

# Effects of Remarketing Implementations on Consumers' Behaviour

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**Abstract:** Rapid scientific and technological developments affect and reshape many industries. The Internet leads these developments and marketing, therefore, changes dramatically. The Internet improves consumer relations practises by changing companies' relations with their consumers, also creates new markets. Moreover, companies are able to implement personalized marketing practises thanks to the Internet. With remarketing applications, companies can serve their target customers in a personalized way on their website by scanning the customers' past preferences. On the Internet, many companies use remarketing ads and consumers face these ads very often. This paper, aiming to reveal thoughts and expectations of consumers' on these practises, use 5 point Likert Scale and this scale is applied in Karabük/Turkey to 400 people, doing shopping on the Internet. The results show that there are some negative effects like excessively repeating ads in addition to some positive effects on customers' shopping process. Besides, effects of information like visual quality, price and discount are revealed and some suggestions are made according to the results.

**Keywords:** Remarketing, Online marketing, consumer behaviour

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## I. INTRODUCTION

There are full of easily observable, exciting and dynamic examples for the area of consumers' behaviour because people have to put a very strong effort to satisfy their needs for a lifetime. Marketing experts try to find an answer to questions such as "Who forms the market?", "What do they buy?", "Where do they buy?", "How do they buy?", "When do they buy?" and "Why do they buy?" (Odabaşı and Barış, 2015: 16).

Marketing practises have to change because of the changing lifestyles, variety of customers and rapid improvement of technology. Because this conversion affects the business world, marketing practises are also forced to change (Ersoy and Gülmez, 2013: 23). Customers' complex needs cause companies to develop new e-marketing strategies. The Internet is a very popular tool for customers and a part of the daily life globally (Johansson and Kjallberg, 2014: 9). At this moment, customers try to choose the most suitable company by examining the guidelines, researching on the Net, phoning the other alternatives, scanning the ads and joining the commercial fairs. In this sense, today, one of the most important tools for shopping is the Internet (Kotler, 2002: 119).

Marketing on the Internet is defined as interaction between the company and the customer without any limitation, applying marketing practises and making the deal by using the Internet and digital technologies related to the Internet (Silkü, 2009: 2282). The Internet has many advantages for both the customer and the company such as simplicity, saving, preference, personalization and information.

Customers take on a different dimension because they look for alternatives and ask many questions about the products. Moreover, customers can use the Internet in the every stage of shopping process. For example, The Internet provides some advantages for customers like comparing the price, quality and other aspects of a product between alternatives, asking questions to experts and companies (Özcan, 2010: 32).

Communication cost on the Internet is very low comparing to standard marketing tools. Cost is just price of the access to the Internet. Conveying messages to the target group in a very short time and being able to change the message are the other advantages of marketing on the Internet. The Internet provides companies a direct interaction with the customers in a cheaper, easier, faster and more effortless way (Yükselen, 2013: 124).

Online marketing is very different from traditional mass media marketing. While printed ads, TV and radio ads do not allow to personalized approaches, for digital marketing, reaching the information about the customers easily, personalization is very easy. Online and/or standard sellers use "cookies" in order to scan what customers search most for shopping. Companies can serve their customers with personalized suggestions according to customers' past online shopping. Customers face with ads repeatedly related to their past online buying on the websites or even searching they have done so far (Lambrech and Tucker, 2011: 78). This practice, helping customers reach websites, doing shopping before, and showing ads according to the products they bought, is named as "Remarketing". When consumer searches for a product on the Net, ads for the product or similar products show up. Actually, this is company's way of saying "You came to this store and looked for this product, and now think about it again." Remarketing, as it can be understood from its name, markets the product again ([www.yasinkaplan.com.tr](http://www.yasinkaplan.com.tr)).

## II. LITERATURE REVIEW

Remarketing, which is a ultimately personalized form of marketing, is an invention that tries to show customers ads in the very correct time and place (Helft and Vega, 2010). Remarketing can be the one and only advertising strategy for online and traditional marketing. Concept is targeting the customers, already having visited the websites, and showing them the ads repeatedly. On the website, customers, only visiting the specific pages, are targeted (Danylchuk, 2013). Web site is not completely open to the customers; the specific page that the customers are interested in is showed.

