

School of Marketing

Dispositions of Nostalgia

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Doctor of Philosophy
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STATEMENT OF ORIGINAL AUTHORSHIP

Declaration

To the best of my knowledge and belief, this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

The research presented and reported in this thesis was conducted in accordance with the National Health and Medical Research Council National Statement on Ethical Conduct in Human Research (2007) – updated March 2014. The proposed research study received human research ethics approval from the Curtin University Human Research Ethics Committee (EC00262), Approval Number # **HRE 2017-0676**

Signature:

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ABSTRACT

Purpose – This research aims to (1) conduct a systematic literature review (SLR) on the subject domain of nostalgia within the marketing/advertising context. Specifically, the review concentrates on published studies from 1979 to 2019, (2) conceptualise and operationalise a conceptual framework (nostalgia-disposition framework) for advertising practitioners through the understanding of three different consumer dispositions, and (3) investigate the moderating effects of brand-related variables such as brand heritage and brand attachment on the nostalgia-disposition framework across three furniture brands.

Design / Methodology / Approach – This research consists of three studies. The first study involves a systematic literature review (SLR), key insights and procedures in conducting a systematic literature review are drawn from several well-established studies in leading publications. The second study involves the development of a conceptual framework for the empirical evaluation (n=696) of consumers' dispositions towards nostalgic advertisements. A chi-square difference test is administered to two nested models to assess for cross-cultural generalisability. The third study (n=865) examines the moderating effects of brand heritage and brand attachment across three furniture brands. Data were collected from university students. Structural equation modelling (SEM) was used to analyse the data and test the hypothesised relationships.

Findings and Implications – Overall, this research makes several key contributions. Theoretically, this research marks the first attempt in conducting an initial investigation into understanding a combined set of related dispositions that influences nostalgic consumption. It further integrates brand-related moderators that demonstrates the effects of predicting consumers' behavioural intentions. Methodologically, quantitative research helps to validate the proposed conceptual framework by evaluating three consumer dispositions. From a managerial perspective, the findings of this research suggest to marketing practitioners that there are three unique dispositional routes to consider when strategising a nostalgia advertising campaign. Marketing practitioners can benefit from this study by understanding the uniqueness of the three dispositional behaviours of consumers and its receptivity

towards the two types of nostalgic attitudes. For instance, activating consumers' grateful dispositional tendencies within a nostalgia-themed campaign can amplify the nostalgic "effect". Marketing messages embedded within the campaign can focus on the appreciation dimension of gratitude and not the reciprocal nature of the concept. Embedding gratitude/appreciation expressions allows consumers to acknowledge the importance of past interactions with the brand or product, resulting in greater longing for that product which may have discontinued. Marketing practitioners should take into account the implications of brand-related factors that may influence consumers' behavioural intentions. For example, marketing practitioners can consider leveraging brand heritage to complement nostalgia marketing related activities as it can prove to be a communication asset for brands and companies. For brands that have the privilege of possessing a long-standing heritage, it is advantageous, coupled with nostalgia. Brand heritage elements such as the year of the establishment can be incorporated into a nostalgic advertisement to accentuate the retrospective perspective.

Originality – To the best of the researcher's knowledge and understanding, this research is expected to achieve firsts in the following areas: Study 1 marks the first systematic effort at reviewing nostalgic marketing literature spanning across four decades of research. The value of this study lies in the systematic deconstruction of past and recent developments with nostalgia-marketing related research, thus leading to point out its future directions. Study 2 develops a conceptual framework that based on the identification of the most relevant and pertinent consumer dispositions towards nostalgic advertisements. Furthermore, this is the first study to assess grateful disposition as an antecedent towards nostalgia advertising evaluations. Study 3 explores the moderating effects of brand heritage and brand attachment within the context of furniture brands, a product category that is not frequently researched and ascertain the viability of adopting nostalgic strategies in that particular industry.

Keywords: Nostalgia, Dispositions, Grateful Disposition, Authentic Disposition, Need to Belong Disposition, Fantasy towards Past Eras, Brand Heritage, Brand Attachment

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CHAPTER 1

INTRODUCTION

NOSTALGIA

IT'S DELICATE, BUT POTENT



Technology is a glittering lure, but there's the rare occasion when the public can be engaged on a level beyond flash, if they have a sentimental bond with the product.

My first job, I was in house at a fur company with this old pro copywriter—a Greek, named Teddy. Teddy told me the most important idea in advertising is “new.”

It creates an itch. You simply put your product in there as a kind of calamine lotion. But he also talked about a deeper bond with the product: nostalgia. It's delicate, but potent. Teddy told me that in Greek, “nostalgia” literally means “the pain from an old wound.” It's a twinge in your heart far more powerful than memory alone.

This device isn't a spaceship, it's a time machine. It goes backwards, and forwards... it takes us to a place where we ache to go again. It's not called the wheel, it's called the carousel. It lets us travel the way a child travels – around and around, and back home again, to a place where we know are loved.

DON DRAPER

NETFLIX | MAD MEN |

SEASON 1, EPISODE 13 – THE WHEEL / THE CAROUSEL|

1.1. NOSTALGIA: AN ADVERTISING GAMBIT

“Every era has nostalgia. It was always better in the old days.

Today is no different.

In imagining the future,

We search for what we appreciated of the past — future nostalgia.”

One may first question about nostalgia’s relevance and practical impact in a globalised world dominated by new rapid technologies and the growth of machine intelligence. To the majority, nostalgia bears the meaning of a longing for a past. Instead of moving forward, it transports individuals back to a time where they feel safe, happy and cared for (Cervellon & Brown, 2018b). In other words, a temporary safe haven for individuals to reminisce past positive fond memories. Till recently; nostalgia is starting to get recognised as a forward-looking property (Abeyta, Routledge, & Juhl, 2015; Sedikides & Wildschut, 2016). Given nostalgia’s past historical denotation, it is very much subjugated to being known as a non-progressive concept.

Thus, will nostalgia being historically attributed for its backwardness continue to have a place in the ever-evolving advertising industry that adopts these new technologies and tools? The answer can be prematurely stated as a, yes, considering the fact that nostalgia was once treated as a passing fad. Why so? There are several observable market trends to start with. As it currently stands, the retro-revolution is far from dissipating and remains ever rampant. According to Heinberg, Katsikeas, Ozkaya, and Taube (2019), there is a marketing trend of using nostalgia marketing in developed markets taking advantage of on-going economic and political crisis.

Furthermore, emerging markets have started to follow suit. Currently, nostalgia is a much frequently adopted strategy leveraged by advertisers and brands to connect with their audience. From the recent press, mainstream brands such as Disney, Google, Nike, Reebok, Square Enix, Super bowl, Nintendo, Ikea, just to name a few, have started to adopt nostalgia strategies. For instance, Disney recent nostalgic escapades



include the launch of Toys Story 4 from the Toys Story franchise, the new rendering of Lion King, Dumbo and Aladdin. Google collaborated with Kevin MacCallister who is known for his iconic role in the movie Home Alone to advertise

Google Assistant. Nike is re-creating and launching a collection of apparels and sneakers based on Netflix's popular series of *Stranger Things*. Square Enix, a famous Japanese video game developer, is bringing a much long-



anticipated remake of a role-playing game (RPG) that is deeply entwined with nostalgia back into the fray. From an academic standpoint, S. Brown (2018) hinted at several external factors for the possible longevity of the “retro revolution”. Firstly, there is the ageing of the Baby Boom generation that exhibits a tendency towards retrospection. Secondly, environmental factors such as global warming and the decimation of natural habitats are accelerating. Thirdly, the rapid industrialisation and other eco-catastrophes. Fourth, the ever-growing of new technological innovation and an ever-faster fibred society. Last but not least, political tensions continue to be prevalent in the 21st century.

1.2. NOSTALGIA: HERE TO STAY OR GO?

The nostalgia industry is anything but new, and it has been around for decades. New memories are constantly being created in the consumer world. That gives rise to the potential for retro marketing and products. In the broadest sense, advertising opportunities will always be available in harking back to the past. The salient point is that nostalgia never does seem to go away (WARC, 2009). Backtrack to eight years ago, we will be able to find different brands “doing nostalgia” and manipulating the phenomenon in different ways. In 2011, Coca-Cola drew upon its strong brand heritage and launched a nostalgic campaign to celebrate its 125th anniversary. A new multi-platform advertising campaign was initiated that traced back to the brand's advertising in the early years. The television advertisement associated the brand with montages of many key events that happened over the past century. Hence, it appealed to all people of all ages and demographics. Even to date, the brand continues to incorporate nostalgic related content in its marketing and advertising strategies.

1.3. NOSTALGIA

Nostalgia - a multifarious property that streamlines into various branches of knowledge systems such as philosophy, business, psychology, sociology, medical, economics, cultural and et cetera. From the onset, this research signals its intentions in furthering the understanding of nostalgia from a marketing/advertising context. In particular, this research zones in on understanding the ***WHO*** aspect under the old adage of the 5W1H, which is essential for advertisers to identify its target audience.

The researcher is keen on understanding specific dispositions of individuals who might potentially be receptive to nostalgic-related advertising content and cues where research has not provided much explanation. In one broad brushstroke, most research laid claims to the strategic benefits and managerial relevance of using nostalgic cues such as music, smell, imagery and jingles to elicit positive behavioural intentions from consumers. Recent studies have voiced concerns at the lack of knowledge that impedes a holistic understanding of the psychological and potential underlying mechanisms of nostalgia (Khoshghadam, Kordrostami, & Liu-Thompkins, 2019b; S. Kim, Kim, & King, 2019). However, much remains to be understood about other underlying mechanisms that may have an impact on nostalgic consumption.

1.4. DISPOSITIONS

Some things are fragile. Some people are irascible (Aimar, 2019). Dispositions have often been ascribed to objects. In this study, the study of dispositions is posited to be one such underlying mechanism that has yet to be fully understood. Furthermore, the central feature of this study examines the notion of “dispositions”. The researcher accepts the view that dispositions are stable properties of systems that leads to the specification of how a system will behave in certain situations. Once it has been ascertained that an individual holds on to a certain disposition, we will understand how this individual will behave in certain situations, such as a nostalgic situation (Vanderbeeken & Weber, 2002). Often, marketing practitioners are guilty of the blind use of nostalgia as an advertising tactic. From an advertiser’s perspective, a deliberate attempt to launch advertising campaigns through the use of familiar past themes or recreating past ambience of warmth and security can be a rewarding experience. However, research has suggested otherwise. According to Khoshghadam et al. (2019b), the use of nostalgic advertisements is not always perceived positively by the

audience. For instance, for individuals who are not satisfied with their current life, using nostalgic appeals in advertisements may inadvertently backfire. As a result, it lowers consumers' purchasing intent and attitude towards the advertised brand. Hence, an understanding of the "ideal" target audience (dispositions) may help to mitigate and alleviate such occurrence from manifesting. These dispositions may influence the degree of involvement with which an individual approach a nostalgic advertisement. In conclusion, it is imperative to understand the mindset of potential key audience segments towards nostalgic advertising that in turn influences in the designing of an effective advertising campaign.

1.5. SIGNIFICANCE OF STUDY

The motivation for this study is to elucidate the relationship between a specified set of dispositions and nostalgia, how it affects consumers' attitudes towards nostalgic advertising and behavioural intentions. As an overview, success in showcasing the significant differing effects of multiple dispositions will signal new research directions within the nostalgia literature. Also, this study exhibits conceptual, methodological and managerial significances through three distinct yet interconnected studies.

1.5.1. Conceptual Significance

- i. The **implementation of a systematic literature review** provides a macro perspective of nostalgia literature. This systematic literature review purported evidence that illuminates the current state and key trends within the nostalgia-marketing literature. On the one hand, it fulfils the objective of showcasing that research works on dispositions and nostalgia has yet to be established. On the other, it marks the first systematic literature review on nostalgia marketing studies.
- ii. The **development of a conceptual framework** that addresses a number of gaps in the nostalgic marketing literature. As mentioned previously, there are other underlying mechanisms that drive the consumption of nostalgic products and content. The identification and research of these underlying mechanisms are important in providing marketers with fresh perspectives on the usage of nostalgia. One such mechanism is through the understanding of specific dispositions.

- iii. The **development of a conceptual framework** is expected to achieve a number of firsts in the following areas. These include: (1) first to conceptualise a framework that specifically links a set of dispositions towards nostalgic attitudes; (2) first to validate the relationship between dispositional gratitude and nostalgia. This is by far, one of the most significant contributions to this study as gratitude relates to nostalgia and potentiates an outcome on consumer decisions under specific nostalgic context. Conceptually, it marks the first attempt in conducting an initial investigation into understanding a combined set of related dispositions that influences nostalgic consumption.
- iv. The **conceptual framework is tested** across two country samples. The result of the cross-cultural generalisability test provides an advantage over the single cultural research approach in limiting possibilities of misinterpretation of results and concepts. Moreover, comparison of the two countries would shed important insights on the nostalgic-decision-making styles between Western and Eastern cultures.
- v. The **extension and generalisation of the conceptual framework with two moderating variables** across a different product category. The literature on nostalgia marketing focuses predominately on the more consistent conductors of nostalgia such as music (A. Cartwright, Besson, & Maubisson, 2013), food (Autio, Collins, Wahlen, & Anttila, 2013; Vignolles & Pichon, 2014) and automobiles (Schindler & Holbrook, 2003). This research explores product categories that are not frequently researched and ascertain the viability of adopting nostalgic strategies in surrounding that particular industry.

1.5.2. Methodological Significance

- i. The **systematic literature review** is considered a form of methodological contribution. The systematic literature review covered a total of 103 journal articles published in 33 journal publications. Through this review, it illuminated the present state of nostalgia marketing research. Overall, the nostalgia trend has gained scholarly attention in the past decades. It benefits researchers as it involves the synthesis of available studies on a particular subject and also monitors the growth and fluctuation of the topic. The other significant advantage of this method is that it consists of a number of commonly accepted steps that can be verified by other researchers (Novais, Maqueira, & Bruque, 2019).
- ii. The **adoption of using real-life advertisements** promotes the ecological validity of this research. In addition, with comparison with other research that examined the effects of nostalgia through print advertisements, this study incorporated broadcast/video advertisements. The purpose was to immerse respondents through sight and auditory cues to re-enact the nostalgic experience.
- iii. The **free-recall test** implemented in study 2 is a unique method to capture and document consumers' recollective experiences (Chan & McDermott, 2007). Through the free-recall test, it lends support to the study on the prototypical attributes of nostalgia.

1.5.3. Managerial Significance

- i. Marketing practitioners should take advantage of the current **global economic uncertainty** as it is a key driver of nostalgia. The Organisation for Economic Cooperation and Development (OECD) forecasts and reports on a new global economic slowdown (BBC, 2019). Hence, events such as an economic slump are likely to promulgate strong feelings of nostalgia and consumers will continue to seek solace with the familiar and comfortable.
- ii. Marketing practitioners should capitalise on the **millennials generation cohort** as this particular target segment is more prone to experiencing nostalgia. Moreover, nostalgia should not be just associated with advancing age consumers as the younger generations are also likely to spend money on nostalgic products that provide individuality and originality (Euro Monitor, 2012)
- iii. Marketing practitioners can look to identify **specific consumers** who inherit the **three types of dispositions** identified in this research. For one, consumers' who hold on to either one of the dispositional attributes have an inclination and can be receptive towards both personal and historical nostalgia cues. For instance, marketing practitioners can consider activating consumers' authentic dispositional tendencies to amplify the nostalgic "effect". Consumers often relate to the good old days as more authentic than the present. As it stands, the demand for authentic products and services will be more prevalent than ever.
- iv. Marketing practitioners should consider introducing **both personal and historical nostalgia cues** and not just focusing on two separate appeals. Although evoking personal nostalgia may be a foolproof method that is most commonly adopted by marketers to evoke emotional responses from consumers, one should also consider evoking the perception of an ideal past that can be equally attractive to consumers.
- v. Marketing practitioners can consider the **strategic use of brand heritage and brand attachment**. Marketers can leverage nostalgia and brand heritage in their advertising campaigns even though the brand has no actual history. Moreover, not all brands or companies would have a long-standing heritage.

Hence, these brands may wish to selectively use fragments of historical elements to induce warm feelings or aim to recreate the past utopia. It is considered a valuable resource that can firmly anchor consumers to a particular place and time and thus allowing consumers to re-establish a temporal experience of belonging (Hartmann & Brunk, 2019). On the other hand, personal nostalgia needs to be factored in if brand attachment is to work effectively. For instance, an individual may attach himself or herself to multiple brands in their adolescence years. Even though the individual may have gone through periods of life transitions, brand-related thoughts and feelings may still retain as it has become part of the individual's memory (C. W. Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Hence, when prompted through nostalgic marketing-related content, nostalgia feelings intensify.

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1.6. RESEARCH GAPS

A total of three research gaps are identified in this study:

Research Gap 1 - Nostalgia

Based on the literature, it is apparent that nostalgia is studied and engaged in a range of responses. That includes but not limited to attitude responses, cognitive reactions, emotional responses and behavioural outcomes. Previous studies examining the concept of nostalgia placed more emphasis in examining effects of advertising-evoked personal nostalgia as compared to advertising-evoked historical nostalgia. Furthermore, cross-cultural generalisability of results in studies are lacking.

Research Gap 2 Dispositions

There is a lack of empirical understanding and conceptualisation on the role of dispositions and nostalgia that constrains a fuller understanding of the potential impact that is unique to nostalgia in an advertising communications context. Based on the literature, reactions that affect nostalgic responses derived from subjects such as self-concepts, psychological reactions, mental health, age, gender, temporal orientation, threat appraisals, well-being, risk-taking tendencies, scepticism, cognitive dissonance, to highlight a few. So far, no published studies have examined this relationship.

Research Gap 3 Brand-Related Factors

Based on the literature, it is apparent that nostalgia is studied and engaged in a range of responses. That includes but not limited to attitude responses, cognitive reactions, emotional responses and behavioural outcomes. There is a lack of empirical evidence on brand-related factors, i.e. brand heritage and brand attachment, in determining nostalgic advertising effectiveness.

1.7. RESEARCH OBJECTIVES

To respond to the identified gaps in the current nostalgic advertising research, five research objectives are presented for the current study:

Research Objective 1:

To conduct a systematic literature review (SLR) that adheres to an established review protocol. The purpose of the review is to ascertain works on dispositions and nostalgia have not been previously explored.

Research Objective 2:

To develop a conceptual model that links nostalgia to dispositions. The conceptual model outlines the relationship between dispositions and nostalgia within an advertising context.

Research Objective 3:

To test cross-cultural generalisability of the conceptual model across two data samples.

Research Objective 4:

To test the moderating effects of brand heritage on two relationships. **(1)** Brand heritage is proposed to moderate the relationship on nostalgic intensity towards the ad and purchase intention. **(2)** Brand heritage is proposed to moderate the relationship on fantasy towards past eras ad and purchase intention.

Research Objective 5:

To test the moderating effects of brand attachment on two relationships. **(1)** Brand attachment is proposed to moderate the relationship on nostalgic intensity towards the ad and purchase intention. **(2)** Brand attachment is proposed to moderate the relationship on fantasy towards past eras ad and purchase intention.

1.8. CORE THEORIES

In response to addressing the research objectives in this study, several core theories were drawn from different academic disciplines such as marketing, psychology and social sciences. The theories underpinned and supported the proposed research questions and hypothesis identified in the study. Each theory is discussed briefly and will be presented in Chapter 3 in greater detail.

1.8.1. Theory of Episodic Memory

According to Tulving (1993), episodic memory is one of the five major human memory systems. It enables individuals to remember personal experienced events. The concept of episodic memory relates to a recollection process that enables individuals to relive past episodes. Certain episodes in life are more vivid than others, and even if there is no accurate memory of a particular event that occurred, individuals would travel mentally back in time to try and reconstruct and re-experience the event (Clayton, Salwiczek, & Dickinson, 2007). The episodic theory also postulates that a mental time travel back from present to past is plausible. Eventually, this would allow individuals to relive previous experiences. Episodic memories may also include revisiting specific events that occurred previously. The tie between memory systems in particular episodic and autobiographical memories and nostalgia is unique, and oftentimes, the recall of meaningful personal memories give rise to nostalgia (Tang et al., 2016).

1.8.2. Theory of Autobiographical Memory

Autobiographical memory is considered a subset of episodic memory (LaTour, LaTour, & Zinkhan, 2010; Nelson, 1993). According to Özbek, Bohn, and Berntsen (2018), autobiographical memories serve different functions of both “self” and “social” (Fairley, Gibson, & Lamont, 2018). An episodic/autobiographical retrieval involves retrieval cues and memory traces. The act of reliving or retrieval is considered a salient feature of autobiographical memory (Baddeley, 1992; Rubin, Deffler, & Umanath, 2019; Tulving, 2002; Tulving & Murray, 1985).

1.8.3. Theory of Dispositions

Dispositions are properties of things. The central figure of dispositions lies in its abilities to behave in certain situations. According to Martin (1994), the “dispositions of a thing can change. Dispositions have duration. A piece of glass can be fragile for an hour and cease to be fragile for an hour. The world revolves around a succession of static events, and these events are connected by a contingent relation (Anjum & Mumford, 2018).

1.8.4. Theory of Appreciation

According to D. Raggio, M. Walz, Bose Godbole, and Anne Garretson Folse (2014), certain pre-conditional requirements ought to be met for gratitude to manifest. The two components are recognition and appreciation. Presumably, feelings of gratitude will not exist should both trait qualities are not met. Focusing on the latter, extensive research on the role of gratitude and appreciation was conducted by (Wood, Froh, & Geraghty, 2010) and it was ascertained that both traits could be regarded as a unitary construct.

1.8.5. Theory of Collective Memory

According to Maswood, Rasmussen, and Rajaram (2019), collective memory is rendered as a phenomenon. A phenomenon where individuals and groups of people who developed overlapping memories through past event encounters. Seminal works by (Halbwachs, 1992) laid the foundation of collective memory studies. The core attribute of collective memory focuses primarily on memories shared by a group and the memory is of significance to the social identity of the group members (Roediger III & Abel, 2015). Collective memories defines, maintains and mobilises social identities (Licata, Mercy, & Wright, 2015). Furthermore, it is shared representation of a groups’ past based on common identity (Licata et al., 2015). Moreover, collective memories involve small to large groups of people, families and nations (Hirst, Yamashiro, & Coman, 2018).

1.8.6. True Self

The “true self” concept stems from works of Press and Winnicott (1965). True self was conceptualised as a “theoretical position from which come the spontaneous gesture and the personal idea (148).

1.8.7. Signalling Theory

Brand heritage is a piece of information that is associated with the brand (Pecot, Merchant, Valette-Florence, & De Barnier, 2018). Leigh, Peters, and Shelton (2006) postulated that nostalgia underlies brand heritage. Brands are signals and they convey information about product attributes. Furthermore, brands signal's its position in attribute spaces (Erdem & Swait, 1998).

1.8.8. Attachment Theory

Attachment theory is the focus of relationships and bonds between people. It is the “lasting psychological connectedness between human beings” (Bowlby, 1969). The concept of attachment first materialised through John Bowlby, in bid to comprehend interpersonal relationship. Consumers may feel an attachment towards a specific material object, possessions that have a personal history between the individual and the object (Lambert-Pandraud & Laurent, 2010).

1.9. KEY CONCEPTS AND DEFINITIONS

The conceptual definitions adopted for this study are detailed below in brief. Each definition is discussed briefly and will be presented in Chapter 2 in greater detail. The conceptual definitions are identified as follows:

1.9.1. Nostalgia

Personal Nostalgia

- i. Holbrook and Schindler (1991) define personal nostalgia as “A preference toward objects that were more common when one was younger” (p.332).
- ii. Davis (1979) depicts it as “ positively toned evocation of the past” (p.18).
- iii. Belk (1990) approaches it from an emotional context, and it is defined as “wistful mood that may be prompted by an object, a scene, a smell or a strain of music.
- iv. Baker and Kennedy (1994) define it as a sentimental or bittersweet yearning for an experience, product, or service from the past.

Historical Nostalgia

- i. Stern (1992) addresses one focal point of historical nostalgia is that “most important temporal element is the presentation of the past as the time before the audience was born. The plots typically return to the world of myth, where the characters enact familiar archetypal roles” (p.13).
- ii. Baker and Kennedy (1994) frame it as a form of “simulated nostalgia”. It is achieved through an indirectly experienced past.
- iii. Goulding (2002) narrates it as a form of vicarious nostalgia, “others who share for a time just before their living memory, the consumption of nostalgic products and experiences, exposure to nostalgic narratives, imagery and related stimulus, and a positive/negative contrast between past and present based on style and aesthetics”.

1.9.2. Dispositions

A disposition is treated as a property that is characterised in terms of its difference and its instantiation makes (Orilia & Swoyer, 1999). For instance, salt as a mineral compound has the dispositional property of “solubility,” when liquid (input) is added, the property is instantiated or activated. The output is when the salt dissolves in the liquid.

1.9.3. Grateful Disposition

As determined by McCullough, Emmons, and Tsang (2002), gratitude is prosocial in nature and a possibility that dispositional gratitude is ingrained in basic traits that orientate individuals toward sensitivity and concern for others. Primarily, gratitude as an emotional expression has been studied through the field of social sciences, positive psychology and clinical psychology.

1.9.4. Authentic Disposition

The concept of authenticity is considered a hallmark of intrinsic self-concept (Baldwin, Biernat, & Landau, 2015). Sedikides, Slabu, Lenton, and Thomaes (2017) defines state authenticity as a sense of feeling that one is aligned with its true or genuine self.

1.9.5. Need to Belong Disposition

According to Baumeister and Leary (1995), the need to belong is a fundamental human motivation that possesses a pervasive drive to develop and maintain long-lasting interpersonal relationship. Humans by nature value the importance of social relationships and it is predominately considered a universal tendency (Hornsey & Jetten, 2004; Walton, Cohen, Cwir, & Spencer, 2012). It is so universally powerful that it can be equivalent to an individual’s psychological makeup as hunger or thirst is to an individual’s physical makeup (Baumeister & Leary, 1995; Gardner, Pickett, & Brewer, 2000).

1.9.6. Brand Heritage

According to Urde, Greyser, and Balmer (2007), brand heritage is conceptualised as a “dimension of a brand’s identity found in its track record, longevity, core values, use of symbols, and particularly in an organisational belief that its history is important (p.4). Brand heritage is also conceptualised as a marketing-mix variable that evokes history of a brand that encompasses all its personal and cultural associations (S. Brown, Kozinets, & Sherry Jr, 2003).

1.9.7. Brand Attachment

The concept of attachment first materialised through John Bowlby, in bid to comprehend interpersonal relationship. Consumers may feel attachment towards a specific material object, possessions that have a personal history between the individual and the object (Lambert-Pandraud & Laurent, 2010). Kessous, Roux, and Chandon (2015) stated that brand attachment have connections to the nostalgic status of the brand. Brands are also capable of triggering consumers’ nostalgic experiences by transporting the individual back to a personal past.

1.10. METHODOLOGY

This research was conducted in three phases. The first phase presents a systematic literature review (*Study 1*) written in the form of a narrative review. The primary aim of the systematic literature review was to provide a near-comprehensive macro scope of the nostalgia marketing literature. Through this review, it identifies and reports important key research findings such as distribution of publications across 40 years, publication activities, body of opinions, highlight knowledge gaps/shortcomings and identifying future avenues of research. In turn, this provides a platform and indication on how the two subsequent studies should at the very least aim to fill some of the identified shortcomings. The second phase conceptualised and validated a conceptual framework that examined three types of dispositional behaviours towards purchase intent of nostalgic products. The third and final phase (*Study 3*) of the study builds on the conceptual level work carried out in phase 2 (*Study 2*). It extended the developed framework by examining whether brand heritage and brand attachment moderates the effect of nostalgia towards purchase intentions of furniture products.

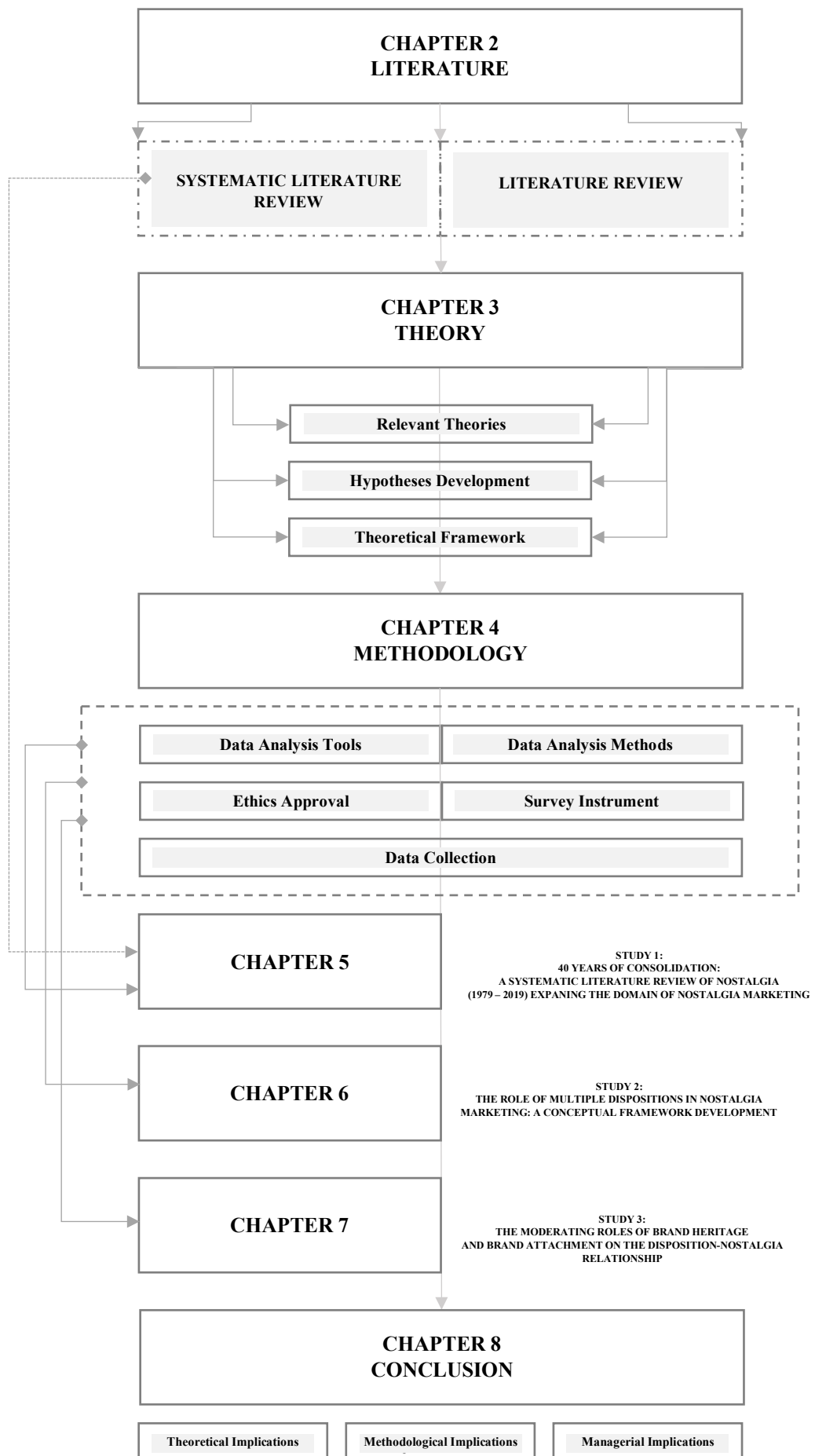
1.11. DELIMITATIONS

In specifying the parameters of this study, four delimitations are identified. Firstly, in study 1, the systematic literature review was conducted within the context of nostalgia marketing. Secondly, study 2 was conducted within the context of a generic video advertisement that comprises of both personal and historical cues/items. Thirdly, study 3 was conducted within the context of the furniture category. Lastly, with regards to the sample population obtained for study 2 and 3, the majority of the sample derived from younger demographics with subjects limited to 18-25 years of age. This facilitated in achieving homogenous samples for the two studies.

1.12. ORGANISATION OF CHAPTERS

This research is organised into eight chapters. These include: (1) Introduction; (2) Literature Review; (3) Theoretical Framework and Hypotheses Development; (4) Research Methodology; (5) Study 1: *40 Years of Consolidation: A Systematic Literature Review of Nostalgia (1979 – 2019)*; (6) Study 2: *The Role of Multiple Dispositions in Nostalgia Marketing: A Conceptual Framework Development*; (7) *The Moderating Effects of Brand Heritage and Brand Attachment on the Disposition-Nostalgia Relationship*; and (8) Conclusion. Figure 1.2 provides a schematic overview of the research process.

Figure 1.2: Organisation of Chapters



1.13. CHAPTER SUMMARY

This chapter outlined the background of the research, significance of the study, research gaps and objectives, underpinning theories, key concepts and definitions and methodology. It provided an overview of the scope of the study. The following chapter reviews the relevant literature.

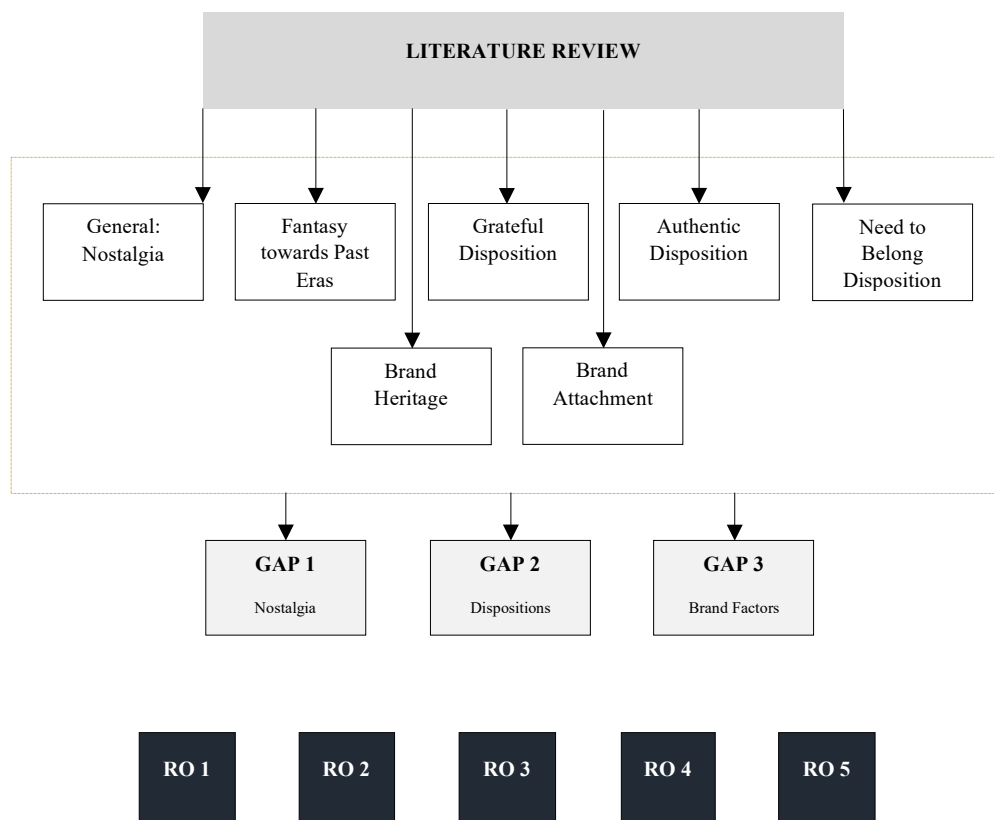
CHAPTER 2

LITERATURE REVIEW

2.1. INTRODUCTION

Chapter 2 focused on the review of relevant literature. A schematic overview of the literature review process is shown in Figure 2.1. Specifically, this chapter concentrated on the subject matter of nostalgia, dispositions, brand heritage, and brand attachment. From the literature review process, three research gaps were identified, and five research objectives were established to address these gaps. Moreover, an in-depth systematic literature review was conducted in Chapter 5 to ascertain studies on disposition and nostalgia had not been previously examined before. Lastly, this chapter concluded with a summary of the identified gaps and connected them to the research objectives.

Figure 2.1: Schematic Overview of the Literature Review Process



2.2. OPERATIONALISING NOSTALGIA

2.2.1. Nostalgia Defined

The expression of nostalgia conveys a whole wealth of meaning such that the concept had taken on a transformative revision of its definition throughout the centuries. According to Hepper, Ritchie, Sedikides, and Wildschut (2012), the poetic origins of nostalgia had been warped significantly over time, resulting in multiple interpretations. Fundamentally, the term nostalgia was first conceived from a composition of two Greek words, *Nostos* which represents homecoming or return to the native land, and *Algos*, referring to pain, suffering or grief. Early representations of nostalgia were often attributed to a form of a pathological condition.

Tracing back, Johannes Hofer (1688/1934) first coined it as a medical disease that Swiss mercenaries would experience when plying their trade on foreign shores (Wildschut, Sedikides, Arndt, & Routledge, 2006). Several symptoms such as weeping, irregularity heartbeat and anorexia were associated with it (Sedikides, Wildschut, Arndt, & Routledge, 2008). This negative connotation of nostalgia persisted throughout the bouts of the 17th, 18th and 19th centuries. Through till the 20th century, nostalgia was still laden with negative connotations. It was then regarded as a variant of mourning, depression and psychosis (Hepper et al., 2012; Sedikides & Wildschut, 2016).

The late 20th century presented a welcoming change for the negatively bounded term, its meaning and usage had deviated since and no longer recognised as an illness that needed diagnosis and treatment (Malpas, 2011; Wildschut et al., 2006). As things stand at present, the role that nostalgia function at the moment is of one that alleviates the apprehension of people towards rapid technological innovation and advancement. One may often relate it to the collective progress of society that has created an outlet for nostalgia to weave and manifest in the minds of people.

2.2.1.1. Nostalgia as an Emotion

Currently, nostalgia is accepted as a form of emotion (Cheung, Sedikides, & Wildschut, 2017; Cheung et al., 2013; Dimitriadou, Maciejovsky, Wildschut, & Sedikides, 2019; Sedikides et al., 2016; Wildschut et al., 2006). More specifically, nostalgia is a concept that dawn on multiple hats of being a positive, negative and bittersweet emotion. Fundamentally, nostalgia is a persuasive emotion that drives reactions from individuals that are emotionally attached to a past. Although many would consider nostalgia to be past-orientated emotion that usually transports an individual back in time to reminisce past events that occurred, it also contains a mental make-up of the present and future. Also, it is an emotion that can be complex in nature, considering that it serves multiple functions. For instance, nostalgia is used as a coping mechanism to counteract loneliness (X. Zhou, Sedikides, Wildschut, & Gao, 2008). Wildschut et al. (2006) propagated nostalgia as a prima-facie self-relevant emotion that the self is the central, primary figure and defining character of the nostalgic experience. This research concurs with previous authors on all accounts that consider the affective and emotional structure of nostalgia.

2.2.1.2. Nostalgia as a Psychological Attribute

Apart from being an emotional construct, researchers acknowledged nostalgia as a psychological attribute (Abeyta et al., 2015; Batcho, 1995; Sedikides, Wildschut, Routledge, Arndt, & Zhou, 2009). The concept of nostalgia is rooted in psychology as it revolved around thoughts and emotions generated by specific stimuli. As explained, the bitter side of nostalgia dominated the first phase of the evolution of the term, and it was treated as a diagnostic label (Batcho, 2013). The interest in nostalgia garnered greater attention during the 20th century with the growth of psychology as an experimental science during that time. Furthermore, it contributed to “definitional precision and objective methodology to the empirical investigation of nostalgia” (p.4).

According to Wildschut, Bruder, Robertson, van Tilburg, and Sedikides (2014), nostalgia presents several significant psychological benefits such as an increase in self-esteem and optimism (Cheung et al., 2013; Hepper et al., 2012; Vess, Arndt, Routledge, Sedikides, & Wildschut, 2012; Wildschut et al., 2006), increase in perceptions of meaning in life (Routledge et al., 2011; Van Tilburg, Igou, & Sedikides, 2013), foster social connectedness (Wildschut et al., 2006; Wildschut, Sedikides, Routledge, Arndt, & Cordaro, 2010; X. Zhou et al., 2008), and approach motivation (Stephan et al., 2014).

2.3. CONSTRUCTS OF NOSTALGIA

2.3.1. Three Orders of Nostalgia

Firstly, Davis (1979) presented the three orders/paths of nostalgia, and they are mainly termed as simple, reflexive and interpreted. Simple or first-order nostalgia is the unquestioning belief that things were better in the past (Holak & Havlena, 1992; Ryyänänen & Heinonen, 2018). Second-order or reflexive nostalgia refers to an individual query of remembered events, in particular questioning the truth, accuracy, completeness or representatives of the nostalgic claim (Christina, 1999; Dauncey & Tinker, 2015; Holak & Havlena, 1992). Third-order or phenomenological nostalgia refers to individuals having to critique and analyse the nostalgic response in present circumstances, individuals will thus seek to compare and comprehend their nostalgic feelings (Christina, 1999; Davis, 1979; Holak & Havlena, 1992; Kathy & Beverly, 2014).

2.3.2. Two Systems of Nostalgia

Secondly, Stern (1992) proposed two mental abstractions of nostalgia, personal nostalgia which “idealise the personally remembered past” (p.16) and historical nostalgia which “expresses the desire to retreat from contemporary life by returning to a time in the distant past viewed as superior to the present” (p.14). According to Muehling and Pascal (2011), an essential distinction between both constructs exist where it involves the extent of memory associated. Personal nostalgia would often refer to an event that the individual had personally experienced before. Merchant, Latour, Ford, and Latour (2013) methodized and categorised past definitions of personal nostalgia, and there are several interpretations:

2.3.3. Personal Nostalgia and Historical Nostalgia

Different types of nostalgia exist. It is most commonly referred to as “*Personal*” and “*Historical*” nostalgia. Personal nostalgia is commonly known as a personally remembered past. On the other hand, historical nostalgia is also known as “a time in history that the individual did not get to live through but wishes to experience this lost past”. Recent marketing trends indicate that younger consumers have taken a liking towards brands, objects and products of the past (Jakob, 2019). Landmark studies that established the two types of nostalgia and its definitions are listed below. Nevertheless, despite the acknowledgement of the two types of nostalgia, there remains a dearth of empirical research around the two types of nostalgia. More so, empirical research on the role of historical nostalgia in advertising has long been lacking and neglected (C. Marchegiani & Phau, 2011). This gap in knowledge opens up potential new research contributions. On a similar note, new insights will be required for marketing practitioners to make informed decisions. This study focuses on the latter.

Both personal and historical nostalgia have differential effects on consumer behaviour that are subjected to numerous determinants. On the one hand, demographic factors such as age, gender and ethnic group will toggle consumers’ inclination towards the adoption of nostalgic related content (Reisenwitz, Iyer, & Cutler, 2004; Sierra & McQuitty, 2007). On the other, psychographic factors such as values and attitudes affect how nostalgia is experienced (Smeekes, 2015). Other determinants such as product type and temporal orientation would create comparable effects between these two nostalgia types (C. Marchegiani & Phau, 2010).

Leading on from the above discussion, should the two types of nostalgia constructs found to be significantly different, there is a need to develop models that explain the effects and connections that could be elaborated across a variety of situations. Hence, this current gap in knowledge is an important area that needs to be addressed.

Personal Nostalgia

- Holbrook and Schindler (1991) defined personal nostalgia as “A preference toward objects that were more common when one was younger” (p.332).
- Davis (1979) depicted it as “ positively toned evocation of the past” (p.18).
- Belk (1990) approached it from an emotional context and defined nostalgia as “wistful mood that may be prompted by an object, a scene, a smell or a strain of music.
- Baker and Kennedy (1994) defined it as a sentimental or bittersweet yearning for an experience, product, or service from the past.

Historical Nostalgia

- Stern (1992) addressed one focal point of historical nostalgia is that “most important temporal element is the presentation of the past as the time before the audience was born. The plots typically return to the world of myth, where the characters enact familiar archetypal roles” (p.13).
- Baker and Kennedy (1994) framed it as a form of “simulated nostalgia”. It is achieved through an indirectly experienced past.
- Goulding (2002) narrated it as a form of vicarious nostalgia, “others who share for a time just before their living memory, the consumption of nostalgic products and experiences, exposure to nostalgic narratives, imagery and related stimulus, and a positive/negative contrast between past and present based on style and aesthetics”.

2.4. NOSTALGIA ADVERTISING



Figure 2.2: Image of New York Street (Source: unsplash)

When it comes to breaking through the advertising, branding and marketing environment clutter, the usage and adoption of nostalgia strategies are considered an effective creative communication strategy to spur engagement with consumers through the rekindling of fond memories from the past. The current predicament that brands are facing in the over-saturated digital space makes it more complex to reach out to consumers. As a result, brands are starting to turn to nostalgia as a form of intervention and in most cases, a solution. Nostalgic cues are often incorporated in a variety of ways as a marketing tool (X. Zhou, van Tilburg, Mei, Wildschut, & Sedikides, 2019).

In most instances, marketing practitioners typically enlist background music, taste, smell and images to trigger nostalgic feelings (Muehling, Sprott, & Sprott, 2004). More recently, nostalgia-centric campaigns are growing increasingly popular, and there is a growing trend with companies leveraging the emotional pull of the past to create a tug at consumers' heartstrings. Brands such as Coca-Cola uses nostalgia frequently in advertising to create an emotional bond with consumers. According to Euromonitor (2012) reports, Coca-Cola is one such brand that can evoke strong feelings of nostalgia and yet remain current.

Studies (X. Zhou, Wildschut, Sedikides, Chen, & Vingerhoets, 2012) also ascertained that consumers look back to the past with rose-tinted glasses and are ready to spend on the products that enable the recreation of feelings such as warmth and security once felt during happier times. A study conducted by Lasaleta, Sedikides, and Vohs (2014) suggested that nostalgia encouraged consumers to part with their money. Furthermore, it was noted that experiencing feelings of nostalgia may lead to a decrease in consumers' price sensitivity. The leverage on nostalgia in marketing strategies ranges from the creation of new products accompanied by a vintage feel to the launch of advertising campaigns utilising familiar past themes or evoking old memories of bygone eras. Table 2.1 provides a list of brands that utilised nostalgia.

Table 2.1: Brands that Adopt the Nostalgia Strategy

Brands	Type	Source
Disney	Entertainment and Film	Toy Story 4
Pepsi Co	Food and Beverage	Crystal Pepsi
Spotify	Music	Time Capsule
Ikea	Furniture	Wonderful Everyday
Microsoft	Technology	Child of the 90s
Google	Technology	Home Alone
Queen	Film/Music	Bohemian Rhapsody
Square Enix	Game	Final Fantasy 7
Niantic	Game	Pokémon Go
Houston Rocket	Basketball / Sports	Retro Jersey

2.4.1. Nostalgia's Effectiveness in Troubled Times

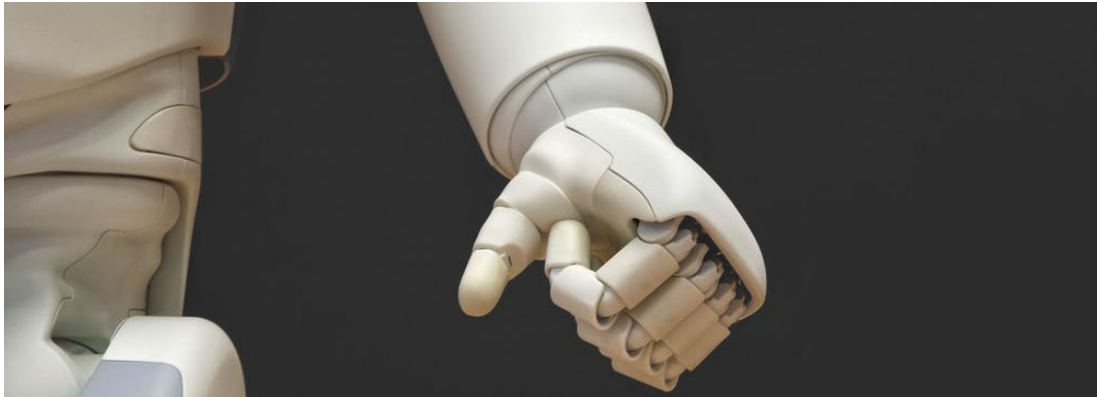


Figure 2.3: Image of Robot (Source: unsplash)

As the world is in the midst of gravitating into a digital leap towards the adoption of artificial intelligence (AI) and automation, undoubtedly, it is a natural cause of concern for people all over the world to be worried about robots eliminating jobs and affecting the livelihood of people. However, artificial intelligence and automation are just one part of a more significant global issue that people would have to face. According to the Euromonitor (2012) report, the more consumers' lives are being dictated and defined by technology; there will be a greater tendency to retreat to slower and cosier times. Ultimately, the demand for retro technology increases as consumers are searching for simplicity as they believe that the world has become over-complicated.

2.4.1.1. Uncertainty and Insecurity

As discussed, one crucial reason why nostalgia marketing functions so well can be attributed to the fact that the current political landscape, coupled with the unpredictability of the economy creates an ideal environment for nostalgia to manifest. Therefore, the uncertainty and insecurity surrounding present circumstances breed' sentimental longing towards the past (Pickering & Keightley, 2006).

Given this instability, consumers are often lead to assume that the past is always better as it provides an insulated environment that people recede into in times of uncertainty. For instance, Davis (1979) posited that nostalgia usually transpires when there is a context of fear, discontent, anxiety and uncertainty. In the event of a crisis and dramatic social change, nostalgia will provide a portal to a temporal sanctuary which supplies people with comfort, warmth and pleasure (S. Brown, Kozinets, & Sherry Jr, 2003; L. Zhou, Wang, Zhang, & Mou, 2013).

2.4.1.2. Comparison with the Past

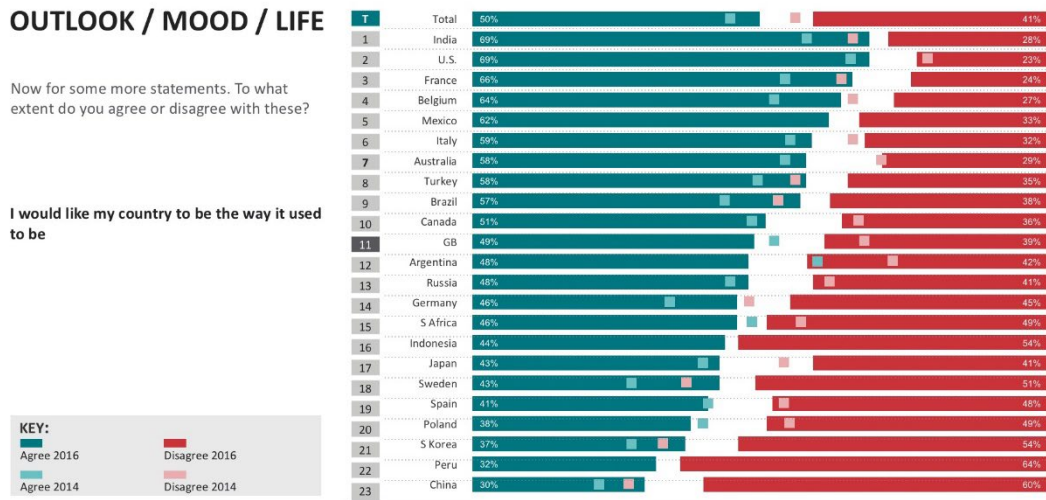


Figure 2.4: Outlook/Mood/Life (Source: Ipsos Global Trends)

Hindered by uncertainty and insecurity towards the future, there is a tendency for individuals to draw comparisons with the past. The good old days as it is often referred to provide a gateway to a depository of positive memories and life was generally considered much “better” then. As it stands, research has documented that life is much better now as compared to 50 years ago, but it is subjected to favourable economic conditions (Poushter, 2017). However, many individuals are stuck in a state of nostalgic rumination (Iyer & Jetten, 2011) due to rapid societal advancement, which ultimately causes a difficult life transition. According to a Pew Research report conducted in 2017 involving a near-total of 43,000 people in 38 countries, it was found that not everyone is convinced that life today is better as compared to the past.

2.5. NOSTALGIA: A REVITALISATION STRATEGY

Another unique feature of nostalgia is the “revival” function that it inherently possesses. Some brands have been lying in a state of dormancy for years, and in recent times, several once-dead brands have been revived (Davari, Iyer, & Guzmán, 2017; Dion & Mazzalovo, 2016). From a strategic management point of view, it can be considered a deliberate attempt to reconnect with consumers by triggering past positive memories that they experienced with the brand in former times. Drawing parallels with Russell, Schau, and Bliese (2018), consumers still remain firmly attached to a “dead” brand partly due to strong bonds formed previously.



Take for instance, over the last few years; vinyl records have seen a steady rise in consumer consumption leading to a resurgence of an analogue good. Although digital downloads and streaming services such as the likes of Spotify, Apple

Music, YouTube Music, and Pandora dominate the current music distribution, sales of vinyl records remain at healthy growth. According to Statista, vinyl records have seen an exponential growth of 1000 per cent increment in sales within a span of 10 years from 2007 to 2017 in the United States. In Australia, consumers expressed their preference for vinyl records over CDs.

Taking into consideration that this age-old gadget would cost consumers more than subscribing to an online music service such as Spotify, Apple Music, YouTube Music, and Pandora. Hence, it begs the question as to why a positive resurgence of an old product is profoundly sought after. To start, the re-emergence of old technologies can be partly attributed to a contemporary turn to recreating the past for the present (S. Brown, Kozinets, & Sherry Jr, 2003; Sarpong, Dong, & Appiah, 2016). Supporting literature (Dion & Mazzalovo, 2016; Närvänen & Goulding, 2016) also suggested that brand revitalisation occurs when certain brands still hold on to some residual value. For instance, consumers may hold high levels of brand awareness and positive brand image.

2.5.1. Pokémon Go – A Blend of Old and New

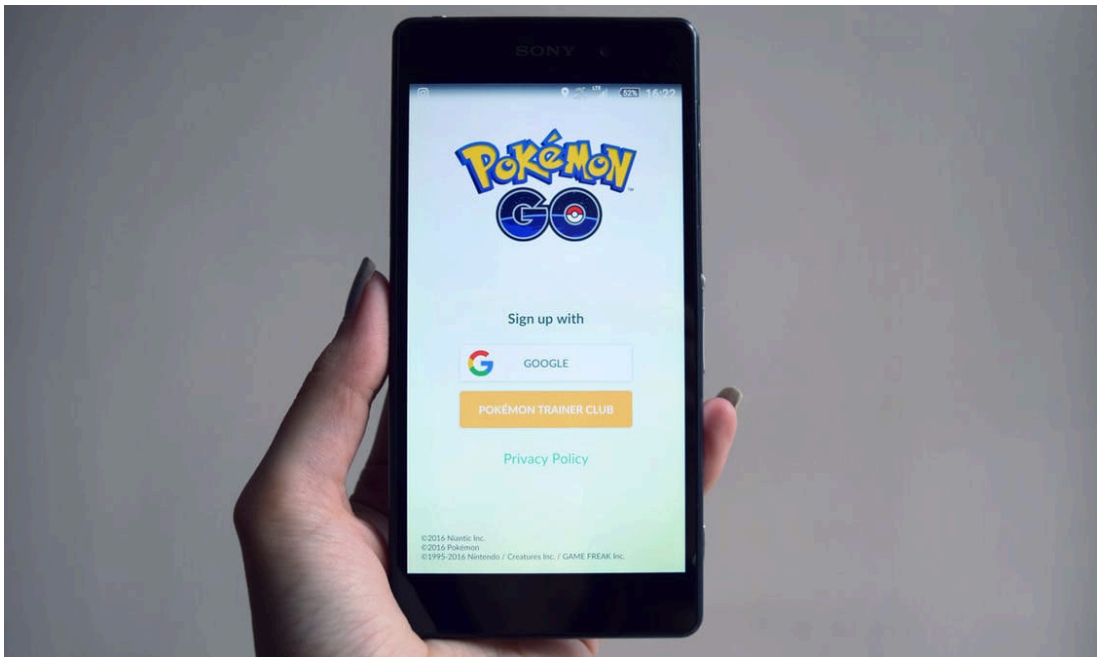
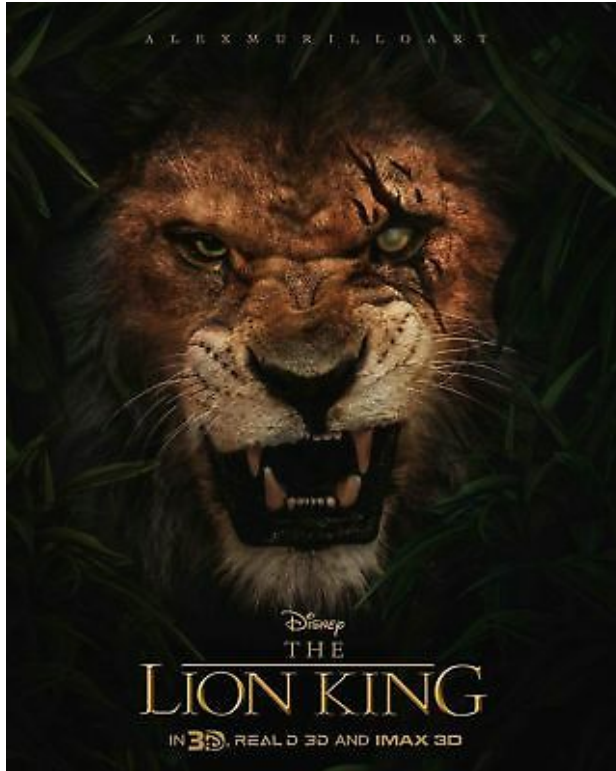


Figure 2.5: Pokémon Go (Source: unsplash)

Another prime example that exemplifies the “revival function” embedded within the nostalgia construct is the recent resurgence of the Pokémon (Pokémon Go) franchise which has led to an international movement for both fans and non-fans of the game to partake in a quest to collect all 151 Pokémon. At the height of its success, there were a total of 21 million players daily. The New York Times termed it as the “first mass-consumption nostalgia product”. The revitalisation of Pokémon Go is just one of the many successful cases that harnesses the functions of nostalgia. Wildschut et al. (2006) detailed several functions of nostalgia in their study and that it strengthens social bonds, increases positive self-regard, and generate a positive affect. However, the resurgence of the franchise and successful consumption of the augmented reality game is not solely attributed to the leverage on nostalgia as an independent action. It is the amalgamation of blending in new technological innovation, building on a rich brand heritage that the brand commands and tapping into a strong need to belong tendency, which led to a favourable outcome. As described previously, nostalgia functions as a social emotion (Wildschut et al., 2010; X. Zhou, Wildschut, Sedikides, Shi, & Feng, 2011). Hence, the reintroduction of Pokémon as a nostalgic offering provided a platform for consumers to reconnect with friends and family (Loveland, Smeesters, & Mandel, 2010).

2.5.2. Lion King – A Blend of Old and New

Another case in point is the digital make-over of a Disney classic – *The Lion King*.



The Lion King movie is the third Disney animated series after Dumbo and Aladdin to get a new release in 2019. The Lion King animated film first released in 1994 went through computer-generated imagery (CGI) redux and is touted to be packed with nostalgia as the story is reimagined in a digital age. According to S. Kim and Kim (2018), films can stimulate nostalgia telling stories of the “good old days” and have underlying functions that are

relevant to nostalgia. Nostalgic movies such as Lion King not only trigger the visual memory reflexivity of consumers, such as the recall of iconic scenes (i.e. Lifting of Simba) in the movie. Therein lies the interplay between the auditory memory reflexivity (Barrett et al., 2010; Chou & Lien, 2010; Flinn, 1992) too; such as the iconic songs of the movie (i.e. Hakuna Matata, Circle of Life, and Can you feel the love tonight).

2.6. INTERIM SUMMARY 1: NOSTALGIA ADVERTISING

In Section 2.3.3, this study has established that the two forms of nostalgia (personal and historical) is still not widely understood and how marketing practitioners can effectively capitalise it's effects through improved understanding between the two forms of nostalgia. This issue still remains substantially unexamined and scarcely untested. Especially when it comes to the potential marketing implications of historical nostalgia. Furthermore, cross-cultural generalisability of results in studies are lacking.

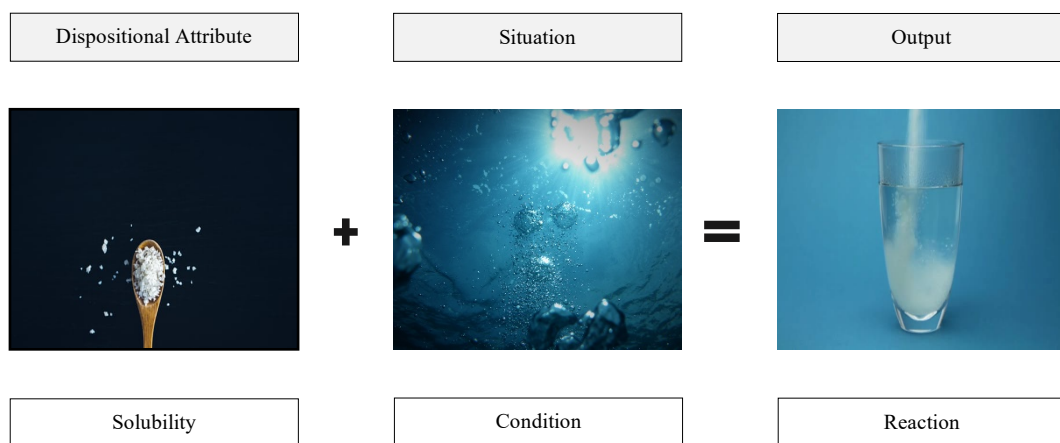
Moving forward, the study continues to identify gaps within the nostalgia-advertising literature. Section 2.4 to Section 2.5 provided a general profile of how nostalgia manifests within the marketing/advertising/branding industry. From the literature, there are noticeable improvements made in an attempt to understand the nature and importance of nostalgia in various marketing-related narratives. However, current solutions provided to marketing practitioners on the use of nostalgia as a strategy still falls short and broad-brushed. Moreover, what is known about nostalgia and its impact is largely based on research around variables such as age, gender, education and other consumer characteristics. These variables, though important in providing how nostalgia operates, is still not sufficient in providing a clearer understanding of the role of nostalgia in advertising due to the lack of empirical research (Khoshghadam et al., 2019b).

As highlighted by L. Zhou et al. (2013), there are other underlying mechanisms that drive the consumption of nostalgic products and content. The identification and research of these underlying mechanisms are important in providing marketers with fresh perspectives on the usage of nostalgia. One such mechanism is through the understanding of specific dispositions. Furthermore, research has neglected consumers' psychology make-up that may have the potential to evoke preference for nostalgic products. To address this deficiency, this study responds by investigating in the following sections, three types of consumer dispositional behaviours that may dictate differences in reactions to nostalgia.

2.7. OPERATIONALISING DISPOSITIONS

Consumer behaviour is primarily divided into three main fractions: acquisition, consumption and disposition (Jacoby, Berning, & Dietvorst, 1977; Raghavan, 2010). On the flip side, researchers usually treat acquisition and consumption as the two most important aspects of consumer behaviour (Ting, Thaichon, Chuah, & Tan, 2019). Thus, for the most part, studies on dispositions have been overlooked. Merriam-Webster defines disposition as a prevailing tendency, mood or inclination, and the tendency of something to act in a particular manner under given circumstances. Cambridge dictionary depicts it as an individual’s usual way of feeling or behaving; the tendency of a person to be happy, friendly, anxious etc. From a philosophical outlook, a disposition is treated as a property that is characterised in terms of its difference and its instantiation makes (Orilia & Swoyer, 1999). Ellis and Lierse (1994) claimed that most fundamental properties in science are dispositional. For instance, salt as a mineral compound has the dispositional property of “solubility,” when liquid (input) is added, the property is instantiated or activated. The output is when the salt dissolves in the liquid. Similarly, to establish if a particle is an electron, it can only be determined by how it is being disposed to interact with fields and other particles (van Rooij & Schulz, 2019). In addition, dispositions are considered summaries of act frequencies and they have profound and pervasive effects on both cognition and behaviour. These effects and reactions would be stimulated when exposed to different forms of stimuli (Hayek, 2012). Take the equation for instance as depicted below:

Equation: **R.** For each object x, if x is put into water, it is soluble if it dissolves.



Another fundamental conception of dispositions should be analysed from the lens of personality psychology. According to Mischel and Shoda (1995), it is conceptualised as forms of behavioural dispositions or traits that predispose individuals to engage in relevant behaviours. Furthermore, it is also widely acknowledged that the activation of a behavioural disposition is situationally dependent and it varies from situation to situation.

Further building on this discussion of behavioural dispositions and situational factors, Funder (2008) underlined an opposing interest between the philosophical systems and sometimes treated as two different entities. Both systems are conceptualised as “forces” that induce behaviour from different perceptions. The “dispositions” school of thought suggest that it is the inherent personality dispositions that would be more important in driving behaviour. On the other hand, the latter will beg to differ if it is playing second fiddle when it comes to its own importance too. Fundamentally, staying within the interest of this research, one will not be pursuing competitive views regarding the two competing forces of dispositions and situations.

This research accepts the objective view that both constructs can be contextualised accordingly with room to incorporate motivational and processing-dynamic concepts into our proposed research model. Hence, a trait-state distinction is adopted by placing an emphasis that the state is evoked under certain conditions as influencing behaviours within that situation (Mischel & Shoda, 1998).

