

**EXPLORING THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS ON THE
EFFECTIVENESS OF RETRO MARKETING IN BUILDING BRAND LOYALTY
AMONG MILLENNIAL CONSUMERS**

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Abstract

Retro marketing is a strategy that leverages the nostalgia associated with past products, experiences, and cultural trends to create emotional connections with customers. This type of marketing has been shown to be effective in building brand loyalty and customer engagement. The increasing popularity of this approach has made it a relevant topic in today's marketing landscape. In an era where technology has brought about new and innovative ways for brands to connect with consumers, many have found that tapping into nostalgia and relatable experiences from the past can be an effective way to build brand loyalty and customer engagement.

Research has shown that retro marketing can create an emotional connection with consumers, making them feel a deeper connection to the brand. This connection can be especially strong for those who experienced the time period being referenced, as the marketing materials can evoke feelings of nostalgia and remind them of their own experiences. Brands that effectively use retro marketing can not only create a strong emotional bond with their customers, but also differentiate themselves from their competitors by tapping into cultural values and traditions. Overall, the role of retro marketing in building brand loyalty is a complex and multi-faceted topic, and one that deserves further exploration. Through deeper examination, it may become possible to unlock the full potential of retro marketing as a tool for building brand loyalty and customer engagement, and to shed light on the impact that nostalgia can have on consumer behavior and brand perception. The findings of this research will provide insights into the effectiveness of retro marketing as a tool for building brand loyalty and customer engagement, and contribute to the broader understanding of nostalgia and its role in consumer behavior.

Keywords: retro marketing, nostalgia, marketing landscape, brand loyalty, customer engage

1 Introduction:

Retro marketing refers to the use of marketing techniques and strategies from the past, often with a nostalgic or vintage appeal. This can include elements such as vintage advertisements, classic packaging designs, and the revival of discontinued products. Studies have shown that retro marketing can be effective in building brand loyalty and customer engagement because it evokes positive emotions and memories associated with the past. This emotional connection can create a strong bond between the brand and the customer, leading to increased brand loyalty. Retro marketing has emerged as a popular strategy among marketers to connect with millennials, who are known for their love of all things vintage and nostalgic. However, the impact of demographic characteristics on the effectiveness of retro marketing in building brand loyalty among millennials remains largely unexplored.

Understanding the impact of demographic factors such as age, gender, and cultural background can help marketers tailor their retro marketing strategies to better resonate with millennial consumers and build stronger brand loyalty. This research aims to fill this gap in the literature by examining the relationship between demographic characteristics and the effectiveness of retro marketing in building brand loyalty among millennials.

Retro marketing can also help a brand stand out from its competitors, as it can be seen as unique and distinctive. However, it is important to note that not all brands are suitable for retro marketing, and that it should be used in a way that is consistent with the brand's overall image and values. Additionally, care should be taken to ensure that the retro elements used are not perceived as outdated or irrelevant to the target audience.

By investigating this relationship, this research can provide valuable insights for marketers seeking to develop more effective retro marketing strategies for their millennial consumers. Moreover, this research can contribute to a better understanding of how consumer demographic characteristics influence their perceptions and behaviors toward retro marketing, which can inform broader marketing strategies for targeting specific consumer groups.

2 Literature Review

2.1 Nostalgia

The term nostalgia is used to describe the bittersweet feeling of yearning or fondness for a particular era or time period that has already passed, typically for aspects of childhood or memories from a past home. It can evoke feelings of happiness, sadness, and reminiscence and often comes with a desire to go back to that time. Nostalgia can also refer to objects, music, fashion, or other cultural artifacts that are associated with a particular time period.

