is an enhanced sense of security arising from their desire to secure financial stability, influenced by their experiences of economic uncertainty during their formative years. Lastly, Generation Z displays an escape motivation, unique to their generation, seeking solace in the advancements of virtual and augmented reality (Wood, 2013; Solmaz & Özkan, 2017; Munsch, 2021; Bump, 2021). Consequently, Generation Z's affinity for the internet and smartphone technologies, combined with their influence on the purchasing habits of other family members, underscores the need for businesses to pay keen attention to customer feedback and continually improve product and service quality.

**Table 2**

*A comparison and contrast of the characteristics and traits of the Millennial and Gen Z generations*

<b>Aspects</b>	<b>Generation Y - Millennials</b>	<b>Generation Z - iGen</b>
<i>Technological Fluency</i>	High proficiency, heavy internet usage	Widespread internet and smartphone usage
<i>Communication Preferences</i>	Email, Social Media, Mobile Devices	Social Media, Instant Messaging
<i>Driving Factors</i>	Online reviews, Social media influence	Novel tech, Simplicity, Financial security, VR & AR
<i>Consumption Behaviour</i>	Online purchases preference	Rapid transitions between products
<i>Brand Loyalty</i>	Mixed, influenced by online feedback	Lower, due to rapid consumption behaviours
<i>Storytelling</i>	More connected with stories	Similar preference for story-driven marketing
<i>Trust in Companies</i>	More trusting	Less trusting, swayed by social responsibility
<i>Spending Habits</i>	Focus on buying experience	Conservative, seek maximum value
<i>Shopping Habits</i>	Prefer online shopping	Prefer physical stores for quality assurance
<i>Mobile Purchasing Habits</i>	Less likely for mobile purchases	More likely to make mobile purchases
<i>Social Media Platforms</i>	Spend time on social networks	Prefer video-based platforms
<i>Saving Habits</i>	Buy private-label products, discount retail	Buy second-hand, use buy-now-pay-later options
<i>Convenience vs Brand Priority</i>	Mostly prioritize convenience	Mostly prioritise convenience
<i>Home Delivery Preferences</i>	Less interested in immediate delivery	Prefer immediate home delivery
<i>Product Personalization</i>	Mostly expect personalised offers	Mostly expect personalised offers
<i>Privacy Concerns</i>	All of them want info used responsibly	All of them want info used responsibly

*Source:* The table 2 was adapted and implemented by the author, representing from multiple scholarly sources (Ng & Johnson, 2015; Dabija & Lung, 2018; Israfilzade & Babayev, 2020; Trejo, 2021; Bump, 2021; Bulut, 2021, Israfilzade & Baghirova, 2022).

While both Generation Y or Millennials, and Generation Z, or iGen, demonstrate a high proficiency in technology, their preferences vary across communication, consumption, and trust in companies.

Millennials are influenced by online reviews and social media, preferring email for communication, online shopping, and focusing on buying experience. They display mixed brand loyalty, a strong connection with storytelling, and more trust in companies. In contrast, Generation Z values novelty, simplicity, and financial security, preferring social media and instant messaging, shopping at physical stores, and seeking maximum value for money. They show less brand loyalty and trust in companies but can be swayed by demonstrations of social responsibility. Both generations share an emphasis on privacy, the preference for convenience over brands, and the expectation of personalised offers, but diverge in their home delivery preferences and saving habits.

### **Research Methodology**

The study explores the under-researched area of remarketing, a digital advertising strategy targeting customers who have previously interacted with a brand. Despite its increasing popularity, the influence of remarketing on purchase behaviours, particularly those of Generation Z (Gen Z) and Generation Y (Gen Y), remains less explored. Given their technological adeptness and active online presence, these cohorts represent an attractive target market. However, their divergent attitudes toward advertising suggest that remarketing strategies should be tailored to each generation for optimal impact.