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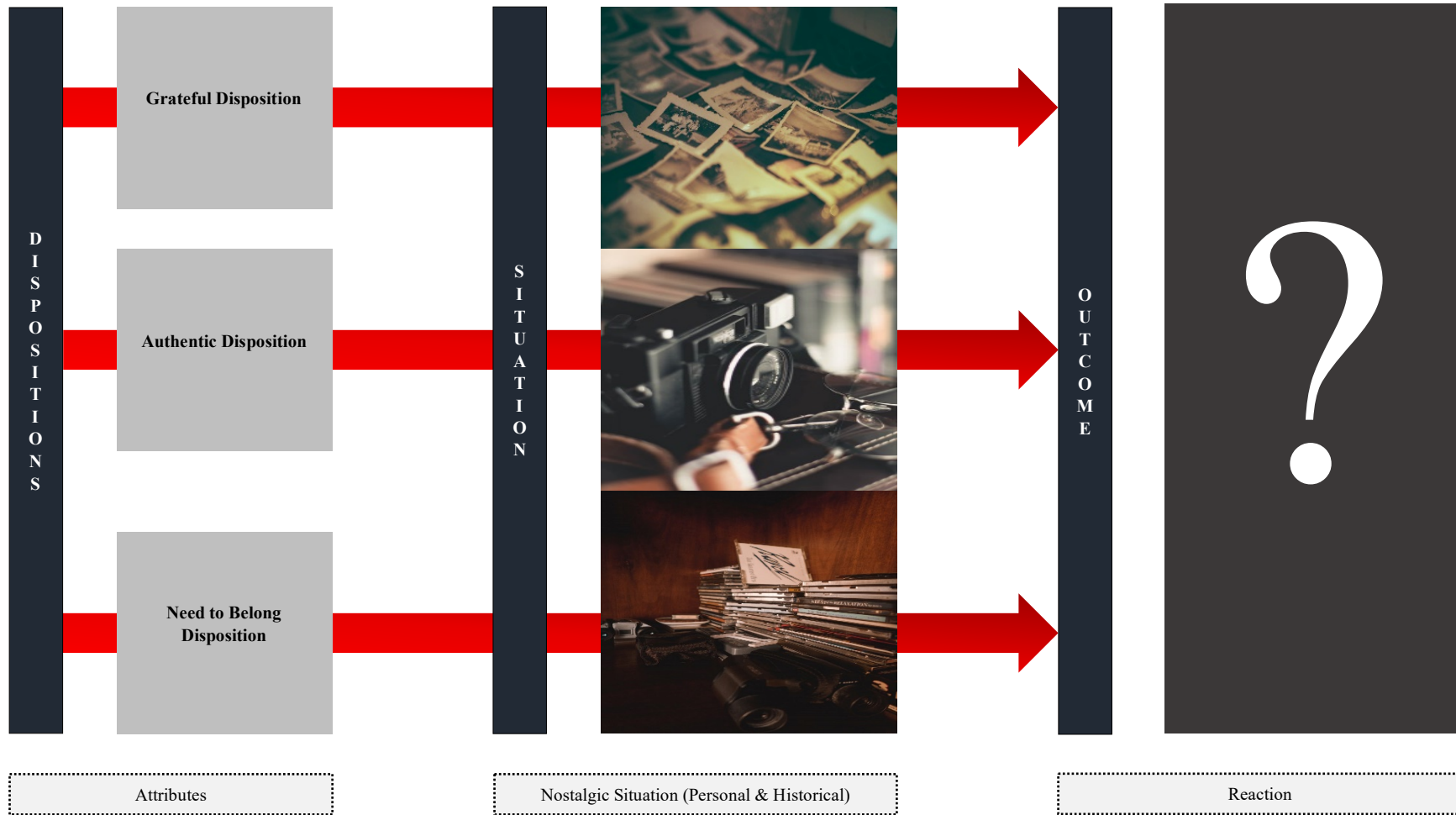
2.8. DISPOSITIONS AND NOSTALGIA

The construct of nostalgia is introduced into this research's on-going discussion of dispositions and situations. This will require a conceptualisation of how nostalgia can be treated as a form of a situation or a situational variable. Robertson (1990) indicated that the meaning of nostalgia is homesickness in which it refers to a situation a person does not feel at home. In the very same token, if an individual experiences moments of sentimental longing (Sedikides et al., 2008; X. Zhou et al., 2012), it can be expressed as a nostalgic situation. Overall, in a broader sense, a nostalgic situation would encompass or be represented by a myriad of emotions and share characteristics with other emotions (Bruder, Wildschut, Sedikides, & Göritz, 2019).

Within the nostalgia literature, there is the categorisation of nostalgia antecedents that have sought to explain a possible relationship with nostalgia. For instance, demographic antecedents, such as age and gender, had been widely studied. Also, other antecedents that were analysed included language, income, and education. However, there is limited research when it comes to understanding consumers' dispositions and its motivation towards nostalgic consumption in an advertising context. Notably, this study into consumers' dispositions comes at a time where consumer behaviours and habits are changing (Deloitte, 2019), and marketing practitioners may find it useful to understand the strategic potential of understanding new behaviours and dispositions that may impact campaign effectiveness.

To address this gap, the current study explored the possibility that one's dispositional make-up may dictate the difference in reactions towards nostalgia. Figure 2.6 illustrates the relationship between nostalgia and dispositions.

Figure 2.6: Illustration of the Relationship Between Nostalgia and Dispositions



2.9. GRATEFUL DISPOSITION

The concept of gratitude is considered a fundamental social component of human interactions (Palmatier, Jarvis, Bechkoff, & Kardes, 2009). As determined by McCullough et al. (2002), gratitude is prosocial in nature and a possibility that dispositional gratitude is ingrained in basic traits that orientate individuals toward sensitivity and concern for others. Elfers and Hlava (2016) distinguished gratitude as both a state and trait. On one end, the feeling of gratitude or the temporary state of awareness would only happen on an infrequent basis or certain occasion. On the other, it occurs as an inherent trait or disposition to experience feelings of gratitude on a frequent basis.

Gratitude is considered a relational experience where it involves both a benefactor, beneficiary and the exchange of some benefit. Feelings of gratitude may be prompted under a range of circumstances, and most definitions of gratitude angled it from an individual receiving something positive from a thought benefactor with positive emotions (Gordon, Arnette, & Smith, 2011). Typically, individuals who are rated high on this affective disposition will generally experience feelings of gratitude more frequently and intensely. Furthermore, feelings of gratitude may be elicited through various stimuli (Allemand & Hill, 2016; McCullough et al., 2002).

Primarily, gratitude as an emotional expression has been studied through the field of social sciences, positive psychology and clinical psychology. However, it is still an often neglected and undervalued concept with an absence of research, notably in the marketing and advertising literature. More specifically, research on the concept of gratitude has been generally kept confined to relationship marketing (RM) studies (D. Raggio et al., 2014; Huang, 2015; Palmatier et al., 2009). It is understood that expressions of gratitude signal a positive effect on relationships. However, according to Raggio and Folse (2009), it is still unclear how the positive effects of expressions of gratitude will be propagated through mass marketing and commercial messages.

This research suggests one possible outlet is through nostalgia. It was briefly addressed by Van Tilburg, Wildschut, and Sedikides (2018) that nostalgia may elicit other emotions such as gratitude and pondering on past occasions that feature nostalgia may elicit some form of nostalgia.

By extension, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies. First, both concepts share similar tendencies for a mental time travel back to reminiscence a past event. For instance, experiencing nostalgia is affected by reminiscence about the past, and without mental time travel, an individual will not be able to experience emotions such as regret, hope or nostalgia (Epstude & Peetz, 2012). Whereas on the other hand, through the lens of a grateful individual, it grants access to the past through recalling of a particular beneficial event. Second, the theory of appreciation, concept of gratitude, and the concept of nostalgia potentially share a common denominator – that is having an appreciation and fondness of people, objects and events.

Finally, till date and to the best of the researcher's current efforts , there are no traces or literature footprint that synthesised the role of gratitude and nostalgia apart from Van Tilburg, Wildschut, et al. (2018) study of nostalgia amongst a host of self-relevant emotions where the concept of gratitude is not the primary focus of the investigation. In light of this, this research will provide an initial probe into the plausibility that a relationship exists between these two distinct constructs. To further elaborate, this research proposes that the gratitude trait is inherent in individuals and does not only function as an independent emotion; rather, it behaves in tandem with the nostalgic trait.

2.10. AUTHENTIC DISPOSITION

The concept of authenticity is considered a hallmark of intrinsic self-concept (Baldwin et al., 2015). Very much identical to the grateful disposition, there are different operationalising definitions of authenticity. For one, authenticity is treated as a trait. Wood, Linley, Maltby, Baliousis, and Joseph (2008) establishes trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek, Zelenski, & Whelan, 2017). For one, authenticity is treated as a trait. Wood et al. (2008) established trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek et al., 2017).

On the other hand, authenticity is treated as a state. Sedikides et al. (2017) defined state authenticity as a sense of feeling that one is aligned with its true or genuine self. Furthermore, state authenticity is experienced during positive and engaging situations where the individual feels competent. The state of authenticity is also conceptualised as the congruence between behaviour, internal processes and representations of the self. According to Lenton, Slabu, Sedikides, and Power (2013), authenticity is particularly sensitive to the context.

Moreover, dispositional authenticity manifests across a variety of situations (Lenton, Slabu, & Sedikides, 2016). It is also interesting to note that concept of authenticity is linked to a historic and connected past (Waitt, 2000). The relationship of nostalgia and the role of authenticity has been previously explored by researchers but its sole focus was on object-based authenticity. The only known research that had conducted an initial inquiry into the nature of trait authenticity and nostalgia traces back to the empirical works of (Baldwin et al., 2015). The authors explored effects of nostalgia on trait authenticity, and it was suggested individuals who were rated high on dispositional nostalgia tend to be more authentic in their daily lives. Translating the current evidence provided by authors, how then does it apply in a nostalgic advertising context? This research posits that when an authentic trait is triggered through nostalgic cues, the intensity and attitude towards the advertisement will be enhanced.

Furthering the discussion from a marketing and advertising perspective, authenticity can be manifested through object-based authenticity (N. Wang, 1999). The term object-based authenticity implies a genuineness towards artefacts, events, food, practices and culture (Reisinger & Steiner, 2006). From a brand standpoint, consumers are actively seeking out authentic brands and experiences (Beverland, 2005). Furthermore, authentic experiences differ across consumers who utilise a range of cues to evaluate the authenticity of an object, based on their interest and knowledge of the subject (Napoli, Dickinson, Beverland, & Farrelly, 2014).

Despite the growing interest and parallels that have been drawn between both concepts of authenticity and nostalgia, little is still known about the potential plausible connection between the two. Existing literature does provide the slightest of evidence in establishing this relationship (Culler, 2007; S. Park, Hwang, Lee, & Heo, 2018; N. Wang, 1999). However, much is still not known about its practical implementation.

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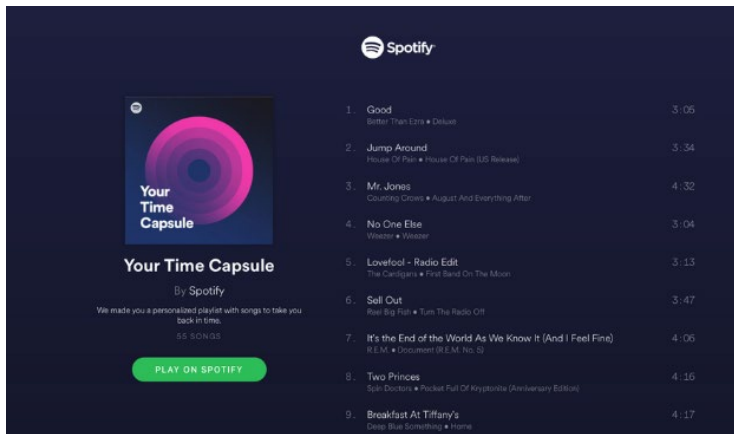
2.11. NEED TO BELONG DISPOSITION

According to Baumeister and Leary (1995), the need to belong is a fundamental human motivation that possesses a pervasive drive to develop and maintain a long-lasting interpersonal relationship. Humans, by nature, value the importance of social relationships, and it is predominately considered a universal tendency (Hornsey & Jetten, 2004; Walton et al., 2012). It is so universally powerful that it can be equivalent to an individual's psychological makeup as hunger or thirst is to an individual's physical makeup (Baumeister & Leary, 1995; Gardner et al., 2000). In Maslow's hierarchy of needs, Maslow (1968) established that the need to foster relationships and belongingness is fundamental in moving up the apex within the five-stage model of human motivation.

Extant literature (Davalos, Merchant, Rose, Lessley, & Teredesai, 2015; Loveland et al., 2010; Seehusen et al., 2013) has also synthesised the need to belong construct with nostalgia suggesting that a plausible conceptual link coexist. In their research, Loveland et al. (2010) examined the role of nostalgic items play in satisfying individuals' need to belong with others and when this fundamental driver of human behaviour is activated, consumers' will display a heightened preference towards nostalgic products. The consumption of nostalgic items and experiences often revolves around past shared memories, or also known as collective nostalgia. These products would eventually initiate a tangible link to the past, giving rise to means of social interaction and provides a point of focus for nostalgic thoughts. Under these circumstances, the nostalgic product becomes a nexus of shared interest and generates common talking points.

Baker and Kennedy (1994) defined collective nostalgia as "a sentimental or bittersweet yearning for the past, which represents a culture, a generation, or a nation". Often, nostalgia does not manifest idiosyncratically. Evidently, previous findings have corroborated and yielded significant findings to ascertain that nostalgic experiences rarely act out in sole character. Campbell (2008) summarised it as "sharing memory is our default". Humans are social beings that live in a matrix of relationships (Mellor, Stokes, Firth, Hayashi, & Cummins, 2008), and as social beings, they would take into consideration how others perceive of them (Krueger, 1998).

Nostalgia operates as a group – level emotion and is imbued with sociality (Wildschut et al., 2014). Apart from experiencing moments of nostalgic recollections individually, nostalgic thoughts and feelings can be triggered by social interactions with close others (e.g. friends, family). According to Nam, Lee, Youn, and Kwon (2016), the recollection of positive relationships with others would often amplify feelings of social connectedness. In like manner, Kao (2012) depicted collective nostalgia as having to originate it from a group experience with stories passed down from families, learning from books or mass media about one’s cultural heritage. A tendency occurs amongst individuals to think of memories as personal belongings, sets of episodes that are unique to each individual (J. Chen et al., 2017).



In 2017, Spotify released a custom playlist in an effort to consolidate music tunes that were familiar to teenagers in their youth. This platform allowed individuals to actively engage in a host

of behaviours to restore feelings and a sense of belongingness. Furthermore, the intention was to transport consumers back to a time in their teenage years reminiscing songs they were familiar. According to May (2017), nostalgia as a tool can be leveraged to allow echoes of past belonging to travel up the slope of memory in order to create a sense of belonging.

Unlike the other two individual centric-dispositions of gratitude and authenticity, the need to belong is categorised as a social construct that confers its own unique implications. Apart from the absence of research since Loveland’s investigation into the potential benefits of the need to belong as an important driver of nostalgic consumption, the goal of the present study is to extend on the prior works of Loveland et al. (2010) by integrating other nostalgic conditions and dispositional variables to assess for its potential practical implications.

2.12. INTERIM SUMMARY 2: DISPOSITIONS

In Section 2.6, interim summary 1, a number of gaps have been ascertained and consolidated. Mainly, it reflected on nostalgia's role within the advertising discipline. These gaps may pose significant implications from both a practical and conceptual standpoint.

In the current interim summary, it summarises on a number of gaps that relate to the relationship between various dispositions and nostalgia. As aforementioned, there is a lack of empirical understanding and conceptualisation on the role of dispositions and nostalgia that constrains a fuller understanding of the potential impact that is unique to nostalgia in an advertising communications context. In addition, the concept of nostalgia holds on to the possibility of being implicated by unexplored underlying mechanisms such as different dispositional tendencies that may alter consumers' reactions in significant ways.

- ***Grateful Disposition***

The relationship between a grateful disposition and nostalgia has not been previously studied before. Unlike the need to belong concept, Loveland et al. (2010) provided an initial examination in exploring the relationship between nostalgia and the need to belong concept within the consumption of nostalgic products. In consensus with Wood (2010), gratitude is considered an underappreciated trait that may be related to a variety of clinically relevant phenomena. Furthermore, till date and to the best of the researcher's knowledge, there are no traces or literature footprint that synthesised the role of gratitude and nostalgia. The systematic literature review yielded similar outcomes.

- ***Authentic Disposition***

The relationship between authentic disposition and nostalgia has not been previously studied before. Unlike the need to belong concept, Loveland et al. (2010) provided an initial examination in exploring the relationship between nostalgia and the need to belong concept within the consumption of nostalgic products.

The only known research that had conducted an initial inquiry into the nature of trait authenticity and nostalgia traces back to the empirical works of (Baldwin et al., 2015).

The authors explored the effects of nostalgia on trait authenticity, and it was suggested individuals who were rated high on dispositional nostalgia tend to be more authentic in their daily lives. Furthermore, other studies have looked into the relationship of authenticity and nostalgia from a brand and product perspective (Napoli et al., 2014; N. Wang, 1999).

- ***Need to Belong Disposition***

Unlike the other two individual centric-dispositions of gratitude and authenticity, the need to belong is categorised as a social construct that confers its own unique implications. Apart from the absence of research since Loveland and colleagues investigation into the potential benefits of the need to belong as an important driver of nostalgic consumption , the goal of the present study is to extend on the prior works of Loveland et al. (2010) by integrating other nostalgic conditions and dispositional variables to assess for its potential practical implications.

2.13. BRAND HERITAGE

For some brands, history is integral in defining who and what they are. The history that is associated with the brand influences how they operate (Urde et al., 2007). Brands such as the likes of Coca Cola, MacDonal, Ikea, Patek Philippe, Nike and many others regularly employs heritage ingredients to appeal to nostalgic conscious-seeking consumers. According to Urde et al. (2007), brand heritage is conceptualised as a “dimension of a brand’s identity found in its track record, longevity, core values, use of symbols, and particularly in an organisational belief that its history is important” (p.4). Furthermore, a heritage brand encompasses both a unique positioning and value proposition. Rose, Merchant, Orth, and Horstmann (2016) suggested that by evoking a brand’s heritage, is thought to provide a channel to relate brands’ past history to its current position. D. A. Aaker (2004) has also described the importance of heritage in building product brands. Brand heritage is also conceptualised as a marketing-mix variable that evokes history of a brand that encompasses all its personal and cultural associations (S. Brown, Kozinets, & Sherry Jr, 2003). Particularly, during financial and economic downturn, consumers tend to favour brands that are perceived as trustworthy, dependable and reliable (Wiedmann, Hennigs, Schmidt, & Wuestefeld, 2011a).

In relation to nostalgia, there are encompassing overlaps observed between the two constructs. For one, heritage brands connect people to a retrospective perspective that’s based on individual life cycles, experiences and associations. (Urde et al., 2007; Wiedmann, Hennigs, Schmidt, & Wuestefeld, 2011b), very much similar to nostalgia. In essence, there are links between the historical aspect of nostalgia and brand heritage. On the other hand, brand heritage has been linked to personal aspect of nostalgia (Balmer & Hudson, 2013). However, it still remains unclear how both personal and historical aspect of nostalgia work in tandem with brand heritage. Recent studies of Merchant and Rose (2013) establishes that vicarious nostalgia or historical nostalgia evokes brand heritage and impacts attachment. However, it still remains relatively unclear how brand heritage and triggering nostalgic emotions will have an impact on consumer behavioural intentions. At times, solely eliciting consumers’ nostalgic tendencies might not be sufficient to instigate a behavioural intention (Cattaneo & Guerini, 2012; Van Bakel, 2002).

2.14. BRAND ATTACHMENT

Consumers can feel an emotional attachment to certain events and brands that occurred before they were born (Merchant & Rose, 2013). Fournier (1996) contribution first made it possible to establish a connection linking the concept of attachment and nostalgia. The definition of nostalgia encompasses the role of attachment as a positively valanced emotion that is associated with a particular object (Shields & Johnson, 2016a). According to Kessous (2015), brand attachment is expressed through mental representations. These mental representations embody thoughts, positive feelings and autobiographical brand memories. Brands are capable of propagating nostalgic experiences both personal and historical to stimulate consumers to be strongly attached to these brands (Japutra, Ekinci, & Simkin, 2017). Moreover, consumers will feel attachment to objects/brands if there are longevity, historical and cultural characteristics. Brand attachment further expresses that consumers' have a desire to maintain a relationship through brand consumption which eventually amounts to a nostalgic connection (Kessous, 2015).

Theoretically, it is generally established that a relationship exists between nostalgia and brand attachment. On a personal level, the personal-nostalgia-attachment link can be ascertained through what is known as bonded nostalgia. It is specified as 'a consumers history of personal interaction with a product during a critical period of preference formation...' (Holbrook & Schindler, 2003). Recent findings suggested that individuals are more personally attached to brands that remind them of past happenings and experiences. On the other hand, it is marginally more complex in establishing a historical-nostalgia attachment link due to the lack of empirical studies in this area. Furthermore, it may be partially attributed to the fact that consumers did not experience the brand before. However, Merchant and Rose (2013) study shed light on understanding this issue. The authors' study is the first to embed elements of fantasy proneness into the historical nostalgia construct. It is considered a first step towards a more profound understanding of the historical-nostalgia attachment relationship. Overall, this relationship has been assessed only to a very limited extent. According to Lefi and Gharbi (2011), much is left to be understood of this nostalgia-attachment link due to the lack of validation of empirical studies. Hence, this signals the need for additional studies to be corroborated to further the understanding between the historical-nostalgia attachment links.

2.15. INTERIM SUMMARY 3: BRAND – RELATED FACTORS

In Section 2.6, interim summary 1, a number of gaps have been ascertained and consolidated. Mainly, it reflected on nostalgia’s role within the advertising discipline. These gaps may pose significant implications from both a practical and conceptual standpoint. In Section 2.12, interim summary 2, it summarises on a number of gaps that relate to the relationship between various dispositions and nostalgia.

In the final interim summary, it is proposed that brand-related factors such as brand attachment and brand heritage will provide greater conceptual perspective towards the operationalisation of this study. Both brand heritage and brand attachment are proposed as moderating effects. The study aims to fill these gaps by exploring nostalgia-heritage and nostalgia-attachment links. For one, the quantitative investigation of brand heritage and its implications remains largely unaddressed. For instance, prior research examining the relationship between nostalgia and brand heritage remains embedded in general conceptual discussions. It is still far from clear as to how brand-related factors such as brand heritage may affect the purchase intentions of nostalgic products.

On the other hand, research into the nostalgia-attachment link first conceived by Fournier (1994) remains passive. The conceptual relevance of the nostalgia-attachment link still lacks theoretical consistency. For instance, as outlined by Lefi and Gharbi (2011), works of Bahri-Ammari, Van Niekerk, Ben Khelil, and Chtioui (2016) noted and assumed the existence of a relationship between nostalgia and brand attachment without conducting empirical studies.

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2.16. OVERVIEW OF RESEARCH GAPS

The literature review on nostalgia and dispositions culminated in research gaps in both areas. These gaps in the literature are summarised in **Interim Summary 1 – 3**. The gaps pose significant consequences both conceptually and practically. To reiterate, gaps in the literature are identified in 3 key areas:

Research Gap 1 – Interim Summary 1: Nostalgia

Based on the literature, it is apparent that nostalgia is studied and engaged in a range of responses. That includes but not limited to attitude responses, cognitive reactions, emotional responses and behavioural outcomes. Previous studies examining the concept of nostalgia placed more emphasis in examining effects of advertising-evoked personal nostalgia as compared to advertising-evoked historical nostalgia. Furthermore, cross-cultural generalisability of results in studies are lacking.

Research Gap 2 – Interim Summary 2: Dispositions

There is a lack of empirical understanding and conceptualisation on the role of dispositions and nostalgia that constrains a fuller understanding of the potential impact that is unique to nostalgia in an advertising communications context. Based on the literature, reactions that affect nostalgic responses derived from subjects such as self-concepts, psychological reactions, mental health, age, gender, temporal orientation, threat appraisals, well-being, risk-taking tendencies, scepticism, cognitive dissonance, just to highlight a few. So far, no published studies have examined this relationship.

Research Gap 3 – Interim Summary 3: Brand-Related Factors

Based on the literature, it is apparent that nostalgia is studied and engaged in a range of responses. That includes but not limited to attitude responses, cognitive reactions, emotional responses and behavioural outcomes. There is a lack of empirical evidence on brand-related factors, i.e. brand heritage and brand attachment, in determining nostalgic advertising effectiveness.

2.17. OVERVIEW OF RESEARCH OBJECTIVES

To respond to the identified gaps, five research objectives are set for this study:

Research Objective 1:

To conduct a systematic literature review (SLR) that adheres to an established review protocol. The purpose of the review is to ascertain works on dispositions and nostalgia have not been previously explored.

Research Objective 2:

To develop a conceptual model that links nostalgia to dispositions. The conceptual model outlines the relationship between dispositions and nostalgia within an advertising context.

Research Objective 3:

To test cross-cultural generalisability of the conceptual model across two data samples. To validate in study 2.

Research Objective 4:

To test the moderating effects of brand heritage on two relationships. **(1)** Brand heritage is proposed to moderate the relationship on nostalgic intensity towards the ad and purchase intention. **(2)** Brand heritage is proposed to moderate the relationship on fantasy towards past eras ad and purchase intention.

Research Objective 5:

To test the moderating effects of brand attachment on two relationships. **(1)** Brand attachment is proposed to moderate the relationship on nostalgic intensity towards the ad and purchase intention. **(2)** Brand attachment is proposed to moderate the relationship on fantasy towards past eras ad and purchase intention.

2.18. CHAPTER SUMMARY

This chapter accomplished several purposes. First, it provided foundational knowledge of past-to-present research works on the theme of nostalgia, dispositions and brand-related factors. Second, through the review process, it synthesised these three key themes and established context and rationale for the study. Third, the literature review work was surveyed in order to scope out research gaps and possible limitations that need to be addressed. A total of three research gaps were identified in this study and six research objectives developed to address the postulated gaps. The literature review work completed for this chapter led to the development of relevant theories that underpins the hypotheses and conceptualisation of the conceptual framework in the following chapter.

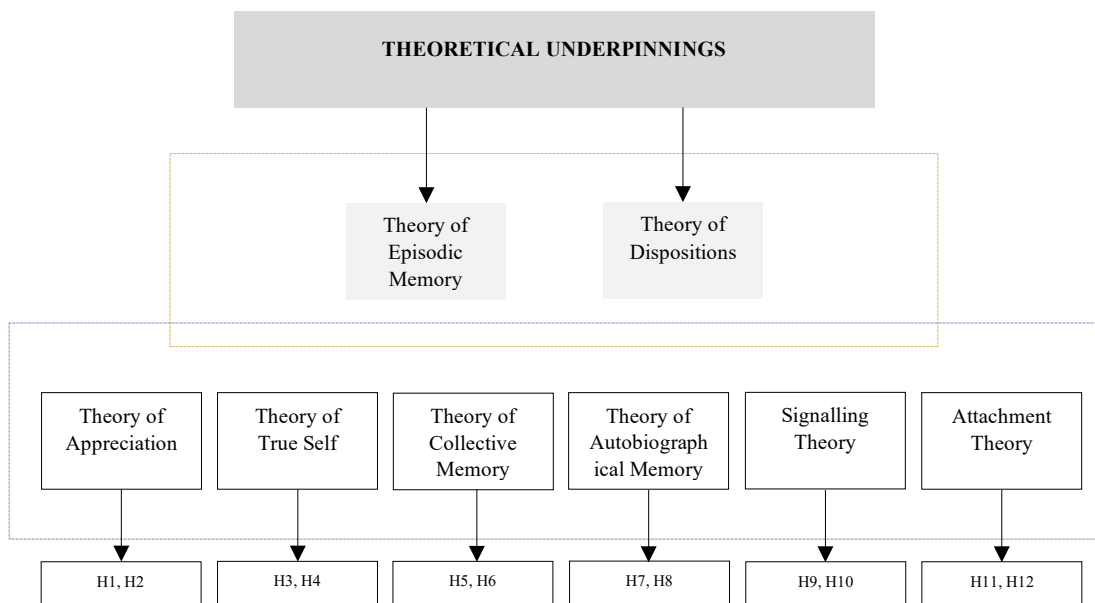
CHAPTER 3

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.1. INTRODUCTION

Chapter 2 reviewed key constructs and antecedents in this study. As a result of the literature review process, there were a total of three research gaps and five research objectives identified. Chapter 3 builds on the literature review discussed in Chapter 2. Also, this chapter focused on the development of the theoretical framework for the study by providing supporting underpinning theories to interpret the various hypotheses. The relevant theories discussed in this chapter were drawn from various academic disciplines; mainly from the domain of psychology and social sciences. There were a total of eight theories discussed in this chapter with each theory chosen for its applicability to underpin the hypotheses. Out of the eight theories, two theories served as overarching themes that provided background contexts. The remaining six theories underpinned the postulated hypotheses. Thereafter, a theoretical framework is proposed.

Figure 3.1: Schematic Overview of Background and Underpinning Theories



3.2. THEORETICAL UNDERPINNINGS

There are several theories that are proposed in this chapter that underpins the conceptual framework and relationships. This study provides multiple theories for conceptual development, and a multi-theoretic approach is necessary to deal with the growing complexity of marketing strategy problems (Varadarajan, 2019). In addition, two overarching theories/themes are provided to contextualise the study. Against this backdrop, these theories include the: (1) theory of episodic memory; (2) theory of dispositions; (3) appreciation theory; (4) true self; (5) collective memory theory; (6) autobiographical memory theory; (7) signalling theory and (8) attachment theory. Each theory is presented in detail in the following paragraphs.

3.3. OVERARCHING THEME 1: EPISODIC MEMORY

According to Tulving (1993), episodic memory is one of the five major human memory systems. It enables individuals to remember personal experienced events. The concept of episodic memory relates to a recollection process that enables individuals to relive past episodes. Certain episodes in life are more vivid than others, and even if there is no accurate memory of a particular event that occurred, individuals will travel mentally back in time to try and reconstruct and re-experience the event (Clayton et al., 2007). The theory of episodic memory was chosen primarily as a background theory to explain and inform the phenomena of this research. This research has specifically chosen ‘memory’ as a background theory as the concept of nostalgia often and in most occasions, requires a recall of some sort. The theoretical concepts of nostalgia and episodic/autobiographical memories bear matching structural functions and theoretical resemblance.

As described by Tulving (2002), “time’s arrow is straight”. The unilateral direction of time is considered one of nature’s most fundamental laws. It governs all aspects within the universe from cosmic, geological, physical, biological and psychological. Living creatures, both young and old, will cease to exist and returning to yesterday can never happen. In essence, the flow of time is irreversible. However, there is an exception, which is the ability of humans to remember past events. When recollecting past events, “time’s arrow” is bent into a loop. An accomplishment that did not occur in physical reality, but in the reality of the mind. According to Mayes and Roberts (2001), episodic memory is a memory for personally experienced events. It is considered an essential

fabric of human recollections (Tang et al., 2016). In addition, episodic memory, in particular, is distinct from other types of memory systems. For instance, this memory system enables individuals to recall past experiences (Tulving, 2002). The episodic theory also postulates that a mental time travel back from present to past is plausible. Eventually, this would allow individuals to relive previous experiences. Episodic memories may also include revisiting specific events that occurred previously. The tie between memory systems in particular episodic, autobiographical memories and nostalgia is unique, and often, the recall of meaningful personal memories give rise to nostalgia (Tang et al., 2016).

3.3.1. Related Memory Theories

As highlighted by Muehling and Pascal (2011), this study will like to bring to attention that there is no one single theory that explains how nostalgia works, especially in the advertising context. This study concurs with opinions laid out by Muehling and Pascal (2011) that the effects of nostalgia are recognised as multifaceted and complex in nature due to its ability to manifest in a wide variety of settings. Thus, this study further reviewed and considered a range of memory-related theories/standpoints that help facilitate the understanding of nostalgia from a memory perspective. Although not discussed in detail, the identification of these relevant and emerging theories will provide a more holistic representation of how nostalgia operationalise. Table 3.1 provides a list of other memory theories that are related to the concept of nostalgia.

Table 3.1: List of Theories on the Concept of Memory

Related Theories / Standpoint	Source
Reminiscence Bump	Rubin (1988)
Flashbulb Memory	R. Brown and Kulik (1977)
Short and Long Term Memory	James, Burkhardt, Bowers, and Skrupskelis (1890) Hochreiter and Schmidhuber (1997)
Childhood Memory	Nelson (1993)
Dormant Memory / Spontaneous Recall	Smallwood and Schooler (2006) Berntsen, Rubin, and Salgado (2015)
Voluntary Remembering	Conway (2005) Conway and Pleydell-Pearce (2000)
Echoic Memory	Neisser (1967)
Olfactory Memory	D. A. Wilson and Stevenson (2003)

3.4. OVERARCHING THEME 2: THEORY OF DISPOSITIONS

Dispositions are properties of things. It is a latent property that is evident only in specific encounters (Slaby & von Scheve, 2019). “Dispositional realism” as literature coined it, refers to the dispositions that make claim to any object which has or have disposition in virtue of some state or property (Borghini & Williams, 2008). The central figure of dispositions lies in its abilities to behave in certain situations. According to Martin (1994), the “dispositions of a thing can change. Dispositions have duration. A piece of glass can be fragile for an hour and cease to be fragile for an hour. The world revolves around a succession of static events, and these events are connected by a contingent relation (Anjum & Mumford, 2018).

Dispositions should not be viewed as a mere description or a shorthand characterisation of empirical generalisation. Instead, dispositions should be treated as stable properties that inform us how systems behave (Vanderbeeken & Weber, 2002). Dispositions are multi-track. For instance, dispositions can manifest under a range of circumstances that yields a range of different consequent results (van Rooij & Schulz, 2019). The state of fragility has often been adopted as an example to describe its multi-track dispositional qualities. For one, a fragile object can be manifested in a range of situations such as being compressed, kicked, struck, and pressured that results in shattering.

3.4.1. The Conditional Analysis and The Dispositional Truth

To ascertain if all properties are dispositional, only some of them or none of them can only be acknowledged once the criterion for being a disposition is settled (Mumford, 1998). As maintained by Aimar (2019), dispositional ascriptions express possibilities and have an intuitive possibility. Dispositional ascriptions or terms come in a variety of different fashions. Some dispositional ascriptions are treated as a natural kind, natural occurrence or ubiquitous (i.e. salt is soluble, kerosene is flammable, glass is fragile). On the other hand, some dispositional ascriptions may take on a more substantive position such as “ductility is measured by grain size” (Azzano, 2019). Philosophers such as Carnap (1936), Ryle (2009) and Goodman (1983) have proposed to analyse dispositions ascriptions through observable and behavioural terminology, after all, suggesting conditional analysis.

This study ascribes three dispositional statements, and it forms part of a conditional analysis. These conditional analyses are created to recognise the truth and falsity of this study's proposed hypotheses of dispositions and nostalgia. Only once the ascriptions or hypotheses have been validated, it may then be treated as dispositional truths. Take, for instance, a simple conditional statement such as "this ice-cube is soluble in water" will only be valid if it dissolves in water. Reasoning from this fact, under a nostalgically prone situation/condition, are there certain dispositions that would assimilate under this particular situation that eventually result in an outcome or manifestation?

Hence, this study suggests the following dispositional ascriptions:

3.4.2. Dispositional Ascriptions

Conditional Statements:

- i. When exposed to a nostalgic object, an individual who possesses a grateful disposition can be nostalgic.*
- ii. When exposed to a nostalgic object, an individual who possesses an authentic disposition can be nostalgic.*
- iii. When exposed to a nostalgic object, an individual who possesses a grateful disposition can be nostalgic.*

Dispositional Truth Statements:

- i. When exposed to a nostalgic object, an individual who possesses a grateful disposition is nostalgic.*
- ii. When exposed to a nostalgic object, an individual who possesses an authentic disposition is nostalgic.*
- iii. When exposed to a nostalgic object, an individual who possesses a need to belong disposition is nostalgic.*

3.5. THEORY OF APPRECIATION

Table 3.2: Appreciation Theory Underpins the Grateful Disposition

Theories		Hypothesis
Appreciation Theory	H1, H2	H1: Grateful Disposition -> Nostalgic Intensity Towards the Advertisement H2: Grateful Disposition -> Fantasy Towards Past Era Advertisement

As identified in Chapter 2, gratitude is conceptualised as a “*generalized tendency to recognize and respond with grateful emotions to the roles of other people's benevolence in the positive experiences and outcomes that one obtains*” (McCullough, et al., 2002, p. 112). The grateful disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of appreciation.

Gratitude encompasses various meanings, and it all depends on the context. The practical clinical definition that is given connotes – “gratitude is the appreciation of what is valuable and meaningful to oneself; it is a general state of thankfulness and appreciation” (Sansone & Sansone, 2010). Also, gratitude is treated as a positive emotional reaction to a benefactor for something good that was once bestowed upon the recipient. According to D. Raggio et al. (2014), certain pre-conditional requirements ought to be met for gratitude to manifest. The two components are recognition and appreciation. Presumably, feelings of gratitude will not exist should both trait qualities are not met. Focusing on the latter, extensive research on the role of gratitude and appreciation was conducted by Wood et al. (2010), and it was ascertained that both traits could be regarded as a unitary construct.

From this perspective, the gratitude aspect of appreciation (Adler & Fagley, 2005) would refer to taking notice and recognising benefits that were obtained previously from a person or even a deity. It transpires into a state of feeling thankful for their contributions and sacrifices. Watkins (2013) analysed Adler & Fagley, (2005) definition of appreciation and treats it as a form of cognitive processing.

This cognitive processing of appreciation increases the subjective value of something (Janoff-Bulman & Berger, 2000). Furthermore, when an individual appreciates “something”, he or she will evaluate it and value adds to its original worth. For instance, when one appreciates classic movies, the value that was placed towards that genre of the movie will increase in comparison to how the individual appraised before the appreciation took place. Thus, appreciation is also considered an act of reappraising “something” so it brings more value in the individuals’ eyes (Watkins, 2013). Dispositional gratitude is also linked to a past-positive temporal frame where it acts as a precursor (Bhullar, Surman, & Schutte, 2015; Zimbardo & Boyd, 2008). To further elaborate, individuals may remember a positive event and experience from the past that triggers a grateful behaviour. The act of recalling that initiates a grateful behaviour is certainly not restricted to a particular event or experience, and it can be related to objects, people or even one’s life stories.

Furthermore, when an individual experiences bouts of gratitude, this emotion automatically organises cognitive and behavioural resources to identify things and people that are particularly important to their well-being psychologically (Watkins, 2013). In a way and to some measure, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies.

There are two other theories detailed below in *Table 3.3* that should not be confused with this study’s conceptualisation of gratitude. Often in literature, the theory of indebtedness and the theory of reciprocity are used to contextualise and operationalise the concept of gratitude. Algoe, Haidt, and Gable (2008) explain that the link (i.e. to repay a benefactor or a fortunate bystander) is so strong that the repayment behaviour has been taken to imply feelings of gratitude. Hence, the theory of appreciation is suggested as an underpinning theory. The reason is that this theory transcends the interpersonal tones attributed to the term, and it allows for a more inclusive meaning; such as being thankful for past experiences.

3.5.1. Theory of Indebtedness

Indebtedness is established as “a state of obligation to repay another” (Greenberg, 1980). On the contrary, gratitude is generally regarded as a positive emotion and state which should not be confused with indebtedness, which is considered a discomfoting state (Bock, Folse, & Black, 2016). However, Layous et al. (2017) pointed out in their study that gratitude and indebtedness may often co-occur. Oishi, Koo, Lim, and Suh (2019) resonated similar sentiments by suggesting that gratitude and indebtedness are almost identical in its definitions.

3.5.2. Theory of Reciprocity

“Gratitude is conceptualised as a force that helps maintain their reciprocal obligations, a sort of inertia that causes relationships to maintain their prosocial orientation, and an important link that supports the chain of reciprocity” (Palmatier et al., 2009). The theory of reciprocity (Falk & Fischbacher, 2006) is considered a “behavioural response to perceived kindness and unkindness, where kindness comprises both distributional fairness and as well as fairness intentions” (p. 294).

Table 3.3: Theories that do not Address the Nature of Gratitude

Related Theories / Standpoint	Source
Theory of Indebtedness	Greenberg (1980)
Theory of Reciprocity	Falk and Fischbacher (2006)

As a result, based on the above discussion and with the adoption of the theory of appreciation as an underpinning theory, it is therefore hypothesised that:

H1: Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements.

H2: Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards past eras advertisements.

3.6. THEORY OF TRUE SELF

Table 3.4: Theory of True Self Underpins the Authentic Disposition

Theories	Hypothesis
True Self	H3, H4 H3: Authentic Disposition -> Nostalgic Intensity Towards the Advertisement H4: Authentic Disposition -> Fantasy Towards Past Era Advertisement

As identified in Chapter 2, authenticity is conceptualised as “an unobstructed operation of one’s true or core self in one’s daily enterprise” (Goldman & Kernis, 2002). The authentic disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of true self.

The concept of authenticity has been defined in several ways. Authenticity may involve owning one’s personal experience, which extends to thoughts, emotions, need preferences and beliefs. Additionally, authenticity may allude to one’s degree in fulfilling personal expectations and commitments promised to oneself (Gardiner, 2015; Harter, 2002). The theory of “true self” is proposed as an underlying concept that underpins hypothesis 3 and hypothesis 4. The “true self” concept stems from works of Press and Winnicott (1965). True self was conceptualised as a “theoretical position from which come the spontaneous gesture and the personal idea (p. 148).

Furthermore, the awareness of one’s true self is regarded as an essential quality of authenticity (Vess, 2019). Some individuals may feel more authentic at certain times compared to others, and these individuals may differ in how authentic they believe they are overall (Jongman-Sereno & Leary, 2018).

The concept of true self and nostalgia converges to one important facet identified by Routledge (2015), and that is self-growth. According to the authors, when individuals feel like they are in touch with who they really are, they tend to be psychologically healthier.

Further adding on, nostalgic memories centre on *personal* experience that individuals cherish. On the other hand, the true self can also be authentic for *historical* reasons (Baumeister, 2019). Baldwin et al. (2015) further establish that nostalgia is an experience that teases out one's true self. The feeling of nostalgia makes people feel authentic and will render accessible the core aspects of one's identity.

As a result, based on the above discussion and with the adoption of the theory of true self as an underpinning theory, it is therefore hypothesised that:

H3: Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements.

H4: Individuals who possess an authentic disposition will have a positive attitude towards fantasy towards past eras advertisements.

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3.7. THEORY OF COLLECTIVE MEMORY

Table 3.5: Theory of Collective Memory Underpins the Need to Belong Disposition

Theories		Hypothesis
Collective Memory Theory	H5, H6	H5: Need to Belong-> Nostalgic Intensity Towards the Advertisement H6: Need to Belong -> Fantasy Towards Past Era Advertisement

As identified in Chapter 2, the need to belong is conceptualised as “a need to form and maintain at least a minimum quantity of interpersonal relationships, is innately prepared among human beings” (Baumeister & Leary, 1995). The need to belong disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of collective memory.

According to Reese and Fivush (2008), the paradoxical nature of memory is one that is personal and “savoured” or “silenced” in the recesses of the individual’s own consciousness. However, that being the case, memories are social at the same time. Memories are shared amongst friends and family, creating and receiving contemporaneously. Furthermore, during the course of recollecting past fond escapades with others, memories that are created can be both personal and social, individual and collective. According to Maswood et al. (2019), collective memory is rendered as a phenomenon. A phenomenon where individuals and groups of people who developed overlapping memories through past event encounters. Seminal works by Halbwachs (1992) laid the foundation of collective memory studies. The core attribute of collective memory focuses primarily on memories shared by a group and the memory is of significance to the social identity of the group members (Roediger III & Abel, 2015). Collective memories defines, maintains and mobilises social identities (Licata et al., 2015).

Furthermore, it is shared representation of a groups’ past based on common identity (Licata et al., 2015). Moreover, collective memories involves small to large groups of people, families and nations (Hirst et al., 2018). Nostalgia has been linked to the notion

of collective, social and cultural memories by ways of explaining how memories are created, modified, shared within social-cultural movements (Pickering & Keightley, 2006). Recalling a nostalgic memory has shown to increase prosocial behaviour (Newman, Sachs, Stone, & Schwarz, 2019). Wildschut et al. (2014) distinguished collective nostalgia as a group-level emotion. Furthermore, collective nostalgia can be referred to events and objects that are pertinent to a group which one identifies (Sedikides & Wildschut, 2019).

During times of uncertainty, turn of events or alienation, collective nostalgia would be stimulated. L. Zhou et al. (2013) investigated consumers' preference for nostalgic products in times of insecurity, in particular, existential security and social insecurity. The reason being that nostalgic product provides comfort for consumers and ultimately assist them in coping with insecurity (Kessous, 2015; Merchant et al., 2013; Muehling, Sprott, & Sultan, 2014). This uncomfortable situation presents advertisers the perfect opportunity to execute a nostalgic ad campaign by evoking sentimental longing and painting a rose-tinted image that the past was better compared to the present. Furthermore, it is observed that consumers established communal self-brand connections that pacify insecurity by also seeking meaningful connections with other users of the brand (Rindfleisch, Burroughs, & Wong, 2008). Through shared nostalgic consumption, it leads individuals to a cognizant recollection of positive relationships with others in the past (Nam et al., 2016). For instance, music as a medium permits emotional nostalgic recollection, both personally and socially (Barrett et al., 2010; C. Marchegiani & Phau, 2012). Music is just one of several triggers of nostalgia that elicits both personal and social functions of oneself. The other is through olfactory senses, more commonly known as the sense of smell.

The consumption of food has often been linked to nostalgia with the propensity to transport individuals back into their past, remembering social and cultural experiences. Brands such as Spotify – music streaming service, McDonald's, Coca-Cola, to name a few, operating within their category of interest, have applied nostalgic cues and appeals to strengthen consumers' attitudes towards their brand (Muehling et al., 2014). Kessous (2015) suggested that multiple brands have made efforts to reawaken collective nostalgia by reintroducing products that embody strong social and historical roots.

H5: Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements.

H6: Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards past eras advertisements.

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3.8. THEORY OF AUTOBIOGRAPHICAL MEMORY

Table 3.6: Theory of Autobiographical Memory Underpins Attitudes towards Purchase Intentions

Theories		Hypothesis
Theory of Autobiographical Memory	H7, H8	<p>H7: Nostalgic Intensity Towards the Advertisement -> Purchase Intentions</p> <p>H8: Fantasy Towards Past Era Advertisement -> Purchase Intentions</p>

Autobiographical memory is considered a subset of episodic memory (LaTour et al., 2010; Nelson, 1993). It is imperative to introduce the role of autobiographical memory into the discussion as both concepts coexist in a symbiotic relationship. According to Özbek et al. (2018), autobiographical memories serve different functions of both “self” and “social” (Fairley et al., 2018). Autobiographical memories stem from individual life experiences (Neisser, 1988). Previous empirical studies (C. Marchegiani & Phau, 2010; Reid, Green, Wildschut, & Sedikides, 2015) have authenticated that nostalgia induced through vivid autobiographical writing, musical excerpts, lyrics of songs, and scents enhances positive affect, elevate self-regard and felt authenticity. Furthermore, it instils a sense of meaning in life, it promotes optimism and strengthens approach motivation (Cheung et al., 2013; Reid et al., 2015; Sedikides et al., 2008; Sedikides et al., 2015; Wildschut et al., 2006).

Extant research has documented that autobiographical memories belong to one of several mechanisms that trigger nostalgia evocation. Marketers and advertisers have come to recognise the influence of triggering memories to conjure up emotions from consumers as brand-related experiences are often stored in consumers’ memory (LaTour et al., 2010). Muehling et al. (2004) adopted the literature on autobiographical memories (Sujan, Bettman, & Baumgartner, 1993) and hypothesised that memories of personal events under personal nostalgia conditions are more likely to produce higher levels of positive affect. The authors collated cognitive responses of individuals that were exposed to a nostalgic or a non-nostalgic advertisement. The results highlighted that greater number of proportion of generally positive thoughts were generated in the

nostalgia condition than in the non-nostalgia condition (Muehling & Pascal, 2012). Herz and Brunk (2017) remarked that brand memories enable consumers to personally connect to a particular time and place and it may be associated with a specific situation, holiday or a specific time of an individual's life. It is further suggested that a conceptual link exists between time and place memories with feelings of nostalgia. Increasingly, the market is observing a recurring and mainstream trend; that is marketers and advertisers using nostalgia or nostalgic triggers to aid in the facilitation and retrieval of past events and memorisation of advertisements in order to evoke positive emotions and attitudes which in turn may lead to an intention to purchase (Kusumi, Matsuda, & Sugimori, 2010). An episodic/autobiographical retrieval involves retrieval cues and memory traces. The act of reliving or retrieval is considered a salient feature of autobiographical memory (Baddeley, 1992; Rubin et al., 2019; Tulving, 2002; Tulving & Murray, 1985).

As a result, based on the above discussion and with the adoption of the autobiographical memory theory as an underpinning theory, it is therefore hypothesised that:

H7: Nostalgic intensity towards advertisement will have a positive influence on purchase intentions.

H8: Fantasy towards past eras advertisement will have a positive influence on purchase intentions.

3.9. SIGNALLING THEORY

Table 3.7: Signalling Theory Underpins Brand Heritage Moderating Effects

Theories		Hypothesis
Signalling Theory	H9, H10	<p>H9: Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions</p> <p>H10: Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions</p>

As identified in Chapter 2, brand heritage is conceptualised as “dimension of a brand’s identity found in its track record, longevity, core values, use of symbols, and particularly in an organisational belief that its history is important” (Urde et al, 2007, p.4). Brand heritage moderates the relationship on (1) nostalgic intensity towards the advertisement and (2) fantasy towards past era advertisement are underpinned by signalling theory.

In line with the signalling theory, brand heritage is a piece of information that is associated with the brand (Pecot et al., 2018). Leigh et al. (2006) postulated that nostalgia underlies brand heritage. Brands are signals and they convey information about product attributes. Furthermore, brands signal’s its position in attribute spaces (Erdem & Swait, 1998). More so, brand heritage is a nostalgia marketing technique that is used by marketers to create an emotional connection with consumers as these brands are deemed trustworthy. In 2011, Coca-Cola drew upon its strong brand heritage and launched a nostalgic campaign to celebrate its 125th anniversary. A new multi-platform advertising campaign was initiated that traces back to the brand’s advertising in the early years. The television advertisement associated the brand with montages of many key events that happened over the past century. Hence, it appealed to all ages and demographics. Even till date, the brand continues to incorporate nostalgic related content in its marketing and advertising strategies.

Brand heritage is also an element of a brand's identity (Balmer, Powell, & Hudson, 2011). Brands such as Coca Cola, Nike, Lego, Colgate etc. are steeped in heritage value and can demonstrate the impact of brand heritage on consumers' behavioural decisions. These brands signal their brand heritage via communicating through their rich brand histories. In addition, brand heritage may convey feelings of longevity, continuity and authenticity. These feelings potentially drive consumers' trust and credibility in brand or a product. Consumers may also identify signals of brand heritage through the brand's track record and external communications. Brand heritage functions as a conveyer of historical values from the past (Nuryanti, 1996). Alternatively, emphasising brand heritage will also stimulate personal nostalgia for familiar consumers (Pecot, 2016). By placing an emphasis on a brand's heritage, it offers a unique and advantageous position strategy for a brand. The reason being that it is difficult to imitate as it is firmly grounded in its exclusive history of the company and brand (Orth, Rose, & Merchant, 2019).

As a result, based on the above discussion and with the adoption of signalling theory as an underpinning theory, it is therefore hypothesised that:

H9: Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions.

H10: Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions.

3.10. ATTACHMENT THEORY

Table 3.8: Attachment Theory Underpins Brand Attachment Moderating Effects

Theories		Hypothesis
Attachment Theory	H11, H12	<p>H11: Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions</p> <p>H12: Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions</p>

As identified in Chapter 2, brand attachment is conceptualised as “as the strength of the bond connecting the brand with the self” (Park et al, 2010, p.2). Brand attachment moderates the relationship on (1) nostalgic intensity towards the advertisement and (2) fantasy towards past era advertisement are underpinned by attachment theory.

Attachment theory is the focus of relationships and bonds between people. It is the “lasting psychological connectedness between human beings” (Bowlby, 1969). The concept of attachment first materialised through John Bowlby, in bid to comprehend interpersonal relationship. Consumers may feel an attachment towards a specific material object, possessions that have a personal history between the individual and the object (Lambert-Pandraud & Laurent, 2010). Kessous et al. (2015) stated that brand attachment has connections to the nostalgic status of the brand. Brands are also capable of triggering consumers’ nostalgic experiences by transporting the individual back to a personal past. It is done through remembered consumption experiences that the individual once had with the brand, product or service. These consumption experiences are remembered, accumulated and scattered in time (Ryynänen & Heinonen, 2018). One key aspect to personal-nostalgia-attachment is exposure to objects during childhood or youth years that will trigger a nostalgia response behaviour. For certain individuals, they are more fixated with an idealised past rather than a personal past. The idealised past offers a rosy retrospection attributing to the fact that the past was always better. This attachment towards a past that the individual did not get to live through can be sparked by to an irrational conviction also known as

declinism. Especially for the younger generation of consumers, they are increasingly getting fascinated with retro items (C. Marchegiani & Phau, 2011). Earlier works of Hemetsberger, Kittinger-Rosanelli, and Mueller (2011) examined the issue of why young consumers are attached to retro brands even though they do not have prior consumption experiences with the original counterpart. One reason is that young consumers recognise these retro brands as special possessions that will help them to cope with ambiguities whilst in search for an identity. On one hand, it may seem contrary to expectation as to why young consumers will favour retro brands even though they had no prior consumption experience. This stems from the fact that retro brands represents authenticity and reliability. At the same time, consumption of retro products signifies individuality and originality.

As a result, based on the above discussion and with the adoption of attachment theory as an underpinning theory, it is therefore hypothesised that:

H11: Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions.

H12: Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions.

3.11. THEORETICAL FRAMEWORK

The proposed theoretical framework is constructed by “stitching together” multiple theories to present a more holistic picture of these interrelated systems and complementary content (Harmon, Scotti, & Kessler, 2018; Kessler & Bartunek, 2014). As outlined previously, the proposed theoretical framework identified eight variables. These include the following: (1) Grateful Disposition; (2) Authentic Disposition; (3) Need to Belong Disposition; (4) Nostalgic Intensity towards the Advertisement; (5) Fantasy Towards Past Eras Advertisements; (6) Brand Heritage; (7) Brand Attachment; and (8) Purchase Intentions. These variables are integrated into a conceptual model and empirically tested. In total, three types of dispositions were assessed for their effects on consumer’s nostalgic tendencies. They are namely nostalgic intensity towards the advertisements and fantasy towards past eras advertisement. Further, the moderating effects of brand-related factors such as brand heritage and brand attachment on specified relationships were examined. The theoretical framework and its hypothesised relationships can be seen in Figure 3.2. In addition, Table 3.7 outlines in tabular form the summary of theories adopted for this study. Lastly, Table 3.8 provides an overview of the postulated hypotheses.

Table 3.9: Summary of Theories

Theories	Overarching Theories	Source
Theory of Episodic Memory	Memory Theory	Tulving and Murray (1985) Tulving (1993)
Theory of Dispositions	Personality Theory	Martin (1994)
Theories	Hypotheses	Source
Appreciation Theory	H1, H2	Adler and Fagley (2005)
True Self	H3, H4	Press and Winnicott (1965)
Collective Memory Theory	H5, H6	Halbwachs (1992)
Autobiographical Memory Theory	H7, H8	Nelson (1993) Conway and Pleydell-Pearce (2000)
Signalling Theory	H9, H10	Erdem and Swait (1998)
Attachment Theory	H11, H12	(Bowlby, 1969)

Figure 3.2: Theoretical Framework

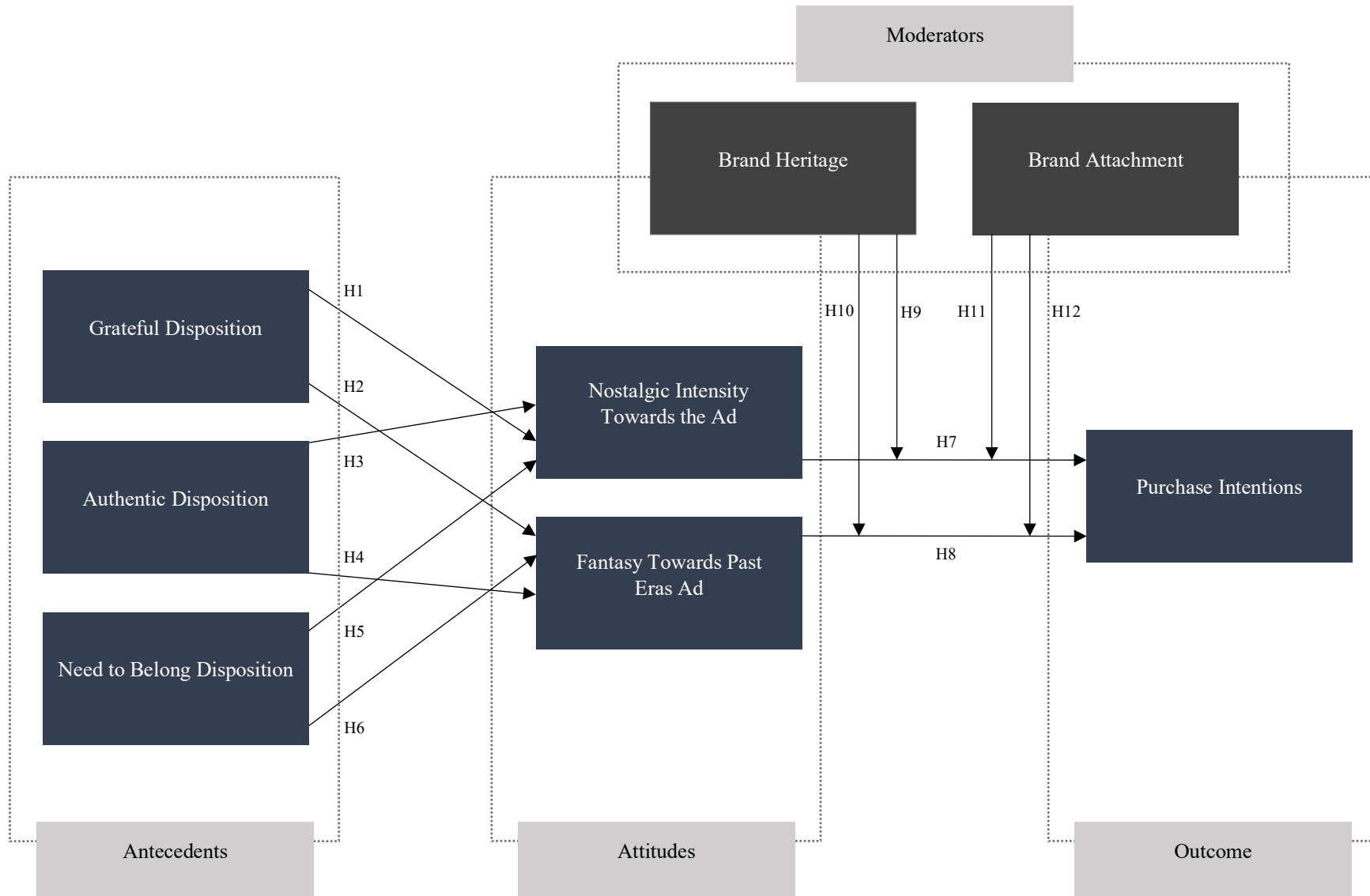


Table 3.10: Overview of Hypotheses

Hypotheses	
H1	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements
H2	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements
H3	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements
H4	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements
H5	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements
H6	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements
H7	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions
H8	Fantasy towards past eras advertisement will have a positive influence on purchase intentions
H9	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions
H10	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions
H11	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions
H12	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions

3.12. CHAPTER SUMMARY

This chapter reviewed and presented an overview of key theories that underpinned the proposed conceptual framework and hypotheses. The following chapter specifies the methodological approach, ethics approval process, survey instrumentation used for data collection, data cleaning procedures, and various data analysis tools and methods.

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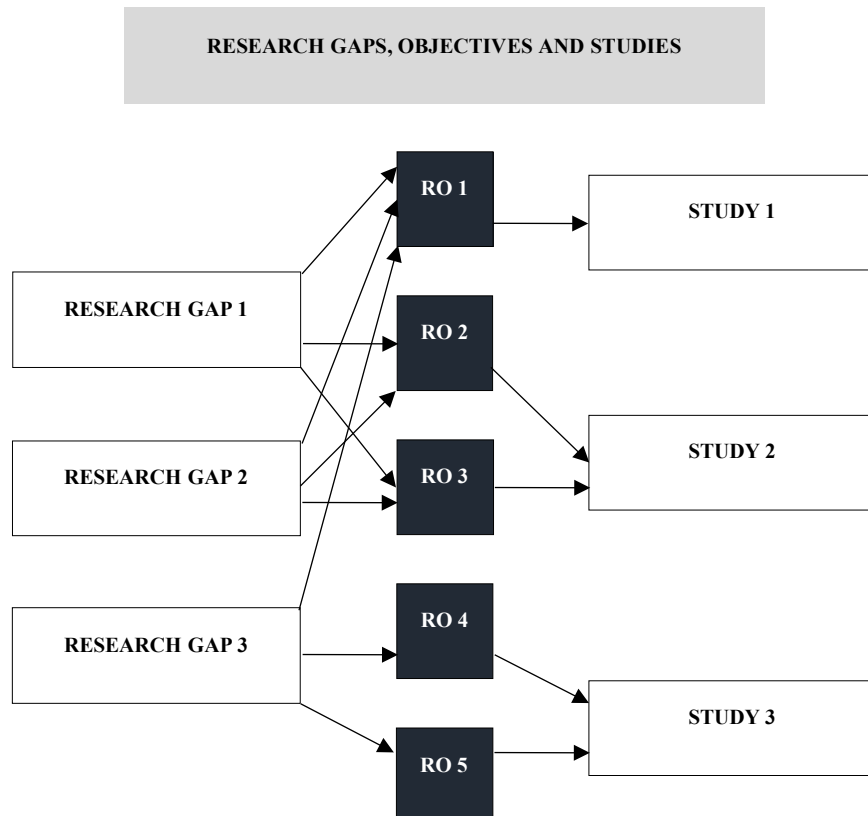
CHAPTER 4

RESEARCH METHODOLOGY

4.1. INTRODUCTION

Chapter 3 addressed the relevant theories that underpinned the conceptual model and hypotheses. The relevant theories, conceptual model, research questions and hypotheses were conceptualised to address the research gaps and objectives in this current study. Chapter 4 outlined and presented the research methods employed in the respective studies. Also, this chapter discussed the methodological approach, ethics approval process, survey instrumentation used for data collection, data cleaning procedures, and various data analysis tools and methods.

Figure 4.1: Schematic Overview of Research Gaps, Objectives and Studies



4.2. STUDY 1: RESEARCH METHOD

The current systematic literature review (SLR) presents a comprehensive compilation of nostalgia research in marketing/advertising that spanned across the course of 40 years. This body of nostalgia research has seen positive growth in journal publications over the past decades. Moreover, the interest in the topic of nostalgia attracts not only just academicians but draws a keen eye from marketing practitioners and brands for its strategic applicability to create emotional marketing campaigns and resurrect obsolete products from the past. Before commencement of the systematic literature review (SLR), key insights and procedures in conducting a systematic literature review were drawn from these two studies (Tafesse & Skallerud, 2017; J. Wilson, Arshed, Shaw, & Pret, 2017). It was advised by Siddaway, Wood, and Hedges (2019) to cross-reference with systematic reviews published in top-ranked journals as these studies provide high-quality systematic reviews processes and guiding principle that one can adhere to. As such, the overview depicting the different phases of this systematic literature review is mapped down below in Table 4.1.

Table 4.1: Systematic Literature Review Process

Studies	Source of data	Evidence provided
Study 1: Systematic Literature Review	i. Marketing Journals	ABDC Ranked Journals
	ii. Electronic Database (N = 6)	Recognised Subscription-Based Databases
	iii. Google Scholar	Cross-validating
<u>Phases</u>	<u>Method</u>	<u>Evidence provided</u>
Phase 1.1	Setting Review Objectives	3 Objective Set
Phase 1.2	Establish conceptual demarcations	Demarcate by ABDC Ranked Journals
Phase 1.3	Establish conceptual demarcations	Demarcate by Online Database
Phase 1.4	Establish Search Terms	3 Search Terms Determined
Phase 1.5	Establish Search Time Frame	Covered Period: 1979 - 2019
Phase 1.6	Cross-Validate Search Results	Google scholar for cross-validation
Phase 1.7	Results and Analysis	Key trends and themes identified
Phase 1.8	Conclusion and Future Directions	Limitations addressed

4.2.1. Phase 1.1 - Setting Review Objectives

In phase 1.1 of the systematic literature review, a total of three objectives were established. The breadth of the systematic literature reviews need to be taken into account as conducting systematic literature review can be a time-consuming process. Furthermore, the established objectives need to align with this doctoral research.

Hence, the objectives for this systematic literature are as follows:

- i. First and most importantly, with relevance to this **doctoral research**, this review will provide supporting evidence to justify the warrant for this research without contributing to the so-called replication crisis that is evident in scientific research (Siddaway et al., 2019). This study attempts to showcase research on dispositions and nostalgia have yet to be established through this systematic literature review. By quantitatively outlining what has been established in the literature and identifying what is yet to be known in a systematic and reproducible fashion, this systematic literature review sheds light into the current progress of nostalgia studies.
- ii. Secondly, the review attempts to provide a holistic view of current and future developments of nostalgia. Although **not postulated within the doctoral research main objective and scope**, this review synthesises multiple studies to draw robust theoretical conclusions. It is achieved through a rigorous, methodical and transparent review protocol.
- iii. Lastly, in terms of its contribution to the academic community, this systematic literature review of nostalgia studies marks the first attempt at reviewing and consolidating all related journal articles on nostalgia marketing. Ultimately, it illuminates the current state of nostalgic marketing literature.