Individuals all have experience of nostalgia, which can influence their interactions with other individuals, things, and services as well. Nostalgia is a mixed emotion characterized by a longing for the past, and it can evoke positive memories (Werman, 1977). Marketing researchers have been studying the concept of nostalgia since the 1990s to understand how it shapes consumer preferences. Some researchers consider nostalgia as an irreversible memory that can arise during times of change or loss and impact customer loyalty to a specific brand s (Hunt & Johns, 2013; Muehling, 2013). Personal and social nostalgia are not solely related to marketing. The increasing interest in nostalgia, particularly when it comes to consumer attitudes towards marketing and advertising, nostalgia can play a significant role in evoking

emotions and creating a connection with a particular time period. has made it an important area of study (Toledo ve Lopes, 2016, s. 36). Products that evoke nostalgia remind individuals of a specific time in their past and can encourage them to buy them. Understanding nostalgia is crucial in comprehending the elements of retro brands and the impact of brand management. Retro products blend the past with the present by combining vintage designs with modern features (Brown, 1999:365). Nostalgia plays a role in the creation of retro products. Nostalgia has become a topic of interest for professionals across a range of disciplines, including psychology, anthropology, history, and marketing. Within the field of marketing, nostalgia is recognized as a powerful force that can evoke a desire to revisit the past through various means such as objects, images, scents, music, or movies (Belk, 1991:116).

2.2 Retro marketing

Retro is a term in English that refers to things that are backwards or from the past. In marketing, retro refers to the revival of products or services from a previous era and bringing them into the present. Stephen Brown first introduced the thought of retro marketing in 2001 and defined it as the renewal of a past product or service to meet current standards in terms of performance, taste, and character (Brown, 2001: 6). The goal of retro marketing is to evoke nostalgia in consumers who did not experience the past, and to connect those who long for the past with the products and services they desire (Demir, 2008: 32). Retro marketing can be divided into three groups, and is based on the concept that the chosen product has a connection to the consumer's life.

The id of retro marketing is rooted in the idea of connecting the consumer's past experiences to their product choices during the purchasing process. There are three categories of retro marketing, which are repro, retro, and repro-retro (also known as neo-nostalgia).

Repro involves the reproduction of products and services that were popular in the past, such as Converse All Star basketball shoes or Harley Davidson Sportster motorcycles. Retro involves the combination of old and new products and services, such as TAG Heuer's 1930s-inspired watch design that now incorporates modern technology like solar-powered microchips. Repro-retro refers to products and services developed specifically to evoke nostalgia, like the advertisement for Fiat's 110th anniversary celebration showcasing the brand's evolution from 1899 to present day.

The study of retro marketing by Brown et al. (2003) focuses on four main elements: allegory, arcadia, aura, and antinomy. Allegory refers to symbolic stories or narratives in advertisements, while arcadia evokes an idealized sense of past communities. Aura refers to authenticity and is a key aspect of brand identity. Antinomy encompasses the paradoxical desire for customers to return to a simpler, less stressful past in a world of rapid technological advancements.

2.3 Brand Loyalty

The term brand loyalty refers to the inclination of a consumer to favor one brand over its competitors, coupled with their propensity to repeatedly choose that brand for future purchases. The concept of brand loyalty has been widely studied in marketing literature, with research spanning several decades.

Studies have found that brand loyalty is influenced by factors such as perceived quality, brand trust, brand image, customer satisfaction, and customer experience. Emotional attachments to a brand can also play a significant role in building brand loyalty.

Additionally, brand loyalty can vary based on product category, with some product categories having higher levels of brand loyalty than others. For example, research has shown that brand loyalty is higher in product categories such as personal care and household items compared to categories such as electronics or clothing.

Other factors that have been found to influence brand loyalty include marketing mix elements such as price, product design, promotion, and distribution. Loyalty programs and customer relationship management (CRM) strategies have also been shown to have a positive impact on brand loyalty.

Jacoby (1971) defines brand loyalty as the repetition of purchasing behavior from a particular brand, which he views as the result of psychological processes. Jacoby and Chestnut's (1978) research suggests that the development of brand loyalty is the result of a psychological process that occurs over a period of time, involving the formation of attitudes, beliefs, and values towards a particular brand that shape a consumer's decision-making and evaluation of that brand. Oliver (1997) further describes brand loyalty as a commitment to continue purchasing a product or service, despite potential changes in marketing, situational influences, and behaviors. This definition highlights that loyalty involves sticking to one's preferred brand even in the face of external factors that could potentially impact their choice.