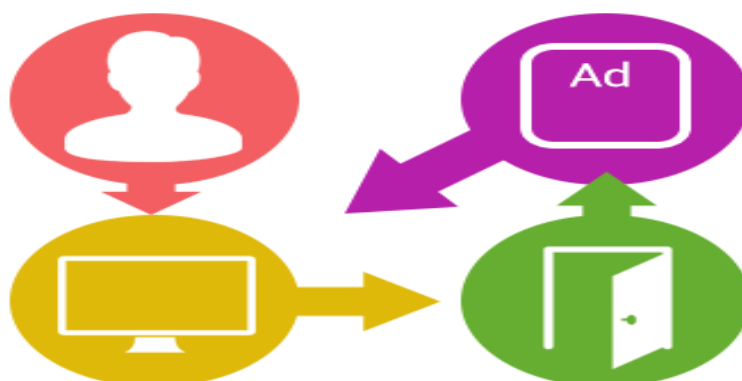


Figure 1. Remarketing-applying process (<http://www.digital9media.com>)

As it can be seen in the Figure 1, a tracing code is added to all the pages of the website for remarketing ads. After this code is active, cookies are added to visitors' browsers and lists are made according to platform used by the company. After ads are edited, targeting options are presented by the help of the lists. Remarketing ads can convey the right messages to customers when they are used correctly, besides their feedback rate is rather high ([www.yilmazmercan.com](http://www.yilmazmercan.com)).

There are many advantages of remarketing ads for companies. These advantages can be listed as below ([mehmetislam.wordpress.com](http://mehmetislam.wordpress.com)):

- It is a system that enables companies to reach their customers in a very personalized way.
- It is a system that targets the customers who visited the website before. Thus, it can trace the websites that customers visit. When customers surf on the Net, they can see ads about the companies on random websites.
- By recognizing the customers that have high possibility of giving feedback, it can reduce the cost of feedback.
- This remarketing code can be placed on different websites; a user list can be prepared from these different sites.
- "AIDA" can be used as an abbreviation for Remarketing process. AIDA shows the process that how a customer buys a product that he/she does not know anything about it. Most models, developed after AIDA, are based on AIDA. For example, NAIDAS is developed for showing how customers behave after buying the product beside how they behave beforehand (Aktaş, 2011:17-18).

Abbreviation "AIDA" is stated as (Macomber, 2013: 17-18) :

A: (Awareness) Simple ads, including your company's logo and name, can be presented for the customers that do not know or are not aware of your products.

I: (Interest) You can present remarketing ads for the customers who show some interest about a product you sell.

D: (Desire) You can convince the customers who give up buying a product from your company by presenting discounts and customer satisfaction rates.

A: (Action) When a customer buy a product from your company, you can show some ads about related products.

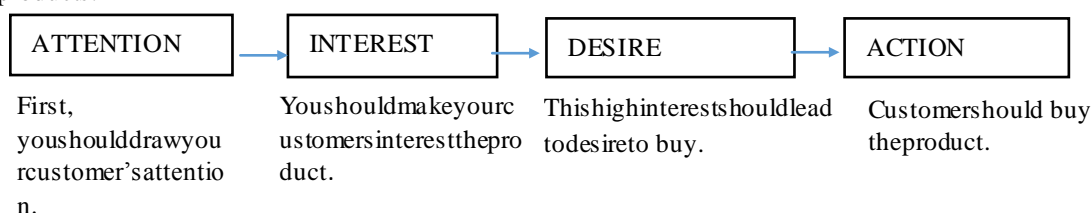


Figure 2: AIDA Model (Aktaş and Zengin, 2010:33)

According to this model developed by Elmo Lewis in 1900's, consumers proceed gradually in the way of buying. As can be seen in Figure 2, first thing to do is drawing customer's attention, then making them desire the product and finally making them buy it (Aktaş and Zengin, 2010: 33).

NAIDAS is developed as a more complex form of AIDA. Process in NAIDAS is similar as process in AIDA. However, in addition to process in AIDA, NAIDAS takes customers' needs before shopping and satisfaction level after shopping into consideration before remarketing the product (Aktuğlu, 2006: 6).

NAIDAS model is a customer-biased model. According to the model, firstly, a customer needs the product. This process is followed by "Attention – Interest – Desire – Action" steps. Last step of the NAIDAS process is to satisfy the customers via advertisement messages (Bati, 2010: 784). Because the product searched by the customer is, at the same time, the product needed by the customer, remarketing practices make sense.

The most important thing in remarketing is to ensure that the retargeting process is applied to the right person in the right time. Personalized retargeting ads are 6 times more effective than standard banner ads and 4 times more effective than generic retargeting ads (Lambrecht and Tucker, 2011: 78).

