

**THE ROLE OF NOSTALGIA  
PRONENESS IN THE EFFECT OF  
BRAND IMAGE, CORPORATE IMAGE,  
BRAND TRUST AND CONSUMER  
INVOLVEMENT ON EMOTIONAL  
ATTACHMENT: GLOBAL VS. LOCAL BRAND**

*Hacettepe University  
Journal of Economics  
and Administrative  
Sciences  
Vol. 37, Issue 2, 2019  
pp. 215-240*

**Fatma Müge ARSLAN**  
Prof.Dr., Marmara University  
School of Business  
mugearslan@marmara.edu.tr

**Oylum Korkut ALTUNA**  
Doç.Dr., İstanbul University  
Faculty of Political Sciences  
Department of Business Administration  
oaltuna@istanbul.edu.tr

*This paper is presented at the Innovation and  
Global Issues in Social Sciences III (INGLOBE)  
2018 Congress held in Patara, Antalya on 27-  
29 April 2018 and is published as "extended  
abstract" in the book of abstracts proceedings.*

**A**bstract: Nostalgia is an “individual’s desire for the past or a liking for possessions and activities of days gone by” (Holbrook, 1993: 245). For the past few decades nostalgia has been widely used in marketing in order to evoke positive feelings. Hence, the aim of this study is to assess the role of nostalgia proneness in the effect of brand image, corporate image, brand trust and involvement on emotional attachment. The conceptual model is tested empirically against consumers of different levels of nostalgia proneness (low/high). Additionally a comparison is made between a global and a local brand. Convenience sampling is used and data are collected from 643 consumers in Istanbul by means of face to face interviews. Multiple regression analyses is used to test the hypotheses. The results shows that all of the independent variables have statistically significant effects on emotional attachment for both levels of nostalgia proneness and for the global and the local brands. However, differences exist for the two samples (low/high nostalgia prone) and the two brands (Çamlica and Coca Cola) regarding the most effective variables on emotional attachment.

**Keywords:** *Nostalgia proneness, emotional attachment, brand image, corporate image, involvement, brand trust.*

# MARKA İMAJ, KURUMSAL İMAJ, MARKA GÜVENİ VE TÜKETİCİ İLGİLENİMİNİN DUYGUSAL BAĞLILIK ÜZERİNDEKİ ETKİSİNDE NOSTALJİ EĞİLİMİNİN ROLÜ: KÜRESEL VE YEREL MARKA KARŞILAŞTIRMASI

Hacettepe Üniversitesi  
İktisadi ve İdari Bilimler  
Fakültesi Dergisi  
Cilt 37, Sayı 2, 2019  
s. 215-240

**Fatma Müge ARSLAN**  
Prof.Dr., Marmara Üniversitesi  
İşletme Fakültesi  
mugearslan@marmara.edu.tr

**Oylum Korkut ALTUNA**  
Doç.Dr., İstanbul Üniversitesi  
Siyasal Bilgiler Fakültesi  
İşletme Bölümü  
oaltuna@istanbul.edu.tr

*Bu çalışma 27-29 Nisan 2018 tarihinde Patara, Antalya'da düzenlenen 3. Innovation and Global Issues in Social Sciences (INGLOBE) 2018 Kongresinde sunulmuş olup; kongre bildiri kitabında genişletilmiş özet olarak yayınlanmıştır.*

**Ö**z: Nostalji, “bireylerin geçmişte duydukları arzu veya geçmişte yaşananlara ve sahip olunanlara karşı hissedilen hoşlanma” olarak tanımlanmaktadır (Holbrook, 1993, 245). Son yıllarda pazarlama alanında, nostalji, tüketicilerde olumlu duygular uyandırmak amacıyla yaygın olarak kullanılmaktadır. Bu bağlamda, bu çalışmanın amacı marka imajı, kurumsal imaj, marka güveni ve tüketici ilgilenimi'nin duygusal bağlılık üzerindeki etkisinde nostalji'nin rolünü incelemektir. Kavramsal model farklı nostalji eğilimi düzeylerine (yüksek/düşük) sahip tüketiciler açısından test edilmiştir. Ayrıca, bir küresel ve bir yerel marka için model karşılaştırılmıştır. Kolayda örnekleme ve yüzyüze anket yöntemi ile İstanbul ilinde 643 anket toplanmıştır. Araştırma hipotezlerini test etmek amacıyla regresyon analizi kullanılmıştır. Araştırma bulgularına göre, her iki marka ve her iki nostalji eğilimi düzeyindeki cevaplayıcı grupları için tüm bağımsız değişkenler duygusal bağlılık bağımlı değişkeni üzerinde istatistiksel olarak anlamlı etki göstermektedir. Ancak, gerek markalar gerek nostalji düzeylerine göre etki dereceleri ve sıralamalarında farklılıklar tespit edilmiştir.

**Anahtar Sözcükler:** Nostalji eğilimi, duygusal bağlılık, marka imajı, kurumsal imaj, tüketici ilgilenimi, markaya olan güven.

## INTRODUCTION

Nostalgia is an “individual’s desire for the past or a liking for possessions and activities of days gone by” (Holbrook, 1993: 245). Research indicates that nostalgia influences consumer behavior both cognitively and emotionally (Holak, Havlena, 1998). Therefore, in practice, the use of nostalgia is widespread (e.g. advertisements, product design, packaging, shopping environment, movies, film series, etc.). Additionally, it is possible to see a growing interest in vintage products, retro products, retro marketing, etc. (e.g. the new VW Beetle, SMEG Frigidaire, Lenco turntable record player, Coca Cola using old glass bottles, etc.). Relatedly, nostalgia proneness is the “attitude toward the past” where the level of nostalgia proneness has an effect on consumer preferences (Schindler, Holbrook, 2003: 278).

No doubt nostalgia evokes positive feeling in consumers which result in profitable sales for firms. Thus, it would not be wrong to state that nostalgia prompts emotional attachment in consumers. Forming strong emotional attachments to brands generates sales, profits and continuing repurchase (Grisaffe, Nguyen, 2011), which may ultimately result in loyalty as research indicates that emotional attachment and brand loyalty are highly correlated (Tsai, 2014). Oliver (1999) notes that emotional bonds result in “exclusive” repurchase in all situations, even if competitors offer appealing incentives. Hence it is important to identify which factors affect emotional attachment.

In psychology, emotional attachment is considered as the interpersonal relationship between a parent and an infant (Bowlby, 1979; Bowlby, 1980) or between an individual and a significant other (Thomson *et al.*, 2005). An analogy is made in marketing and as stated by Thomson *et al.*, (2005:78), “consumers may develop attachments to gifts, collectibles, places of residence, brands or other types of special or favorite objects” and thus emotional attachment may be defined as the deep emotions involved and the bond formed “between a person and a specific object” or to a product/brand. When a consumer is emotionally attached to a brand, the bond is made for the long-term and the consumer is willing to stay in the relationship (Thomson *et al.*, 2005; Reimann *et al.*, 2012). Emotional attachment to brands is an important issue in marketing as it has a great impact on purchase intention, product usage and product evaluation (Schultz *et al.*, 1989; Thomson *et al.*, 2005; Hadi, Valenzuela, 2014). Thus, having consumers with deep emotional attachments to brands is an effective way of realizing devoted and profitable customers who are highly willing to repurchase (Grisaffe, Nguyen, 2011).

Extant literature focuses on the antecedents of emotional attachment such as sentimentality/emotional memory; socialization; superior marketing characteristics; traditional customer outcomes and user-derived benefits (Grisaffe, Nguyen, 2011).

