

Research Article

Why Does Nostalgia Marketing Resonate So Much with Today's Consumers: An Applied Study in Ankara

Nostalji Pazarlaması Bugünün Tüketicileri Üzerinde Neden Çok Etkili Oluyor: Ankara İli Örneği

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Abstract

Nostalgia marketing has been widely used among marketing applications and has also been subject to marketing and consumer researches. This study aims to evaluate Turkish consumers' reactions to the applications of nostalgia marketing by using factor analysis technique. Surveys were conducted with 145 participants in Ankara, and the participants' reactions to nostalgia marketing were measured on the basis of "Nostalgic Service Preference Factor", "Nostalgic Brand and Purchasing Preference Factor" and "Nostalgic Preference Period Factor". The results revealed that the participants had positive preferences for nostalgic services & nostalgic brands and positive attitudes towards purchasing them. This positive relationship was observed independent from age and sex variables for nostalgic service preference. One of the prominent findings of the study is that nostalgia marketing applications can be used as an effective tool not only during special days or periods of the year but during the entire year.

Key Words: Consumer behavior, nostalgia marketing, nostalgic service preference, nostalgic brand preference and purchasing.

"How sad and bad and mad it was – but then, how it was sweet"

Robert Browning

Öz

Nostalji pazarlaması kavramı, pazarlama uygulamaları arasında yaygın bir şekilde kullanılmakta ve pazarlama ile tüketici araştırmalarına da sık sık konu olmaktadır. Bu çalışma, Türk tüketicilerin nostalji pazarlaması uygulamalarına verdikleri tepkileri faktör analizi tekniğini kullanarak değerlendirmeyi amaçlamaktadır. Anketler, Ankara'da 145 katılımcı ile yapılmış ve katılımcıların nostalji pazarlamasına yönelik tepkileri "Nostaljik Hizmet Tercih Faktörü", "Nostaljik Marka ve Satın Alma Tercih Faktörü" ve "Nostaljik Tercih Süresi Faktörü" ile ölçülmüştür. Sonuçlar, katılımcıların nostaljik hizmetler ve nostaljik markalar için olumlu

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tercihleri ve bunları satın alma konusunda olumlu tutumları olduğunu ortaya koymaktadır. Bu pozitif ilişki, nostaljik hizmet tercihi için yas ve cinsiyet değişkenlerinden bağımsız olarak gözlenmiştir. Çalışmanın öne çıkan bulgularından biri, nostalji pazarlama uygulamalarının yalnızca yılın özel günlerinde veya dönemlerinde değil, tüm yıl boyunca etkili bir araç olarak kullanılabileceği yönündedir.

Anahtar Kelimeler: Tüketici Davranışları, Nostalji Pazarlaması, Nostaljik Hizmet Tercihi, Nostaljik Marka Tercihi ve Satın Alma.

1. Introduction

Nostalgia marketing has been widely used as a marketing tool (through Lasaleta et al, 2014, p. 713) and thence it has frequently been subject to the researches in the field of marketing and consumer behaviors (Holak et al, 2008, p. 172).

The studies carried out in the area of nostalgia marketing which is generally defined as renewing a product or a service which is already in the market or re-putting them into market have been towards the application of nostalgia marketing as a strategy, the effects of nostalgia marketing on consumers and evaluation of the effects of using nostalgic elements in some services sectors on consumers.

During the review of the relevant literature, no study was found out about reactions of consumers to nostalgia marketing in Turkish market which states importance for both global and national brands and marketers due to the opportunities provided by young and dynamic population. Additionally, nostalgia marketing was analyzed in terms of products and services in different studies since there is a lack of research which evaluated them altogether.

Within this framework, the objective of this paper is to explore Turkish consumers' reactions towards the applications of nostalgia marketing. Through this end, surveys were conducted with the consumers living in Ankara, the capital of Turkey. Their preferences for nostalgic brands, purchasing decisions as well as nostalgic service preferences were analyzed. Furthermore, an additional study was carried out to determine which products are specifically preferred by consumers as nostalgic products and the major reasons consumers prefer these nostalgic products and services.

The layout of the paper is as follows. First, existing literature in the field of nostalgia marketing is reviewed. Then, the analysis, methodology and the results obtained in the study are explained. Finally, the results are evaluated and ideas for future research are proposed.