Sometimes, Internet users are directed to other websites unintentionally and aren't interested in the products at all. In this case, facing with the ads doesn't mean anything to the customers but they can see the ads as spam. Besides, users, who are exposed to remarketing, have already buy the product. In addition, customers leaving the websites for any negative reasons are bored with recurring ads (<http://eticaretmag.com>).

Companies over remarketing their products can face with negative results. One of the over remarketing practices is to show a customer the same ad for a very long time (<http://mehmetislam.wordpress.com>). Tucker (2013: 6) states that as long as companies ensure their customers' privacy, they can use personalized ads in order to reach high click rates.

Previous studies answered the following questions; "How is targeting possible for offline social media?" (Manchanda, Xie and Youn, 2008), "How is social media used for targeting ads?" (Tucker, 2012), "How do Internet users' perceptions over control of their personal information effect possibility of clicking on social media ads?" (Tucker, 2013). Lambrecht and Tucker (2011) used data taken from a travel agency to evaluate the effects of dynamic remarketing and generic remarketing. As a result, it is stated that generic remarketing is not effective. Secondly, dynamic remarketing is effective for customers defining their needs.

By cooperating with an expert advertising agency, in their study on the importance of confidence for personalized advertising, Bleier and Eisenbeiss (2015) clearly state that confidence on retailers makes customers approach the personalized ads in a quite moderate way. In the study, conditional aspects (scanning models, scanning patterns, etc) and personal qualities (age, shopping behavior, etc.) aren't taken into consideration.

Yang and et al. (2015) used focus group analysis to analyze conceptual models in their study, based on social marketing theory, in which they develop an e-commerce website associating remarketing ads and social network ads. In conclusion, they suggest, "People can accept social media remarketing but not too much.", "Social media remarketing is more effective than traditional ads" and "Social media remarketing is more effective for developing virtual ads.

According to the result of the literature review, it has not been encountered any comprehensive study regarding how the remarketing practices are perceived by consumers. This shows the significance of the study. The research question of the present study is constructed as "Is there a significant effect of the remarketing practices on behavior of the consumers?"

### III. METHODOLOGY

The aim of this research is to determine what customers think about remarketing ads and how they perceive remarketing ads according to their age, gender, educational status, monthly income, employment status, frequency of shopping on the Net and time they spend on the Net. Research model is descriptive analysis and required data is obtained via questionnaires. Questionnaires are applied to the participants face-to-face in Karabük in February – May 2015.

Population is composed of consumers living in Karabük. According to the results of 2015 Address Based Population Registration System, population of central district of Karabük is 132.658 (<http://biruni.tuik.gov.tr>). 500 customers fill in the questionnaire in company with researchers and 400 customers' questionnaires are evaluated. For a population over 100.000, 384 samples are seen as sufficient (Altunışık et al., 2010: 135).

In this research, 5 points Likert scale is used to evaluate consumers' perception over remarketing practices. This scale is created by scanning literature and consulting experts. This scale is composed of 28 item. This items is stated as "1=Strongly disagree", "2=Disagree", "3=Undecided", "4=Agree" and "5=Strongly agree". Reliability co-efficient of the test is calculated as Cronbach Alpha's 0,921. Suitability of data obtained from implemented assessment instrument to sample group is figured, at 0.0000 level, as KMO 0,910 and Barlett test 5877,261. It is accepted that there are 4 factors in scale. Variance percentage and total variance percentage of attributes, related to these 4 scales, is shown at Table 1. As can be seen at Table 1, attributes of all factors are

above 1. All the 4 factors can explain 56,81 % of total variance. Kline (1994: 37) stated that variance rate is acceptable. Thus, the acceptability of this scale is proven at the rate of 56,81.

Table 1. Factor Structures

Factor	Attribute	Variance Percentage	Total Variance Percentage
Remarkable features	9,506	33,952	33,952
Desirable features	2,693	9,617	43,568
Negative features	2,375	8,484	52,052
Enabling features	1,333	4,760	56,812

As a result of factor analysis, items numbered as 7, 8, 9, 10, 11, 12, 13, 14, 15, 20 and 21 form the first factor as desirable features. Items numbered as 1, 2, 3, 4, 5 and 6 form the second factor as remarkable features. Items numbered as 22, 23, 24, 25, 26, 27 and 28 form the third factor as negative features. Fourth factor is composed of items numbered as 16, 17, 18 and 19.