Besides, there is a stream of literature investigating the effect of corporate branding strategy (So *et al.*, 2013), self-concept connection (Hwang, Kandampully, 2012), store image (Dolbec, Chebat, 2013), brand heritage (Merchant, Rose, 2013), and affectionate gestures (Hadi, Valenzuela, 2014) on emotional attachment. Despite the widespread use of nostalgic themes in advertisements and in new products (Havlena, Holak, 1991), academic research on the subject is still quite limited (Holak *et al.*, 2005). As stated by Kessous and Roux (2008), research on nostalgia concentrates mainly on nostalgia proneness and the effects of nostalgic advertising on consumer behavior. A review of literature on the subject shows that only a small number of studies have tested conceptual models in the context of nostalgia and/or nostalgia proneness.

As to the knowledge of the authors, no previous study has tested the effect of brand image, corporate image, involvement and brand trust on emotional attachment and the role of nostalgia proneness in these relationships. Hence, this study tries to fill this gap in marketing literature by examining these relations in the context of both a global and a local brand.

## 1. THEORETICAL BACKGROUND

As scientists and media frequently point out, the rapid deterioration of the environment, shortage of sources, disruptive changes in climate, increasing pollution, etc., people are nowadays becoming more sensitive to the “hard times” they live in. Hence many people talk about “the good old days” and how simpler and happier life was back then. Witnessing this shift in attitudes, many firms try to take advantage of this feeling and thus for the past few decades it is possible to see products, brands, packaging, etc., highlighting nostalgia. Nostalgia is a popular theme used in advertisements to evoke good feelings in people and thus influence customers (Reisenwitz *et al.*, 2004: 55). Similarly, marketers use nostalgia to attract consumers to their firms/brands and also to create positive attitudes in them (Muehling, Sprott, 2004). Therefore, it is not surprising that nostalgia has become an interest to marketing academics (Hallegatte, Marticotte, 2014) ever since the 1990’s (e.g. Belk, 1990; Havlena, Holak, 1991; Holbrook, Schindler, 1991). Another reason for the growing popularity of nostalgia may be due to the aging of the population (Pascal *et al.*, 2002).

Nostalgia, simply stated, is “a positively toned evocation of a lived past” and a “yearning for yesterday” (Davis, 1979). Belk (1990) on the other hand, refers to nostalgia as “a wistful mood that may be prompted by an object, a scene, a smell, or a strain of music”. Alternately, Holbrook and Schindler (1991: 330) define nostalgia as “a preference (general liking, positive attitude, or favorable affect) toward objects (people, places, or things) that were more common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood, or even before

birth)". Nostalgia refers to the earlier period of a person's life that is highly biased due to "selective recall of past experiences" and so may "evoke memories of peaceful, pleasant times or of times of tension and turmoil" (Holak, Havlena, 1992: 380).

An individual may be nostalgic towards one's own past (for example his/her own childhood) or to an era that one has not personally lived in (for example the 1920's, the 1950's, the 1960's, etc.) (Havlena, Holak, 1991; Holbrook, Schindler, 1991). Baker and Kennedy (1994) state that there are three levels of nostalgia: real nostalgia, simulated nostalgia, and collective nostalgia. *Real nostalgia* refers to the yearning of an individual to his/her past, thus requiring that the person has experienced the event. *Simulated nostalgia*, on the other hand, has to do with someone else's past that has been told to the individual by a person he/she loves and the yearning the individual has to this experience – hence is actually an indirect form of nostalgia. Alternatively, *collective nostalgia* denotes a culture and is consequently the desire of an individual to live the past that represents a certain culture, generation or nation. Many firms (for example Nike and Adidas) reintroduce their once popular products to the market in order to urge sales since these products arouse both real and simulated nostalgia (Sierra, McQuitty, 2007).

Holak *at al.* (2005) have extended the above mentioned categorization of nostalgia into four classes: personal nostalgia (direct individual experience); interpersonal nostalgia (indirect personal experience); cultural nostalgia (direct collective experience); and virtual nostalgia (indirect collective experience). *Personal nostalgia* is real nostalgia; *interpersonal nostalgia* is simulated nostalgia; *cultural nostalgia* is similar to collective nostalgia but refers to direct experience with a group of people (for example, holiday rituals pertaining to a certain culture); and *virtual nostalgia* is yearning for a certain period of time that the individual has not directly experienced but has learned from books, films, experts, etc. Past studies show that nostalgia positively affects purchase intention for products that remind people of their past (Sierra, McQuitty, 2007).

Nostalgia proneness on the other hand is different than nostalgia and may be defined as the "attitude towards the past" (Holbrook, Schindler, 1994). In other words, nostalgia proneness is the tendency of a person to be nostalgic. Some people are more prone to nostalgia than others (Hallegatte, Marticotte, 2014) and it is believed that differences in nostalgia proneness levels will affect attitudes and actions of consumers.

Although nostalgia is widely used in practice, academic studies on nostalgia are still quite limited. Existing studies on nostalgia are mainly about exploring nostalgia and on trying to uncover attitudes of consumers towards ads using nostalgia themes and to

objects reminding the past. However, academic studies focusing on nostalgia in a consumer behavior perspective is highly limited.

## 2. CONCEPTUAL MODEL AND DEVELOPMENT OF HYPOTHESES

As nostalgia evokes positive emotions in people, it is expected that for nostalgic products, brand image, brand trust, corporate image and involvement will have a positive effect on emotional attachment. Additionally, it is anticipated that different levels of nostalgia proneness (low/high) will result in differences in these effects taking into account a global and a local brand (see Figure 1 for conceptual model).

### *Emotional Attachment*

Past research in marketing show that individuals may develop attachments to objects, people or places and this attachment may be highly emotional which may result in a consumer's willingness to invest in the brand and pay a premium price to own it (Thomson *et al.*, 2005). Shultz *et al.* (1989) state that emotional attachment to a product forms as a result of the connection felt towards a product or having past experiences with a product.

Thomson *et al.* (2005) have applied the theory of interpersonal attachment to consumers' emotional attachment to brands and have validated that emotional attachment has three components (affection, passion and connection). Affection comprises of friendly emotions such as affection, love, peacefulness and friendliness; passion encompasses feelings such as passion, delight and captivation; and connection involves emotional states such as attachment, bonding and connection (Tsai, 2014).

The emotional nature of nostalgia is indisputable as nostalgia is generally defined as an emotion, feeling and mood about recollections of the past (Baker, Kennedy, 1994; Belk, 1990; Holak, Havlena, 1998). In order to create emotional attachment between consumers and brands it is a common procedure for firms to use nostalgia in positioning their products (Holbrook, 1993; Holbrook, Schindler, 1994, 1996, 2003; Thomson *et al.*, 2005; Kessous, Roux, 2008). This way brands are associated with past experiences of individuals and therefore the chance of preferring the brand increases. In other words, nostalgia influences consumer behavior emotionally (Holak, Havlena, 1998). Thus, it could easily be said that there is a relationship between nostalgia and emotional attachment. Therefore, it is expected that nostalgia proneness of consumers will be related to emotional attachment but different levels of nostalgia proneness will have different effects.

Considering all these discussions, emotional attachment has been chosen as the dependent variable and brand trust, brand image, corporate image and involvement as the independent variables in this study.

### ***Brand Image and Corporate Image***

Brand image is how a consumer perceives a brand which stems from all the associations formed in his/her mind related to its identity and thus comprises of the physical attributes of the product as well as functional, emotional and self-expressive attributes (Martinez, Chernatony, 2004). Image has two important components, functional and emotional (Nguyen, LeBlanc, 1998). Corporate image, on the other hand, is everything people associate with a certain company as a result of all the information he/she has about it (Martenson, 2007); it is “the overall impression made on the minds of the public about a firm” and is related to such attributes as business name, variety of products/services, tradition, ideology, etc., (Nguyen, LeBlanc, 2001:228). The results of a research show that emotional attachment has five components: relationship quality; trust; aesthetic attractiveness of product; delight obtained through contact with product; and image congruity between consumer and product (Tsai, 2011). These discussions indicate that image is related to emotional attachment. Therefore the following hypotheses are formed:

H1: Brand image will have a statistically significant effect on emotional attachment.