2. Literature Review and Hypotheses

2.1. Nostalgia and Nostalgia Marketing

Nostalgia has been defined by Holbrook and Schindler in 1991 by taking into consideration the studies of psychologists, sociologists and other social scientists as “an individual's preferring (generally liking, having positive attitude towards or being positively affected by) objects (people, places and things) which were common (popular, fashion or frequently seen) when he/she was young (during his/her early adulthood, growth age, childhood and even before his/her birth) (through Holbrook and Schindler, 1996, p. 29).

In literature, nostalgia is analyzed in two levels: personal experience and indirect experience due to the emotions taken from others (through Keskin and Memis, 2011, p. 194). Personal experience totally consists of the experiences arising from an individual's personal memories, experiences and activities whereas indirect experience consists of experiences arising from an individual's friends, family, acquaintances, media tools exposed. By this definition, nostalgia is classified into four groups as personal nostalgia (direct personal experiences), interpersonal nostalgia (indirect personal experience arising from communication with other people), cultural nostalgia (direct societal experience arising from the effects of a group or a culture) and aroused nostalgia (indirect societal experience based on indirect partnership emotion) (Keskin and Memis, 2011, p. 194).

Nowadays nostalgia marketing has become one of the tools used by marketers. Nostalgia marketing has first been defined as “reviving or restarting a product or a service belonging to a previous historical period” (through Keskin and Memiş, 2011, p. 191).

Nostalgia marketing is widely applied both in the world and in Turkey. For example, Volkswagen has put into market its old model cars under a new model called the “New Beetle”. Some examples from the Turkish market include the character who was cast in a national soda brand (Fruko) advertisements in 1989, then recast in 2003 in the same brand’s advertisements. Nestle re-marketed its chocolate bars in their old packages. Another noteworthy example from Turkey would be when the leading supermarket Migros marketed a group of its products containing biscuits, pasta, vegetable oil, chocolate, cream and canned beverages in authentic 50-year old packages.

Nostalgia marketing is an important strategy to boost the demand for existing brands in the markets and serves as a proof that the brands already in sale have a history (Keskin and Memiş, 2011, p. 200). This also lets nostalgia marketing become a tool to lengthen the product life cycle of the brands in the market (Keskin and Memiş, 2011, p. 200).

In literature, to enter into markets by using nostalgia has been examined through the eyes of the entrepreneur. In this context, it has been mentioned that remembrance of the product as nostalgic is helpful for the brand’s survival and contributes to brand’s introduction in the market (through Bellman, 2005, p. 219). On the other hand Bellman (2005) highlighted that nostalgia would be a functioning marketing tool whenever consumers did not consider the product as an old brand (p. 219). In this direction, the initiatives would be successful if the product is not considered as an old product but reminds the past, has a heritage that evokes nostalgic emotions and is put into market under a brand compatible with the current conditions.

2.2. The Effect of Brands with Nostalgic Elements on Consumers

There is some research in the literature which include the examination of nostalgia marketing in terms of consumer behavior. In one of these researches carried out by Lasaleta et al (2014) the success of nostalgia marketing in marketing applications is considered to be due to the fact that nostalgia decreases the consumers’ desire to hold their money. According to this, in the framework of the relation between nostalgia and social bonding, consumers feel as if there is an increase in their social bonds by nostalgic memories and pay money to products and services containing nostalgic elements (Lasaleta et al, 2014, p. 724).

In marketing of cultural products, age and attitude towards past become effective in changing consumer tastes. In the study conducted by Holbrook and Schindler (1996) it was identified that individuals would have different attitudes towards past and this would affect their approaches towards products that have nostalgic elements. In addition to this, an individual’s preference about product that remind him/her about his/her youth would have impact on the individual’s preference about nostalgic products (Holbrook and Schindler, 1996, p. 36). Moreover it was determined that individuals had emotional attachment to the events occurred before they were born and nostalgia meant brand heritage thence led to a stronger brand attachment (Merchant and Rose, 2013). More, there were researches to examine nostalgia marketing in terms of the behaviors of consumers who have been through outstanding cultural transformation as result of changes in political regime (like Russian consumers after the demise of the Soviet Union) and found out that there was demand for nostalgic products as result of safety loss, desire for previous periods and special days (Holak et al, 2007).