### **Sample**

The research was conducted with a sample size of 316 respondents. This sample size was determined to be adequate for conducting a study of this nature, which is focused on discerning potential differences in purchasing behaviour between different generations and genders in relation to remarketing strategies. Notably, a sample size of 316 allows for robust statistical analyses, and its adequacy is reinforced by research guidelines that suggest a minimum of 30 participants per group for statistical power in behavioural research (Suresh & Chandrashekara, 2012). The respondents were selected from Eastern European and Caucasus countries, specifically Lithuania, Ukraine, Georgia, and Azerbaijan. The study was conducted online, enabling the inclusion of participants from a wide range of geographical locations. This methodological choice reflected our aim to explore generational differences in the context of remarketing strategies across a geographically diverse sample, thus increasing the ecological validity of the findings. Participants were recruited through various means, including social media platforms popular in these regions, email outreach, and partnerships with local organizations and institutions. A snowball sampling, where initial respondents referred other potential participants was also employed.

The primary research objective was to elucidate differences in the impact of various remarketing strategies on the purchasing behaviours of Gen Z and Gen Y. The study thus investigates how these cohorts respond to different remarketing channels such as search engines, social media, display, email, etc. The research question posed is: *"How can businesses tailor their remarketing strategies to target Gen Z and Gen Y more effectively in digital advertising?"*

Five types of remarketing were examined: email, display, social media, search engine, and video, with the aim of determining which methods are most effective for Gen Z and Gen Y. Hypotheses were formulated around the statistically significant differences in purchasing behaviours across these remarketing channels. Table 3 lists five hypotheses (H1 to H5), each hypothesizing a statistically significant difference in purchasing behaviour between Gen Z and Gen Y customers across five remarketing channels: email, display, social media, search engine, and video.

**Table 3***Development of hypothesis*

Hypothesis		Variable	References
<b>H1</b>	There is a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Email Remarketing.	Email Remarketing	Grad-Gyenge and Filzmoser (2016); Dixit and Kesarwani (2018); Li et al. (2021); Mittal and Kumar (2022)
<b>H2</b>	There is a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Display Remarketing.	Display Remarketing	Lambrecht and Tucker (2013); Luh and Wu (2019); Mercanti-Guérin (2020); Munsch, (2021); Yoon et al. (2023)
<b>H3</b>	There is a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Social Media Remarketing.	Social Media Remarketing	Silvia (2019); Pauliene and Sedneva (2019); Farman et al., (2020); Mude and Undale (2023),
<b>H4</b>	There is a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Search Engine Remarketing.	Search Engine Remarketing	Miklosik (2019); Guérin (2021); Kovachevski and Zendeli (2021); Singh et al. (2022)
<b>H5</b>	There is a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Video Remarketing.	Video Remarketing	Kim (2015); Yang et al. (2017); Remondes (2021); Israfilzade and Baghirova (2022)

The *first* hypothesis suggests a difference in purchasing behaviour between Gen Z and Gen Y customers when it comes to email remarketing. Several studies have been carried out on this subject, highlighting different aspects of email remarketing and its effect on customers' behaviour. Grad-Gyenge and Filzmoser (2016), Dixit and Kesarwani (2018), Li et al. (2021), and Mittal and Kumar (2022) all provide different insights into the email remarketing phenomenon, establishing a foundation for this hypothesis. The *second* hypothesis posits a difference in purchasing behaviour between Gen Z and Gen Y consumers in relation to display remarketing. The works of Lambrecht and Tucker (2013), Luh and Wu (2019), Mercanti-Guérin (2020), Munsch (2021), and Yoon et al. (2023) research are used to this hypothesis where studies collectively discuss the effects of display (re)marketing on customer behaviours. The *third* hypothesis asserts that there's a significant difference in purchasing behaviour between Gen Z and Gen Y consumers with regard to social media remarketing. This is strengthened by various studies such as those by Silvia (2019), Pauliene and Sedneva (2019), Farman et al., (2020), and Mude and Undale (2023), all of which discuss the influence of social media remarketing on consumers and the possibility of generational differences. The *fourth* hypothesis suggests a distinct difference in purchasing behaviors of Gen Z and Gen Y customers in relation to search engine remarketing. This hypothesis is backed by the work of Miklosik (2019), Guérin (2021), Kovachevski and Zendeli (2021), and Singh et al. (2022), which provide a comprehensive exploration of search engine remarketing and its impact on different generational cohorts. The *final* hypothesis posits a significant difference between Gen Z and Gen Y consumers' purchasing behavior in terms of video remarketing. This is backed by studies by Kim (2015), Yang et al. (2017), Remondes (2021), and Israfilzade and Baghirova (2022). These works explore the growing influence of video remarketing and its potential differential effects on Gen Z and Gen Y consumers.