H1a: Brand image will have a statistically significant effect on emotional attachment for Çamlıca.

H1b: Brand image will have a statistically significant effect on emotional attachment for Coca Cola.

H2: Corporate image will have a statistically significant effect on emotional attachment.

H2a: Corporate image will have a statistically significant effect on emotional attachment for Çamlıca.

H2b: Corporate image will have a statistically significant effect on emotional attachment for Coca Cola.

### ***Brand Trust***

The goal of marketing is to create a long term relationship between the consumer and the brand where trust is one of the most important attributes a brand owns that creates this attachment (Delgado, 2004) and which has an important effect on brand equity (Delgado, Munuera, 2005). Brand trust may be defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri, Holbrook, 2002: 37). Delgado (2004) talks of two important components of brand trust, namely reliability and brand intentions, where reliability infers to how much the consumer believes the brand will live up to its promises and intentions imply how a brand will react when an unexpected problem occurs. Hence, brand trust entails a rational and an emotional element. Additionally, Tsai (2014) states that when a consumer has strong emotional attachments to a brand, this stimulates positive emotions concerning security, trust and confidence. Therefore, it is hypothesized that:

H3: Brand trust will have a statistically significant effect on emotional attachment.

H3a: Brand trust will have a statistically significant effect on emotional attachment for Çamlıca.

H3b: Brand trust will have a statistically significant effect on emotional attachment for Coca Cola.

### ***Involvement and Interaction of Involvement and Brand Trust***

Involvement is how relevant a certain product is to the needs and values of the individual and so how receptive he/she is to information about the product (Zaichkowsky, 1986). Involvement has two components: affective and cognitive where affective involvement relates to the relativity of the product to a person’s feelings and emotions and cognitive involvement has to do with how the product relates to the utilitarian motives of the consumer and thus the relativity of the functional performance of the product to the needs of the consumer (Zaichkowsky, 1994). Past researches show that there is a positive relationship between involvement and brand loyalty (Chen *et al.*, 2008) and also with perceived risk, information search, brand commitment, brand similarity, brand switching, etc., (Michaelidou, Dibb, 2008).

Thomson *et al.* (2005) state that although emotional attachment is a distinct concept, it includes the elements of attitude favorability, satisfaction and involvement, and thus should highly correlate with these concepts. Additionally, advertisements that use nostalgia as a theme affect consumers’ attitude and involvement towards it



positively and at the same time has an impact on consumers' attitude towards the product and purchase intention (Hallegatte, Marticotte, 2014). Therefore, it is hypothesized that:

H4: Involvement will have a statistically significant effect on emotional attachment.

H4a: Involvement will have a statistically significant effect on emotional attachment for Çamlıca.

H4b: Involvement will have a statistically significant effect on emotional attachment for Coca Cola.

Additionally, Delgado and Munuera (2001) note that involvement is a condition that motivates the individual to trust a brand and have illustrated that it has a moderating effect in the relationship between trust and customer commitment. Similarly in this study, it is expected that the interaction effect of brand trust and involvement will have a significant effect on emotional attachment. So, it is hypothesized that:

H5: The interaction of brand trust and involvement will have a statistically significant effect on emotional attachment.

H5a: The interaction of brand trust and involvement will have a statistically significant effect on emotional attachment for Çamlıca.

H5b: The interaction of brand trust and involvement will have a statistically significant effect on emotional attachment for Coca Cola.

### ***Nostalgia Proneness***

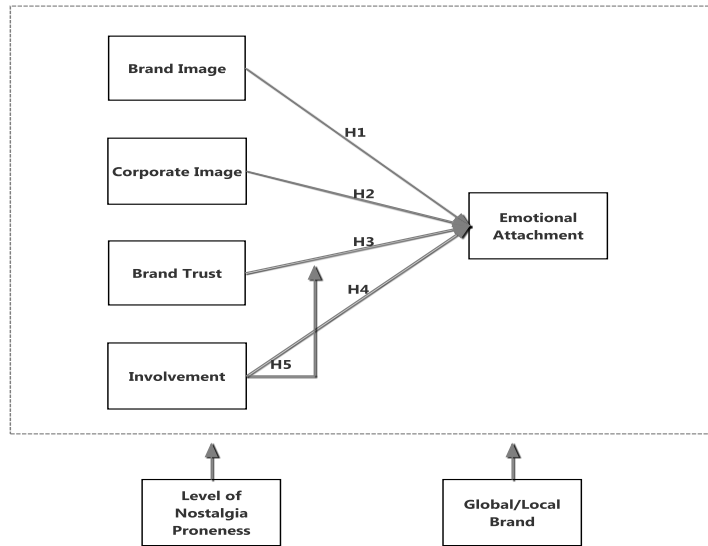
Nostalgia proneness is an individual's attitude toward the past (Holbrook, 1993). Some people are inclined to be more nostalgic than others; therefore they have a tendency for nostalgia (i.e. nostalgia proneness). Past researches show that nostalgia proneness has a substantial role in consumption and preferences for products (Holbrook, Schindler, 1996) and positively affects perception of product quality, brand image and feelings towards a brand (Reisenwitz *et al.*, 2004).

Results of past studies indicate that nostalgia proneness increases as an individual ages and takes a peak at middle age and retirement years (Holak, Havlena, 1992). However, the results of replicating studies are contradictory concerning the relationship between nostalgia and age. Some studies find that there is a positive

relationship between nostalgia and age whereas others show no relationship (Gineikiene, 2013). Taking gender into consideration, Davis (1979) states that men are more nostalgic than women. Alternatively, Baker and Kennedy (1994) state that instead of differences in nostalgia levels, men and women show differences in the items that evoke nostalgia. For example, men are evoked by consumer items such as cars whereas women are evoked by possessions reminding the past such as photographs.

In light of these discussions, it is expected that low/high nostalgia prone consumers will show differences in the effect of brand image, brand trust, corporate image and involvement on emotional attachment.

**Figure 1. Conceptual Model**



### **Measures**

To measure nostalgia proneness, the scale developed by Holbrook (1993) was used as it is the most popular nostalgia proneness measurement scale in marketing (Hallegatte, Marticotte, 2014). In this study the 8-item version of the nostalgia proneness scale was used as Holbrook (1993) stated that the 20-item version showed poor fit when confirmatory factor analysis was conducted. In the 8-item version, 4 items pertain to “Societal Nostalgia Proneness” and 4 items to “Individual Nostalgia Proneness”. General brand image was measured using the 6-item scale developed by Martinez and Chernatony (2004). Brand trust was measured using the 4-item scale of Chaudhuri and Holbrook (2002). Corporate image was measured using the 3-item scale developed by Nguyen and Leblanc (2001). Involvement was measured using the 11-

item Likert-type scale developed by Bloemer and Kasper (1995) which is adapted from Zaichkowsky (1994) where the original scale is a semantic differential scale. Emotional attachment was measured using the 10-item scale of Read *et al.* (2011) which was adapted from Thomson *et al.* (2005). Emotional attachment consists of three components: affection, passionate and connection (Thomson *et al.*, 2005) where affection is measured using 4 items, passionate using 3 items and connection using 3 items. In the study all items were measured using 7-point Likert type scales (1= “totally disagree”; 7 = “totally agree”).