The nature of a systematic literature review would also entail to other inadvertent potential outcomes, and they are not limited to:

- i. Robust and broad conclusions by producing unbiased summary from the cumulative evidence.
- ii. Reviewing and synthesising one more literature (genre) by identifying relations, gaps and inconsistencies.
- iii. Outlining future direction for future research.

4.2.2. Phase 1.2 - Establish Conceptual Demarcations (ABDC Ranked Journals)

In phase 1.2 of the systematic literature review, it establishes specific conceptual demarcations in order to develop a comprehensive and sound database of nostalgia studies fitting the overall academic context of this research. As suggested by J. Wilson et al. (2017), examining the depth and breadth of publications is advocated. Understandably, nostalgia research streams into various academic disciplines and this study will not attempt to cover all of it. Thus, the focus is narrowed down specifically to the marketing stream. Secondly, a literature search is targeted towards journals that are listed on the Australian Business Deans Council (ABDC). The journals are mainly classified into a specified ranking order: **(1) “A” star rating, (2) A rating, (3) B rating.**

i. A Rating Marketing Journals in the ABDC List*

In total, there are **10 journals** that fall under this rating category. European Journal of Marketing, Industrial Marketing Management, International Journal of Research in Marketing, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Service Research, Journal of the Academy of Marketing Science and Marketing Science.

ii. A Rating Marketing Journals in the ABDC List

In total, there are **29 journals** that fall under this rating category. Appetite, Food Quality and Preference, Health Promotion International, International Journal of Consumer Studies, International Journal of Public Opinion Research, International Marketing Review, Journal of Advertising, Journal of Advertising Research, Journal of Brand Management, Journal of Business and Industrial Marketing, Journal of Business Research, Journal of Consumer Affairs, Journal of Consumer Psychology, Journal of Hospitality and Management, Journal of Interactive Marketing, Journal of International Marketing, Journal of MacroMarketing, Journal of Marketing Management, Journal of Public Policy and Marketing, Journal of Retailing and Consumer Services, Journal of Service Theory and Practice, Journal of Services Marketing, Journal of Strategic Marketing, Marketing Intelligence and Planning, Marketing Letters, Marketing Theory, Psychology and Marketing, Public Relations Review, Quantitative Marketing and Economics.

iii. *B Rating Marketing Journals in the ABDC List*

In total, there are **44 journals** that fall under this rating category. Academy of Marketing Science Review, Advances in Consumer Research, Asia Pacific Journal of Marketing and Logistics, Asia Pacific Public Relations Journal, Australasian Marketing Journal, Consumption, Markets and Culture, Corporate Communications: An International Journal, Customer Needs and Solutions, Health Marketing Quarterly, International Journal of Advertising, International Journal of Bank Marketing, International Journal of Enterprise Network Management, International Journal of Market Research, International Journal of Non-profit and Voluntary Sector Marketing, International Journal of Retail and Distribution Management, International Journal of Sports Management and Marketing, International Journal of Sports Marketing and Sponsorship, International Review of Retail, Distribution and Consumer Research, Journal of Business – To Business Marketing, Journal of Communication Management.

4.2.3. Phase 1.3 - Establish Search Demarcations (Online Database)

Also, to increase the search coverage and widening the search process, multiple electronic databases were included as part of the sifting process. The databases that were explored included Science Direct, Emerald Insights, Springer Link, ProQuest, Taylor & Francis and Wiley Online Library.

4.2.4. Phase 1.4 - Establish Search Terms / Keywords

Upon identification of the relevant journals and electronic databases, specific search terms are implemented. A total of three search terms were established and that included, **(1) Nostalgia, (2) Nostalgic and (3) Retro.**

The databases are searched for articles containing “nostalgia”, “nostalgic” and “retro”. These terminologies are selected and deemed relevant to this systematic literature review as it is widely and interchangeably used in nostalgia marketing literature. Although both terminologies of nostalgia and nostalgic are almost identical, there lies a subtle difference with one (nostalgia) generally treated as a noun, and the other (nostalgic) a synonym. This demarcation of terms has a significant impact on the systematic literature review search results as some authors titled their papers as “nostalgic marketing” and some will prefer to go with the latter “nostalgia marketing” (Chou & Singhal, 2017; Ju, Choi, Morris, Liao, & Bluck, 2016; Ju, Kim, Chang, & Bluck, 2016; Y. K. Kim & Yim, 2018). Lastly, “retro” was included in the search process as it is a prefix from the word “backward” and nostalgia has always been conceptualised as a past-oriented emotion (Cheung, Sedikides, & Wildschut, 2016; Cheung, Wildschut, & Sedikides, 2018; Cheung et al., 2013; Hepper et al., 2012). Due to its inherent connection, there are several published journal articles that adopted the word “retro” when examining the consumption of nostalgia in a marketing context (A. Cartwright et al., 2013; S. Brown, 1999; S. Brown, Kozinets, & Sherry Jr, 2003; Cattaneo & Guerini, 2012).

4.2.5. Phase 1.5 - Establish Search Time Frame

The systematic literature review targeted articles that were published after 1979 leading on from the seminal work of Davis (1979). As aforementioned, it was with a *deliberate intent* that this systematic literature review commenced with data culling from the year 1979. It was meaningfully chosen due to Fred Davis’s seminal study and views on nostalgia as a positive emotion. According to Davis (1979), nostalgia is a “positively toned evocation of a lived past” (p.18). Davis (1979) work served as a positive inflection point during a period where nostalgia was strongly associated as a negative emotion.

4.2.6. Phase 1.6 - Cross Validate Search Results

In phase 1.6, an independent search of Google Scholar was undertaken to ascertain the search results. According to J. Wilson et al. (2017), this process will allow the systematic literature review to determine the most frequently cited papers.

4.2.7. Phase 1.7 – Results and Analysis

In phase 1.7, results and analysis discussions are provided. The analysis reports on the distribution of publications, publication activity, publication activity by journals, the body of opinions, antecedents of nostalgia, choice of analysis and moderators of nostalgia.

4.2.8. Phase 1.8 – Conclusion and Future Directions

In phase 1.8, limitations of the systematic literature review and future directions are highlighted.

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4.3. STUDY 2 AND 3: METHODOLOGICAL APPROACH

This research adopted and incorporated a quantitative dominant mixed-methods approach. It mainly relied on quantitative analytical techniques such as Exploratory Factor Analysis (**EFA**), Cronbach's Alpha (α), Common Method Bias (**CMB**), Confirmatory Factor Analysis (**CFA**) and Structural Equation Modelling techniques (**SEM**) to analyse and interpret the data. Hence, a post-positivist research paradigm was favoured in light of the chosen research process (Johnson, Onwuegbuzie, & Turner, 2007).

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4.4. STUDY 2 AND 3: SURVEY INSTRUMENT

Study 1 did not require any form of data collection from human respondents as it was written in the format of a systematic literature review. For study 2 and 3, a self-administered survey questionnaire was employed as a surveying method. Established scale measurement was adopted when designing the survey questionnaire. Also, the scale measures achieved reliable Cronbach's alpha levels (Nunnally, 1978). Table 4.2 provides a summary of scales adopted for the study.

Table 4.2: Summary of Scale Measures

Scale Measure	No. of Items	Source
Southampton Nostalgia Scale	7	Adapted from Barrett et al. (2010) Adapted from Routledge, Arndt, Sedikides, and Wildschut (2008)
Grateful Disposition	6	Adapted from McCullough et al. (2002)
Authentic Disposition	12	Adapted from Wood et al. (2008)
Need to Belong Disposition	10	Adapted from Leary, Kelly, Cottrell, and Schreindorfer (2013)
Nostalgic Intensity Towards Ad	5	Adapted from Reisenwitz et al. (2004)
Fantasy Towards Past Eras Ad	9	Adapted from Merchant and Rose (2013)
Brand Heritage	12	Adapted from Merchant and Rose (2013)
Brand Attachment	10	Adapted from C. W. Park et al. (2010)
Purchase Intention	4	Adapted from (Teng, Laroche, & Zhu, 2007)

4.5. STUDY 2 AND 3: DATA CLEANING

The data responses that were collected for this research went through a data cleaning process. This was done to minimise data quality problems that may be present in the database. In the data collection phase, the “forced response” option was implemented on all of the questions in the survey questionnaire. Furthermore, a “request-response” was applied in Qualtrics to remind respondents that may have missed out on a particular question. As a result, missing values in the data sets were not room for concern. In the data cleaning phase, straight-line responses were removed. Straight-lining often occurs when the respondent gives identical answers in a battery of questions that may affect data quality (Y. Kim, Dykema, Stevenson, Black, & Moberg, 2018). Following, the data was scanned for incomplete responses and subsequently deleted. As there were reverse-coded questions located in the survey questionnaire, the responses that were inconsistent with the measurement scale were discarded too. Similar treatment of discarding responses was adhered to when respondents fail to answer trap questions. The trap questions were intended to identify respondents who fail to pay close attention to the survey questions resulting in sub-optimal responses (Liu & Wronski, 2018). Lastly, survey responses that did not meet the minimum estimated time of completion (≤ 5 mins) were removed. Prior survey trials were conducted with a group of participants, and it took approximately fifteen to seventeen minutes to complete the survey. Table 4.2 shows the respondents’ breakdown for studies 1 to 3.

Table 4.3: Respondents’ Breakdown for Studies 1 - 3

Data Collection	<i>Study 1</i>	<i>Study 2</i>	<i>Study 3</i>
Total Number of Responses	N.A	890	1033
Total Number of Usable Responses	N.A	696	865
Percentage of Usable Responses	N.A	78%	83%

4.6. STUDY 2 AND STUDY 3: QUANTITATIVE ANALYSIS TECHNIQUES

Quantitative statistical analysis techniques were used to analyse the data throughout study 2 and 3. This section will discuss in greater detail the specific steps taken in the analysis process. The statistical techniques covered in this section include exploratory factor analysis, reliability analysis, common method bias test, confirmatory factor analysis, structural equation modelling, chi-square difference test and multigroup moderation analysis.

4.6.1. Exploratory Factor Analysis – Principal Component Analysis

A data dimension reduction method is applied to reduce a set of variables into a smaller set of artificial variables. The principal component analysis is adopted to remove unrelated variables, to reduce redundancy in a set of variables and also to eliminate multicollinearity. There are a total of four assumptions to undergo before analysis. Firstly, it is verified through the linearity between all the variables. This is established and evaluated through the correlation matrix. Once the linearity between variables has been observed, sampling adequacy is measured. The other assumptions include no outliers, and large sample sizes are required to run a principal component analysis in order to achieve a reliable result. A table summarising the recommended threshold levels for KMO is detailed in Table 4.3:

Table 4.4: Kaiser’s Classification of Measure Values

KMO Measure	Meaning
$KMO \geq 0.9$	Marvellous
$0.8 \leq KMO < 0.9$	Meritorious
$0.7 \leq KMO < 0.8$	Middling
$0.6 \leq KMO < 0.7$	Mediocre
$0.5 \leq KMO < 0.6$	Miserable
$KMO < 0.5$	Unacceptable

4.6.2. Cronbach's Alpha – Scale Reliability

After conducting the data dimension procedure, it is preceded by testing the internal consistency of the measurement scale through a Cronbach's alpha test. Nunnally (1978) defined reliability as “the extent to which measurements (scale) are repeatable and that any random influence which tends to make measurements different from occasion to occasion is a source of measurement error” (p.206). Cronbach's alpha is often used in conjunction after a data reduction process. The testing of scale reliability is to assess the degree of consistency between multiple items of a scale. Generally, a minimum value of 0.70 needs to be met to be considered acceptable. Cronbach's alpha is tested on all the scale measurements utilised in this study.

However, there are certain limitations that persist with the use of Cronbach's alpha to ascertain scale reliability. Firstly, the value can be artificially inflated if scale inherits a large number of items. Secondly, reliability is treated as consistency, which is difficult to operationalise when specific variance linked with measurement error is considered (Bollen, 1989). Lastly, an assumption that all scales have equivalent reliabilities.

However, in most situations and applications, this assumption is not achieved (Bollen, 1989). In lieu of the situation where limitations exist with Cronbach's alpha, structural equation modelling procedures that estimate the identified scales and item reliabilities are adopted (Steenkamp & Van Trijp, 1991). A table summarising the recommended threshold levels for Cronbach's Alpha is detailed in Table 4.4.

Table 4.5: Cronbach's Alpha Recommended Threshold

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 \leq \alpha < 0.5$	Poor
$0.5 > \alpha$	Unacceptable

4.6.3. Common Method Bias / Common Method Variance

Common method variance (CMV) is the amount of spurious covariance shared among variables because of the common method used in collecting data (Malhotra, Kim, & Patil, 2006). According to Podsakoff, MacKenzie, Lee, and Podsakoff (2003), common method variance is also treated as “variance that is attributable to the measurement model rather than to the constructs the measures represent” (p.879). A common method variance test was conducted through the suggested method of Harman’s single factor score. A Harman one-factor is often used to ascertain variance in data can be largely attributed to a single factor (Podsakoff et al., 2003). The Harman’s single factor test requires all measures to be loaded into an exploratory factor analysis under one single common factor. If the variance for a single factor is less than 50 per cent, it can be assumed that common method bias does not affect the data.

4.6.4. Structural Equation Modelling

According to Bowen and Guo (2011), structural equation modelling (SEM) is viewed as a general model of many commonly employed statistical models and treated as an “umbrella” that encompasses a set of multivariate statistical approaches to empirical data. The primary objective of a structural equation model analysis is to verify research hypotheses on the observed means, variances and covariances on a set of variables. The structural model can be determined once the preparatory steps of one-factor congeneric models, measurement model and validity checks have been fulfilled. Generally, structural equation modelling is used to specify causal effects or effect priority (Hoyle, 2012). Moreover, structural equation modelling integrates different multivariate techniques into one model fitting framework. This research adopts the maximum-likelihood estimation method to seek values for parameters maximising the likelihood of the observed data. As aforementioned, the report of model fit measures for the structural model is similar to the reporting of one-factor congeneric models and measurement models. Also, path coefficients which quantify the causal effect will be reported in the form of β units as well as the path coefficients significance level. Similar to the specifications of the confirmatory factor analyses, several structural equation modelling fit indices were used for interpretation and reporting.

4.6.5. Confirmatory Factor Analysis - One Factor Congeneric

According to Phil Homes (1994), a one-factor congeneric model serves different purposes. Firstly, a one-factor congeneric model would provide a more realistic representation of the data by allowing the differences in the degree to which each individual measure contributes to the overall composite scale. Secondly, measurement error that is related to the measurement of the indicator variables is taken into account. Thirdly, fit measurements for the one-factor congeneric model would provide evidence for the construct validity of the indicator variables being used to measure the particular latent trait. Lastly, a one-factor congeneric model will provide item reliabilities on each of the indicator variables. A confirmatory factor analysis (CFA) is employed after an exploratory factor analysis (EFA) to suggest a factor structure for a set of items. The scale measures used in this study were examined to check if there is a need to remove unnecessary items that did not perform well (Jöreskog, 1970). Finally, in an attempt to refine and validate the factor structures, several structural equation modelling fit indices were used for interpretation and reporting.

4.6.6. Confirmatory Factor Analysis – Measurement Model

The measurement model was specified after the inspection of the one-factor congeneric models. Measurement model refers to the implicit or explicit models that relate to the latent variable to its indicators (Smelser & Baltes, 2001). Furthermore, the measurement model allows the evaluation of the observed variables combined to identify underlying hypothesised constructs (Weston & Gore Jr, 2006). Thus, confirmatory factor analysis is used to develop the measurement model that eventually extends to the composite/full structural model.

4.6.6.1. Validity

Upon achieving the measurement model fit, the measurement model is subsequently assessed for its discriminant, convergent validity, and composite reliability. Convergent and discriminant validity are the two essential fundamental aspects of construct validity. Furthermore, the convergent and discriminant validation is important in validating a measure as a construct indicator (Strauss & Smith, 2009). Composite reliability measures the internal consistency in scale measure.

Convergent Validity

Convergent validity refers to “the relationship among different measure of the same construct” (Hair, Anderson, Tatham, & William, 1998; Strauss & Smith, 2009). Convergent validity is established under a few guidelines that need to be assessed and adhered to:

- i. The Average Variance Extracted (AVE) exceeds **0.50** (Fornell & Larcker, 1981).
- ii. Standardised items should be significant and should be above **0.70** (Steenkamp & Van Trijp, 1991).

Discriminant Validity

On the other hand, discriminant validity refers to the “demonstrations that a measure of a construct is unrelated to indicators of theoretically irrelevant constructs in the same domain” (Hair, Anderson, Babin, & Black, 2010; Strauss & Smith, 2009). Discriminant validity is established under a few guidelines that need to be assessed and adhered to:

- i. The factor loading indicators of the construct should be higher than all loadings of the other constructs with a cut-off value of **0.70** or higher (Fornell & Larcker, 1981).
- ii. The Maximum Shared Variance (MSV) is lower than the Average Variance Extracted (AVE) (Hair, 2006).

Reliability

Composite reliability or also known as construct validity is the measure of internal consistency in scale measure. Moreover, composite reliability takes into account the measurement error. Hence, composite reliability should be greater than the benchmark of 0.7.

- i. The Composite Reliability (CR) should be above **0.70** (Fornell & Larcker, 1981).

Table 4.6: Validity Benchmarks

Validity Measures	Benchmark
Convergent Validity	> 0.50
Discriminant Validity	> 0.70
Composite Reliability	> 0.70

4.6.7. Assessment of Model Fit Measures

In order to determine if a confirmatory factor analysis model fits well, there are certain model fit measures or guidelines that need to be achieved. There are a number of recommended fit measures, and different types of fit indices provide different information about the model fit. This research pursues Timothy A. Brown (2006) recommendations of the three categories of fit indices. The three indices that are recommended include the absolute fit indices, parsimony correction indices and comparative fit indices.

Absolute Fit Indices

The first fit index that will be included in the reporting of model fit measures is the model chi-square (χ^2). Model chi-square (χ^2) is the most common and traditional measure to assess the overall model fit (Timothy A. Brown, 2006; Hooper, Coughlan, & Mullen, 2008). However, there are certain limitations with the use of model chi-square. Firstly, it is very dependent on the overall sample size and in most instances, it will yield significance if the sample size is large. Hence, the use of standardised root mean square residual (SRMR) is also adopted. The standardised root mean square residual (SRMR) is easier to interpret as is based on the discrepancy between correlations in the input matrix and the correlations predicted by the model (Timothy A. Brown, 2006; Timothy A Brown, 2014; Harrington, 2009).

Parsimony Correction Indices

The third index that will be included in the reporting of model fit measure is the root mean square error of approximation (RMSEA). The root mean square error of approximation (RMSEA) is a commonly used index to test if model fits reasonably well in the population. Browne and Cudeck (1993) proposed that RMSEA values less than 0.08 suggest adequate model fit. In addition, RMSEA values less 0.05 is considered a good model fit. On the other hand, RMSEA values greater or equal to 0.1 is rejected. In addition, the fourth index to be included IS PCLOSE. PCLOSE is operationalised as RMSEA values less than or equal to 0.5 (Timothy A Brown, 2014; Browne & Cudeck, 1993).

Comparative Fit Indices

The fifth index that will be included in the reporting of model fit measure is the comparative fit index (CFI). It is also referred to as incremental fit indices, and it evaluates the fit of user-specified solution in relation to a more restricted, nested baseline model (Timothy A Brown, 2014; L.-t. Hu & Bentler, 1998). Comparative fit index (CFI) values that are closer to 1 indicates a very good model fit. The final index to be included in the reporting of model fit measure is the Tucker-Lewis index or most commonly referred to as the non-normed fit index (Tucker & Lewis, 1973). The Tucker-Lewis index (TLI) compensates for the effect of model complexity which includes a penalty function for adding freely estimated parameters that do not assist in the improvement of the model. L.-t. Hu and Bentler (1998) suggested that a good fit would occur when TLI values are close to .95 or greater. Table 4.7 summarises the fit indices and threshold levels.

Table 4.7: Summary of Fit Indices

Fit Measure	Acceptable Level
Normed Chi-square (χ^2/df)	< 3 Good; < 5 Permissible Hair et al. (1998)
Root Mean Square Error of Approximation (RMSEA)	Close Fit ≤ 0.05 Reasonable Fit 0.05 – 0.08 Poor Fit ≥ 0.10 Browne and Cudeck (1993)
Comparative Fit Index (CFI)	≥ 0.95 L. t. Hu and Bentler (1999)
The Standardised Root Mean Square Residual (SRMR)	< 0.08 L. t. Hu and Bentler (1999)
pClose	< 0.05 Browne and Cudeck (1993)
Tucker-Lewis Index (TLI)	≥ 0.95 L.-t. Hu and Bentler (1998)

4.6.8. Multigroup Moderation Analysis

Multigroup analysis was conducted in AMOS to ascertain proposed moderated relationships of brand heritage and brand attachment on the structural relationships. Respectively, the median test was performed for brand heritage and brand attachment. Both constructs were divided into two subsamples: high brand heritage and low brand heritage, high brand attachment and low brand attachment. Multigroup moderation analysis was only applied in study 3.

4.7. STUDY 2: RESEARCH METHOD

4.7.1. Study Design

First, a semi-structured interview was conducted with 12 university students to ascertain the choice of stimulus used in the study. The choice of advertising stimulus incorporated both personal and historical nostalgia cues. Hence, the internet explorer advertisement (Child of the '90s) was thus selected as it provided a collage of both personal and historical items.

Second, this study opted to sample younger audiences as they represent a strong market for new products and services with a nostalgic feel (Euromonitor 2012). Furthermore, younger demographics are considered “culture cravers” as they go for brands that can express the artistic value and appreciate the compelling history that nostalgia provides (AdAge, 2019). Research has ignored and failed to recognise the impact of nostalgia on younger consumers such as the demographic cohort of *Millennials* and *Generation Z*. It should also be pointed out that feelings of nostalgia are not solely exclusive or limited to people who over their 30s (Euromonitor 2012). A recent whitepaper report by *YouGov* reported that nostalgia is most often associated with advancing age. However, while the tendency for people to reminisce as one gets older, the younger generations are also highly likely to spend time thinking fondly of the past.

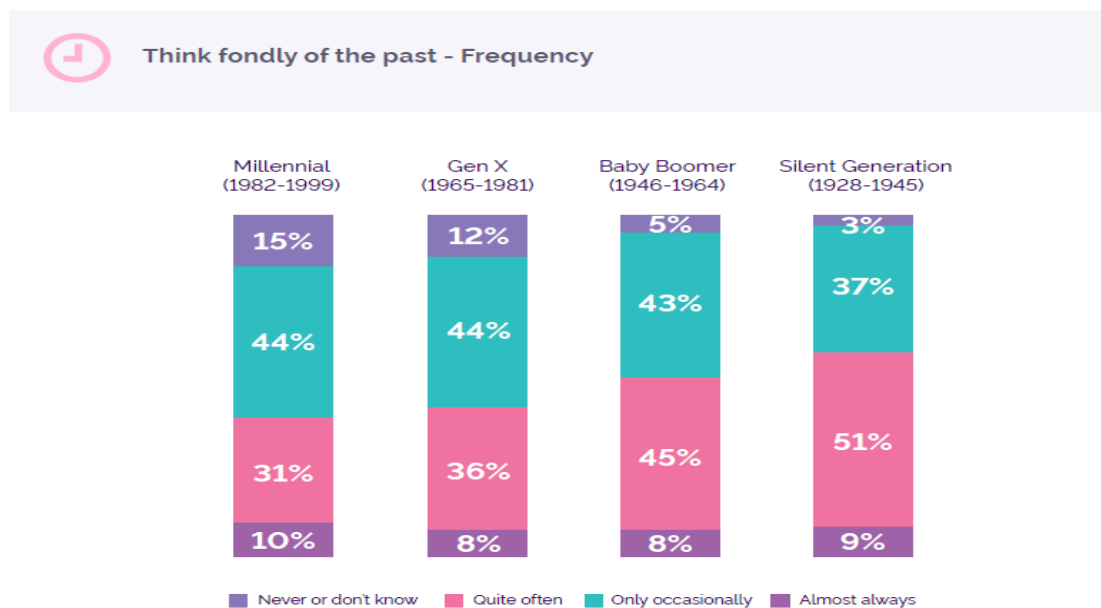


Figure 4.2: Think Fondly of the Past - Frequency (Source: *YouGov* Whitepaper)

Hence, this represents the ideal sampling as it reflects the target market of consumers that would interest advertising and marketing practitioners.

Third, a free-recall test (*See Appendix B*) was conducted with 625 marketing undergraduates in a Western Australian University. The purpose of the free-recall task allowed the researcher to assess the recall as well as the correct and false recognition of personal and historical products shown in the advertising stimulus. Results from the free-recall test supported the notion that consumers' are able to recall personal and historical products. Furthermore, through the free-recall task, it lends support to the study on the prototypical attributes of nostalgia. The free recall test required respondents to output as many items from the video advertisement as possible in any order (Byrne, 2017). Prior permission was obtained from the unit controller (UC) of the course to conduct the research exercise. The research exercise took one week to complete, and it was conducted with a total of 25 classes and 625 students. Furthermore, the test took approximately 20 minutes to complete and managed through the use of PowerPoint slides.

The process is documented below:

1. Students were briefed on the nature of the research project with research ethics approval number (**HRE 2017-0676**) shown in the first page of the PowerPoint slide.
2. The presentation began by giving a brief overview of nostalgia such as the working definitions of nostalgia, personal nostalgia, and historical nostalgia.
3. Examples were provided to draw links between the uses of nostalgia in a marketing context.
4. Students were shown a clip from the *Netflix* series of *MadMen*. In particular, the carousel scene was chosen for its suitability in explaining the nostalgia concept in a marketing context.
 - * After the screening of the video, the first phase of the exercise is concluded.
5. Survey questionnaires were handed to the students. The first page of the questionnaire pertained to the recall exercise. Instructions were given prior to the commencement of the recall test.
6. Students were shown the *Child of the 90s* YouTube advertisement that took approximately 1 minute and 40 seconds.
7. Once the video has concluded, students were given one minute to recall as many item they come to recognise from the ad.
8. Once the recall test concluded, students were required to complete the remaining survey questions.

The questions are detailed below:

- The first section required respondents to answer questions on their individual nostalgia proneness. There are a total of seven questions to fill out.
- The second section required respondents to answer questions on their individual need to belong disposition. There are a total of ten questions to fill out.
- The third section required respondents to answer questions on their individual authentic disposition. There are a total of twelve questions to fill out.
- The fourth section required respondents to answer questions on their individual grateful disposition. There are a total of six questions to fill out.
- The fifth section required respondents to answer questions on their individual nostalgic intensity towards ad. There are a total of five questions to fill out.
- The sixth section required respondents to answer questions on their fantasy towards past eras ad. There are a total of nine questions to fill out.
- The eighth section required respondents to answer questions on their purchase intentions. There are a total of four questions to fill out.
- The final section required respondents to answer questions on basic demographic characteristics such as age, gender, income, education and marital status.

Lastly, a self-administered survey was distributed to a total of 890 respondents across two universities in two respective countries. Table 4.4 provides the respondents' breakdown in study 2. The underlying rationale for collecting two samples from two different countries is to test for the cross-cultural generalisability of the conceptual framework through a chi-square difference test between two nested models. Australia and Singapore represent the ideal choice for sampling due to several reasons. On one hand, both Australia and Singapore are developed countries that are at the forefront of rapid innovation. As aforementioned, feelings of nostalgia manifest when there is rapid technological change and consumers are likely to have a stronger desire to return to the past seeking moments of simplicity. On the other hand, comparison of the two countries would shed important insights on the nostalgic-decision-making styles between western and eastern cultures.

Table 4.8: Respondents' Breakdown for Study 2

Data Collection	<i>Study 1</i>	<i>Study 2</i>	<i>Study 3</i>
Total Number of Responses	N.A	890	1033
Total Number of Usable Responses	N.A	696	865
Percentage of Usable Responses	N.A	78%	83%
Australian Sample – Western Australian University			
Total Number of Responses		421	
Total Number of Usable Responses		329	
Percentage of Usable Responses		78%	
Singapore Sample – Singapore University			
Total Number of Responses		469	
Total Number of Usable Responses		367	
Percentage of Usable Responses		78%	

4.7.2. Measures

The various measurements used in this study are detailed below:

Grateful disposition (Emmons & McCullough, 2004) was measured through six items on a seven-point Likert type scale. An example would be, “I am grateful to a wide variety of people”, “I have so much in life to be thankful for”, and “As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history”. Authentic disposition was measured through twelve items on a seven-point Likert type scale. An example would be, “I always stand by what I believe in”, “I think it is better to be yourself than to be popular”, and “I live in accordance with my values and beliefs”. Need to belong disposition was measured through ten items on a seven-point Likert type scale. An example would be “I want other people to accept me”, “I have a strong need to belong”, and “I need to feel that there are people I can turn to in times of need”. Nostalgia intensity towards the ad (Reisenwitz et al., 2004) was measured through five items on a seven-point Likert type scale. An example would be, “The ad reminds me of an experience from the past”, “The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory”, and “I associate this ad with a happy experience, yet it makes me feel sad”. Fantasy towards past eras ad (Merchant & Rose, 2013) was measured through nine items on a seven-point Likert type scale. An example would be “I fantasised about the past when watching the ad”, “I imagined I was living in the past period shown in the ad”, and “The ad took me back in time”. Purchase intention (Teng et al., 2007) was measured through four items on a seven-point Likert type scale. An example would be, “I would definitely intend to buy the items shown in the ad”, “I would absolutely expect to buy the items shown in the ad”, and “I absolutely plan to buy the items shown in the ad”. Please refer to **APPENDIX C** for scale items.

4.8. STUDY 3: RESEARCH METHOD

4.8.1. Study Design

Study 3 extends on study 2 as it seeks to generalise findings obtained from study 2. First, the study introduces two brand-related moderators and explored the moderating effects within the context of furniture brands. The selection of product category for this study was purposefully chosen. The literature on nostalgia marketing had predominantly focused its attention on the more consistent conductors of nostalgia such as music (A. Cartwright et al., 2013), food (Autio et al., 2013; Vignolles & Pichon, 2014) and automobiles (Schindler & Holbrook, 2003). Hence, this study aims to explore product categories that are not frequently researched and ascertain the viability of adopting nostalgic strategies in that particular industry. Second, a pre-test was conducted with 27 University students to ascertain the choice of brands to be used in the study. Specifically, the brands chosen for the study were Ikea (Personally Nostalgic Brand), Timothy Oulton (Historically Nostalgic Brand) and Regal Robots (Control). Akin to the previous study, the choice of sampling frame remains unchanged. Lastly, a self-administered survey questionnaire was distributed to students in a Western Australian university and a total of 1003 responses were collected. Table 4.5 provides the respondents' breakdown in study 2.

Table 4.9: Respondents' Breakdown for Study 3

Data Collection	<i>Study 1</i>	<i>Study 2</i>	<i>Study 3</i>
Total Number of Responses	N.A	890	1033
Total Number of Usable Responses	N.A	696	865
Percentage of Usable Responses	N.A	78%	83%
Western Australian University			
Total Number of Responses			411
Total Number of Usable Responses			316
Percentage of Usable Responses			76%
Western Australian University			
Total Number of Responses			313
Total Number of Usable Responses			293
Percentage of Usable Responses			93%
Western Australian University			
Total Number of Responses			309
Total Number of Usable Responses			256
Percentage of Usable Responses			82%

4.8.2. Measures

The various measurements used in this study are detailed below:

Grateful disposition (Emmons & McCullough, 2004) was measured through six items on a seven-point Likert type scale. An example would be, “I am grateful to a wide variety of people”, “I have so much in life to be thankful for”, and “As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history”. Authentic disposition was measured through twelve items on a seven-point Likert type scale. An example would be, “I always stand by what I believe in”, “I think it is better to be yourself than to be popular”, and “I live in accordance with my values and beliefs”. Need to belong disposition was measured through ten items on a seven-point Likert type scale. An example would be “I want other people to accept me”, “I have a strong need to belong”, and “I need to feel that there are people I can turn to in times of need”. Nostalgia intensity towards the ad (Reisenwitz et al., 2004) was measured through five items on a seven-point Likert type scale. An example would be, “The ad reminds me of an experience from the past”, “The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory”, and “I associate this ad with a happy experience, yet it makes me feel sad”. Fantasy towards past eras ad (Merchant & Rose, 2013) was measured through nine items on a seven-point Likert type scale. An example would be “I fantasised about the past when watching the ad”, “I imagined I was living in the past period shown in the ad”, and “The ad took me back in time”. Purchase intention (Teng et al., 2007) was measured through four items on a seven-point Likert type scale. An example would be, “I would definitely intend to buy the items shown in the ad”, “I would absolutely expect to buy the items shown in the ad”, and “I absolutely plan to buy the items shown in the ad”. Brand heritage (Merchant & Rose, 2013) was measured through twelve items on a seven-point Likert type scale. An example would be, “A brand that has managed the tough times as well as the good times”, “A secure brand that won’t disappear tomorrow”, and “A respected brand”. Brand attachment (C. W. Park et al., 2010) was measured through ten items on a seven-point Likert type scale. An example would be, “To what extent is Ikea part of you and who you are?”, “To what extent do you feel personally connected to Ikea?”, and “To what extent do you feel emotionally bonded to Ikea?”

4.9. CHAPTER SUMMARY

This chapter presented an account of the research methods that were employed in this dissertation. Specifically, the points of discussion that were raised included data collection process, ethics consideration and approval, the adoption of existing scale measurements, survey instrument, data analysis tools and the different types of data analysis methods with recommended threshold levels. In the subsequent chapters from 5 - 7, studies 1 – 3 will be discussed respectively and modelled closely to the style and formatting of independent journals.

CHAPTER 5

STUDY 1:

40 Years of Consolidation:

A Systematic Literature Review of Nostalgia (1979 – 2019)

Expanding the Domain of Nostalgia Marketing Research

Chapters	Type	Objectives
Chapter 5 Study 1:	Systematic Literature Review	<ul style="list-style-type: none">• Conceptualise current paradigmatic views on nostalgia• Provide a synthesised, integrated overview of the current state of knowledge• Evaluate existing methodological approaches and insights
Chapter 6 Study 2:	Conceptual Framework Development	<ul style="list-style-type: none">• Validate the conceptual framework• Validate conceptual framework across two country samples
Chapter 7 Study 3:	Exploring Moderating Variables	<ul style="list-style-type: none">• Moderation test of brand heritage construct• Moderation test of brand attachment construct• Generalisation of a different product category

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5.0. OPENING REMARKS

Chapter 5 presents the first of three studies that are written in the format of a stand-alone journal article. This study attempts to present a detailed record of the analyses conducted in this study. Hence, the overall layout of this study will differ slightly from the traditional journal structure/look as most often seen in subscription-based academic sites as there are inputs of additional documentation such as figures and charts. A “trimmed-down” version will be submitted to the Journal of Consumer Research, adhering to the required journal specifications.

5.1. ABSTRACT

Purpose – This paper conducted a systematic literature review (SLR) on the subject domain of nostalgia within the marketing/advertising context. Specifically, the review concentrated on published studies from 1979 to 2019. The review further presents several potential directions for future research.

Design / Methodology / Approach – A systematic approach of reviewing the literature was applied in this study. The Australian Business Deans Council's Journal Quality List was selected to extract pertinent articles that relate to nostalgia marketing.

Findings – (1) Research on nostalgia marketing has grown in the past 40 years, especially in the last ten years. (2) Despite the growing understanding of nostalgia-marketing related research in the last decade, this systematic review revealed and highlighted the need for greater clarity and understanding in specific areas.

Practical Implications – (1) Nostalgia marketing research is highly concentrated in a few journals with respect to its journal ranking classification. This warrants special attention when research on nostalgia marketing is conducted. (2) Nostalgia and its impact are largely based on research around variables such as age, gender, education and other consumer characteristics. These variables, though important in providing how nostalgia operates, is still not sufficient in providing a clearer understanding of the role of nostalgia in advertising due to the lack of empirical research

Limitations – This current systematic literature review based off and adopted one *Journal Quality List - Australian Business Deans Council List* to search for the relevant articles.

Originality – This paper marks the first systematic effort at reviewing nostalgic marketing literature spanning across four decades of research. The value of this study lies in the systematic deconstruction of past and recent developments with nostalgia-marketing related research, thus leading to point out its future directions.

Keywords – Nostalgia, Systematic Literature Review, Marketing, Advertising

5.2. INTRODUCTION

The impact of nostalgia on consumer behaviour is profound due to its inherent emotional potency. On the one hand, if triggered, nostalgia may induce negative feelings of loneliness, loss and anxiety (Bocincova, Nelson, Johnson, & Routledge, 2019). Yet at the same time, positive bouts of happiness, joy, self-esteem, warmth, increased in generosity, love and belonging can be created. Hence, nostalgia has also come to be known as a bitter-sweet emotion (Batcho, 2013). From a marketer's perspective, the quest to ensure messages are properly conveyed and propagated has led to the constant search of new techniques to reach out to consumers. One such technique is the use of nostalgia. Although the concept of nostalgia was introduced more than three centuries ago, the "nostalgic experience" is still as relevant now than ever before. In recent years, there has been a strong inclination amongst global consumers to seek products that reminds them of the past. In response to the growing demand, marketers and brands have duly responded by re-introducing old products to satisfy the needs of consumers. Just in 2019 alone, the industry is experiencing countless brands that are adopting nostalgia as a marketing strategy.

Notably, the film industry is leveraging the power of nostalgia to its fullest potential. According to *The New York Times*, "Hollywood is, self-evidently, in the middle of a nostalgia boom. A time traveller from the mid-1990s who suddenly lands in the mezzanine of any given AMC theatre this year should be forgiven for thinking his experiment failed as he watches audiences pour into theatres for "The Addams Family," "The Lion King," and "Men in Black" — all 2019 rejiggering's of two-decade-old movies". The *Disney* franchise is another prime example that capitalised on nostalgia. The American multinational mass media and entertainment conglomerate brought back classical movies enjoyed years ago by many and modernising it to tailor to consumers of the old and new. Movies such as *Toy Story*, *Lion King*, *Aladdin*, *Mulan*, *Dumbo*, and many others enjoyed substantial box office earnings. For instance, the *Lion King* animated film first released in 1994 went through computer-generated imagery (CGI) redux and is touted to be packed with nostalgia as the story is reimagined in a digital age. According to S. Kim and Kim (2018), films are able to stimulate nostalgia telling stories of the "good old days" and have underlying functions that are relevant to nostalgia.

From the gaming industry, *Square Enix*, a Japanese video game developer is remaking a popular classic game known to many fans around the world as Final Fantasy VII, a role-playing game (RPG). The remake of the game is scheduled to be launched in early 2020. Yet again, this remake/remastering of a classic was done in conjunction with the addition of embedding new technology to allow consumers to re-experience the game in a whole new game system platform.

On the academic front, the literature on nostalgia has been accumulating over the past few decades, with no reported studies that consolidated and synthesised years of research findings. For one, it was noted that a sea-change in consumer attitudes had occurred and S. Brown (2018) advised returning to the archives as a significant shift in attitudes towards nostalgia had transpired, and this transformation needs to be analysed in greater detail. To the best of our knowledge, no prior studies have evaluated and quantified the development of nostalgia marketing literature in the past four decades. Hence, for further advancement in nostalgia marketing literature, it is necessary to examine the current literature to develop a better understanding and overview of this concept. Finally, the objectives of this systematic literature review are to review the development of nostalgia-related marketing literature and to identify new avenues for future research that potentially fill gaps in the literature.

The rest of this article is structured in the following sequence. The following section explains the research methodology adopted for this study. The third section established the objectives of the review. The fourth section established search terms boundaries. The fifth section established the time frame. The sixth section discusses the results and analysis. The seventh section concludes and highlights future directions. The final section identified limitations in the study.

5.3. REVIEW METHODOLOGY

The systematic literature review adhered to well-established guidelines presented by Kitchenham (2004). The primary objective of conducting a systematic literature review is to “identify, evaluate and interpret all available research that is related to a topic area or phenomenon of interest” (Kitchenham, 2004, p1). Furthermore, through the systematic literature review protocol, it identifies knowledge gaps and generates future research priorities. Prior to the commencement of the systematic literature review, there are certain pre-defined conditions that need to be met. This will ensure that there is no researcher’s bias involved in the multi-step process. Firstly, setting the objectives for the systematic literature review is required. It is then followed by establishing search boundaries and search terms. Lastly, a time frame is determined.

Table 5.1: Summary of Systematic Literature Review Process

Studies	Source of data	Evidence provided
Study 1: Systematic Literature Review	i. Marketing Journals	ABDC Ranked Journals
	ii. Electronic Database (N = 6)	Recognised Subscription-Based Databases
	iii. Google Scholar	Cross-validating
<u>Phases</u>	<u>Method</u>	<u>Evidence provided</u>
Phase 1.1	Setting Review Objectives	3 Objective Set
Phase 1.2	Establish conceptual demarcations	Demarcate by ABDC Ranked Journals
Phase 1.3	Establish conceptual demarcations	Demarcate by Online Database
Phase 1.4	Establish Search Terms	3 Search Terms Determined
Phase 1.5	Establish Search Time Frame	Covered Period: 1979 - 2019
Phase 1.6	Cross-Validate Search Results	Google scholar for cross-validation
Phase 1.7	Results and Analysis	Key trends and themes identified
Phase 1.8	Conclusion and Future Directions	Limitations addressed

5.4. SETTING OBJECTIVES

In phase 1.1 of the systematic literature review, a total of three objectives were established. The breadth of the systematic literature reviews need to be taken into account as conducting a systematic literature review can be a time-consuming process. Hence, the research focus needs to be narrowed down in order to make this task achievable and at the same time, yield meaningful results. Furthermore, the objectives that were established need to align with this doctoral research.

- 1) First and most importantly, with relevance to this *doctoral research*, this review provided supporting evidence to justify the warrant for this research without contributing to the so-called replication crisis that is evident in scientific research (Siddaway et al., 2019). This study attempts to showcase research on dispositions and nostalgia have yet to be established through this systematic literature review. By quantitatively outlining what has been established in the literature and identifying what is yet to be known in a systematic and reproducible fashion, this systematic literature review sheds light into the current progress of nostalgia studies.
- 2) Secondly, the review attempts to provide a holistic view of current and future developments of nostalgia. Although not postulated within the doctoral research main objective and scope, this review synthesises multiple studies to draw robust theoretical conclusions. It is achieved through a rigorous, methodical and transparent review protocol.
- 3) Lastly, in terms of its contribution to the academic community, this systematic literature review of nostalgia studies marks the first attempt at reviewing and consolidating all related journal articles on nostalgia marketing. In turn, it illuminates the current state of nostalgic marketing literature.

5.5. ESTABLISH SEARCH BOUNDARIES

After the objectives were specified, the following step is to establish search boundaries. The inclusion criteria consisted of peer-reviewed journal articles as it is the main principle publication outlet for academic research (Tafesse & Skallerud, 2017). A list of journal articles was shortlisted for search, and that list was acquired through the Australian Business Deans Council (ABDC). For the purpose of this systematic literature review, only high-quality journals ranked 1) **A*** 2) **A** and 3) **B** journals were considered. Thus, a total of 83 journal articles were yielded and examined. In addition, to increase the search coverage and widening the search process, multiple electronic data-bases were included as part of the sifting process. The databases that were explored included Science Direct, Emerald Insights, Springer Link, ProQuest, Taylor & Francis and Wiley Online Library.

5.6. ESTABLISH SEARCH TERMS

After establishing the search boundaries, specific search terms were implemented. In total, three search terms were applied when culling through the proposed databases. The databases were searched for articles containing “nostalgia”, “nostalgic” and “retro”. These terminologies were selected and deemed relevant to this systematic literature review as it is widely and interchangeably used in nostalgia marketing literature. Although both terminologies of nostalgia and nostalgic are almost identical, there lies a subtle difference with one (nostalgia) generally treated as a noun, and the other (nostalgic) a synonym. This demarcation of terms has a significant impact on the systematic literature review search results as some authors titled their papers as “nostalgic marketing” and some will prefer to go with the latter “nostalgia marketing” (Chou & Singhal, 2017; Ju, Choi, et al., 2016; Ju, Kim, et al., 2016; Y. K. Kim & Yim, 2018). Lastly, “retro” was included in the search process as it is a prefix from the word “backward” and nostalgia has always been conceptualised as a past-oriented emotion (Cheung et al., 2016; Cheung et al., 2018; Cheung et al., 2013; Hepper et al., 2012). Due to its inherent connection, there are several published journal articles that adopted the word “retro” when examining the consumption of nostalgia in a marketing context (A. Cartwright et al., 2013; S. Brown, 1999; S. Brown, Kozinets, & Sherry Jr, 2003; Cattaneo & Guerini, 2012).

5.7. ESTABLISH TIME FRAME

Finally and most importantly, the last criteria to be introduced was implementing a time period evidence restriction (Higgins & Green, 2006). By enforcing a time period evidence restriction, it mitigates with selection biases from the researcher. Hence, in due consideration, this systematic literature review specifically and deliberately selected a time-frame of 40 years. The chosen time frame spans from 1979 – 2019 and the rationale is provided below.

5.7.1. Why commence from the year 1979?

As aforementioned, it was with *deliberate intent* that this systematic literature review commenced with data culling from the year 1979. It was meaningfully chosen due to Fred Davis's seminal study and views on nostalgia as a positive emotion. According to Davis (1979), nostalgia is a "positively toned evocation of a lived past" (p.18). Davis (1979) work served as a positive inflection point during a period where nostalgia was strongly associated as a negative emotion. Thus, it was a redefining moment and a turning point on nostalgia related research. Fred Davis's work on nostalgia signalled to the academic community that the views on nostalgia is not negatively bounded and it possesses mutually positive exclusive features. Following his study, it was also revealed that nostalgia is a form of sentimental yearning towards objects, events and places.

5.8. RESULTS AND ANALYSIS

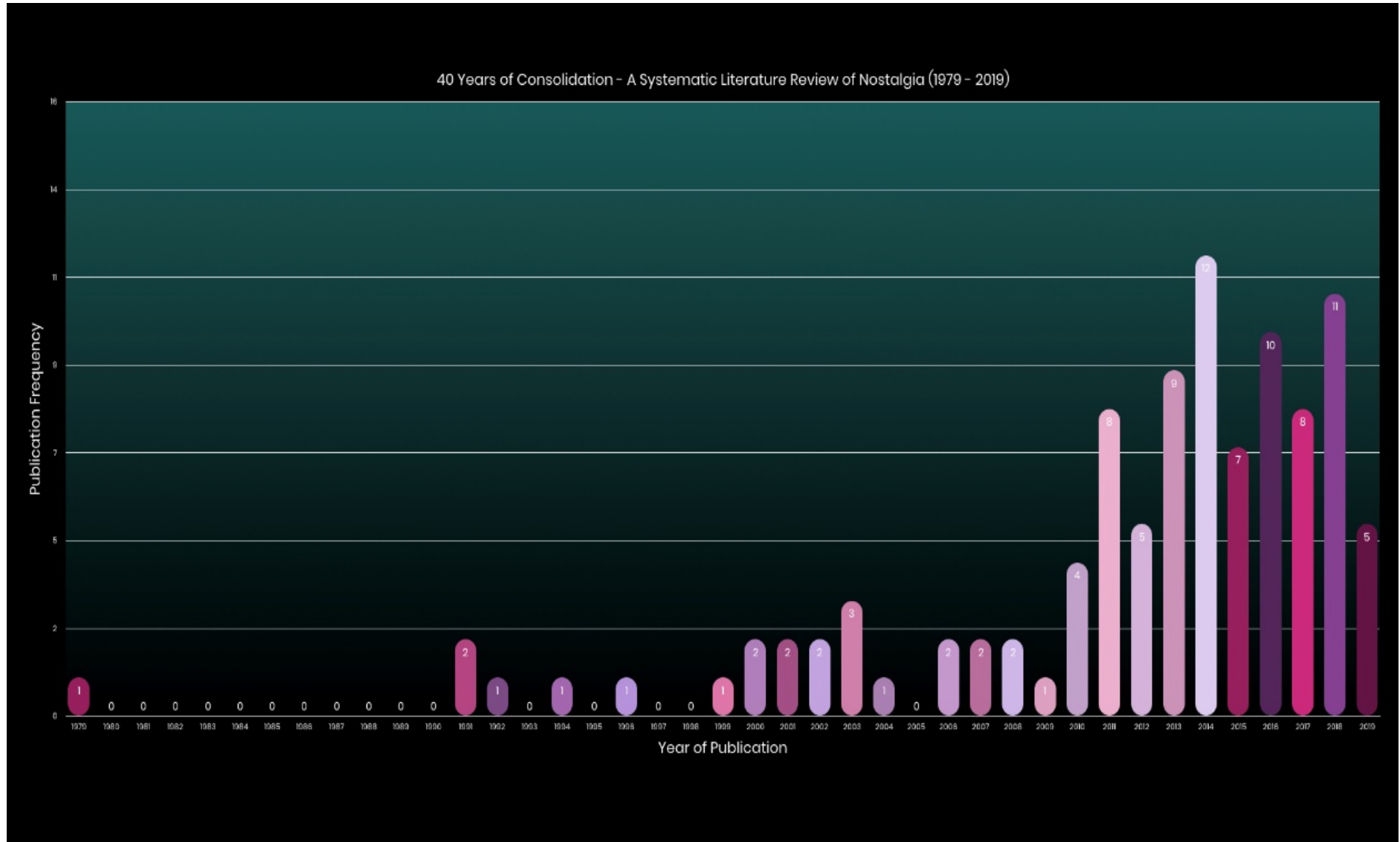
5.8.1. Distribution of Publications across 40 Years

A total of $n=103$ publications on nostalgia marketing were recorded. For analysis and reporting purposes, the extracted journal articles were group into four different publication periods each spanning a ten-year interval. Figure 5.1 reports the overall findings of the systematic literature review. From a general overview, it was evident that there was a skewed distribution towards the final quarter of the ten-year interval. Out of 83 journal publications that were inspected, only 30 (36%) journals were identified to have published nostalgia related marketing content. Appendix A showcases the total recorded journals.

5.8.2. Publication Activity

The results of the systematic literature review revealed a relatively insignificant interest in nostalgia marketing from 1979 to 1988. The publication activity throughout the bout of this period was near-zero. In total, 1 (0.9%) journal article was recorded. Leading on, there were several plausible reasons that may attribute to the low publishing activity that occurred during this time-frame. One reason is due to the unfamiliarity of the concept and therefore failed to attract attention. As previously highlighted, the concept of nostalgia was in a state of transition from its maladaptive views and. Noticeable improvement was observed from 1991 onwards. Although publication activity was sporadic, interest in nostalgia marketing was increasing. The publication activity from 1991 to 2009 kept at a constant with an average of two journal articles published per year. Occasionally, there were particular years (1993, 1995, 1997, 1998 and 2005) that yielded no published journals. Still, the dearth in research publications still largely exist. The research interest in nostalgia marketing/advertising attracted considerable attention from 2009 – 2019. As seen in Figure 5.1, exponential growth of journal publications was exhibited. A total of 80 publications were recorded during this 10 year period. In addition, a maximum of 12 (11.6%) journal articles were recorded in 2014. Thus, it is evident that marketing journals are confidently responding to this evolving concept.

Figure 5.1: Publication Frequency from 1979 - 2019



5.8.3. Publication Activity by Journals

Nostalgia-related marketing content was published in 33 journals. Table 5.2 highlights the number of journal articles published in the ABDC ranked journals. Figure 5.2 to 5.4 shows the individual breakdown of journal publications by ranking. For A* ranking journals, it accounted for nine per cent of the total published journal articles. Next, for A ranking journals, it made up 40 per cent and B ranking journals 46 per cent of the total. *Advances of Consumer Research* published the highest number of articles. *Journal of Business Research* and *Psychology & Marketing* also show greater output compared to the rest of journal publications in that category. It is interesting to note that the *Journal of Advertising* and *Journal of Advertising Research* received minimal contributions. That is despite claims (El-Bassiouny & Zahran, 2018) that nostalgia is recognised in the advertising literature as a prominent marketing tool due to its positive influence on consumers' emotions and attitudes.

Table 5.2. Number of Published Articles in Journals

Journal	No. of Published Articles	%
A* Category		
Journal of Marketing	2	1.94%
Journal of Consumer Research	2	1.94%
European Journal of Marketing	3	2.91%
Journal of Service Research	1	0.97%
Journal of the Academy of Marketing Sciences	2	1.94%
A Category		
Journal of Brand Management	2	1.94%
Journal of Advertising	2	1.94%
Journal of Advertising Research	3	2.91%
Journal of Business Research	10	9.70%
International Journal of Consumer Studies	3	2.91%
Journal of Marketing Management	4	3.88%
Journal of Retailing and Consumer Services	2	1.94%
Marketing Intelligence and Planning	5	4.84%
Marketing Theory	4	3.88%
Psychology and Marketing	7	6.79%
B Category		
Asia Pacific Journal of Marketing and Logistic	2	1.94%
Australasian Marketing Journal	1	0.97%
Corporate Communications: An International Journal	2	1.94%
International Journal of Bank Marketing	1	0.97%
International Journal of Retail and Distribution Management	2	1.94%
Journal of Consumer Studies	2	1.94%
Advances in Consumer Research	16	15.53%
Consumption Markets and Culture	7	6.79%
International Journal of Advertising	3	2.91%
International Review of Retail, Distribution and Consumer Research	2	1.94%
Journal of Consumer Behaviour	4	3.88%
Journal of Marketing Communications	3	2.91%
Journal of Marketing Theory and Practice	1	0.97%
The Services Industry Journal	1	0.97%
Sport Marketing Quarterly	1	0.97%
Others	3	2.91%
Total	103	100%

Figure 5.2: Distribution of Nostalgia Journals in the A* Category

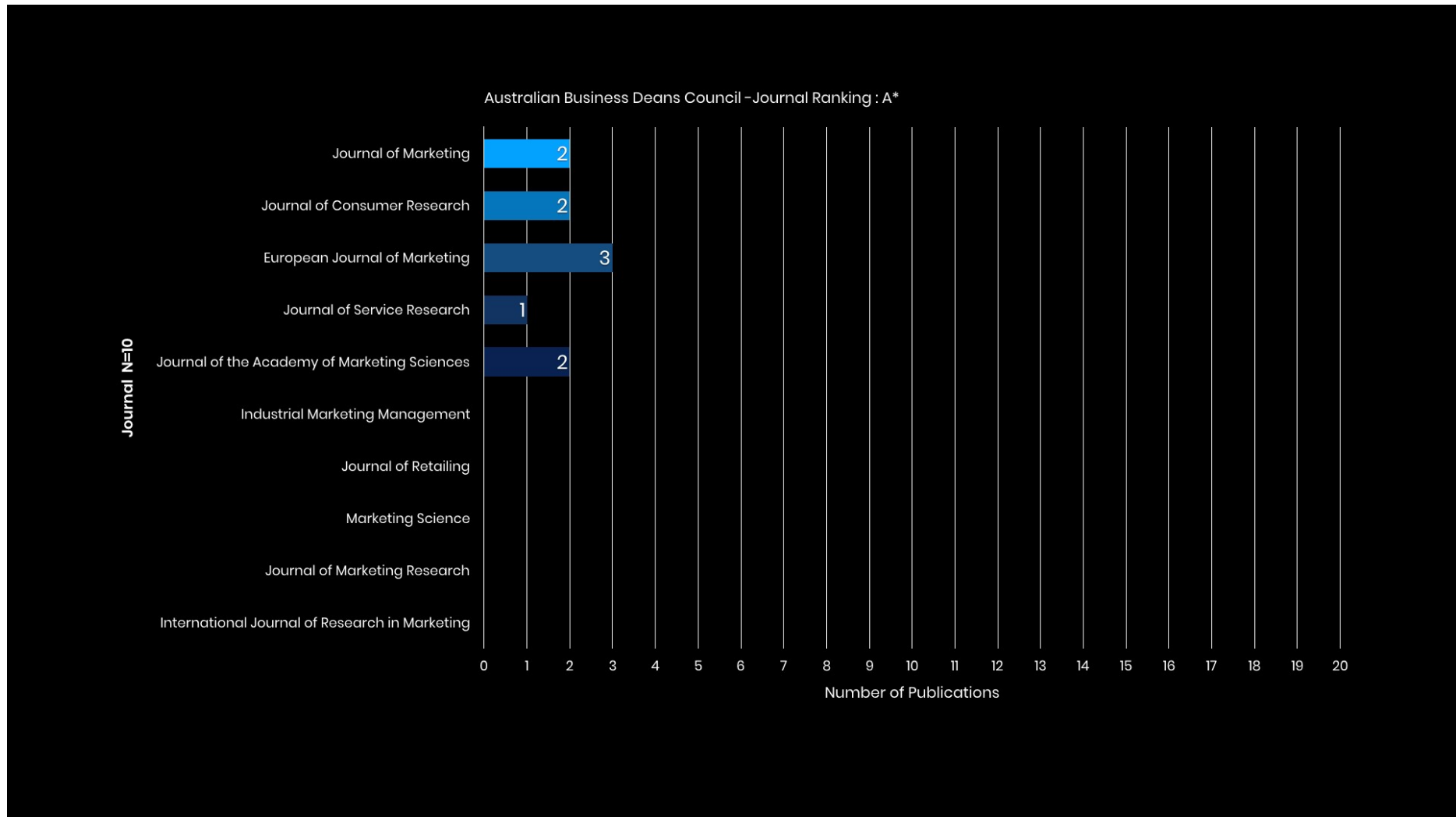


Figure 5.3: Distribution of Nostalgia Journals in the A Category

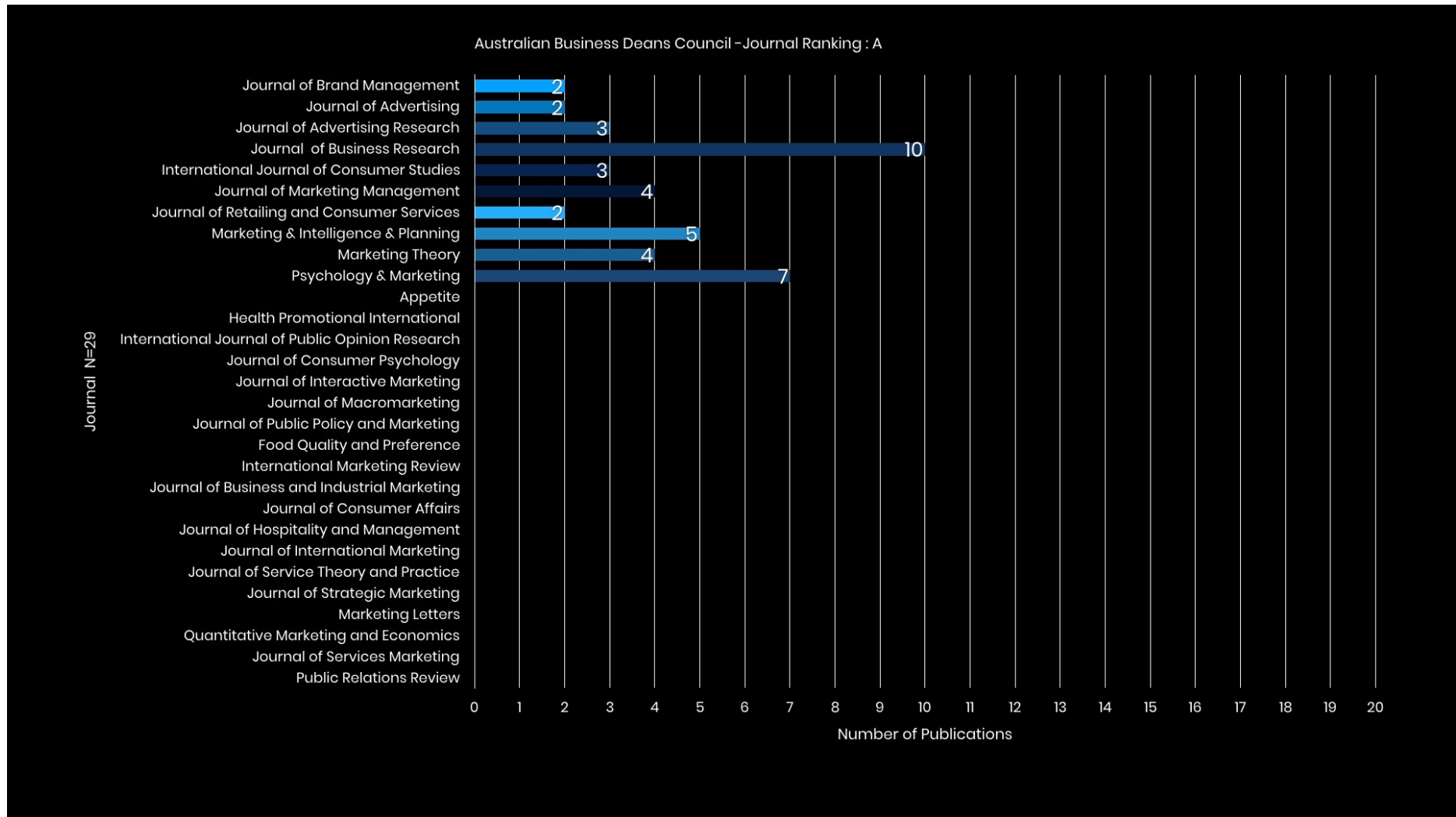
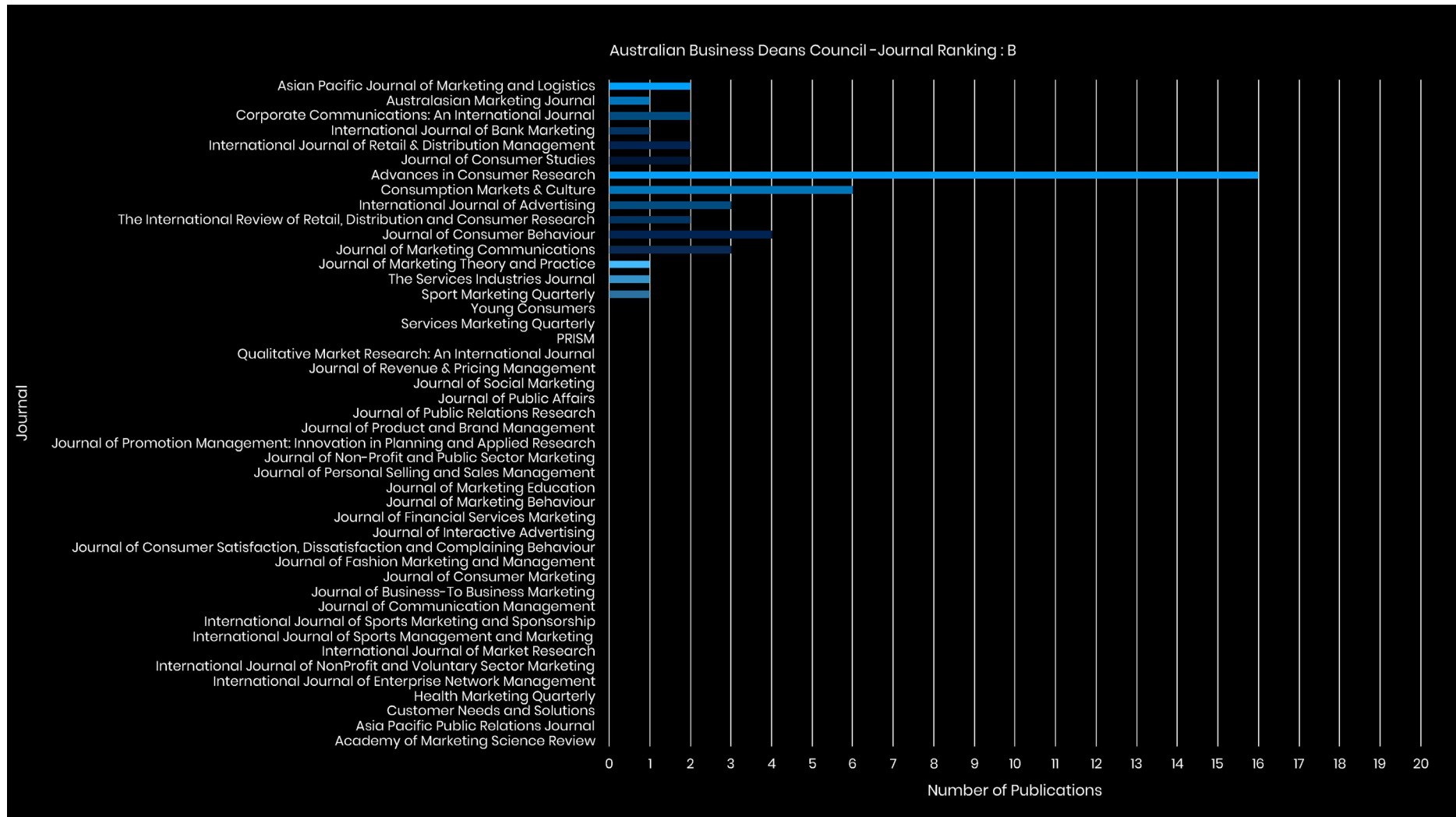


Figure 5.4: Distribution of Nostalgia Journals in the B Category



5.8.4. Body of Opinion

There are different body of opinions that conceptualises nostalgia. Each body of opinion includes a brief review of their most influential contributions. Firstly, seminal works will be discussed as it represents the origin of academic research on marketing (Radler, 2018). Second, research from the University of Southampton stream is discussed as they represent the purveyors of knowledge and generated widespread acceptance within the field of nostalgia (S. Brown, 2018). Lastly, developments in the nostalgia-marketing literature are discussed.