2.4 Demography, brand loyalty and retro marketing strategies

Demographic characteristics, such as age, gender, income, education, and cultural background, can play a role in the effectiveness of retro marketing strategies in enhancing brand loyalty. For example, older consumers may have a stronger connection to brands from their past and be more likely to respond to retro marketing campaigns, while younger consumers may not have the same level of nostalgia and may prefer more modern marketing strategies. Additionally, cultural background may influence consumer attitudes towards retro marketing, with some cultures valuing tradition and nostalgia more than others. The income and education levels of consumers may also play a role, as consumers with higher incomes and education levels may be more likely to appreciate and respond to sophisticated retro marketing campaigns. These are just a few examples of how demographic characteristics can influence the use of retro marketing strategies for enhancing brand loyalty, and more research is needed to fully understand the relationship between demographic characteristics and retro marketing.

3 Research Methodology

This study aims to explore the relationship between demographic characteristics and the use of retro marketing strategies as a means of increasing brand loyalty. The research methodology employed in this study is descriptive, as it seeks to investigate whether retro marketing strategies have a positive impact on brand loyalty based on the demographics of the participants surveyed. The target population for this study consists of residents of Chennai who are consumers. To obtain the necessary data, a convenience sampling method was employed, which is a type of non-probability sampling. Primary data was collected through a survey questionnaire. This data can then be analyzed using statistical techniques to examine the relationship between demographic characteristics and retro marketing and brand loyalty.

4 Research Model

A conceptual model for the influence of demographic characteristics on utilizing retro marketing strategies for enhancing brand loyalty may involve the following variables:

Demographic characteristics: This can include variables such as age, gender, income, education, etc.

Retro marketing strategies: awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies

Awareness of retro marketing strategies: This refers to the consumer's knowledge and understanding of the use of nostalgic elements in marketing.

Perception of retro marketing strategies: This refers to the consumer's attitudes and beliefs towards the use of nostalgia in marketing and its effectiveness.

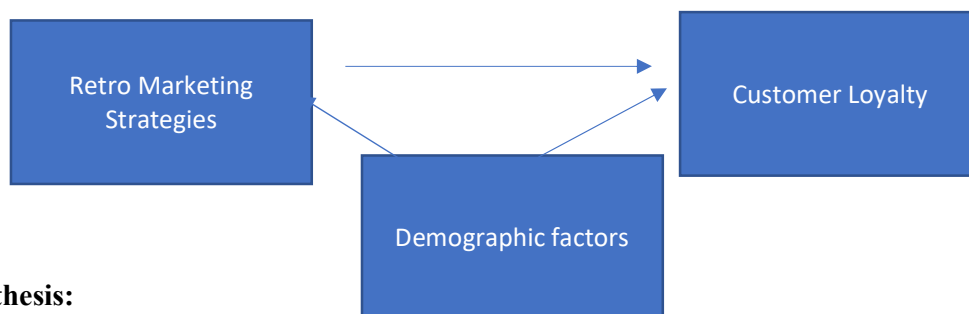
Utilization of retro marketing strategies: This refers to the extent to which a brand incorporates nostalgic elements in its marketing campaigns.

Brand loyalty: This refers to the consumer's level of commitment and attachment to a brand.

The conceptual model may suggest that demographic characteristics (e.g. age) influence awareness and perception of retro marketing strategies, which in turn affects the utilization of these strategies. The utilization of retro marketing strategies is then expected to have a positive impact on brand loyalty.

This model can be useful for companies to understand the role of demographic characteristics in their retro marketing efforts and to target their campaigns effectively to enhance brand

loyalty. **Fig 1: conceptual model**



5 Hypothesis:

The hypotheses that were developed in line with the model and purpose of study are as follows:

H1: Impact of retro marketing strategies on brand loyalty.

H2: There is a statistically significant difference among demographic factor groups in the context of brand loyalty.

H2a: There is a statistically significant difference in terms of age factor in the context of brand loyalty.

H2b: There is a statistically significant difference in terms of gender factor in the context of brand loyalty.

