The Effect of Nostalgia Proneness, Brand Image and Brand Trust on Purchase Intention and Brand Loyalty in Retro Marketing Applications

Mustafa SOBA,
Assoc. Dr.,
UşakUniversity,
Department of Business Administration

Özlem TAŞTEPE
PhD Student,
Institute of Social Sciences,
İzmir Demokrasi University

Abstract

With developing and changing marketing insights there are also changes in consumer behavior. Many different marketing strategies have been developed along with the changes and the sense of longing for the past has been used in marketing. The main aim of the research is to determine the direct and indirect effects of brand image, brand trust and nostalgia trend on brand loyalty and purchase intention under the title of retro marketing applications.

The data obtained from the survey results were analyzed with SPSS 18 and AMOS 22 programs.As a result of analysis of research data; nostalgia proneness and trust in the retro brand have been observed to affect brand loyalty and brand loyalty directly affects the intention to buy. In addition, it was concluded that the trend of nostalgia and trust in the retro brand had indirect effects on the intention of buying through brand loyalty.

Key Words: Nostalgia, Retro Brand, Brand Loyalty and Purchase Intention

Introduction

Retro marketing, retro branding and nostalgia marketing are some of the popular topics that have recently come to our agenda in the fast-paced world. Nostalgia can be a key source of bringing the product and the final consumer together. Today's consumer profile and the market structure are changing day by day, thus retro marketing has become one of the popular marketing strategy. Today, the change in the demands and needs of consumers has led businesses to different strategies. The ability of businesses to survive depends on their ability to respond quickly to changes.

In the modern era, the past values of consumers were offered to consumers through the use of today's technology for nostalgia. Retro marketing practices in marketing enable the products of the past to be combined with today's possibilities. In the research, nostalgia and retro marketing concepts, brand loyalty concepts, purchase intention and research findings and interpretations are included.

Literature Review

Retro Marketing and Nostalgia

The term nostalgia has been described by many authors in the past as a specific illness and a sense of longing for the past, often a painful

sensation. In the late 1980s and 1990s, the concept of nostalgia began to be used to attract consumers attention, and marketing researchers focused primarily on the Baby-Boomer generation (Davis, 1979). From the marketing point of view, nostalgia is an emotion that emerges with the experiences of consumers, continues to affect today and affects product and service choices (Sennett, 2010).

The concept of retro was first introduced by Stephen Brown. Retro has the meaning of being retroactive. Retro marketing, on the other hand, is expressed as longing for the past and consumers expressing themselves with the past and adapting the proximity to the brand with new technologies (Brown, 2001). Retro marketing is examined in three categories as repro, retro and repro-retro. Repro is a concept that expresses the to produce of what is beautiful in the past. For example, republishing a black-and-white ad shot in the past will not cost the business much and will give

the business an advantage. The reason that the repro approach is the easiest to catch nostalgia among other approaches is that the past tense and the applicability is simple (Aysuna, 2016).Retro refers to the combination of the old and the new in the old-style style using advanced technology (Merlo and Perugini, 2015). Brands have benefited from the opportunities offered by today's technology and united those the past new standards (Tekeoğlu and Tığlı, 2016).

Repro-retro is a concept that involves reviving and to produce the old by using nostalgia (Brown, 1999). Retro products have been redesigned to reflect the traces of the past with the use of today's technology. For example, the appearance of a kitchen appliance that was used in the 1950s reminds us of the past in appearance, but has more advanced features (Shields and Johnson, 2016).

Table 1. Retro Marketing Usage in Different Brand Categories

Brands	PAST	TODAY
1960s Bug Beetle- New Beetle		
Nokia 3310- Nokia 3310/ (2017)		
Rebul		
Fiat 500 - Fiat 500 (2016)		

Source: https://pazarlamaturkiye.com/gecmisin-izleri-retro-pazarlama-nedir/

There are many examples of companies such as Fiat, BMW, Chrysler and Ford. The most well-known of these examples is the Volkswagen Beetle model (Aysuna, 2016). The Bug / Beetle model, which was used in the 1960s, was redesigned in 1998 (Pınarbaşı, 2017).

Another retro application is the change made by the Fiat brand in the Fiat 500. In 2007, Fiat's 500 models, which were introduced to the market in 1957, were redesigned and introduced to the market by taking advantage of today's technology (Çeber, 2018).