### 3. METHODOLOGY

#### *Qualitative Research, Data Collection and Sampling Method*

In order to determine the brands that would be used as stimuli in the research, a qualitative research was conducted on two different groups of graduate business students. With the first group, students were asked to write down the brands they considered as nostalgic where a total of 90 different brands were generated. The brands that were mentioned at least by two students were chosen to be rated by the second group (a total of 42 brands). Among the 42 brands, Coca Cola received the highest score. In order to make comparisons between a local and a global brand, the local brand that received the highest score in the same category (Çamlıca) was chosen as the second stimulus for the study. Therefore, in the quantitative part of the study, each respondent answered the questionnaire either for Çamlıca or for Coca Cola. It should be noted that in prior nostalgia studies Coca Cola has been used commonly as Coca Cola frequently uses nostalgia as a theme in their advertisement campaigns (Brown, 1999).

For the quantitative research part of the study, data were collected from consumers in Istanbul using face to face surveys. Due to monetary and time constraints convenience sampling was chosen as the method of sampling. A total of 654 surveys were collected. Incomplete and incorrectly filled questionnaires were eliminated. Additionally the data were analyzed in terms of outlier analysis (Mahalanobis distance method). As a result, a total of 643 usable questionnaires remained for further analysis.

#### *Sample Profile and Beverage Consumption Behavior*

Initially, in order to determine low/high nostalgia prone consumers, the median of Nostalgia Proneness scale was calculated (median=4.125) and the sample was split according to low nostalgia prone consumers (mean $\leq$ 4.125; n=345) and high nostalgia prone consumers (mean $>$ 4.125; n=298).

To determine the sample profile, four questions were asked in the questionnaire. Additionally one question was asked about the percentage of monthly spending on

beverage as compared to total spending to determine the consumption behavior of the respondents. The results are given in Table 1.

**Table 1. The Sample Profile and Percentage of Spending on Beverage**

	Total Sample		Low Nostalgia Prone		High Nostalgia Prone	
	Freq. (N)	Per. (%)	Freq. (N)	Per. (%)	Freq. (N)	Per. (%)
<b>Gender</b>						
Male	<b>319</b>	<b>50.5</b>	168	49,7	<b>151</b>	<b>51,4</b>
Female	313	49.5	<b>170</b>	<b>50,3</b>	143	48,6
<b>Age</b>						
18-25	<b>303</b>	<b>47.4</b>	<b>153</b>	<b>44,7</b>	<b>150</b>	<b>50,5</b>
26-35	158	24.7	97	28,4	61	20,5
36-49	122	19.1	65	19,0	57	19,2
50+	56	8.8	27	7,9	29	9,8
<b>Education (last graduated)</b>						
Primary	15	2.4	5	1.5	10	3.4
Secondary	33	5.2	13	3.8	20	6.7
High School	<b>305</b>	<b>47.8</b>	<b>153</b>	<b>44.9</b>	<b>152</b>	<b>51.2</b>
University (under graduate)	247	38.7	147	43.1	100	33.7
University (graduate)	29	4.5	16	4.7	13	4.4
Other	9	1.4	7	2.1	2	0.7
<b>Personal Income(TL)</b>						
0-500	109	17.1	47	13.8	62	20.9
501-1000	116	18.2	66	19.4	50	16.9
1001-2000	<b>165</b>	<b>25.9</b>	<b>94</b>	<b>27.6</b>	71	24.0
2001-3000	145	22.8	71	20.9	<b>74</b>	<b>25.0</b>
3001-4000	45	7.1	30	8.8	15	5.1
4001-5000	27	4.2	16	4.7	11	3.7
5001+	29	4.6	16	4.7	13	4.4
<b>Percentage of Spending on Beverage</b>						
< 25%	<b>404</b>	<b>63.6</b>	<b>208</b>	<b>60,8</b>	<b>196</b>	<b>66.9</b>
26%-50%	125	19.7	71	20.8	54	18.4
51%-75%	75	11.8	44	12.9	31	10.6
76%-100%	31	4.9	19	5.6	12	4.1

As seen in Table 1, According to nostalgia proneness levels, surprisingly, the samples show very similar characteristics to the total sample and to each other.

#### 4. FINDINGS

##### *Test of Reliability and Validity*

Before conducting any analysis, all scales were tested for reliability and validity. As CFA is sensitive to missing data, all missing data were replaced using series means before conducting any further analyses. To test for reliability, Cronbach's Alpha scores were used. As seen in Table 2, all  $\alpha$  scores are well above 0.70, showing high internal consistency as stated by Nunnally (1978) except for nostalgia proneness, which is slightly below 0.70.

**Table 2. Reliability Test Results of the Scales Used in Study**

Scales	Number of Items	Cronbach's Alpha Values ( $\alpha$ )
Nostalgia Proneness	8	0.670
Brand Image	6	0.817
Corporate Image	3	0.871
Brand Trust	4	0.962
Involvement	11	0.811
Emotional Attachment	10	0.956

To test the validity of the scales, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were used. EFA was conducted to test whether the items loaded on to their factors as the original scales and/or were multi-or unidimensional. The results of EFA showed that Brand Image, Brand Trust, Corporate Image and Emotional Attachment scales were all unidimensional where all item loads were higher than 0.50 (see Appendix 1). Although the original Emotional Attachment scale has three factors, in this study all items loaded onto a single factor meaning that our scale was unidimensional. Nostalgia Proneness scale loaded onto two factors as the original scale with all items loading onto their original factors; Involvement scale loaded onto three factors unlike the original scale which is unidimensional. For these two scales, all item loads were above 0.50. Hence it could be said that the scales show acceptable structural validity. Following the EFA, all scales were tested for validity by conducting individual CFA for each scale. Scales were purified (items were eliminated) until all scales showed acceptable fit values. All items remained the same as in the original scales except for Involvement and Emotional Attachment scales where 7 items were eliminated from the Involvement scale (4 items remained) and 6 items were eliminated from the Emotional Attachment scale (4 items remained). The items were eliminated due to insignificant path and t-values. It should be noted that, after the elimination, for the remaining items in each scale, the grand mean scores were calculated and these scores were used in the analysis as the total scores for each scale regardless of their factorial structures. As a second step, CFA was conducted on the

resulting scales altogether and the measurement model showed acceptable fit values ( $\chi^2=636.15$ ;  $df=170$ ;  $\chi^2 / df=3.74$ ;  $RMSEA=0.064$ ;  $NFI=0.94$ ;  $NNFI=0.94$ ;  $CFI=0.95$ ;  $IFI=0.95$ ;  $SRMR=0.085$ ). Therefore, it could be said that all scales used in the study show acceptable validity. As a further step, the independent variables were tested for multicollinearity, since one of the aims of the study was to test for the interaction effect of Brand Trust and Involvement on Emotional Attachment. For this reason regression analysis was conducted on the whole sample where Emotional Attachment was the dependent and Brand Image, Brand Trust, Involvement, Corporate Image and the interaction of Brand Trust x Involvement were the independent variables. The variance inflation factors (VIF) of the interaction variable were above the accepted cutoff value of 10 showing that multicollinearity existed. To overcome this problem mean centering was used. Henceforward, mean centered values were used for all further analyses.

### *Descriptive Statistics Results*

The means and standard deviations of the scales used in the study are given in Table 3 (for the full sample and separately for the two brands). T-tests were conducted to test for differences between low/high nostalgia prone respondents.