H2c: There is a statistically significant difference in terms of marital status factor in the context of brand loyalty.

H3a: There is a statistically significant difference in terms of age factor in the context of retro marketing strategies.

H3b: There is a statistically significant difference in terms of gender factor in the context of retro marketing strategies.

H3c: There is a statistically significant difference in terms of marital status factor in the context of retro marketing strategies.

6 Data analysis

Data analysis is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, drawing conclusions, and supporting decision-making. In the context of a study, data analysis is a crucial step that helps researchers to interpret the results and draw meaningful insights from the collected data.

Table 1: Descriptive analysis of the demographic variables

Gender	Frequency	Percentage
Female	130	34.21
Male	250	65.79
Total	380	100.00
Age		0.00
18-25	106	27.89
26-35	89	23.42
36-45	82	21.58
46-55	58	15.26
56 and older	45	11.84
Total	380	100.00
Marital Status		0.00
Married	98	25.79
Single	282	74.21
Total	380	100.00

The respondents in this study are split between men (66%) and women (34%). When it comes to age, the largest group falls between 18-25 years old (27.89%), followed by those between 26-35 (23%) and 36-45 (21.58%). There are also smaller groups of participants within the age ranges of 46-55 (15.26%) and 56 and above (11.84%). The majority of these individuals are single (74.21%) and others are married (25.79)

TALE 2: RELIABILITY TEST

Dimension	Cronbach's Alpha	Total Sub Items
Awareness of retro marketing strategies	0.898	7
Perception of retro marketing strategies	0.854	8
Utilization of retro marketing strategies	0.859	8
Customer Loyalty	0.946	7
Overall	0.88925	30

The Cronbach's alpha value is a parameter for reliability values of tested questionnaire dimensions. The tested study dimensions are awareness of retro marketing strategies,

perception of retro marketing strategies, utilization of retro marketing strategies and customer loyalty respectively, above all figures are > 0.7 reflect good internal consistency among the tested items. The overall Cronbach’s Alpha value 0.88925> 0.7 indicates very strong internal consistency among the variables.

H1: Impact of retro marketing strategies on brand loyalty.

REGRESSION ANALYSIS FOR THE INFLUENCE OF RETRO MARKETING STRATEGIES ON BRAND LOYALTY

TABLE 3: REGRESSION SUMMARY

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.416	.496	2.1833

a. Predictors: (Constant), awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies

b. Dependent Variable: Brand loyalty

The regression table indicate regression model fit for brand loyalty based on some independent variables.

R: represents the multiple correlation coefficients. The perceived R value is 0.627, means that the dependent variable brand loyalty has a positive relationship with awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies **R square:** represents the coefficient of determination. Since the R square value is 0.416. It represents that 41.6 % of the variance expressed by in dependent variable (Brand loyalty) on independent variables (awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies)

TABLE 4: REGRESSION SUMMARY

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2673.156	5	477.87	74.79	<0.001**
	Residual	2435.245	412	6.112		
	Total	5323.411	422			
a. Dependent Variable: Brand Loyalty						
b. Predictors: (Constant), awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies						

** denotes significant at 1% level

In the table, ANOVA result ‘p’ value is significant (Which is less than 0.05) reflect that dependent variable brand loyalty is more reliable.

TABLE 5: REGRESSION TABLE SUMMARY

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.335	.735		6.313	<0.001**
awareness of retro marketing strategies	1.334	.078	.613	17.567	<0.001**
perception of retro marketing strategies	.731	.122	.230	5.112	<0.001**
utilization of retro marketing strategies	1.266	.089	.534	14.102	<0.001**
a. Dependent Variable: Brand Loyalty					

The above coefficient table values indicate that the, independent variables of awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies are indicating very strong significant impact with dependent variable brand loyalty. The Linear Regression equation has the form $Y = a + bX$, where Y is the dependent variable (that's the variable that goes on the Y axis), X is the independent variable and, b is the slope of the line and a is the y-intercept.