5.8.4.1. Seminal Works

Davis (1979) presented the three orders/paths of nostalgia, and they are mainly termed as simple, reflexive and interpreted. Simple or first-order nostalgia refers to the unquestioning belief that things were better in the past (Holak & Havlena, 1992; Ryyänen & Heinonen, 2018). Second-order or reflexive nostalgia refers to an individual query of remembered events, in particular questioning the truth, accuracy, completeness or representatives of the nostalgic claim (Christina, 1999; Dauncey & Tinker, 2015; Holak & Havlena, 1992). Third-order or phenomenological nostalgia refers to individuals having to critique and analyse the nostalgic response in present circumstances, individuals will thus seek to compare and comprehend their nostalgic feelings (Christina, 1999; Davis, 1979; Holak & Havlena, 1992; Kathy & Beverly, 2014). Stern (1992) proposed two mental abstractions of nostalgia, personal nostalgia which “idealise the personally remembered past” (p.16) and historical nostalgia which “expresses the desire to retreat from contemporary life by returning to a time in the distant past viewed as superior to the present” (p.14). Holbrook and Schindler (1991) define personal nostalgia as “A preference toward objects that were more common when one was younger” (p.332). Goulding (2002) defines historical nostalgia as a form of vicarious nostalgia, “others who share for a time just before their living memory, the consumption of nostalgic products and experiences, exposure to nostalgic narratives, imagery and related stimulus, and a positive/negative contrast between past and present based on style and aesthetics”.

5.8.4.2. University of Southampton Stream

The researchers from the University of Southampton substantially contributed towards the theoretical developments and understanding of nostalgia and mainly centred on psychology-based research with experiment-led laboratory studies in the main. As a result, these developments around nostalgia are often applied in a marketing context. Furthermore, it has significantly transformed researchers' views about the nostalgia condition. Some of their research includes examining nostalgia as form of coping mechanisms where individuals would react to negative moods with positive memories (Wildschut et al., 2006); nostalgia as a future-oriented emotion through individual's increased optimism (Sedikides, Wildschut, & Stephan, 2018) and the impact of adverse weather that trigger nostalgic thoughts (van Tilburg, Sedikides, & Wildschut, 2018). Table 5.3 shows a number of research conducted by researchers at the University of Southampton.

Table 5.3: University of Southampton Research

Publication Details	Theory or Standpoint	Evidence	Core Argument	Research Themes	Type of Analysis	Nature of Sample
Zou, Lee, Wildschut, and Sedikides (2019) Personality and Social Psychology Bulletin	Affect Diffusion	Examined the relationship between nostalgia and financial risk taking.	Nostalgia galvanises perceived family support, which propels financial risk-taking.	Psychology:	Quantitative:	Study 1: 169 Respondents
	Mood Maintenance			Nostalgia	ANCOVA	Study 2: 120 Respondents
	Social Support			Risk-Taking		Online Panel Provider – Amazon Mechanical Turk
						Study 3: 165 Respondents
						Online Panel Provider – Amazon Mechanical Turk
			Study 4: 137 Respondents			
					Online Panel Provider – Amazon Mechanical Turk	
					Study 5: 615 Respondents	
					Online Panel Provider – Amazon Mechanical Turk	
Stephan et al. (2015) Personality and Social Psychology Bulletin	Attachment Theory	Examined nostalgia-evoked inspiration on motivational implications.	Nostalgia-evoked inspiration enhances motivation.	Psychology:	Quantitative	Study 1: 84 Undergraduates
	Contingencies of Self-Worth			Nostalgia		Study 2: 152 Undergraduates
	Sociometer Theory			Inspiration		Study 3: 50 Undergraduates
	Terror-Management Theory					Study 4: 60 Undergraduates
						Study 5: 150 Respondents
					Online Panel Provider – Amazon Mechanical Turk	

Cheung et al. (2013) Personality and Social Psychology Bulletin	Attachment Theory	Examines the future orientation of nostalgia.	The nostalgia experience is optimistic and paints a subjectively rosier picture.	Psychology:	Quantitative:	Study 1: 102 Undergraduates
	Sociometer Theory			Nostalgia	ANCOVA	Study 2: 127 Undergraduates
	Terror-Management Theory			Optimism		Study 3: 664 Volunteers
	Optimism					Study 4: 127 Undergraduates
van Tilburg, Sedikides, et al. (2018) Personality and Social Psychology Bulletin	Adverse Weather	Examines links between adverse weather and nostalgia.	Adverse weather correlated with distress which resulted in higher predictions of nostalgia.	Psychology:	Quantitative:	Study 1: 75 Respondents
	Self-Regulation			Nostalgia	ANOVA	Study 2: 133 Undergraduates
				Weather		Study 3: 323 Respondents
						Online Panel Provider – Amazon Mechanical Turk
						Study 4: 202 Respondents
						Online Panel Provider – Amazon Mechanical Turk
Baldwin et al. (2015) Journal of Personality and Social Psychology	Broaden and Build Theory	Examines links between nostalgia and intrinsic self-concepts.	Nostalgia offers a window to the intrinsic self.	Psychology:	Quantitative	Study 1: 87 Respondents
				Nostalgia		Online Panel Provider – Amazon Mechanical Turk
				Self-Concepts		Study 2: 120 Respondents
						Online Panel Provider – Amazon Mechanical Turk
						Study 3: 100 Respondents
						Online Panel Provider – Amazon Mechanical Turk
						Study 4: Study 4: 124 Respondents
						Online Panel Provider – Amazon Mechanical Turk

						Study 5: Study 4: 132 Respondents
						Online Panel Provider – Amazon Mechanical Turk
						Study 6: Study 4: 161 Respondents
						Online Panel Provider – Amazon Mechanical Turk
						Study 7: 204 Respondents
						Online Panel Provider – Amazon Mechanical Turk
Wildschut et al. (2014)	Intergroup Emotions Theory	Examines collective nostalgia	Collective nostalgia confers benefits on groups.	Psychology:	Quantitative:	Study 1: 313 Undergraduates
Journal of Personality and Social Psychology	Socioemotional Selectivity Theory			Nostalgia	ANOVA	Study 2: 171 Undergraduates
				Collective Emotion	Moderated Regression	Study 3: 49 Undergraduates
Routledge et al. (2011)	Terror Management Theory	Examines nostalgia as an existential function that enhances a sense of meaning in life.	Nostalgia is positively associated with a sense of meaning.	Psychology:	Quantitative:	Study 1: 357 Volunteers
Journal of Personality and Social Psychology				Nostalgia	Hierarchical Linear Modelling	Study 2: 53 Undergraduates.
				Existential		Study 3: 54 Undergraduates
				Well-Being		Study 4: 97 Undergraduates
						Study 5: 43 Undergraduates
						Study 6: 35 Undergraduates

Iyer and Jetten (2011) Journal of Personality and Social Psychology	Social Identity Theory	Examines the role of identity continuity as a moderator on the nostalgia, well-being and life choices.	How individuals view present circumstances plays an important role in determining their nostalgia.	Psychology:		Study 1: 326 Undergraduates
	Self-Categorisation Theory			Nostalgia		Study 2: 85 Undergraduates
				Identity Continuity		Study 3: 100 Undergraduates
				Life Transitions		
Wildschut et al. (2010) Journal of Personality and Social Psychology	Attachment Theory	Examines nostalgia as a repository of social connectedness.	Positive association was found between loneliness and nostalgia	Psychology:	Quantitative: ANCOVA	Study 1: 102 Undergraduates
				Nostalgia		Study 2: 132 Undergraduates
				Identity Continuity		Study 3: 97 Undergraduates
				Life Transitions		Study 4: 106 Undergraduates
						Study 5: 52 Undergraduates
Wildschut et al. (2006) Journal of Personality and Social Psychology	Emotion	Examines content of nostalgic experiences. Examines triggers of nostalgia. Examines functional utility of nostalgia.	Findings established key landmarks in nostalgia research domain.	Psychology:	Quantitative	Study 1: Content Analysis
				Nostalgia		Study 2: 172 Undergraduates
				Emotions		Study 3: 62 Undergraduates
				Relationships		Study 4: 43 Undergraduates
						Study 5: 52 Undergraduates\
						Study 6: 54 Undergraduates
						Study 7: 121 Undergraduates

5.8.4.3. Marketing Focused

When it comes to breaking through the advertising, branding and marketing environment clutter, the usage and adoption of nostalgia strategies are considered an effective creative communication strategy to spur engagement with consumers through the rekindling of fond memories from the past. From the literature, there is no shortage of contributions and conceptualisations of nostalgia, and it is extensively researched. For instance, a study conducted by Lasaleta et al. (2014) suggested that nostalgia encourages consumers to part with their money.

Furthermore, it is further noted that experiencing feelings of nostalgia may lead to a decrease in consumers' price sensitivity. The leverage on nostalgia in marketing strategies ranges from the creation of new products accompanied by a vintage feel to the launch of advertising campaigns utilising familiar past themes or evoking old memories of bygone eras.

Another unique feature of nostalgia is the "revival" function that it inherently possesses. Some brands have been lying in a state of dormancy for years, and in recent times, several once-dead brands have been revived (Davari et al., 2017; Dion & Mazzalovo, 2016). Supporting literature (Dion & Mazzalovo, 2016; Närvänen & Goulding, 2016) looked into the notion of nostalgia as a brand revitalisation strategy when certain brands still hold on to some residual value. Despite the extensive research that has been conducted, the question of generalisability of nostalgia effects still remains unanswered. At the same time, only a handful of studies focused on the actual purchase of nostalgic products (Lambert-Pandraud & Laurent, 2010).

5.8.5. Antecedents of Nostalgia

According to Cova, Elliott, Kessous, and Roux (2008), marketing research has exhausted with the study of numerous antecedents and its consequences on nostalgia. Over the past four decades of research, several key antecedents have been proposed to explain nostalgic reactions on consumers' preferences and intentions. Amongst a host of investigated variables, demographic variables such as age and gender have been widely studied and seminal works traces back to the works of Davis (1979). Other demographic variables such as income, education and language were examined by Rousseau and Venter (1999). However, concerning age and nostalgia, the majority of studies have dedicated its focus on the nostalgic tendencies of older consumers.

Contrastingly, research has ignored and failed to recognise the impact of nostalgia on younger consumers such as the demographic cohort of *Millennials* and *Generation Z*. It should be pointed out that feelings of nostalgia are not solely exclusive or limited to people who over their 30s (Euromonitor 2012). The younger generation of 20-somethings feels nostalgic for the "good ol' days". For the younger cohort, historical or vicarious nostalgia works more efficiently as "deals with nostalgia for a period outside of the individual's living memory" (Goulding, 2002 p542). The reason is attributed to retro being viewed as cool where each new generation seeks something to re-discover from previous generations, and the cycle continues. Different types of nostalgia exist. It is most commonly referred to as "Personal" and "Historical" nostalgia. Personal nostalgia is commonly known as a personally remembered past.

On the other hand, historical nostalgia is also known as "a time in history that the individual did not get to live through but wishes to experience this lost past". More so, empirical research on the role of historical nostalgia in advertising has long been lacking and neglected (C. Marchegiani & Phau, 2011). The role of historical/vicarious nostalgia is still not widely understood and how marketing practitioners can effectively capitalise its effects through improved understanding between the two forms of nostalgia. This issue still remains substantially unexamined and scarcely untested. Especially when it comes to the potential marketing implications of historical. Hence, this deficit in knowledge opens up potential new research contributions in this area.

Other cognitive variables such as nostalgia proneness (Batcho, 1995) and temporal orientation (Sierra & McQuitty, 2007) have also been examined. Nevertheless, current solutions through the study of the different variables provided to marketing practitioners on the use of nostalgia as a strategy still fall short and broad-brushed. Moreover, what is known about nostalgia and its impact is largely based on research around variables such as age, gender, education and other consumer characteristics as previously mentioned. These variables, though important in providing how nostalgia operates, is still not sufficient in providing a clearer understanding of the role of nostalgia in advertising due to the lack of empirical research (Khoshghadam et al., 2019b). Despite a substantial body of research on nostalgia, more clarity is required to understand how certain antecedents may relate to one or the other.

5.8.6. Choice of Analysis

Out of 55 quantitative studies recorded through the systematic literature review, 22 papers adopted the Structural Equation Modelling (SEM) technique for results analysis. It may be worth noting that SEM has become the choice of statistical technique of researchers across multiple disciplines (Hooper et al., 2008). According to Gineikienė (2013), as the variables and relationships within the nomological network of nostalgia research increases, there is a greater demand for complex testing. Hence, structural modelling will provide a basis for empirical grounding and testing of complex relationships by constructing holistic models.

5.8.7. Moderators of Nostalgia

As highlighted by Gineikienė (2013), future avenues of nostalgia-marketing related research should direct its attention towards understanding potential moderators that impact on nostalgia and its outcomes. From the literature, there are only a handful of studies that incorporated moderating variables and studied its potential implications. Shields and Johnson (2016b) examined the moderating role of brand nostalgia on consumer responses to changes in a brand across four studies with multiple product categories. Youn and Jin (2017), studied the moderating role of social influence in nostalgia marketing.

5.9. CONCLUSION AND FUTURE DIRECTIONS

This study marks the first systematic effort at reviewing nostalgia marketing literature. On the whole, the study covered a total of 103 journal articles published in 33 journal publications. Through this review, it illuminated the present state of nostalgia marketing research. Overall, the nostalgia trend has gained scholarly attention in the past decade. Although once predicted by scholars that nostalgia is seen as a passing fad, the nostalgia trend is far from dissipating. Nostalgia related marketing activities are on the rise and retro-marketing remains ever rampant; it is increasing rather than decreasing in popularity (Brown, 2018). There are positive indications to believe that nostalgia marketing research is becoming increasingly prominent. Future research should aim to address some of the issues highlighted:

5.9.1. Journal Outlets

However, despite the growing understanding of nostalgia-marketing related research in the last decade, this systematic review revealed and highlighted the need for greater clarity and understanding in specific areas of this research. As aforementioned, nostalgia marketing research is highly concentrated in a few journals with respect to its journal ranking classification. This warrants special attention when research on nostalgia marketing is conducted (Radler, 2018). For instance, the *Journal of Business Research* and *Psychology and Marketing* accumulated the most number of journal publications respectively. In the case of *Psychology and Marketing*, it is not surprising to notice greater output in this journal as nostalgia is considered an inter-disciplinary subject which is at the intersection of psychology and marketing disciplines.

Similarly, *Advances in Consumer Research* recorded the highest amount of nostalgia marketing-related publications. Furthermore, it can be observed that there is a marginal amount of articles published in A* tiered journal outlets. The most recent journal article that was published was recorded in the *Journal of the Academy of Marketing Science*. The study by Heinberg et al. (2019) reinstated the potential implications of nostalgic brand positioning as developed markets looked to capitalise on recent nostalgia marketing trends. Another noteworthy point to emphasise is the *Journal of Advertising* and *Journal of Advertising Research* received minimal contributions. That is despite claims (El-Bassiouny & Zahran, 2018) that nostalgia is recognised in the advertising literature as a prominent marketing tool due to its positive

influence on consumers' emotions and attitudes. Findings from this review reflect this discrepancy.

All things considered, a handful of research were identified to have published in general marketing journals. As a case in point, studies such as Reisenwitz et al. (2004), Muehling and Pascal (2012) and Merchant and Rose (2013) published in journals such as the Journal of Marketing Management, Journal of Promotion Management and Journal of Business Research respectively. This may indicate that great part of research on nostalgia advertising may not reach its main readership (Radler, 2018).

5.9.2. Antecedents

Regarding antecedents, there is no shortage of variables that sought to examine its impact and relationship with nostalgia. However, recent studies have voiced concerns at the lack of knowledge that impedes a holistic understanding of the psychological and potential underlying mechanisms of nostalgia. Therefore, much remains to be understood about other underlying mechanisms that may have an impact on nostalgic consumption. For instance, some underlying mechanisms such as the gratitude emotion has been picked up by one or two research through different forms of analysis.

One such research is C. A. Marchegiani (2009) attempt to develop two-scale measurements for both personal and historical nostalgia. During the process, the gratitude emotion was unexpectedly generated through a series of ANOVA analysis. According to the author, the "gratitude emotion is an interesting development" (p 172) that warrants further research. Likewise, Van Tilburg, Wildschut, et al. (2018) study of nostalgia amongst a host of self-relevant emotions where the concept of gratitude was raised but not investigated further due to a different research focus.

5.9.3. Moderators

Thus far, nostalgia marketing literature only examined a handful of moderating variables and their impact on certain relationships and outcomes. It is further suggested by Gineikienė (2013) that there are accumulated knowledge from other consumer behaviour areas that suggest nostalgia's effects on preferences and buying intentions that might be mitigated by several moderators. Future research should identify and empirically test the influence of potential moderators that may be responsible for consumers' intentions towards nostalgic consumption. Specifically, brand-related

factors such as brand heritage and brand attachment may warrant further investigation due to its conceptual relevancy with the nostalgia concept. For instance, brand heritage has been linked to nostalgia because brand heritage strategies often build on collective nostalgia (Pecot, Valette-Florence, & De Barnier, 2019). There are encompassing overlaps observed between the two constructs. For one, heritage brands connect people to a retrospective perspective that's based on individual life cycles, experiences and associations. (Urde et al., 2007; Wiedmann et al., 2011b), very much similar to nostalgia. In essence, there are links between the historical aspect of nostalgia and brand heritage. On the other hand, brand heritage has been linked to personal aspect of nostalgia (Balmer & Hudson, 2013). However, it still remains unclear how both personal and historical aspect of nostalgia work in tandem with brand heritage. Recent studies of Merchant and Rose (2013) establishes that vicarious nostalgia or historical nostalgia evokes brand heritage and impacts attachment. However, it still remains relatively unclear how brand heritage and triggering nostalgic emotions will have an impact on consumer behavioural intentions. At times, solely eliciting consumers' nostalgic tendencies might not be sufficient to instigate a behavioural intention (Cattaneo & Guerini, 2012; Van Bakel, 2002).

5.10. LIMITATIONS

Although a thorough scoping of the systematic literature review was undertaken, limitations still exist. First, this current systematic literature review based off and adopted one *Journal Quality List - Australian Business Deans Council List* to search for the relevant articles. Potentially, other *Journal Quality List* needs to be considered in order to broaden the search results of nostalgia-marketing related journals. Second, some journal articles may have been neglected due to certain search boundaries that were established in the beginning. For instance, journal articles which do not fall into the search keywords (nostalgia, nostalgic and retro) may have been excluded. Third, potential literature that resides in books, conference papers and dissertations are not included.

APPENDIX A: SYSTEMATIC LITERATURE REVIEW

Publication Details	Theory or Standpoint	Evidence	Core Argument	Research Themes	Type of Analysis	Nature of Sample
Lambert-Pandraud and Laurent (2010), Journal of Marketing	Theory of Nostalgia	Examines three different mechanisms to explain older consumers' preferences towards older brands in French perfume market.	Nostalgia has relatively little influence or impact during consumers' early formative period.	Marketing: Nostalgia Attachment Innovativeness Consumer Age	Quantitative	3086 respondents from mail survey in France
S. Brown, Kozinets, and Sherry Jr (2003) Journal of Marketing	Not Applicable	Examines retro brands and conceptualise implications for brand managers.	Retro brands will have continuous appeal as a marketing strategy.	Marketing: Nostalgia Branding Retro Brands Heritage	Netnography Analysis	Examined news-group messages, websites and webrings.
Demirbag-Kaplan, Yildirim, Gulden, and Aktan (2015) Journal of Brand Management	Social Identity Theory	Examines the relationship between loyalty and nostalgia.	Nostalgia plays a role in maintaining failed brand relationships.	Marketing: Nostalgia Brand Loyalty Satisfaction Brand Relationship	Qualitative: Semi-structured interviews	14 semi-structured interviews with business undergraduates at a Turkish University
Cattaneo and Guerini (2012) Journal of Brand Management	Associative Network Theory	Examines retro branding practices in five different product categories (cars, watches, perfume, chocolate and shoes)	Consumers' preference towards brands that encompasses nostalgic associations rather than pure retro brands.	Marketing: Retro Branding Nostalgia	Quantitative: ANOVA	Convenience Sampling: 246 respondents from anonymous online questionnaire

Orth and Gal (2012) Journal of Brand Management	Dispositional Theory of Moods	Examines nostalgic brands as mood boosters in driving behavioural intentions	Nostalgic brands boosts consumers' moods, in particular, individuals who are rated high on need for cognition and hope.	Marketing: Nostalgia Mood Hope	Quantitative: ANCOVA	Consumer Panel: 101 members
Mishra (2018) Journal of Brand Management	Attachment Theory	Examines consumer-side reaction of brand deletion.	Deletion of nostalgic brands from portfolio needs to be handled with care,	Marketing: Nostalgia Brand Deletion Brand Portfolio Management	Quantitative: ANOVA	Cross-Sectional Survey: 160 non-student adults
Butcher, Sung, and Raynes-Goldie (2018) Journal of Brand Management	Means-end Theory	Examines how Pokémon invigorated its brand through innovative brand extensions	Nostalgia is used to reduce favourability of players' attitudes to brand extensions.	Marketing: Nostalgia Brand Extensions Authenticity	Quantitative: Structural Equation Modelling	Data collected through Facebook. 197 Pokémon players.
Muehling et al. (2014) Journal of Advertising	No Theory Discussed	Examines past brand associations. In-home childhood brand exposure and past personal attachment.	Nostalgic themed based advertisements will yield favourable brand attitudes and purchase intentions.	Marketing: Nostalgia Advertising	Quantitative:	Online Panel Provider – Amazon Mechanical Turk 180 individuals
Muehling et al. (2004) Journal of Advertising	No Theory Discussed	Examines consumers' thoughts and attitudinal responses when exposed to nostalgic and non-nostalgic advertisements.	Consumers that are exposed to nostalgic ads yielded favourable attitudes towards advertised brand and advertisements.	Marketing: Nostalgia Advertising Attitudinal Responses	Quantitative: Experimental	159 Undergraduates
Muehling and Pascal (2011) Journal of Advertising	Network Theory Cognitive Response Theory Cognitive-Experiential Self-Theory	Examines consumers' information processing tendencies and ad-based responses.	Personal nostalgia is more effective as compared to historical and non-nostalgic advertising when self-directed thoughts, positive affect and attitude toward the advertisements	Marketing: Nostalgia	Quantitative: ANOVA	269 Undergraduates

Merchant et al. (2013) Journal of Advertising Research	Not Applicable	Scale development of personal nostalgia.	Four dimensions of personal nostalgia. 1) Past-imagery focus 2) Positive emotions 3) Negative emotions 4) Physiological reactions	Marketing: Nostalgia Advertising Personal Nostalgia	Quantitative: Structural Equation Modelling	Pilot Study: 143 Undergraduates Main Study: 200 consumers from online consumer panel
Ford and Merchant (2010) Journal of Advertising Research	Autobiographical Memory	First academic research to examine the use of personal nostalgia to drive charity donations	Nostalgic charity appeals as compared to non-nostalgic appeals evoke greater levels of emotions and donation intentions.	Marketing: Nostalgia Advertising Charity Emotions	Quantitative: ANOVA MANOVA	Study 1: 103 respondents from online consumer panel Study 2: 457 respondents from mailed survey Study 3: 186 respondents from online consumer panel
X. Zhou et al. (2011) Journal of Consumer Research	Social Content Social Interactions Social Bonds	Examines the role of nostalgia in promoting charitable intentions and behaviour.	Nostalgia enhances charitable intentions	Marketing: Nostalgia Charity Empathy	Quantitative:	Study 1: 43 Undergraduates Study 2: 71 Undergraduates Study 3: 40 Undergraduates Study 4: 64 Expatriates and Overseas Students Study 5: 108 Undergraduates and Graduates

Loveland et al. (2010) Journal of Consumer Research	Need to Belong Belongingness	Examines the need to belong construct.	Consumers consume nostalgic products if there is an active goal to belong	Marketing: Nostalgia Need to Belong Social Exclusion	Quantitative: Logistic Regression	Study 1a: 136 Undergraduates Study 1b: 63 Dutch web-based population Study 2: 43 Undergraduates Study 3: 94 Undergraduates Study 4: 72 Undergraduates
Khoshghadam, Kordrostami, and Liu-Thompkins (2019a) European Journal of Marketing	Elaboration Likelihood Model	Examines the role of life satisfaction within the context of nostalgic music.	The use of nostalgic music is more effective for consumers who possess high life satisfaction as compared to consumers who possess low life satisfaction.	Marketing: Nostalgia Music	Quantitative: T-test Liner Regression	Online Panel Provider – Amazon Mechanical Turk 208 individuals
Hamilton and A. Wagner (2014) European Journal of Marketing	Grounded Theory Approach Social Identity Theory	Develop a framework to link nostalgia and experiential consumption.	Nostalgic cues through products, ritual and aesthetics improves consumption experiences.	Marketing: Nostalgia Retail Consumer Experience	Qualitative: Participant Observation In-depth Interviews Thematic Analysis	Participant observation of 14 tea avenues. Interviews conducted with tea room owner-managers.
Davari et al. (2017) European Journal of Marketing	Folk-Conceptual Theory	Examines factors that drive consumers' participation in brand resurrection movements.	Nostalgia moderates the relationship between value-expressive utility and participation in brand resurrection movements	Marketing: Nostalgia Brand Resurrection	Quantitative: Structural Equation Modelling	325 Undergraduates

Pelletier and Collier (2018) Journal of Service Research	Grounded Theory Approach Self-Enhancement Theory	Examines high-quality experiential purchases and its influence on consumers' attitudes and behaviour.	Nostalgia positively influences repurchase intentions and decrease price consciousness.	Marketing: Nostalgia Experiential Marketing	Mixed Methods Qualitative: Semi- Structured Interviews Quantitative Structural Equation Modelling	14 respondents for semi-structured interviews Online Panel Provider – Amazon Mechanical Turk 300 individuals
Heinberg et al. (2019) Journal of the Academy of Marketing Science	Construal Level Theory	Examines how nostalgic brand positioning creates brand equity.	Emotional attachment and brand local iconness play a weaker role in mediating connection of nostalgic brand positioning and brand equity in emerging markets.	Marketing: Nostalgia Brand Positioning Brand Equity Multilevel Modelling	Quantitative: Multilevel Moderated Mediation Analysis	1050 respondents from Japan 1253 respondents from China
Brocato, Baker, and Voorhees (2015) Journal of the Academy of Marketing Science	Attachment Theory Social Exchange Theory Theory of Uniqueness Optimal Distinctiveness Theory Self-Congruity Theory Relational Theory Facet Theory	Examines customers' nostalgia effect of place identity. Examines customers' nostalgia effect on social bonds with employees and other customers	Nostalgia creates both feelings of place identity and social bonds with employees and other customers.	Marketing: Place Identity Place Dependence Social Bonds Nostalgia Attachment	Quantitative: Structural Equation Modelling	907 respondents
Jain, Merchant, Roy, and Ford (2019) Journal of Business Research	Personal Nostalgia	Develop emic scale to measure ad-evoked personal nostalgia in emerging economy.	Five dimensions to scale: 1) Past Imagery, Physiological Reactions 3) Positive & Negative Emotions, Collective Nostalgia	Marketing: Nostalgia Emerging Markets	Quantitative: Structural Equation Modelling	1823 respondents

Merchant and Rose (2013) Journal of Business Research	Not Applicable	Examines ad-evoked vicarious/historical nostalgia and develops conceptual model.	Vicarious nostalgia affects brand heritage and in turn leads to strong brand attachment.	Marketing: Nostalgia Advertising Brand Heritage	Mixed Methods: Structural Equation Modelling	Study 1: Focus group Study 2: 102 university students Study 3: 265 respondents
Ford, Merchant, Bartier, and Friedman (2018) Journal of Business Research	Entity Theory Orientation Regulatory Focus Theory	Develop a scale to measure brand nostalgia.	Brand-evoked nostalgia scaled developed across two country samples.	Marketing: Nostalgia Branding	Mixed Methods: Structural Equation Modelling	Study 1: Focus group Study 2: 404 respondents from consumer panel (Belgium) Study 3: 245 respondents from consumer panel (Belgium) Study 1: Focus group Study 2: 188 respondents from consumer panel (U.S) Study 3: 415 respondents from consumer panel (U.S)
Leong, Yeh, Hsiao, and Huan (2015) Journal of Business Research	Push and pull typology	Examines pull motives.	Holistic examination of motives predicts future intentions to visit a place. Individual examination provides details that assist in the understanding of interaction between different push and pull motives.	Marketing: Nostalgia Tourism Push & Pull Motives	Quantitative: Structural Equation Modelling	576 respondents
Merchant, Ford, and Rose (2011) Journal of Business Research	Signalling Theory	Examines brand heritage and its cognitive effects on consumer outcomes.	Brand heritage influences perceived brand quality.	Marketing: Brand Heritage Nostalgia	Quantitative: PLS Structural Equation Modelling	Pilot: 305 respondents from French consumer panel Study1: 84 respondents Study 2: 142 respondents

H.-B. Chen, Yeh, and Huan (2014) Journal of Business Research	No Theory Discussed	Examines nostalgia on experiential values and consumption intentions.	Nostalgia have direct and indirect impacts on consumption intentions.	Marketing: Nostalgia Restaurant Consumption Intentions	Quantitative: Structural Equation Modelling	302 respondents
Merchant et al. (2011) Journal of Business Research	Emotional Utility	Examines the relationship of personal nostalgia and charitable giving.	Emotional and familiar utility mediates relationship between personal nostalgia and donor's commitment.	Marketing: Personal Nostalgia Charity Fundraising	Quantitative: Structural Equation Modelling	Study 2: 457 older donors Study 3: 502 donors from online consumer panel
Dion and Mazzalovo (2016) Journal of Business Research	Brand Heritage	Examines marketing strategies that are utilised to revive sleeping beauty brands.	Introduces the concept of sleeping beauties and examines applicable strategies for brand revitalisation	Marketing: Nostalgia Retro-branding Luxury Brand Heritage	Qualitative: Inductive Approach Unstructured Interviews	Interviews conducted with nine investors.
Dogerlioglu-Demir, Tansuhaj, Cote, and Akpınar (2017) Journal of Business Research	Not Applicable	Examines the concept of value integration on brand related outcomes i.e. brand choice and brand evaluations	Nostalgia proneness has a positive influence on classic brand evaluation.	Marketing: Nostalgia Value Integration Retro-branding	Quantitative: T-Test	Study 1: 197 Undergraduates Study 2: 44 Undergraduates Following up study: 112 respondents from Amazon Mechanical Turk Follow up study 2: 53 respondents from Amazon Mechanical Turk Follow up study 3: 29 respondents from Amazon Mechanical Turk Follow up study 4: 45 respondents from Amazon Mechanical Turk

L. Zhou et al. (2013) Journal of Business Research	Freud's Defence Theory	Examines consumers' insecurity and preference towards nostalgic products	Existential insecurity and social insecurity increases consumers' preference towards nostalgic products.	Marketing: Nostalgia Insecurity	Quantitative: Structural Equation Modelling	356 Chinese consumers
X. Wang, Keh, and Chao (2018) International Journal of Consumer Studies	Nostalgic Bonding	Examines nostalgic consumers and their preference for indulgent foods.	Nostalgia has an impact on behaviour towards indulgent foods.	Marketing: Nostalgia Social Connectedness Indulgent foods	Quantitative: Logistic Regression	Study 1a: 155 respondents from Amazon Mechanical Turk Study 1b: 101 respondents Study 2: 146 respondents from Amazon Mechanical Turk Study 3: 310 respondents from Amazon Mechanical Turk
Ryynänen and Heinonen (2018) International Journal of Consumer Studies	Temporal Frames	Examines differences of nostalgic and other recalled consumption experiences.	Consumers described their own memories in temporal structures.	Marketing: Nostalgia Temporal Frames Consumption Experiences	Qualitative: Face-to-face interviews Interpretive Approach	480 respondents
Autio et al. (2013) International Journal of Consumer Studies	Historical Nostalgia	Examines Finnish consumers' preference for locally produced food and produces.	Introduces the notion of agrarian nostalgia.	Marketing: Nostalgia Authenticity Local Food	Qualitative:	22 consumers

Kessous (2015) Journal of Marketing Management	Collective Memory	Examines the influence of culture on consumer relationships with nostalgic brands.	Nostalgic brands operationalise on two levels: 1) the celebratory occasions 2) belonging to country's history.	Marketing: Nostalgia Culture	Qualitative: Content Analysis	49 semi-directed interviews
Testa, Cova, and Cantone (2017) Journal of Marketing Management	Iconic Brand Theory	Examines brand iconisation through the Alfa Romeo brand.	Identifies five types of brand episode leading to de-iconisation.	Marketing: Nostalgia Brand Iconisation	Qualitative: In-depth phenomenological interviews	10 interviews with Alfa Romeo enthusiasts and non-enthusiasts.
S. Brown (2001) Journal of Marketing Management	Not Applicable	Examines nostalgia and retro-marketing through the lens of the Harry Potter phenomenon.	Argues that principles of marketing are in need of a retrofit operation.	Marketing: Nostalgia Retro	Opinion / Commentary Piece	Not applicable.
Hosany, Prayag, Martin, and Lee (2013) Journal of Marketing Management	Anthropomorphism	Examines how to build and sustain anthropomorphic brands through development of theory.	Identifies eight different tactics to sustain the Hell Kitty Brand.	Marketing: Nostalgia Brand Characters Anthropomorphic	Qualitative: Unstructured Interviews	Four interviewees
Shin and Parker (2017) Journal of Retailing and Consumer Services	Consumer Culture Theory Retail Memory	Examines retail consumers' nostalgic memory and other environmental elements that affects their nostalgic memory within the retail environment.	Identifies three types of retailer-related consumers' memories. 1) General Autobiographical Memory 2) Specific Autobiographical Memory 3) Retailer Feature-Based Memory	Marketing: Nostalgia Retail Experience Collages	Qualitative: Collage Technique	105 Undergraduates
Orth and Bourrain (2008) Journal of Retailing and Consumer Services	Affect-Laden Memories Autobiographical Memories	Examines scent-evoked nostalgic memories.	Ambient scents triggers nostalgic memories, in turn affecting consumers' sensation motivating a range of behavioural intentions.	Marketing: Nostalgia Scent Personality Atmospherics	Quantitative: Structural Equation Modelling	281 Respondents

C. Marchegiani and Phau (2011) Marketing & Intelligence & Planning	Theory of Elaboration	Examines three levels of historical nostalgia (low, moderate and high)	Improve in historical nostalgic thoughts when consumers experience either moderate or high levels of historical nostalgia.	Marketing: Historical Nostalgia Advertising Cognition	Quantitative: One-way ANOVA	292 respondents
Srivastava, Maheswarappa, and Sivakumaran (2019a) Marketing & Intelligence & Planning	Cognitive Processing	Examines affective outcomes of ambivalent nostalgia.	Past-present contrast reduces negative affect in nostalgia.	Marketing: Nostalgia Ambivalence Self-Brand Connection	Quantitative: MANOVA ANOVA	Study 1: 98 Post-Graduates Study 2: 57 Post-Graduates
S. Brown (2015) Marketing & Intelligence & Planning	Retailing Theory	To challenge innovation's rhetorical hegemony	Viewpoint	Marketing: Nostalgia Innovation Retro-Branding	Viewpoint	Not Applicable
S. Brown (1999) Marketing & Intelligence & Planning	Chaos Theory	Examines the retro-marketing phenomenon	Viewpoint	Marketing: Nostalgia Postmodernism	General Review	Not Applicable
S. Hudson (2010) Marketing & Intelligence & Planning	Not Applicable	Examines consumer trends that are related to baby-boomer generation in order to establish connection.	Six communication tactics identified to connect with baby-boomers. Nostalgia is one them.	Marketing: Nostalgia Tourism Baby Boomer Generation	General Review	Not Applicable
Cervellon and Brown (2018a) Marketing Theory	Pragmatic Grounded Theory Cultural Theory	Examines and reconsiders the re-consumption context.	Nostalgia is a driving force for re-consumption.	Marketing: Nostalgia Neo -Burlesque Re-consumption	Qualitative: Non-Participant Observation Semi- Structured Interview	17 Interviews

Henshaw, Medway, Warnaby, and Perkins (2016) Marketing Theory	Non - Representational Theory	Examines the olfactory system in the context of urban identity, limbic processing and emotion.	The sense of smell / olfactory system triggers nostalgia.	Marketing: Nostalgia Olfactory Smell	General Review	Not Applicable
S. Brown (2007) Marketing Theory	“Retro-Dominant Logic”		Viewpoint	Marketing: Nostalgia Retro	Commentary	Not Applicable
Phillips (2016) Marketing Theory	Autobiographical Memories	Examines consumers’ autobiographical memories though possession of scrapbooks.	Autobiographical memories can be preserved in material objects such as a scrapbook.	Marketing: Autobiographical Memory Memory Protection Memory Reconstruction	Qualitative: In-depth Interviews Ground Theory Method	20 Interviews
Shields and Johnson (2016b) Psychology and Marketing	Schema Congruity Assimilation / Contrast Theory	Examines the moderating effect of consumer brand nostalgia on changes to a brand.	Consumers who tend to be more nostalgic will be bias towards the original version of the brand	Marketing: Brand Nostalgia	Quantitative: One Way ANOVA	Study 1: 297 Undergraduates Study 2: 155 respondents from Amazon Mechanical Turk Study 3: 37 Undergraduates Study 4: 263 respondents from Amazon Mechanical Turk

(Kessous et al., 2015) Psychology and Marketing	Theories of Self	Examines changes of consumer-brand relationships. I.e. nostalgic brands vs non-nostalgic brands.	The nostalgic status of a brand has positive effects on attachment, self-brand connections and storytelling.	Marketing: Attachment, Story Telling, Gift-Giving, Collecting	Quantitative: ANOVA MANOVA	606 Respondents
Braun, Ellis, and Loftus (2002) Psychology and Marketing	Autobiographical Memory False Memories & Imagination Inflation Childhood Events / Memory Life Events Inventory	Examines the role of autobiographical memories advertising.	Autobiographical advertisements has an effect on consumers making them confident.	Marketing: Autobiographical Memories True & False Memories	Quantitative:	107 Undergraduates
D'Rozario (2016) Psychology and Marketing	Nostalgia Theory Celebrity Contagion Theory	Examines six different theory streams that explains the popularity of Delebs (Dead Celebrities)	Nostalgia is identified as one of the six streams of theory to explain the viability of Delebs (Dead Celebrities)	Marketing: Dead Celebrities	Review of Theories	Not Applicable
Schindler and Holbrook (2003) Psychology and Marketing	Not Applicable	Examines nostalgia effects on consumers' preference towards automobiles	Nostalgia effects are applicable towards durable and utilitarian products such as automobiles.	Marketing	Quantitative: Principal Components Analysis	225 Respondents
Goulding (2001) Psychology and Marketing	Grounded Theory	Examines nostalgic experiences of British "living" museum.	Identified two different types of nostalgic experiences. 1) Existential 2) Aesthetic	Marketing	Qualitative: In-Depth Interviews Focus Groups Observation of Behaviour	20 tape-recorded, semistructured in-depth interviews

Amatulli, Pino, De Angelis, and Cascio (2018) Psychology and Marketing	Vintage	Examines luxury vintage product consumption of Italian consumers.	Nostalgia is identified as a concept to explain the consumption of luxury vintage products.	Marketing: Luxury Vintage	Qualitative: In-Depth Interviews	Pilot: 100 Respondents Study: 42 Luxury Vintage Consumers
Amatulli et al. (2018) Asia Pacific Journal of Marketing and Logistics	Classical Conditioning Affective Response Cognitive Appraisal Theory	Examines the effects of song's release period and lyrics relevant to the product on consumers' responses to advertisements.	Previously heard old songs have positive ad effects due to evoking consumers' good moods or by generating more favourable nostalgia-related thoughts.	Marketing: Nostalgia Music Lyrics	Quantitative: Structural Equation Modelling	276 Undergraduates
Srivastava, Maheswarappa, and Sivakumaran (2017) Asia Pacific Journal of Marketing and Logistics	Elaboration Likelihood	Examines nostalgic advertising in Indian televisions.	References to past family experiences" was the most commonly used nostalgic element	Marketing: Nostalgic Advertising Music Lyrics	Ad Coding & Analysis Content Analysis	700 Ads
Zonneveld and Biggemann (2014) Australasian Marketing Journal	Consumer Culture Theory	Examines collecting behaviour.	Nostalgia is identified as one of the reasons for collecting motivations and behaviours.	Marketing: Collecting Motivations Collecting Behaviours	Qualitative: Semi-Structured Interviews	9 Interviews
B. T. Hudson and Balmer (2013) Corporate Communications: An International Journal	Mead's Theory of the Past	Examines the mechanisms of consumer behaviour relating to corporate heritage brands.	Framework of brand heritage developed.	Marketing: Nostalgia Heritage Brands	Conceptual Piece	Not Applicable

Burghausen and MT Balmer (2014) Corporate Communications: An International Journal	Corporate Communications	Examines both corporate marketing and its communication domains.	Framework of “repertoires of the corporate past” is developed.	Marketing: Corporate Nostalgia Corporate Marketing	Conceptual Piece	Not Applicable
Moliner-Tena, Fandos-Roig, Estrada-Guillén, and Monferrer-Tirado (2018) International Journal of Bank Marketing	Theory of Nostalgia Coping Theory Human Capital Theory	Examines consumers’ trust during a financial crisis.	Nostalgia is identified as a pillar of trust	Marketing: Crisis Satisfaction Trust Brand Image	Quantitative: Structural Equation Modelling	634 Respondents (262 in Barcelona, 277 in Madrid and 95 in Valencia)
Cervellon, Carey, and Harms (2012) International Journal of Retail & Distribution Management	Vintage	Examines factors that contribute to vintage consumption.	Nostalgia is one of the two main antecedents to vintage consumption.	Marketing: Nostalgia Vintage Fashion	Quantitative: Structural Equation Modelling	103 Respondents
Spielmann and Bernelin (2015) International Journal of Retail & Distribution Management	Theory of Reasoned Action	Examines consumers’ motivation to purchase in local retail channels vs traditional supermarkets.	Nostalgia is identified as a vector in motivating consumption of local products	Marketing: Motivation Local Food	Quantitative: Structural Equation Modelling	161 Respondents

Kao (2012) Advances in Consumer Research	Collective Nostalgia Collective Memory	Examine the construct of collective nostalgia.	Collective nostalgia is different from personal nostalgia and have different impact on consumers' culture consumption behaviour.	Marketing: Nostalgia Collective Memory	Quantitative: Factor Analysis ANOVA	73 Respondents
Zhao, Muehling, Singh, and Chai (2011) Advances in Consumer Research	Not Applicable	Working Paper: Examines viewers' characteristics on nostalgia advertising.	Nostalgia advertising is moderated by viewer's affective state	Marketing: Nostalgia Advertising Sensitivity	Quantitative: Two Way ANOVA	Preliminary Research: 137 Undergraduates
Parsons and Cappellini (2011) Advances in Consumer Research	Culture and Identity Culinary Representations	Examines nostalgia in production and consumption of British Italian cookbooks.	Identified three distinct periods wherein discourses around nostalgia have been reconstructed.	Marketing: Nostalgia Food	Interpretive Reading	Not Applicable
Godbole, Shehryar, and Hunt (2006) Advances in Consumer Research	Social Identity Theory	Examines consumers' animosity and nostalgia as countervailing forces.	Nostalgia may manifest as a countervailing force to consumer animosity under a given setting.	Marketing: Nostalgia Animosity Ethnocentrism Product Judgement	Quantitative: Structural Equation Modelling	Mall Intercept: 419 Respondents
Godbole et al. (2006) Advances in Consumer Research	Discontinuity	Examines the discontinuity hypothesis.	Individuals who possess a predominantly positive past exhibits more nostalgia when the outlook of the future is bleak.	Marketing: Nostalgia Discontinuity	Extended Abstract	Not Provided
Rindfleisch and Sprott (2000) Advances in Consumer Research	Not Applicable	Examines the relationship between nostalgia and consumption.	Not Applicable	Marketing: Nostalgia	Special Session Summary	Not Applicable

Hemetsberger et al. (2011) Advances in Consumer Research	Social Identity	Examines young consumers' preference for retro brands even when they do not have prior consumption experience with the brand.	Retro brands assisted in overcoming tensions between inner self and social roles.	Marketing: Nostalgia Retro Brands Young Consumers	Qualitative: Narrative Interviews	Not Reported
Cruz and Buchanan-Oliver (2014) Advances in Consumer Research	Acculturation Theory Theory of Simulacrum	Extended Abstract: Examines negative experiences of nostalgic food consumption.	Nostalgic food consumption assisted individuals to cope with emotional difficulties when away from home.	Marketing: Nostalgia Food Acculturation	Qualitative: Interviews	26 Respondents
Baker and Kennedy (1994) Advances in Consumer Research ***	Not Applicable	Explores three different types of nostalgia.	There are three types of nostalgia. 1) Real Nostalgia 2) Simulated Nostalgia 3) Collective Nostalgia	Marketing Attitudes	Quantitative: Factor Analysis	86 Respondents
Goulding (2002) Advances in Consumer Research ***	Grounded Theory	Explores vicarious nostalgia in consumption experiences and looks at other underlying factors.	Nostalgia consist of a shared experience that can be used for group solidarity and membership.	Marketing: Nostalgia	Qualitative: In-Depth Interviews	
Havlena and Holak (1996) Advances in Consumer Research ***	Not Applicable	Explores the nostalgia imagery through consumer collages	Consumption associations prevalent in collages.	Marketing: Nostalgia	Qualitative:	Conducted in groups to create collages
Holbrook and Schindler (1991) Advances in Consumer Research ***	Not Applicable	Examines the definition of nostalgia	Defines nostalgia as a preference toward objects that were more common when one was younger.	Marketing: Nostalgia	Literature Review	Not Applicable

Havlena and Holak (1991) Advances in Consumer Research ***	Not Applicable	Examines the concept of nostalgia from its historical roots.	Distinction drawn between nostalgia-based marketing messages for new brands and products	Marketing: Nostalgia	Review	Not Applicable
Bambauer-Sachse and Gierl (2009) Advances in Consumer Research	Imagery Theory	Examines effects of nostalgic and non-nostalgic advertising through emotions and evoked mental images.	Nostalgic advertising evokes more positive emotions and more intensive mental images as compared to non-nostalgic advertising.	Marketing: Nostalgia Emotions Mental Images Imagery	Quantitative: Structural Equation Modelling ANOVA	Not Reported
Rindfleisch, Freeman, and Burroughs (2000) Advances in Consumer Research	Temporal Connection	Examines nostalgia and materialism as both concepts share a temporal connection.	Nostalgia is negatively related to materialism	Marketing: Nostalgia Materialism Consumer Preference	Quantitative: Linear Regression	Study 1: 141 Undergraduates Study 2: 47 Undergraduates
Cervellon and Brown (2014) Advances in Consumer Research	No Theory Discussed	Examines Burlesque dancers' retrospective lifestyles and resistant pursuits.	Not Applicable	Marketing: Retro Nostalgia Burlesque	Quantitative: Ethnography	Not Reported
Higson (2014) Consumption Markets & Culture	No Theory Discussed	Examines nostalgia and history of films.	Nostalgia is multi-layered, diversely experienced phenomenon.	Marketing: Nostalgia Film	Case Studies	3 Case Studies Analysed

Holak (2014) Consumption Markets & Culture	Diaspora	Examines nostalgia's time and space dimensions as they relate to an expanded view of diaspora.	Personal, interpersonal and cultural nostalgia were apparent in food-related blog posts.	Marketing: Nostalgia Food Diaspora	Qualitative: Narrative Interviews	150 Russian Blogs Analysed
Hamilton, Edwards, Hammill, Wagner, and Wilson (2014) Consumption Markets & Culture	No Theory Discussed	Examines nostalgia as a shaping cultural force in contemporary world.	Not Applicable	Marketing: Nostalgia	Seminar	Six Seminars
Cross (2017) Consumption Markets & Culture	History	Examines the phenomenon of nostalgia through history of toys collection, dolls and Disney collectibles in the USA.	Not Applicable	Marketing: Nostalgia Childhood Toys Collectables	Commentary	Not Applicable
Drewett (2008) Consumption Markets & Culture	No Theory Discussed	Examines marketing strategies that are used to promote re-releases of anti-apartheid protest songs.	Not Applicable	Marketing: Music Nostalgia Brand Community	Commentary	Not Applicable
Edwards and Wilson (2014) Consumption Markets & Culture	Not Provided	Examines David Lowenthal's views on history, memory and nostalgia.	Not Applicable	Marketing: Nostalgia	Qualitative: Interview	Not Applicable

Merchant, Ford, Dianoux, and Herrmann (2016)	Not Applicable	Scale development of ad-evoked nostalgia.	Differential effects	Marketing: Nostalgia Advertising Emic Memories Heritage	Quantitative: Structural Equation Modelling	Study 1: Eight focus groups – 36 Respondents Study 2: 210 Undergraduates Study 3: 135 Respondents Study 4:
International Journal of Advertising						
Chang and Feng (2016)	Impression Management Theory	Examines personal and historical nostalgia on consumers' consumption and self-construal.	Personal nostalgia is more effective as compared to historical nostalgia in private consumption context.	Marketing: Personal Nostalgia Historical Nostalgia Self-Construal Public Consumption	Quantitative: MANOVA	Study 1: 300 Respondents Study 2: Microsoft Network Membership Directory – 262 Respondents
International Journal of Advertising	Self-Construal Theory		Historical nostalgia is more effective as compared to personal nostalgia in a public consumption context.			
Chang and Tung (2016)	Associative Network Theory	Examines gender differences, congruent- brand extension and brand history in intergenerational advertising.	Well-established brand history enhance the effects of intergenerational appeal. Congruent brand-gender extension enhances the effects of intergenerational appeal.	Marketing : Advertising Intergenerational Appeal Brand-Gender Extension Brand History	Quantitative: t-Tests MANOVA	471 Respondents
International Journal of Advertising						
Spaid (2013)	Inherent Authenticity	Presents a conceptual typology of nostalgic triggers in a retail environment.	Variables such as place, promotion, price, product triggers, indexical and iconic authenticity were identified as potential triggers of nostalgia.	Marketing: Nostalgia Retail Environment	N.A	N.A
The International Review of Retail, Distribution and Consumer Research						
C. Marchegiani and Phau (2012)	Memory Systems Episodic Memory	Examines nostalgic-themed music and attitudinal responses towards nostalgic advertisements.	Nostalgic themed music does not affect nostalgic type under nostalgic conditions.	Marketing: Personal Nostalgia Historical Nostalgia	Quantitative: ANOVA	244 Undergraduates
The International Review of Retail,						

Distribution and Consumer Research	Theory of Autobiographical Memory			Advertising Music		
Nam et al. (2016) Journal of Consumer Behaviour	Self-Concepts Agentic and Communal	Examines consumers' agentic and communal self-concepts towards nostalgia.	Agentic consumers are more likely to purchase a nostalgic product through increased enhanced self-positivity. Communal consumers are likely to purchase a nostalgic product through increased enhanced social connectedness.	Marketing: Self-Concepts Agentic Communal	Quantitative: ANOVA	157 Undergraduates
Youn and Jin (2017) Journal of Consumer Behaviour	Theory of Nostalgia Theory of Social Influence Affect Transfer Theory Self – Referencing Theory	Examines the moderating role of social influence in nostalgia marketing via Pinterest.	A positive effect on consumers' attitudes towards Pinterest board and the brand, purchase intention, willingness to pass branded pins and brand consumer relationship quality.	Marketing: Nostalgia Social Media Social Influence Pinterest	Quantitative: t-Tests	160 College Students
Shields and Johnson (2016a) Journal of Consumer Behaviour	Childhood	Examines childhood brand nostalgia and scale development.	Scale developed for Childhood Brand Nostalgia	Marketing: Brand Nostalgia Childhood	Quantitative: Confirmatory Factor Analysis	Study 1: 124 Undergraduates Study 2: 309 Respondents Study 3: 169 Undergraduates Study 4: 256 Consumers Study 5: 95 Undergraduates Study 6: 56 Undergraduates Study 7: 200 Consumers – M-Turk
Holbrook and Schindler (2003) Journal of Consumer Behaviour	Not Applicable	Explore the different types of nostalgic bonding	Nostalgic bonding occurs ubiquitously and takes on a variety of forms.	Marketing Experience Introspection	Qualitative: Subjective Personal Introspection	Respondents: 51

C. Marchegiani and Phau (2013) Journal of Marketing Communications	Autobiographical Memory	Develop personal nostalgia scale.	Personal nostalgia scale was developed.	Marketing: Personal Nostalgia Childhood	Quantitative: Confirmatory Factor Analysis	1185 Respondents
Muehling (2013) Journal of Marketing Communications	Network Theory Cognitive Response Theory	Examines two types of nostalgia on the formation of consumer brand attitudes.	Personal nostalgia is more effective in shaping brand attitudes as compared to historical nostalgia.	Marketing: Personal Nostalgia Historical Nostalgia Advertising	Quantitative: Regression	178 Respondents
Ju, Jun, Dodoo, and Morris (2017) Journal of Marketing Communications	Self-Continuity	Conceptualises a model framework to examine relationships amongst life satisfaction, nostalgic advertising, emotional response toward a brand, ad attitude and purchase intention.	Life satisfaction and ad-evoked nostalgia are positively related.	Marketing: Nostalgia Advertising Life Satisfaction	Quantitative: Structural Equation Modelling	Online Panel Provider – Amazon Mechanical Turk 313 individuals
Sierra and McQuitty (2007) Journal of Marketing Theory and Practice	Social Identity Theory	Examines nostalgia through a dual process model of social identity theory.	Favourable attitude about the past and yearning to be part of a past time period affects purchase intentions.	Marketing: Nostalgia Advertising Yearning for the Past Attitude	Quantitative: Structural Equation Modelling	198 Undergraduates
Cho (2019) The Services Industries Journal	Model of Goal – Directed Behaviour	Examines how individuals' leisure nostalgia influence their life satisfaction.	Leisure nostalgia has a positive effect on life satisfaction and leisure participation intention.	Marketing: Leisure Nostalgia Life Satisfaction Group Identity Personal Identity	Quantitative: Structural Equation Modelling	417 Respondents

Scola and Gordon (2018)	Stimulus – Organism – Response Framework	Examines various usages of retro marketing in sport.	Developed a framework of practical areas of retro marketing in sport.	Marketing: Nostalgia Retro Marketing	Inductive Approach	N.A
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CHAPTER 6

STUDY 2:

The Role of Multiple Dispositions in Nostalgia Marketing: A Conceptual Framework Development

Chapters	Type	Objectives
Chapter 5 Study 1:	Systematic Literature Review	<ul style="list-style-type: none">• Conceptualise current paradigmatic views on nostalgia• Provide a synthesised, integrated overview of the current state of knowledge• Evaluate existing methodological approaches and insights
Chapter 6 Study 2:	Conceptual Framework Development	<ul style="list-style-type: none">• Validate conceptual framework• Validate conceptual framework across two country samples
Chapter 7 Study 3:	Exploring Moderating Variables	<ul style="list-style-type: none">• Moderation test of brand heritage construct• Moderation test of brand attachment construct• Generalisation of a different product category

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6.0. OPENING REMARKS

Chapter 6 presents the second of three studies written in the format of a stand-alone journal article. This study attempts to present a detailed record of the analyses conducted in this study. Hence, the overall layout will differ slightly from the traditional journal structure/look as most often seen in subscription-based academic sites as there are inputs of additional documentation such as figures and charts. A “trimmed-down” version of this study will be submitted to the Journal of Advertising, adhering to the required journal specifications. Study 2, titled, “The Role of Multiple Dispositions in Nostalgia Marketing: A Conceptual Framework Development”, attempts to conceptualise and operationalise a model framework for advertising practitioners. The framework proposes that nostalgia can be facilitated through relevant dispositions, in turn, influencing consumers’ purchase decisions. This process was accomplished by defining three unique yet pertinent dispositional components that when coupled with nostalgia, it creates positive implications.

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6.1. ABSTRACT

Purpose – This paper aims to conceptualise and operationalise a conceptual framework for advertising practitioners through understanding three different types of consumer dispositions. Furthermore, the conceptual framework is tested for its cross-cultural generalisability across Australian and Singapore sample.

Design / Methodology / Approach – (1) A quantitative study using a self-administered questionnaire (n=890) was conducted. (2) A free-recall test was administered to examine respondents' personal and historical nostalgia memory. (3) This study employed structural equation modelling techniques to investigate the hypothesised relationships. (4) A chi-square difference test was administered to ascertain cross-cultural generalisability of the conceptual framework.

Findings – (1) Findings indicate that consumers' dispositions have a positive impact on nostalgic advertising evaluations and behavioural intentions. (2) The chi-square difference test between two nested models indicates that nostalgia can be treated as a common emotion.

Practical Implications – Marketing and advertising practitioners need to consider activating consumers' dispositions in order to enhance consumers' attitudes towards nostalgic advertisements and likelihood of purchase intentions.

Originality – (1) A conceptual model on the influence of the different consumer dispositions was tested. This study contributes to research through identification of the most relevant and pertinent consumer dispositions on nostalgic advertising evaluations and behavioural intentions of consumers. (2) Multiple paths of dispositions towards nostalgic consumption were observed. (3) In particular, this is the first study to assess grateful disposition as an antecedent to nostalgia advertising evaluations.

Keywords – Nostalgia, Dispositions, Grateful, Authentic, Need to Belong, Advertising, Fantasy towards the Past, Nostalgic Intensity

6.2. INTRODUCTION

MADMEN'S KODAK SCENE

“It’s not called the Wheel, it’s called the Carousel”

Don Draper



Figure 6.1: Scene from Madmen – The Carousel

The “Carousel” scene from TV’s *Mad Men* fictional series provides a clear depiction of how marketing executives harness the power of nostalgia to their advantage. This particular scene appeared in the last episode of Season One of the highly acclaimed awarded television series. In this scene, Donald Francis Draper or also known as *Don Draper*, who holds the position of creative director of an advertising firm (*Sterling Cooper*) was defending a product named “Carousel” during a campaign presentation for Kodak. Instead of focusing on the technological newness of the Kodak’s slide projector, as the client had previously instructed, Don Draper accentuated the possibility of a “sentimental bond with the product” and recommended that nostalgia is a powerful technique to create a bond with consumers. He went on to narrate photographic slides of his own family, showing the client a glimpse of his family life and thereafter naming the projector “The Carousel”.

This particular scene epitomises heavily on what nostalgia is all about. Nostalgia can “reconstruct and reimagine the past visually, discursively and historically by portraying and referring to the key political, economic and aesthetic elements of former times” (Niemeyer & Wentz, 2014). The “Carousel / Wheel” scene exemplifies the very essence of retro branding, where new-to-the-world, state-of-the-art products and goods are marketed with the assistance of olde-tyme messages, styling, packaging, narrative, logotype, slogan, or mascot (S. Brown, 2018; S. Brown, Kozinets, & Sherry Jr, 2003). On the other hand, the carousel scene does not only portray nostalgia merely as a useful mechanism for emotional advertising campaigns. It also discloses the historical and psychological complexities of the concept.

“Pain from an Old Wound”

Nostalgia is a bittersweet emotion and signals yearning for the past. According to Batcho (2013), the bitter side of nostalgia dominated the first phase of the evolution of the term. Early representations of nostalgia were often attributed to a form of a pathological condition such as homesickness. Fundamentally, the term nostalgia was first conceived from a composition of two Greek words, *Nostos* which represents homecoming or return to the native land, and *Algos*, referring to pain, suffering or grief. The expression of nostalgia conveys a whole wealth of meaning such that the concept has taken on a transformative revision of its definition throughout the centuries. According to Hepper et al. (2012), the poetic origins of nostalgia have been warped significantly over time resulting in multiple interpretations. The concept of nostalgia took on a significant transformation from a much-derided mode of “useless yearning” (Starobinski & Kemp, 1966) to a highly sought after commoditised strategy for brands and marketing practitioners.

“It’s a twinge in your heart, far more powerful than memory alone”

The “twinge” in your heart may seemingly allude to the many different emotions that one experience when nostalgia is in play. In one broad brushstroke, nostalgia is generally accepted as a form of emotion (Cheung et al., 2017; Cheung et al., 2013; Dimitriadou et al., 2019; Sedikides et al., 2016; Wildschut et al., 2006). More specifically, nostalgia is a concept that dawn on multiple hats of being a positive, negative and bittersweet emotion.

A recent study conducted by Cowen and Keltner (2017) revealed that a total of 27 distinct categories of emotion and nostalgia is amongst that list. Fundamentally, nostalgia is a persuasive emotion that drives reactions from individuals that are emotionally attached to a past. Although many would consider nostalgia to be past-orientated emotion that usually transports an individual back in time to reminisce past events that occurred, it also contains a mental make-up of the present and future. Also, it is an emotion that can be complex in nature, considering that it serves multiple functions. For instance, nostalgia is used as a coping mechanism to counteract loneliness (X. Zhou et al., 2008). Wildschut et al. (2006) propagate nostalgia as a prima-facie self-relevant emotion that the self is the central, primary figure and defining character of the nostalgic experience.

“This device isn’t a space ship. It’s a time machine. It goes backwards, forwards”

The invention of the time machine would undoubtedly appeal to the masses and deemed a technological breakthrough of our lifetime. This contraption would enable us to travel back and forth through time; to visit loved one that we have lost along the way or perhaps to relive one’s youthful days. However, while that visionary device is still in the making, the other viable option is to indulge in a nostalgic reverie. The only flaw is that physical transportation back into the past is not possible. Nostalgia reverie functions like a mental time machine (Sedikides & Skowronski, 1997; Suddendorf & Corballis, 2007). On one end, it allows the individual to immerse in a state of reflection recalling fond personal memories that he or she may have experienced in the past. On the other end of the spectrum, it facilitates a type of escapist fantasy that one can immerse in and lead to an imagined utopian future; research has coined it as a form of historical or vicarious nostalgia. Nostalgia is not only considered a past-orientated representation; it is also a future-orientated construct. Boym (2008) points out that nostalgia can be prospective as well as retrospective. Nostalgic tales inspire individuals to envision a future utopia (J. L. Wilson, 2015). Cheung et al. (2013) examined the future orientation component of nostalgia and hinted at the possibility that nostalgia serves as a resource for individuals to generate optimism.

6.3. RELEVANT LITERATURE

Nostalgia is a powerful emotion, and it never does seem to go away. Furthermore, nostalgia can be considered a universal emotion that is experienced across one's lifespan (Hepper et al., 2014). More recently, nostalgia-centric campaigns have grown increasingly popular, and there is a growing trend with companies leveraging the emotional pull of the past to create a tug at consumers' heartstrings. In truth, the current predicament that brands are facing in the oversaturated digital space has made it more complex to reach out to consumers. As a result, brands have started turning to nostalgia as a form of intervention and in most cases, a solution. Hence, it is not mere coincidence that we are currently in a state of getting everything rebooted. The Disney franchise is a prime example that capitalised on nostalgia. The American multinational mass media and entertainment conglomerate brought back classic movies enjoyed years ago by many and modernising it to tailor to consumers of the old and new. Movies such as Toy Story, Lion King, Aladdin, Mulan, Dumbo, and many others enjoyed substantial box office earnings. For instance, the Lion King animated film first released in 1994 went through computer-generated imagery (CGI) redux and is touted to be packed with nostalgia as the story is reimagined in a digital age. According to S. Kim and Kim (2018), films can stimulate nostalgia telling stories of the "good old days" and have underlying functions that are relevant to nostalgia. This trend has extended to the remaking of old gadgets such as vinyl records, Nokia 3310 and Polaroid with the latter enjoying sales increment on eBay of 74% from August to October 2017 (WARC, 2018). Primarily, nostalgia is treated as a tool of engagement for technological platforms, brands and entertainment companies (WARC, 2018).

6.3.1. Operationalising Nostalgia

The expression of nostalgia conveys a whole wealth of meaning such that the concept has taken on a transformative revision of its definition throughout the centuries. According to Hepper et al. (2012), the poetic origins of nostalgia have been warped significantly over time, resulting in multiple interpretations. Fundamentally, the term nostalgia was first conceived from a composition of two Greek words, *Nostos* which represents homecoming or return to the native land, and *Algos*, referring to pain, suffering or grief. Early representations of nostalgia were often attributed to a form of a pathological condition.

Tracing back, Johannes Hofer (1688/1934) first coined it as a medical disease that Swiss mercenaries would experience when plying their trade on foreign shores (Wildschut et al., 2006). Several symptoms such as weeping, irregularity heartbeat and anorexia were associated with it (Sedikides et al., 2008). This negative connotation of nostalgia persisted throughout the bouts of the 17th, 18th and 19th centuries. Through till the 20th century, nostalgia is still laden with negative connotations. It was then regarded as a variant of mourning, depression and psychosis (Hepper et al., 2012; Sedikides & Wildschut, 2016).

The late 20th century presented a welcoming change for the negatively bounded term, its meaning and usage had deviated since and no longer recognised as an illness that needed diagnosis and treatment (Malpas, 2011; Wildschut et al., 2006). As things stand at present, the role that nostalgia function at the moment is of one that alleviates the apprehension of people towards rapid technological innovation and advancement. One may often relate it to the collective progress of society that has created an outlet for nostalgia to weave and manifest in the minds of people.

6.3.2. Personal Nostalgia and Historical Nostalgia

Different types of nostalgia exist. It is most commonly referred to as “Personal” and “Historical” nostalgia. Personal nostalgia is commonly known as a personally remembered past. On the other hand, historical nostalgia is also known as “a time in history that the individual did not get to live through but wishes to experience this lost past”. Recent marketing trends indicate that younger consumers have taken a liking towards brands, objects and products of the past (Jakob, 2019). Landmark studies that established these two types of nostalgia and its definitions are listed below. Nevertheless, despite the acknowledgement of these two types of nostalgia, there remains a dearth of empirical research around these two types of nostalgia. More so, empirical research on the role of historical nostalgia in advertising has long been lacking and neglected (C. Marchegiani & Phau, 2011). This gap in knowledge opens up potential new research contributions. On a similar note, new insights will be required for marketing practitioners to make informed decisions. This study focuses on the latter.