#### IV. FINDINGS

Table 2. presents the consumers' age, gender, educational status, monthly income, employment status, frequency of online shopping and time they spend on the Net.

Table 2. Findings on Defining Information

VARIABLE		N	%	VARIABLE		N	%	
<b>Gender</b>	Female	146	36,5	<b>Employment Status</b>	State	70	17,5	
	Male	254	63,5		PrivateSector	231	57,8	
<b>Age</b>	18-23	60	5,0		Retailer	13	3,3	
	24-29	124	31,0		Unemployed	11	2,8	
	30-35	104	26,0		Retired	1	,3	
	36+	112	28,0		Student	51	12,8	
<b>Educational Status</b>	Primary School	16	4,0		Housewife	17	4,3	
	High School	133	33,3		Other	6	1,5	
	University	209	52,3		<b>Frequency of Online Shopping</b>	Usually (20+ times a year)	41	10,3
	Master's Degree	42	10,5			Often (15-20 times a year)	59	14,8
<b>Monthly Income</b>	Less than 1499	52	13,0	Generally (9-14 times a year)		115	28,8	
	1500-2999	137	34,3	Sometimes (3-8 times a year)		98	24,5	
	3000-4499	159	39,8	Rarely (less than 2 times a year)		87	21,8	
	4500+	52	13,0	<b>Time spent on the Net</b>	8+ hour a day	43	10,8	
<b>Total</b> N= 400 %=100					4-7 hours a day	100	25,0	
					1-3 hours a day	151	37,8	
					Less than 1 hour a day	106	26,5	

As seen at Table 2, 63% of participants are male. Also 57% of participants are in the private sector. 34% of participants have 1500-2999 Turkish Liras, 39% of participants have 3000-3499 Turkish Liras monthly income. 45% of participants sometimes or rarely do shopping online. 26% of participants spend 1 hour or less, 37% of participants spend 1-3 hours a day, 10% of participants spend 8+ hours a day on the Net.

To compare the participants' perception towards remarketing practices according to gender, t test is conducted and the results are presented at Table 3.

Table 3. Perception Towards Remarketing According to Gender

Gender		N	$\bar{x}$	S	Sd	t	P
Remarkable features	Female	146	3,771	,881	398	4,955	,000**
	Male	254	3,282	,987			
Desirable features	Female	146	3,285	,962	398	,687	,493
	Male	254	3,220	,865			
Negative features	Female	146	3,540	,782	398	1,965	,050
	Male	254	3,371	,848			
Enabling features	Female	146	3,698	,905	398	4,257	,000
	Male	254	3,280	,967			

\*\* p<0.001

A t test is conducted in order to see if the perception towards remarketing changes according to gender. According to the results, it can be seen that there are differences on remarkable and enabling features (p<0,05) but no differences can be seen on desirable and negative features (p>0,05). Female consumers perceive remarketing more positively than male consumers ( $\bar{x}=3,77$ ). Table 4 shows the results of ANOVA test conducted to compare the perception of participants according to their age.

Table 4. Perception Towards Remarketing According to Age

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	p
Remarkable features	Inter-groups	2,262	3	,754	,788	,501
	Intra-groups	379,054	396	,957		
	Total	381,316	399			
Desirable features	Inter-groups	1,016	3	,339	,415	,742
	Intra-groups	323,297	396	,816		
	Total	324,314	399			
Negative features	Inter-groups	1,350	3	,450	,655	,580
	Intra-groups	272,172	396	,687		
	Total	273,522	399			
Enabling features	Inter-groups	,561	3	,187	,199	,897
	Intra-groups	371,588	396	,938		
	Total	372,149	399			

As it is seen at Table 4, participants' perception towards remarketing don't change depending on their age (p>0,05). At this point, it can be said that there is no correlation between age and perception towards remarketing.

Table 5 gives the results of ANOVA test conducted to evaluate participants' perceptions towards remarketing depending on their educational status.

Table 5. Perception Towards Remarketing According to Educational Status

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	P
Remarkable features	Inter-groups	3,241	3	1,080	1,132	,336
	Intra-groups	378,075	396	,955		
	Total	381,316	399			

Desirable features	Inter-groups	4,724	3	1,575	1,951	,121
	Intra-groups	319,590	396	,807		
	Total	324,314	399			
Negative features	Inter-groups	3,347	3	1,116	1,635	,181
	Intra-groups	270,175	396	,682		
	Total	273,522	399			
Enabling features	Inter-groups	5,688	3	1,896	2,049	,106
	Intra-groups	366,460	396	,925		
	Total	372,149	399			

Table 5 shows that educational status has no effect on perception towards remarketing ( $p > 0,05$ ).