When looking at retro applications in technological products, the Nokia brand comes to mind. The Nokia 3310 model, which was widely sold in the 2000s was made available in the market in 2017 with a similar name (Pınarbaşı, 2017).

Rebul Lavender cologne, The classic smell, bottle and of the old adhering to today is remanufactured. Thus, today's consumer needs are taken into consideration with new product varieties produced while preserving the brand heritage and adhering to the nostalgic elements of the past (Aysuna, 2016).

Brand Image

The brand image concept refers to a concept that has an impact at every stage of the purchasing process. The brand image, which has a positive place in consumer perceptions in line with the needs of the consumer, affects both the emergence of the need and the decision in the purchasing process (Erdil and Başarır, 2009). According to Hsieh, Pan and Setiono, a successful brand image enables the identification of the needs that satisfy consumers and the perception of the brand as distinct from its competitors (Hsieh, Pan and Setiono, 2004). This increases the likelihood of consumers re-buying the brand (Reynolds, 1965). Although the brand image expresses an important concept in marketing, it is also seen as an impressive component of strong brands. Having a good brand image, the brand can be different from its competitors in the competitive environment and it can create a perception of high quality with the image formed in the minds of consumers (İlban, Akkılıç and Yılmaz, 2011).

Brand Trust

When looking at the definition of brand trust concept; it is expressed as the willingness of the consumer to trust the ability of the brand to perform the specified function on average (Chaudhuri and Holbrook, 2001). Today, it has become increasingly difficult for businesses to survive and brands to stay in the market for a long time in an intense competitive environment (Lau and Lee, 1999).

However, the sense of trust emerges as a continuity of customer satisfaction (Ballester and Aleman, 2001). Today, consumers, who are in an important position for businesses, have a sense of trust at the basis of their relationship with the business (Power, Whelan and Davies, 2008). Trust in the brand also positively affects the brand loyalty of consumers (Sichtmann, 2007).

Brand Loyalty

Loyalty is expressed as positive trends towards brand, business or service (East, Gendall, Hammond and Lomax, 2005).

Brown explained the concept of brand loyalty as the deliberate tendency of the brand to be re-acquired en (Brown, 1952).

Selnes defined the concept of brand loyalty as the tendency of consumers to maintain the buying behavior of a brand that they used before (Fred, 1993).

Aaker's definition of brand loyalty is the degree of friendship the customer has with the brand (Aaker, 2008). For brand loyalty, some conditions must be fulfilled. These conditions (Jacoby and Kyner, 1973):

• Brand loyalty is not a coincidence, but a behavioral response.

• It is seen as a function of the psychological process.

• ommitment manifests itself after a certain period of time.

• The decision-making process is carried out by a unit.

• It is defined as the existence of one or more brands.

Research And Methodology

Purpose of the research

Today, brands engaged in retro marketing applications are targeting young consumers who want to connect with the past together with middle age and older consumers who want to relive their past experiences. Although the concept of retro marketing is not a new concept, it is noteworthy that there is not much place in the domestic and foreign literature. When the studies are examined, it is seen that the studies are generally shaped within the theoretical framework. The main purpose of this research is to examine whether brand image, brand trust and consumer nostalgia tendency has a direct and indirect effect on brand loyalty and purchase intention under the title of retro marketing applications.

Scales Used in Research

When creating survey; nostalgia tendency was obtained

from Holbrook's (1993) scale and from Keller (1993) and Del Rio, Vazquez and Iglesias (2001); The brand confidence scale was taken from the scale of Delgado-Ballester, Munuera-Aleman and Yague-Guillen (2003). The scale used in the study was Yoo, B. and Donthu in 2001. Demographic questions were included in the first part of the questionnaire. In the second part of the questionnaire, items 1-15 were nostalgia tendency ", items 16-20 were" brand image ", items 21-26 were" brand trust ", items 27-31 were" brand loyalty "and items 32 -36. purchase intention ". Five-point Likert-type rating scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree, nor Disagree, 4: Agree, 5: Strongly Agree) was used in the evaluation of the statements in the questionnaire.

The obtained data were examined by various analysis techniques. The analysis of the data is presented in two parts. In the first part, frequency distributions are given in the context of descriptive statistics. In the second part, the relationships between the variables in the research model were examined through structural equation modeling and hypotheses were tested. The data of the study were analyzed with the help of IBM SPSS 18 and IBM AMOS 22 program.