Both personal and historical nostalgia have differential effects on consumer behaviour that are subjected to numerous determinants. On one hand, demographic factors such as age, gender and ethnic group will toggle consumers’ inclination towards the adoption of nostalgic related content (Reisenwitz et al., 2004; Sierra & McQuitty, 2007). On the other, psychographic factors such as values and attitudes affects how nostalgia is experienced (Smeekes, 2015). Other determinants such as product type and temporal orientation would create comparable effects between these two nostalgia types (C. Marchegiani & Phau, 2010).

Leading on from the above discussion, should the two types of nostalgia constructs found to be significantly different, there is a need to develop models that explain the effects and connections that could be elaborated across a variety of situations. Hence, this current gap in knowledge is an important area that needs to be addressed.

6.3.3. Nostalgia Marketing

Uncertainty and Insecurity

One reason nostalgia marketing is effective can be attributed to the fact that the current political landscape coupled with the unpredictability of the economy creates an ideal environment for nostalgia to manifest. Therefore, the uncertainty and insecurity surrounding present circumstances breeds' sentimental longing towards the past (Pickering & Keightley, 2006). Given this instability, consumers are often lead to assume that the past is always better as the past provides an insulated environment that people recede into in times of uncertainty. For instance, Davis (1979) posited that nostalgia usually transpires when there is a context of fear, discontent, anxiety and uncertainty. In the event of a crisis and dramatic social change, nostalgia provides a portal to a temporal sanctuary which supplies people with comfort, warmth and pleasure (S. Brown, Kozinets, & Sherry Jr, 2003; L. Zhou et al., 2013). Furthermore, most research has endorsed the fact that when uncertainty is in play, the tendency for consumers' to experience nostalgic feelings are greater (Bialobrzeska, Elliot, Wildschut, & Sedikides, 2019; Christou, Farmaki, & Evangelou, 2018; Orth & Gal, 2012; Synnes, 2015; Testa et al., 2017; van Tilburg, Sedikides, Wildschut, & Vingerhoets, 2019).

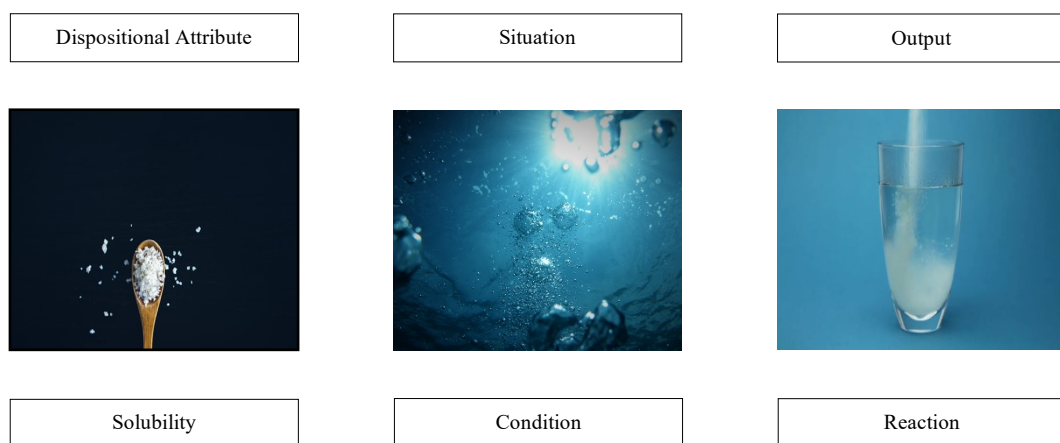
Comparison with the Past

Hindered by uncertainty and insecurity towards the future, there is a tendency for individuals to draw comparisons with the past. The good old days as it is often referred to provide a gateway to a depository of positive memories and life was generally considered much "better" then. As it stands, research has documented that life is much better now as compared to 50 years ago but it is subjected to positive economic conditions (Poushter, 2017). However, some individuals are stuck in a state of nostalgic rumination (Iyer & Jetten, 2011) due to rapid societal advancement which ultimately causes a difficult life transition.

6.3.4. Operationalising Dispositions

Consumer behaviour is primarily divided into three main fractions: acquisition, consumption and disposition (Jacoby et al., 1977; Raghavan, 2010). On the flip side, researchers usually treat acquisition and consumption as the two most important aspects of consumer behaviour (Ting et al., 2019). Thus, for the most part, studies on dispositions have been ignored. Merriam-Webster defines disposition as a prevailing tendency, mood or inclination, and the tendency of something to act in a particular manner under given circumstances. Cambridge dictionary depicts it as an individual's usual way of feeling or behaving; the tendency of a person to be happy, friendly, anxious etc. From a philosophical outlook, a disposition is treated as a property that is characterised in terms of its difference and its instantiation makes (Orilia & Swoyer, 1999). Ellis and Lierse (1994) claimed that most fundamental properties in science are dispositional. For instance, salt as a mineral compound has the dispositional property of "solubility," when liquid (input) is added, the property is instantiated or activated. The output is when the salt dissolves in the liquid. Similarly, to establish if a particle is an electron, it can only be determined by how it is being disposed to interact with fields and other particles (van Rooij & Schulz, 2019). In addition, dispositions are considered summaries of act frequencies and they have profound and pervasive effects on both cognition and behaviour. These effects and reactions would be stimulated when exposed to different forms of stimuli (Hayek, 2012). Take the equation for instance as depicted below:

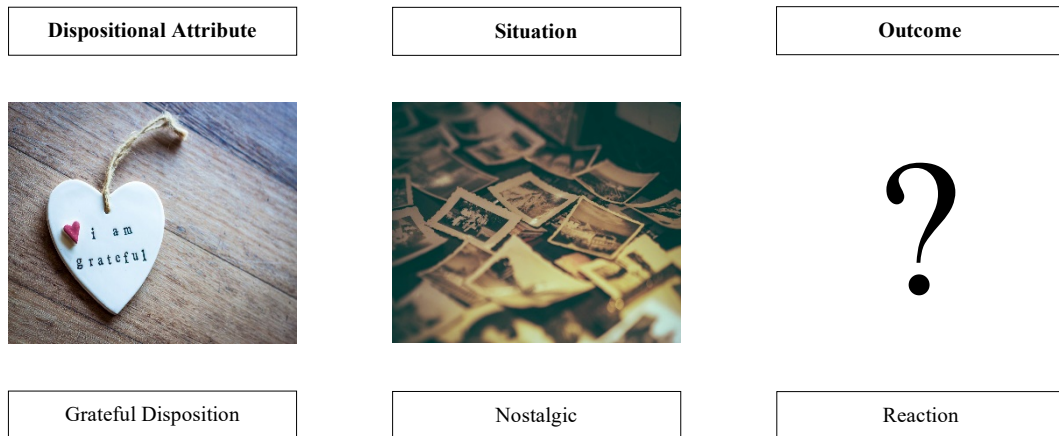
Equation: **R**. For each object *x*, if *x* is put into water, it is soluble if it dissolves.



Another fundamental conception of dispositions should be analysed from the lens of personality psychology. According to Mischel and Shoda (1995), it is conceptualised as forms of behavioural dispositions or traits that predispose individuals to engage in relevant behaviours. Furthermore, it is also widely acknowledged that the activation of a behavioural disposition is situational dependent and it varies from situation to situation. Further building on this discussion of behavioural dispositions and situational factors, Funder (2008) underlined an opposing interest between the philosophical systems and sometimes treated as two different entities. Both systems are conceptualised as “forces” that induces behaviour from different perceptions. The “dispositions” school of thought suggest that it is the inherent personality dispositions that would be more important in driving behaviour. On the other hand, the latter will beg to differ if it is playing second fiddle when it comes to its own importance too. Fundamentally, staying within the interest of this research, one will not be pursuing competitive views regarding the two competing forces of dispositions and situations. This research accepts the objective view that both constructs can be contextualised accordingly with room to incorporate motivational and processing-dynamic concepts into our proposed research model. Hence, a trait-state distinction is adopted by placing an emphasis that the state is evoked under certain conditions as influencing behaviours within that situation (Mischel & Shoda, 1998).

6.3.5. Disposition and Nostalgia

The construct of nostalgia is introduced into this research’s on-going conversation of dispositions and situations. This will require a conceptualisation of how nostalgia can be treated as a form of situation or a situational variable. Robertson (1990) indicated that the meaning of nostalgia is homesickness in which it refers to a situation a person does not feel at home. In the very same token, if an individual experiences moments of sentimental longing (Sedikides et al., 2008; X. Zhou et al., 2012), it can be expressed as a nostalgic situation. Overall, in a broader sense, a nostalgic situation would encompass or be represented by a myriad of emotions and share characteristics with other emotions (Bruder et al., 2019).



In the nostalgia literature, there is the categorisation of nostalgia antecedents that have sought to explain a possible relationship with nostalgia. For instance, demographic antecedents, such as age and gender, had been widely studied. Also, other antecedents that were analysed included language, income, and education. However, there is limited research when it comes to understanding consumers' dispositions and its motivation towards nostalgic consumption in an advertising context. Notably, this research into consumers' dispositions comes at a time where consumer behaviours and habits are changing (Deloitte, 2019), and marketing practitioners may find it useful to understand the strategic potential of understanding new behaviours and dispositions that may impact campaign effectiveness.

6.3.6. Grateful Disposition

The concept of gratitude is considered a fundamental social component of human interactions (Palmatier et al., 2009). As determined by McCullough et al. (2002), gratitude is prosocial in nature and a possibility that dispositional gratitude is ingrained in basic traits that orientate individuals toward sensitivity and concern for others. Elfers and Hlava (2016) distinguished gratitude as both a state and trait. On one end, the feeling of gratitude or the temporary state of awareness would only happen on an infrequent basis or on certain occasion. On the other, it occurs as an inherent trait or disposition to experience feelings of gratitude on a frequent basis. Gratitude is considered a relational experience where it involves both a benefactor, beneficiary and the exchange of some benefit.

Feelings of gratitude may be prompted under a range of circumstances and most definitions of gratitude angled it from an individual receiving something positive from a thought benefactor with positive emotions (Gordon et al., 2011). Typically, individuals who are rated high on this affective disposition will generally experience feelings of gratitude more frequently and intensely. Furthermore, feelings of gratitude may be elicited through various stimuli (Allemand & Hill, 2016; McCullough et al., 2002).

Primarily, gratitude as an emotional expression has been studied through the field of social sciences, positive psychology and clinical psychology. However, it is still an often neglected and undervalued concept with an absence of research, notably in the marketing and advertising literature. More specifically, research on the concept of gratitude had been generally kept confined to relationship marketing (RM) studies (D. Raggio et al., 2014; Huang, 2015; Palmatier et al., 2009). It is understood that expressions of gratitude signals a positive effect on relationships. But according to Raggio and Folse (2009), it is still unclear how the positive effects of expressions of gratitude will be propagated through mass marketing and commercial messages. This research suggest one possible outlet is through nostalgia. It was briefly addressed by Van Tilburg, Wildschut, et al. (2018) that nostalgia may elicit other emotions such as gratitude and pondering on past occasions that feature nostalgia may elicit some form of nostalgia.

By extension, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies. First, both concepts share similar tendencies for a mental time travel back to reminiscence a past event. For instance, experiencing nostalgia is affected by reminiscence about the past and without mental time travel, an individual will not be able to experience emotions such as regret, hope or nostalgia (Epstude & Peetz, 2012). Whereas on the other hand, through the lens of a grateful individual, it grants accessibility to the past through recalling of a particular beneficial event. Second, the theory of appreciation, concept of gratitude, and the concept of nostalgia potentially share a common denominator – that is having an appreciation and fondness of people, objects and events. Finally, till date and to the best of the researcher's knowledge, there are no traces or literature footprint that synthesised the role of

gratitude and nostalgia apart from Van Tilburg, Wildschut, et al. (2018) study of nostalgia amongst a host of self-relevant emotions where the concept of gratitude is not the primary focus of the investigation. In light of this, this research will provide an initial probe into the plausibility that a relationship exist between these two distinct constructs. To further elaborate, this research propose that the gratitude trait is inherent in individuals and does not only function as an independent emotion, rather, it behaves in tandem with the nostalgic trait.

6.3.7. Authentic Disposition

The concept of authenticity is considered a hallmark of intrinsic self-concept (Baldwin et al., 2015). Very much identical to the grateful disposition, there are different operationalising definitions of authenticity. For one, authenticity is treated as a trait. Wood et al. (2008) establishes trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek et al., 2017). For one, authenticity is treated as a trait. Wood et al. (2008) establishes trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek et al., 2017).

On the other hand, authenticity is treated as a state. Sedikides et al. (2017) defines state authenticity as a sense of feeling that one is aligned with its true or genuine self. Furthermore, state authenticity is experienced during positive and engaging situations where the individual feels competent. The state of authenticity is also conceptualised as the congruence between behaviour, internal processes and representations of the self. According to Lenton et al. (2013), authenticity is particularly sensitive to the context. Moreover, dispositional authenticity manifests across a variety of situations (Lenton et al., 2016). It is also interesting to note that concept of authenticity is linked to a historic and connected past (Waite, 2000). The relationship of nostalgia and the role of authenticity has been previously explored by researchers but its sole focus was on object-based authenticity. The only known research that had conducted an initial inquiry into the nature of trait authenticity and nostalgia traces back to the empirical works of (Baldwin et al., 2015). The authors explored effects of nostalgia on trait authenticity and it was suggested individuals who were rated high on dispositional nostalgia tend to be more authentic in their daily lives. Translating the current evidence

provided by authors, how then does it apply in a nostalgic advertising context? This research posits that when an authentic trait is triggered through nostalgic cues, the intensity and attitude towards the advertisement will be enhanced.

Furthering the discussion from a marketing and advertising perspective, authenticity can be manifested through object-based authenticity (N. Wang, 1999). The term object-based authenticity implies a genuineness towards artefacts, events, food, practices and culture (Reisinger & Steiner, 2006). From a brand standpoint, consumers are actively seeking out authentic brands and experiences (Beverland, 2005). Furthermore, authentic experiences differ across consumers who utilise a range of cues to evaluate the authenticity of an object, based on their interest and knowledge of the subject (Napoli et al., 2014).

Despite the growing interest and parallels that has been drawn between both concepts of authenticity and nostalgia, little is still known about the potential plausible connection between the two. Existing literature does provide the slightest of evidence in establishing this relationship (Culler, 2007; S. Park et al., 2018; N. Wang, 1999). However, much is still not known about its practical implementation.

6.3.8. Need to Belong Disposition

According to Baumeister and Leary (1995), the need to belong is a fundamental human motivation that possesses a pervasive drive to develop and maintain a long lasting interpersonal relationship. Humans, by nature, value the importance of social relationships, and it is predominately considered a universal tendency (Hornsey & Jetten, 2004; Walton et al., 2012). It is so universally powerful that it can be equivalent to an individual's psychological makeup as hunger or thirst is to an individual's physical makeup (Baumeister & Leary, 1995; Gardner et al., 2000). In Maslow's hierarchy of needs, Maslow (1968) established that the need to foster relationships and belongingness is fundamental in moving up the apex within the five-stage model of human motivation. Extant literature (Davalos et al., 2015; Loveland et al., 2010; Seehusen et al., 2013) has also synthesised the need to belong construct with nostalgia suggesting that a plausible conceptual link coexist.

In their research, Loveland et al. (2010) examined the role of nostalgic items play in satisfying individuals' need to belong with others and when this fundamental driver of human behaviour is activated, consumers' will display a heightened preference towards nostalgic products. Furthermore, consumption of nostalgic items or products often revolves around shared memories or past experiences.

6.4. HYPOTHESES DEVELOPMENT

There are several theories that are proposed that underpins the conceptual framework and relationships. This study provides multiple theories for conceptual development, and a multi-theoretic approach is necessary to deal with the growing complexity of marketing strategy problems (Varadarajan, 2019). These theories include the: (1) theory of episodic memory; (2) autobiographical memory theory; (3) appreciation theory; (4) true self; and (5) collective memory theory.

6.4.1. Theory of Episodic Memory

According to Tulving (1993), episodic memory is one of the five major human memory systems. It enables individuals to remember personal experienced events. The concept of episodic memory relates to a recollection process that enables individuals to relive past episodes. Certain episodes in life are more vivid than others, and even if there is no accurate memory of a particular event that occurred, individuals will travel mentally back in time to try and reconstruct and re-experience the event (Clayton et al., 2007). The theory of episodic memory was chosen primarily as a background theory to explain and inform the phenomena of this research. This research has specifically chosen 'memory' as a background theory as the concept of nostalgia often and in most occasions, requires a recall of some sort. The theoretical concepts of nostalgia and episodic/autobiographical memories bear matching structural functions and theoretical resemblance. As described by Tulving (2002), "time's arrow is straight". The unilateral direction of time is considered one of nature's most fundamental laws. It governs all aspects within the universe from cosmic, geological, physical, biological and psychological. Living creatures, both young and old will cease to exist and returning to yesterday can never happen. In essence, the flow of time is irreversible. However, there is an exception, which is the ability of humans to remember past events. When recollecting past events, "time's arrow" is bent into a loop. An accomplishment that did not occur in physical reality, but in the reality of the

mind. According to Mayes and Roberts (2001), episodic memory is a memory for personally experienced events. It is considered an essential fabric of human recollections (Tang et al., 2016). In addition, episodic memory, in particular, is distinct from other types of memory systems. For instance, this memory system enables individuals to recall past experiences (Tulving, 2002). The episodic theory also postulates that a mental time travel back from present to past is plausible. Eventually, this would allow individuals to relive previous experiences. Episodic memories may also include revisiting specific events that occurred previously. The tie between memory systems in particular episodic, autobiographical memories and nostalgia is unique, and often, the recall of meaningful personal memories give rise to nostalgia (Tang et al., 2016).

6.4.2. Theory of Dispositions

Dispositions are properties of things. It is a latent property that is evident only in specific encounters (Slaby & von Scheve, 2019). The central figure of dispositions lies in its abilities to behave in certain situations. According to Martin (1994), the “dispositions of a thing can change. Dispositions have duration. A piece of glass can be fragile for an hour and cease to be fragile for an hour. The world revolves around a succession of static events and these events are connected by a contingent relation (Anjum & Mumford, 2018). Dispositions should not be viewed as a mere description or a shorthand characterisation of empirical generalisation. Instead, dispositions should be treated as stable properties that inform us how systems behave (Vanderbeeken & Weber, 2002). Dispositions are multi-track. For instance, dispositions can manifest under a range of circumstances that yields a range of different consequent results (van Rooij & Schulz, 2019). The state of fragility has often been adopted as an example to describe its multi-track dispositional qualities. For one, a fragile object can be manifested in a range of situations such as being compressed, kicked, struck, and pressured that results in shattering. To ascertain if all properties are dispositional, only some of them or none of them can only be acknowledged once the criterion for being a disposition is settled (Mumford, 1998). Dispositional ascriptions or terms come in a variety of different fashions.

Some dispositional ascriptions are treated as a natural kind, natural occurrence or ubiquitous (i.e. salt is soluble, kerosene is flammable, glass is fragile). On the other hand, some dispositional ascriptions may take on a more substantive position such as “ductility is measured by grain size” (Azzano, 2019).

This study ascribes three dispositional statements, and it forms part of a conditional analysis. This conditional analysis is created to recognise the truth and falsity of this study’s proposed hypotheses of dispositions and nostalgia. Only once the ascriptions or hypotheses have been validated, it may then be treated as dispositional truths. Take, for instance, a simple conditional statement such as “this ice-cube is soluble in water” will only be valid if it dissolves in water. Reasoning from this fact, under a nostalgically prone situation/condition, are there certain dispositions that would commingle under this particular situation that eventually result in an outcome or manifestation?

6.4.3. Theory of Appreciation

Gratitude encompasses various meanings, and it all depends on the context. The practical clinical definition that is given connotes – “gratitude is the appreciation of what is valuable and meaningful to oneself; it is a general state of thankfulness and appreciation” (Sansone & Sansone, 2010). Also, gratitude is treated as a positive emotional reaction to a benefactor for something good that was once bestowed upon the recipient. According to D. Raggio et al. (2014), certain pre-conditional requirements ought to be met for gratitude to manifest. The two components are recognition and appreciation. Presumably, feelings of gratitude will not exist should both trait qualities are not met. Focusing on the latter, extensive research on the role of gratitude and appreciation was conducted by Wood et al. (2010) and it was ascertained that both traits could be regarded as a unitary construct.

From this perspective, the gratitude aspect of appreciation (Adler & Fagley, 2005) would refer to taking notice and recognising benefits that were obtained previously from a person or even a deity. It transpires into a state of feeling thankful for their contributions and sacrifices. Watkins (2013) analyses Adler & Fagley, (2005) definition on appreciation and treats it's as a form of cognitive processing. This cognitive processing of appreciation increases the subjective value of something (Janoff-Bulman & Berger, 2000). Furthermore, when an individual appreciates “something”, he or she will evaluate it and value adds to its original worth. For instance, when one appreciates classic movies, the value that was placed towards that genre of the movie will increase in comparison to how the individual appraised before the appreciation took place.

Thus, appreciation is also considered an act of reappraising “something” so it brings more value in the individuals' eyes (Watkins, 2013). Dispositional gratitude is also linked to a past-positive temporal frame where it acts as a precursor (Bhullar et al., 2015; Zimbardo & Boyd, 2008). To further elaborate, individuals may remember a positive event and experience from the past that triggers a grateful behaviour. The act of recalling that initiates a grateful behaviour is certainly not restricted to a particular event or experience, and it can be related to objects, people or even one's life stories.

Furthermore, when an individual experiences bouts of gratitude, this emotion automatically organises cognitive and behavioural resources to identify things and people that are particularly important to their well-being psychologically (Watkins, 2013). In a way and to some measure, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies. There are two other theories that should not be confused with this study's conceptualisation of gratitude. Often in literature, the theory of indebtedness and the theory of reciprocity are used to contextualise and operationalise the concept of gratitude. Algoe et al. (2008) explain that the link (i.e. to repay a benefactor or a fortunate bystander) is so strong that the repayment behaviour has been taken to imply feelings of gratitude. Hence, the theory of appreciation is suggested as an underpinning theory. The reason is that this theory transcends the interpersonal tones attributed to the term, and it allows for a more inclusive meaning; such as being thankful for past experiences.

As a result, based on the above discussion and with the adoption of the theory of appreciation as an underpinning theory, it is therefore hypothesised that:

H1: Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements.

H2: Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards past eras advertisement.

6.4.4. Theory of True Self

Authenticity is conceptualised as “an unobstructed operation of one’s true or core self in one’s daily enterprise” (Goldman & Kernis, 2002). The authentic disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of true self.

The concept of authenticity has been defined in several ways. Authenticity may involve owning one’s personal experience, which extends to thoughts, emotions, need preferences and beliefs. Additionally, authenticity may allude to one’s degree in fulfilling personal expectations and commitments promised to oneself (Gardiner, 2015; Harter, 2002). The theory of “true self” is proposed as an underlying concept that underpins hypothesis 3 and hypothesis 4. The “true self” concept stems from works of Press and Winnicott (1965). True self was conceptualised as a “theoretical position from which come the spontaneous gesture and the personal idea (p. 148).

Furthermore, the awareness of one’s true self is regarded as an essential quality of authenticity (Vess, 2019). Some individuals may feel more authentic at certain times compared to others, and these individuals may differ in how authentic they believe they are overall (Jongman-Sereno & Leary, 2018). The concept of true self and nostalgia converges to one important facet identified by Routledge (2015), and that is self-growth. According to the authors, when individuals feel like they are in touch with who they really are, they tend to be psychologically healthier.

Further adding on, nostalgic memories centre on *personal* experience that individuals cherish. On the other hand, the true self can also be authentic for *historical* reasons (Baumeister, 2019). Baldwin et al. (2015) further establish that nostalgia is an experience that teases out one’s true self. The feeling of nostalgia makes people feel authentic and will render accessible the core aspects of one’s identity.

As a result, based on the above discussion and with the adoption of the theory of true self as an underpinning theory, it is therefore hypothesised that:

H3: Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements.

H4: Individuals who possess an authentic disposition will have a positive attitude towards fantasy towards past eras advertisements.

6.5.5. Theory of Collective Memory

The need to belong is conceptualised as “a need to form and maintain at least a minimum quantity of interpersonal relationships, is innately prepared among human beings” (Baumeister & Leary, 1995). The need to belong disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of collective memory.

According to Reese and Fivush (2008), the paradoxical nature of memory is one that is personal and “savoured” or “silenced” in the recesses of the individual’s own consciousness. However, that being the case, memories are social at the same time. Memories are shared amongst friends and family, creating and receiving contemporaneously. Furthermore, during the course of recollecting past fond escapades with others, memories that are created can be both personal and social, individual and collective. According to Maswood et al. (2019), collective memory is rendered as a phenomenon. A phenomenon where individuals and groups of people who developed overlapping memories through past event encounters. Seminal works by Halbwachs (1992) laid the foundation of collective memory studies. The core attribute of collective memory focuses primarily on memories shared by a group and the memory is of significance to the social identity of the group members (Roediger III & Abel, 2015). Collective memories defines, maintains and mobilises social identities (Licata et al., 2015).

Furthermore, it is shared representation of a groups’ past based on common identity (Licata et al., 2015). Moreover, collective memories involves small to large groups of people, families and nations (Hirst et al., 2018). Nostalgia has been linked to the notion of collective, social and cultural memories by ways of explaining how memories are created, modified, shared within social cultural movements (Pickering & Keightley, 2006). Recalling a nostalgic memory has shown to increase prosocial behaviour (Newman et al., 2019). Wildschut et al. (2014) distinguishes collective nostalgia as a group-level emotion.

Furthermore, collective nostalgia can be referred to events and objects that are pertinent to a group which one identifies (Sedikides & Wildschut, 2019). During times of uncertainty, turn of events or alienation, collective nostalgia would be stimulated. L. Zhou et al. (2013) investigated consumers' preference for nostalgic products in times of insecurity, in particular, existential security and social insecurity. The reason being that nostalgic product provides comfort for consumers and ultimately assist them in coping with insecurity (Kessous, 2015; Merchant et al., 2013; Muehling et al., 2014). This uncomfortable situation presents advertisers the perfect opportunity to execute a nostalgic ad campaign by evoking sentimental longing and painting a rose-tinted image that the past was better compared to the present. Furthermore, it is observed that consumers established communal self-brand connections that pacify insecurity by also seeking meaningful connections with other users of the brand (Rindfleisch et al., 2008). Through shared nostalgic consumption, it leads individuals to a cognizant recollection of positive relationships with others in the past (Nam et al., 2016). For instance, music as a medium permits emotional nostalgic recollection both personally and socially (Barrett et al., 2010; C. Marchegiani & Phau, 2012). Music is just one of several triggers of nostalgia that elicits both personal and social functions of oneself. The other is through olfactory senses, more commonly known as the sense of smell.

The consumption of food has often been linked to nostalgia with the propensity to transport individuals back into their past, remembering social and cultural experiences. Brands such as Spotify – music streaming service, McDonalds, Coca-Cola, just to name a few, operating within their category of interest, have applied nostalgic cues and appeals to strengthen consumers' attitudes towards their brand (Muehling et al., 2014). Kessous (2015) suggested that multiple brands have made efforts to reawaken collective nostalgia by reintroducing products that embodies strong social and historical roots.

As a result, based on the above discussion and with the adoption of the theory of collective memory as an underpinning theory, it is therefore hypothesised that:

H5: Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements.

H6: Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards past eras advertisements.

6.5.2. Theory of Autobiographical Memory

Autobiographical memory is considered a subset of episodic memory (LaTour et al., 2010; Nelson, 1993). According to Özbek et al. (2018), autobiographical memories serve different functions of both “self” and “social” (Fairley et al., 2018). Autobiographical memories stem from individual life experiences (Neisser, 1988). Previous empirical studies have authenticated that nostalgia induced through vivid autobiographical writing, musical excerpts, lyrics of songs, and scents enhances positive affect, elevate self-regard and felt authenticity. Furthermore, it instils a sense of meaning in life, it promotes optimism, and strengthens approach motivation (Cheung et al., 2013; Reid et al., 2015; Sedikides et al., 2008; Sedikides et al., 2015; Wildschut et al., 2006). Extant research has documented that autobiographical memories belong to one of several mechanisms that trigger nostalgia evocation.

Marketers and advertisers have come to recognise the influence of triggering memories to conjure up emotions from consumers as brand-related experiences are often stored in consumers’ memory (LaTour et al., 2010). Muehling et al. (2004) adopted the literature on autobiographical memories (Sujan et al., 1993) and hypothesised that memories of personal events under personal nostalgia conditions are more likely to produce higher levels of positive affect. The authors collated cognitive responses of individuals that were exposed to a nostalgic ad or a non-nostalgic ad. The results highlighted that greater number of proportion of generally positive thoughts were generated in the nostalgia condition than in the non-nostalgia condition (Muehling & Pascal, 2012). Herz and Brunk (2017) remarked that brand memories enable consumers to personally connect to a particular time and place and it may be associated with a specific situation, holiday or a specific time of an individual’s life. It is further suggested that a conceptual link exists between time and place memories with feelings of nostalgia.

Increasingly, the market is observing a recurring and mainstream trend; that is marketers and advertisers using nostalgia or nostalgic triggers to aid in the facilitation and retrieval of past events and memorisation of advertisements in order to evoke positive emotions and attitudes which in turn may lead to an intention to purchase (Kusumi et al., 2010). An episodic/autobiographical retrieval involves retrieval cues and memory traces. The act of reliving or retrieval is considered a salient feature of autobiographical memory (Baddeley, 1992; Rubin et al., 2019; Tulving, 2002; Tulving & Murray, 1985).

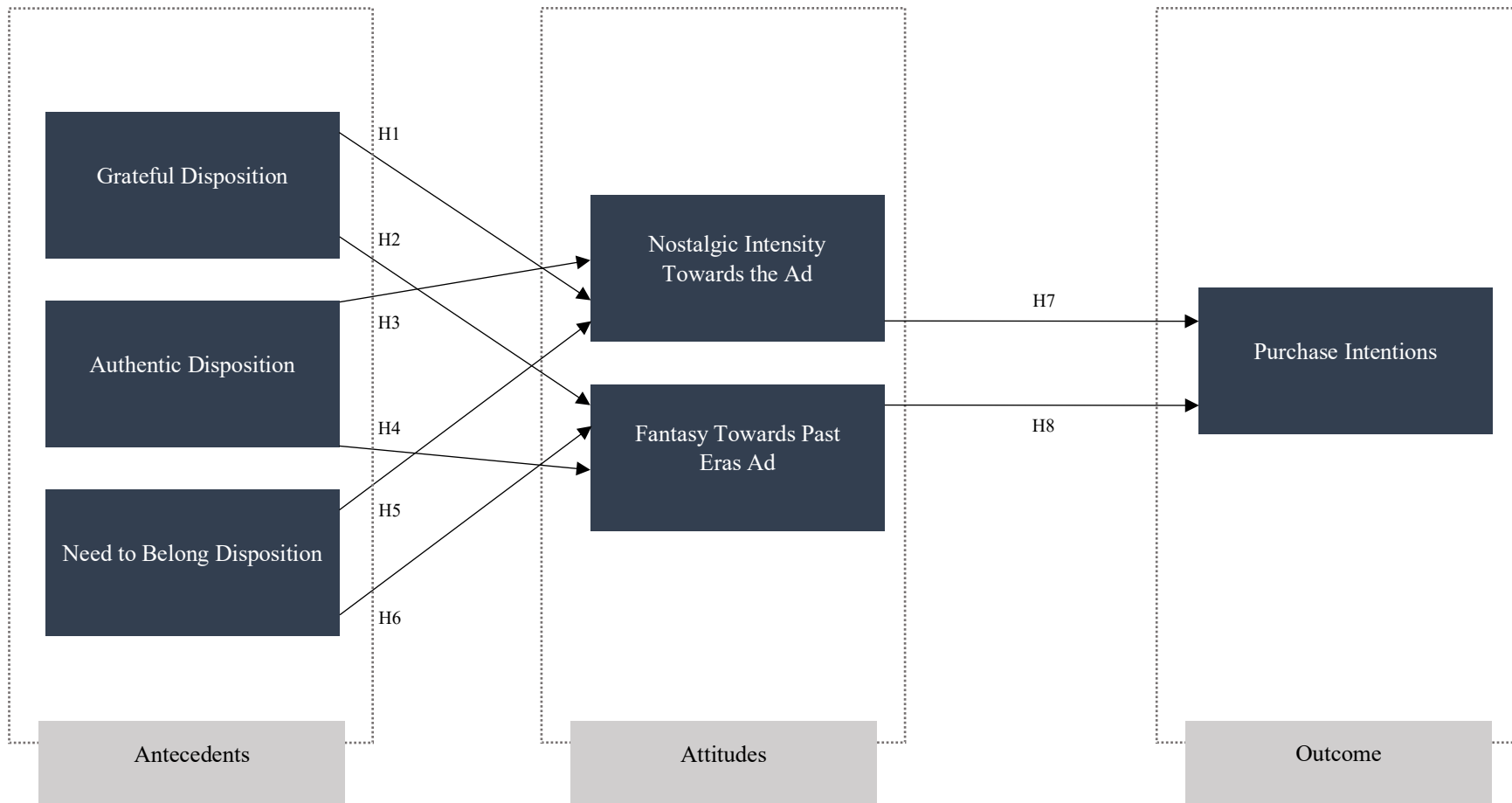
As a result, based on the above discussion and with the adoption of the theory of true self as an underpinning theory, it is therefore hypothesised that:

H7: Nostalgic intensity towards advertisement will have a positive influence on purchase intentions.

H8: Fantasy towards past eras advertisement will have a positive influence on purchase intentions

The proposed theoretical framework is constructed by “stitching together” multiple theories to present a more holistic picture of these interrelated systems and complimentary content (Harmon et al., 2018; Kessler & Bartunek, 2014). As outlined previously, the proposed theoretical framework identified six variables. These include the following: (1) Grateful Disposition; (2) Authentic Disposition; (3) Need to Belong Disposition; (4) Nostalgic Intensity towards the Advertisement; (5) Fantasy Towards Past Eras Advertisements; and (6) Purchase Intentions. These variables are integrated into a conceptual model and empirically tested. In total, three types of dispositions were assessed for their effects on consumer’s nostalgic tendencies. They are namely nostalgic intensity towards the advertisements and fantasy towards past eras advertisement. The theoretical framework and its hypothesised relationships can be seen in Figure 6.2.

Figure 6.2: Theoretical Framework



6.5. METHOD

6.5.1. Study Design

First, a semi-structured interview was conducted with 12 university students to ascertain the choice of stimulus used in the study. The choice of advertising stimulus incorporated both personal and historical nostalgia cues. Hence, the internet explorer advertisement (Child of the 90's) was thus selected as it provided a collage of both personal and historical items.

Second, this study opted to sample younger audiences as they represented a strong market for new products and services with a nostalgic feel (Euromonitor 2012). Furthermore, younger demographics are considered “culture cravers” as they go for brands that can express artistic value and appreciate the compelling history that nostalgia provides (AdAge, 2019). Research had ignored and failed to recognise the impact of nostalgia on younger consumers such as the demographic cohort of *Millennials* and *Generation Z*.

It should also be pointed out that feelings of nostalgia are not solely exclusive or limited to people who over their 30s (Euromonitor 2012). A recent whitepaper report by YouGov (2019) reported that nostalgia is most often associated with advancing age. However, while the tendency for people to reminisce as one gets older, the younger generations are also highly likely to spend time thinking fondly of the past. Hence, this represented the ideal sampling as it reflected the target market of consumers that would be of interest to advertising and marketing practitioners.

Third, a free-recall test (*See Appendix B*) was conducted with 625 marketing undergraduates in a Western Australian University. The purpose of the free-recall task allowed the researcher to assess the recall as well as the correct and false recognition of personal and historical products shown in the advertising stimulus. Results from the free-recall test supported the notion that consumers' were able to recall personal and historical products. Furthermore, through the free-recall task, it provided support to the study on the prototypical attributes of nostalgia. The free recall test required respondents to output as many items from the video advertisement as possible in any order (Byrne, 2017). Prior permission was obtained from the unit controller (UC) of the course to conduct the research exercise. The research exercise took one week to complete, and it was conducted with a total of 25 classes and 625 students. Lastly, the test took approximately 20 minutes to complete and managed through the use of PowerPoint slides.

The recall test process is documented below:

1. Students were briefed on the nature of the research project with research ethics approval number ([HRE 2017-0676](#)) shown in the first page of the PowerPoint slide.
2. The presentation began by giving a brief overview of nostalgia such as the working definitions of nostalgia, personal nostalgia, and historical nostalgia.
3. Examples were provided to draw links between the uses of nostalgia in a marketing context.
4. Students were shown a clip from the *Netflix* series of *MadMen*. In particular, the carousel scene was chosen for its suitability in explaining the nostalgia concept in a marketing context.
* After screening of the video, the first phase of the exercise is concluded.
5. Survey questionnaires were handed to the students. The first page of the questionnaire pertained to the recall exercise. Instructions were given prior to the commencement of the recall test.
6. Students were shown the *Child of the 90s* YouTube advertisement that took approximately 1 minute and 40 seconds.
7. Once the video has concluded, students were given one minute to recall as many item they come to recognise from the ad.
8. Once the recall test concluded, students were required to complete the remaining survey questions.

The questions are detailed below:

- The first section required respondents to answer questions on their individual nostalgia proneness. There are a total of seven questions to fill out.
- The second section required respondents to answer questions on their individual need to belong disposition. There are a total of ten questions to fill out.
- The third section required respondents to answer questions on their individual authentic disposition. There are a total of twelve questions to fill out.
- The fourth section required respondents to answer questions on their individual grateful disposition. There are a total of six questions to fill out.
- The fifth section required respondents to answer questions on their individual nostalgic intensity towards ad. There are a total of five questions to fill out.
- The sixth section required respondents to answer questions on their fantasy towards past eras ad. There are a total of nine questions to fill out.
- The eighth section required respondents to answer questions on their purchase intentions. There are a total of four questions to fill out.
- The final section required respondents to answer questions on basic demographic characteristics such as age, gender, income, education and marital status.

Lastly, a self-administered survey was distributed to a total of 890 respondents across two universities in two respective countries. Table 6.1 provides the respondents' breakdown for study 2. The underlying rationale for collecting two samples from two different countries is to test for the cross-cultural generalisability of the conceptual framework through a chi-square difference test between two nested models. Australia and Singapore represents the ideal choice for sampling due to several reasons. On one hand, both Australia and Singapore are developed countries that are on the forefront of rapid innovation. As aforementioned, feelings of nostalgia manifest when there is rapid technological change and consumers are likely to have stronger desire to return to the past seeking moments of simplicity. On the other hand, comparison of the two countries would shed important insights on the nostalgic-decision-making styles between western and eastern cultures.

Table 6.1: Respondents' Breakdown for Study 2

Data Collection	<i>Study 1</i>	<i>Study 2</i>	<i>Study 3</i>
Total Number of Responses	N.A	890	1033
Total Number of Usable Responses	N.A	696	865
Percentage of Usable Responses	N.A	78%	83%
Australian Sample – Western Australian University			
Total Number of Responses		421	
Total Number of Usable Responses		329	
Percentage of Usable Responses		78%	
Singapore Sample – Singapore University			
Total Number of Responses		469	
Total Number of Usable Responses		367	
Percentage of Usable Responses		78%	

6.5.2. Measures

Grateful disposition (Emmons & McCullough, 2004) was measured through six items on a seven-point Likert type scale. An example would be, “I am grateful to a wide variety of people”, “I have so much in life to be thankful for”, and “As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history” (Cronbach’s $\alpha= 0.88$). Authentic disposition was measured through twelve items (Wood et al., 2008) on a seven-point Likert type scale. An example would be, “I always stand by what I believe in”, I think it is better to be yourself, than to be popular”, and “I live in accordance with my values and beliefs” (Cronbach’s $\alpha= 0.79$). Need to belong disposition was measured through ten items on a seven-point Likert type scale. An example would be “I want other people to accept me”, “I have a strong need to belong”, and “I need to feel that there are people I can turn to in times of need” (Cronbach’s $\alpha= 0.87$). Nostalgia intensity towards the ad (Reisenwitz et al., 2004) was measured through five items on a seven point Likert type scale. An example would be, “The ad reminds me of an experience from the past”, “The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory”, and “I associate this ad with a happy experience, yet it makes me feel sad” (Cronbach’s $\alpha= 0.87$). Fantasy towards past eras ad (Merchant & Rose, 2013) was measure through nine items on a seven-point Likert type scale. An example would be “I fantasised about the past when watching the ad”, “I imagined I was living in the past period shown in the ad”, and “The ad took me back in time” (Cronbach’s $\alpha= 0.94$). Purchase intention (Teng et al., 2007) was measured through four items on a seven-point Likert type scale. An example would be, “I would definitely intend to buy the items shown in the ad”, “I would absolutely expect to buy the items shown in the ad”, and ‘I absolutely plan to buy the items shown in the ad’ ” (Cronbach’s $\alpha= 0.89$).

6.6. ANALYSIS (AUSTRALIAN SAMPLE)

6.6.1. Sample and Descriptive Statistics

A total of 421 respondents were contacted to participate in an online survey questionnaire. Out of the total sample, 92 responses were considered unusable, and the remaining 329 responses were deemed useable. The responses collected mirrors the intended population this study is seeking for. Table 6.2 provides the respondent's profile and its sample characteristics.

Table 6.2: Respondent's Profile - Australian Sample

Sample Characteristic	Australian Sample (n=329)
Sex	
Male	42.5
Female	57.5
Age	
18 – 20 years	27.6
21 – 25 years	63.2
26 – 30 years	5.47
31 – 40 years	3.03
Above 40 years	0.07
Marital Status	
Married	0.60
Single	90.5
De-facto	8.81
Divorced	0.00
Others	0.00
Education	
Secondary/High School	10.0
Diploma/Certificate	24.5
Undergraduate	49.2
Postgraduate Degree	12.9
Other	0.60

6.6.2. Exploratory Factor Analysis

An exploratory factor analysis (EFA) was administered using *Principal Component Analysis* with *Varimax Rotation* on the measurement instruments. The suitability of the principal components analysis was assessed prior to analysis. The inspection of the correlation matrix showed that all variables had at least one correlation greater than 0.3. The overall Kaiser-Meyer-Olkin (KMO) measures are greater than 0.7. In addition, the Bartlett's test of sphericity was statistically significant ($p < .0005$). This indicated that the data was likely factorisable. The results of the *EFA (Australian Sample)* are presented in Table 6.3.

Table 6.3: Summary of Exploratory Factor Analysis (Australian Sample)

Items	Loadings	Alpha (α)
Nostalgia Proneness		.905
How valuable is nostalgia for you?	0.83	
How important is it for you to bring to mind nostalgic experiences?	0.86	
How significant is it for you to feel nostalgic?	0.84	
How prone are you to feeling nostalgic?	0.80	
How often do you experience nostalgia?	0.77	
Generally speaking, how often do you bring to mind nostalgic experiences?	0.84	
Specifically, how often do you bring to mind nostalgic experiences?	N.A	
Grateful Disposition		.883
I have so much in life to be thankful for	0.85	
If I had to list everything that I felt grateful for, it would be a very long list.	0.81	
When I look at the world, I don't see much to be grateful for.	0.71	
I am grateful to a wide variety of people.	0.83	
As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.	0.84	
Long amounts of time can go by before I feel grateful to something or someone.	0.72	
Authentic Disposition		.792
I think it is better to be yourself, than to be popular	Removed	
I don't know how I really feel inside	Removed	
I am strongly influenced by the opinions of others	0.65	
I usually do what other people tell me to do	0.75	
I always feel I need to do what others expect me to do	0.68	
Other people influence me greatly	0.64	
I feel as if I don't know myself very well	0.68	
I always stand by what I believe in	Removed	
I am true to myself in most situations	Removed	
I feel out of touch with the 'real me'	Removed	
I live in accordance with my values and beliefs	Removed	
I feel alienated from myself	Removed	
Need to Belong Disposition		.870
If other people do not seem to accept me, I don't let it bother me (R)	Removed	
I try hard not to do things that will make other people avoid or reject me.	0.77	
I seldom worry about whether other people care about me (R)	Removed	
I need to feel that there are people I can turn to in times of need	0.67	
I want other people to accept me	0.75	
I do not like being alone	0.64	
Being apart from my friends for long periods of time does not bother me (R)	Removed	
I have a strong "need to belong"		
I bothers me a great deal when I am not included in other people's plans	0.76	
My feelings are easily hurt when I feel that others do not accept me	0.73	
	0.71	
Nostalgic Intensity Towards the Ad		.877
The ad reminds me of an experience from the past	0.84	
The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory	0.88	
This ad does not make me have any feelings about the past	0.74	
I wish I could relive the experience(s) this ad make me think of	0.82	
I associate this ad with a happy experience, yet it make me feel sad.	0.80	
Fantasy Towards Past Eras Ad		.949
I fantasised about the past when watching the ad	0.85	
I imagined I was living in the past period shown in the ad	0.88	
The ad took me back in time	0.86	
When I saw the ad, I became lost in the time period(s) shown	0.84	
I imagined I was there in the simple and pure times shown in the ad	0.84	
I fantasised owning the items shown in the ad	0.76	
The ad made me nostalgic for the time period shown	0.85	
I imagined I was participating in the rituals of the past shown in the ad	0.82	
After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past	0.85	
Purchase Intention		.893
I would definitely intend to buy the items shown in the ad	0.84	
I would absolutely consider buying the items shown in the ad	0.87	
I would definitely expect to buy the items shown in the ad	0.88	
I absolutely plan to buy the items shown in the ad	0.87	

6.6.3. Common Method Bias Test

Common method variance (CMV) is the amount of spurious covariance shared among variables because of the common method used in collecting data (Malhotra et al., 2006). According to Podsakoff et al. (2003), common method variance is also treated as “variance that is attributable to the measurement model rather than to the constructs the measures represent” (p.879). A common method variance test was conducted through the suggested method of Harman’s single factor score. A Harman one-factor is often used to ascertain variance in data can be largely attributed to a single factor (Podsakoff et al., 2003). The Harman’s single factor test requires all measures to be loaded into an exploratory factor analysis under one single common factor. If the variance for a single factor is less than 50 per cent, it can be assumed that common method bias does not affect the data. A common method variance test was conducted on a total of 49 items that resulted from the initial exploratory factor analysis. The result highlighted that there was no evidence of method bias.

Table 6.4: Common Method Bias Test Result

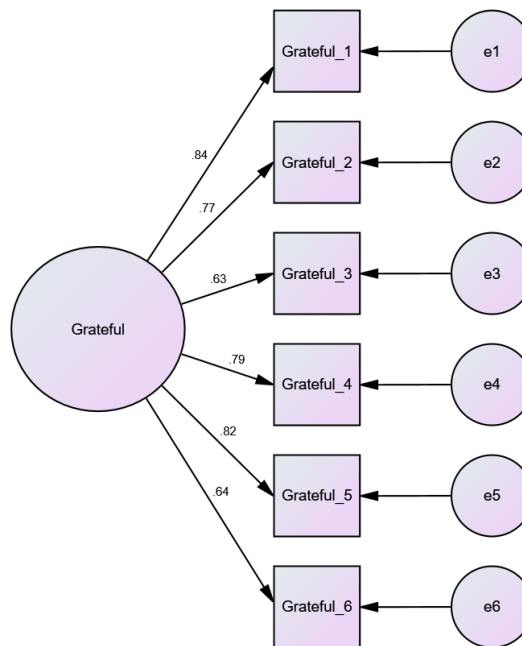
Common Method Bias % of Variance
22.283

6.6.4. Confirmatory Factor Analysis – One Factor Congeneric

Once the reliability of the scale was ascertained, a one-factor congeneric model/process was tested across the various measurements. According to Phil Homes (1994), a one-factor congeneric model serves different purposes. Firstly, a one factor congeneric model would provide a more realistic representation of the data by allowing the differences in the degree to which each individual measure contributes to the overall composite scale. Secondly, measurement error that is related to the measurement of the indicator variables is taken into account. Thirdly, fit measurements for the one-factor congeneric model would provide evidence for the construct validity of the indicator variables being used to measure the particular latent trait. Lastly, a one-factor congeneric model will provide item reliabilities on each of the indicator variables. A confirmatory factor analysis (CFA) is employed after an exploratory factor analysis (EFA) to suggest a factor structure for a set of items. This step is deemed necessary as an EFA may not be adequate in establishing psychometric properties of measures and even so if an EFA meets all criteria for adequacy in an exploratory framework, it may not eventually necessitate to a “pass” in the a confirmatory factor analysis test (Bowen & Guo, 2011). The scale measures used in this study were examined to check if there is a need to remove redundant items that did not perform well (Jöreskog, 1970). Finally, in an attempt to refine and validate the factor structures, several structural equation modelling fit indices were used for interpretation and reporting.

Grateful Disposition (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Grateful Disposition” construct. The six-item grateful disposition model achieved an excellent fit. Hence, no model modification was administered. Thus, the six-item of grateful disposition was accepted.

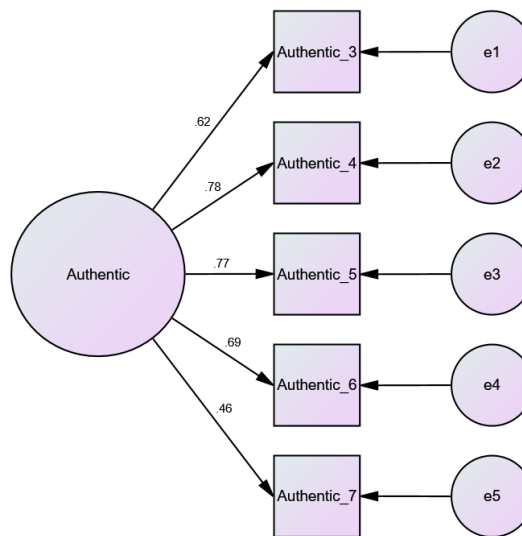


Model Fit:

$\chi^2 = 15.421$, $df = 9$, $\chi^2 / df = 1.713$, CFI = 0.987, AGFI = 0.980, TLI = 0.962,
RMR = 0.0232, SRMR = 0.030, RMSEA = 0.089 and PClose = 0.132

Authentic Disposition (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Authentic Disposition construct. The five-item “Authentic Disposition” model achieved an excellent fit. Hence, no model modification was administered. Thus, the five-item of authentic disposition was accepted.

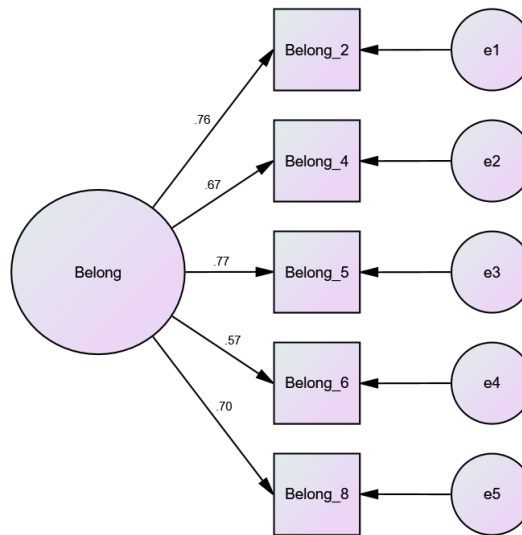


Model Fit:

$\chi^2 = 7.522$, $df = 5$, $\chi^2 / df = 1.504$, CFI = 0.995, AGFI = 0.982, TLI = 0.989,
RMR = 0.0195, SRMR = 0.024, RMSEA = 0.039 and PClose = 0.558

Need to Belong (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Need to Belong” construct. The five-item “Need to Belong” model achieved an excellent fit. Hence, no model modification was administered. Thus, the five-item need to belong disposition was accepted.

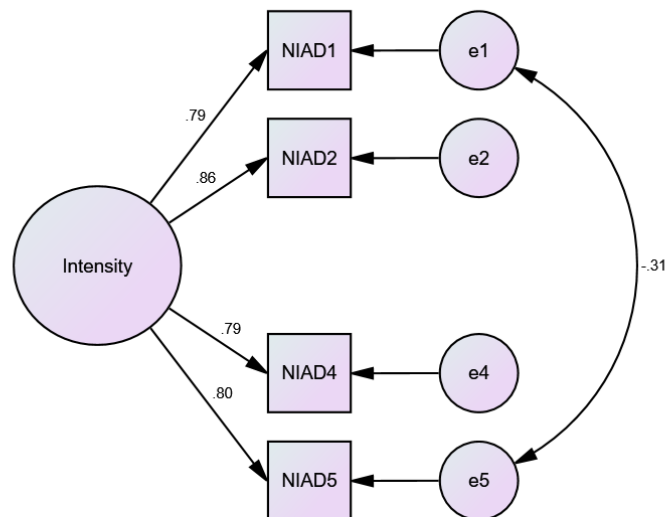


Model Fit:

$\chi^2 = 5.510$, $df = 5$, $\chi^2 / df = 1.102$, CFI = 0.998, AGFI = 0.992, TLI = 0.998,
RMR = 0.0181, SRMR = 0.022, RMSEA = 0.018 and PClose = 0.732

Nostalgic Intensity Towards the Ad (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Nostalgic Intensity Towards the Ad” construct. The four-item “Nostalgic Intensity Towards the Ad” model achieved an excellent fit. Hence, no model modification was administered. Thus, the four-item nostalgic intensity towards the ad was accepted.

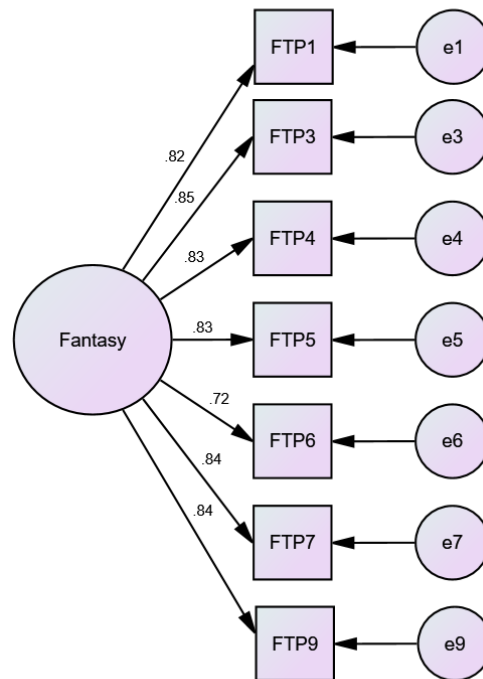


Model Fit:

$\chi^2 = 2.565$, $df = 1$, $\chi^2 / df = 1.283$, CFI = 0.999, AGFI = 0.997, TLI = 0.996,
RMR = 0.0153, SRMR = 0.020, RMSEA = 0.029 and PClose = 0.527

Fantasy Towards Past Eras Ad (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Fantasy Towards Past Eras” construct. The seven-item “Fantasy Towards Past Eras” model achieved an excellent fit. Hence, no model modification was administered. Thus, the seven-item fantasy towards past eras ad was accepted.

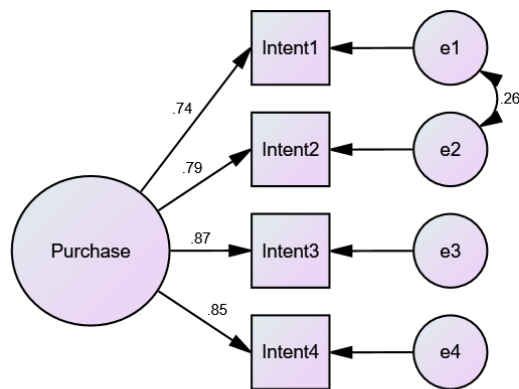


Model Fit:

$\chi^2 = 29.850$, $df = 14$, $\chi^2 / df = 2.132$, CFI = 0.991, AGFI = 0.970, TLI = 0.986,
RMR = 0.0180, SRMR = 0.021, RMSEA = 0.059 and PClose = 0.280

Purchase Intention (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Purchase Intention” construct. The four-item “Purchase Intention” model achieved an excellent fit. Hence, no model modification was administered. Thus, the four-item purchase intention was accepted.



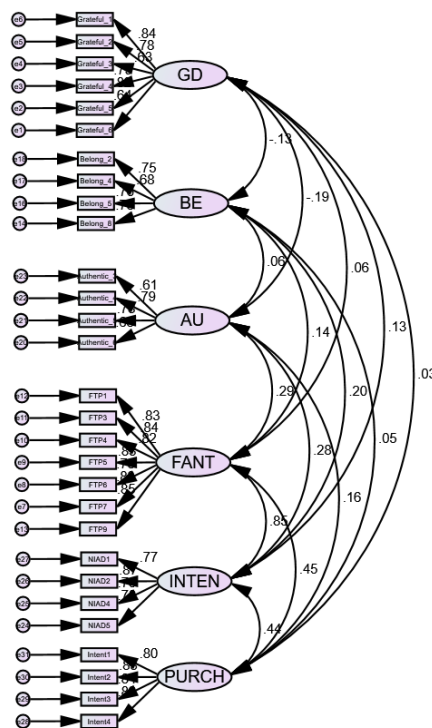
Model Fit:

$\chi^2 = 0.358$, $df = 1$, $\chi^2 / df = 0.358$, CFI = 0.999, AGFI = 0.997, TLI = 0.998,

RMR = 0.030, SRMR = 0.004, RMSEA = 0.000 and PClose = 0.687

6.6.5. Confirmatory Factor Analysis Measurement Model

The measurement model was specified after the inspection of the one-factor congeneric models. Measurement model refers to the implicit or explicit models that relate to the latent variable to its indicators (Smelser & Baltes, 2001). Furthermore, the measurement model allows the evaluation of the observed variables combined to identify underlying hypothesised constructs (Weston & Gore Jr, 2006). Thus, a confirmatory factor analysis is used to develop the measurement model that eventually extends to the composite/full structural model.



Model Fit:

$\chi^2 = 516.642$, $df = 365$, $\chi^2 / df = 1.415$, CFI = 0.972, AGFI = 0.990, TLI = 0.998, RMR = 0.0391, SRMR = 0.040, RMSEA = 0.036 and PClose = 0.822

Table 6.5: Summary of Confirmatory Factor Analysis (Australian Sample)

Items	P.E	χ^2	df	RMSEA	PClose	CFI	AGFI	TLI
Grateful Disposition								
I have so much in life to be thankful for	0.84	15.4	9	0.08	0.99	0.98	0.98	0.96
If I had to list everything that I felt grateful for, it would be a very long list.	0.77							
When I look at the world, I don't see much to be grateful for.	0.63							
I am grateful to a wide variety of people.	0.79							
As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.	0.82							
Long amounts of time can go by before I feel grateful to something or someone.	0.64							
Authentic Disposition								
I think it is better to be yourself, than to be popular	Removed	7.52	5	0.03	0.55	0.99	0.98	0.98
I don't know how I really feel inside	Removed							
I am strongly influenced by the opinions of others	0.62							
I usually do what other people tell me to do	0.78							
I always feel I need to do what others expect me to do	0.77							
Other people influence me greatly	0.69							
I feel as if I don't know myself very well	0.46							
I always stand by what I believe in	Removed							
I am true to myself in most situations	Removed							
I feel out of touch with the 'real me'	Removed							
I live in accordance with my values and beliefs	Removed							
I feel alienated from myself	Removed							
Need to Belong Disposition								
If other people do not seem to accept me, I don't let it bother me (R)	Removed	5.51	5	0.01	0.73	0.99	0.99	0.99
I try hard not to do things that will make other people avoid or reject me.	0.76							
I seldom worry about whether other people care about me (R)	Removed							
I need to feel that there are people I can turn to in times of need	0.67							
I want other people to accept me								
I do not like being alone	0.77							
Being apart from my friends for long periods of time does not bother me (R)	0.57							
I have a strong "need to belong"	Removed							
I bothers me a great deal when I am not included in other people's plans	0.70							
My feelings are easily hurt when I feel that others do not accept me	Removed							
Nostalgic Intensity Towards the Ad								
The ad reminds me of an experience from the past	0.79	2.56	1	0.02	0.52	0.99	0.99	0.99
The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory	0.86							
This ad does not make me have any feelings about the past	Removed							
I wish I could relive the experience(s) this ad make me think of	0.79							
I associate this ad with a happy experience, yet it make me feel sad.	0.80							
Fantasy Towards Past Eras Ad								
I fantasised about the past when watching the ad	0.82	29.8	14	0.05	0.28	0.99	0.97	0.98
I imagined I was living in the past period shown in the ad	Removed							
The ad took me back in time	0.85							
When I saw the ad, I became lost in the time period(s) shown	0.83							
I imagined I was there in the simple and pure times shown in the ad	0.83							
I fantasised I was wearing the clothes in the time periods shown in the ad	0.72							
I imagined I was participating in the traditions and rituals of the past shown in the ad	0.84							
The ad made me nostalgic for the time period shown	Removed							
After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past.	0.84							
Purchase Intention								
I would definitely intend to buy the items shown in the ad	0.74	0.35	1	0.00	0.68	0.99	0.99	0.99
I would absolutely consider buying the items shown in the ad	0.79							
I would definitely expect to buy the items shown in the ad	0.87							
I absolutely plan to buy the items shown in the ad	0.85							

6.6.6. Composite Reliability, Convergent Validity and Discriminant Validity

The specified measurement model was tested for its composite reliability, convergent and discriminant validity. Firstly, all constructs achieved the recommended threshold for composite reliability. As seen in table, all six examined constructs exceeded the .70 criteria as recommended by Hair et al. (2010). Secondly, all constructs achieved the recommended threshold for convergent validity. Convergent validity was established in two ways. First, the parameter estimates from the one-factor congeneric models were examined for their statistical significance, direction and magnitude (Garver & Mentzer, 1999; Steenkamp & Van Trijp, 1991). Second, convergent validity was determined by the average variance extracted scores which were equal to or greater than 0.50 (Fornell & Larcker, 1981). As seen in the table, the average variance scores for the six constructs achieved the minimum threshold. Lastly, all constructs achieved the recommended threshold for discriminant validity. Discriminant validity was established in two ways. First, the maximum shared variance (MSV) should be lower than the average shared variance (AVE). Second, the square root of the average variance extracted should be greater than inter-construct correlations (Hair, Black, Babin, & Anderson, 2013). In summary, the instruments projected good internal consistency, good discriminant and convergent validity. Thus, the structural model can be specified upon satisfactory preliminary evidence depicted in the measurement model. Table 6.6 shows the composite, convergent and discriminant validity results.

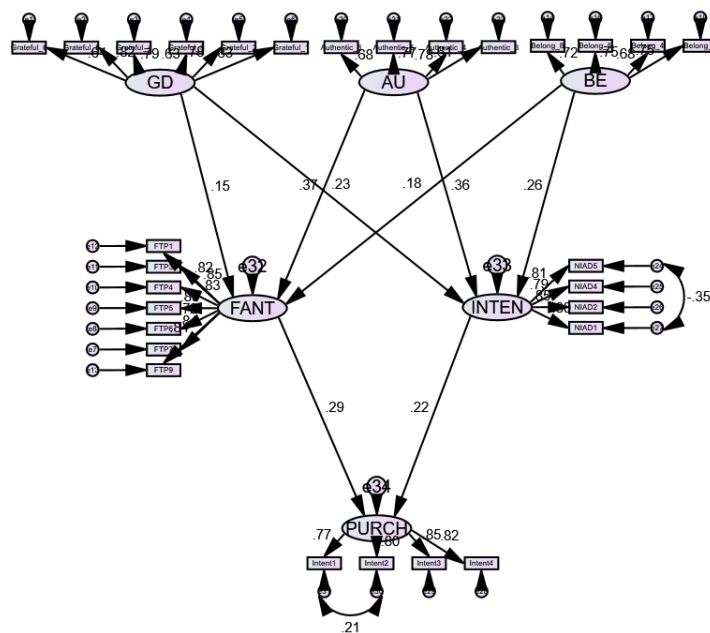
Table 6.6: Composite Reliability, Convergent Validity and Discriminant Validity Measure

Attribute	Items	CR	AVE	MSV	GD	FANT	BE	AU	INT	PUR
Grateful Disposition	6	0.88	0.56	0.03	0.75					
Fantasy Towards Past Era Ads	7	0.93	0.67	0.06	0.05	0.86				
Belong Disposition	5	0.81	0.53	0.04	-0.13	0.13	0.72			
Authentic Disposition	5	0.80	0.51	0.08	-0.19	0.29	0.06	0.71		
Nostalgic Intensity Towards Ad	4	0.87	0.64	0.09	0.13	0.85	0.20	0.27	0.80	
Purchase Intentions	4	0.89	0.67	0.20	0.03	0.44	0.04	0.15	0.43	0.82

Note: Items = Scale Measure, CR = composite reliability, AVE = average variance extracted Squared correlations, MSV = Maximum Shared Variance, GD = Grateful Disposition, FANT= Fantasy Towards Past Era, BE= Need to Belong, AU= Authentic Disposition, INT= Nostalgic Intensity Towards Ad, PUR= Purchase Intentions

6.6.7. Full Structural Model

A full structural model was specified for hypotheses testing after achieving a good measurement model fit. Structural equation modelling was conducted to establish, estimate and examine the causal relationship between variables. The maximum likelihood method (MLM) procedure was adopted to calibrate the model.