The study underscored the need to comprehend the distinct characteristics and preferences of different generations for effective digital marketing. By analysing the effectiveness of diverse remarketing channels, insights were gleaned on the methods that work best for each generation.

A mixed-method approach was adopted, comprising both quantitative and qualitative research. Quantitative data was collected via an online questionnaire to assess the impact of remarketing on purchasing patterns. This data was then processed using Jamovi (<https://www.jamovi.org>) statistical analysis software to test the hypotheses. The researcher also used Google Forms to distribute the online survey among individuals born after 1980 (Gen Z and Gen Y). The insights garnered from this study can help digital marketers enhance their strategies, leading to improved conversion rates.

The research paper outlined a questionnaire-based survey segmented into six sections. The first section captured the demographic information, while the subsequent sections focused on diverse aspects of remarketing. A 7-point Likert scale was utilized to gauge the participants' views on various remarketing strategies, offering a precise and reliable data collection method. To explore the impact of email remarketing on the purchasing decisions of Gen Z and Gen Y participants, the questionnaire's second section used a 5-item (ERM1-ERM5) questionnaire, derived from Sarıtaş's (2019) research.

The questionnaire's third section analysed display remarketing with a 3-item (DRM1-DRM3) survey based on Voss's et al. (2003) research. The fourth part examined the influence of social media remarketing on the purchasing process, employing a 5-item (SMRM1-SMRM5) questionnaire drawing from Yıldırım's (2021) research. The fifth section of the questionnaire aimed to scrutinize the effects of search engine remarketing on purchase decisions, using a 3-item (SERM1-SERM3) survey developed from Demir's (2016) research. The final section focused on the impact of video remarketing ads on purchasing decisions with a 2-item (VRM1-VRM2) questionnaire based on Voss's et al. (2003) research. The questionnaire used a Likert scale across sections to consistently gauge participants' level of agreement or disagreement with the statements.

## Research Results

The table given is presenting a descriptive analysis of the respondents from a particular research study (Table 4). It provides a breakdown of the demographic profile of the respondents in terms of gender, generation, degree, and occupation.

**Table 4**

*Descriptive analysis of the respondents*

<b>Variable</b>	<b>Variable characteristic</b>	<b>Counts</b>	<b>Percentage of total</b>
<b>Gender</b>	Female	160	50.60%
	Male	141	44.60%
	Other	15	4.70%
<b>Generation</b>	Gen Y	147	46.50%
	Gen Z	169	53.50%
<b>Degree</b>	High school	62	19.60%
	Bachelor	144	45.60%
	Master	98	31.00%
	Doctoral	7	2.20%
	Professional	5	1.60%
<b>Occupation</b>	Employed	133	42.00%
	Not working and looking for work	57	18.00%
	Not working and not looking for work	105	33.00%
	Self employed	21	7.00%

Consequently, in terms of gender, the majority identified as female (50.6%), followed by male (44.6%), and a minority self-identified as 'other' (4.7%). Stratification by generation revealed a higher presence of Gen Z (53.5%) compared to Gen Y (46.5%). The distribution of educational qualifications displayed the largest group as bachelor's degree holders (45.6%), followed by high school graduates (19.6%), and Master's degree holders (31.0%), while those with doctoral and professional degrees represented a minor proportion (2.2% and 1.6% respectively). With regard to occupation, 42% were employed, 18% were actively seeking work, 33% were not currently seeking work, and 7% were self-employed.

### **Reliability of the analysis**

The paper emphasises the significance of reliability analysis in empirical research, ensuring the accuracy and dependability of data collection instruments. This process allows for valid interpretations and conclusions by attributing observed response variations to actual differences rather than measurement errors. Also, the research employs skewness and kurtosis in assessing data distribution properties, which proves vital in determining whether the data follows a normal distribution. Using Jamovi software, the paper assesses the skewness and kurtosis of Generation Y and Generation Z's responses to discern any substantial differences (Table 5). The results indicate the normal distribution of data within the accepted skewness and kurtosis ranges.

