
Analysing How E-Commerce Entrepreneurs Employ Remarketing Strategies to Impact Consumer Brand Affinity, Cart Abandonment, and Purchase Behaviour

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Abstract:

Purpose: Remarketing is a strong tool in online marketing that helps reconnect with possible customers and boosts the chances of them buying something. The research looks into the effects of five remarketing tactics: Email, Display, Social Media, Search Engine, and Video, on how people behave when shopping online.

Design/Methodology/Approach:

Findings: The study finds that these strategies really affect how much people like a brand, accounting for 86.2% of the change, and how well businesses can get back customers who left their carts, accounting for 38.4% of the change. Brand attachment means how emotionally connected people feel to a brand, and each strategy is important for making this connection stronger. The research also shows that these strategies help solve the problem of cart abandonment, which is when people leave their online shopping without buying anything. These tactics are good at bringing back customers who left, which leads to more sales and potential money for businesses.

Practical Implications: The results support the idea that Email, Display, Social Media, Search Engine, and Video remarketing significantly affect how much people like a brand and how well businesses can recover from cart abandonment, turning abandoned items into sales.

Originality/Value: The study proves that these strategies make a positive difference in how people act.

Keywords: Remarketing strategies, consumer behavior, brand attachment, cart abandonment, conversion rates.

JEL Classification: M31, L81, M13, D91, M37.

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1. Introduction

Remarketing is a strategic marketing strategy that targets customers who have previously interacted with a brand but did not complete a desired action, aiming to increase conversion rates. A study examined various remarketing strategies, including email, display, social media, search engine, and video, to determine their impact on consumer brand attachment. The results showed that all tested strategies had a significant positive impact on brand attachment.

Additionally, brand attachment positively influenced cart abandonment recovery, suggesting that consumers with a strong emotional connection to a brand are more likely to return and complete their purchases. Remarketing is a marketing approach that involves using Google ads and cookies to reach a broader audience. In contrast, remarketing uses a more extensive strategy to target potential customers. However, consumers tend to reject remarketing ads and techniques due to various reasons (Christino *et al.*, 2020). To optimize online sales, businesses can use automatic testing and targeting of content versions.

This approach helps measure key performance indicators such as conversion rate, order value, visitor revenue, and website turnover. The REAN model was utilized, increasing visitor revenue and shopping cart success (Heinonen, 2010). The use and evolution of digital technologies and media have transformed customer interactions, but their journeys vary significantly worldwide (Nam *et al.*, 2020). Wan *et al.* (2023) found that generic product recommendations boost early conversion rates, while retargeted ones increase late purchase funnel sales.

Marketing professionals invest in digital devices to digitalize the point of sale, with mobile phones potentially renewing consumer representations. However, domesticating physical geography remains a challenge (Thomas *et al.*, 2020). Remarketing involves reminding potential customers of previously expressed interest in services or products through digital methods (Isoraite, 2019).

Remarketing campaigns are a popular marketing technique used by various websites, including e-commerce platforms, corporate sites, and information portals. Companies typically employ three different strategic approaches to execute these campaigns. Remarketing strategies play a crucial role in encouraging consumers to make purchases efficiently, both in terms of cost and time (Isoraite, 2019).

Advertising professionals can use various techniques to reach their desired audience, such as uploading email lists to Google Ads. This allows them to target potential customers through Google Search, Gmail, or YouTube logins. Additionally, cookies can be utilized in emails to display specific advertising to recipients when they open the email. As highlighted by (Bubenheim 2018), these multifaceted approaches demonstrate the versatility and effectiveness of remarketing in optimizing customer engagement and conversion rates.

2. Literature Review

Though there are many remarketing strategy that are adopted by the business to reach the potential customer, and the existing customer and remind them about the brand and thus selling the products to them, this study focuses on five remarketing strategy that are Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, Video Remarketing, and the change in the brand attachment of the consumer and then that initiates the removal of product from the cart and purchase the product. (Israfilzade and Guliyeva, 2023).