Model Fit:

$\chi^2 = 764.354$, $d.f = 370.000$, $\chi^2 / df = 2.55$, CFI = 0.927, AGFI = 0.853, TLI = 0.920, RMR = 0.1240, SRMR = 0.128, RMSEA = 0.057 and PClose = 0.231

6.7. RESULTS (AUSTRALIAN SAMPLE)

The overall model fit achieved an acceptable model fit further noting that there are certain fit indices that only attained the recommended marginal threshold. For instance, the comparative fit index (CFI) – 0.92 Tucker Lewis Index (TLI) – 0.92 and adjusted goodness of fit index (AGFI) – 0.85. The standardised root mean square residual (SRMR) – 0.12 falls below the recommended threshold. However, it worth noting that the SRMR measure is generally considered a biased measure based on smaller N values and low degrees of freedom (*df*) studies (Kenny, 2015). Apart from the discussed peripheral issue, the remaining fit indices such as the root mean square error of approximation (RMSEA) – 0.05 and the p of Close Fit (CLOSE) - - 0.23 achieved excellent threshold levels.

H1a (Supported)

The relationship between grateful disposition and nostalgic intensity towards the ad is significant ($\beta=0.22, p=***$). Hence, H1a is supported.

H2a (Supported)

The relationship between grateful disposition and fantasy towards the past is significant ($\beta=0.15, p=**$). Hence, H2a is supported.

H3a (Supported)

The relationship between authentic disposition and nostalgic intensity towards the ad is significant ($\beta=0.35, p=***$). Hence, H3a is supported.

H4a (Supported)

The relationship between authentic disposition and fantasy towards the past ad is significant ($\beta=0.37, p=.048$). Hence, H4a is supported.

H5a (Supported)

The relationship between the need to belong disposition and nostalgic intensity towards the ad is significant ($\beta=0.25, p=***$). Hence, H5a is supported.

H6a (Supported)

The relationship between the need to belong disposition and fantasy towards the past ad is significant ($\beta=0.373, p=**$). Hence, H6a is supported.

H7a (Supported)

The relationship between nostalgic intensity towards the ad and purchase intention is significant ($\beta=0.21, p=***$). Hence, H7a is supported.

H8a (Supported)

The relationship between fantasy towards the past ad and purchase intention is significant ($\beta=0.29, p=***$). Hence, H8a is supported.

Table 6.7: Results of Structural Model (Australian Sample)

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
GD → INTEN	.227	.290	***	0.73
GD → FANT	.155	.207	**	.076
AU → INTEN	.356	.444	***	0.44
AU → FANT	.373	.486	***	0.48
NTB → INTEN	.255	.301	***	0.69
NTB → FANT	.373	.220	**	0.72
INTEN → PURCH	.217	.192	***	0.52
FANT → PURCH	.295	.249	***	0.50

Note: p = p -value threshold; *** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$, † $p < 0.100$

Table 6.8: Summary of Outcomes

Hypothesis		Outcome
Conceptual Framework – Australian Sample		
H1a	Individuals who possess a grateful disposition will have positive attitude towards nostalgic advertisements	Supported
H2a	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H3a	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements	Supported
H4a	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H5a	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements	Supported
H6a	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H7a	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions	Supported
H8a	Fantasy towards past eras advertisement will have a positive influence on purchase intentions	Supported

6.8. ANALYSIS (SINGAPORE SAMPLE)

6.8.1. Descriptive Statistics

A total of 469 respondents were contacted to participate in an online survey questionnaire. Out of the total sample, 102 responses were considered unusable, and the remaining 367 responses were deemed useable. The responses collected mirrored the intended population this study is seeking for. Table 6.9 provides the respondent's profile and its sample characteristics.

Table 6.9: Respondent's Profile - Singapore Sample

Sample Characteristic	Singapore Sample (n=367)
Sex	
Male	52.0
Female	48.0
Age	
18 – 20 years	33.7
21 – 25 years	57.7
26 – 30 years	8.60
31 – 40 years	0.00
Above 40 years	0.00
Marital Status	
Married	12.5
Single	73.0
De-facto	3.3
Divorced	0.00
Others	11.2
Education	
Secondary/High School	5.44
Diploma/Certificate	28.4
Undergraduate	57.4
Postgraduate Degree	7.50
Other	1.30

6.8.2. Exploratory Factor Analysis

An exploratory factor analysis (EFA) was administered using *Principal Component Analysis* with *Varimax Rotation* on the measurement instruments. The suitability of the principal components analysis was assessed prior to analysis. The inspection of the correlation matrix showed that all variables had at least one correlation greater than 0.3. The overall Kaiser-Meyer-Olkin (KMO) measures are greater than 0.7. In addition, the Bartlett's test of sphericity was statistically significant ($p < .0005$). This indicated that the data was likely factorisable. The results of the *EFA (Australian Sample)* are presented in Table 6.10.

Table 6.10: Summary of Exploratory Factor Analysis (Singapore Sample)

Items	Loadings	Alpha (α)
Nostalgia Proneness		.902
How valuable is nostalgia for you?	0.81	
How important is it for you to bring to mind nostalgic experiences?	0.85	
How significant is it for you to feel nostalgic?	0.84	
How prone are you to feeling nostalgic?	0.81	
How often do you experience nostalgia?	0.77	
Generally speaking, how often do you bring to mind nostalgic experiences?	0.80	
Specifically, how often do you bring to mind nostalgic experiences?	N.A	
Grateful Disposition		0.884
I have so much in life to be thankful for	0.85	
If I had to list everything that I felt grateful for, it would be a very long list.	0.81	
When I look at the world, I don't see much to be grateful for.	0.67	
I am grateful to a wide variety of people.	0.83	
As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.	0.86	
Long amounts of time can go by before I feel grateful to something or someone.	0.75	
Authentic Disposition		.806
I think it is better to be yourself, than to be popular	Removed	
I don't know how I really feel inside	0.62	
I am strongly influenced by the opinions of others	0.64	
I usually do what other people tell me to do	0.72	
I always feel I need to do what others expect me to do	0.66	
Other people influence me greatly	0.61	
I feel as if I don't know myself very well	0.70	
I always stand by what I believe in	Removed	
I am true to myself in most situations	Removed	
I feel out of touch with the 'real me'	Removed	
I live in accordance with my values and beliefs	Removed	
I feel alienated from myself	0.61	
Need to Belong Disposition		.869
If other people do not seem to accept me, I don't let it bother me (R)	Removed	
I try hard not to do things that will make other people avoid or reject me.	0.73	
I seldom worry about whether other people care about me (R)	Removed	
I need to feel that there are people I can turn to in times of need	0.68	
I want other people to accept me	0.75	
I do not like being alone	0.65	
Being apart from my friends for long periods of time does not bother me (R)	Removed	
I have a strong "need to belong"		
I bothers me a great deal when I am not included in other people's plans	0.78	
My feelings are easily hurt when I feel that others do not accept me	0.74	
	0.73	
Nostalgic Intensity Towards the Ad		.858
The ad reminds me of an experience from the past	0.83	
The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory	0.87	
This ad does not make me have any feelings about the past	0.66	
I wish I could relive the experience(s) this ad make me think of	0.83	
I associate this ad with a happy experience, yet it make me feel sad.	0.79	
Fantasy Towards Past Eras Ad		.952
I fantasised about the past when watching the ad	0.85	
I imagined I was living in the past period shown in the ad	0.88	
The ad took me back in time	0.86	
When I saw the ad, I became lost in the time period(s) shown	0.84	
I imagined I was there in the simple and pure times shown in the ad	0.85	
I fantasised owning the items shown in the ad	0.77	
The ad made me nostalgic for the time period shown	0.85	
I imagined I was participating in the rituals of the past shown in the ad	0.83	
After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past	0.86	
Purchase Intention		.894
I would definitely intend to buy the items shown in the ad	0.84	
I would absolutely consider buying the items shown in the ad	0.88	
I would definitely expect to buy the items shown in the ad	0.88	
I absolutely plan to buy the items shown in the ad	0.87	

6.8.3. Common Method Bias Test

Common method variance (CMV) is the amount of spurious covariance shared among variables because of the common method used in collecting data (Malhotra et al., 2006). According to Podsakoff et al. (2003), common method variance is also treated as “variance that is attributable to the measurement model rather than to the constructs the measures represent” (p.879).

A common method variance test was conducted through the suggested method of Harman’s single factor score. A Harman one-factor is often used to ascertain variance in data can be largely attributed to a single factor (Podsakoff et al., 2003). The Harman’s single factor test requires all measures to be loaded into an exploratory factor analysis under one single common factor. If the variance for a single factor is less than 50 per cent, it can be assumed that common method bias does not affect the data. A common method variance test was conducted on a total of 49 items that resulted from the initial exploratory factor analysis. The result highlighted that there was no evidence of method bias.

Table 6.11: Common Method Bias Test Result

Common Method Bias % of Variance
22.752

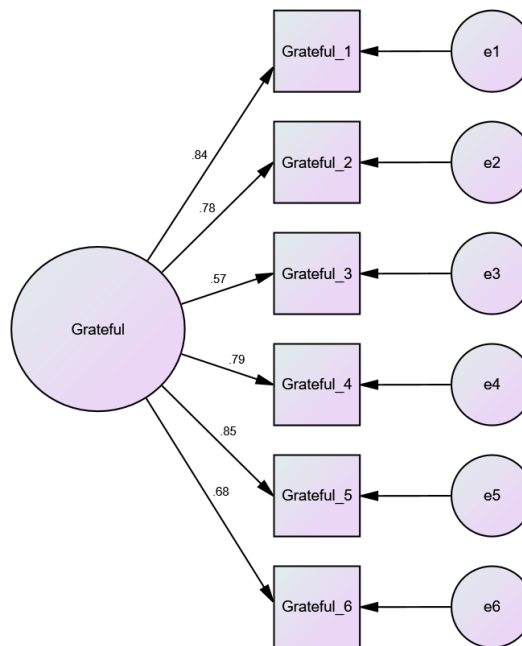
6.8.4. Confirmatory Factor Analysis – One Factor Congeneric

Once the reliability of the scale was ascertained, a one-factor congeneric model/process was tested across the various measurements. According to Phil Homes (1994), a one-factor congeneric model serves different purposes. Firstly, a one-factor congeneric model would provide a more realistic representation of the data by allowing the differences in the degree to which each individual measure contributes to the overall composite scale. Secondly, measurement error that is related to the measurement of the indicator variables is taken into account. Thirdly, fit measurements for the one-factor congeneric model would provide evidence for the construct validity of the indicator variables being used to measure the particular latent trait. Lastly, a one-factor congeneric model will provide item reliabilities on each of the indicator variables.

A confirmatory factor analysis (CFA) is employed after an exploratory factor analysis (EFA) to suggest a factor structure for a set of items. This step is deemed necessary as an EFA may not be adequate in establishing psychometric properties of measures and even so if an EFA meets all criteria for adequacy in an exploratory framework, it may not eventually necessitate to a “pass” in the a confirmatory factor analysis test (Bowen & Guo, 2011). The scale measures used in this study were examined to check if there is a need to remove redundant items that did not perform well (Jöreskog, 1970). Finally, in an attempt to refine and validate the factor structures, several structural equation modelling fit indices were used for interpretation and reporting.

Grateful Disposition (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Grateful Disposition” construct. The six-item grateful disposition model achieved an excellent fit. Hence, no model modification was administered. Thus, the six-item of grateful disposition was accepted.

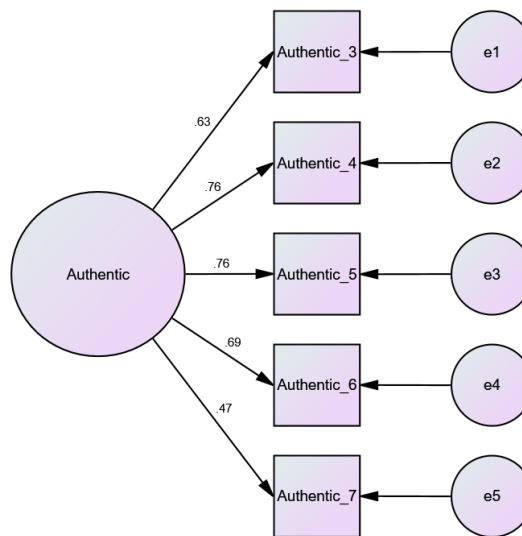


Model Fit:

$\chi^2 = 25.422$, $df = 9$, $\chi^2 / df = 2.825$, CFI = 0.986, AGFI = 0.945, TLI = 0.976,
RMR = 0.0311, SRMR = 0.037, RMSEA = 0.071 and PClose = 0.129

Authentic Disposition (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Authentic Disposition construct. The five-item “Authentic Disposition” model achieved an excellent fit. Model modification was administered with the removal of two scale item measures. Thus, the five-item of authentic disposition was accepted.

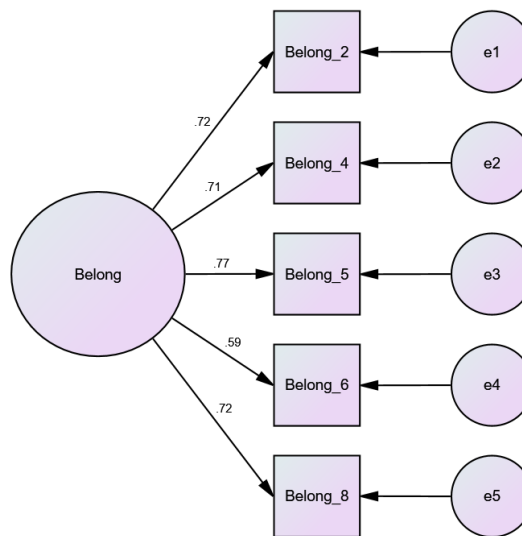


Model Fit:

$\chi^2 = 6.525$, $df = 5$, $\chi^2 / df = 1.305$, CFI= 0.997, AGFI= 0.987, TLI = 0.994,
RMR=0.0172, SRMR= 0.021, RMSEA = 0.029 and PClose = 0.677

Need to Belong (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Need to Belong” construct. The five-item “Need to Belong” model achieved an excellent fit. Model modification was administered with the removal of two scale item measures. Thus, the five-item need to belong disposition was accepted.

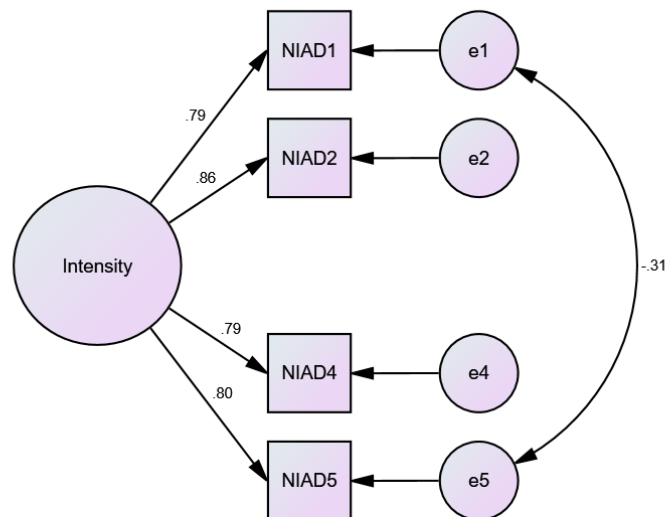


Model Fit:

$\chi^2 = 6.071$, $df = 5$, $\chi^2 / df = 1.214$, CFI = 0.998, AGFI = 0.981, TLI = 0.996,
RMR = 0.0179, SRMR = 0.022, RMSEA = 0.024 and PClose = 0.715

Nostalgic Intensity Towards the Ad (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Nostalgic Intensity Towards the Ad” construct. The four-item “Nostalgic Intensity Towards the Ad” model achieved an excellent fit. Hence, no model modification was administered. Thus, the four-item nostalgic intensity towards the ad was accepted.

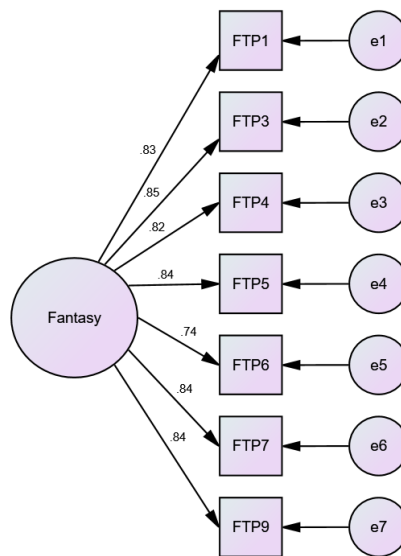


Model Fit:

$\chi^2 = 1.684$, $df = 1$, $\chi^2 / df = 1.684$, CFI = 0.999, AGFI = 0.982, TLI = 0.994,
RMR = 0.0088, SRMR = 0.011, RMSEA = 0.043 and PClose = 0.379

Fantasy Towards Past Eras Ad (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Fantasy Towards Past Eras” construct. The seven-item “Fantasy Towards Past Eras” model achieved an excellent fit. Hence, no model modification was administered. Thus, the seven-item fantasy towards past eras was accepted.



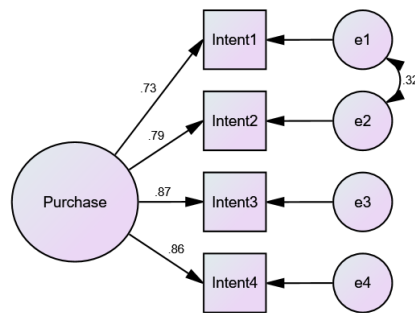
Model Fit:

$\chi^2 = 32.656$, $df = 14$, $\chi^2 / df = 2.333$, CFI = 0.990, AGFI = 0.973, TLI = 0.986,

RMR = 0.0176, SRMR = 0.020, RMSEA = 0.060 and PClose = 0.237

Purchase Intention (One Factor Congeneric)

A one-factor congeneric factor analysis was conducted after the initial exploratory factor analysis (EFA) on the “Purchase Intention” construct. The four-item “Purchase Intention” model achieved an excellent fit. Hence, no model modification was administered. Thus, the four-item purchase intention was accepted.

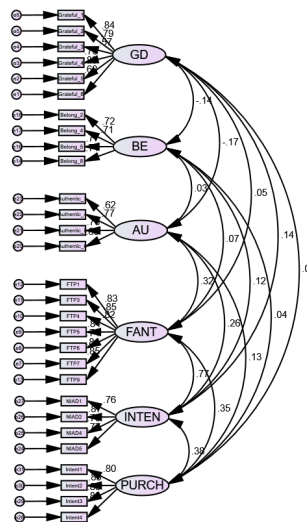


Model Fit:

$\chi^2 = 0.337$, $d.f = 1$, $\chi^2 / df = 0.337$, CFI = 0.999, AGFI = 0.999, TLI = 0.999,
RMR = 0.027, SRMR = 0.003, RMSEA = 0.000 and PClose = 0.709

6.8.5. Confirmatory Factor Analysis Measurement Model

The measurement model was specified after the inspection of the one-factor congeneric models. Measurement model refers to the implicit or explicit models that relate to the latent variable to its indicators (Smelser & Baltes, 2001). Furthermore, the measurement model allows the evaluation of the observed variables combined to identify underlying hypothesised constructs (Weston & Gore Jr, 2006). Thus, a confirmatory factor analysis is used to develop the measurement model that eventually extends to the composite/full structural model.



Model Fit:

$\chi^2 = 539.133$, $df = 365$, $\chi^2 / df = 1.477$, CFI = 0.971, AGFI = 0.889, TLI = 0.968, RMR = 0.0377, SRMR = 0.039, RMSEA = 0.072 and PClose = 0.761

Table 6.12: Overview of the Two Measurement Model Results

Measurement Model	χ^2	df	χ^2/df	RMSEA	PClose	AGFI	CFI	TLI
Australia	516.642	365	1.41	0.03	0.82	0.99	0.97	0.99
Singapore	539.133	365	1.47	0.07	0.76	0.88	0.97	0.96

Table 6.13: Summary of Confirmatory Factor Analysis (Singapore Sample)

Items	P.E	χ^2	df	RMSEA	PClose	CFI	AGFI	TLI
Grateful Disposition								
I have so much in life to be thankful for	0.84	25.4	9	0.07	0.12	0.98	0.94	0.97
If I had to list everything that I felt grateful for, it would be a very long list.	0.78							
When I look at the world, I don't see much to be grateful for.	0.57							
I am grateful to a wide variety of people.	0.79							
As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.	0.85							
Long amounts of time can go by before I feel grateful to something or someone.	0.68							
Authentic Disposition								
I think it is better to be yourself, than to be popular	Removed	6.52	5	0.02	0.67	0.99	0.98	0.97
I don't know how I really feel inside	Removed							
I am strongly influenced by the opinions of others	0.63							
I usually do what other people tell me to do	0.76							
I always feel I need to do what others expect me to do	0.76							
Other people influence me greatly	0.69							
I feel as if I don't know myself very well	0.47							
I always stand by what I believe in	Removed							
I am true to myself in most situations	Removed							
I feel out of touch with the 'real me'	Removed							
I live in accordance with my values and beliefs	Removed							
I feel alienated from myself	Removed							
Need to Belong Disposition								
If other people do not seem to accept me, I don't let it bother me (R)	Removed	6.07	5	0.02	0.71	0.99	0.98	0.99
I try hard not to do things that will make other people avoid or reject me.	0.72							
I seldom worry about whether other people care about me (R)	Removed							
I need to feel that there are people I can turn to in times of need	0.71							
I want other people to accept me								
I do not like being alone	0.77							
Being apart from my friends for long periods of time does not bother me (R)	0.59							
I have a strong "need to belong"	Removed							
I bothers me a great deal when I am not included in other people's plans	0.72							
My feelings are easily hurt when I feel that others do not accept me	Removed							
Nostalgic Intensity Towards the Ad								
The ad reminds me of an experience from the past	0.79	1.68	1	0.04	0.37	0.99	0.98	0.99
The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory	0.86							
This ad does not make me have any feelings about the past	Removed							
I wish I could relive the experience(s) this ad make me think of	0.79							
I associate this ad with a happy experience, yet it make me feel sad.	0.80							
Fantasy Towards Past Eras Ad								
I fantasised about the past when watching the ad	0.83	32.6	14	0.06	0.23	0.99	0.97	0.98
I imagined I was living in the past period shown in the ad	Removed							
The ad took me back in time	0.85							
When I saw the ad, I became lost in the time period(s) shown	0.82							
I imagined I was there in the simple and pure times shown in the ad	0.84							
I fantasised I was wearing the clothes in the time periods shown in the ad	0.74							
I imagined I was participating in the traditions and rituals of the past shown in the ad	0.84							
The ad made me nostalgic for the time period shown	Removed							
After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past.	0.84							
Purchase Intention								
I would definitely intend to buy the items shown in the ad	0.73	0.33	1	0.00	0.70	0.99	0.99	0.99
I would absolutely consider buying the items shown in the ad	0.79							
I would definitely expect to buy the items shown in the ad	0.87							
I absolutely plan to buy the items shown in the ad	0.86							

6.8.6. Composite Reliability, Convergent Validity and Discriminant Validity

The specified measurement model was tested for its composite reliability, convergent and discriminant validity. Firstly, all constructs achieved the recommended threshold for composite reliability. As seen in table, all six examined constructs exceeded the .70 criteria as recommended by Hair et al. (2010). Secondly, all constructs achieved the recommended threshold for convergent validity. Convergent validity was established through two ways. First, the parameter estimates from the one-factor congeneric models were examined for their statistical significance, direction and magnitude (Garver & Mentzer, 1999; Steenkamp & Van Trijp, 1991). Second, convergent validity was determined by the average variance extracted scores which were equal to or greater than 0.50 (Fornell & Larcker, 1981). As seen in the table, the average variance scores for the six constructs achieved the minimum threshold. Lastly, all constructs achieved the recommended threshold for discriminant validity. Discriminant validity was established through two ways. First, the maximum shared variance (MSV) should be lower than the average shared variance (AVE). Second, the square root of the average variance extracted should be greater than inter-construct correlations (Hair et al., 2013). In summary, the instruments projected good internal consistency, good discriminant and convergent validity. Thus, the structural model can be specified upon satisfactory preliminary evidence depicted in the measurement model.

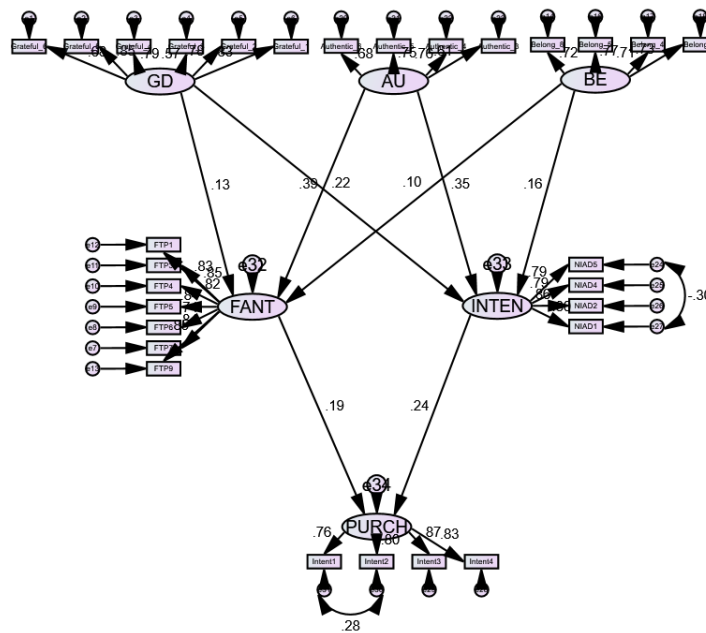
Table 6.14: Composite Reliability, Convergent Validity and Discriminant Validity Measure

Attribute	Items	CR	AVE	MSV	GD	FANT	BE	AU	INT	PUR
Grateful Disposition	6	0.88	0.57	0.03	0.75					
Fantasy Towards Past Era Ads	7	0.93	0.67	0.59	0.04	0.82				
Belong Disposition	5	0.82	0.55	0.02	-0.14	0.07	0.73			
Authentic Disposition	5	0.80	0.50	0.10	-0.17	0.31	0.03	0.71		
Nostalgic Intensity Towards Ad	4	0.85	0.63	0.59	0.14	0.76	0.11	0.25	0.79	
Purchase Intentions	4	0.85	0.68	0.14	0.00	0.35	0.03	0.13	0.37	0.82

Note: Items = Scale Measure, CR = composite reliability, AVE = average variance extracted Squared correlations, MSV = Maximum Shared Variance, GD = Grateful Disposition, FANT= Fantasy Towards Past Era, BE= Need to Belong, AU= Authentic Disposition, INT= Nostalgic Intensity Towards Ad, PUR= Purchase Intentions

6.8.7. Full Structural Model

A full structural model was specified for hypotheses testing after achieving a good measurement model fit. Structural equation modelling is conducted to establish, estimate and examine the causal relationship between variables. The maximum likelihood method (MLM) procedure was adopted to calibrate the model.



Model Fit:

$\chi^2= 731.875, df = 370.000, \chi^2 /d.f= 1.978, CFI= 0.940, AGFI= 0.867, TLI = 0.934,$
 $RMR=0.115, SRMR= 0.119, RMSEA = 0.052$ and $PClose = 0.300$

Table 6.15: Overview of the Two Structural Model Results

Structural Model	χ^2	df	χ^2/df	RMSEA	PClose	AGFI	CFI	TLI
Australia	764.354	370	2.55	0.05	0.23	0.85	0.92	0.92
Singapore	731.875	370	1.97	0.05	0.30	0.86	0.94	0.93

6.9. RESULTS (SINGAPORE SAMPLE)

The overall model achieved an acceptable model fit further noting that there are certain fit indices that only attained the recommended marginal threshold. For instance, the comparative fit index (CFI) – 0.94 Tucker Lewis Index (TLI) – 0.93 and adjusted goodness of fit index (AGFI) – 0.86. The standardised root mean square residual (SRMR) – 0.11 falls below the recommended threshold. However, it worth noting that the SRMR measure is generally considered a biased measure based on smaller N values and low degrees of freedom (*d.f*) studies (Kenny, 2015). Apart from the discussed peripheral issue, the remaining fit indices such as the root mean square error of approximation (RMSEA) – 0.05 and the p of Close Fit (CLOSE) – 0.30 achieved excellent threshold levels.

H1b (Supported)

The relationship between grateful disposition and nostalgic intensity towards the ad is significant ($\beta=0.21, p=***$). Hence, H1b is supported.

H2b (Supported)

The relationship between grateful disposition and fantasy towards the past is significant ($\beta=0.13, p=*$). Hence, H2b is supported.

H3b (Supported)

The relationship between authentic disposition and nostalgic intensity towards the ad is significant ($\beta=0.34, p=***$). Hence, H3b is supported.

H4b (Supported)

The relationship between authentic disposition and fantasy towards the past ad is significant ($\beta=0.39, p=***$). Hence, H4b is supported.

H5b (Supported)

The relationship between need to belong disposition and nostalgic intensity towards the ad is significant ($\beta=0.15, p=**$). Hence, H5b is supported.

H6b (Not Supported)

The relationship between need to belong disposition and fantasy towards the past ad is non-significant ($\beta=0.10, p=.060$). Hence, H6b is not supported.

H7b (Supported)

The relationship between nostalgic intensity towards the ad and purchase intention is significant ($\beta=0.24, p=***$). Hence, H7b is supported.

H8b (Supported)

The relationship between fantasy towards the past ad and purchase intention is significant ($\beta=0.19, p=***$). Hence, H8b is supported.

Table 6.16: Results of Structural Model

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
GD → INTEN	.218	.245	***	0.62
GD → FANT	.132	.157	*	.064
AU → INTEN	.347	.416	***	0.75
AU → FANT	.390	.496	***	0.75
NTB → INTEN	.159	.182	**	0.65
NTB → FANT	.104	.127	†	0.67
INTEN → PURCH	.242	.221	***	0.52
FANT → PURCH	.192	.165	***	0.48

Note: p = p -value threshold; *** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$, † $p < 0.100$

Table 6.17: Summary of Outcomes

Hypothesis		Outcome
Conceptual Framework – Singapore Sample		
H1b	Individuals who possess a grateful disposition will have positive attitude towards nostalgic advertisements	Supported
H2b	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H3b	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements	Supported
H4b	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H5b	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements	Supported
H6b	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements	Not Supported
H7b	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions	Supported
H8b	Fantasy towards past eras advertisement will have a positive influence on purchase intentions	Supported

6.10. CHI-SQUARE DIFFERENCE TEST

A chi-square difference test between two nested models was performed to compare between the Australian and Singapore sample. The constraint method was administered to compare with the alternate model and select the best fitting model. Thus, two models are compared where the pathways of one model were constrained to zero, and the other not constrained. After the Chi² difference test, the result was non-significant ($\Delta\chi^2 = 3.14$, $\Delta df = 8$, $p = 0.92$). The non-significant results further suggest that nostalgia is a common emotion.

6.11. DISCUSSION

The primary aim of this study is to validate the dispositions – nostalgia framework across the two country sample. This was done in order to ascertain cross-cultural compatibility. This study provides initial evidence in understanding the relationship between dispositions and nostalgia. Three dispositional factors were identified and validated. The results obtained from this study highlighted positive and encouraging outcomes that will usher in further interest in exploring other potential dispositions and its effects on nostalgia. Overall, the results suggested there are multiple paths towards nostalgic consumption. The following sections discuss each individual dispositions and its implications.

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6.11.1. Finding 1: Grateful Disposition on Nostalgia

Table 6.18: Grateful Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Australian Sample				
GD → INTEN	.227	.290	***	0.73
GD → FANT	.155	.207	**	.076
Hypotheses				
H1a	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements			Supported
H2a	Individuals who possess a grateful disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Singapore Sample				
GD → INTEN	.218	.245	***	0.62
GD → FANT	.132	.157	*	.064
Hypotheses				
H1b	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements			Supported
H2b	Individuals who possess a grateful disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported

H1a, H2a, H1b, and H2b investigated the influence of one’s grateful disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess a grateful disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). The results from the analyses confirmed the hypotheses.

Out of the three dispositions that were explored, the relationship between the grateful disposition and nostalgia is perhaps the more notable find that resulted from this study. This is certainly not to infer other findings that resulted from the analyses are not equally significant, but this finding is one that provides preliminary empirical support in establishing the relationship between the two concepts. As mentioned, there are no prior empirical studies that investigated this dyadic relationship. The present analyses contribute to the literature by extending this inquiry regarding the activation of dispositions during a nostalgic situation with the understanding that literature does not provide much clarifications too.

As discussed previously, studies on the gratitude disposition have mainly centred around relationship marketing and till more recently, cause marketing (De Vries & Duque, 2018). Gratitude is a prosocial emotion and has important implications in decision making (Zhang, Chen, & Ni, 2019). This research suggests marketers to consider activating the grateful disposition of an individual and extend further studies to examine other underlying nuances between both concepts. Also, this finding represents a shift in what is known about nostalgia as it enables greater flexibility in incorporating other psychological mechanisms in management of nostalgia.

This finding further suggested the possibility that individuals may experience mixed emotional experience at any one time. Mixed emotions are defined as experiencing more than one emotion – for instance, laughing through tears or experiencing anger with a hint of sadness (Charles, Piazza, & Urban, 2017). The ability to experience multiple feelings concurrently is captured by terms such as nostalgia, ambivalence and poignancy (Larsen & McGraw, 2014). Nostalgia in its own manifestation is considered a *bitter-sweet* emotion. In sum, the advertisement may have activated feelings of gratitude and nostalgia at the same time. Advertisements are certainly unavoidable part of one's present-day life and advertising practitioners are constantly using mixed emotions in appeals (Williams & Aaker, 2002). A closer look at the findings indicate that many of life's most important events are categorised by a mixture of emotions (J. Aaker, Drolet, & Griffin, 2008).

6.11.2. Finding 2: Authentic Disposition on Nostalgia

Table 6.19: Authentic Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Australian Sample				
AU → INTEN	.356	.444	***	0.44
AU → FANT	.373	.486	***	0.48
Hypotheses				
H3a	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements			Supported
H4a	Individuals who possess authentic disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Singapore Sample				
AU → INTEN	.347	.416	***	0.75
AU → FANT	.390	.496	***	0.75
Hypotheses				
H3b	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements			Supported
H4b	Individuals who possess authentic disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported

H3a, H4a, H3b, and H4b investigated the influence of one’s authentic disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess an authentic disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). The results from the analyses confirmed the hypotheses.

The next contribution to this research is extending the dialogue between authenticity and nostalgia. From time to time, nostalgia has been linked to some form of authenticity (Goulding, 2000). Consumers often attribute the past as a more authentic experience and the pursuit of authenticity would inadvertently usher in feelings of nostalgic recollections. For instance, younger consumers have greater desire for individuality and originality about a yearning for a bygone past. This popularity is driven by a longing for authenticity and a backlash against perceived uniformity and slickness of contemporary mass marketing. Furthermore, these young consumers are

frustrated with globalisation, standardisation and import of inferior products.

Hence, they are keen to buy into the values of an idealised past (Euromonitor, 2012). According to S. Brown, Kozinets, and Sherry (2003), the most significant thing about the current contemporary consumer culture is the overwhelming desire for authenticity. Therefore, the demand for retro products and services are part and parcel of this on-going search for authenticity.

Marketing practitioners may consider attempting to evoke a sense of authenticity through nostalgic advertisements. Consider the case of Adobe, a multinational computer software company that specialises in the creation of multimedia and creative software products i.e. Adobe Photoshop, Adobe Illustration, Adobe InDesign, and many others. Adobe launched a series of advertisements to pay homage to Bob Ross, an American painter and famous television personality celebrity. Authenticity was pivotal to this nostalgic campaign. It was ensured that every detail portraying Bob Ross was accurate. That included the brand of clothes Bob Ross wore on his shows.

Additionally, marketing practitioners should consider that it is not sufficient to just reissue old products exactly as they were. Although consumers continue to take a trip down memory occasionally, and demand for familiarity and authenticity, consumers will also be open to new ideas and experiences. Thus, authenticity plays a significant role in adopting a nostalgia centric strategy.

6.11.3. Finding 3: Need to Belong Disposition on Nostalgia

Table 6.20: Need to Belong Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Australian Sample				
NTB → INTEN	.255	.301	***	0.69
NTB → FANT	.373	.220	**	0.72
Hypotheses				
H5a	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements			Supported
H6a	Individuals who possess a need to belong disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Singapore Sample				
NTB → INTEN	.159	.182	**	0.65
NTB → FANT	.104	.127	†	0.67
Hypotheses				
H5b	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements			Supported
H6b	Individuals who possess a need to belong disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Not Supported

H5a, H6a, H5b, and H6b investigated the influence of one’s need to belong disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess a need to belong disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). Results obtained from the analyses showed partial support for the Singapore sample.

The findings resonated with other studies that investigated the role of the need to belong on nostalgia (Loveland et al., 2010; Seehusen et al., 2013). For instance, Seehusen et al. (2013) study validated that a deficiency in social connectedness or belongingness would trigger nostalgic behaviour.

As discussed in prior chapters, humans have a fundamental need to belong. They have a strong drive to maintain lasting relationships and one way to fulfil its individual need to belong is via nostalgic product consumption (Loveland et al., 2010). Also, nostalgic products helps to foster a tangible link to the past by centralising a point of focus for collective nostalgic thoughts. Through consumption of nostalgic products, consumers are able to reconnect with their past and with their social circle that once consumed those products together. As such, the items that were shown in the advertising video stimulus may have triggered collective remembering. These items may have collective and symbolic memories to an individual as it was once played together with friends and family. The free to play mobile application game Pokémon Go is another case in point. A “shared passion” as coined by Vella and Johnson was tied to the nostalgic connection many players felt for the franchise. There were many shared memories and that transpired to foster a connection to the game.

6.11.4. Finding 5: Intentions

Table 6.21: Nostalgic Attitudes Towards Purchase Intentions

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Australian Sample				
INTEN → PURCH	.217	.192	***	0.52
FANT → PURCH	.295	.249	***	0.50
Hypotheses				
H7a	Nostalgic intensity towards advertisement positively influence purchase intentions			Supported
H8a	Fantasy towards past eras advertisement positively influence purchase intentions.			Supported
Singapore Sample				
INTEN → PURCH	.242	.221	***	0.52
FANT → PURCH	.192	.165	***	0.48
Hypotheses				
H7b	Nostalgic intensity towards advertisement positively influence purchase intentions			Supported
H8b	Fantasy towards past eras advertisement positively influence purchase intentions.			Supported

H7a, H8a, H7b, and H8b investigated consumers' purchase intentions through the nostalgic intensity towards the advertisement and fantasy towards past eras advertisements. The results from the analyses confirmed the hypotheses.

6.12. CONCLUSION

This study contributes to the body of knowledge in several ways. The following sections present the theoretical, methodological and managerial contributions.

6.12.1. Theoretical Contributions

This study offers four key theoretical contributions:

- i. First, this study marks the first attempt in conducting an initial investigation into understanding a combined set of related dispositions that influences nostalgic consumption. The study connected three dispositional dimensions via personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad towards purchase intent. A conceptual model was thus established and empirically tested across two country samples.
- ii. Second, and perhaps the most significant contribution to this study is gratitude relates to nostalgia and potentiates an outcome on consumer decisions under this specific nostalgic context. This significant finding opens up new trajectories and possibilities that will require further research and experimentation. Furthermore, it contributes to the growing interest in the study of gratitude within the psychology and marketing domain. One will further suggest that by identifying the positive emotion of gratitude or an individual who inherently possesses a grateful disposition, it will contribute to an effective strategy for marketing practitioners to adopt.
- iii. Third, this study extends on previous works of authenticity and need to belong (Baldwin et al., 2015; Loveland et al., 2010; Seehusen et al., 2013) by examining its relationship under two nostalgia conditions (personal and historical) that of which have not been previously done so.
- iv. Fourth, this study tested and demonstrated the two distinct responses towards nostalgia advertising appeals, personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad. The objective was to demonstrate the subtle differences from a marketing viewpoint and further reiterate that future research should approach them concurrently.

6.12.2. Methodological Contributions

This study offers three key methodological contributions:

- i. First, this study involved the use of a real-life advertisement that enhances the ecological validity of this research. In comparison with other research that examined the effects of nostalgia through print advertisements, this study incorporated broadcast/video advertisements. The purpose was to immerse respondents through sight and auditory cues to re-enact the nostalgic experience.
- ii. Second, the instruments and processes adopted for this study assisted in establishing a sound methodology and contributed to the methodological significance of this study. Furthermore, a free-recall test method of capturing respondents' thoughts, attitudes and emotions were utilised. Moreover, the purpose of the free-recall task allowed the researcher to assess the recall as well as the correct and false recognition of personal and historical products shown in the advertising stimulus. Results from the free-recall test supported the notion that consumers' are able to recall personal and historical products. Furthermore, through the free-recall task, it lends support to the study on the prototypical attributes of nostalgia.
- iii. Third, this study successfully employed structural equation modelling (SEM) techniques in extending the conceptual model across two different country samples. It is facilitated through a chi-square difference test to further understand the cross-cultural applicability of the conceptual framework.

6.13.3. Managerial Contributions

This study offers several relevant managerial contributions:

This study offers five key managerial contributions:

Dispositions

- i. First, the findings from this study offer marketing practitioners three different routes to consider when formulating a nostalgia-themed advertising campaign. The three routes signify the three dispositions that were examined in this study. Also, all three routes may offer differing marketing outcomes. That said, understanding these dispositions may also help facilitate with the understanding of the level of involvement a consumer might approach a nostalgic advertisement.

On the other hand, marketing practitioners should also consider capitalising on the current ***nostalgia trend*** as nostalgia-driven initiatives have emerged as the most impactful forms of advertising that have penetrated the market (Adweek, 2019). In most instances, it has resulted in positive outcomes. Although predictions of nostalgic activity were to *dampen* and deemed as a *passing fad*, there are no signs of slowing down (S. Brown, 2018). Marketing practitioners should also understand that with any successful marketing campaign, nostalgic centric or otherwise – the key is to understand the ***intended recipient*** of the advertising message.

Gratitude Route

- ii. Marketing practitioners *may* consider activating consumers' grateful dispositional tendencies within a nostalgia-themed campaign to amplify the nostalgic "effect". Marketing messages that will be embedded within the campaign should focus on the appreciation dimension of gratitude and not the reciprocal nature of the concept. Embedding gratitude/appreciation expressions allows consumers to acknowledge the importance of past interactions with the brand or product, resulting in greater longing for that product which may have discontinued. For instance, the child of the 90s ad by Internet Explorer (stimulus used in this study) captured the essence of what it is like to grow up as a 90s child and highlighted the fads that defined the 90's

childhood. Internet Explorer further positioned itself as a singular entity amongst a host of brands and products that once created joy and memories for consumers. I.E connected with the audience by associating the brand with a historical event.

Authenticity Route

- iii. Marketing practitioners should consider activating consumers' authentic dispositional tendencies to amplify the nostalgic "effect". Consumers often relate to the good old days as more authentic than the present. As it stands, the demand for authentic products and services will be more prevalent than ever. One further put forth the notion that authenticity and nostalgia are interconnected terms. For instance, millennials are engrossed with nostalgia is due to a reaction against a uniform world. These consumers crave for authenticity and authentic products, such as choosing books instead of *Kindle*, listening to music on vinyl records instead of hard digital and music streaming services. According to Goulding and Derbaix (2019), vinyl consumers appreciate the authentic feeling of the product as it triggers nostalgic recall of former times, places and people.
 - a. Marketing practitioners should also capitalise on the long-standing history of a brand and communicating the brand's history as that emphasises the notion of authenticity. In addition, nostalgia plays on the emotional responses of consumers. Hence, the use of familiar imagery, jingles, songs, slogans, old-style fonts, should be incorporated in the campaign to facilitate recall. Brands that do not have the luxury of having a long, rich history to fall on should consider creating a **back story**. Brands can create a back story that associate the brand with the past – personal and historical events or even creating a fictional history to generate excitement and give an air of authenticity to the brand. Hollister, an American lifestyle fashion brand owned by Abercrombie and Fitch (A&F) invented a nostalgic backstory in order to give much credence. Also, while modern-day consumers may appreciate the authentic past, it is not adequate to re-issue old products. Marketing practitioners should note that the relaunch of old products should incorporate modern elements to stay valued and relevant.

Need to Belong Route

- iv. Marketing practitioners *should* consider activating consumers' need to belong dispositional tendencies to enhance the nostalgic "effect". The notion of sharing is crucial to nostalgia (Cervellon, Brown, Cervellon, & Brown, 2018). Nostalgia is fuelled by consumers' recall of shared collective memories. The internet will continue to serve as a platform that allows the documentation and sharing of memories. Hence, marketing practitioners need to consider buying advertising space through social media platforms to distribute content. Channelling nostalgic content in social media is very much unique when compared with other traditional means. According to Youn and Jin (2017), the use of social media as an advertising platform allows diverse means to increase consumer engagement through public shares, likes and, comments.

Nostalgia – Personal + Historical

- v. Marketing practitioners *should* consider introducing both personal and historical nostalgia cues and not just focusing on two separate appeals. Although evoking personal nostalgia may be a foolproof method that is most commonly adopted by marketers to evoke emotional responses from consumers, one should also consider evoking the perception of an ideal past that can be equally attractive to consumers. Furthermore, it is worth noting to focus on what consumers think life was like back then rather than the actual truth.

6.13. LIMITATIONS AND FUTURE RESEARCH

Although this study has achieved its objective in the validation of a conceptual model that connects the relationship between dispositions and nostalgia, there are several avenues for future directions due to nostalgia's multifarious implications in a wide variety of areas. These future directions are further implicated by the limitations identified in this study.

First, only one real-life advertisement containing personal and historical items was used in this study. Future research should examine other potential advertisements that may contain personal and historical nostalgia elements. Furthermore, it is essential to examine advertisements across various product categories (i.e. furniture, music, toys). Moreover, it may be possible that the use of *Internet Explorer* (IE) brand had an influence on the results of the study, especially towards purchase intentions of the various products shown in the advertisement. The *Internet Explorer* brand is a recognised brand that may have an influence on the respondents' beliefs and attitudes. Therefore, it may have diluted the perceived effects of both personal and historical nostalgia cues in some responses due to existing preconceptions of the brand. This study was confined to a single outcome variable, purchase intentions, and it did not consider other probable marketing consequences and outcomes to nostalgia. In future studies, researchers may consider other marketing and advertising consequences towards nostalgia such as brand loyalty and persuasiveness of nostalgic ads, etc. (Srivastava, Maheswarappa, & Sivakumaran, 2019b).

Second, this study tested cross-cultural generalisability through a chi-square difference test on the proposed conceptual model across two country samples. While this study was able to replicate findings across more than one country group, given the unique properties and effects of nostalgia has on nostalgic preferences, more research is warranted. Longitudinal studies in a wide variety of countries and cultures will be required to further enhance cross-cultural generalisability of results. Different implications may arise from different respondents originating from varying countries. Hence, the limited demographic and socioeconomic diversity of the sample may restrict the generalisability of findings. Additional studies will be required to corroborate these findings with other data sources in order to enhance the validity of the results (Ford et al., 2018).

Third, this study identified three dispositional antecedents that affect consumers' attitudes towards nostalgic advertisements. Out of the three dispositional antecedents that were tested in this study, the role of a grateful disposition should be further explored and examined. As this is the first study that introduces the concept of gratitude into the domain of nostalgia, future studies should look to replicate and extend current findings by testing whether gratitude is uniquely related to nostalgia. Unlike the authentic and need to belong dispositional constructs, prior exploratory studies have been conducted. Future research should consider exploring other potential dispositional constructs that may have a possible impact on nostalgic attitudes and consumption.

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APPENDIX B: FREE RECALL TEST RESULTS

Item	Quantity
Yoyo	158
Floppy Disk / Disk save / Square USB Disc / Diskette	78
Fanny Pack / Waist Bag / Bum Bag	47
Tamagotchi / Pet Game/ Digital Pets	152
Reeboks	31
Light Up Sneakers / Flashing Shoes	80
Baggy Jeans	3
Trolls	91
Lunchables	14
Hungry Hungry Hippo / Animal Feeder Game / Crocodile Game	152
Rounds Cards / Collectible Cards	6
Hardware	1
Basketball	34
Bag	1
Pet	2
Computer / Old School Computer/ Old Desktop / 90's Computer / Square Desktop / Box Monitor Computer	34
Portable CD/ Mp3 Player	5
Water Gun	39
Wallet With Chain	96
Internet Explorer Tablet	8
Cassette Player	8
Cardboard Circles	2
SBK Modem / Slow Internet Modem / Wi-Fi Network / Dial Up Modem / Router / 56k Modem	25
Nintendo	1
Mac / Old School Mac / Old Macintosh	2
Bowl Cut	39
Super Soaker	10
Pump Shoes / Insta Pumps	10
Snap Bracelet / Wrist Band / Snap Band / Wrist Snap	62

High Tops	3
Walkman / Discman	16
Nike Shoes	14
Ying Yang Necklace	35
Collectible Token	1
Gameboy	1
Nerf Gun	3
Clippers	1
Microsoft / Internet Explorer	7
Old Pc	4
Biscuits	1
Pogs	4
Polaroid Pictures	2
Pens	2
Farmer Game / Farmville	4
Tazos	4
Crackers + Cheese	7
New Balance Shoes	1
Answering Machine	1
Peace Sign	1
Board Game	1
Tape Recorder	2
Retro Video Game	1
Snap Ruler	1
Windbreaker	2
Old Style News Feed	1
Commodore 64	2
Colouring Books / Book Covers / Scrapbooks / Colourful Notebook	4
Puzzle	1
Carousel	1
Game Machine	2
Game Card	1
Pokemon	1

Coca Cola	1
Furniture	1
Squeaky Shoes	1
Slap Stick	1
DVD	1
Neopets	1
Punk Hightops	1
Snake Game	1
Cost of Haircut	1
Belt Chain	1
Non-Usable Responses	N= 18

CHAPTER 7

STUDY 3:

The Moderating Effects of Brand Heritage and Brand Attachment on the Disposition-Nostalgia Relationship

Chapters	Type	Objectives
Chapter 5 Study 1:	Systematic Literature Review	<ul style="list-style-type: none">• Conceptualise current paradigmatic views on nostalgia• Provide a synthesised, integrated overview of the current state of knowledge• Evaluate existing methodological approaches and insights
Chapter 6 Study 2:	Conceptual Framework Development	<ul style="list-style-type: none">• Validate the conceptual framework• Validate conceptual framework across two country samples
Chapter 7 Study 3:	Exploring Moderating Variables	<ul style="list-style-type: none">• Multi-group test of brand heritage construct• Multi-group test of brand attachment construct• Generalisation of a different product category

7.0. OPENING REMARKS

Chapter 7 presents the final study written in the format of a stand-alone journal article. This study attempts to present a detailed record of the analyses conducted in this study. Hence, the overall layout will differ slightly from the traditional journal structure/look as most often seen in subscription-based academic sites as there are inputs of additional documentation such as figures and charts. A “trimmed-down” version of this study will be submitted to the Journal of Advertising Research, adhering to the required journal specifications. Study 3, titled, “The Moderating Effects of Brand Heritage and Brand Attachment on the Disposition-Nostalgia Relationship”, attempts to analyse simultaneously the combined effects of two moderators on a model of relationships.

7.1. ABSTRACT

Purpose – This paper examines the moderating roles of brand heritage and brand attachment on the nostalgia-disposition framework simultaneously.

Design / Methodology / Approach – (1) A quantitative study using a self-administered questionnaire (n=1003) was conducted. (2) Multi-group moderation analysis was conducted to test the moderating influence of brand heritage and brand attachment across three different furniture brands.

Findings – The results revealed both significant and non-significant impact of brand heritage and brand attachment.

Practical Implications – (1) Firstly, hypotheses testing through the theoretical framework with the inclusion of brand heritage as a moderating variable, demonstrated that it may be particularly useful for evaluating personal and historical brands. In addition, this framework provided insights on how brand heritage relates to consumer behavioural intentions. This finding could prove useful for marketing practitioners looking to incorporate brand heritage elements into a nostalgic themed campaign. (2) Secondly, hypotheses testing for this theoretical framework with the inclusion of brand attachment as a moderating variable demonstrated that it may be particularly useful for evaluating personal nostalgic brands. However, it may be not as effective as means of distinguishing consumers' perceptions of historically nostalgic brands. This is taking into consideration that respondents reacted differently to the historical brand suggests that there are other potential factors that need to be considered in order to enable this theoretical framework to be an effective tool for marketing practitioners and researchers.

Originality – This paper validated and extended the nostalgia-disposition framework.

Keywords – Nostalgia, Dispositions, Grateful, Authentic, Need to Belong, Advertising, Fantasy towards the Past, Brand Heritage, Brand Attachment

7.2. INTRODUCTION

Recent years have witnessed an upsurge of brands adopting the use of nostalgic themes and references. Overall, there is no shortage of success stories of brands harnessing the power of nostalgia to its fullest advantage. However, that is not always the case

and there are brands that have tried using nostalgia as a strategy tool and have backfired. Brands such as *Polaroid*, *Twinkies* and *MySpace* have tried, and the respective reboots failed.



As a matter of fact, marketers are generally quick to recognise the ease of leveraging nostalgia and also equally eager to infuse nostalgic elements into their campaigns. However, it is easier said than done as nostalgia rarely resonates on its own. According to Chief Marketer (2017), marketers have mistakenly believed that nostalgia is such a powerful tool that it becomes the sole pillar of a brand's persona. In order for nostalgia to be effective, it needs to be paired or infused with other emotional and rational brand attributes to effectively activate consumption behaviour.

The study of *The Role of Multiple Dispositions in Nostalgia Marketing: A Conceptual Framework Development* revealed three distinct consumer dispositions that were responsive to nostalgic advertising. However, the study did not account for brand-related variables that may potentially further impact and promote the success of nostalgic advertising. Hence, this study will investigate the effects of brand-related variables such as brand heritage and brand attachment on the nostalgia-disposition framework. The rationale behind the inclusion of the two moderators is tied to the conceptual resemblance with nostalgia and the potential strategic value it provides. Notwithstanding what has just been highlighted, research from the conceptual perspective of both brand heritage and brand attachment is still sparse (Iglesias et al., 2011).

7.3. RELEVANT LITERATURE

Nostalgia is a powerful emotion, and it never does seem to go away. Furthermore, nostalgia can be considered a universal emotion that is experienced across one's lifespan (Hepper et al., 2014). More recently, nostalgia-centric campaigns have grown increasingly popular, and there is a growing trend with companies leveraging the emotional pull of the past to create a tug at consumers' heartstrings. In truth, the current predicament that brands are facing in the oversaturated digital space has made it more complex to reach out to consumers. As a result, brands have started turning to nostalgia as a form of intervention and in most cases, a solution. Hence, it is not mere coincidence that we are currently in a state of getting everything rebooted. The Disney franchise is a prime example that capitalised on nostalgia. The American multinational mass media and entertainment conglomerate brought back classic movies enjoyed years ago by many and modernising it to tailor to consumers of the old and new. Movies such as Toy Story, Lion King, Aladdin, Mulan, Dumbo, and many others enjoyed substantial box office earnings. For instance, the Lion King animated film first released in 1994 went through computer-generated imagery (CGI) redux and is touted to be packed with nostalgia as the story is reimagined in a digital age. According to S. Kim and Kim (2018), films can stimulate nostalgia telling stories of the "good old days" and have underlying functions that are relevant to nostalgia. This trend has extended to the remaking of old gadgets such as vinyl records, Nokia 3310 and Polaroid with the latter enjoying sales increment on eBay of 74% from August to October 2017 (WARC, 2018). Primarily, nostalgia is treated as a tool of engagement for technological platforms, brands and entertainment companies (WARC, 2018).

7.3.1. Operationalising Nostalgia

The expression of nostalgia conveys a whole wealth of meaning such that the concept has taken on a transformative revision of its definition throughout the centuries. According to Hepper et al. (2012), the poetic origins of nostalgia have been warped significantly over time, resulting in multiple interpretations. Fundamentally, the term nostalgia was first conceived from a composition of two Greek words, *Nostos* which represents homecoming or return to the native land, and *Algos*, referring to pain, suffering or grief. Early representations of nostalgia were often attributed to a form of a pathological condition.

Tracing back, Johannes Hofer (1688/1934) first coined it as a medical disease that Swiss mercenaries would experience when plying their trade on foreign shores (Wildschut et al., 2006). Several symptoms such as weeping, irregularity heartbeat and anorexia were associated with it (Sedikides et al., 2008). This negative connotation of nostalgia persisted throughout the bouts of the 17th, 18th and 19th centuries. Through till the 20th century, nostalgia is still laden with negative connotations. It was then regarded as a variant of mourning, depression and psychosis (Hepper et al., 2012; Sedikides & Wildschut, 2016).

The late 20th century presented a welcoming change for the negatively bounded term, its meaning and usage had deviated since and no longer recognised as an illness that needed diagnosis and treatment (Malpas, 2011; Wildschut et al., 2006). As things stand at present, the role that nostalgia function at the moment is of one that alleviates the apprehension of people towards rapid technological innovation and advancement. One may often relate it to the collective progress of society that has created an outlet for nostalgia to weave and manifest in the minds of people.

7.3.2. Personal Nostalgia and Historical Nostalgia

Different types of nostalgia exist. It is most commonly referred to as “Personal” and “Historical” nostalgia. Personal nostalgia is commonly known as a personally remembered past. On the other hand, historical nostalgia is also known as “a time in history that the individual did not get to live through but wishes to experience this lost past”. Recent marketing trends indicate that younger consumers have taken a liking towards brands, objects and products of the past (Jakob, 2019). Landmark studies that established these two types of nostalgia and its definitions are listed below. Nevertheless, despite the acknowledgement of these two types of nostalgia, there remains a dearth of empirical research around these two types of nostalgia. More so, empirical research on the role of historical nostalgia in advertising has long been lacking and neglected (C. Marchegiani & Phau, 2011). This gap in knowledge opens up potential new research contributions. On a similar note, new insights will be required for marketing practitioners to make informed decisions. This study focuses on the latter.

Both personal and historical nostalgia have differential effects on consumer behaviour that are subjected to numerous determinants. On the one hand, demographic factors such as age, gender and ethnic group will toggle consumers’ inclination towards the adoption of nostalgic related content (Reisenwitz et al., 2004; Sierra & McQuitty, 2007). On the other, psychographic factors such as values and attitudes affect how nostalgia is experienced (Smeekes, 2015). Other determinants such as product type and temporal orientation would create comparable effects between these two nostalgia types (C. Marchegiani & Phau, 2010).

Leading on from the above discussion, should the two types of nostalgia constructs found to be significantly different, there is a need to develop models that explain the effects and connections that could be elaborated across a variety of situations. Hence, this current gap in knowledge is an important area that needs to be addressed.

7.3.3. Nostalgia Marketing

Uncertainty and Insecurity

One reason nostalgia marketing is effective can be attributed to the fact that the current political landscape coupled with the unpredictability of the economy creates an ideal environment for nostalgia to manifest. Therefore, the uncertainty and insecurity surrounding present circumstances breed 'sentimental longing towards the past' (Pickering & Keightley, 2006). Given this instability, consumers are often led to assume that the past is always better as the past provides an insulated environment that people recede into in times of uncertainty. For instance, Davis (1979) posited that nostalgia usually transpires when there is a context of fear, discontent, anxiety and uncertainty. In the event of a crisis and dramatic social change, nostalgia provides a portal to a temporal sanctuary which supplies people with comfort, warmth and pleasure (S. Brown, Kozinets, & Sherry Jr, 2003; L. Zhou et al., 2013). Furthermore, most research has endorsed the fact that when uncertainty is in play, the tendency for consumers' to experience nostalgic feelings are greater (Bialobrzeska et al., 2019; Christou et al., 2018; Orth & Gal, 2012; Synnes, 2015; Testa et al., 2017; van Tilburg et al., 2019).

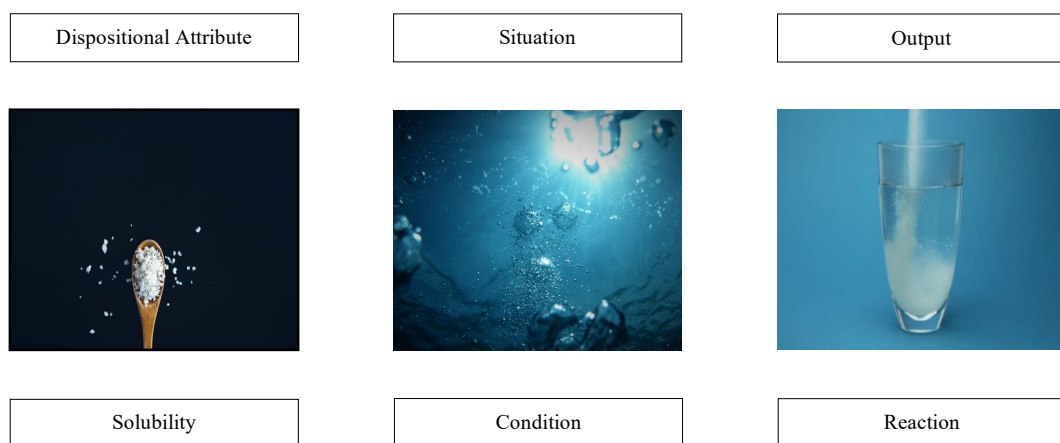
Comparison with the Past

Hindered by uncertainty and insecurity towards the future, there is a tendency for individuals to draw comparisons with the past. The good old days as it is often referred to provide a gateway to a depository of positive memories and life was generally considered much "better" then. As it stands, research has documented that life is much better now as compared to 50 years ago, but it is subjected to positive economic conditions (Poushter, 2017). However, some individuals are stuck in a state of nostalgic rumination (Iyer & Jetten, 2011) due to rapid societal advancement which ultimately causes a difficult life transition.

7.3.4. Operationalising Dispositions

Consumer behaviour is primarily divided into three main fractions: acquisition, consumption and disposition (Jacoby et al., 1977; Raghavan, 2010). On the flip side, researchers usually treat acquisition and consumption as the two most important aspects of consumer behaviour (Ting et al., 2019). Thus, for the most part, studies on dispositions have been ignored. Merriam-Webster defines disposition as a prevailing tendency, mood or inclination, and the tendency of something to act in a particular manner under given circumstances. Cambridge dictionary depicts it as an individual's usual way of feeling or behaving; the tendency of a person to be happy, friendly, anxious etc. From a philosophical outlook, a disposition is treated as a property that is characterised in terms of its difference and its instantiation makes (Orilia & Swoyer, 1999). Ellis and Lierse (1994) claimed that most fundamental properties in science are dispositional. For instance, salt as a mineral compound has the dispositional property of "solubility," when liquid (input) is added, the property is instantiated or activated. The output is when the salt dissolves in the liquid. Similarly, to establish if a particle is an electron, it can only be determined by how it is being disposed to interact with fields and other particles (van Rooij & Schulz, 2019). In addition, dispositions are considered summaries of act frequencies and they have profound and pervasive effects on both cognition and behaviour. These effects and reactions would be stimulated when exposed to different forms of stimuli (Hayek, 2012). Take the equation for instance as depicted below:

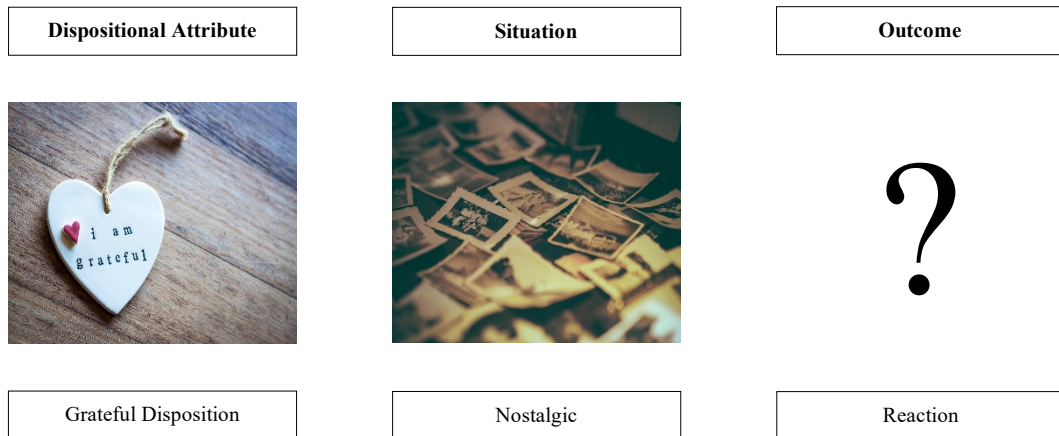
Equation: **R**. For each object *x*, if *x* is put into water, it is soluble if it dissolves.



Another fundamental conception of dispositions should be analysed from the lens of personality psychology. According to Mischel and Shoda (1995), it is conceptualised as forms of behavioural dispositions or traits that predispose individuals to engage in relevant behaviours. Furthermore, it is also widely acknowledged that the activation of a behavioural disposition is situationally dependent and it varies from situation to situation. Further building on this discussion of behavioural dispositions and situational factors, Funder (2008) underlined an opposing interest between the philosophical systems and sometimes treated as two different entities. Both systems are conceptualised as “forces” that induce behaviour from different perceptions. The “dispositions” school of thought suggest that it is the inherent personality dispositions that would be more important in driving behaviour. On the other hand, the latter will beg to differ if it is playing second fiddle when it comes to its own importance too. Fundamentally, staying within the interest of this research, one will not be pursuing competitive views regarding the two competing forces of dispositions and situations. This research accepts the objective view that both constructs can be contextualised accordingly with room to incorporate motivational and processing-dynamic concepts into our proposed research model. Hence, a trait-state distinction is adopted by placing emphasis that the state is evoked under certain conditions as influencing behaviours within that situation (Mischel & Shoda, 1998).

7.3.5. Disposition and Nostalgia

The construct of nostalgia is introduced into this research’s on-going conversation of dispositions and situations. This will require a conceptualisation of how nostalgia can be treated as a form of a situation or a situational variable. Robertson (1990) indicated that the meaning of nostalgia is homesickness in which it refers to a situation a person does not feel at home. In the very same token, if an individual experiences moments of sentimental longing (Sedikides et al., 2008; X. Zhou et al., 2012), it can be expressed as a nostalgic situation. Overall, in a broader sense, a nostalgic situation would encompass or be represented by a myriad of emotions and share characteristics with other emotions (Bruder et al., 2019).