The extracted regression equation is

Brand Loyalty = -4.335+ 1.334 (awareness of retro marketing strategies) +.731 (perception of retro marketing strategies) + 1.266 (utilization of retro marketing strategies)

H2a: There is a statistically significant difference in terms of age factor in the context of brand loyalty.

TABLE 6: ANOVA

ANOVA					
Brand Loyalty					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4100.139	130	148.897	14.059	0.000**
Within Groups	4170.823	250	9.382		
Total	8661.182	380			

Based on the results of the ANOVA test, which showed a significant difference in brand loyalty based on age status, it can be concluded that there is a relationship between these two variables. Specifically, it suggests that age status does have an impact on brand loyalty.

Since the p-value of the test is less than the significance level (α) of 0.05, this means that there is less than a 5% chance that the observed difference in brand loyalty based on age status could have occurred by chance alone. Therefore, the null hypothesis (H0) can be rejected, which suggests that there is no difference in brand loyalty based on age status.

H2b: There is a statistically significant difference in terms of gender factor in the context of brand loyalty.

TABLE 7: T TEST

T test					
Brand Loyalty		N	Mean	T	Sig.
	Female	130	2.367	3.587	0.002
	Male	250	3.456		

Based on the results of the t-test, which showed a significant difference in brand loyalty between male and female participants, it can be concluded that there is a relationship between gender and brand loyalty. Specifically, it suggests that gender does have an impact on brand loyalty.

Since the p-value of the test is less than the significance level (α) of 0.05, this means that there is less than a 5% chance that the observed difference in brand loyalty between male and female participants could have occurred by chance alone. Therefore, the null hypothesis (H0) can be rejected, which suggests that there is no difference in brand loyalty between male and female participants.

H2c: There is a statistically significant difference in terms of marital status factor in the context of brand loyalty.

TABLE 8: T TEST

T test					
Brand Loyalty		N	Mean	T	Sig.
	Individual	282	5.673	6.987	0.001
	Married	98	2.321		

The results of the t-test indicated that there was a significant difference between the individual and married participants, as evidenced by the p-value of 0.001, which is less than the set significance level of 0.05. This finding supports the hypothesis (H2c) that there is statistically significant difference in terms of marital status factor in the context of brand loyalty.

H3a: There is a statistically significant difference in terms of age factor in the context of retro marketing strategies.

TABLE 9: ANOVA

ANOVA					
Retro marketing strategies					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4290.229	27	158.897	15.159	0.000**
Within Groups	4370.953	353	10.482		
Total	8661.182	380			

Based on the results of the ANOVA test, which showed a significant difference in retro marketing strategies based on age status, it can be concluded that there is a relationship between these two variables. Specifically, it suggests that age status does have an impact on retro marketing strategies.

Since the p-value of the test is less than the significance level (α) of 0.05, this means that there is less than a 5% chance that the observed difference in retro marketing strategies based on age status could have occurred by chance alone. Therefore, the null hypothesis (H0) can be rejected, which suggests that there is no difference in retro marketing strategies based on age status.

H3b: There is a statistically significant difference in terms of gender factor in the context of retro marketing strategies.

TABLE 10: T TEST

		N	Mean	T	Sig.
Retro	Female	130	2.761	4.576	0.000
	Male	150	3.234		

The results of the t-test indicated that there was a significant difference between the male and female participants, as evidenced by the p-value of 0.000, which is less than the set significance level of 0.05. This finding supports the hypothesis (H3b) that there is statistically significant difference in terms of marital status factor in the context of retro marketing strategies.

H3c: There is a statistically significant difference in terms of marital status factor in the context of retro marketing strategies.

TABLE 11: T TEST

T test					
		N	Mean	T	Sig.
Retro	Individual	282	4.231	4.987	0.232

	Married	98	2.678		
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Based on the results of the t-test, which showed no significant difference in retro marketing strategies between individual and married participants, it can be concluded that there is no relationship between marital status and retro marketing strategies.

Since the p-value of the test is greater than the significance level (α) of 0.05, this means that there is a greater than 5% chance that the observed difference in retro marketing strategies between individual and married participants could have occurred by chance alone. Therefore, the null hypothesis (H_0) cannot be rejected, which suggests that there is no difference in retro marketing strategies based on marital status.