Remarketing is bringing back the attention of customer already purchased the product, or who is interest in the product, the difference between the Gen Y and Gen Z and their response to the remarketing strategy adopted by the Business in bringing back the customers, focusing on the impact of the various digital marketing strategy adopted by the company and the changes in the purchase behaviour of the Customers from Gen Y and Gen Z.

Analysing Qualitative and quantitative data on remarketing strategy, indicates that the remarketing strategy adopted by the companies impacts vary among the two generation customers, thus the remarketing strategy to be adopted effectively for better response from the customer (Ahmadiyah *et al.*, 2020).

Remarketing used by the marketers to target the existing customers and provide them offers to complete the sales, and in turn make them loyal customers. Using different promotional activity for different customer base, will eventually bring a change in the customer preference and thus segmenting the customer base before making online sale is essential for completing the sales. Segregation of product reviews by the consumer and the sales information, the combination of these would help in focus on specific group of customers and remarketing the brand and the product.

2.1 Remarketing Strategies

Email Remarketing works with the information available about the customer, where the customer is receiving the email from the brands that are specifically focusing on the products that are recently visited by the customer(Grad-Gyenge and Filzmoser, 2016). As the targeted email remarketing impacts the customer, an observable change in the purchase behaviour is seen among the customer (Sabbagh, 2021).

Display Remarketing, is widely used as most the consumer in this generation is surfing in the internet, using the advertisement in the websites that the consumers are surfing though, this gains their attention and remind them about the specific brand and thus make them click those advertisements and move to their website, and provide them with all the necessary information (Yoon *et al.*, 2023).

This remarketing retargets the customers who already purchased the products from specific brand, or who has shown interest by surfing the product details in the internet. Thus, this would be an effective way of attracting the customers back to the brand (Munsch, 2021).

2.2 Social Media Remarketing

Social Media is the place where most of the individuals are spending 135 minutes in a day on an Average (Farman *et al.*, 2020). Social media remarketing connects the customers who are spending their time in social media by showing an upfront advertisement, social retargeting as the customer who has spent time in the brand or the product in the internet, has moved out without making purchase to purchase the product. (Mude and Undale, 2023)

Social Media Platforms like Facebook and Instagram at the backend, provides the provision to retarget the customers more effectively, as the differential users make use of these social media platforms,

2.3 Search Engine Remarketing

Search engine remarketing is process of targeting the people, not only who has shown interest in the brand or the product, but also to the one who have never visited or purchased the product (Bhattacharyya *et al.*, 2023). As this target every individual who is in the internet, as this is differentiated from social media marketing, as social media marketing targets only specific customers who have already visited their websites, but the search engine marketing targets every individual and not on Segmented target (Bhattacharyya *et al.*, 2023). This technique allows them to brand to reach the customers with more personalised advertisement and focuses larger segment of population.

2.4 Video Remarketing

Video remarketing is the process of engaging the customers with video advertisement, as the video advertisement make the customer to feel livelier, than the poster advertisement, as the inclusion of interactive video in the advertisement engages the customer throughout, and impresses the consumer to purchase the product (Israfilzade and Baghirova, 2022). Using video to remarket the products in-stream, out-stream and in-app in the real time experience. Personalized content in the video engages the viewer, moving to the website and completing the sales.

2.5 Brand Attachment

Branding allows the same expected thought processes from the customer. Brand attachment is the emotional connect between the people and the brand (Arya *et al.*, 2019). As the people when start using a product, would develop a strong connection

with the brand, and show an emotional connect with the specific brand (Sciarrino, 2021). As the customers once after using the product from specific brand, they turn to be a passionate ambassador of the brand and the maintain the emotional connect for a longer period (Chopik *et al.*, 2019; Thomson *et al.*, 2005).

As the brand preference changes from each customer to the brand. As the studies suggests that the customer share a great sense of association with the brand, allow the customer to retain as attached to the brand (Park *et al.*, 2007). The corporate houses on retaining the customers with the strength and reasoning and emotional bond creates an emotional connect of the individual with the brand. (Malär *et al.*, 2011).