In another study to analyze the impact of nostalgia marketing on consumers, the impacts were taken on the basis of individualistic and collectivist elements of nostalgia. Zhao et al (2014) revealed out that consumers with independent characters would be affected by individualistic nostalgic elements whereas collectivist nostalgic elements would be more effective for dependent consumers. While individualistic nostalgia focuses on the individual’s own past, collectivist nostalgia depends on the relation and reminds of a past shared by a race or a period (Zhao et al, 2014, p. 5).

In literature, it is possible to discover recent research on psychological factors that affect nostalgic product preferences along with consumers' characteristics that make them choose traditional brands. According to this, demand for nostalgic products happens in situations of fear, dissatisfaction, anxiety and uncertainty and consumers who are not satisfied with their lives have more tendency towards nostalgic products (through Zhou et al, 2013, p. 2406). Zhou et al (2013) has proven the relation between the consumers' level of insecurity and their demand for nostalgic products taking Chinese consumers as a basis. Accordingly consumers' feeling psychologically insecure is an indicator of nostalgic consumption (Zhou et al, 2013, p. 2410). Furthermore, Zhou et al (2013) found out that when individuals face with pressure in their social performances, they would consume nostalgic products and those individuals who have difficulties in interpersonal relations in the real world, would tend to more familiar brands and develop stronger bonds with the brands (p. 2410).

Additionally, in the literature emotional components of nostalgia have also been analyzed (Holak and Havlena, 1998). For Holak and Havlena (1998) consumers are directed towards feeling nostalgic emotions by marketers' using nostalgic themes and visual elements in advertisements, marketing nostalgic products and using consumer products that would evoke nostalgia through dreams and memories (p. 217). Although using nostalgia as a marketing tool results in reactions that are hard to predict as they include both negative and positive emotions, it limits or decreases the feeling of loss and makes the individual think that he/she would gain back the lost emotions by owning the nostalgic product (Holak and Havlena, 1998, p. 223).

3. Purpose of the Study

This particular study argues that marketing brands by using nostalgic elements would affect consumer's purchasing behavior and preferences in a positive manner. In line with pieces of previous research in the literature, as the consumers' age increase they would have more tendency to buy products and choose brands containing nostalgic elements. In addition, this study also puts forth that female and male consumers would differ in terms of buying products and choosing brands containing nostalgic elements. In this context, the hypotheses of the study are listed below.

Hypothesis 1: Products' with nostalgic elements affect consumers' purchasing decisions and brand preferences positively.

Hypothesis 1 a: There is a significant relationship between the age of consumers & their purchasing decisions and brand preferences for products with nostalgic elements.

Hypothesis 1 b: There is a significant relationship between the gender of consumers & their purchasing decisions and brand preferences for products with nostalgic elements.

It has been portrayed in the researches that the environment whereby the product is purchased or the service is consumed is effective in consumers' purchasing behaviors. In this direction, whether the environment (like stores) which evokes nostalgic emotions would affect consumer behaviors or not has also been examined in the literature. Orth and Bourrain (2008) analyzed the effect of refreshing nostalgic memories by scents on consumer behaviors in their study and determined that the memories refreshed are affected by the personality of the consumers but they have positive impacts on consumers such as taking more risks, variety seeking and taking actions through curiosity (p. 283-284).

Another study to analyze the effects of nostalgia marketing in services sector has been realized as nostalgia in luxury restaurants resulted in emotional reactions and that led to revisits to these restaurants (Hwang and Hyun, 2012). It was found out by the search in this study that specifically employers' nostalgic emotions boost by food, activity, ambiance and staff in the restaurants and they react positively as a result of these emotions and revisit the restaurants (Hwang and Hyun, 2012). On the other hand a study carried out in Taiwan revealed out that nostalgic restaurants, especially those where the "hot-pots", traditional Taiwanese kitchen tool, are used, have direct and indirect effect in consumption and the consumption differs from individual to individual and

that younger consumers have tendency to nostalgic restaurants due to cheaper prices (Chen et al, 2014). Moreover according to the literature, using old elements in innovations proved to be effective in the success of the innovations (Petruzelli and Savino, 2014) and there is an increase in past-themed cruises (Weaver, 2011).

In this framework, this study argues that consumers would prefer nostalgically decorated service providers such as restaurants, cafés, patisseries, or those which have nostalgic elements in their ambiance or in the services they provide. Besides it claims that adult consumers would choose these places more than young consumers and in terms of gender, female consumers would make their preference more favorable than male consumers about these service providers.