7 Discussion:

Cronbach's Alpha test is carried out and the overall value is $0.88925 > 0.7$ indicates strong internal consistency among the variables. The results of the regression analysis showed that awareness of retro marketing strategies, perception of retro marketing strategies and utilization of retro marketing strategies are indicating very strong significant impact on brand loyalty. Kavaratzis and Hajli (2011) found that retro branding can increase brand awareness and evoke positive emotions, leading to increased brand loyalty. Another study by Jeong and Kim (2015) examined the impact of retro marketing on consumer behavior and found that consumers who have a positive attitude towards retro products are more likely to be loyal to brands that use retro marketing strategies. Additionally, a study by Li and Lee (2017) investigated the effect of retro marketing on brand loyalty and brand trust. The results showed that retro marketing can increase brand loyalty and brand trust by creating a sense of nostalgia and evoking positive emotions in consumers. These studies support the findings of the study you mentioned and highlight the importance of considering retro marketing strategies in building brand loyalty. It is important for companies to understand the impact of retro marketing on consumer behavior and tailor their strategies accordingly.

Further analysis indicated that there is a significant difference in brand loyalty among consumers based on their gender, marital status and age. One study by Chandon et al. (2000) found that gender and age have a significant impact on brand loyalty, with women and older consumers being more loyal to brands than men and younger consumers. Another study by Dubois and Paternault (2002) investigated the impact of consumer demographics on brand loyalty and found that marital status can also have an impact on brand loyalty, with married consumers being more loyal to brands than single consumers. A more recent study by Jeon et al. (2018) found that both gender and age have a significant impact on brand loyalty, with women and older consumers showing higher levels of brand loyalty compared to men and younger consumers. These studies highlight the importance of considering consumer demographics when developing brand loyalty strategies. Companies can tailor their marketing and branding efforts to appeal to specific demographic groups and increase brand loyalty among these groups.

The study also found that retro marketing strategies differ based on their gender and age but not on their marital status. One study by Kavaratzis and Hajli (2010) found that gender can play a role in the effectiveness of retro marketing strategies, with women and men having

different preferences and perceptions of retro products. Another study by Jeong and Kim (2015) explored the impact of gender on consumer behavior towards retro products and found that women have a stronger emotional attachment to retro products compared to men.

A more recent study by Li and Lee (2017) investigated the impact of retro marketing on consumer behavior and found that there are differences in the effectiveness of retro marketing strategies based on gender, with some strategies being more effective for men and others being more effective for women. One study by Chandon et al. (2000) found that age and marital status can have a significant impact on consumer behavior and preferences, with older consumers and married individuals showing different preferences for retro products compared to younger consumers and single individuals.

Another study by Dubois and Paternault (2002) investigated the impact of consumer demographics on brand loyalty and found that marital status can also have an impact on the effectiveness of retro marketing strategies, with married individuals being more likely to respond positively to retro marketing compared to single individuals. A more recent study by Jeon et al. (2018) found that there are differences in the effectiveness of retro marketing strategies based on age, with older consumers being more likely to respond positively to retro marketing compared to younger consumers. These studies highlight the importance of considering both age and marital status when developing retro marketing strategies. Companies can tailor their strategies to better appeal to specific demographic groups and increase the effectiveness of their retro marketing efforts.

8 Conclusion:

Retro marketing has become an increasingly vital aspect of postmodern marketing strategies in the face of intense competition in the market. People have a natural inclination towards their past experiences, memories, and events, making it essential for businesses to incorporate retro marketing into their ongoing strategies. This will help them connect with their customers and maintain their brand loyalty. To gain a competitive advantage, businesses must evaluate the factors that influence brand loyalty, such as advertising and promotions, packaging, brand image, and customer relationships. These strategies can be based on customers' nostalgia and longing for their past. However, research on retro marketing is limited, making it crucial to conduct studies with a diverse range of consumers in different countries, regions, and sectors. This will help to expand the existing literature and provide guidance for marketing practitioners and academics.

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