Research Model And Hypotheses

In this research, the model is mainly nostalgia tendency, brand trust, brand image, intention to buy again and brand loyalty were adapted according to the concept of retro.

Figure 1. Research Model
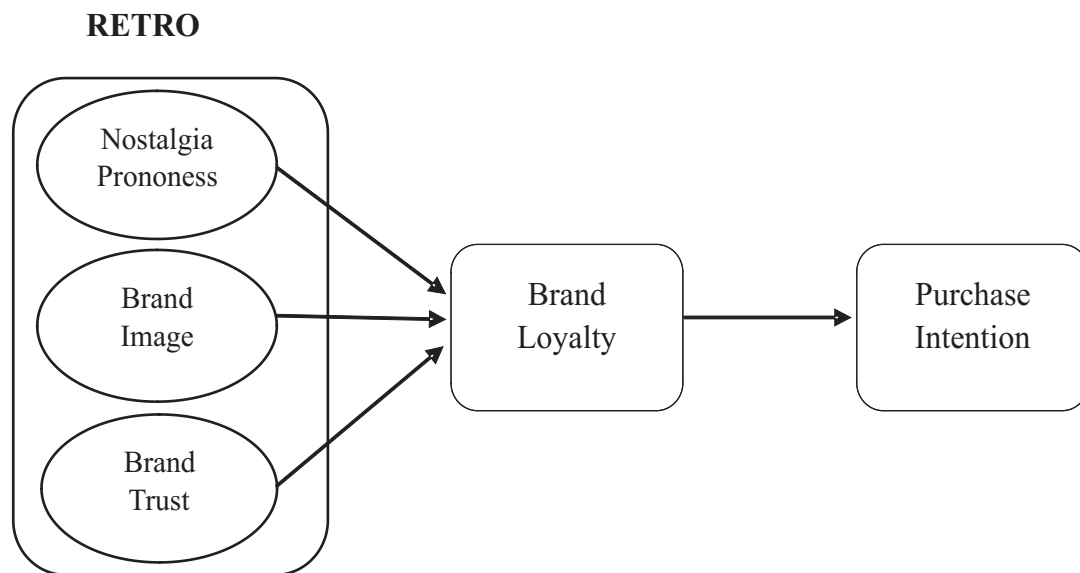
The hypotheses to be tested in the research are as follows:

H1: The nostalgia pronesses positively affects brand loyalty.

H2: Retro brand image positively affects brand loyalty.

H3: Trust in retro brand positively affects brand loyalty.

H4: Brand loyalty positively influences purchase intention.

H5: The nostalgia pronesses has indirect effects on the purchase intention

H6: Trust in retro brand has indirect effects on the purchase intention.

H7: Retro brand image has indirect effects on the purchase intention.

Demographic Features

In this part of the study, demographic characteristics such as age, educational status, income level, occupation and marital status of the participants were examined according to the frequency distributions. % 20.6 of the survey participants 18-24 years, %30.4, 25-31 years, % 24.5, 32-38 years, %15.4, 39-45 years, %5.1, 46-52 years of age, %3.9 of 53 years and over is seen in the group. % 57.8 of the participants were female and %42.2 were male. % 42.2of the participants were married and %57.8 were not married. %6.9 of the participants' educational levels were primary, %8.8 were secondary, %11.3 were high school, %6.4 were associate degree, %53.7 were undergraduate. %36.8 of the participants are students, % 27.7 are workers, %11.8 are civil servants, %8.8 are tradesmen, %5.4 are academicians and %8.8 are experts. %30.4 of the participants were

between 1000 TL and 2000 TL, % 24.3between 2001 TL and 3000 TL, % 20.6 between 3001 TL and 4000 TL, % 15.4between 4001 TL and 5000 TL, % 6,1 between 5001 TL and 6000 TL.

Validity and Reliability Analysis

In order to test the construct validity of the scales used in the research; The first level multi-factor confirmatory factor analysis for nostalgia tendency, brand image and brand trust scales, and one-factor confirmatory factor analysis for other scales were performed. Since the values obtained as a result of the analysis were not included in the acceptable fit index values, modifications were made as suggested by the AMOS program.

The desired covariance connections were checked in the modification indices. For first level multifactor confirmatory factor analysis, N_E1 was deleted first, and covariance links between N_E2 and N_E4 were established, respectively. Subsequently, Mİ2 was deleted in order to achieve the desired compliance value.