**Table 3. Means and Standard Deviations of Scales**

Variable	Total (N=643) Mean (SD)	Low NP (n=308) Mean (SD)	High NP (n=335) Mean (SD)	Çamlıca (n=323) Mean (SD)	Coca Cola (n=320) Mean (SD)
Nost. Pr.	4.12 (1.01)	3.36 (0.63)	<b>5.00</b> <b>(0.63)*</b>	4.08 (0.98)	4.16 (1.07)
Brand Im.	4.51 (1.34)	4.67 (1.33)	4.33 (1.34)*	4.26 (1.29)	<b>4.76</b> <b>(1.35)*</b>
Corp. İma.	<b>4.64</b> <b>(1.64)</b>	<b>4.78</b> <b>(1.60)</b>	4.47 (1.68)*	4.74 (1.56)	4.54 (1.72)
Brand Tr.	4.38 (1.78)	4.64 (1.74)	4.08 (1.79)*	<b>4.87</b> <b>(1.57)</b>	3.88 (1.85)*
Invol.	3.60 (1.25)	3.83 (1.24)	3.34 (1.21)*	3.39 (1.63)	3.81 (1.30)*
Emo. Att.	3.56 (1.66)	3.78 (1.63)	3.31 (1.65)*	3.71 (1.58)	3.41 (1.72)*

7-point Likert type scales were used.

\*Statistically significant differences ( $p<0.015$ ) between low/high nostalgia proneness or the two brands (t-test results).

As seen in Table 3, for the total sample and low nostalgia prone sample Corporate Image achieved the highest score; for the high nostalgia prone sample nostalgia proneness achieved the highest score; whereas for Çamlıca, brand trust; and for Coca Cola brand image achieved the highest score.

### Regression Analyses Results

In order to test whether nostalgia proneness had a role in the effect of brand image, brand trust, corporate image and involvement on emotional attachment according to the two brands, several regression analyses were conducted. Additionally, the interaction effect of brand trust and involvement on emotional attachment was tested using regression analyses. All of the results are given in the following tables.

**Table 4. Regression Analyses Results (Main Effects)  
(Total and for Çamlıca and Coca Cola)**

Independent Variable	Total (N=643) Beta (sig.)	Çamlıca (n=323) Beta (sig.)	Coca Cola (n=320) Beta (sig.)
Brand Image	0.105 (0.003)*	0.161 (0.003)*	0.104 (0.045)*
Corporate Image	0.303 (0.000)*	<b>0.380 (0.000)*</b>	0.240 (0.000)*
Brand Trust	<b>0.323 (0.000)*</b>	0.223 (0.000)*	<b>0.319 (0.000)*</b>
Involvement	0.240 (0.000)*	0.188 (0.000)*	0.296 (0.000)*
Adj. R <sup>2</sup>	0.560	0.582	0.544
VIF	1.166-2.085	1.151-2.252	1.188-2.012

Dependent Variable: Emotional Attachment

\*Statistically significant ( $p \leq 0.050$ )

Initially regression analyses were conducted on the total sample and on the split samples for the two brands. As seen in Table 4, for the total sample and split samples, all independent variables have statistically significant effects on emotional attachment. For the total sample, brand trust has the highest effect on emotional attachment, whereas for Çamlıca, corporate image; and for Coca Cola, brand trust. For the total sample and the samples of Coca Cola and Çamlıca, brand image has the lowest effect on emotional attachment. Regression analysis was repeated by adding the interaction of Brand Trust and Involvement.

As seen in Table 5, the interaction effect of Brand Trust and Involvement on Emotional Attachment was significant for Çamlıca and insignificant for Coca Cola. Although the interaction effect was significant for Çamlıca, the Beta loading is very low (0.084) and additionally, the increase in variance is negligible (%0.4). Hence it could be said that H1 (*H1a and H1b*), H2 (*H2a and H2b*), H3 (*H3a and H3b*) and H4 (*H4a and H4b*) are supported. H5 is not supported as one of the two sub-hypotheses, H5b was not supported.

**Table 5. Regression Analyses Results (Full Effects)  
(Total and for Çamlıca and Coca Cola)**

Independent Variable	Total (N=643) Beta (sig.)	Çamlıca (n=323) Beta (sig.)	Coca Cola (n=320) Beta (sig.)
Brand Image	0.106 (0.003)*	0.154 (0.005)*	0.104 (0.045)*
Corporate Image	0.303 (0.000)*	<b>0.372 (0.000)*</b>	0.240 (0.000)*
Brand Trust	<b>0.331 (0.000)*</b>	0.264 (0.000)*	<b>0.319 (0.000)*</b>
Involvement	0.240 (0.000)*	0.170 (0.000)*	0.297 (0.000)*
Br.Trust * Involve.	0.030 (0.263)	0.084 (0.031)*	0.005 (0.899)
Adj. R <sup>2</sup>	0.560	0.586	0.543
VIF	1.078-2.085	1.182-2.261	1.113-2.013

Dependent Variable: Emotional Attachment

\*Statistically significant ( $p \leq 0,050$ )

**Table 6. Regression Analyses Results (Main Effects)  
(Low/High Nostalgia Proneness; Total Sample)**

Independent Variable	Total (N=643) Beta (sig.)	Low Nostalgia Pr. (n=345) Beta (sig.)	High Nostalgia Pr. (n=298) Beta (sig.)
Brand Image	0.105 (0.003)*	0.106 (0.043)*	0.099 (0.042)*
Corporate Image	0.303 (0.000)*	<b>0.315 (0.000)*</b>	0.294 (0.000)*
Brand Trust	<b>0.323 (0.000)*</b>	0.290 (0.000)*	<b>0.358 (0.000)*</b>
Involvement	0.240 (0.000)*	0.209 (0.000)*	0.271 (0.000)*
Adj. R <sup>2</sup>	0.560	0.502	0.544
VIF	1.166-2.085	1.129-2.167	1.180-1.985

Dependent Variable: Emotional Attachment

\*Statistically significant ( $p \leq 0.050$ )

As a further step, the total sample was split into two (low/high nostalgia prone consumers) and regression analyses were repeated. As seen in Table 6, for both levels of nostalgia proneness, all independent variable have statistically significant effects on emotional attachment. For low nostalgia prone consumers, corporate image; and for high nostalgia prone consumers, brand trust has the highest effects on emotional attachment.



**Table 7. Regression Analyses Results (Full Effects)  
(Low/High Nostalgia Proneness; Total Sample)**

<b>Independent Variable</b>	<b>Total (N=643) Beta (sig.)</b>	<b>Low Nostalgia Pr. (n=345) Beta (sig.)</b>	<b>High Nostalgia Pr. (n=298) Beta (sig.)</b>
Brand Image	0.106 (0.003)*	0.106 (0.043)*	0.101 (0.038)*
Corporate Image	0.303 (0,000)*	0.203 (0,000)*	0.278 (0,000)*
Brand Trust	<b>0.331 (0,000)*</b>	0.296 (0,000)*	<b>0.374 (0,000)*</b>
Involvement	0.240 (0.000)*	<b>0.316 (0,000)*</b>	0,294 (0,000)*
Br.Trust * Involve.	0.030 (0.263)	0.043 (0.264)	0.043 (0.294)
Adj. R <sup>2</sup>	0.560	0.503	0.604
VIF	1.078-2.085	1.034-2.167	1.214-1.986

Dependent Variable: Emotional Attachment

\*Statistically significant ( $p \leq 0.050$ )

Table 7 shows the results of the regression analyses with the addition of the interaction item of brand trust and involvement. For both levels of nostalgia proneness the interaction effect of brand trust and involvement on emotional attachment is statistically insignificant. For the low nostalgia prone sample, unlike the main effects situation, for full effects (when the interaction item is added to the model), involvement has the highest effect on emotional attachment instead of corporate image as in the previous case. For the high nostalgia prone sample, although the same independent variable (brand trust) has the highest effect on emotional attachment as in the main effects situation, the Beta loading and variance for the full effects is higher (main effects:  $\beta=0.358$ ;  $R^2=0.544$ ; full effects:  $\beta=0.374$ ;  $R^2=0.604$ ).