**Table 5**

#### *Skewness and Kurtosis analysis*

Code	Gens	N	Mean	Median	SD	Skewness		Kurtosis	
						Skewness	SE	Kurtosis	SE
<b>ERM</b>	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
<b>DRM</b>	Y	149	3.72	4.00	1.22	-0.18	0.20	-0.69	0.40
	Z	170	3.37	3.00	1.34	0.43	0.19	-0.51	0.37
<b>SMRM</b>	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	0.20	0.37
<b>SERM</b>	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
<b>VRM</b>	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 employed to gauge the internal consistency of the survey (Table 6). The paper highlights the superior advantage of Omega in estimating the true reliability of a scale. The survey evaluates the comparison of Gen Z and Gen Y's responses to remarketing tactics using Likert scale questions, ensuring their reliability and accuracy. The Cronbach's alpha and McDonald's omega values range from 0 to 1, indicating the internal accuracy of the scale variables. The results reveal an alpha coefficient of 0.838 and a McDonald's omega of 0.845, both within the "good" reliability range according to Jamovi. Additionally, the standard deviation of 1.11 suggests closeness to the true value.

**Table 6**

#### *Scale Reliability Statistics*

Code	Cronbach's $\alpha$	McDonald's $\omega$
<b>ERM</b>	0.823	0.826
<b>DRM</b>	0.819	0.824
<b>SMRM</b>	0.844	0.851

<b>SERM</b>	0.851	0.852
<b>VRM</b>	0.840	0.841

Specifically, Cronbach's alpha coefficients ranged from 0.819 to 0.851, and McDonald's omega coefficients exhibited a similar range from 0.824 to 0.852. These ranges demonstrate the internal consistency and reliability of the survey results.

### **Hypothesis testing results**

The hypotheses of the study were examined through the implementation of an independent t-test, which was facilitated by the use of Jamovi software. *The aim of the study* was to examine the impact of five factors on consumer buying patterns, with a particular emphasis on contrasting the purchasing behaviour of Generation Z and Generation Y. The researcher established a significance level of 5%, denoted by  $\alpha = 0.05$ , whereby outcomes falling below this threshold would be considered statistically significant. All hypotheses were determined to be valid based on the established criteria, as they exhibited a p-value below 0.05 (Table 7). The present study reveals a noteworthy difference in the buying patterns of Generation Z and Generation Y consumers, taking into account the impact of five discrete remarketing strategies in the domain of digital marketing. The observed difference is statistically significant.

**Table 7**

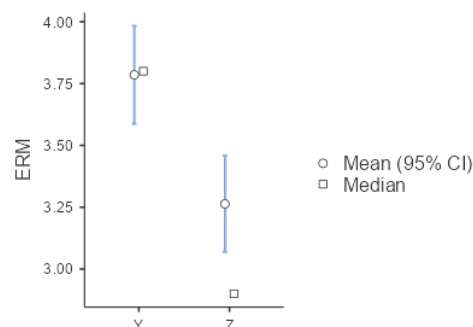
*Independent Samples T-Test*

<b>CODE</b>	<b>FACTORS</b>	<b>STATISTIC</b>	<b>P</b>	<b>RESULT</b>
<b>ERM</b>	Email remarketing	3.69	< .001	Accepted
<b>DRM</b>	Display remarketing	2.48	0.013	Accepted
<b>SMRM</b>	Social Media remarketing	-2.23	0.026	Accepted
<b>SERM</b>	Search Engine remarketing	-2.14	0.033	Accepted
<b>VRM</b>	Video remarketing	-2.17	0.038	Accepted

The first hypothesis of this research postulated a significant difference in Email Remarketing (ERM) influenced purchasing behaviour between Gen Z and Gen Y consumers. The empirical analysis **confirmed** this hypothesis ( $p < 0.001$ ), reflecting distinct generational responses to remarketing tactics. The mean ERM value for Gen Y was 3.79, with a median of 3.80 and a standard deviation (SD) of 1.23, while Gen Z recorded a mean ERM of 3.26, a median of 2.90, and SD of 1.29 (Figure 1).