Customers attached to the brand would be involved to spending their time and cost to be the consumer of specific brand. The social interaction of an individual with the community changes the customer attitude and behaviour towards the brand. The specific brands are also getting benefit out of interaction of social communities, as they develop strong emotional connect from the specific social group. The customers also show up interest in sharing their perspective about the brand in the social platform.

The attachment to the branded mobile apps is increasing as the user interface is more convenient with the digital mobile applications, as the customer enjoy the benefit of efficiency of using the same. The customer would prefer to maintain a high involvement with the specific brand, if they are satisfied with the appeal and the picture portray of the product in the image. The better experience with the usage of applications influences the customer with positive perception (Proksch *et al.*, 2015).

2.6 Cart Abandonment Recovery

The study aimed at studying the strategies that could be adopted by the business present on the ecommerce platform, as the consumer who is surfing through would have an interest in a product that is making him visit the product, and due to various noises, the prospective customer would leave the product in the cart (Sondhi, 2017).

Customers finds it entertaining to visit an online store and look at the product, but later they end up moving the product to the cart and purchasing it (Song, 2019; Kukar-Kinney and Close Scheinbaum, 2009). The business makes many efforts to reach the customer and move him back to the cart to purchase the product (Mittal, 2023) and even the pre-decisional conflict of the consumer also has an impact on the cart abandonment of the product (Erdil, 2018).

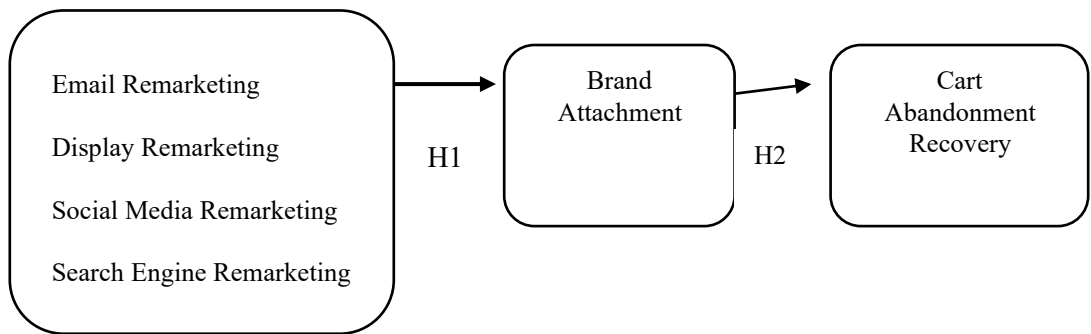
The techniques adopted by the e-commerce business include targeted email, remarketing through advertisements on YouTube, and native advertising, where the business would collaborate with an advertisement company to create web content that would grab the attention of the visitor and bring them to the cart to make the

sale complete (Jiang *et al.*, 2021). The customer with abstract mind setup are less likely to leave the product in the cart, and complete the purchase process (Rubin *et al.*, 2020)

2.7 Conceptual Model

The conceptual model of the study is presented in Figure 1.

Figure 1. Author's own construct from the Literatures
Remarketing Strategies



Remarketing strategy → Brand attachment → Cart Abandonment Recovery

Source: Own study.

3. Problem Statement

The goal of this study is to check how well five remarketing methods work: Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, and Video Remarketing. We want to understand how these methods affect how people feel about a brand and if they leave their shopping carts without buying anything. We are looking at how each method influences what people think, like, and do online.

The study also investigates how these methods impact how attached people are to a brand, why they might leave their carts, and how remarketing methods affect people's decisions to take things out of their online shopping carts. Additionally, we want to see how these methods and brand attachment are connected, and we'll explore ways to get people back to finish their abandoned carts. Finally, we'll look at the big picture of online marketing and how businesses can use these methods smartly to improve their marketing.