In the nostalgia literature, there is the categorisation of nostalgia antecedents that have sought to explain a possible relationship with nostalgia. For instance, demographic antecedents, such as age and gender, had been widely studied. Also, other antecedents that were analysed included language, income, and education. However, there is limited research when it comes to understanding consumers' dispositions and its motivation towards nostalgic consumption in an advertising context. Notably, this research into consumers' dispositions comes at a time where consumer behaviours and habits are changing (Deloitte, 2019), and marketing practitioners may find it useful to understand the strategic potential of understanding new behaviours and dispositions that may impact campaign effectiveness.

7.3.6. Grateful Disposition

The concept of gratitude is considered a fundamental social component of human interactions (Palmatier et al., 2009). As determined by McCullough et al. (2002), gratitude is prosocial in nature and a possibility that dispositional gratitude is ingrained in basic traits that orientate individuals toward sensitivity and concern for others. Elfers and Hlava (2016) distinguished gratitude as both a state and trait. On one end, the feeling of gratitude or the temporary state of awareness would only happen on an infrequent basis or certain occasion. On the other, it occurs as an inherent trait or disposition to experience feelings of gratitude on a frequent basis. Gratitude is considered a relational experience where it involves both a benefactor, beneficiary and the exchange of some benefit.

Feelings of gratitude may be prompted under a range of circumstances and most definitions of gratitude angled it from an individual receiving something positive from a thought benefactor with positive emotions (Gordon et al., 2011). Typically, individuals who are rated high on this affective disposition will generally experience feelings of gratitude more frequently and intensely. Furthermore, feelings of gratitude may be elicited through various stimuli (Allemand & Hill, 2016; McCullough et al., 2002).

Primarily, gratitude as an emotional expression has been studied through the field of social sciences, positive psychology and clinical psychology. However, it is still an often neglected and undervalued concept with an absence of research, notably in the marketing and advertising literature. More specifically, research on the concept of gratitude had been generally kept confined to relationship marketing (RM) studies (D. Raggio et al., 2014; Huang, 2015; Palmatier et al., 2009). It is understood that expressions of gratitude signal a positive effect on relationships. But according to Raggio and Folse (2009), it is still unclear how the positive effects of expressions of gratitude will be propagated through mass marketing and commercial messages. This research suggests one possible outlet is through nostalgia. It was briefly addressed by Van Tilburg, Wildschut, et al. (2018) that nostalgia may elicit other emotions such as gratitude and pondering on past occasions that feature nostalgia may elicit some form of nostalgia.

By extension, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies. First, both concepts share similar tendencies for a mental time travel back to reminiscence a past event. For instance, experiencing nostalgia is affected by reminiscence about the past and without mental time travel, an individual will not be able to experience emotions such as regret, hope or nostalgia (Epstude & Peetz, 2012). Whereas on the other hand, through the lens of a grateful individual, it grants access to the past through recalling of a particular beneficial event. Second, the theory of appreciation, concept of gratitude, and the concept of nostalgia potentially share a common denominator – that is having an appreciation and fondness of people, objects and events. Finally, till date and to the best of the researcher's knowledge, there are no traces or literature footprint that synthesised the role of gratitude and

nostalgia apart from Van Tilburg, Wildschut, et al. (2018) study of nostalgia amongst a host of self-relevant emotions where the concept of gratitude is not the primary focus of the investigation. In light of this, this research will provide an initial probe into the plausibility that a relationship exist between these two distinct constructs. To further elaborate, this research proposes that the gratitude trait is inherent in individuals and does not only function as an independent emotion, rather, it behaves in tandem with the nostalgic trait.

7.3.7. Authentic Disposition

The concept of authenticity is considered a hallmark of intrinsic self-concept (Baldwin et al., 2015). Very much identical to the grateful disposition, there are different operationalising definitions of authenticity. For one, authenticity is treated as a trait. Wood et al. (2008) established trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek et al., 2017). For one, authenticity is treated as a trait. Wood et al. (2008) established trait authenticity through a three-factor model (Wood et al., 2008). In addition, trait authenticity is also considered a long-term personal characteristic (Smallenbroek et al., 2017).

On the other hand, authenticity is treated as a state. Sedikides et al. (2017) defined state authenticity as a sense of feeling that one is aligned with its true or genuine self. Furthermore, state authenticity is experienced during positive and engaging situations where the individual feels competent. The state of authenticity is also conceptualised as the congruence between behaviour, internal processes and representations of the self. According to Lenton et al. (2013), authenticity is particularly sensitive to the context.

Moreover, dispositional authenticity manifests across a variety of situations (Lenton et al., 2016). It is also interesting to note that the concept of authenticity is linked to a historic and connected past (Waitt, 2000). The relationship of nostalgia and the role of authenticity has been previously explored by researchers but its sole focus was on object-based authenticity. The only known research that had conducted an initial inquiry into the nature of trait authenticity and nostalgia traces back to the empirical works of (Baldwin et al., 2015). The authors explored effects of nostalgia on trait authenticity and it was suggested individuals who were rated high on dispositional

nostalgia tend to be more authentic in their daily lives. Translating the current evidence provided by authors, how then does it apply in a nostalgic advertising context? This research posits that when an authentic trait is triggered through nostalgic cues, the intensity and attitude towards the advertisement will be enhanced.

Furthering the discussion from a marketing and advertising perspective, authenticity can be manifested through object-based authenticity (N. Wang, 1999). The term object-based authenticity implies a genuineness towards artefacts, events, food, practices and culture (Reisinger & Steiner, 2006). From a brand standpoint, consumers are actively seeking out authentic brands and experiences (Beverland, 2005). Furthermore, authentic experiences differ across consumers who utilise a range of cues to evaluate the authenticity of an object, based on their interest and knowledge of the subject (Napoli et al., 2014).

Despite the growing interest and parallels that has been drawn between both concepts of authenticity and nostalgia, little is still known about the potential plausible connection between the two. Existing literature does provide the slightest of evidence in establishing this relationship (Culler, 2007; S. Park et al., 2018; N. Wang, 1999). However, much is still not known about its practical implementation.

7.3.8. Need to Belong Disposition

According to Baumeister and Leary (1995), the need to belong is a fundamental human motivation that possesses a pervasive drive to develop and maintain a long-lasting interpersonal relationship. Humans, by nature, value the importance of social relationships, and it is predominately considered a universal tendency (Hornsey & Jetten, 2004; Walton et al., 2012). It is so universally powerful that it can be equivalent to an individual's psychological makeup as hunger or thirst is to an individual's physical makeup (Baumeister & Leary, 1995; Gardner et al., 2000). In Maslow's hierarchy of needs, Maslow (1968) established that the need to foster relationships and belongingness is fundamental in moving up the apex within the five-stage model of human motivation. Extant literature (Davalos et al., 2015; Loveland et al., 2010; Seehusen et al., 2013) has also synthesised the need to belong construct with nostalgia suggesting that a plausible conceptual link coexist.

7.3.9. Brand Heritage

For some brands, history is integral in defining who and what they are. The history that is associated with the brand influences how they operate (Urde et al., 2007). Brands such as the likes of Coca Cola, MacDonald, Ikea, Patek Philippe, Nike and many others regularly employs heritage ingredients to appeal to nostalgic conscious-seeking consumers. According to Urde et al. (2007), brand heritage is conceptualised as a “dimension of a brand’s identity found in its track record, longevity, core values, use of symbols, and particularly in an organisational belief that its history is important (p.4). Furthermore, a heritage brand encompasses both a unique positioning and value proposition. Rose et al. (2016) suggested that by evoking a brand’s heritage, it thought to provide a channel to relate brands’ past history to its current position. D. A. Aaker (2004) has also described the importance of heritage in building product brands. Brand heritage is also conceptualised as a marketing-mix variable that evokes the history of a brand that encompasses all its personal and cultural associations (S. Brown, Kozinets, & Sherry Jr, 2003). Particularly, during financial and economic downturn, consumers tend to favour brands that are perceived as trustworthy, dependable and reliable (Wiedmann et al., 2011a).

In relation to nostalgia, there are encompassing overlaps observed between the two constructs. For one, heritage brands connect people to a retrospective perspective that’s based on individual life cycles, experiences and associations. (Urde et al., 2007; Wiedmann et al., 2011b), very much similar to nostalgia. In essence, there are links between the historical aspect of nostalgia and brand heritage. On the other hand, brand heritage has been linked to personal aspect of nostalgia (Balmer & Hudson, 2013). However, it still remains unclear how both personal and historical aspect of nostalgia work in tandem with brand heritage. Recent studies of (Merchant & Rose, 2013) establishes that vicarious nostalgia or historical nostalgia evokes brand heritage and impacts attachment. However, it still remains relatively unclear how brand heritage and triggering nostalgic emotions will have an impact on consumer behavioural intentions. At times, solely eliciting consumers’ nostalgic tendencies might not be sufficient to instigate a behavioural intention (Cattaneo & Guerini, 2012; Van Bakel, 2002).

7.3.10. Brand Attachment

Consumers can feel emotional attachment to certain events and brands that occurred before they were born (Merchant & Rose, 2013). Fournier (1996) contribution first made it possible to establish a connection linking the concept of attachment and nostalgia. The definition of nostalgia encompasses the role of attachment as a positively valenced emotion that is associated with a particular object (Shields & Johnson, 2016a). According to Kessous (2015), brand attachment is expressed through mental representations. These mental representations embody thoughts, positive feelings and autobiographical brand memories. Brands are capable of propagating nostalgic experiences both personal and historical to stimulate consumers to be strongly attached to these brands (Japutra et al., 2017). Moreover, consumers will feel attachment to objects/brands if there are longevity, historical and cultural characteristics. Brand attachment further expresses that consumers' have a desire to maintain a relationship through brand consumption which eventually amounts to a nostalgic connection (Kessous, 2015).

Theoretically, it is generally established that a relationship exists between nostalgia and brand attachment. On a personal level, the personal-nostalgia-attachment link can be ascertained through what is known as bonded nostalgia. It is specified as 'a consumers history of personal interaction with a product during a critical period of preference formation...' (Holbrook & Schindler, 2003). Recent findings suggested that individuals are more personally attached to brands that remind them of past happenings and experiences. On the other hand, it is marginally more complex in establishing a historical-nostalgia attachment link due to the lack of empirical studies in this area. Furthermore, it may be partially attributed to the fact that consumers did not experience the brand before. However, Merchant and Rose (2013) study shed light in understanding this issue. The authors' study is the first to embed elements of fantasy proneness into the historical nostalgia construct. It is considered a first step towards a more profound understanding of the historical-nostalgia attachment relationship. Overall, this relationship has been assessed only to a very limited extent. According to Lefi and Gharbi (2011), much is left to be understood of this nostalgia-attachment link due to the lack of validation of empirical studies. Hence, this signals the need for additional studies to be corroborated to further the understanding between the historical-nostalgia attachment links.

7.4. HYPOTHESES DEVELOPMENT

There are several theories that are proposed that underpins the conceptual framework and relationships. This study provides multiple theories for conceptual development, and a multi-theoretic approach is necessary to deal with the growing complexity of marketing strategy problems (Varadarajan, 2019). These theories include the: (1) theory of episodic memory; (2) autobiographical memory theory; (3) appreciation theory; (4) true self; (5) collective memory theory; (6) signalling theory and (7) attachment theory.

7.4.1. Theory of Episodic Memory

According to Tulving (1993), episodic memory is one of the five major human memory systems. It enables individuals to remember personal experienced events. The concept of episodic memory relates to a recollection process that enables individuals to relive past episodes. Certain episodes in life are more vivid than others, and even if there is no accurate memory of a particular event that occurred, individuals will travel mentally back in time to try and reconstruct and re-experience the event (Clayton et al., 2007). The theory of episodic memory was chosen primarily as a background theory to explain and inform the phenomena of this research. This research has specifically chosen ‘memory’ as a background theory as the concept of nostalgia often and in most occasions, requires a recall of some sort. The theoretical concepts of nostalgia and episodic/autobiographical memories bear matching structural functions and theoretical resemblance. As described by Tulving (2002), “time’s arrow is straight”. The unilateral direction of time is considered one of nature’s most fundamental laws. It governs all aspects within the universe from cosmic, geological, physical, biological and psychological. Living creatures, both young and old will cease to exist and returning to yesterday can never happen. In essence, the flow of time is irreversible. However, there is an exception, which is the ability of humans to remember past events. When recollecting past events, “time’s arrow” is bent into a loop. An accomplishment that did not occur in physical reality, but in the reality of the mind. According to Mayes and Roberts (2001), episodic memory is a memory for personally experienced events. It is considered an essential fabric of human recollections (Tang et al., 2016). In addition, episodic memory, in particular, is distinct from other types of memory systems. For instance, this memory system

enables individuals to recall past experiences (Tulving, 2002). The episodic theory also postulates that a mental time travel back from present to past is plausible. Eventually, this would allow individuals to relive previous experiences. Episodic memories may also include revisiting specific events that occurred previously. The tie between memory systems in particular episodic, autobiographical memories and nostalgia is unique, and often, the recall of meaningful personal memories give rise to nostalgia (Tang et al., 2016).

7.4.2. Theory of Dispositions

Dispositions are properties of things. It is a latent property that is evident only in specific encounters (Slaby & von Scheve, 2019). The central figure of dispositions lies in its abilities to behave in certain situations. According to Martin (1994), the “dispositions of a thing can change. Dispositions have duration. A piece of glass can be fragile for an hour and cease to be fragile for an hour. The world revolves around a succession of static events and these events are connected by a contingent relation (Anjum & Mumford, 2018). Dispositions should not be viewed as a mere description or a shorthand characterisation of empirical generalisation. Instead, dispositions should be treated as stable properties that inform us how systems behave (Vanderbeeken & Weber, 2002). Dispositions are multi-track. For instance, dispositions can manifest under a range of circumstances that yields a range of different consequent results (van Rooij & Schulz, 2019). The state of fragility has often been adopted as an example to describe its multi-track dispositional qualities. For one, a fragile object can be manifested in a range of situations such as being compressed, kicked, struck, and pressured that results in shattering. To ascertain if all properties are dispositional, only some of them or none of them can only be acknowledged once the criterion for being a disposition is settled (Mumford, 1998). Dispositional ascriptions or terms come in a variety of different fashions.

Some dispositional ascriptions are treated as a natural kind, natural occurrence or ubiquitous (i.e. salt is soluble, kerosene is flammable, glass is fragile). On the other hand, some dispositional ascriptions may be take on a more substantive position such as “ductility is measured by grain size” (Azzano, 2019).

This study ascribes three dispositional statements, and it forms part of a conditional analysis. This conditional analysis is created to recognise the truth and falsity of this study's proposed hypotheses of dispositions and nostalgia. Only once the ascriptions or hypotheses have been validated, it may then be treated as dispositional truths. Take, for instance, a simple conditional statement such as "this ice-cube is soluble in water" will only be valid if it dissolves in water. Reasoning from this fact, under a nostalgically prone situation/condition, are there certain dispositions that would commingle under this particular situation that eventually result in an outcome or manifestation?

7.4.3. Theory of Appreciation

Gratitude encompasses various meanings, and it all depends on the context. The practical clinical definition that is given connotes – “gratitude is the appreciation of what is valuable and meaningful to oneself; it is a general state of thankfulness and appreciation” (Sansone & Sansone, 2010). Also, gratitude is treated as a positive emotional reaction to a benefactor for something good that was once bestowed upon the recipient. According to D. Raggio et al. (2014), certain pre-conditional requirements ought to be met for gratitude to manifest. The two components are recognition and appreciation. Presumably, feelings of gratitude will not exist should both trait qualities are not met. Focusing on the latter, extensive research on the role of gratitude and appreciation was conducted by (Wood et al., 2010) and it was ascertained that both traits could be regarded as a unitary construct.

From this perspective, the gratitude aspect of appreciation (Adler & Fagley, 2005) would refer to taking notice and recognising benefits that were obtained previously from a person or even a deity. It transpires into a state of feeling thankful for their contributions and sacrifices. Watkins (2013) analyses Adler & Fagley, (2005) definition on appreciation and treats it's as a form of cognitive processing. This cognitive processing of appreciation increases the subjective value of something (Janoff-Bulman & Berger, 2000). Furthermore, when an individual appreciates “something”, he or she will evaluate it and value adds to its original worth. For instance, when one appreciates classic movies, the value that was placed towards that genre of the movie will increase in comparison to how the individual appraised before the appreciation took place.

Thus, appreciation is also considered an act of reappraising “something” so it brings more value in the individuals' eyes (Watkins, 2013). Dispositional gratitude is also linked to a past-positive temporal frame where it acts as a precursor (Bhullar et al., 2015; Zimbardo & Boyd, 2008). To further elaborate, individuals may remember a positive event and experience from the past that triggers a grateful behaviour. The act of recalling that initiates a grateful behaviour is certainly not restricted to a particular event or experience, and it can be related to objects, people or even one's life stories.

Furthermore, when an individual experiences bouts of gratitude, this emotion automatically organises cognitive and behavioural resources to identify things and people that are particularly important to their well-being psychologically (Watkins, 2013). In a way and to some measure, the concept of gratitude bears similar characteristics to the concept of nostalgia and several parallels can be drawn and inferred in connection to how individuals who possess a grateful disposition might at the same time possess inherent nostalgic tendencies. There are two other theories that should not be confused with this study's conceptualisation of gratitude. Often in literature, the theory of indebtedness and the theory of reciprocity are used to contextualise and operationalise the concept of gratitude. Algoe et al. (2008) explain that the link (i.e. to repay a benefactor or a fortunate bystander) is so strong that the repayment behaviour has been taken to imply feelings of gratitude. Hence, the theory of appreciation is suggested as an underpinning theory. The reason is that this theory transcends the interpersonal tones attributed to the term, and it allows for a more inclusive meaning; such as being thankful for past experiences.

As a result, based on the above discussion and with the adoption of the theory of appreciation as an underpinning theory, it is therefore hypothesised that:

H1: Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements.

H2: Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards past eras advertisement.

7.4.4. Theory of True Self

Authenticity is conceptualised as “an unobstructed operation of one’s true or core self in one’s daily enterprise” (Goldman & Kernis, 2002). The authentic disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of true self.

The concept of authenticity has been defined in several ways. Authenticity may involve owning one’s personal experience, which extends to thoughts, emotions, need preferences and beliefs. Additionally, authenticity may allude to one’s degree in fulfilling personal expectations and commitments promised to oneself (Gardiner, 2015; Harter, 2002). The theory of “true self” is proposed as an underlying concept that underpins hypothesis 3 and hypothesis 4. The “true self” concept stems from works of Press and Winnicott (1965). True self was conceptualised as a “theoretical position from which come the spontaneous gesture and the personal idea (p. 148).

Furthermore, the awareness of one’s true self is regarded as an essential quality of authenticity (Vess, 2019). Some individuals may feel more authentic at certain times compared to others, and these individuals may differ in how authentic they believe they are overall (Jongman-Sereno & Leary, 2018). The concept of true self and nostalgia converges to one important facet identified by Routledge (2015), and that is self-growth. According to the authors, when individuals feel like they are in touch with who they really are, they tend to be psychologically healthier.

Further adding on, nostalgic memories centre on *personal* experience that individuals cherish. On the other hand, the true self can also be authentic for *historical* reasons (Baumeister, 2019). Baldwin et al. (2015) further establish that nostalgia is an experience that teases out one’s true self. The feeling of nostalgia makes people feel authentic and will render accessible the core aspects of one’s identity.

As a result, based on the above discussion and with the adoption of the theory of true self as an underpinning theory, it is therefore hypothesised that:

H3: Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements.

H4: Individuals who possess an authentic disposition will have a positive attitude towards fantasy towards past eras advertisements.

7.4.5. Theory of Collective Memory

The need to belong is conceptualised as “a need to form and maintain at least a minimum quantity of interpersonal relationships, is innately prepared among human beings” (Baumeister & Leary, 1995). The need to belong disposition towards nostalgic intensity towards the advertisement and fantasy towards past eras advertisement is underpinned by the theory of collective memory.

According to Reese and Fivush (2008), the paradoxical nature of memory is one that is personal and “savoured” or “silenced” in the recesses of the individual’s own consciousness. However, that being the case, memories are social at the same time. Memories are shared amongst friends and family, creating and receiving contemporaneously. Furthermore, during the course of recollecting past fond escapades with others, memories that are created can be both personal and social, individual and collective. According to Maswood et al. (2019), collective memory is rendered as a phenomenon. A phenomenon where individuals and groups of people who developed overlapping memories through past event encounters. Seminal works by Halbwachs (1992) laid the foundation of collective memory studies. The core attribute of collective memory focuses primarily on memories shared by a group and the memory is of significance to the social identity of the group members (Roediger III & Abel, 2015). Collective memories defines, maintains and mobilises social identities (Licata et al., 2015).

Furthermore, it is shared representation of a groups’ past based on common identity (Licata et al., 2015). Moreover, collective memories involves small to large groups of people, families and nations (Hirst et al., 2018). Nostalgia has been linked to the notion of collective, social and cultural memories by ways of explaining how memories are created, modified, shared within social cultural movements (Pickering & Keightley, 2006). Recalling a nostalgic memory has shown to increase prosocial behaviour (Newman et al., 2019). Wildschut et al. (2014) distinguishes collective nostalgia as a group-level emotion. Furthermore, collective nostalgia can be referred to events and objects that are pertinent to a group which one identifies (Sedikides & Wildschut, 2019).

During times of uncertainty, turn of events or alienation, collective nostalgia would be stimulated. L. Zhou et al. (2013) investigated consumers' preference for nostalgic products in times of insecurity, in particular, existential security and social insecurity. The reason being that nostalgic product provides comfort for consumers and ultimately assist them in coping with insecurity (Kessous, 2015; Merchant et al., 2013; Muehling et al., 2014). This uncomfortable situation presents advertisers the perfect opportunity to execute a nostalgic ad campaign by evoking sentimental longing and painting a rose-tinted image that the past was better compared to the present. Furthermore, it is observed that consumers established communal self-brand connections that pacify insecurity by also seeking meaningful connections with other users of the brand (Rindfleisch et al., 2008). Through shared nostalgic consumption, it leads individuals to a cognizant recollection of positive relationships with others in the past (Nam et al., 2016). For instance, music as a medium permits emotional nostalgic recollection both personally and socially (Barrett et al., 2010; C. Marchegiani & Phau, 2012). Music is just one of several triggers of nostalgia that elicits both personal and social functions of oneself. The other is through olfactory senses, more commonly known as the sense of smell.

The consumption of food has often been linked to nostalgia with the propensity to transport individuals back into their past, remembering social and cultural experiences. Brands such as Spotify – music streaming service, McDonalds, Coca-Cola, just to name a few, operating within their category of interest, have applied nostalgic cues and appeals to strengthen consumers' attitudes towards their brand (Muehling et al., 2014). Kessous (2015) suggested that multiple brands have made efforts to reawaken collective nostalgia by reintroducing products that embodies strong social and historical roots.

As a result, based on the above discussion and with the adoption of the theory of collective memory as an underpinning theory, it is therefore hypothesised that:

H5: Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements.

H6: Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards past eras advertisements.

7.4.6. Theory of Autobiographical Memory

Autobiographical memory is considered a subset of episodic memory (LaTour et al., 2010; Nelson, 1993). According to Özbek et al. (2018), autobiographical memories serve different functions of both “self” and “social” (Fairley et al., 2018). Autobiographical memories stem from individual life experiences (Neisser, 1988). Previous empirical studies have authenticated that nostalgia induced through vivid autobiographical writing, musical excerpts, lyrics of songs, and scents enhances positive affect, elevate self-regard and felt authenticity. Furthermore, it instils a sense of meaning in life, it promotes optimism, and strengthens approach motivation (Cheung et al., 2013; Reid et al., 2015; Sedikides et al., 2008; Sedikides et al., 2015; Wildschut et al., 2006). Extant research has documented that autobiographical memories belong to one of several mechanisms that trigger nostalgia evocation. Marketers and advertisers have come to recognise the influence of triggering memories to conjure up emotions from consumers as brand-related experiences are often stored in consumers’ memory (LaTour et al., 2010). Muehling et al. (2004) adopted the literature on autobiographical memories (Sujan et al., 1993) and hypothesised that memories of personal events under personal nostalgia conditions are more likely to produce higher levels of positive affect. The authors collated cognitive responses of individuals that were exposed to a nostalgic ad or a non-nostalgic ad. The results highlighted that greater number of proportion of generally positive thoughts were generated in the nostalgia condition than in the non-nostalgia condition (Muehling & Pascal, 2012). Herz and Brunk (2017) remarked that brand memories enable consumers to personally connect to a particular time and place and it may be associated with a specific situation, holiday or a specific time of an individual’s life. It is further suggested that a conceptual link exists between time and place memories with feelings of nostalgia. Increasingly, the market is observing a recurring and mainstream trend; that is marketers and advertisers using nostalgia or nostalgic triggers to aid in the facilitation and retrieval of past events and memorisation of advertisements in order to evoke positive emotions and attitudes which in turn may lead to an intention to purchase (Kusumi et al., 2010). An episodic/autobiographical retrieval involves retrieval cues and memory traces. The act of reliving or retrieval is considered a salient feature of autobiographical memory (Baddeley, 1992; Rubin et al., 2019; Tulving, 2002; Tulving & Murray, 1985).

H7: Nostalgic intensity towards advertisement will have a positive influence on purchase intentions.

H8: Fantasy towards past eras advertisement will have a positive influence on purchase intentions

7.4.7. Signalling Theory

In line with signalling theory, brand heritage is a piece of information that is associated with the brand (Pecot et al., 2018). Leigh et al. (2006) postulated that nostalgia underlies brand heritage. Brands are signals and they convey information about product attributes. Furthermore, brands signal's its position in attribute spaces (Erdem & Swait, 1998). More so, brand heritage is a nostalgia marketing technique that is used by marketers to create an emotional connection with consumers as these brands are deemed trustworthy. In 2011, Coca-Cola drew upon its strong brand heritage and launched a nostalgic campaign to celebrate its 125th anniversary. A new multi-platform advertising campaign was initiated that traces back to the brand's advertising in the early years. The television advertisement associated the brand with montages of many key events that happened over the past century. Hence, it appealed to all ages and demographics. Even till date, the brand continues to incorporate nostalgic related content in its marketing and advertising strategies.

Brand heritage is also an element of a brand's identity (Balmer et al., 2011). Brands such as Coca Cola, Nike, Lego, Colgate etc. are steeped in heritage value and can demonstrate the impact of brand heritage on consumers' behavioural decisions. These brands signal their brand heritage via communicating through their rich brand histories. In addition, brand heritage may convey feelings of longevity, continuity and authenticity. These feelings potentially drives consumers' trust and credibility in brand or a product. Consumers may also identify signals of brand heritage through the brand's track record and external communications. Brand heritage functions as a conveyer of historical values from the past (Nuryanti, 1996). Alternatively, emphasising brand heritage will also stimulate personal nostalgia for familiar consumers (Pecot, 2016). By placing an emphasis on a brand's heritage, it offers a unique and advantageous position strategy for a brand. The reason being that it is difficult to imitate as it is firmly grounded in its exclusive history of the company and brand (Orth et al., 2019).

As a result, based on the above discussion and with the adoption of signalling theory as an underpinning theory, it is therefore hypothesised that:

H9: Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions

H10: Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions

7.4.8. Attachment Theory

Attachment theory is the focus of relationships and bonds between people. It is the “lasting psychological connectedness between human beings” (Bowlby, 1969). The concept of attachment first materialised through John Bowlby, in bid to comprehend interpersonal relationship. Consumers may feel attachment towards a specific material object, possessions that have a personal history between the individual and the object (Lambert-Pandraud & Laurent, 2010). Kessous et al. (2015) stated that brand attachment have connections to the nostalgic status of the brand. Brands are also capable of triggering consumers’ nostalgic experiences by transporting the individual back to a personal past. It is done through remembered consumption experiences that the individual once had with the brand, product or service. These consumption experiences are remembered, accumulated and scattered in time (Ryynänen & Heinonen, 2018). One key aspect to personal-nostalgia-attachment is exposure to objects during childhood or youth years that will trigger a nostalgia response behaviour. For certain individuals, they are more fixated with an idealised past rather than a personal past. The idealised past offers a rosy retrospection attributing to the fact that the past was always better. This attachment towards a past that the individual did not get to live through can be sparked by to an irrational conviction also known as declinism. Especially for the younger generation of consumers, they are increasingly getting fascinated with retro items (C. Marchegiani & Phau, 2011). Earlier works of Hemetsberger et al. (2011) examined the issue of why young consumers are attached to retro brands even though they do not have prior consumption experiences with the original counterpart. One reason is that young consumers recognise these retro brands as special possessions that will help them to cope with ambiguities whilst in search for an identity. On one hand, it may seem contrary to expectation as to why young consumers will favour retro brands even though they had no prior consumption

experience. This stems from the fact that retro brands represent authenticity and reliability. At the same time, consumption of retro products signifies individuality and originality.

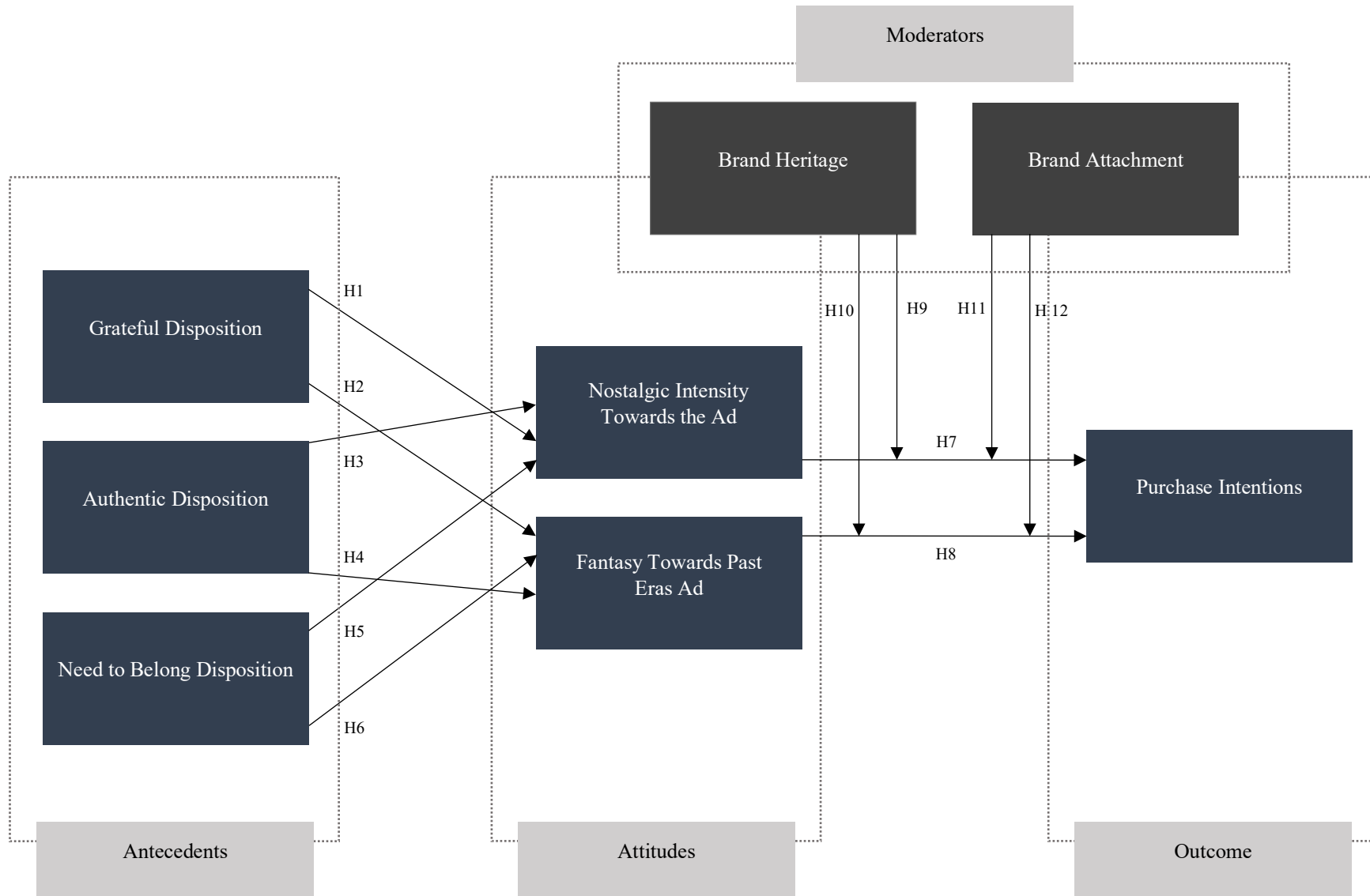
As a result, based on the above discussion and with the adoption of attachment theory as an underpinning theory, it is therefore hypothesised that:

H11: Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions

H12: Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions

The proposed theoretical framework is constructed by “stitching together” multiple theories to present a more holistic picture of these interrelated systems and complementary content (Harmon et al., 2018; Kessler & Bartunek, 2014). As outlined previously, the proposed theoretical framework identified six variables. These include the following: (1) Grateful Disposition; (2) Authentic Disposition; (3) Need to Belong Disposition; (4) Nostalgic Intensity towards the Advertisement; (5) Fantasy Towards Past Eras Advertisements; and (6) Purchase Intentions; (6) Brand Heritage and (7) Brand Attachment. These variables are integrated into a conceptual model and empirically tested. In total, three types of dispositions were assessed for their effects on consumer’s nostalgic tendencies. They are namely nostalgic intensity towards the advertisements and fantasy towards past eras advertisement. The theoretical framework and its hypothesised relationships can be seen in Figure 7.1

Figure 7.1: Theoretical Framework



7.5. METHOD

7.5.1. Study Design

First, the study introduced two brand-related moderators and explored the moderating effects within the context of furniture brands. The selection of product category for this study was purposefully chosen. The literature on nostalgia marketing had predominantly focused its attention on the more consistent conductors of nostalgia such as music (A. Cartwright et al., 2013), food (Autio et al., 2013; Vignolles & Pichon, 2014) and automobiles (Schindler & Holbrook, 2003). Hence, this study explored product categories that were not frequently researched and ascertain the viability of adopting nostalgic strategies in that particular industry. Second, a pre-test was conducted with 27 University students to ascertain the choice of brands to be used in the study. Specifically, the brands chosen for the study were Ikea (Personally Nostalgic Brand), Timothy Oulton (Historically Nostalgic Brand) and Regal Robots (Control). Akin to the previous study, the choice of sampling frame remained unchanged. Lastly, a self-administered survey questionnaire was distributed to students in a Western Australian university and a total of 1003 responses were collected. Table 7.1 provides the respondents' breakdown in study 2.

Table 7.1: Respondents' Breakdown for Study 3

Data Collection	<i>Study 1</i>	<i>Study 2</i>	<i>Study 3</i>
Total Number of Responses	N.A	890	1033
Total Number of Usable Responses	N.A	696	865
Percentage of Usable Responses	N.A	78%	83%
Western Australian University			
Total Number of Responses			411
Total Number of Usable Responses			316
Percentage of Usable Responses			76%
Western Australian University			
Total Number of Responses			313
Total Number of Usable Responses			293
Percentage of Usable Responses			93%
Western Australian University			
Total Number of Responses			309
Total Number of Usable Responses			256
Percentage of Usable Responses			82%

7.5.2. Measures

Grateful disposition (Emmons & McCullough, 2004) was measured through six items on a seven-point Likert type scale. An example would be, “I am grateful to a wide variety of people”, “I have so much in life to be thankful for”, and “As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history” (Cronbach’s $\alpha= 0.88$). Authentic disposition was measured through twelve items (Wood et al., 2008) on a seven-point Likert type scale. An example would be, “I always stand by what I believe in”, I think it is better to be yourself, than to be popular”, and “I live in accordance with my values and beliefs” (Cronbach’s $\alpha= 0.79$). Need to belong disposition was measured through ten items on a seven-point Likert type scale. An example would be “I want other people to accept me”, “I have a strong need to belong”, and “I need to feel that there are people I can turn to in times of need” (Cronbach’s $\alpha= 0.87$). Nostalgia intensity towards the ad (Reisenwitz et al., 2004) was measured through five items on a seven point Likert type scale. An example would be, “The ad reminds me of an experience from the past”, “The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory”, and “I associate this ad with a happy experience, yet it makes me feel sad” (Cronbach’s $\alpha= 0.87$). Fantasy towards past eras ad (Merchant & Rose, 2013) was measure through nine items on a seven-point Likert type scale. An example would be “I fantasised about the past when watching the ad”, “I imagined I was living in the past period shown in the ad”, and “The ad took me back in time” (Cronbach’s $\alpha= 0.94$). Purchase intention (Teng et al., 2007) was measured through four items on a seven-point Likert type scale. An example would be, “I would definitely intend to buy the items shown in the ad”, “I would absolutely expect to buy the items shown in the ad”, and ‘I absolutely plan to buy the items shown in the ad” ” (Cronbach’s $\alpha= 0.89$). Brand heritage (Merchant & Rose, 2013) was measured through twelve items on a seven-point Likert type scale. An example would be, “A brand that has managed the tough times as well as the good times”, “A secure brand that won’t disappear tomorrow, and “A respected brand”. Brand attachment (C. W. Park et al., 2010) was measured through ten items on a seven-point Likert type scale. An example would be, “To what extent is Ikea part of you and who you are?”, “To what extent do you feel personally connected to Ikea?”, and “To what extent do you feel emotionally bonded to Ikea?”

7.6. ANALYSIS

7.6.1. Descriptive Statistics (Ikea)

A total of 411 respondents were contacted to participate in an online survey questionnaire. Out of the total sample, 95 responses were considered unusable and the remaining 316 responses were deemed useable. The responses collected mirrored the intended population this study is seeking for. Table 7.2 provides the respondent's profile and its sample characteristics.

Table 7.2: Respondent's Profile (Ikea)

Sample Characteristic	Ikea (n=316)
Sex	
Male	49.5
Female	40.5
Age	
18 – 20 years	18.3
21 – 25 years	68.2
26 – 30 years	12.3
31 – 40 years	1.20
Above 40 years	0.00
Marital Status	
Married	3.00
Single	86.5
De-facto	8.50
Divorced	0.00
Others	2.00
Education	
Secondary/High School	17.5
Diploma/Certificate	21.2
Undergraduate	54.5
Postgraduate Degree	6.80
Other	0.60

7.6.2. Descriptive Statistics (Timothy Oulton)

A total of 313 respondents were contacted to participate in an online survey questionnaire. Out of the total sample, 20 responses were considered unusable and the remaining 293 responses were deemed useable. The responses collected mirrored the intended population this study is seeking for. Table 7.3 provides the respondent's profile and its sample characteristics.

Table 7.3: Respondent's Profile (Timothy Oulton)

Sample Characteristic	Timothy Oulton (n=293)
Sex	
Male	53.0
Female	47.0
Age	
18 – 20 years	20.2
21 – 25 years	67.5
26 – 30 years	6.30
31 – 40 years	1.50
Above 40 years	4.50
Marital Status	
Married	3.00
Single	85.7
De-facto	6.80
Divorced	0.00
Others	4.50
Education	
Secondary/High School	13.5
Diploma/Certificate	22.0
Undergraduate	56.7
Postgraduate Degree	7.80
Other	0.00

7.6.3. Descriptive Statistics (Regal Robots)

A total of 309 respondents were contacted to participate in an online survey questionnaire. Out of the total sample, 53 responses were considered unusable and the remaining 256 responses were deemed useable. The responses collected mirrored the intended population this study is seeking for. Table 7.4 provides the respondent's profile and its sample characteristics.

Table 7.4: Respondent's Profile (Regal Robot)

Sample Characteristic	Regal Robots (n=256)
Sex	
Male	46.3
Female	43.7
Age	
18 – 20 years	24.5
21 – 25 years	69.8
26 – 30 years	2.00
31 – 40 years	3.70
Above 40 years	0.00
Marital Status	
Married	2.50
Single	85.5
De-facto	10.3
Divorced	0.00
Others	1.70
Education	
Secondary/High School	8.9
Diploma/Certificate	21.5
Undergraduate	67.0
Postgraduate Degree	7.90
Other	4.70

7.6.4. Exploratory Factor Analysis

An exploratory factor analysis (EFA) was administered using *Principal Component Analysis* with *Varimax Rotation* on the measurement instruments. The suitability of the principal components analysis was assessed prior to analysis. The inspection of the correlation matrix showed that all variables had at least one correlation greater than 0.3. The overall Kaiser-Meyer-Olkin (KMO) measures are greater than 0.7. In addition, the Bartlett's test of sphericity was statistically significant ($p < .0005$). This indicated that the data was likely factorisable. Table 7.5 shows the exploratory factor analysis results.

Table 7.5: Exploratory Factor Analysis Results

Items	Ikea Loadings	(α)	Timothy Loadings	(α)	Regal Loadings	(α)
Nostalgia Proneness		.901		.896		.903
How valuable is nostalgia for you?	0.81		0.80		0.76	
How important is it for you to bring to mind nostalgic experiences?	0.84		0.85		0.79	
How significant is it for you to feel nostalgic?	0.82		0.90		0.76	
How prone are you to feeling nostalgic?	0.79		0.89		0.81	
How often do you experience nostalgia?	0.70		0.75		0.76	
How often do you bring to mind nostalgic experiences?	0.81		0.79		0.83	
Specifically, how often do you bring to mind nostalgic experiences?	N.A		N.A		N.A	
Grateful Disposition		.870		.888		.884
I have so much in life to be thankful for	0.80		0.86		0.86	
If I had to list everything that I felt grateful for, it would be a very long list.	0.77		0.85		0.83	
When I look at the world, I don't see much to be grateful for.	0.73		0.70		0.63	
I am grateful to a wide variety of people.	0.82		0.88		0.83	
As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.	0.84		0.83		0.87	
Long amounts of time can go by before I feel grateful to something or someone.	0.78		0.70		0.73	
Authentic Disposition		.812		.779		.778
I think it is better to be yourself, than to be popular	Removed		Removed		Removed	
I don't know how I really feel inside	Removed		Removed		Removed	
I am strongly influenced by the opinions of others	0.73		0.82		0.71	
I usually do what other people tell me to do	0.74		0.79		0.75	
I always feel I need to do what others expect me to do	0.70		0.79		0.78	
Other people influence me greatly	0.81		0.77		0.82	
I feel as if I don't know myself very well	Removed		0.73		0.71	
I always stand by what I believe in	Removed		0.79		Removed	
I am true to myself in most situations	Removed		Removed		Removed	
I feel out of touch with the 'real me'	Removed		Removed		Removed	
I live in accordance with my values and beliefs	Removed		Removed		Removed	
I feel alienated from myself	Removed		Removed		Removed	
Need to Belong Disposition		.843		.821		.818
If other people do not seem to accept me, I don't let it bother me (R)	Removed		Removed		Removed	
I try hard not to do things that will make other people avoid or reject me.	0.73		0.71		0.75	
I seldom worry about whether other people care about me (R)	Removed		Removed		Removed	
I need to feel that there are people I can turn to in times of need	0.67		0.72		0.75	
I want other people to accept me	0.78		0.76		0.80	
I do not like being alone	Removed		Removed		Removed	
Being apart from my friends for long periods of time does not bother me (R)	Removed		0.64		0.69	
I have a strong "need to belong"	0.77		0.80		0.79	
I bothers me a great deal when I am not included in other people's plans	Removed		Removed		Removed	
My feelings are easily hurt when I feel that others do not accept me	Removed		0.70		Removed	
Nostalgic Intensity Towards the Ad		.863		.844		.857
The ad reminds me of an experience from the past	0.82		0.88		0.83	
The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory	0.87		0.77		0.80	
This ad does not make me have any feelings about the past	Removed		Removed		Removed	
I wish I could relive the experience(s) this ad make me think of	0.81		0.89		0.78	
I associate this ad with a happy experience, yet it make me feel sad.	0.78		0.76		0.81	

Fantasy Towards Past Eras Ad	.941	.950	.923
I fantasised about the past when watching the ad	0.83	0.85	0.86
I imagined I was living in the past period shown in the ad	0.86	0.88	0.89
The ad took me back in time	0.83	0.86	0.86
When I saw the ad, I became lost in the time period(s) shown	0.82	0.83	0.77
I imagined I was there in the simple and pure times shown in the ad	0.82	0.87	0.73
I fantasised owning the items shown in the ad	0.72	0.77	0.80
The ad made me nostalgic for the time period shown	0.83	0.90	0.86
I imagined I was participating in the rituals of the past shown in the ad	0.80	0.88	0.82
After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past	0.83	0.85	0.85
Purchase Intention	.894	.898	.901
I would definitely intend to buy the items shown in the ad	0.84	0.86	0.87
I would absolutely consider buying the items shown in the ad	0.88	0.90	0.87
I would definitely expect to buy the items shown in the ad	0.88	0.81	0.88
I absolutely plan to buy the items shown in the ad	0.87	0.87	0.81
Brand Heritage	.945	.943	.946
A brand that has managed the tough times as well as good times	0.72	0.76	0.71
A secure brand that won't disappear tomorrow	0.75	0.77	0.82
A stable brand	0.82	0.81	0.82
A respected brand	0.82	0.81	0.84
A reputable brand	0.85	0.84	0.83
A solid brand	0.83	0.83	0.82
A dependable brand	0.79	0.78	0.82
A brand with heritage	0.71	0.77	0.74
A trustworthy brand	0.81	0.79	0.82
The brand is an institution	0.68	0.73	0.70
A reliable brand	0.85	0.78	0.81
An authentic brand	0.80	0.73	0.72
Brand Attachment	.930	.963	.965
To what extent is (brand) part of you and who you are?	0.79	0.90	0.88
To what extent do you feel personally connected to (brand)?	0.76	0.82	0.83
To what extent do you feel emotionally bonded to (brand)?	0.81	0.86	0.87
To what extent is (brand) part of you?	0.75	0.87	0.86
To what extent does (brand) say something to other people about who you are?	0.78	0.85	0.85
To what extent are your thoughts and feelings towards (brand) often automatic, coming to mind and seeming on their own?	0.78	0.86	0.88
To what extent do your thoughts and feelings towards (brand) come to your mind naturally and instantly?	0.75	0.88	0.90
To what extent do your thoughts and feelings towards (brand) come to mind so naturally and instantly that you don't have control over them?	0.74	0.87	0.88
To what extent does the word (brand) automatically evoke many good thoughts about the past, present, and future?	0.74	0.88	0.86
To what extent do you have many thoughts about (brand)	0.79	0.88	0.87

7.6.3. Common Method Bias

A common method variance test was conducted through the suggested method of Harman's single factor score. A Harman one-factor is often used to ascertain variance in data can be largely attributed to a single factor (Podsakoff et al., 2003). The Harman's single factor test requires all measures to be loaded into an exploratory factor analysis under one single common factor. If the variance for a single factor is less than 50 percent, it can be assumed that common method bias does not affect the data. Table 7.6 shows the common method bias test results.

Table 7.6: Common Method Bias Test Results

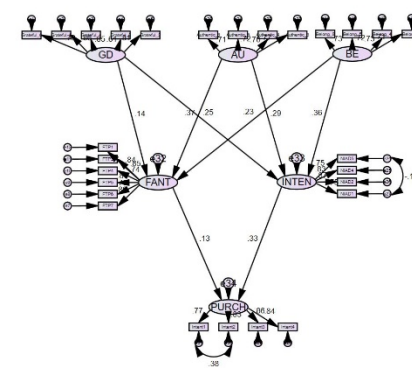
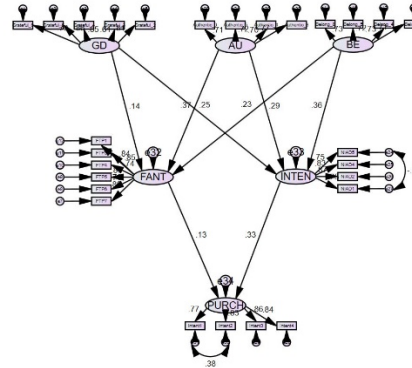
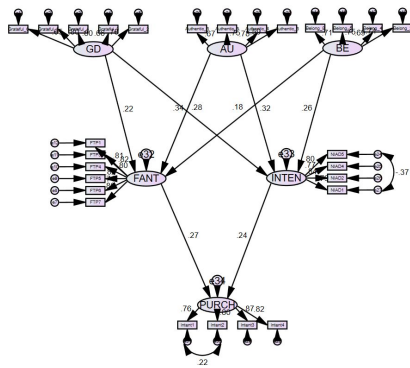
Common Method Bias % of Variance
Ikea
17.930
Timothy Oulton
19.679
Regal Robots
18.246

7.6.5. Confirmatory Factor Analysis and Validity

Once the reliability of the scale was ascertained, a one-factor congeneric model/process was tested across the various measurements. Thereafter, a measurement model was specified after the inspection of the one-factor congeneric models. Table 7.6 shows the measurement model fit and validity results.

7.6.6. Full Structural Model

A full structural model was specified for hypotheses testing after achieving good measurement model fit. Structural equation modelling was conducted to establish, estimate and examine the causal relationship between variables. The maximum likelihood method (MLM) procedure was adopted to calibrate the model. The three structural models are shown below along with its respective model fit measures. Results of the structural models are shown Table 7.7 – 7.9.



Ikea Model Fit Measures

$\chi^2 = 1063.831$, $d.f = 634$, $\chi^2 / df = 1.678$, CFI = 0.936, AGFI = 0.842, TLI = 0.888, RMR = 0.115, SRMR = 0.120, RMSEA = 0.038 and PClose = 0.970

Timothy Oulton Fit Measures

$\chi^2 = 953.312$, $d.f = 634$, $\chi^2 / df = 1.504$, CFI = 0.951, AGFI = 0.849, TLI = 0.946, RMR = 0.106, SRMR = 0.110, RMSEA = 0.033 and PClose = 0.988

Regal Robot Model Fit Measures

$\chi^2 = 937.954$, $d.f = 634$, $\chi^2 / df = 1.479$, CFI = 0.950, AGFI = 0.870, TLI = 0.926, RMR = 0.981, SRMR = 0.115, RMSEA = 0.047 and PClose = 0.777

Table 7.8: Results of Structural Model (Ikea)

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
GD → INTEN	.344	.284	***	0.74
GD → FANT	.266	.218	***	.074
AU → INTEN	.396	.322	***	0.81
AU → FANT	.423	.343	***	0.84
NTB → INTEN	.296	.257	***	0.69
NTB → FANT	.210	.182	.003	0.71
INTEN → PURCH	.222	.241	***	0.56
FANT → PURCH	.249	.271	***	0.56

Note: p = p -value threshold; *** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$, † $p < 0.100$

Table 7.9: Results of Structural Model (Timothy Oulton)

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
GD → INTEN	.275	.240	***	0.71
GD → FANT	.191	.155	.011	.075
AU → INTEN	.425	.365	***	0.82
AU → FANT	.500	.399	***	0.91
NTB → INTEN	.182	.157	.013	0.82
NTB → FANT	.141	.114	.068	0.77
INTEN → PURCH	.239	.251	***	0.62
FANT → PURCH	.122	.138	.031	0.56

Note: p = p -value threshold; *** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$, † $p < 0.100$

Table 7.10: Results of Structural Model (Regal Robot)

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
GD → INTEN	.315	.271	***	0.78
GD → FANT	.190	.151	.020	.082
AU → INTEN	.415	.382	***	0.80
AU → FANT	.485	.412	***	0.89
NTB → INTEN	.296	.194	.004	0.76
NTB → FANT	.221	.112	.092	0.82
INTEN → PURCH	.284	.299	***	.066
FANT → PURCH	.104	.119	.078	0.59

Note: p = p -value threshold; *** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$, † $p < 0.100$

7.7.8. Multigroup Moderation Analysis – Brand Heritage

Multigroup moderation analysis was conducted in AMOS to ascertain the proposed moderated relationships of brand heritage on the structural relationships. A median test was first performed for brand heritage. The brand heritage construct was divided into two subsamples: high brand heritage and low brand heritage. Table 7.10 shows the multigroup moderation analysis results for brand heritage.

Table 7.11: Multigroup Moderation Analysis Results for Brand Heritage

Path Name	Low Heritage Beta	High Heritage Beta	Difference In Betas	P-Value Diff	Interpretation
Ikea (Personal)					
Fantasy -> Intent	0.327***	0.233**	0.094	0.699	No Difference
Intensity -> Intent	0.023	0.222**	- 0.199	0.229	The positive relationship between Intent and Intensity is only significant for High Heritage.
Timothy Oulton (Historical)					
Fantasy -> Intent	0.129	0.169 †	0.040	0.758	The positive relationship between Intent and Fantasy is only significant for High Heritage.
Intensity -> Intent	0.333***	0.155 †	-0.178	0.199	No Difference
Regal Robots (Control)					
Fantasy -> Intent	0.239**	0.294**	0.055	0.627	No Difference
Intensity -> Intent	0.267**	0.465 *	0.198	0.420	No Difference

7.7.8. Multigroup Moderation Analysis – Brand Attachment

Multigroup moderation analysis was conducted in AMOS to ascertain proposed moderated relationships of brand attachment on the structural relationships. A median test was first performed for brand attachment. The brand attachment construct was divided into two subsamples: high brand attachment and low brand attachment. Table 7.11 shows the multigroup moderation analysis results for brand attachment.

Table 7.12: Multigroup Moderation Analysis Results for Brand Attachment

Path Name	Low Attachment Beta	High Attachment Beta	Difference In Betas	P-Value Diff	Interpretation
Ikea (Personal)					
Fantasy -> Intent	0.113	0.355 †	- 0.242	0.298	The positive relationship between Intent and Fantasy is only significant for Low Attachment.
Intensity -> Intent	0.309 ***	-0.181	0.489	0.049	The positive relationship between Intent and Intensity is stronger for High Attachment.
Timothy Oulton (Historical)					
Fantasy -> Intent	0.140 †	0.148 †	0.008	0.938	No Difference
Intensity -> Intent	0.309 ***	0.184 †	-0.125	0.483	No Difference
Regal Robots (Control)					
Fantasy -> Intent	0.273**	0.273**	0.000	1.000	No Difference
Intensity -> Intent	0.226**	0.226 *	0.000	1.000	No Difference

Table 7.13: Summary of Outcomes (Ikea)

Hypothesis		Outcome
Ikea Sample		
H1a	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements	Supported
H2a	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H3a	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements	Supported
H4a	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H5a	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements	Supported
H6a	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H7a	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions	Supported
H8a	Fantasy towards past eras advertisement will have a positive influence on purchase intentions	Supported
H9a	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Supported
H10a	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Not Supported
H11a	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Supported
H12a	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Supported

Table 7.14: Summary of Outcomes (Timothy Oulton)

Hypothesis		Outcome
Timothy Oulton		
H1b	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements	Supported
H2b	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H3b	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements	Supported
H4b	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H5b	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements	Supported
H6b	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements	Not Supported
H7b	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions	Supported
H8b	Fantasy towards past eras advertisement will have a positive influence on purchase intentions	Supported
H9b	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Not Supported
H10b	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Supported
H11b	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Not Supported
H12b	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Not Supported

Table 7.15: Summary of Outcomes (Regal Robots)

Hypothesis		Outcome
Regal Robot		
H1c	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements	Supported
H2c	Individuals who possess a grateful disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H3c	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements	Supported
H4c	Individuals who possess authentic disposition will have a positive attitude towards fantasy towards the past eras advertisements	Supported
H5c	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements	Supported
H6c	Individuals who possess a need to belong disposition will have a positive attitude towards fantasy towards the past eras advertisements	Not Supported
H7c	Nostalgic intensity towards advertisement will have a positive influence on purchase intentions	Supported
H8c	Fantasy towards past eras advertisement will have a positive influence on purchase intentions	Not Supported
H9c	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Not Supported
H10c	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Not Supported
H11c	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions	Not Supported
H12c	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions	Not Supported

7.7. DISCUSSION

Finding 1: Grateful Disposition on Nostalgia

Table 7.16: Grateful Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Ikea				
GD → INTEN	.344	.284	***	0.74
GD → FANT	.266	.218	***	.074
Hypotheses				
H1a	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements			Supported
H2a	Individuals who possess a grateful disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Timothy Oulton				
GD → INTEN	.275	.240	***	0.71
GD → FANT	.191	.155	.011	.075
Hypotheses				
H1b	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements			Supported
H2b	Individuals who possess a grateful disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Regal Robot				
GD → INTEN	.315	.271	***	0.78
GD → FANT	.190	.151	.020	.082
Hypotheses				
H1c	Individuals who possess a grateful disposition will have a positive attitude towards nostalgic advertisements			Supported
H2c	Individuals who possess a grateful disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported

H1a, H2a, H1b, H2b, H1c and H2c investigated the influence of one's grateful disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess a grateful disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). The results from the analyses confirmed the hypotheses. Out of the three dispositions that were explored, the relationship between the grateful disposition and nostalgia is perhaps the more notable find that resulted from this study. This is certainly not to infer other findings that resulted from the analyses are not equally significant, but this finding is one that provides preliminary empirical support in establishing the relationship between the two concepts. As mentioned, there are no prior empirical studies that investigated this dyadic relationship. The present analyses contribute to the literature by extending this inquiry regarding the activation of dispositions during a nostalgic situation with the understanding that literature does not provide many clarifications too. As discussed previously, studies on the gratitude disposition have mainly centred around relationship marketing and till more recently, cause marketing (De Vries & Duque, 2018). Gratitude is a prosocial emotion and has important implications in decision making (Zhang et al., 2019). This research suggests marketers to consider activating the grateful disposition of an individual and extend further studies to examine other underlying nuances between both concepts. Also, this finding represents a shift in what is known about nostalgia as it enables greater flexibility in incorporating other psychological mechanisms in management of nostalgia. This finding further suggested the possibility that individuals may experience mixed emotional experience at any one time. Mixed emotions are defined as experiencing more than one emotion – for instance, laughing through tears or experiencing anger with a hint of sadness (Charles et al., 2017). The ability to experience multiple feelings concurrently is captured by terms such as nostalgia, ambivalence and poignancy (Larsen & McGraw, 2014). Nostalgia in its own manifestation is considered a *bitter-sweet* emotion. In sum, the advertisement may have activated feelings of gratitude and nostalgia at the same time. Advertisements are certainly unavoidable part of one's present-day life and advertising practitioners are constantly using mixed emotions in appeals (Williams & Aaker, 2002). A closer look at the findings indicate that many of life's most important events are categorised by a mixture of emotions (J. Aaker et al., 2008).

Finding 2: Authentic Disposition on Nostalgia

Table 7.17: Authentic Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Ikea				
AU → INTEN	.396	.322	***	0.81
AU → FANT	.423	.343	***	0.84
Hypotheses				
H3a	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements			Supported
H4a	Individuals who possess an authentic disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Timothy Oulton				
AU → INTEN	.425	.365	***	0.82
AU → FANT	.500	.399	***	0.91
Hypotheses				
H3b	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements			Supported
H4b	Individuals who possess an authentic disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Regal Robot				
AU → INTEN	.415	.382	***	0.80
AU → FANT	.485	.412	***	0.89
Hypotheses				
H3c	Individuals who possess an authentic disposition will have a positive attitude towards nostalgic advertisements			Supported
H4c	Individuals who possess an authentic disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported

H3a, H4a, H3b, H4b, H3c and H4c investigated the influence of one's authentic disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess an authentic disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). The results from the analyses confirmed the hypotheses. The next contribution to this research is extending the dialogue between

authenticity and nostalgia. From time to time, nostalgia has been linked to some form of authenticity (Goulding, 2000). Consumers often attribute the past as a more authentic experience and the pursuit of authenticity would inadvertently usher in feelings of nostalgic recollections. For instance, younger consumers have a greater desire for individuality and originality about a yearning for a bygone past. This popularity is driven by a longing for authenticity and a backlash against perceived uniformity and slickness of contemporary mass marketing.

Furthermore, these young consumers are frustrated with globalisation, standardisation and import of inferior products. Hence, they are keen to buy into the values of an idealised past (Euromonitor, 2012). According to S. Brown, Kozinets, and Sherry (2003), the most significant thing about the current contemporary consumer culture is the overwhelming desire for authenticity. Therefore, the demand for retro products and services are part and parcel of this on-going search for authenticity.

Marketing practitioners may consider attempting to evoke a sense of authenticity through nostalgic advertisements. Consider the case of Adobe, a multinational computer software company that specialises in the creation of multimedia and creative software products, i.e. Adobe Photoshop, Adobe Illustration, Adobe InDesign, and many others. Adobe launched a series of advertisements to pay homage to Bob Ross, an American painter and famous television personality celebrity. Authenticity was pivotal to this nostalgic campaign. It was ensured that every detail portraying Bob Ross was accurate. That included the brand of clothes Bob Ross wore on his shows.

Additionally, marketing practitioners should consider that it is not sufficient to reissue old products exactly as they were. Although consumers continue to take a trip down memory occasionally, and demand for familiarity and authenticity, consumers will also be open to new ideas and experiences. Thus, authenticity plays a significant role in adopting a nostalgia centric strategy.

Finding 3: Need to Belong Disposition on Nostalgia

Table 7.18: Need to Belong Disposition on Nostalgia Results

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Ikea				
NTB → INTEN	.296	.257	***	0.69
NTB → FANT	.210	.182	.003	0.71
Hypotheses				
H5a	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements			Supported
H6a	Individuals who possess a need to belong disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Supported
Timothy Oulton				
NTB → INTEN	.182	.157	.013	0.82
NTB → FANT	.141	.114	.068	0.77
Hypotheses				
H5b	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements			Supported
H6b	Individuals who possess a need to belong disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Not Supported
Regal Robot				
NTB → INTEN	.296	.194	.004	0.76
NTB → FANT	.221	.112	.092	0.82
Hypotheses				
H5c	Individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements			Supported
H6c	Individuals who possess a need to belong disposition will have a positive attitude towards a fantasy towards the past eras advertisements			Not Supported

H5a, H6a, H5b, H6b, H5c and H6c investigated the influence of one's need to belong disposition towards nostalgic ads and fantasy towards past eras ad. It was proposed that individuals who possess a need to belong disposition will have favourable attitudes towards nostalgic ads that are both personal (nostalgic intensity towards the ad) and historical (fantasy towards past eras ad). H6b and H6c were not supported.

The findings from Ikea (personal condition) resonated with other studies that investigated the role of the need to belong on nostalgia (Loveland et al., 2010; Seehusen et al., 2013). For instance, Seehusen et al. (2013) study validated that a deficiency in social connectedness or belongingness would trigger nostalgic behaviour. As discussed in prior chapters, humans have a fundamental need to belong. They have a strong drive to maintain lasting relationships and one way to fulfil its individual need to belong is via nostalgic product consumption (Loveland et al., 2010). Also, nostalgic products help to foster a tangible link to the past by centralising a point of focus for collective nostalgic thoughts. Through the consumption of nostalgic products, consumers are able to reconnect with their past and with their social circle that once consumed those products together.

Finding 4: Intentions

Table 7.19: Nostalgic Attitudes Towards Purchase Intentions

Path	Standardised Estimate	Unstandardised Estimate	p	Standard Error
Ikea				
NTB → INTEN	.296	.257	***	0.69
NTB → FANT	.210	.182	.003	0.71
Hypotheses				
H7a	Nostalgic intensity towards advertisement positively influences purchase intentions			Supported
H8a	Fantasy towards past eras advertisement positively influences purchase intentions.			Supported
Timothy Oulton				
NTB → INTEN	.182	.157	.013	0.82
NTB → FANT	.141	.114	.068	0.77
Hypotheses				
H7b	Nostalgic intensity towards advertisement positively influence purchase intentions			Supported
H8b	Fantasy towards past eras advertisement positively influences purchase intentions.			Not Supported
Regal Robot				
NTB → INTEN	.296	.194	.004	0.76
NTB → FANT	.221	.112	.092	0.82
Hypotheses				
H7c	Nostalgic intensity towards advertisement positively influence purchase intentions			Supported
H8c	Fantasy towards past eras advertisement positively influences purchase intentions.			Not Supported

H7a, H8a, H7b, H8b, H7c and H8c investigated consumers' purchase intentions through the nostalgic intensity towards the advertisement and fantasy towards past eras advertisements. H8b and H8c were not supported. Similar to the findings in H6b and H6c, the result could be due to the stimulus not able to elicit feelings of the past as strongly when compared to Ikea. One reason could also be the choice of background music that the advertisement incorporated (Barrett et al., 2010).

This being said, the findings do show that, despite H6b, H6c, H8b and H8c not being supported, individuals who possess a need to belong disposition will have a positive attitude towards nostalgic advertisements (H6b and H6c), and nostalgic intensity towards advertisement positively influence purchase intentions (H8b and H8c) were all positive influences. This suggests that consumers should have been “nostalgically” affected in some way by the advertisements. In summary, further research needs to be conducted to examine the suitability of using a historical brand to trigger feelings of belongingness.