The hypotheses put forward are as follows:

Hypothesis 2: Services with nostalgic elements affect consumers' preferences positively.

Hypothesis 2 a: There is a significant relationship between consumers' preferences for services with nostalgic elements and their age.

Hypothesis 2 b: There is a significant relationship between consumers' preferences for services with nostalgic elements and their gender.

In the study, it is also proposed that nostalgic products and services may be highly preferred during special periods of the year such as holidays, festivals and New Year's Eve since they remind people of the past or a certain period in their lives. Thus, the last hypothesis is formed:

Hypothesis 3: Consumers prefer products and services that have nostalgic elements during certain periods of the year.

4. Methodology and Sample of the Study

The sample for this study included consumers living in Ankara, the capital of Turkey. A total of 145 consumers were selected via judgment sampling. To test the hypotheses of the study, surveys were conducted face-to-face with the participants as well as through e-mail.

Out of the 145 participants, 72 were male (49,66 %) and 73 were female (50,34 %). The age range of the participants' was 20-75 and the average age of male participants was 21,12 whereas that was 31,05 for female participants. The average age of total sample was 26,12.

Based on the results of the shopping frequency of the participants, those who did shopping once a week were 37 persons (25,52 %), more than once a week were 38 persons (26,21 %), once in two weeks were 40 persons (27,58 %) and once in a month were 30 persons (20,69 %). Once these figures are categorized into two groups as those who frequently and rarely do shopping, there are 75 participants who frequently do shopping (52 %) and 70 participants who rarely do shopping (48 %). This rate is considered to be appropriate in line with the objectives of the study.

5. Data Analysis and Discussion

5.1. First Stage of the Research

The first stage of the study was to examine the nostalgic tendencies of the consumers and their reactions to nostalgia marketing. In this context, descriptive questions were asked to the participants to the survey and they were requested to evaluate the statements listed below according to the 5-Likert scale.

Table 1: The Statements in the Survey

Statement 1	I purchase a product which I have never used before when it is in a nostalgic package.
Statement 2	I am pleased when a product which I use is put into market with a nostalgic package.
Statement 3	In brand preference, I prefer brands which evoke nostalgic emotions.

Statement 4	I am pleased when the package of the brand I use have nostalgic elements.
Statement 5	Another brand's having nostalgic elements lead me to changing the brand I use.
Statement 6	I am pleased when a restaurant/café/patisserie I visit have a nostalgic decoration.
Statement 7	A restaurant/café/patisserie's having nostalgic decoration becomes effective in my preference for that restaurant/café/patisserie.
Statement 8	A restaurant/café/patisserie's having nostalgic decoration makes that restaurant/café/patisserie my continuous preference.
Statement 9	I prefer nostalgic products and/or services in special days like holidays, festivals, new year's eve.
Statement 10	I prefer nostalgic products and/or services in every period of the year.
Statement 11	A store's packages (gift wrap/plastic bag/shopping bag) having nostalgic elements affect my purchasing decision.
Statement 12	A store's packages (gift wrap/plastic bag/shopping bag) having nostalgic elements specific to certain periods of the year (new year's eve, holidays, etc) affect my purchasing decision.
Statement 13	I am pleased when the logo of a brand I use have nostalgic elements.
Statement 14	A brand's logo's having nostalgic elements affect my brand preference.

These 14 statements were presented to the participants during the first stage of the research and were categorized on the basis of 5-Likert scale as “**1 Definitely Disagree**”, “**2 Disagree**”, “**3 Indecisive/No Idea**”, “**4 Agree**” and “**5 Totally Agree**” Then the results were uploaded for analysis to Statistical Package for the Social Sciences (SPSS).

5.1.1. The Analysis and Results of the Second Stage

First of all, the reliability of 14 statements as a scale, was tested. As a result 140 out of 145 surveys were found to be valid (% 96.6) and the Cronbach's Alpha was calculated as 0.90. This proves that the scale used in the study is consistent and valid for the objectives of the study.

The result of the Hotelling's T-Square Test of the scale was 300,355 in 100 % in 0,00 significance level.