The regression analyses results for the main effects and full effects are given in Tables 8 and 9 respectively.

As seen in Table 8, for the low nostalgia prone sample, for Çamlica, corporate image has the highest effect on emotional attachment; whereas for Coca Cola, involvement has the highest effect. For the high nostalgia prone sample, for Çamlica, the same variable has the highest effect on emotional attachment; whereas for Coca Cola, brand trust has the highest effect. Hence for Çamlica, for both levels of nostalgia proneness, corporate image has the highest effect on emotional attachment. For Çamlica in the low nostalgia proneness sample, the effect of brand image on emotional attachment is insignificant whereas for Coca Cola brand image is insignificant for the high nostalgia proneness case. Additionally for Coca Cola, for the low nostalgia proneness situation, involvement has the highest effect on emotional attachment whereas for the high nostalgia proneness situation, brand trust has the highest effect.

**Table 8. Regression Analyses Results (Main Effects)  
(Low/High Nostalgia Proneness; for Çamlıca and Coca Cola)**

Independent Variable	Low Nostalgia Pr. (n=345)		High Nostalgia Pr. (n=298)	
	Çamlıca (n=180) Beta (sig.)	Coca Cola (n=165) Beta (sig.)	Çamlıca (n=143) Beta (sig.)	Coca Cola (n=155) Beta (sig.)
Brand Image	0.114 (0.129)	0.173 (0.032)*	0.235 (0.003)*	0.052 (0.441)
Corporate Image	<b>0.428 (0.000)*</b>	0.207 (0.011)*	<b>0.333 (0.000)*</b>	0.247 (0.001)*
Brand Trust	0.210 (0.008)*	0.254 (0.001)*	0.203 (0.006)*	<b>0.386 (0.000)*</b>
Involvement	0.139 (0.011)*	<b>0.297 (0.000)*</b>	0.238 (0.000)*	0.303 (0.000)*
Adj. R <sup>2</sup>	0.530	0.487	0.635	0.579
VIF	1.114-2.454	1.159-2.066	1.191-2.402	1.189-1.970

Dependent Variable: Emotional Attachment

\*Statistically significant (p≤0.050)

**Table 9. Regression Analyses Results (Full Effects)  
(Low/High Nostalgia Proneness; for Çamlıca and Coca Cola)**

Independent Variable	Low Nostalgia Pr. (n=345)		High Nostalgia Pr. (n=298)	
	Çamlıca (n=180) Beta (sig.)	Coca Cola (n=165) Beta (sig.)	Çamlıca (n=143) Beta (sig.)	Coca Cola (n=155) Beta (sig.)
Brand Image	0.113 (0.130)	0.174 (0.032)*	0.211 (0.009)*	0.053 (0.437)
Corporate Image	0.122 (0.028)*	<b>0.296 (0.000)*</b>	0.211 (0.000)*	0.306 (0.000)*
Brand Trust	0.235 (0.004)*	0.253 (0.001)*	0.280 (0.001)*	<b>0.387 (0.000)*</b>
Involvement	<b>0.410 (0.000)*</b>	0.209 (0.011)*	<b>0.347 (0.000)*</b>	0.246 (0.001)*
Br.Trust * Inv.	0.079 (0.141)	0.017 (0.768)	0.109 (0.091)	0.007 (0.908)
Adj. R <sup>2</sup>	0.533	0.484	0.640	0.577
VIF	1.094-2.509	1.029-2.085	1.295-2.895	1.419-1.975

Dependent Variable: Emotional Attachment

\*Statistically significant (p≤0.050)

For Çamlıca, for both levels of nostalgia proneness, involvement has the highest effect on emotional attachment. For Coca Cola on the other hand, for low nostalgia proneness corporate image; and for high nostalgia proneness brand trust have the highest effects on emotional attachment. For Çamlıca, in the low nostalgia proneness situation brand image is insignificant; for Coca Cola, brand image is insignificant for the high nostalgia proneness situation. For both levels of nostalgia proneness and the two brands, the interaction effect of brand trust and involvement on emotional attachment is insignificant.

**Table 10. Summary of the Results of the Hypotheses Tests**

Hypotheses		$\beta$	Sig.	Result
H <sub>1</sub>	BI → EA	0.106	0.003	Supported
H <sub>1a</sub>	BI → EA (Çamlıca)	0.154	0.005	Supported
H <sub>1b</sub>	BI → EA (CocaCola)	0.104	0.045	Supported
H <sub>2</sub>	CI → EA	0.303	0.000	Supported
H <sub>2a</sub>	CI → EA (Çamlıca)	0.372	0.000	Supported
H <sub>2b</sub>	CI → EA (CocaCola)	0.240	0.000	Supported
H <sub>3</sub>	BT → EA	0.331	0.000	Supported
H <sub>3a</sub>	BT → EA (Çamlıca)	0.264	0.000	Supported
H <sub>3b</sub>	BT → EA (CocaCola)	0.319	0.000	Supported
H <sub>4</sub>	INV → EA	0.240	0.000	Supported
H <sub>4a</sub>	INV → EA (Çamlıca)	0.170	0.000	Supported
H <sub>4b</sub>	INV → EA (CocaCola)	0.297	0.000	Supported
H <sub>5</sub>	BT*INV → EA	0.030	0.263	Not Supported
H <sub>5a</sub>	BT*INV → EA (Çamlıca)	0.084	0.031	Supported
H <sub>5b</sub>	BT*INV → EA (CocaCola)	0.005	0.899	Not Supported

## CONCLUSION

The aim of this study was to empirically test the effects of brand image, corporate image, brand trust, and involvement in the context of nostalgia proneness and taking into consideration a global and a local brand. All hypotheses (H1-H5) except for H5 were supported indicating that brand image, corporate image, brand trust and involvement have statistically significant effects on emotional attachment for the total sample and for both levels of nostalgia proneness. However, the interaction effect of brand trust and involvement does not have a significant effect on emotional attachment.

Some past research indicate that the level of nostalgia proneness increases with age. In our study, a contrary profile was achieved (age 18-25 LNP: %44.7; HNP: %50.5; age 26-35 LNP: %28.4; HNP: %20.5). Past research also indicates that men are more nostalgia prone than women. In our study although there is a slight difference, it is very small (male LNP: %49.7; HNP: %51.4; female LNP: %50.3; HNP: %48.6).

Marketing theory states that involvement has a cognitive and an affective component. Thus it was expected that for the high nostalgia prone sample, involvement would have a higher effect on emotional attachment as compared to the low nostalgia

prone sample. Surprisingly for Çamlıca the effect decreased for the high nostalgia prone situation (LNP:  $\beta=0.410$ ; HNP:  $\beta=0.347$ ). For Coca Cola a slight increase was achieved (LNP:  $\beta=0.209$ ; HNP:  $\beta=0.246$ ).

Theory states that brand image has both a functional and an emotional component. Hence it was expected that brand image would have a significant effect on emotional attachment. For the whole sample and the two levels of nostalgia proneness this was true, but when assessing for levels of nostalgia proneness according to the brands, for the LNP case, brand image was insignificant for Çamlıca; and for the HNP case, brand image was insignificant for Coca Cola.

For Çamlıca, corporate image had the highest effect on emotional attachment and this effect did not change according to nostalgia prone levels for main effects, but differed for full effects (involvement had the highest effect for both levels of nostalgia proneness). For Coca Cola, brand trust had the highest effect on emotional attachment and this effect did not change for the high nostalgia prone sample, but differed for the low nostalgia prone sample (involvement for main effects; corporate image for full effects had the highest effects).