3.1 Hypotheses Development

Consumers pay significant attention to the sender's name, subject line format, personalization level, and frequency of receiving promotional emails Tastsidou,

(2023). Permission-based email marketing, focusing on its impact on non-purchase behaviours and the influence of relational factors on consumer behaviour, aiming to deepen our understanding of email marketing Mannelqvist *et al.* (2022).

H1a: Email Remarketing has positive influence on the Brand attachment of the consumer.

The link between consumers' use of branded mobile apps and brand engagement, highlighting the positive impact of digital footprint, social media intensity, and engagement on brand attachment and self-connection Siddiqui (2021). The effectiveness of 216 dynamic retargeting ads compared to 216 non-dynamic, manually created product ads in Facebook Ads Manager and Google Ads, highlighting the challenges of human marketing in online marketing Semerádová *et al.* (2022).

H1b: Display Remarketing has positive influence on the Brand attachment of the consumer.

To boost brand awareness and website traffic through Facebook Advertising Remarketing. The campaign effectively reached Lahti's target audience, resulting in engagement and page likes, demonstrating the potential of Facebook Advertising Remarketing for sales leads Pusa (2017). Social media advertising has significantly improved marketing by increasing clicks on ads, boosting conversion rates, and enhancing brand-consumer relationships, thereby boosting revenue and purchase intention Hölli (2019).

H1c: Social Media Remarketing has positive influence on the Brand attachment of the consumer.

The influence of digital remarketing strategies on Generation Y and Generation Z's purchasing behaviours promoting generation-specific marketing campaigns for improved digital marketplace performance Israfilzade *et al.* (2023). Digital marketing involves internet-based efforts using search engines, social media, and websites to connect with customers. Understanding jargon like remarketing and retargeting is crucial for effective marketing Pathak *et al.* (2020).

H1d: Search Engine Remarketing has positive influence on the Brand attachment of the consumer.

The use of remarketing, a marketing strategy that combines sales data and product reviews to create personalized promotional media Ahmadiyah *et al.* (2022). Display advertising, particularly YouTube video ads, helps companies reach their target audience and increase sales Bludova *et al.* (2019).

H1e: Video Remarketing has positive influence on the Brand attachment of the consumer.

Online shopping cart abandonment (OSCA) in e-retailers, revealing that consumers' wait for lower prices increases checkout hesitation, with perceived transaction inconvenience strengthening the relationship Wang *et al.* (2022). Escapism motives and attitude towards online shopping influence eCart abandonment, online sellers should understand consumer motives and develop strategies to reduce this issue Mazhar *et al.* (2024).

H2: Brand attachment has positive influence on the Cart Abandonment Recovery.

The study assesses the impact of the Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, and Video Remarketing on the brand attachment of the consumer and thus resulting in recovering the product left abandonment in the cart.

3.2 Research Question

How do specific remarketing strategies, including Email, Display, Social Media, Search Engine, and Video, affect consumer brand attachment and its subsequent impact on cart abandonment and purchase behaviour?

3.3 Objective of the Study

The study examines remarketing strategies for re-engaging abandoned customers, focusing on consumer brand attachment and factors contributing to product abandonment. It explores email campaigns, display ads, and native advertising, comparing impact on different generations.

4. Methodology

The data for this study were gathered from individuals who had encountered remarketing initiatives in various forms. To obtain a representative sample, a convenience sampling method was employed. The survey instrument, in the form of a questionnaire, was disseminated online to prospective participants in South India. In total, responses were collected from 398 individuals.

However, in order to enhance the robustness and reliability of the dataset, outliers were identified and subsequently excluded from the analysis. After the removal of outliers, a final dataset comprising 386 responses was utilized for the subsequent analytical procedures. This meticulous data preparation process aimed to ensure the quality and accuracy of the information used in the study, thereby enhancing the validity of the research findings.

4.1 Data Analysis

This study analyses the impact of remarketing strategies in e-commerce businesses to sell abandoned products. Validity measures include Cronbach's alpha, Composite Reliability, Convergent Validity, Discriminant validity, T-test and Anova. Data normality is measured using Skewness and kurtosis. Factor loadings are considered, and factors with less loading are removed. Cronbach's alpha, composite reliability, and AVE values exceed the threshold limit.