Factor analysis was applied to the statements included in the scale. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was calculated as 0,854 in 0,00 significance level in the factor analysis. This shows that the scale can be classified into factors in a significant and adequate manner in terms as per the sample. As a result of the factor analysis, the statements in the scale were grouped into three factors and the first factor comprised of 44,99 % of the whole variance, the second factor comprised of 11,49 % of the whole variance and 56,496 % together with the first factor whereas the third factor comprised of 8,09 % of the whole variance and 64,59 % together with the first and the second factors.

During the factor analysis, Varimax Rotation was chosen and 14 statements were grouped into three factors as displayed in the table below. The statements of the relevant factors are shown with (*), (**) and (***)

Table 2. Distribution of the Statements in the Survey Among the Factors

Statements	Factors		
	1*	2**	3***
Statement 7*	,876	,137	,165
Statement 8*	,781	,115	,331
Statement 6*	,721	,396	-,075
Statement 10*	,639	,424	,243
Statement 11*	,570	,271	,555
Statement 2**	,134	,900	-,077
Statement 4**	,327	,762	,145
Statement 1**	,056	,720	,232
Statement 13**	,427	,586	,264
Statement 3**	,389	,578	,285
Statement 9***	-,092	,032	,784
Statement 12***	,252	,077	,692
Statement 14***	,490	,242	,607
Statement 5***	,248	,214	,485

Based on the contents of the statements in the relevant factor groups, the factors were named as “Nostalgic Service Preference Factor”, “Nostalgic Brand and Purchasing Preference Factor” and “Nostalgic Preference Period Factor”. The averages and standard deviations of the factors are outlined in the below table.

Table 3. Averages and Standard Deviations of the Factors

Factors	Average	Standard Deviation	Sample
Nostalgic Service Preference Factor	3,2126	,90856	143
Nostalgic Brand and Purchasing Preference Factor	3,0350	,88662	143
Nostalgic Preference Period Factor	2,7887	,79965	142

The table indicates that the average of nostalgic service preference factor is above the average of both nostalgic brand and purchasing preference factor and nostalgic preference period factor. Plus, this factor relates to a significant part of the whole variance. This serves as an indicator in participants’ preferring nostalgia marketing in services sector more. On the other hand, since the average of nostalgic preference period factor is 2,7887, it can be induced that nostalgia marketing is not a matter of choice in special periods but it can be preferred during the whole year as a marketing tool.

The correlation table among “Nostalgic Service Preference Factor”, “Nostalgic Brand and Purchasing Preference Factor” and “Nostalgic Preference Period Factor” prepared by SPSS gives

out a strong correlation among these three factors in 0,00 significance level. There is strong and positive correlation between nostalgic brand and purchasing preference factor and nostalgic service preference factor and between nostalgic preference period factor and nostalgic service preference factor. However the correlation between nostalgic brand and purchasing preference nostalgic preference period factor is lower than other two correlations.

Table 4. Averages and Standard Deviations of the Factors on the Basis of Gender

Factors	Gender	Number	Average	Standard Deviation	Standard Error Averages
Nostalgic Service Preference Factor	Male	69	3,2261	,91260	,10986
	Female	73	3,2027	,91681	,10730
Nostalgic Brand and Purchasing Preference Factor	Male	70	2,9629	,91828	,10976
	Female	72	3,0972	,85974	,10132
Nostalgic Preference Period Factor	Male	69	2,7826	,88067	,10602
	Female	72	2,7951	,72594	,08555

Having a glance at the averages of the factors on the basis of gender, it is observed that the averages of male and female participants according to the factors are very close to each other. This was also obtained as a result of ANOVA analysis and no significant difference was achieved among factors on the basis of gender. No significant relation was determined between gender and factors in correlation analysis. This led to the rejection of the sub-hypotheses related to the gender.

The statistics of the factors in terms of groups are shown in table 4..

In the light of the objectives of the study, the sample was classified into age groups for analysis. According to this, 145 participants in the 20-75 age range was grouped as the following:

1. 1st group, age range 20-21
2. 2nd group, age range 22-23
3. 3rd group, age range 24-29
4. 4th group, age range 30-44
5. 5th group, age range 45-75

Then ANOVA and correlation analysis was applied to the age groups and nostalgic brand and purchasing preference factor, nostalgic service preference factor and nostalgic preference period factor. As a result of the analysis, correlation was determined between age and nostalgic brand and purchasing preference factor in 0,16 significance level. As a result of ANOVA analysis there was no significant difference in preference factor and nostalgic preference period factor in terms of age but it was revealed out that nostalgic brand and purchasing preference factor differ according to the age groups.