This paper contributes significantly to the literature in several respects. First, although in practice nostalgia is used a lot by firms, academic studies on the subject are quite limited, and almost no studies exist on its effects on consumer behavior. Furthermore, very few of them test nostalgia in a model. This study fills this gap by testing a model (effects of brand image, corporate image, brand trust and involvement on emotional attachment) according to different levels of nostalgia proneness and making a comparison between a local and a global brand. The results of the study showed that all of the independent variables had a significant effect on emotional attachment for both levels of nostalgia proneness indicating that further studies should be conducted to validate this finding. Second, surprisingly, brand image had the lowest impact on emotional attachment compared to corporate image, brand trust and involvement. Third, for a local brand, corporate image had the highest impact on emotional attachment whereas for a global brand, brand trust had the highest effect on emotional attachment.

Assesing the results from the global/local perspective; for HNP case, the reason why brand trust had the highest effect for Coca Cola may be that as a global brand Coca-Cola focuses on branding issues to achieve consistency, awareness, availability, acceptance and demand in its marketing strategies worldwide in order to benefit from large economies of scale (Özsomer, Altaras, 2008). As an outcome of this investment in branding it is understandable that consumers trust the brand in forming emotional attachment to Coca-Cola. On the other hand, corporate image had the highest effect on

emotional attachment for Çamlıca. This may be due to the fact that Çamlıca does not operate on a global scale and therefore does not invest in its branding as much as Coca Cola does. This may be the reason why corporate image overtook brand trust for Çamlıca. Considering the relation of the issue to nostalgia proneness levels, as Coca Cola is considered one of the top nostalgic brands worldwide, it is not surprising that brand trust had the highest effect on emotional attachment as trust is a prerequisite in a successful relationship.

The reason why the highest effect was achieved as involvement for Coca-Cola and remained as corporate image for Çamlıca in the LNP case may be that nostalgia is a highly emotional matter and is directly related to the symbolic meaning of brands such as trust, image, etc. For this reason when the nostalgia proneness level is low, consumers may be placing more importance on the functional and not the symbolic needs. Therefore being involved in the product may be the main cause for attachment to the brand.

These findings indicate that for local brands, strategies to improve corporate image should be used to increase emotional attachment of consumers to the brand, whereas for global brands, activities to cultivate brand trust should be conducted to increase emotional attachment of consumers towards the brands. These findings also suggest that for local brands consumers place more importance on the corporation whereas for global brands consumers are more interested in the brand itself and not the company to be emotionally attached.

As in all other researches, this study also has some limitations. Data were collected only in Istanbul. In order to increase the validity of the results, it is advised that the study should be repeated on different samples in various cultures. Another limitation is the method of sampling where a non-probabilistic method (convenience sampling) was used. Therefore the results of the study pertain only to the sample of the study and may not be representative of the whole population.

Coca Cola and Çamlıca were the only stimuli used in this research. In order to generalize the findings, the model should be tested using other brands in various categories. For this study a FMCG category was used due to the results of the qualitative study. However, beverage category is ordinarily considered a low involvement category. Hence, the findings of the study may differ for a high involvement category. In this study the effects of brand image, corporate image, brand trust and involvement on emotional attachment were tested. In future studies the effects of other independent variables such as self-concept, attitudes towards the brand, perception of functional/symbolic value of the brand, etc., on emotional attachment may

be tested. Additionally consequences of emotional attachment may also be investigated, such as loyalty, willingness to spread WOM, separation distress, etc.

## REFERENCES

- Baker, S.M., P.F. Kennedy (1994), "Death by Nostalgia: a Diagnosis of Context-Specific Cases", *Advances in Consumer Research*, 21, 169-174.
- Belk, R.W. (1990), "The Role of Possessions in Constructing and Maintaining a Sense of Past", *Advances in Consumer Research*, 17, 669-676.
- Bloemer, J.M.M., H.D.P. Kasper (1995), "The Complex Relationship between Consumer Satisfaction and Brand Loyalty", *Journal of Economic Psychology*, 16, 311-329.
- Bowlby, J. (1979), *The Making and Breaking of Affectional Bonds*, London: Tavistock.
- Bowlby, J. (1980), *Loss: Sadness and Depression*, New York: Basic Books.
- Brown, S. (1999), "Retro-Marketing: Yesterday's Tomorrows, Today!", *Marketing Intelligence and Planning*, 17(7), 363-376.
- Chaudhuri, A., M B. Holbrook (2002), "Product-Class Effects on Brand Commitment and Brand Outcomes: The Role of Brand Trust and Brand Affect", *Brand Management*, 10(1), 33-58.
- Chen, L.S.L., M.C.H. Wang, J.M.S. Cheng, H. Kuntjara (2008), "Consumer involvement and brand loyalty in services: evidence from the Commercial Airline Industry in Taiwan", *International Journal of Services and Standards*, 4(4), 437-452.
- Davis, F. (1979), *Yearning for Yesterday: A Sociology of Nostalgia*, Free Press, New York, NY.
- Delgado, E. (2004), "Applicability of a Brand Trust Scale Accross Product Categories", *European Journal of Marketing*, 38(5/6), 573-592.
- Delgado, E., J.L. Munuera (2001), "Brand Trust in the Context of Consumer Loyalty", *European Journal of Marketing*, 35(11/12), 1238-1258.
- Delgado, E., J.L. Munuera (2005), "Does Brand Trust Matter to Brand Equity?" *Journal of Product and Brand Management*, 14(3), 187-196.
- Dolbec, P.Y., J.C. Chebat (2013), "The Impact of a Flagship vs. a Brand Store on Brand Attitude, Brand Attachment and Brand Equity", *Journal of Retailing*, 89(4), 460-466.
- Gineikienė, J. (2013), "Consumer Nostalgia Literature Review and an Alternative Measurement Perspective", *Organizations and Markets in Emerging Economies*, 42(8), 112-149.
- Grisaffe, D.B., H.P. Nguyen (2011), "Antecedents of Emotional Attachment to Brands", *Journal of Business Research*, 64(10), 1052-1059.
- Hadi, R., A. Valenzuela (2014), "A Meaningful Embrace: Contingent Effects of Embodied Cues of Affection", *Journal of Consumer Psychology*, 24(4), 520-532.
- Hallegatte, D., F. Marticotte (2014), "Does Holbrook's NostalgiaIndex Measure Nostalgia Proneness?", *AMA Winter educator's Proceedings*, C-84-C-90.
- Havlena, W.J., S.L. Holak (1991), "The Good Old Days: Observations on Nostalgia and its Role in Consumer Behavior", *Advances in Consumer Research*, 18, 323-29.