Table 1. *Results of Reliability, Internal Consistency, and Convergent Validity*

Constructs	Indicators	Factor Loadings	VIF	CA	CR	AVE
Remarketing Strategy	Email Remarketing	.814	1.76	.874	0.756	0.5202
	Display Remarketing	.872	1.85	.887	0.813	0.507
	Social Media Remarketing	.865	1.16	.876	0.768	0.5579
	Search Engine Remarketing	.816	1.72	.820	0.849	0.5866
	Social Media Remarketing	.872	1.56	0.871	0.826	0.5684
Brand Attachment	BA1	.856	1.68	.748	0.845	0.684
	BA2	.837	1.49			
	BA3	.847	1.26			
	BA4	.942	1.64			
	BA5	.817	1.49			
Cart Abandonment Recovery	CAR1	.868	1.36	.798	0.856	0.598
	CAR2	.826	1.54			
	CAR3	.846	1.72			
	CAR4	.830	1.65			
	CAR5	.854	1.16			

Notes: VIF = Variance Inflation Factor, CA = Cronbach Alpha, CR = Composite Reliability, AVE = Average Variance Extracted.

Source: Own study.

Table 1 indicates that the data collected from the samples is reliable, with Cronbach's alpha values exceeding 0.80. The composite reliability CR is over 0.7, indicating internal consistency.

Factor loadings are over 0.70, allowing all construct indicators to be considered. Convergent validity is measured using AVE, which explains nearly half of the variance in indicators. AVE values above 0.5 indicate unobserved constructs.

Table 2. *T-test & Anova - Demographic of the Customer and the Brand Attachment*
H₀₁: *There is no significant difference between demographic profile of the Customer and the Brand Attachment.*

Factors	Groups	N	Mean	Std. Deviation	F value	P value	Sig
Gender	Male	322	2.8394	1.20843	-1.184	.012	S
	Female	64	3.0379	1.30813			
Marital Status	Single	106	2.8733	1.20258	.010	.340	NS
	Married	280	2.8719	1.23685			
Age	Below 25 years	78	2.9048	1.17209	.080	.923	NS
	26 – 50 years	171	2.8830	1.26867			
	Above 50 years	137	2.8405	1.20971			
Educational Qualification	Up-to School level	87	2.0197	.75504	38.987	.000	S
	Graduate	132	2.6991	1.19004			
	Post-Graduate	127	3.3026	1.17164			
	Professional	40	3.9321	.95420			
Family Type	Nuclear family	216	2.8790	1.23890	.120	.333	NS
	Joint family	170	2.8639	1.21296			

Note: Significant at 5% level of significance.

Source: Own study.

The result indicated that, there is a significant difference between the Gender (.012), educational qualification (.000) and the Brand attachment of the customer, as the p-value is less than .05.

The factors of marital status (.340), age (.923), and family type (.333) with p value of more than .05, indicate that there is no significant difference between these variables and the Brand attachment of the customer. There is a significant difference between the Gender (.012), educational qualification (.000) and the Brand Attachment of the Customer.

Table 3. *T-test & Anova - Demographic Profile of the Customer and the Cart Abandonment Rate*

H₀₂: *There is no significant difference between demographic profile of the Customer and the Cart abandonment rate.*

Factors	Groups	N	Mean	Std. Deviation	F value	P value	Sig
Gender	Male	322	2.7570	1.07459	-1.234	.000	S
	Female	64	2.9453	1.30359			
Marital Status	Single	106	2.8632	1.14753	.812	.410	NS
	Married	280	2.7598	1.10479			
Age	Below 25 years	78	3.0321	1.10735	2.457	.027	S
	26 – 50 years	171	2.4003	1.14166			
	Above 50 years	137	2.8591	1.07632			
Educational Qualification	Up-to School level	87	2.9138	1.12376	.497	.685	NS
	Graduate	133	2.7707	1.09235			
	Post-Graduate	126	2.7401	1.11283			
	Professional	40	2.7250	1.20735			
Family Type	Nuclear family	216	2.7662	1.11453	.436	.088	NS
	Joint family	170	2.8162	1.12086			