5.2. Second Stage of the Research

At the second stage of the study, examples from nostalgic products and reasons for preferring nostalgic products which were compiled from the literature review and practical marketing applications were listed. The participants were requested to identify five most important products and their reasons within the framework of nostalgia marketing.

The nostalgic products listed for the participants are as followings:

- Milk
- Chocolate
- Biscuit
- Magazine
- Newspaper
- Book
- CD
- Make-up materials
- Perfume
- Shopping bags (plastic, paper bags)
- Watch
- Supermarket
- Café
- Restaurant
- Patisserie

The reasons for preferring nostalgic products listed for the participants are as followings:

- It evokes the feeling of belonging.
- I consider it to be more expensive.
- It reminds me of a certain period of my life.
- It brings back old memories.
- I consider it to be more popular.
- It serves for my urge for living the past.
- I consider it to be cheaper.
- It reminds me of old friendships.
- I consider it to be with high quality.
- I consider it to be safer.
- It reminds me of my family.
- It facilitates my choice.
- It is a special period of the year, like festival, New Year's Eve.

5.2.1. The Analysis and Results of the Second Stage

The ranking of the products done by the participants are listed in the table below.

Table 5. Most Preferred Nostalgic Products by the Participants

Preference Order	Preferred Product	Percentage in the Ranking
1	Chocolate	22,42 %
2	Book	13,55 %
3	Newspaper	12,71 %
4	Magazine	16,23 %
5	Shopping bags (plastic, paper bags)	10,43 %

The reasons why the participants prefer nostalgic products, brands and services are listed in the table below.

Table 6. Reasons for Participants' Preference of Nostalgia Marketing

Preference Order	Reason for Preference	Percentage in the Ranking
1	It reminds me of a certain period of my life.	39,50 %
2	It brings back old memories.	27,92 %
3	It reminds me of old friendships.	26,16 %
4	It serves for my urge for living the past.	25,68 %
5	It reminds me of my family.	11,92 %

6. Conclusion

The study aimed to analyze consumers in the Turkish market in terms of their reactions to nostalgia marketing activities. Attention was focused particularly on services, purchasing decision and preference of nostalgia marketing during certain periods.

Through the data analysis, it was determined that consumers prefer nostalgia marketing in services more than they do with their product purchases. Additionally the strong correlation between nostalgic service preference and nostalgic brand preference indicate that consumers generally react positively to nostalgia marketing efforts. For this reason, the first and second hypotheses of the study are accepted.

In the study it was argued that there would be a significant relation between the consumers' age and his/her preference for purchasing products and brands that have nostalgic elements. Relevant analyses proved the existence of such a relation. As a matter of fact, correlation was determined between the age of the participant and nostalgic brand preference factor, thus hypothesis 1a was accepted. On the other hand, there was no apparent correlation between age and nostalgic service preference factor and no significant result was obtained through variance analysis. This signals the fact that consumers' nostalgic service preference was independent from their ages. This is why the hypothesis 2a was rejected.

There was no significant relation between consumers' gender and their nostalgic service and brand preference factors. In fact, the average values of for both genders were very close to each other. Therefore, it can be stated that men and women give similar reactions to nostalgia marketing and hence the hypotheses 1b and 2b are rejected.

The analyses also revealed that participants' preference of nostalgic products and services during certain periods of the year was not positive and nostalgic preference period factor was not accepted. This factor has also been analyzed in terms of its relation between the age and gender of the consumers but no significant relation or difference was observed. Therefore, hypothesis 3 was rejected.

During the second stage of the study, participants declared chocolate, book, newspaper, magazine and shopping bag as nostalgic products. Since these products are used both by men and women, the fact that there was not a significant relation between men and women in their preference of nostalgic service and brand preferences, is consistent with the result obtained in the study.

Furthermore, in parallel with the understanding and content of nostalgia marketing, the factors that affect the participants' nostalgic service and brand preference have been identified as "It reminds me of a certain period of my life.", "It brings back old memories.", "It reminds me of old friendships.", "It serves for my urge for living the past." and "It reminds me of my family.", the first being the most preferred.