**Figure 1**

*Group Descriptive Analysis of ERM Mean and Median Values*

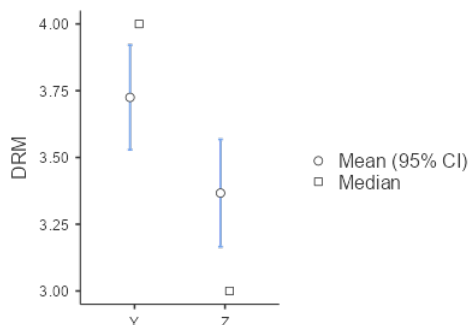


The second hypothesis proposed that “*There was a statistically significant difference between the purchasing behaviour of Gen Z and Gen Y customers in terms of Display Remarketing*”. According to an independent statistical examination of the t-test, the hypothesis is **accepted** (p-value 0.013), demonstrating that there is a statistical difference between the two generations. According to the data shown in Figure 2, 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 2**

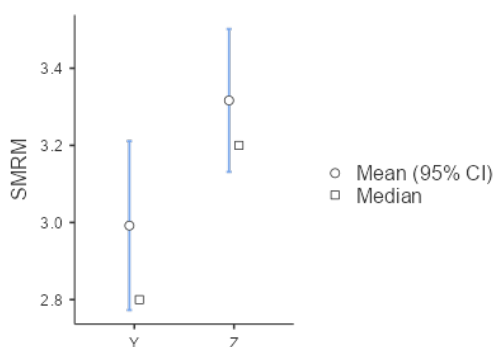
*Group Descriptive Analysis of DRM Mean and Median Values*



According to the third hypothesis, “*There was a statistically significant difference between the purchasing behaviour 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 behaviour of Gen Z and Gen Y influenced by Social Media Remarketing (SMRM). Figure 3 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 3**

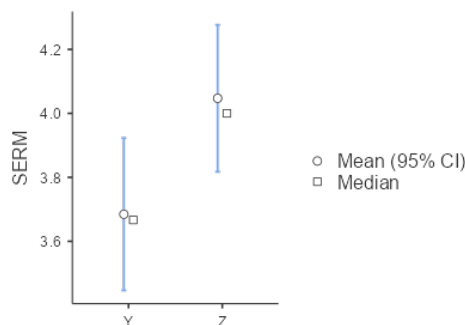
*Group Descriptive Analysis of SMRM Mean and Median Values*



The fourth hypothesis posited that, “*There is a statistically significant difference between the purchasing behaviour 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 (Figure 4).

**Figure 4**

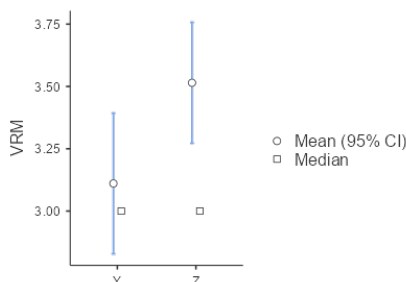
*Group Descriptive Analysis of SERM Mean and Median Values*



In accordance with the final hypothesis (H5), “There was a statistically significant difference between the purchasing behaviour 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 0.038 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 (Figure 5). 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.

**Figure 5**

*Group Descriptive Analysis of VRM Mean and Median Values*



In short, the conducted t-tests provided substantial evidence confirming all hypotheses, thereby emphasising distinct purchasing behaviours across different generational cohorts. These findings underscore the necessity of considering generational influences when understanding consumer behaviour and designing remarketing strategies.

## Discussion

Technological advances have significantly transformed the business-customer communication, leading to innovative digital marketing strategies, such as remarketing. This online advertising approach helps businesses re-engage customers who have shown prior interest in their products or services. The current research scrutinizes five key remarketing tactics—email, display, social media, search engine, and video remarketing—comparing their effects on two distinct generations: Gen Z (born after 1999) and Gen Y or Millennials (born between the early 1980s and mid-1999).

The research presented in this study provided a substantial contribution to the understanding of the influence of digital remarketing strategies on Gen Z and Gen Y's purchasing behaviours. The investigation shed light on the significant differences in purchasing behaviours between these two cohorts across five remarketing channels, including email, display, social media, search engine, and video. These findings underscore the importance of tailoring remarketing strategies to align with the unique characteristics and preferences of different generations, thereby enabling more effective and impactful digital advertising.

These generations, each rose in a distinct technological era, exhibit varying online behaviours and purchase intentions. Investigating these differences can help businesses craft engaging, generation-specific remarketing ads. The research aimed to identify any statistically significant discrepancies in how these two generations respond to different remarketing strategies. To do this, five hypotheses were posited, each relating to a specific remarketing tactic. These hypotheses were tested using a questionnaire disseminated to both generations.