- Holak, S.L., W.J. Havlena (1992), "Nostalgia: an Exploratory Study of Themes and Emotions in the Nostalgic Experience", *Advances in Consumer Research*, 19, 380-387.
- Holak, S.L., W.J. Havlena (1998), "Feelings, Fantasies, and Memories: An Examination of the Emotional Components of Nostalgia", *Journal of Business Research*, 42(3), 217-226.
- Holak, S.L., W. Havlena, A.V. Matveev (2005), "Exploring Nostalgia in Russia: Testing the Index of Nostalgia-Proneness", *European Advances in Consumer Research*, 7, 195-200.
- Holak, S.L., A.V. Matveev, W.J. Havlena (2007), "Nostalgia in Post-Socialist Russia: Exploring Applications to Advertising Strategy", *Journal of Business Research*, 60, 649-655.
- Holbrook, M.B. (1993), "Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes", *Journal of Consumer Research*, 20(September), 245-56.
- Holbrook, M.B., R.M. Schindler (1991), "Echoes of the Dear Departed Past: Some Work in Progress on Nostalgia", *Advances in Consumer Research*, 18, 330-33.
- Holbrook, M.B., R.M. Schindler (1994), "Age, Sex, and Attitude toward the Past as Predictors of Consumers' Aesthetic Tastes for Cultural Products", *Journal of Marketing Research*, 31(3), 412-422.
- Holbrook, M.B., R.M. Schindler (1996), "Market Segmentation Based on Age and Attitude Toward the Past Concepts, Methods, and Findings Concerning Nostalgic Influences on Customer Tastes", *Journal of Business Research*, 37, 27-39.
- Holbrook, M.B., R.M. Schindler (2003), "Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience", *Journal of Consumer Behavior*, 3(2), 107-127.
- Hwang, J., J. Kandampully (2012), "The Role of Emotional Aspects in Younger Consumer-Brand Relationships", *Journal of Product and Brand Management*, 21(2), 98-108.
- Kessous, A., E. Roux (2008), "Nostalgia as a Connection to the Past: A Semiotic Analysis", *Qualitative Market Research: An International Journal*, 11(2), 192-212.
- Martenson, R. (2007), "Corporate Brand Image, Satisfaction and Store Loyalty", *International Journal of Retail & Distribution Management*, 35(7), 544-555.
- Martínez, E., L. Chernatony (2004), "The Effect of Brand Extension Strategies upon Brand Image", *Journal of Consumer Marketing*, 21(1), 39-50.
- Merchant, A., G.M. Rose (2013), "Effects of Advertising-Evoked Vicarious Nostalgia on Brand Heritage", *Journal of Business Research*, 66, 2619-2625.
- Michaelidou, N., S. Dibb (2008), "Consumer Involvement: A New Perspective", *The Marketing Review*, 8(1), 83-99.
- Muehling, D.D., D.E. Sprott (2004), "The Power of Reflection: An Empirical Examination of Nostalgia Advertising Effects", *Journal of Advertising*, 33(3), 25-35.
- Nguyen, N., G. LeBlanc (1998), "The Mediating Role of Corporate Image on Customers' Retention Decisions: An Investigation in Financial Services", *International Journal of Bank Marketing*, 16(2), 52-65.
- Nguyen, N., G. Leblanc (2001), "Corporate Image and Corporate Reputation in Customers' Retention Decisions in Services", *Journal of Retailing and Consumer Services*, 8, 227-236.
- Nunnally, J. (1978), *Psychometric Theory*. New York, NY: McGraw-Hill.

- Oliver, R.L., (1999), "Whence Consumer Loyalty?", *Journal of Marketing*, 63, 33-44.
- Ozsomer, A., S. Altaras (2008), "Global Brand Purchase Likelihood: A Critical Synthesis and an Integrated Conceptual Framework", *Journal of International Marketing*, 16(4), 1-28.
- Pascal, V.J., D.E. Sprott, D.D. Muehling (2002), "The Influence of Evoked Nostalgia on Consumers' Responses to Advertising: An Exploratory Study", *Journal of Current Issues and Research in Advertising*, 24(1), 39-47.
- Read, W., N. Robertson, L. McQuilken (2011), "Novel Romance: The Technology Acceptance Model with Emotional Attachment", *Australasian Marketing Journal*, 19(4), 223-229.
- Reimann, M., R. Castaño, J.L., A. Zaichkowsky and Bechara (2012), "How We Relate to Brands: Psychological and Neurophysiological Insights into Close Consumer-Brand Relationships", *Journal of Consumer Psychology*, 22(1), 128-142.
- Reisenwitz, T.H., R. Iyerand, B. Cutler (2004), "Nostalgia Advertising and the Influence of Nostalgia Proneness", *Marketing Management Journal*, 14(2), 55-66.
- Schindler, R.M., M.B. Holbrook (2003), "Nostalgia for Early Experience as a Determinant of Consumer Preferences", *Psychology and Marketing*, 20(4), 275-302.
- Schultz, S.E., R.E. Kleinand, J.B. Kernan (1989), "These are a Few of My Favorite Things: Toward an Explication of Attachment as a Consumer Behavior Construct", *Advances in Consumer Research*, 16(18), 359-366.
- Sierra, J.J., S. McQuitty (2007), "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory", *Journal of Marketing Theory and Practice*, 15(2), 99-112.
- So, J.T., A.G. Parsons, S.F. Yap (2013), "Corporate Branding, Emotional Attachment and Brand Loyalty: the Case of Luxury Fashion Branding", *Journal of Fashion Marketing and Management*, 17(4), 403-423.
- Thomson, M., D.J. MacInnis, C.W. Park (2005), "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands", *Journal of Consumer Psychology*, 15(1), 77-91.
- Tsai, S.P. (2011), "Fostering International Brand Loyalty through Committed and Attached Relationships", *International Business Review*, 20(5), 521-534.
- Tsai, S.P. (2014), "Meaning Threats Heighten Consumer Attachment: Implications for Global Brand Management", *European Management Journal*, 32(6), 991-1000.
- Zaichkowsky, J.L. (1986), "Conceptualizing Involvement", *Journal of Advertising*, 15(2), 4-34.
- Zaichkowsky, J.L. (1994), "The Personal Involvement Inventory: Reduction, Revision and Application to Advertising", *Journal of Advertising*, 23(4), 59-70.



**APPENDIX 1: Exploratory Factor Analyses Results of the Scales Used in the Study**

Scales and Items*	Factor Loadings	KMO Values	Variance (R <sup>2</sup> )
<b>Brand Image</b>			
Good value for money	Loaded on one factor	KMO= 0,839 X <sup>2</sup> =1267,821 df=15 p=0,000	52,867
Reason to buy			
Has personality			
Is interesting			
Clear impression of people who consume product			
Different			
<b>Corporate Image</b>			
Good impression	Loaded on one factor	KMO= 0,723 X <sup>2</sup> =968,932 df=3 p=0,000	79,262
Good image			
Better image than competitors			
<b>Brand Trust</b>			
Trust the brand	Loaded on one factor	KMO= 0,866 X <sup>2</sup> =2920,340 df=6 p=0,000	89,068
Rely on the brand			
Brand is safe			
Honest brand			
<b>Involvement</b>			
<i>F1 (R<sup>2</sup>=21,944)</i>		KMO= 0,776 X <sup>2</sup> =2317,923 df=55 p=0,000	61,857
Personally relevant	0,782		
Strong interest	0,691		
Bad buy could bring grief	0,653		
Important that "felt" right	0,653		
Choose very carefully	0,638		
<i>F2 (R<sup>2</sup>=20,784)</i>			
Not involved (r)	0,807		
Not an important decision (r)	0,790		
Do not matter (r)	0,727		
<i>F3 (R<sup>2</sup>=19,129)</i>			
All are alike (r)	0,712		
Not concerned (r)	0,698		
Do not care (r)	0,698		
<b>Emotional Attachment</b>			
Friendly	Loaded on one factor	KMO= 0,932 X <sup>2</sup> =6482,302 df=45 p=0,000	71,775
Loved			
Peaceful			
Affectionate			

Passionate			
Delighted			
Captivated			
Connected			
Bonded			
Attached			
<b>Nostalgia Proneness</b>			
<i>F1: Societal Nostalgia Prone. (R<sup>2</sup>=31,401)</i>		KMO= 0,741 X <sup>2</sup> =1426,422 df=28 p=0,000	60,051
Steady improvement in human welfare (r)	0,805		
Growth in GNP brought happiness (r)	0,789		
Modern business builds a better tomorrow (r)	0,788		
Technological changes insure a brighter future (r)	0,679		
<i>F2: Individual Nostalgia Prone. (R<sup>2</sup>=28,650)</i>			
Products are getting shoddier	0,812		
Used to be better in old days	0,787		
Decline in quality of life	0,744		
Don't make like they used to	0,671		

\*Wording of scale items have been shorted for Table 11.