The results of the study indicate that nostalgia marketing is an effective marketing application that can be directed towards both male and female consumers. One significant contribution of this study is that nostalgia marketing has been analyzed separately for the first time on the basis of services, brand preference and purchasing. Analyses revealed that nostalgic elements in services sector are more preferred by male and female consumers, independent from their ages. This finding is parallel to the results of the study carried out by Chen et al in Taiwan in 2014. Although young consumers preferred restaurants having nostalgic elements since they thought those restaurants would be cheaper in the study of Chen et al. Young consumers did not determine cheapness as a factor for preferring nostalgia marketing in this study, it is possible that young consumers of the two different countries have positive reactions towards this type of marketing applications due to different reasons.

Regarding brand preference and purchasing, there was an increase in preference for brands and products with nostalgic elements as the consumers age went up. This supports the finding by Holbrook and Schindler (1996) that the preference of an individual for products that remind him or her of a previous period is effective in his or her nostalgic product preference. Additionally young consumers' positive reactions to nostalgic brand preference and purchasing can be explained by the findings of Merchant and Rose (2013) that individuals have emotional attachment to the events that occurred before they were born and nostalgia means brand heritage and results in a stronger brand attachment.

Another contribution of the study to the literature is the discovery that nostalgia marketing is a marketing application that can be used on a regular basis throughout the entire year. Results from this study supports that nostalgia marketing is a marketing tool that could be used not only during certain holidays, festivals or New Year's Eve but during the whole year.

7. Implications for Future Research

The study is the first one that reveals the impact of nostalgia marketing applications on consumers in Ankara, the capital of Turkey. Besides it is the first one that analyzes nostalgic brand preference, product purchasing and nostalgic service preference separately in the literature as reviewed.

The majority of the sample in the study is made up of young consumers and this constitutes a limitation for the study. As a result, it would be beneficial to include a wider age group and reanalyze with a more balanced age range. Nonetheless, the current study achieved significant results in identifying the impact of the factors with an equal distribution of men and women.

Future research could be focused on expanding the analysis by conducting research with more consumers in other Anatolian provinces of Turkey. Nostalgic brand and product purchasing factors could be examined in detail on the basis of these different consumer groups. Nostalgic services marketing could be evaluated in terms of different types of services since this study

focused only on cafés, patisseries and restaurants. In the future, the study can expand to include other types of services such as hotels, health clubs, educational institutions and real estate services.

The results of this study are considered to be fruitful for marketers for the clues they contain on Turkish consumers' positive approaches to nostalgia marketing applications. Global and national marketers who operate in Turkish market can provide products and services with nostalgic elements and elicit positive reactions from consumers.

Along with these findings, "Consumer Reactions towards Nostalgia Marketing: An Applied Study in Ankara", provides researchers and marketers the input that Turkish market is a fertile environment for nostalgia marketing applications.

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Araştırma Makalesi

Why Does Nostalgia Marketing Resonate So Much with Today's Consumers: An Applied Study in Ankara

Nostalji Pazarlaması Bugünün Tüketicileri Üzerinde Neden Çok Etkili Oluyor: Ankara İli Örneği

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Genişletilmiş Özet

Giriş

Nostalji pazarlaması kavramı, pazarlama uygulamaları arasında yaygın bir şekilde kullanılmakta ve pazarlama ile tüketici araştırmalarına da sık sık konu olmaktadır. Nostlajı kavramı, psikologlar ve sosyologlar tarafından bir bireyin çocukluk ve gençlik yıllarında sıkça varolan objelere karşı olumlu tutum sergilemesi ve pozitif yaklaşım içerisinde olması şeklinde tanımlanmaktadır. İlgili bilimsel literatur incelendiğinde, nostalji kavramının iki katmanda analiz edildiği görülmektedir. Birincisi bireylerin şahsi duygusal tecrübeleri; ikincisi ise çevrelerinden aldıkları dolaylı duygusal tecrübelerdir.

Nostalji pazarlaması, hem ülkemizde, hem dünyada stratejik pazarlama faaliyetleri çerçevesinde giderek artan bir şekilde uygulanmaktadır. Geçmişte belirli bir döneme ait olan bir mal veya hizmetin yeniden canlandırılarak tüketici ile buluşması hedeflenen nostalji pazarlaması, özellikle hedonik tüketiciler üzerinde çok etkili sonuçlar doğurmaktadır. Bu teknik, tüketiciler ile duygusal bağların kurulup güçlenmesine, pazarda markaya olan talebin artmasına ve markanın ürün hayat seyirinin uzamasına imkan vermektedir (Keskin ve Memiş, s. 200).