Finding 5: Brand Heritage

Table 7.20: Moderating Effects of Brand Heritage

Path	Low Heritage	High Heritage	Interpretation
Ikea			
INTEN → PURCH	.023	.222	Sig for High Heritage
FANT → PURCH	.327	.233	No Difference
Hypotheses			
H9a	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Supported
H10a	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Not Supported
Timothy Oulton			
INTEN → PURCH	.333	.155	No Difference
FANT → PURCH	.129	.169	Sig for High Heritage
Hypotheses			
H9b	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Supported
H10b	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Not Supported
Regal Robot			
INTEN → PURCH	.067	.465	No Difference
FANT → PURCH	.239	.294	No Difference
Hypotheses			
H9c	Brand heritage has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Not Supported
H10c	Brand heritage has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Not Supported

H9a, H10a, H9b, H10b, H9c and H10c investigated the moderating role of brand heritage on two relationships across three different furniture brands. An overview of the results are presented in Table 7.19. Results indicated that brand heritage moderated the direct relationship of nostalgic intensity towards purchase intentions for the *Ikea* advertisement and it is significant for high heritage. On the other hand, brand heritage moderated the direct relationship of fantasy towards past advertisement towards purchase intentions for the *Timothy Oulton* advertisement and is significant for high heritage. The results demonstrated two things. First, it highlighted the effects of brand heritage on the personal nature of nostalgia. Emphasising brand heritage can stimulate personal nostalgia for familiar consumers (Pecot, 2016). By placing an emphasis on the brand's heritage, it offers a unique and advantageous position strategy for a brand. The reason being that it is difficult to imitate as it is firmly grounded in its exclusive history of the company and brand (Orth et al., 2019). Moreover, brand heritage may also signal both clarity and credibility that reduces sensitivity to pricing (Pecot et al., 2018).

Second, effects of brand heritage extends on the historical nature of nostalgia. As such, brand heritage perceptions complements the nature of historical (fantasy towards past eras) nostalgia. Apart from evoking emotional feelings for a time period before consumers' birth, brands signal its brand heritage via communicating through their rich brand histories and convey feelings of longevity, continuity and authenticity. These feelings potentially drives consumers' trust and credibility in brand or a product. Consumers may also identify signals of brand heritage through the brand's track record and external communications. As such, brand heritage functions as a conveyer of historical values from the past (Nuryanti, 1996). Overall, brand heritage and nostalgia are intimately entwined (Smith & Campbell, 2017), suggesting that one's brand heritage can complement a nostalgic experience.

Lastly, the hypotheses testing for this theoretical framework with the inclusion of brand heritage as a moderating variable, demonstrated that it may be particularly useful for evaluating personal and historical brands. In addition, this framework provided insights on how brand heritage relates to consumer behavioural intentions. This finding could prove useful for marketing practitioners looking to incorporate brand heritage elements into a nostalgic themed campaign.

Finding 6: Brand Attachment

Table 7.21: Moderating Effects of Attachment

Path	Low Attachment	High Attachment	Interpretation
Ikea			
INTEN → PURCH	.309	-.181	Sig for High Attachment
FANT → PURCH	.113	.355	Sig for Low Attachment
Hypotheses			
H11a	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Supported
H12a	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Supported
Timothy Oulton			
INTEN → PURCH	.309	.184	No Difference
FANT → PURCH	.140	.148	No Difference
Hypotheses			
H11b	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Not Supported
H12b	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Not Supported
Regal Robot			
INTEN → PURCH	.226	.226	No Difference
FANT → PURCH	.273	.273	No Difference
Hypotheses			
H11c	Brand attachment has a positive effect on the relationship between nostalgic intensity towards the advertisement and purchase intentions		Not Supported
H12c	Brand attachment has a positive effect on the relationship between fantasy towards the past eras advertisement and purchase intentions		Not Supported

H11a, H12a, H11b, H12b, H11c and H12c investigated the moderating role of brand attachment on two relationships across three different furniture brands. An overview of the results are presented in Table 7.20. On the one hand, results indicated that brand attachment only moderated the direct relationship of nostalgic intensity towards purchase intentions for the *Ikea* advertisement, and it is significant for high attachment. In addition, brand attachment moderated the direct relationship of fantasy towards past eras advertisement towards purchase intentions for the *Ikea* advertisement, and it is significant for low attachment. Overall, the results validated the personal nostalgia-attachment and historical nostalgia-attachment link. One key aspect to personal-nostalgia-attachment is exposure to objects during childhood or youth years that will trigger a nostalgia response behaviour. For specific individuals, they are more fixated with an idealised past rather than a personal past. The idealised past offers a rosy retrospection attributing to the fact that the past was always better.

On the other, H11b, H12b, H11c and H12c were not supported. This finding provided important insights into using elements of brand attachment on a historical brand. It may be imperative to note that brand attachment may only be inherently oriented to personal nostalgic brands. Also, as mentioned above, one crucial aspect of the personal-nostalgia-attachment link is the exposure of objects during one's childhood years that leads to a nostalgic response behaviour. Respondents may not resonate with the historical brand due to the lack of specific cues/items that creates a tangible link.

Overall, the hypotheses testing for this theoretical framework with the inclusion of brand attachment as a moderating variable, demonstrated that it may be particularly useful for evaluating personal nostalgic brands. However, it may be not as effective as a means of distinguishing consumers' perceptions of historically nostalgic brands. This is taking into consideration that respondents reacted to the historical brand suggests that there are other potential factors that need to be considered in order to enable this theoretical framework to be an effective tool for marketing practitioners and researchers.

7.8. CONCLUSION

This study contributes to the body of knowledge in several ways. The following sections present the theoretical, methodological and managerial contributions.

7.8.1. Theoretical Contributions

This study offers four key theoretical contributions:

- a) The study connected three dispositional dimensions via personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad towards purchase intent. A conceptual model was thus established and empirically tested across three different furniture brands.
- b) This study tested and demonstrated the two distinct responses towards nostalgia advertising appeals, personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad. The objective was to demonstrate the subtle differences from a marketing viewpoint and further reiterate that future research should approach them concurrently.
- c) The study examined the effects of brand-related moderators such as brand heritage and brand attachment on the disposition-nostalgia framework. Specifically, the integration of brand-related factors demonstrated the moderators' applicability in predicting consumers' behavioural intentions. This study further contributes to the limited empirical literature on moderating effects towards nostalgia marketing.

7.8.2. Methodological Contributions

This study offers three key methodological contributions:

- a) First, this study involved the use of a real-life advertisement that enhances the ecological validity of this research. In comparison with other research that examined the effects of nostalgia through print advertisements, this study incorporated broadcast/video advertisements. The purpose was to immerse respondents through sight and auditory cues to re-enact the nostalgic experience.
- b) Second, the instruments and processes adopted for this study assisted in establishing a sound methodology and contributed to the methodological significance of this study.
- c) Third, this study successfully employed structural equation modelling (SEM) techniques, including the use of multi-group moderation analysis in extending the conceptual model across three different furniture brands.

7.8.3. Managerial Contributions

This study offers several relevant managerial contributions:

This study offers ten key managerial contributions:

Dispositions

- a) First, the findings from this study offer marketing practitioners three different routes to consider when formulating a nostalgia-themed advertising campaign. The three routes signify the three dispositions that were examined in this study. Also, all three routes may offer differing marketing outcomes. That said, understanding these dispositions may also help facilitate with the understanding of the level of involvement a consumer might approach a nostalgic advertisement.

On the other hand, marketing practitioners should also consider capitalising on the current ***nostalgia trend*** as nostalgia-driven initiatives have emerged as the most impactful forms of advertising that have penetrated the market (Adweek, 2019). In most instances, it has resulted in positive outcomes. Although predictions of nostalgic activity were to *dampen* and deemed as a *passing fad*, there are no signs of slowing down (S. Brown, 2018). Marketing practitioners should also understand that with any successful marketing campaign, nostalgic centric or otherwise – the key is to understand the ***intended recipient*** of the advertising message.

Gratitude Route

- b) Marketing practitioners *may* consider activating consumers' grateful dispositional tendencies within a nostalgia-themed campaign to amplify the nostalgic "effect". Marketing messages that will be embedded within the campaign should focus on the appreciation dimension of gratitude and not the reciprocal nature of the concept. Embedding gratitude/appreciation expressions allows consumers to acknowledge the importance of past interactions with the brand or product, resulting in greater longing for that product which may have discontinued.

Authenticity Route

- c) Marketing practitioners *should* consider activating consumers' authentic dispositional tendencies to amplify the nostalgic "effect". Consumers often relate to the good old days as more authentic than the present. As it stands, the demand for authentic products and services will be more prevalent than ever. One further put forth the notion that authenticity and nostalgia are interconnected terms. For instance, millennials are engrossed with nostalgia is due to a reaction against a uniform world. These consumers crave for authenticity and authentic products, such as choosing books instead of *Kindle*, listening to music on vinyl records instead of hard digital and music streaming services. According to Goulding and Derbaix (2019), vinyl consumers appreciate the authentic feeling of the product as it triggers nostalgic recall of former times, places and people.

Marketing practitioners should also capitalise on the long-standing history of a brand and communicating the brand's history as that emphasises the notion of authenticity. In addition, nostalgia plays on the emotional responses of consumers. Hence, the use of familiar imagery, jingles, songs, slogans, old-style fonts, should be incorporated in the campaign to facilitate recall. Brands that do not have the luxury of having a long, rich history to fall on should consider creating a ***back story***. Brands can create a back story that associate the brand with the past – personal and historical events or even creating a fictional history to generate excitement and give an air of authenticity to the brand. Hollister, an American lifestyle fashion brand owned by Abercrombie and Fitch (A&F) invented a nostalgic backstory in order to give much credence. Also, while modern-day consumers may appreciate the authentic past, it is not adequate to re-issue old products. Marketing practitioners should note that the relaunch of old products should incorporate modern elements to stay valued and relevant.

Need to Belong Route

- d) Marketing practitioners should consider activating consumers' need to belong dispositional tendencies to enhance the nostalgic "effect". The notion of sharing is crucial to nostalgia (Cervellon et al., 2018). Nostalgia is fuelled by consumers' recall of shared collective memories. The internet will continue to serve as a platform that allows the documentation and sharing of memories. Hence, marketing practitioners need to consider buying advertising space through social media platforms to distribute content. Channelling nostalgic content in social media is very much unique when compared with other traditional means. According to Youn and Jin (2017), the use of social media as an advertising platform allows diverse means to increase consumer engagement through public shares, likes and, comments.

- d) Marketing practitioners should consider introducing both personal and historical nostalgia cues and not just focusing on two separate appeals. Although evoking personal nostalgia may be a foolproof method that is most commonly adopted by marketers to evoke emotional responses from consumers, one should also consider evoking the perception of an ideal past that can be equally attractive to consumers. Furthermore, it is worth noting to focus on what consumers think life was like back then rather than the actual truth.

- e) Marketing practitioners need to consider leveraging brand heritage to complement nostalgia marketing related activities as it can prove to be a communication asset for brands and companies. For brands that have the privilege of possessing a long-standing heritage, it is advantageous, coupled with nostalgia. Brand heritage elements such as the year of the establishment can be incorporated into a nostalgic advertisement to accentuate the retrospective perspective. Furthermore, leveraging brand heritage may also heighten the association of depth and authenticity to a brand's perceived value (Wiedmann et al., 2011a).

- f) Marketing practitioners may wish to consider leveraging nostalgia and brand heritage in their advertising campaigns even though the brand may not possess an actual history. Moreover, not all brands or companies would have a long-standing heritage. Hence, these brands may wish to selectively use fragments of historical elements to induce warm feelings or aim to recreate the past utopia. It is considered a valuable resource that can firmly anchor consumers to a particular place and time and thus allowing consumers to re-establish a temporal experience of belonging (Hartmann & Brunk, 2019).
- g) Marketing practitioners need to consider that brand heritage, and nostalgia manifests itself during a time of uncertainty. For brand heritage, it embodies the past, present and future, and it helps create intertemporal connections that alleviate meaning threats in times of uncertainty (Sarial-Abi, Vohs, Hamilton, & Ulqinaku, 2017). Likewise, nostalgia thrives when there is global uncertainty. According to Euromonitor, 2012 reports, consumers will continue to subconsciously seek comfort with the familiar.
- h) Marketing practitioners should consider the role of brand attachment has on consumers' behavioural intentions. Brand attachment works effectively when personal nostalgia is at play. An individual may attach himself or herself to multiple brands in their adolescence years. Even though the individual may have gone through periods of life transitions, brand-related thoughts and feelings may still retain as it has become part of the individual's memory (C. W. Park et al., 2010). Hence, when prompted through nostalgic marketing-related content, nostalgia feelings may be intensified.
- i) Marketing practitioners need to identify consumers' level of attachment towards the brand, product or service. Depending on the level of attachment the individual holds towards a particular brand, it may sway consumption behaviours such as purchase intentions or repeat purchases. If consumers have high levels of attachment towards a nostalgic brand, the chances of having a positive attitude towards the brand will be enhanced.

7.9. LIMITATIONS AND FUTURE RESEARCH

The purpose of this study was to examine the moderating role of brand heritage and brand attachment on the disposition-nostalgia framework across three different furniture brands. While the study provided useful insights and an initial quantitative inquiry into the moderating effects of brand heritage and brand attachment, several limitations were identified.

First, generalisability is often a concern with most studies. Hence, future research should aim to replicate these findings under varying conditions with the use of different product categories. For instance, the travel and tourism sector is a potential market that is worthwhile looking into as it is currently benefitting from the on-going nostalgia trend (S. Kim et al., 2019). Retro-themed hotels are also increasingly becoming fashionable and some cities like Melbourne position themselves specifically as retro tourism destinations.

Second, the use of real brands may have an influence on the results of the study. For instance, Ikea is a well-known brand that may have affected the existing beliefs and attitudes of the respondents. Although the use of the Ikea brand may have added realism and ecological validity towards the study, at the same time, it may have diluted the effects towards the various responses. Future research may look into the possibility of having to create fictitious brands to solve the issues of brand effects.

Third, the moderators were theoretically chosen and empirically tested on two specified relationships. Future research may wish to look into the possibility of examining the moderators on others segments of the conceptual model. For instance, brand heritage may moderate the role between authentic dispositions towards the two kinds of attitudes (1. Nostalgic intensity towards the advertisements 2. Fantasy towards past eras advertisements). Research has suggested that there could be a conceptual overlap between brand heritage and authenticity (Leigh et al., 2006). Napoli et al. (2014) included brand heritage as a dimension in their conceptualisation authenticity. Rose et al. (2016) suggested should ascertain if both constructs may have an impact on brand outcomes such as brand personality.

CHAPTER 8

CONCLUSION

8.1. INTRODUCTION

This thesis explored the idea that specific dispositions affected one's nostalgic tendencies. In particular, three dispositions were identified and examined for their significance in the context of nostalgia-related advertising. In addition, moderating variables were specifically screened and chosen for their relevance to address the cause-effect between specified relationships as evidenced by the proposed conceptual framework. Moving on, this chapter summarises the key findings of the three studies. Next, conceptual, methodological and managerial contributions are underlined. Lastly, it outlines the limitations of this research and suggests future directions that aim to address some of the shortcomings. To begin, the objectives stipulated in *Chapter 1* are restated in Table 8.1 with a brief indication of how each objective has been met.

Table 8.1: Objectives and Results in Brief

RO	Stated Objectives From Chapter One	Results in Brief
1	To conduct a systematic literature review (SLR) that adheres to an established review protocol. The purpose of the review is to ascertain works on dispositions and nostalgia have not been previously explored.	The systematic literature review on nostalgia ascertained that no previous studies have conceptualised the relationship between dispositions and nostalgia. Also, the systematic literature review previewed not only the foundations of nostalgia research but also indicated the future outlook for future investigation.
2	To develop a conceptual model that links nostalgia to dispositions. The conceptual model outlines the relationship between dispositions and nostalgia within an advertising context.	The conceptual model was successfully developed in Study 2 and 3. The process of conceptualising and operationalising this framework was as follows: (1) The application of relevant theories to synthesise the proposed hypotheses. (2) Existing scale measurements were used to measure consumers' responses. (3) SEM techniques to analyse the data and hypothesised relationships.
3	To test the cross-cultural generalisability of the conceptual model across two data samples.	Cross-cultural generalisability of the conceptual model was established in study two through a chi-square difference test between two nested models. Results from the chi-square difference test yielded non-significant and this further suggested that nostalgia can be a common emotion experienced by anyone.
4	To test the moderating effects of brand heritage on two relationships. (1) Brand heritage is proposed to moderate the relationship <u>on nostalgic intensity towards the ad</u> and purchase intention. (2) Brand heritage is proposed to moderate the relationship on <u>fantasy towards past eras ad</u> and purchase intention.	Study 3 successfully tested the moderating effects of brand heritage on two different relationships across three furniture brands. Multi-group moderation analysis was adopted to testing for the effects.
5	To test the moderating effects of brand attachment on two relationships. (1) Brand attachment is proposed to moderate the relationship <u>on nostalgic intensity towards the ad</u> and purchase intention. (2) Brand attachment is proposed to moderate the relationship on <u>fantasy towards past eras ad</u> and purchase intention.	Study 3 successfully tested the moderating effects of attachment on two different relationships across three furniture brands. Multi-group moderation analysis was adopted to testing for the effects.

8.2. SUMMARY OF FINDINGS

8.2.1. Study 1 Findings

Study 1 was a systematic literature review designed to review published studies of nostalgia marketing from 1979 to 2019. This review provided an overarching scope of nostalgia-marketing related studies through the collation of all available evidence. This enables the illumination of the current state and key trends within the nostalgia-marketing literature. In addition, this review attempted to showcase research on dispositions and nostalgia have yet to be established. Also, this study marks the first systematic effort at reviewing nostalgia marketing literature. On the whole, the study covered a total of 103 journal articles published in 33 journal publications.

Through the review process, it illuminated the present state of nostalgia marketing research. Overall, the nostalgia trend has gained scholarly attention in the past decade. Although once predicted by scholars that nostalgia is seen as a passing fad, the nostalgia trend is far from dissipating. Nostalgia related marketing activities are on the rise and retro-marketing remains ever rampant; it is increasing rather than decreasing in popularity (Brown, 2018). Findings from the systematic literature showed that despite the growing understanding of nostalgia-marketing related research in the last decade, it revealed and highlighted the need for greater clarity and understanding in specific areas of this research.

8.2.2. Study 2 Findings

Study 2 is the first quantitative study in this thesis. It builds on the previous study where several potential avenues of research were identified. Moreover, the study was developed to test the postulated hypotheses developed in Chapter 3. It conceptualised and operationalised a conceptual framework on the nostalgia-disposition relationship.

There were several key findings established in the study:

Firstly, out of the three dispositions that were explored, the relationship between the grateful disposition and nostalgia was perhaps the more notable find that resulted from this study. This finding, while preliminary, suggests that the advertisement may have activated feelings of gratitude and nostalgia at the same time. As discussed previously, studies on the gratitude disposition mainly centred around relationship marketing and till more recently, cause marketing (De Vries & Duque, 2018). Gratitude is a prosocial emotion and has important implications in decision making (Zhang et al., 2019). This research suggests marketers to consider activating the grateful disposition of an individual and extend further studies to examine other underlying nuances between both concepts. Also, this finding represents a shift in what is known about nostalgia as it enables greater flexibility in incorporating other psychological mechanisms in management of nostalgia.

Secondly, this study extended the dialogue between authenticity and nostalgia. From time to time, nostalgia has been linked to some form of authenticity (Goulding, 2000). Consumers often attribute the past as a more authentic experience and the pursuit of authenticity would inadvertently usher in feelings of nostalgic recollections. For instance, younger consumers have a greater desire for individuality and originality about a yearning for a bygone past. This popularity is driven by a longing for authenticity and a backlash against perceived uniformity and slickness of contemporary mass marketing. Furthermore, these young consumers are frustrated with globalisation, standardisation and import of inferior products. Hence, consumers are keen to buy into the values of an idealised past (Euromonitor, 2012). According to S. Brown, Kozinets, and Sherry (2003), the most significant thing about the current contemporary consumer culture is the overwhelming desire for authenticity. Therefore, the demand for retro products and services are part and parcel of this on-going search for authenticity.

Lastly, this study also extends the dialogue between the need to belong and nostalgia. The findings resonated with previous studies that investigated the role of the need to belong on nostalgia (Loveland et al., 2010; Seehusen et al., 2013). For instance, Seehusen et al. (2013) study validated that a deficiency in social connectedness or belongingness would trigger nostalgic behaviour. As discussed in previous chapters, humans have a fundamental need to belong. They have a strong drive to maintain lasting relationships and one way to fulfil its individual need to belong is via nostalgic product consumption (Loveland et al., 2010). Also, nostalgic products help to foster a tangible link to the past by centralising a point of focus for collective nostalgic thoughts. Through the consumption of nostalgic products, consumers are able to reconnect with their past and with their social circle that once consumed those products together.

8.2.3. Study 3 Findings

Study 3 was structured to reiterate the effects found in study 2 while extending the area of application towards the furniture product category.

There were several key findings established in this study:

Firstly, the disposition-nostalgia framework was validated that connected three dispositional dimensions via personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad towards purchase intent. A conceptual model was thus established and empirically tested across three furniture brands.

Secondly, brand heritage was found to be effective for both personal and historical brands. Results highlighted that brand heritage moderated the direct relationship of nostalgic intensity towards purchase intentions for the *Ikea* advertisement and it is significant for high heritage. On the other hand, brand heritage moderated the direct relationship of fantasy towards past advertisement towards purchase intentions for the *Timothy Oulton* advertisement and is significant for high heritage.

The results demonstrated two things. First, it highlights the effects of brand heritage on the personal nature of nostalgia. Emphasising brand heritage can stimulate personal nostalgia for familiar consumers (Pecot, 2016). By placing an emphasis on the brand's heritage, it offers a unique and advantageous position strategy for a brand. The reason being that it is difficult to imitate as it is firmly grounded in its exclusive history of the company and brand (Orth et al., 2019). Moreover, brand heritage may also signal both clarity and credibility that reduces sensitivity to pricing (Pecot et al., 2018).

Second, the effects of brand heritage extend on the historical nature of nostalgia. As such, brand heritage perceptions complement the nature of historical (fantasy towards past eras) nostalgia. Apart from evoking emotional feelings for a time period before consumers' birth, brands signal its brand heritage via communicating through their rich brand histories and convey feelings of longevity, continuity and authenticity. These feelings potentially drive consumers' trust and credibility in the brand or a product. Consumers may also identify signals of brand heritage through the brand's track record and external communications. As such, brand heritage functions as a conveyer of historical values from the past (Nuryanti, 1996).

Overall, brand heritage and nostalgia are intimately entwined (Smith & Campbell, 2017), suggesting that one's brand heritage can complement a nostalgic experience.

Third, brand attachment was found to be effective only for the personal brand condition. Results indicated that brand attachment moderated the direct relationship of nostalgic intensity towards purchase intentions for the *Ikea* advertisement and it is significant for high attachment. In addition, brand attachment moderated the direct relationship of fantasy towards past eras advertisement towards purchase intentions for the *Ikea* advertisement and it is significant for low attachment. Overall, the results validated the personal nostalgia-attachment and historical nostalgia-attachment link. One key aspect to personal-nostalgia-attachment is exposure to objects during childhood or youth years that will trigger a nostalgia response behaviour. For certain individuals, they are more fixated with an idealised past rather than a personal past. The idealised past offers a rosy retrospection attributing to the fact that the past was always better.

8.3. CONTRIBUTIONS / IMPLICATIONS

A number of conceptual, methodological and managerial contributions are made as a result of this research. As a recap, the studies are:

Study 1: 40 Years of Consolidation: A Systematic Literature Review of Nostalgia (1979 – 2019) Expanding the Domain of Nostalgia Marketing Research

Study 2: The Role of Multiple Dispositions in Nostalgia Marketing: A Conceptual Framework Development

Study 3: The Moderating Effects of Brand Heritage and Brand Attachment on the Disposition-Nostalgia Relationship

8.3.1. Conceptual Contributions

- i) Study 1 marks the first systematic effort at reviewing and consolidating nostalgia marketing literature from 1979 – 2019. The review provided a holistic scope of nostalgia marketing related studies. Also, several discrepancies were highlighted in the review that requires further research in future. To the best of the researcher's knowledge, this is the first systematic review of studies that address the role of nostalgia in marketing. A major strength of this systematic review is the thorough review process that covered all relevant literature databases and the synthesis of the accumulated knowledge.
- ii) Study 2 connected three dispositional dimensions via personal nostalgia – represented by the construct of nostalgic intensity towards the ad and historical nostalgia – represented by the construct of fantasy towards the past ad towards purchase intent. A conceptual model was thus established and empirically tested across two country samples. The conceptual framework will prove to be useful for researchers, policymakers and marketing practitioners during the implementation of programs and policies. Moreover, as a result of the cross-cultural generalisability test, it provides an advantage over single cultural research approach in limiting possibilities of misinterpretation of results and concepts.

- iii) Out of the three dispositions, the relationship between the grateful disposition and nostalgia is perhaps the more notable find that resulted from this study. This is certainly not to infer other findings that resulted from the analyses are not equally significant, but this finding is one that offers preliminary empirical support in establishing the relationship between the two concepts. As mentioned, there are no prior empirical studies that investigated this dyadic relationship. The present analyses contribute to the literature by extending this inquiry regarding the activation of dispositions during a nostalgic situation with the understanding that literature does not provide many clarifications too.
- iv) Study 2 and 3 extend on previous works of authenticity and need to belong (Baldwin et al., 2015; Loveland et al., 2010; Seehusen et al., 2013) by examining its relationship under two nostalgia conditions (personal and historical) that of which have not been previously done so.
- v) Study 3 examined the effects of brand-related moderators, such as brand heritage and brand attachment on the disposition-nostalgia framework. Specifically, the integration of brand-related factors demonstrates the moderators' applicability in predicting consumers' behavioural intentions. This study further contributes to the limited empirical literature on moderating effects towards nostalgia marketing.

8.3.2. Methodological Contributions

- i. Study 1 in its own right is considered a form of methodological contribution. The systematic literature review covered a total of 103 journal articles published in 33 journal publications. Through this review, it illuminated the present state of nostalgia marketing research. Overall, the nostalgia trend has gained scholarly attention in the past decades. Although once predicted by scholars that nostalgia is seen as a passing fad, the nostalgia trend is far from dissipating. Nostalgia related marketing activities are on the rise and retro-marketing remains ever rampant; it is increasing rather than decreasing in popularity (Brown, 2018). This systematic literature review is considered a benefit for researchers as it involves the synthesis of available studies on a particular subject and also monitors the growth and fluctuation of the topic. The other significant advantage of this method is that it consists of a number of commonly accepted steps that can be verified by other researchers (Novais et al., 2019).
- ii. Studies 2 and 3 involved the use of real-life advertisements that enhances the ecological validity of this research. In comparison with other research that examined the effects of nostalgia through print advertisements, this study incorporated broadcast/video advertisements. The purpose was to immerse respondents through sight and auditory cues to re-enact the nostalgic experience.
- iii. In studies 2 and 3, the instruments and processes adopted for this study assisted in establishing a sound methodology and contributed to the methodological significance of this study. Furthermore, a free-recall test method of capturing respondents' thoughts, attitudes and emotions were utilised. Moreover, the purpose of the free-recall task allowed the researcher to assess the recall as well as the correct and false recognition of personal and historical products shown in the advertising stimulus. Results from the free-recall test supported the notion that consumers' are able to recall personal and historical products. Furthermore, through the free-recall task, it lends support to the study on the prototypical attributes of nostalgia.

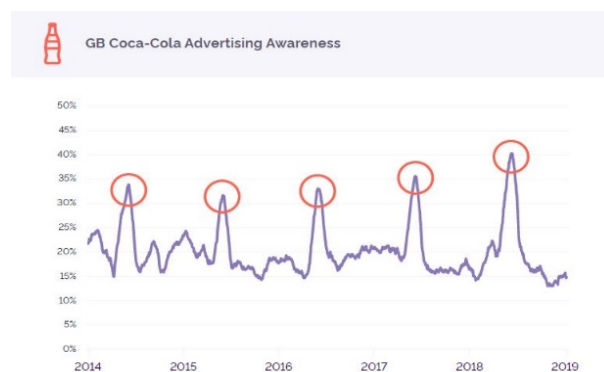
- iv. Studies 2 and 3 successfully employed structural equation modelling (SEM) techniques. Study 2 examines the conceptual framework across two different country samples. It is facilitated through a chi-square difference test to further understand the cross-cultural applicability of the conceptual framework. Study 3 extends the conceptual model across three different furniture brands. Multigroup moderation analysis was employed in the study to assess the moderating effects of brand heritage and brand attachment.

8.3.3. Managerial Contributions

- i. The findings from this study offer marketing practitioners three different routes to consider when formulating a nostalgia-themed advertising campaign. The three routes signify the three dispositions that were examined in this study. Also, all three routes may offer differing marketing outcomes. That said, understanding these dispositions may also help facilitate with the understanding of the level of involvement a consumer might approach a nostalgic advertisement.

Gratitude Route

- ii. Marketing practitioners *may* consider activating consumers' grateful dispositional tendencies within a nostalgia-themed campaign to amplify the nostalgic "effect". Marketing messages that will be embedded within the campaign should focus on the appreciation dimension of gratitude and not the reciprocal nature of the concept. Embedding gratitude/appreciation expressions allows consumers to acknowledge the importance of past interactions with the brand or product, resulting in greater longing for that product which may have discontinued. As indicated previously, both concepts of gratitude and nostalgia both concepts share similar tendencies for a mental time travel back to reminiscence a past event. For instance, experiencing nostalgia is affected by reminiscence about the past and without mental time travel, an individual will not be able to experience emotions such as regret, hope or nostalgia (Epstude & Peetz, 2012). Whereas on the other hand, through the lens of a grateful individual, it grants accessibility to the past through



recalling of a particular beneficial event. Marketers may also wish to tie in with festive seasons such as Christmas where acts of thanksgiving, gratitude and appreciation can be displayed. For instance,

Coca-Cola frequently taps into seasonal nostalgia during its annual festive marketing.

The “Holidays Are Coming” campaign which is familiar to the British people recreates a sense of nostalgia whenever the advertising campaign is being implemented.

Authenticity Route

- iii. Marketing practitioners *should* consider activating consumers’ authentic dispositional tendencies to amplify the nostalgic “effect”. Consumers often relate to the good old days as more authentic than the present. As it stands, the demand for authentic products and services will be more prevalent than ever. One further put forth the notion that authenticity and nostalgia are interconnected terms. For instance, millennials are engrossed with nostalgia is due to a reaction against a uniform world. These consumers crave for authenticity and authentic products, such as choosing books instead of *Kindle*, listening to music on vinyl records instead of hard digital and music streaming services. According to Goulding and Derbaix (2019), vinyl consumers appreciate the authentic feeling of the product as it triggers nostalgic recall of former times, places and people.

Marketing practitioners should also capitalise on the long-standing history of a brand and communicating the brand’s history as that emphasises the notion of authenticity. In addition, nostalgia plays on the emotional responses of consumers. Hence, the use of familiar imagery, jingles, songs, slogans, old-style fonts, should be incorporated in the campaign to facilitate recall. Brands that do not have the luxury of having a long, rich history to fall on should consider creating a ***back story***. Brands can create a back story that associate the brand with the past – personal and historical events or even creating a fictional history to generate excitement and give an air of authenticity to the brand. Hollister, an American lifestyle fashion brand owned by *Abercrombie and Fitch (A&F)* invented a nostalgic backstory in order to give much credence.

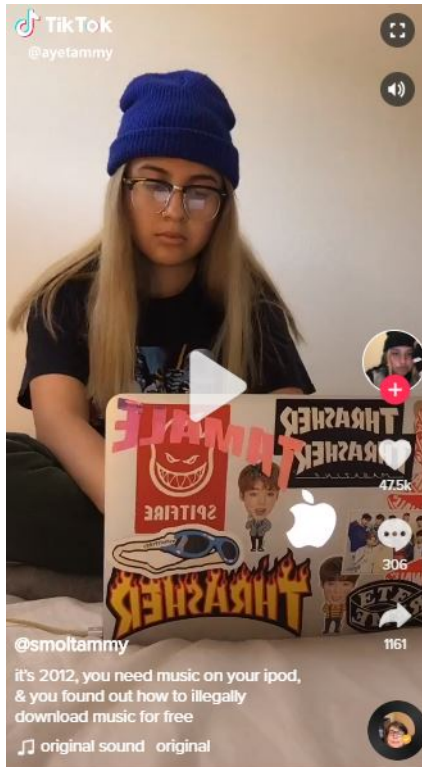



Another successful case is *Hendrick's Gin*. Although the brand has been established for twenty years, a relatively modest figure compared to the rest of its competitors, sales figures amounted more than one million cases of gin a year. The use of nostalgic design elements was embedded in the bottle designs to emulate a sense of authenticity and timelessness. Also, while modern-day consumers may appreciate the authentic past, it is not adequate to re-issue old products.

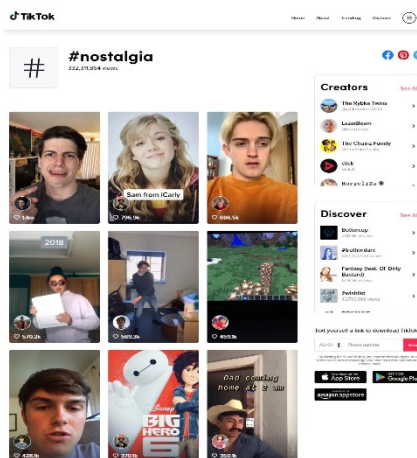
Marketing practitioners should note that the relaunch of old products should incorporate modern elements to stay valued and relevant.

Need to Belong Route

- iv. Marketing practitioners *should* consider activating consumers' need to belong dispositional tendencies to enhance the nostalgic "effect". Feelings of nostalgia are fuelled by consumers' recall of shared collective memories. Central to that, the internet will serve as a platform that allows the documentation and sharing of memories. Hence, marketing practitioners need to consider buying advertising space through social media platforms to distribute content. Channelling nostalgic content in social media is very much unique when compared with other traditional means. According to Youn and Jin (2017), the use of social media as an advertising platform allows diverse means to increase consumer engagement through public shares, likes and, comments.



 Watch more on TikTok



Social networking touchpoints are instrumental in fuelling the nostalgia movement. Apart from propagating nostalgic content through the more common social sites like *Facebook* and *Instagram*, marketers need to be kept informed of new and upcoming social media platforms that could gain momentum later on. This is to ensure that marketers are constantly at the forefront of new social platforms as consumers are likely to migrate from existing social media channels to newer and trendy platforms.

For example, *TikTok* has become a popular social media channel with younger audiences in recent years. *TikTok* is known for its short-form videos that repeat on a loop. The latest viral TikTok meme asks users to think back on nostalgic moments from previous decades, and it was a huge success. Till date, the videos that are tagged with #RememberWhen have been viewed more than 51 million times.

Nostalgia – Personal + Historical

- v. Marketing practitioners *should* consider introducing both personal and historical nostalgia cues and not just focusing on two separate appeals. Although evoking personal nostalgia may be a foolproof method that is most commonly adopted by marketers to evoke emotional responses from consumers, one should also consider evoking the perception of an ideal past that can be equally attractive to consumers. Furthermore, it is worth noting to focus on what consumers think life was like back then rather than the actual truth.

Brand – Related Factors

- vi. Marketing practitioners *need* to consider leveraging brand heritage to complement nostalgia marketing related activities as it can prove to be a communication asset for brands and companies. For brands that have the privilege of possessing a long-standing heritage, it is advantageous, coupled with nostalgia. Brand heritage elements such as the year of the establishment can be incorporated into a nostalgic advertisement to accentuate the retrospective perspective. Furthermore, leveraging brand heritage may also heighten the association of depth and authenticity to a brand's perceived value (Wiedmann et al., 2011a).
- vii. Marketing practitioners *may wish* to consider leveraging nostalgia and brand heritage in their advertising campaigns even though the brand has no actual history. Moreover, not all brands or companies would have a long-standing heritage. Hence, these brands may wish to selectively use fragments of historical elements to induce warm feelings or aim to recreate the past utopia. It is considered a valuable resource that can firmly anchor consumers to a particular place and time and thus allowing consumers to re-establish a temporal experience of belonging (Hartmann & Brunk, 2019).

- viii. Marketing practitioners need to consider that brand heritage and nostalgia manifests itself during times of uncertainty. For brand heritage, it embodies the past, present and future, and it helps create intertemporal connections that alleviate meaning threats in times of uncertainty (Sarial-Abi et al., 2017). Likewise, nostalgia thrives when there is global uncertainty. Hence, consumers will continue to subconsciously seek comfort with the familiar.
- ix. Marketing practitioners should consider the role of brand attachment has on consumers' behavioural intentions. Brand attachment works effectively when personal nostalgia is at play. An individual may attach himself or herself to multiple brands in their adolescence years. Even though the individual may have gone through periods of life transitions, brand-related thoughts and feelings may still retain as it has become part of the individual's memory (C. W. Park et al., 2010). Hence, when prompted through nostalgic marketing-related content, nostalgia feelings may be intensified.
- x. Marketing practitioners need to identify consumers' level of attachment towards the brand, product or service. Depending on the level of attachment the individual holds towards a particular brand, it may sway consumption behaviours such as purchase intentions or repeat purchases. If consumers have high levels of attachment towards a nostalgic brand, the chances of having a positive attitude towards the brand will be enhanced.
- xi. Marketers must be aware that the use of nostalgia is not solely reserved for the older age group of consumers. The younger generation of consumers is currently facing immense societal pressures such as high costs of living, unemployment and rising house prices. Hence, these younger consumers will look back on their childhood as times were much simpler and carefree.

8.4. LIMITATIONS AND FUTURE RESEARCH

This study has successfully addressed the research objectives specified at the start of the study. However, with any research conducted, limitations are evident. The limitations are discussed below with future research directions provided.

- i. Study 1 implemented a systematic literature review in the form of a narrative review. However, in an attempt to exhaust all possible publications that relate to nostalgia marketing, there might be occasions when some research publications may have been missed out and not included in the review. Future studies should aim to fill this void and build on the current systematic literature review by documenting relevant research publications.
- ii. Study 1 implemented a systematic literature review in the form of a narrative review. Future studies may wish to make use of the current information provided in the review and undertake a meta-analysis. Although narrative reviews are useful in synthesising and reinterpretation of evidence, one drawback of using the narrative review method when compared to a meta-analysis is the quantitative synthesis that meta-analysis can provide. In this regard, conducting a meta-analysis will extend the value of this current systematic literature review.
- iii. Study 1 mainly concentrated its attention on the retrieval of nostalgia-marketing related journal publications. Although the retrieved results provided a comprehensive perspective of the current literature, future studies should expand the scope by adopting an inter-disciplinary review approach. To reiterate, nostalgia is considered an inter-disciplinary subject which is at the intersection of psychology and marketing disciplines. Hence, future studies could aid in the assistance of extending explanations by cross-pollinating and synthesising divergent theoretical insights that align toward a shared interpretive paradigm (Rinallo, Bathelt, & Golfetto, 2017).

- iv. Study 2 and 3 identified three dispositional antecedents that affect consumers' attitudes towards nostalgic advertisements. Out of the three dispositional antecedents that were tested in this study, the role of a grateful disposition should be further explored and examined. As this is the first study that introduces the concept of gratitude into the domain of nostalgia, future studies should look to replicate and extend current findings by testing whether gratitude is uniquely related to nostalgia. Unlike the authentic and need to belong dispositional constructs, prior exploratory studies have been conducted. Future research should consider exploring other potential dispositional constructs that may have a possible impact on nostalgic attitudes and consumption.
- v. Study 2 tested cross-cultural generalisability through a chi-square difference test on the proposed conceptual model across two country samples. While this study was able to replicate findings across more than one country group, given the unique properties and effects of nostalgia has on nostalgic preferences, more research is warranted. Longitudinal studies in a wide variety of countries and cultures will be required to further enhance cross-cultural generalisability of results. Different implications may arise from different respondents originating from varying countries. Hence, the limited demographic and socioeconomic diversity of the sample may restrict the generalisability of findings. Additional studies will be required to corroborate these findings with other data sources in order to enhance the validity of the results (Ford et al., 2018).
- vi. The advertising stimulus used in study 2 and 3 highlighted the positive aspects of nostalgia. For understandable reasons, advertisers would most commonly and, by default, develop nostalgic advertisements that emphasise on the positive elements of nostalgia. Future studies could investigate the negative aspects as well.

- vii. Study 2 and 3 accommodated to a single outcome variable, purchase intention, and did not include other possible consequences. Future studies should seek to incorporate other outcome variables such as attitude towards the brand, repurchase intentions or willingness to pay a premium (Srivastava et al., 2019b) in order to validate other possible kinds of outcomes.
- viii. Study 2 and 3 identified two brand-related moderators that examined the effects on two direct hypothesised relationships. Future replications of studies are needed to confirm and validate these preliminary findings. Future research should look to extend to different product categories, different environments, cultural contexts and also dedicate research endeavours into the identification of other potential moderators. Furthermore, as previously addressed through the systematic literature review, there is a current shortage of research in the nostalgia literature that examines moderating variables and their impact on nostalgia relationships and outcomes.

8.5. CHAPTER SUMMARY

This chapter underlined the various contributions of this research in terms of its conceptual, methodological and managerial implications. Moreover, as with any research, limitations were also outlined that can be addressed in future research. Lastly, the present research modestly believes that it has provided substantial and significant advancement of knowledge in this field, updating and creating new trajectories for future developments.

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APPENDIX C: SURVEY QUESTIONNAIRE (STUDY 2)

SECTION A

Dear Respondent,

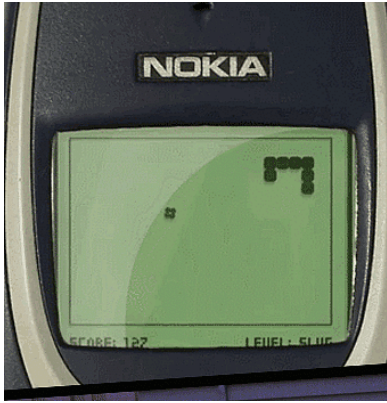
The aim of this study is to understand the dispositions of nostalgia and its outcomes. It will also explore factors such as brand heritage that drives nostalgic consumption. The survey exercise is educational and not intended for market research purposes. Please note that you have a choice to participate in this survey and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. Completion of the survey will be taken as evidence of consent to participate in this study. The enclosed questionnaire should take about 10-15 minutes to complete. Please answer all the questions in this questionnaire and give the responses that most accurately reflect your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence.

SECTION B

Nostalgia is defined as “a sentimental or bittersweet yearning for an experience, product, or service from the past” (Baker and Kennedy 1994).

Please spend some time going through the collage of GIFS (Graphic Interchange Format) shown below. The next button will appear after 15 seconds.





SECTION C

The following statements relate to your nostalgia proneness. For each of the following statements, please select the value that closely represents your views

C1 - (1 stands for not at all while 7 stands for very much).

C1	Please rate the extent to which you agree or disagree with the following.	<i>Not at all</i>				<i>Very Much</i>		
	Nostalgia Proneness							
1	How valuable is nostalgia for you?	1	2	3	4	5	6	7
2	How important is it for you to bring to mind nostalgic experiences?	1	2	3	4	5	6	7
3	How significant is it for you to feel nostalgic?	1	2	3	4	5	6	7
4	How prone are you to feeling nostalgic?	1	2	3	4	5	6	7

C2 - (1 stands for very rarely stands for very frequently).

C2	Please rate the extent to which you agree or disagree with the following.	<i>Very Rarely</i>				<i>Very Frequently</i>		
	Nostalgia Proneness							
5	How often do you experience nostalgia?	1	2	3	4	5	6	7
6	Generally speaking, how often do you bring to mind nostalgic experiences?	1	2	3	4	5	6	7

C3	Please rate the extent to which you agree or disagree with the following.							
	Nostalgia Proneness							
7	Specifically, how often do you bring to mind nostalgic experiences?	1	2	3	4	5	6	7

1. At least once a day
2. Three to four times a week
3. Approximately twice a week
4. Approximately once a week
5. Once or twice a month
6. Once every couple of months
7. Once or twice a year

SECTION D

The following statements relate to your grateful disposition. For each of the following statements, please select the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

McCullough, Emmons et al. (2002) defines gratitude as a “generalised tendency to recognize and respond with grateful emotion to the roles of other people’s benevolence in the positive experiences and outcomes that one obtained”. However, defining the concept of gratitude is by no means a straightforward classification. According to Emmons and McCullough (2003), it can be conceptualized as an emotion, attitude, moral virtue, habit, personality trait or even as a coping response. It is a complex state that is categorised as an affective - cognitive condition.

D1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>					<i>Strongly Agree</i>	
		1	2	3	4	5	6	7
	Grateful Disposition							
1	I have so much in life to be thankful for.	1	2	3	4	5	6	7
2	If I had to list everything that I felt grateful for, it would be a very long list.	1	2	3	4	5	6	7
3	When I look at the world, I don’t see much to be grateful for. (R)	1	2	3	4	5	6	7
4	I am grateful to a variety of people.	1	2	3	4	5	6	7
5	As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	1	2	3	4	5	6	7
6	Long amounts of time can go by before I feel grateful to something or someone.	1	2	3	4	5	6	7

SECTION E

The following statements relate to your need to belong disposition. For each of the following statements, please select the value that closely represents your views.

(1 stands for not at all while 7 stands for extremely).

Man by nature are social beings that inhibit a strong fundamental drive to feel socially connected (Loveland, Smeesters et al. 2010). The need to belong is prevalent to some degree amongst humans in every culture. It is also expected that there would be individual differences in its strength and intensity inclusive of cultural and individual variations in people (Baumeister and Leary 1995).

E1	Please rate the extent to which you agree or disagree with the following.	<i>Not at all</i>			<i>Extremely</i>			
		Need to Belong Disposition						
1	If other people don't seem to accept me, I don't let it bother me.	1	2	3	4	5	6	7
2	I try hard not to do things that will make other people avoid or reject me.	1	2	3	4	5	6	7
3	I seldom worry about whether other people care about me.	1	2	3	4	5	6	7
4	I need to feel that there are people I can turn to in times of need.	1	2	3	4	5	6	7
5	I want other people to accept me.	1	2	3	4	5	6	7
6	I do not like being alone.	1	2	3	4	5	6	7
7	Being apart from my friends for long periods of time does not bother me.	1	2	3	4	5	6	7
8	I have a strong "need to belong".	1	2	3	4	5	6	7
9	It bothers me a great deal when I am not included I other people's plans.	1	2	3	4	5	6	7
10	My feelings are easily hurt when I feel that others do not accept me.	1	2	3	4	5	6	7

SECTION F

The following statements relate to your authentic disposition. For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

According to Baldwin et al. (2015), authenticity is expressed as a hallmark of intrinsic self-concept. Kernis and Goldman (2006) further states that authenticity is the "unimpeded operation of one's true - or core-self in one's daily enterprise. Every so often, the affairs of nostalgia crosses path with the notion of authenticity as consumers often relate and associate the good o' days as being more authentic than the present.

F1	Please rate the extent to which you agree or disagree with the following.	<i>Does not describe me at all</i>				<i>Describes me very well</i>		
	Authentic Disposition							
1	I think it is better to be yourself, than to be popular.	1	2	3	4	5	6	7
2	I don't know how I really feel inside.	1	2	3	4	5	6	7
3	I am strongly influenced by the opinions of others.	1	2	3	4	5	6	7
4	I usually do what other people tell me to do.	1	2	3	4	5	6	7
5	I always feel I need to do what others expect me to do.	1	2	3	4	5	6	7
6	Other people influence me greatly.	1	2	3	4	5	6	7
7	I feel as if I don't know myself very well.	1	2	3	4	5	6	7
8	I always stand by what I believe in.	1	2	3	4	5	6	7
9	I am true to myself in most situations.	1	2	3	4	5	6	7
10	I feel out of touch with the 'real me'.	1	2	3	4	5	6	7
11	I live in accordance with my values and beliefs	1	2	3	4	5	6	7
12	I feel alienated from myself.	1	2	3	4	5	6	7

SECTION G

The following statements relate to your nostalgic intensity towards an advertisement.

For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

G1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
		1	2	3	4	5	6	7
	Nostalgic Intensity Towards Ad							
1	The ad reminds me of an experience from the past.	1	2	3	4	5	6	7
2	The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory.	1	2	3	4	5	6	7
3	This ad does not make me have any feelings about the past (R)	1	2	3	4	5	6	7
4	I wish I could relive the experience(s) this ad makes me think of.	1	2	3	4	5	6	7
5	I associate this ad with a happy experience, yet it makes me feel sad.	1	2	3	4	5	6	7

SECTION H

The following statements relate to your fantasies towards past eras advertisement .

For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

H1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
		1	2	3	4	5	6	7
	Fantasies About Past Eras							
1	I fantasised about the past when watching the ad.	1	2	3	4	5	6	7
2	I imagined I was living in the past period shown in the ad.	1	2	3	4	5	6	7
3	The ad took me back in time.	1	2	3	4	5	6	7
4	I imagined I was there in the simple and pure times shown in the ad.	1	2	3	4	5	6	7
5	I imagined I was there in the simple and pure times shown in the ad.	1	2	3	4	5	6	7
6	I fantasised owning the furniture in the time periods shown in the ad.	1	2	3	4	5	6	7
7	I imagined I was participating in the traditions and rituals of the past shown in the ad.	1	2	3	4	5	6	7
8	The ad made me nostalgic for the time period shown.	1	2	3	4	5	6	7
9	After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past.	1	2	3	4	5	6	7

SECTION I

The following statements relate to your purchase intention. For each of the following statements, please circle the value that closely represents your views

(1 stands for strongly disagree while 7 stands for strongly agree).

II	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
	Purchase Intention							
1	I would definitely intend to buy the items shown in the ad.	1	2	3	4	5	6	7
2	I would absolutely consider buying the items shown in the ad.	1	2	3	4	5	6	7
3	I would definitely expect to buy the items shown in the ad.	1	2	3	4	5	6	7
4	I absolutely plan to buy the items shown in the ad.	1	2	3	4	5	6	7

SECTION J

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in any way and will remain confidential. Please answer all questions by circling one number for each question.

J1	What is your gender?			
	[1]	Male	[2]	Female

J2	What is your age group?					
	[1]	18-20 years	[2]	21-25 years	[3]	26 – 30 years
	[4]	31 – 40 years	[5]	Above 40		

J3	What is your current marital status?					
	[1]	Married	[2]	Single	[3]	De Facto
	[4]	Divorced	[5]	Other		

J4	What is your country of birth? (Please choose one only)							
	[1]	Australia	[2]	China	[3]	India	[4]	Indonesia
	[5]	Ireland	[6]	Italy	[7]	Malaysia	[8]	Netherland
	[9]	New Zealand	[10]	Philippine	[11]	Poland	[12]	Singapore
	[13]	South Africa	[14]	Sri Lanka	[15]	Thailand	[16]	Turkey
	[17]	United Kingdom	[18]	United States of America	[19]	Vietnam	[20]	Other

J5	What is the level of your education qualifications?					
	[1]	Primary School	[2]	Secondary/High School	[3]	Diploma/Certificate
	[4]	Undergraduate Degree	[5]	Postgraduate Degree	[6]	Other (Please specify)-

J6	What is your annual income?					
	[1]	Under \$7,799	[2]	\$7,800 - \$12,999	[3]	\$13,000 - \$20,799
	[4]	\$20,800 - \$31,199	[5]	\$31,200 - \$41,599	[6]	\$41,600 - \$51,999
	[7]	\$52,000 - \$67,599	[8]	\$67,600 - \$83,199	[9]	\$83,200 - \$103,999
	[10]	\$104,000 or more	[11]	I do not wish to specify		

Thank you for your time and participation!

APPENDIX C: SURVEY QUESTIONNAIRE (STUDY 3)

SECTION A

Dear Respondent,

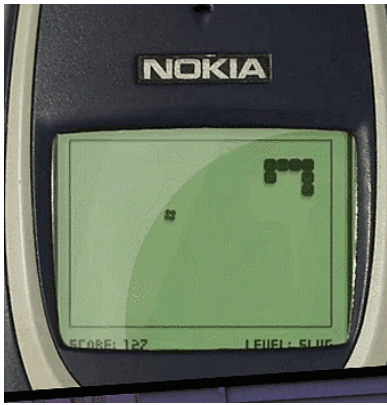
The aim of this study is to understand the dispositions of nostalgia and its outcomes. It will also explore factors such as brand heritage and brand attachment that drives nostalgic consumption. The survey exercise is educational and not intended for market research purposes. Please note that you have a choice to participate in this survey and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. Completion of the survey will be taken as evidence of consent to participate in this study. The enclosed questionnaire should take about 10-15 minutes to complete. Please answer all the questions in this questionnaire and give the responses that most accurately reflect your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence.

SECTION B

Nostalgia is defined as “a sentimental or bittersweet yearning for an experience, product, or service from the past” (Baker and Kennedy 1994).

Please spend some time going through the collage of GIFS (Graphic Interchange Format) shown below. The next button will appear after 15 seconds.





SECTION C

The following statements relate to your nostalgia proneness. For each of the following statements, please select the value that closely represents your views

C1 - (1 stands for not at all while 7 stands for very much).

C1	Please rate the extent to which you agree or disagree with the following.	<i>Not at all</i>				<i>Very Much</i>		
	Nostalgia Proneness							
1	How valuable is nostalgia for you?	1	2	3	4	5	6	7
2	How important is it for you to bring to mind nostalgic experiences?	1	2	3	4	5	6	7
3	How significant is it for you to feel nostalgic?	1	2	3	4	5	6	7
4	How prone are you to feeling nostalgic?	1	2	3	4	5	6	7

C2 - (1 stands for very rarely stands for very frequently).

C2	Please rate the extent to which you agree or disagree with the following.	<i>Very Rarely</i>				<i>Very Frequently</i>		
	Nostalgia Proneness							
5	How often do you experience nostalgia?	1	2	3	4	5	6	7
6	Generally speaking, how often do you bring to mind nostalgic experiences?	1	2	3	4	5	6	7

C3	Please rate the extent to which you agree or disagree with the following.							
	Nostalgia Proneness							
7	Specifically, how often do you bring to mind nostalgic experiences?	1	2	3	4	5	6	7

1. At least once a day
2. Three to four times a week
3. Approximately twice a week
4. Approximately once a week
5. Once or twice a month
6. Once every couple of months
7. Once or twice a year

SECTION D

The following statements relate to your grateful disposition. For each of the following statements, please select the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

McCullough, Emmons et al. (2002) defines gratitude as a “generalised tendency to recognize and respond with grateful emotion to the roles of other people’s benevolence in the positive experiences and outcomes that one obtained”. However, defining the concept of gratitude is by no means a straightforward classification. According to Emmons and McCullough (2003), it can be conceptualized as an emotion, attitude, moral virtue, habit, personality trait or even as a coping response. It is a complex state that is categorised as an affective - cognitive condition.

D1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
	Grateful Disposition							
1	I have so much in life to be thankful for.	1	2	3	4	5	6	7
2	If I had to list everything that I felt grateful for, it would be a very long list.	1	2	3	4	5	6	7
3	When I look at the world, I don't see much to be grateful for. (R)	1	2	3	4	5	6	7
4	I am grateful to a variety of people.	1	2	3	4	5	6	7
5	As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	1	2	3	4	5	6	7
6	Long amounts of time can go by before I feel grateful to something or someone.	1	2	3	4	5	6	7

SECTION E

The following statements relate to your need to belong disposition. For each of the following statements, please select the value that closely represents your views.

(1 stands for not at all while 7 stands for extremely).

Man by nature are social beings that inhibit a strong fundamental drive to feel socially connected (Loveland, Smeesters et al. 2010). The need to belong is prevalent to some degree amongst humans in every culture. It is also expected that there would be individual differences in its strength and intensity inclusive of cultural and individual variations in people (Baumeister and Leary 1995).

E1	Please rate the extent to which you agree or disagree with the following.	<i>Not at all</i>			<i>Extremely</i>			
		1	2	3	4	5	6	7
	Need to Belong Disposition							
1	If other people don't seem to accept me, I don't let it bother me.	1	2	3	4	5	6	7
2	I try hard not to do things that will make other people avoid or reject me.	1	2	3	4	5	6	7
3	I seldom worry about whether other people care about me.	1	2	3	4	5	6	7
4	I need to feel that there are people I can turn to in times of need.	1	2	3	4	5	6	7
5	I want other people to accept me.	1	2	3	4	5	6	7
6	I do not like being alone.	1	2	3	4	5	6	7
7	Being apart from my friends for long periods of time does not bother me.	1	2	3	4	5	6	7
8	I have a strong "need to belong".	1	2	3	4	5	6	7
9	It bothers me a great deal when I am not included I other people's plans.	1	2	3	4	5	6	7
10	My feelings are easily hurt when I feel that others do not accept me.	1	2	3	4	5	6	7

SECTION F

The following statements relate to your authentic disposition. For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

According to Baldwin, Biernat et al. (2015), authenticity is expressed as a hallmark of intrinsic self-concept. Kernis and Goldman (2006) further states that authenticity is the "unimpeded operation of one's true - or core-self in one's daily enterprise. Every so often, the affairs of nostalgia crosses path with the notion of authenticity as consumers often relate and associate the good ol' days as being more authentic than the present.

F1	Please rate the extent to which you agree or disagree with the following.	<i>Does not describe me at all</i>							<i>Describes me very well</i>										
	Authentic Disposition																		
1	I think it is better to be yourself, than to be popular.	1	2	3	4	5	6	7											
2	I don't know how I really feel inside.	1	2	3	4	5	6	7											
3	I am strongly influenced by the opinions of others.	1	2	3	4	5	6	7											
4	I usually do what other people tell me to do.	1	2	3	4	5	6	7											
5	I always feel I need to do what others expect me to do.	1	2	3	4	5	6	7											
6	Other people influence me greatly.	1	2	3	4	5	6	7											
7	I feel as if I don't know myself very well.	1	2	3	4	5	6	7											
8	I always stand by what I believe in.	1	2	3	4	5	6	7											
9	I am true to myself in most situations.	1	2	3	4	5	6	7											
10	I feel out of touch with the 'real me'.	1	2	3	4	5	6	7											
11	I live in accordance with my values and beliefs	1	2	3	4	5	6	7											
12	I feel alienated from myself.	1	2	3	4	5	6	7											

SECTION G

The following statements relate to your nostalgic intensity towards an advertisement.

For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

G1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
	Nostalgic Intensity Towards Ad							
1	The ad reminds me of an experience from the past.	1	2	3	4	5	6	7
2	The ad makes me think of an experience which I feel sad about because it is over, yet it is a happy memory.	1	2	3	4	5	6	7
3	This ad does not make me have any feelings about the past (R)	1	2	3	4	5	6	7
4	I wish I could relive the experience(s) this ad makes me think of.	1	2	3	4	5	6	7
5	I associate this ad with a happy experience, yet it makes me feel sad.	1	2	3	4	5	6	7

SECTION H

The following statements relate to your fantasies towards past eras advertisement.

For each of the following statements, please circle the value that closely represents your views.

(1 stands for does not describe me at all while 7 stands for describes me very well).

H1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
	Fantasies About Past Eras							
1	I fantasised about the past when watching the ad.	1	2	3	4	5	6	7
2	I imagined I was living in the past period shown in the ad.	1	2	3	4	5	6	7
3	The ad took me back in time.	1	2	3	4	5	6	7
4	When I saw the ad, I became lost in the time period(s) shown.	1	2	3	4	5	6	7
5	I imagined I was there in the simple and pure times shown in the ad.	1	2	3	4	5	6	7
6	I fantasised owning the furniture in the time periods shown in the ad.	1	2	3	4	5	6	7
7	I imagined I was participating in the traditions and rituals of the past shown in the ad.	1	2	3	4	5	6	7
8	The ad made me nostalgic for the time period shown.	1	2	3	4	5	6	7
9	After seeing the ad, my imagination was like an avalanche, I thought of all different things about the past.	1	2	3	4	5	6	7

SECTION I

The following statements relate to Ikea's brand heritage. For each of the following statements, please circle the value that closely represents your views.

(1 stands for extremely negative while 7 stands for describes me very well).

II	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
		1	2	3	4	5	6	7
	Brand Heritage (Ikea)							
1	A brand that has managed the tough times as well as the good times.	1	2	3	4	5	6	7
2	A secure brand that won't disappear tomorrow.	1	2	3	4	5	6	7
3	A stable brand.	1	2	3	4	5	6	7
4	A respected brand.	1	2	3	4	5	6	7
5	A reputable brand.	1	2	3	4	5	6	7
6	A solid brand	1	2	3	4	5	6	7
7	A dependable brand.	1	2	3	4	5	6	7
8	A brand with heritage.	1	2	3	4	5	6	7
9	A trustworthy brand.	1	2	3	4	5	6	7
10	The brand is an institution.	1	2	3	4	5	6	7
11	A reliable brand.	1	2	3	4	5	6	7
12	An authentic brand.	1	2	3	4	5	6	7

SECTION J

The following statements relate to your emotional attachment to Ikea. For each of the following statements, please circle the value that closely represents your views.

(1 stands for extremely negative while 7 stands for describes me very well).

J1	Please rate the extent to which you agree or disagree with the following.	<i>Extremely Negative</i>			<i>Extremely Positive</i>			
		1	2	3	4	5	6	7
	Emotional Brand Attachment (Ikea)							
1	To what extent is Ikea part of you and who you are?	1	2	3	4	5	6	7
2	To what extent do you feel personally connected to Ikea?	1	2	3	4	5	6	7
3	To what extent do you feel emotionally bonded to Ikea?	1	2	3	4	5	6	7
4	To what extent is Ikea part of you?	1	2	3	4	5	6	7
5	To what extent does Ikea say something to other people about who you are?	1	2	3	4	5	6	7
6	To what extent are your thoughts and feelings toward Ikea often automatic, coming to mind seeming on their own?	1	2	3	4	5	6	7
7	To what extent do your thought and feelings toward Ikea come to your mind naturally and instantly?	1	2	3	4	5	6	7
8	To what extent do your thoughts and feelings toward Ikea come to mind so naturally and instantly that you don't have control over them?	1	2	3	4	5	6	7
9	To what extent does the word Ikea automatically evoke many good thoughts about the past, present, and future?	1	2	3	4	5	6	7
10	To what extent do you have many thoughts about Ikea?	1	2	3	4	5	6	7

SECTION K

The following statements relate to your purchase intention. For each of the following statements, please circle the value that closely represents your views

(1 stands for strongly disagree while 7 stands for strongly agree).

K1	Please rate the extent to which you agree or disagree with the following.	<i>Strongly Disagree</i>				<i>Strong Agree</i>		
		1	2	3	4	5	6	7
	Purchase Intention							
1	I would definitely intend to buy the items shown in the ad.	1	2	3	4	5	6	7
2	I would absolutely consider buying the items shown in the ad.	1	2	3	4	5	6	7
3	I would definitely expect to buy the items shown in the ad.	1	2	3	4	5	6	7
4	I absolutely plan to buy the items shown in the ad.	1	2	3	4	5	6	7

SECTION L

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in any way and will remain confidential. Please answer all questions by circling one number for each question.

L1	What is your gender?			
	[1]	Male	[2]	Female

L2	What is your age group?					
	[1]	18-20 years	[2]	21-25 years	[3]	26 – 30 years
	[4]	31 – 40 years	[5]	Above 40		

L3	What is your current marital status?					
	[1]	Married	[2]	Single	[3]	De Facto
	[4]	Divorced	[5]	Other		

L4	What is your country of birth? (Please choose one only)							
	[1]	Australia	[2]	China	[3]	India	[4]	Indonesia
	[5]	Ireland	[6]	Italy	[7]	Malaysia	[8]	Netherland
	[9]	New Zealand	[10]	Philippine	[11]	Poland	[12]	Singapore
	[13]	South Africa	[14]	Sri Lanka	[15]	Thailand	[16]	Turkey
	[17]	United Kingdom	[18]	United States of America	[19]	Vietnam	[20]	Other

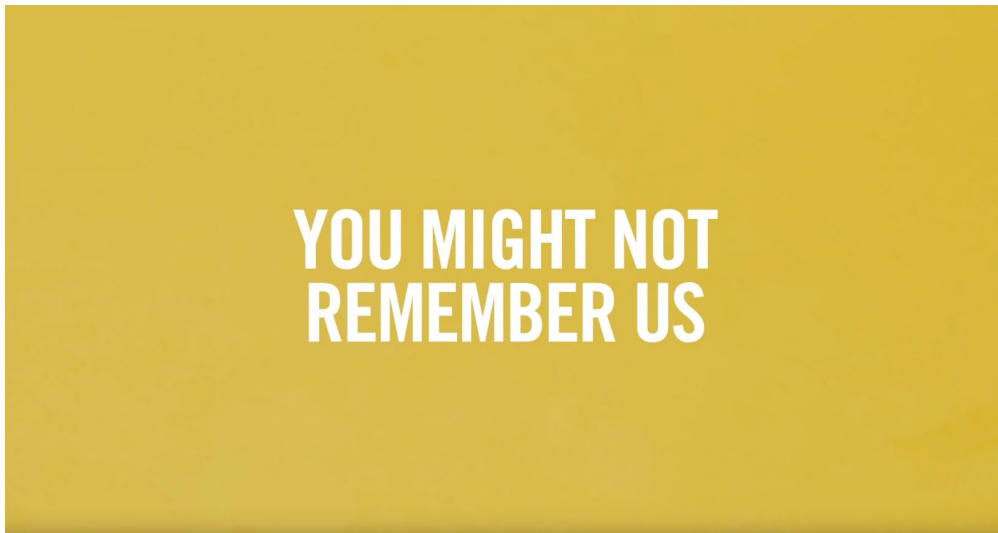
L5	What is the level of your education qualifications?					
	[1]	Primary School	[2]	Secondary/High School	[3]	Diploma/Certificate
	[4]	Undergraduate Degree	[5]	Postgraduate Degree	[6]	Other (Please specify)-

L6	What is your annual income?					
	[1]	Under \$7,799	[2]	\$7,800 - \$12,999	[3]	\$13,000 - \$20,799
	[4]	\$20,800 - \$31,199	[5]	\$31,200 - \$41,599	[6]	\$41,600 - \$51,999
	[7]	\$52,000 - \$67,599	[8]	\$67,600 - \$83,199	[9]	\$83,200 - \$103,999
	[10]	\$104,000 or more	[11]	I do not wish to specify		

Thank you for your time and participation!

APPENDIX D: STIMULUS

STUDY 2 STIMULUS



STUDY 3 STIMULUS

Personal Nostalgia



Historical Nostalgia



Control