Note: *Significant at 5% level of significance.*

Source: *Own study.*

The result indicated that, there is a significant difference between the Genders (.000), age (.027) of the Customer as the p-value is less than .05. The factors of marital status (.410), family type (.088), and educational qualification (.685) with p value of more than .05, indicate that there is no significant difference between these variables and the Cart abandonment rate. There is a significant difference between the Gender (.000) and age (.027) and the Cart abandonment rate.

Table 4. *Hypothesis Results*

Hypothesis	P Value	
H1a: Email Remarketing has positive influence on the Brand attachment of the consumer	***	Supported
H1b: Display Remarketing has positive influence on the Brand attachment of the consumer	.027	Supported
H1c: Social Media Remarketing has positive influence on the Brand attachment of the consumer	.018	Supported
H1d: Search Engine Remarketing has positive influence on the Brand attachment of the consumer	.027	Supported

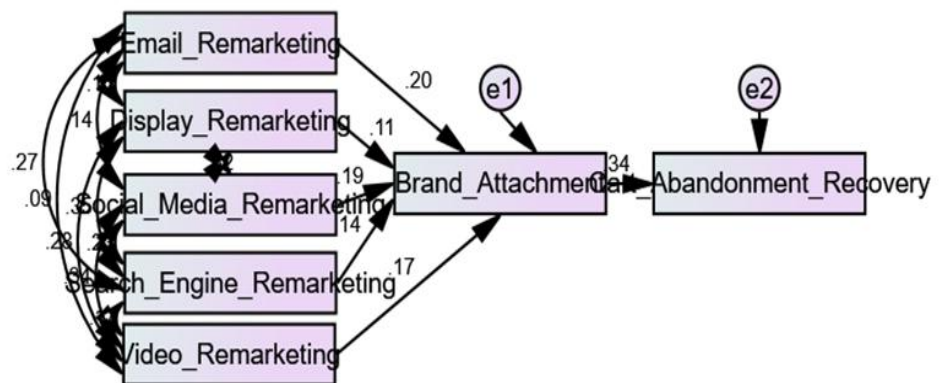
H1e: Video Remarketing has positive influence on the Brand attachment of the consumer	.023	Supported
H2: Brand attachment has positive influence on the Cart Abandonment Recovery	.042	Supported

Source: Own study.

The study reveals that email remarketing significantly influences consumer brand attachment, which in turn improves cart abandonment recovery. Other channels like display, social media, search engine, and video remarketing also positively impact brand attachment, thereby enhancing cart abandonment recovery.

4.2 SEM Analysis

Figure 2. Calculated Values from the Factor Loadings, 2024



Source: Own study.

The SEM analysis is used to evaluate the impact of remarketing strategies on customer brand attachment and product completion. The model is assessed using goodness of fit indices, such as GFI Indices, TLI, and CFI. The fit indices of the structural equation model are in acceptable range, with values between 0.05 and 0.08, and a standardized root mean square residual value below .05.

5. Findings and Discussion

The study found that Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, and Video Remarketing had positive and significant impacts on brand attachment, accounting for 86.2% of the variance.

Additionally, brand attachment positively impacted Cart Abandonment Recovery, accounting for 38.4% of the variance. These findings support the hypothesis H1a, H1b, H1c, H1d, and H1e.

The study reveals the positive impact of various remarketing strategies on consumer brand attachment. Email remarketing, which involves targeted messages and advertisements, has a significant positive influence on brand attachment. Display remarketing, which presents advertisements to users as they browse the internet, also fosters brand attachment. Social media remarketing, which uses targeted advertisements on platforms like Facebook and Instagram, also positively influences brand attachment.

Search engine remarketing, targeting users through search engine ads, also has a positive impact on brand attachment. Video remarketing, which includes interactive content, also positively influences brand attachment. The study emphasizes the importance of brand attachment in the recovery of abandoned products in the cart, enhancing sales performance and reinforcing the importance of strategic remarketing efforts in the digital marketplace.