SA1 item was deleted for single-factor confirmatory factor analysis, and covariance link was established between SA2 and SA3, respectively. For brand loyalty single factor confirmatory factor analysis, MB3 was deleted.

Table 2. Compliance Values of Scales

| Scale	χ^2	Df	χ^2/df	GFI	CFI	RMSEA
Retro	541,494	166	3,262	,88	,95	,075
Purchase Intention	2,052	1	2,052	,99	1,000	,051
Brand Loyalty	3,368	2	1,684	,99	,99	,041
Good Compliance Values			3			**0,05**
Acceptable Compliance Values			**-5**	**0,89-0,85**		**0,06-0,08**

As the result of the modification, compliance values of the measurement models were observed within the desired limits, and the single factor structures of all variables were confirmed. When the obtained values are examined, it is seen that standardized road coefficient values are between 0,60 and 0,94, AVE values between 0,618 and 0,759 and CR values between 0,884 and 0,937. Based on these values, it can be stated that convergent validity is achieved.

Structural Equation Model

Structural equation modeling is a multivariate statistical analysis technique used to analyze structural relationships. This technique is a combination of factor analysis and multiple regression analysis and is used to analyze the

structural relationship between measured variables and hidden structures (Karagöz, 2017). As a result of the analyzes, valid and reliable results of the variables were obtained and Structural Equation Model (SEM) analysis was passed in order to test the research model and hypotheses.

Figure 2. Structural Equation Model
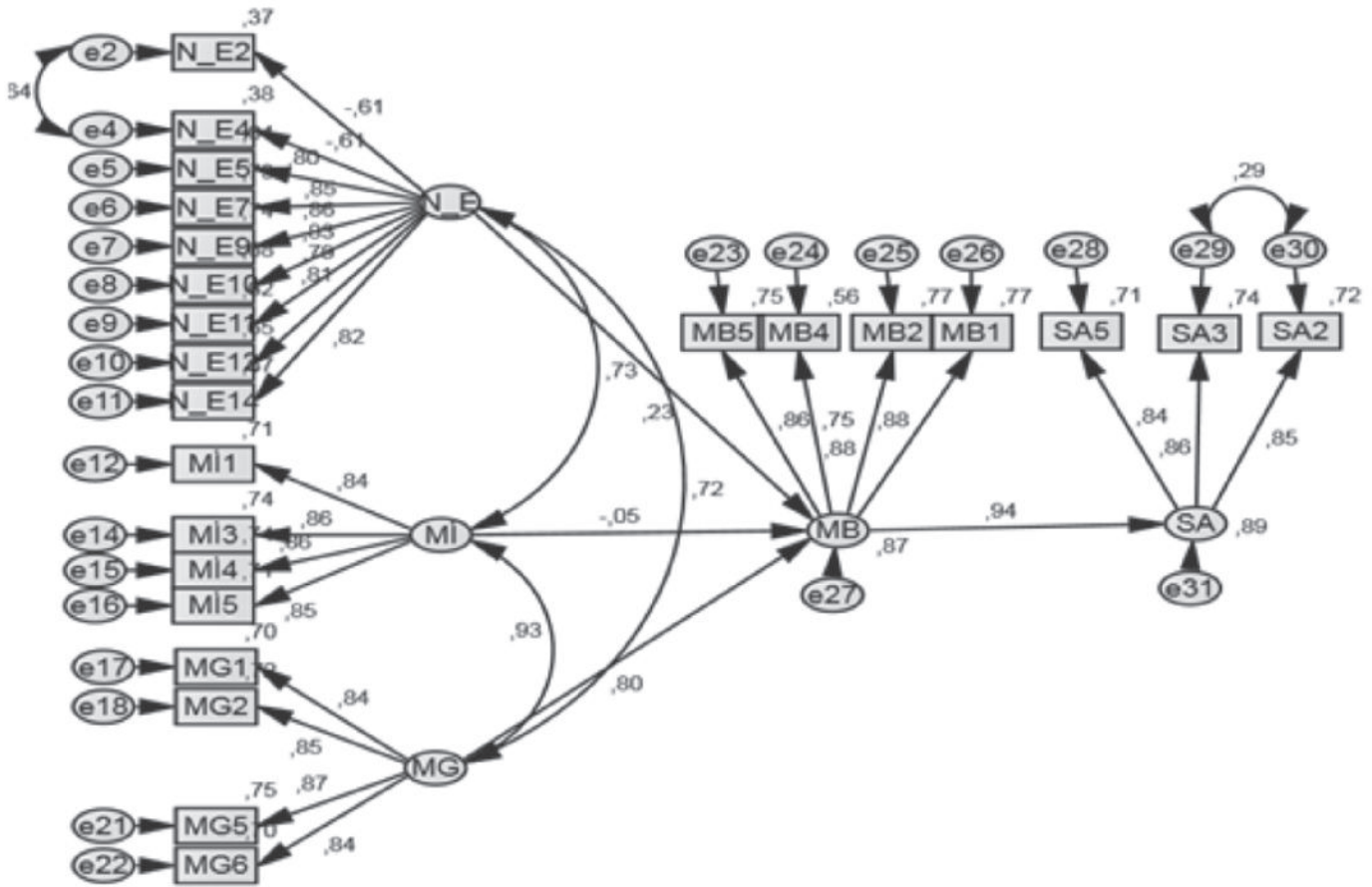
Since the adaptation values of the model were not within acceptable limits, one statement was taken from the nostalgia pronesses and purchase intention scale and two statements were taken from the brand trust scale. As a result of the necessary modification procedures, the compliance values of the model were within acceptable limits and sufficient evidence of structural conformity of the model was observed. Standardized β coefficients, standard error, critical ratio, p and R^2 values among the variables are shown in Table 3.