Table 6 gives the results of ANOVA test conducted to evaluate participants' perceptions towards remarketing depending on monthly income.

Table 6. Perception Towards Remarketing According to Monthly Income

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	p
Remarkable features	Inter-groups	3,444	3	1,148	1,203	,308
	Intra-groups	377,872	396	,954		
	Total	381,316	399			
Desirable features	Inter-groups	2,822	3	,941	1,159	,325
	Intra-groups	321,492	396	,812		
	Total	324,314	399			
Negative features	Inter-groups	1,886	3	,629	,916	,433
	Intra-groups	271,636	396	,686		
	Total	273,522	399			
Enabling features	Inter-groups	,239	3	,080	,085	,968
	Intra-groups	371,910	396	,939		
	Total	372,149	399			

Table 6 shows that monthly income has no effect on perception towards remarketing ( $p > 0,05$ ).

Table 7 gives the results of ANOVA test conducted to evaluate participants' perceptions towards remarketing depending on employment status.

Table 7. Perception Towards Remarketing According to Employment Status

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	p
Remarkable features	Inter-groups	16,766	6	2,794	3,012	,007
	Intra-groups	364,550	393	,928		
	Total	381,316	399			
Desirable features	Inter-groups	5,452	6	,909	1,120	,350
	Intra-groups	318,862	393	,811		
	Total	324,314	399			
Negative features	Inter-groups	6,942	6	1,157	1,706	,118
	Intra-groups	266,580	393	,678		
	Total	273,522	399			
Enabling features	Inter-groups	11,513	6	1,919	2,091	,053
	Intra-groups	360,636	393	,918		
	Total	372,149	399			

Table 7, there are some differences between customers' perception towards remarkable features of remarketing and their employment status ( $p < 0,05$ ). However, there is no difference for desirable and negative

features ( $p>0,05$ ). Retailers, on the other hand, shows some differences from other occupational groups and to show these differences, Tukey test is conducted.

Table 8 shows the customers' perceptions towards remarketing depending on their frequency of online shopping.

Table 8. Perception Towards Remarketing According to Frequency of Online Shopping

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	p
Remarkable features	Inter-groups	8,857	4	2,214	2,348	,054
	Intra-groups	372,459	395	,943		
	Total	381,316	399			
Desirable features	Inter-groups	15,138	4	3,784	4,835	,001
	Intra-groups	309,176	395	,783		
	Total	324,314	399			
Negative features	Inter-groups	5,992	4	1,498	2,212	,067
	Intra-groups	267,530	395	,677		
	Total	273,522	399			
Enabling features	Inter-groups	6,789	4	1,697	1,835	,121
	Intra-groups	365,360	395	,925		
	Total	372,149	399			

Table 8 shows that while participants' perception towards desirable features of remarketing change according to their frequency of online shopping ( $p<0,05$ ), other features don't lead to any change ( $p>0,05$ ). According to Tukey test results, participants, doing online shopping sometimes or rarely, give different points than other participants. Participants doing online shopping sometimes and rarely have lower points than other participants.

Table 9 gives the results of ANOVA test conducted to evaluate participants' perceptions towards remarketing depending on time they spend on the Net.

Table 9. Perception Towards Remarketing According to Time They Spend on the Net

Age	Variance Source	Sum of Squares	Sd	Average of Squares	F	p
Remarkable features	Inter-groups	11,940	3	3,980	4,267	,006
	Intra-groups	369,376	396	,933		
	Total	381,316	399			
Desirable features	Inter-groups	10,406	3	3,469	4,376	,005
	Intra-groups	313,907	396	,793		
	Total	324,314	399			
Negative features	Inter-groups	6,728	3	2,243	3,329	,020
	Intra-groups	266,794	396	,674		
	Total	273,522	399			
Enabling features	Inter-groups	9,326	3	3,109	3,393	,018

	Intra-groups	362,823	396	,916		
	Total	372,149	399			

Table 9 shows that participants' time spending on the Net is very effective on their perception of remarketing. According to Tukey test results, remarkable features show the differences between participants spending less than 1 hour a day on the Net and other participants. Also participants spending less than 1 hour a day on the Net differ from other participants in terms of negative features of remarketing. Participants spending less than 1 hour and 1-3 hours a day on the Net give different points from participants spending more time on the Net ( $p < 0,05$ ).