6. Implications and Research Opportunities

6.1 Theoretical Implications

This research explores the impact of various digital marketing strategies on customer engagement and brand loyalty. It focuses on Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, and Video Remarketing. These strategies aim to build emotional connections between consumers and brands, fostering loyalty and affinity. Email Remarketing involves sending targeted emails to previously interacted individuals, while Display Remarketing displays ads to users who have visited a website but did not make a purchase.

Social Media Remarketing uses social media platforms to engage with users, while Search Engine Remarketing shows ads based on users' previous online behavior. Video Remarketing uses engaging content to shape emotional connections between consumers and brands. The study emphasizes the importance of reliable and valid information in digital marketing research, as it ensures consistency and accuracy in findings. The findings can be useful for scholars and practitioners in understanding how specific remarketing strategies influence consumer behavior and emotional connections.

6.2 Practical Implications

The study suggests that businesses can enhance brand attachment by adjusting their online strategies, such as email, display ads, social media, search engines, and

videos. This emotional connection is crucial for recapturing abandoned carts and preventing cart abandonment. To improve brand attachment, businesses should conduct thorough research on digital marketing, monitor their strategies, and invest in better customer relationship management systems.

Adjusting remarketing strategies, conducting thorough digital marketing research, and continuously monitoring marketing strategies can help businesses make informed decisions and adapt their approaches accordingly. Investing in improved customer relationship management systems can also help businesses understand customer needs, preferences, and behaviors, leading to stronger brand attachment. In conclusion, businesses should implement these recommendations to strengthen brand attachment, foster loyalty, and maintain long-term relationships..

6.3 Limitations

The study is focused on the customers from the city of Bangalore and thus the study could not be generalized, and the study area is limited to certain remarketing strategy, such as Email Remarketing, Display Remarketing, Social Media Remarketing, Search Engine Remarketing, Video Remarketing, thus the impact of only factors was found.

6.4 Research Opportunities

The current study focused only the five-remarketing strategy, future research could be focused on other remarketing strategy such as Affiliate remarketing and other could be focused, specific brand remarketing could also be focused, as this helps those brands to determine the effective remarketing strategy to retarget the customers and complete the sales process.

7. Conclusion

The study concludes that remarketing is a powerful tool in digital marketing. It can help to reconnect with potential customers and improve conversion rates. The research analyzed the impact of five remarketing tactics - Email, Display, Social Media, Search Engine, and Video - and provided insights into consumer behavior in the dynamic digital marketplace. The findings reveal that these strategies play a significant role in both brand attachment, accounting for 86.2% of the variation, and cart abandonment recovery, responsible for 38.4% of the variation.

The idea of brand attachment refers to the emotional connection that consumers develop with a brand, which is significantly influenced by the remarketing strategies used by businesses. The study emphasizes the crucial role these tactics play in creating and strengthening this emotional bond. Moreover, it is evident that these strategies have a positive impact on addressing the problem of cart abandonment in

e-commerce. This is because successfully retrieving abandoned customers can lead to increased sales and potential revenue for businesses.

The study confirms that the remarketing strategies implemented, which include email, display, social media, search engines, and video, have a positive impact on consumer behavior. This substantiates the hypotheses H1a, H1b, H1c, H1d, and H1e. The results show that these strategies significantly influence both brand attachment and product abandonment recovery. They are effective in converting abandoned products into actual purchases and in driving sales in the digital landscape.

As businesses compete in the digital marketplace, incorporating these remarketing strategies is not only relevant but also essential to ensure sustained success. Structural Equation Modelling (SEM) analysis supports the findings, with 86.2% of the variance in brand attachment attributed to the remarketing strategies.

Brand attachment is identified as a crucial driver for cart abandonment recovery, explaining 38.4% of the variance. The research provides valuable insights for businesses to optimize their digital marketing strategies and enhance their performance in the dynamic digital marketplace.

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