Table 3. Structural Equation Model Coefficients

Değişkenler	Standardized β	Standard error	Critical ratio (CR)	p	R2
Nostalgia Pronesses- Brand Loyalty	,23	0,034	5,339	***	
Brand Image- Brand Loyalty	-,05	0,118	-0,423	,672	0,87
Brand Trust- Brand Loyalty	,80	0,127	6,758	***	
Brand Loyalty- Purchase Intention	,95	0,051	20,376	***	0,89

When the obtained values were examined, it was found that there was a statistically significant effect between the variables because of the relationship between nostalgia pronesses and brand loyalty ($\beta = 0.23$; $p < 0.05$). Therefore, the first hypothesis H1: "The nostalgia pronesses positively affects brand loyalty" was supported and accepted.

Since there is a relationship between retro brand image and brand loyalty ($\beta = -0.05$; $p > 0.05$), there was no statistically significant effect between the variables. For this reason, the second hypothesis of the research H2: "Retro brand image positively affects brand loyalty" was not supported and rejected.

Since there is a relationship between trust in retro brand and brand loyalty ($\beta = 0.80$; $p < 0.05$), a statistically significant effect was found among the variables. For this reason, the third hypothesis H3: "Trust in retro brand positively affects brand loyalty" was supported and accepted.

The relationship between brand loyalty and purchase intention ($\beta = 0.95$; $p < 0.05$) was found to have a statistically significant effect between the variables. For this reason, the fourth hypothesis H4: "Brand loyalty affects positively purchasing intention" was supported and accepted.

The nostalgia pronesses has indirect effects on the purchase intention ($\beta = 0.21$; $p < 0.05$); brand trust indirectly influences the purchase intention ($\beta = 0.76$; $p < 0.05$). Since the retro brand image does not have a direct effect on brand loyalty, it is seen that there is no indirect effect. Thus, the fifth hypothesis of the research was supported and accepted H5: "The nostalgia pronesses has indirect effects on the purchase intention", and H6: "Trust in retro brand has indirect effects on the purchase intention". The seventh hypothesis of the study, H7: "Retro brand image has indirect effects on the purchase intention" was not supported and rejected.

When R2 values of the model are examined, it is seen that 87% of brand loyalty and 89% of purchase intention are explained.

Conclusion

Today, changes in many areas along with globalization show impact on marketing. Particularly in markets where competition is intense, saturation is reached in a short time. Therefore, businesses have to adapt to innovation quickly.

The brands that touch the consumers' emotions are brought together with the past branding method and the applications of today and the brand identity and brand image perceptions are revived. Thus, retro marketing

applications are used by businesses as a differentiated competitive advantage. Businesses can take advantage of nostalgic elements to increase the profitability of their. It may be suggested that businesses include nostalgia in advertisements, brands and logos.

In this research, general questions were asked about the brands that do retro marketing applications and questions were not asked to the participants about a certain sector or brand. In researches, the effect of purchasing behavior of consumers can be examined by considering a single brand that makes retro applications.

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