*The findings supported all five hypotheses*, indicating that each generation has unique purchasing behaviour, influenced by different remarketing strategies. An independent sample t-test provided robust evidence of these distinct patterns, which businesses can exploit to develop more effective marketing campaigns. For instance, Gen Y demonstrated a more considerable influence of email and display remarketing on their purchasing behaviour compared to Gen Z, as shown by higher mean values in these categories. Conversely, Gen Z revealed more significant effects of social media, search engines, and video remarketing on their purchasing decisions. This highlights the divergent responses to varying remarketing channels across these two technologically adept generations, a fact that digital marketers should leverage to improve their strategies and ultimately conversion rates.

The current study may also be in disagreement regarding the findings of other studies (Ting et al., 2018) that have found differences between different generational cohorts to be statistically insignificant.

The findings of the current study are consistent with those of previous studies (Silvia, 2019; Pauliene & Sedneva, 2019; Mude, & Undale, 2023) that compared the use of social media by members of Generations Y and Z. According to the findings of that research, Generation Z utilises it more for entertainment, shopping, and socialisation, whilst Generation Y utilises it for information gathering which leads difference among remarketing tactics.

This research enriches the current literature on digital marketing and inter-generational purchasing behaviour patterns (Wood, 2013; Silvia, 2019; Trejo, 2021; Munsch, 2021; Israfilzade & Baghirova, 2022). The study also referenced prior research exploring the behaviours of Generation Y (Ng & Johnson, 2015; Pauliene & Sedneva, 2019; Israfilzade & Babayev, 2020; Budiman, 2021) and Generation Z (Budac, 2014; Chicca & Shellenbarger, 2018; Dabija & Lung, 2018; Munsch, 2021; Trejo, 2021). These studies collectively reaffirmed the importance of comprehending each generation's unique characteristics when crafting marketing strategies. Topics investigated include the impact of social media recommendations on purchase intention (Pauliene & Sedneva, 2019), comparative social media usage (Mude & Undale, 2023), and online shopping behaviour (Dabija & Lung, 2018; Trejo, 2021). Therefore, the current paper's findings align with the general understanding of Gen Z's increased affinity for more interactive and visual platforms such as social media and video channels, compared to Gen Y's known preference for email and display marketing.

This study delves into the shifting consumer behaviours, especially of Gen Z and Gen Y cohorts, in response to the emergent remarketing strategies employed by the advertising business. These strategies, particularly the email and display remarketing, have been seen to be more effective on Gen Y consumers who show greater engagement and perceive them as more relevant. These differences can be attributed to generational psychological and societal differences. Gen Y, having grown up during a period of technological innovation, are more at ease with these channels and are early adopters of new technologies. On the other hand, Gen Z, known as true digital natives with short attention spans, is less likely to participate in these forms of marketing that require longer attention spans.

Survey results further highlight significant differences in Gen Z and Gen Y's responses to display remarketing, social media remarketing, search engine remarketing, and video remarketing. Gen Z shows greater engagement with social media and search engine remarketing, considering these ads more reputable, influential, and less disruptive than Gen Y. This may be attributed to Gen Z's preference for

visually appealing and entertaining content, and their reliance on social media for information. However, Gen Y's exposure to the evolution of online search tools has made them more aware of search engine optimization strategies and therefore they respond more positively to search engine ads. Video remarketing has seen differing responses from both generations, with Gen Z finding them more educational and motivating, while Gen Y values informative content.

The present study highlights several potential avenues for future research. These studies will enable gaining a deeper understanding of how two generations respond to various remarketing strategies and beyond. The following are potential avenues for future research.

### **Limitations**

- *Demographic Limitation:* The research was primarily focused on Gen Y and Gen Z, and did not include older generations, which could limit the comprehensiveness of the findings.
- *Remarketing Tactics Analysed:* The study was restricted to only five remarketing strategies, excluding several other potential methods that may also influence consumer behaviour.
- *Time Constraints:* Due to a tight timeline, the researchers had limited time for distributing the survey, potentially reducing the sample size and affecting the generalisability of the results.
- *Data Collection Methods:* The online questionnaire methods may have limited the depth and richness of the data collected, particularly given the lack of nonverbal cues and detailed contextual responses.
- *Sample Selection:* The convenience sampling strategy employed may have introduced bias into the study, limiting the ability to generalise the findings to a broader population.