As the more time consumers spend on the Net, the more points they give to the features of remarketing such as drawing attention to product and services, raising brand awareness, enabling shopping process, etc. Also, the more time they spent, the more points they give to the features of remarketing such as disturbing recurring ads, damaging privacy on shared computer, compelling qualities, etc. To define if there is a correlation between features of remarketing practices, Table 10 shows the Correlation Analysis.

Table 10. Correlation Analysis of Features of Remarketing

		1	2	3	4
Remarkable features (1)	Pearson Correlation	1			
Desirable features (2)	Pearson Correlation	,552**	1		
Negative features (3)	Pearson Correlation	,250**	,284**	1	
Enabling features (4)	Pearson Correlation	,515**	,659**	,254**	1

\*\* :  $p < 0,001$

Table 10 states that between the features of remarketing there is a positive and significant relation. In this case, if there is a change in a feature of remarketing, other features also change.

Table 11 presents descriptive values about remarketing.

Table 11. Descriptive Values About Remarketing

	N	Min.	Max.	Mean	Ss.
Remarkable features	400	1,00	5,00	3,4613	,97759
Desirable features	400	1,00	5,00	3,2443	,90156
Negative features	400	1,00	5,00	3,4332	,82796
Enabling features	400	1,00	5,00	3,4331	,96577

Average point for remarkable features of remarketing is 3,46, average point for desirable features is 3,24, average point for negative features is 3,43 and average point for enabling features is 3,43. Average points for all the features can be interpreted as high.

Discount information in the remarketing ad, effect of price, visual design of remarketing ad are the three features taken the highest points in the remarkable features section. Needing the product, impressiveness, desire to buy, making customers feel special are the four features taken the highest points in the desirable features section. Disturbing recurring ads, facing with the product repeatedly and being suspicious are the three features taken the highest point in the negative features section. Consumers stated that remarketing should not be practiced without permission. Reducing the time spending for shopping and raising the brand awareness are the two features in the enabling features section.

## V. DISCUSSION AND CONCLUSION

In the world of continuously developing marketing, everyday new questions waiting for answers emerge because users can reach the Internet for 24 hours and concept of consuming changes day by day (Odabaşı and Barış, 2015: 7). Online marketing, enabling companies to increase their brand awareness, to give more information about the product or service, playing an important role in ordering and reservation, supporting information flow in every aspect, improve continuously (Gül and Boz, 2012: 7). One of the improvements of online marketing is remarketing that retargets the customers who visited the company's website and view an exact product or service. Remarketing enables companies to present their products on other websites via ads, after customers visit their websites and look for products. Companies trace the customers on the Net via cookies and present their ads on the other websites. Nowadays, remarketing is used by the companies very often and

customers face with this kind of ads frequently. By scanning the literature, there are a few researches about what customers think about remarketing and this reveals the importance of this study. Results of this study aiming to evaluate the effects of remarketing on consumers listed as:

1. Price on the remarketing ads has positive effects on customers. In this case, it can be said that if companies put price and discount information on their remarketing ads, it can lead customers to buy the products.
2. Customers say that seeing the remarketing ads with price or discount information on other websites is very interesting and creates a desire to buy the product. If companies add price information on their remarketing ads, this can lead them to success.
3. Another important point is visual design of remarketing ads. If the ad is visually attractive, it increases the success rate. Remarketing ads having interesting visual design lead customers to turn back to the website and buy the product. If companies pay attention to visual design of their ads, ads will be successful.
4. Customers do online shopping via not only their personal computers but also shared computers. In this research, customers said that, on shared computers, privacy is a problem because when a customer search for a product or a service, another customer using the same computer can see the same product or service. Thus, costumers suggest that remarketing applications should be used with permission.
5. Consumers generally think that remarketing ads are impressive, making consumers need the product, making consumers feel special, enabling them to buy the product, reducing the time spending for buying and raising the brand awareness. On the other hand, there are also downsides like disturbing recurring ads and this even leads to suspicion. Companies should take some measures to prevent this overrecurring ads.

### Suggestions for future research

According to the results of the study, following suggestions can be made regarding the future studies.

The study is carried out on a limited number of consumer group. In this respect, it can be applied on a larger group of consumers. Considering the online shopping is increasing day by day, the implementation of the study on larger groups gains importance.

Studies carried out on consumer groups which display diverse cultural and demographic features will shed light on the practice of remarketing advertisements properly and without any problem and provide data for the marketing staff.

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