### **Conclusions and Implications**

The advent of digital technology has revolutionised the communication landscape between businesses and customers, paving the way for extensive sharing of experiences and insights on a global scale. As a result, digital platforms have become integral to modern business operations, functioning as a global promotional tool, with remarketing strategies gaining significant attention for their potential to improve conversion rates. The presented here research crosses this contemporary field by studying the impact of remarketing on the purchasing behaviour of Generation Z and Generation Y. These demographics represent crucial consumer segments in the current market, making this study both topical and relevant. The research aims to plug a gap in the existing literature by offering a unique investigation into the interplay of remarketing strategies and the preferences of these digitally sophisticated generations.

The study offers an essential examination into the effect of remarketing strategies on the purchasing behaviours of Gen Y and Gen Z, illuminating key insights on the consumer dynamics within these demographic segments. The study leverages both primary and secondary data, with the primary data drawn from research participants and secondary data sourced from global reports and published literature. The research achieves its objectives through a comprehensive literature review, a mix of qualitative and quantitative methodologies, and an in-depth discussion of the findings. Notably, the research confirms a significant difference between Generation Z and Generation Y in their purchasing behaviour, shaped by various remarketing tactics. While it acknowledges its limitations in scope and generality, the paper points out the opportunities for future research to enhance understanding of the effects of remarketing on different customer journeys, across various generations, industries, and a broader range of tactics.

The study reveals the efficacy of specific remarketing strategies including email, search engine, social media, and video remarketing. These tactics are integral components of contemporary business marketing portfolios and are shown to impact the purchasing behaviours of the studied generations.

Gen Y consumers show greater engagement and perceive remarketing as more relevant, attributed to generational psychological and societal differences. Gen Z, being digital natives with short attention spans, is less likely to participate in marketing that requires longer attention spans. The study also reveals significant differences in Gen Z's responses to display, social media, search engine, and video remarketing. Gen Z prefers visually appealing content, while Gen Y is more aware of search engine optimization strategies and responds positively to search engine ads.

### ***Implications***

The conclusions drawn from this study offer noteworthy contributions to academic discourse and practical applications within the realm of marketing.

From an *academic perspective*, this study enriches the body of knowledge regarding remarketing techniques and their influences on purchasing patterns, specifically within Gen Y and Gen Z consumer groups. The research not only identifies existing limitations but also advocates for future exploration to further enhance and solidify knowledge in this domain.

For *practitioners*, the insights derived from the research offer businesses and marketers a more targeted approach to engaging Gen Y and Gen Z consumers. This study emphasises the importance of prioritizing common values in business operations and utilizing specific remarketing techniques to enhance outreach and engagement. It also urges marketers to venture into other remarketing tactics that were not explored in this research, thereby expanding their understanding and effectiveness of their marketing campaigns.

In summary, this research provides an important foundation for the enhancement of remarketing strategies, with a specific focus on the evolving needs and expectations of Gen Y and Gen Z consumers. It underlines the gaps in the current study, charting avenues for future exploration and enriching understanding of the interplay between remarketing techniques and consumer behaviour. The study concludes by reiterating its contribution to the field of marketing, both in terms of advancing academic knowledge and offering valuable recommendations for practical application.

### ***Suggestions for Future Research***

- *Broaden Demographics*: Given the initial focus on Gen Y and Gen Z, the future research should seek to include older generations to provide a more comprehensive understanding of the impact of remarketing techniques across various age groups.
- *Explore Additional Remarketing Tactics*: The initial research examined the impact of five remarketing strategies, thus future studies should aim to incorporate and assess other tactics such as dynamic remarketing, customer loyalty programs, and personalised product recommendations.
- *Industry-Specific Analysis*: The initial study was broad and not industry-specific. To gain more nuanced insights, future research could focus on the impact of remarketing techniques within specific industries.
- *Investigate Impact at Different Consumer Journey Stages*: The influence of remarketing on other stages of the consumer experience such as initial product awareness, consideration, post-purchase appraisal, and referrals should be examined in the future research.

As with other scientific activities, the given research is subject to certain limitations. Recognition of these factors is essential in order to gain a comprehensive understanding of the scope and prospective applicability of the findings. The research was limited by the subsequent restrictions.

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## Conflict of Interest

None.

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