Nostalji pazarlamasının tüketici davranışları üzerindeki etkilerini ortaya koymayı amaçlayan bilimsel çalışmalar mevcuttur. Bir markanın nostaljik olarak hatırlanmasının, o markanın pazara tanıtım sürecinde işleri kolaylaştırdığı görülmüştür (Bellman, s.219) Diğer bir çalışmada ise, nostalji pazarlaması faaliyetlerinin tüketicilerin sosyal bağlarını güçlendirdiği ve ellerindeki parayı bu tür ürünlere harcamak konusunda teşvik ettiği ortaya konulmuştur (Lasaleta, s.724) Bireysel ve kolektivist toplumlarda nostalji pazarlamasının farklı etkiler ise bir diğer araştırma çalışmasına konu olmuştur (Zhao, s.5).

Yapılan geniş çaplı literatur analizinin sonucunda tüketicilerin nostalji pazarlaması kullanan mal ve hizmetlerden etkilendikleri ve bu markalara karşı olumlu tercihler sergiledikleri görülmektedir. Bu bağlamda, marka yöneticileri için, nostalji pazarlamasının önemi büyüktür ve etkileri detaylı analiz edilmelidir.

Araştırmanın Amacı ve Önemi

Bu çalışma, Türk tüketicilerin nostalji pazarlaması uygulamalarına verdikleri tepkileri faktör analizi tekniğini kullanarak değerlendirmeyi amaçlamaktadır. Çalışma kapsamında, tüketicilerin markaları tercih etme ve satın alma kararlarında nostalji pazarlamasının rolünün spesifik etkileri

mercek altına alınacaktır. Nostalji pazarlamasının tüketici kararlarına ne yönde etki ettiği, yaş ve cinsiyet gibi iki temel demografik faktörün bu kararlar ile ilgili olup olmadığı test edilecektir. Aynı zamanda, nostalji pazarlaması faaliyetlerinin markalar üzerinde mevsimsel mi, yoksa sürekli mi etkili olduğu sorusu da araştırmanın kapsamına dahil edilmiştir.

Araştırma Tasarımı

Bu araştırma temel olarak iki bölümden oluşmaktadır. Araştırmada markalar, ürün ve hizmet olarak iki ayrı grup altında incelenecektir. Nostalji pazarlamasının öncelikle ürünler üzerindeki etkileri, ardından hizmetlere olan etkileri araştırılacaktır. 145 katılımcı ile kurulan örneklem grubuna, yüzyüze ve e-mail yolu ile anketler uygulanacaktır. Bu doğrultuda hem ürün, hem hizmet boyutunda nostalji pazarlamasının tüketicilerin marka tercihleri ile satın alma kararlarını nasıl şekillendirdiği analiz edilecektir.

Veri Toplama Yöntemi ve Aracı

Araştırmaya veri toplamak amacıyla nicel veri toplama yöntemlerinden anket yöntemi tercih edilmiştir. Anketler, Ankara'da yaşayan 145 tüketicinin katılımı ile yüzyüze görüşme ve e-mail üzerinden tamamlanmıştır. Katılımcıların nostalji pazarlamasına yönelik tepkileri “Nostaljik Hizmet Tercih Faktörü”, “Nostaljik Marka ve Satın Alma Tercih Faktörü” ve “Nostaljik Tercih Süresi Faktörü” ile ölçülmüştür.

Araştırmanın örnekleminde yargısal örnekleme yöntemi uygulanmış, örneklem minimum 130 kişi olarak tespit edilmiş, toplamda 145 denek araştırmaya dahil edilmiştir. Sonuçlar, katılımcıların nostaljik markalar için olumlu tercihleri ve bunları satın alma konusunda pozitif tutumları olduğunu ortaya koymaktadır. Bu pozitif ilişki, nostaljik hizmet tercihi için yaş ve cinsiyet değişkenlerinden bağımsız olarak gözlenmiştir. Çalışmanın öne çıkan bulgularından biri, nostalji pazarlama uygulamalarının yalnızca yılın özel günlerinde veya dönemlerinde değil, tüm yıl boyunca etkili bir araç olarak kullanılabilirliği yönündedir.

Araştırmanın Bulguları ve Tartışma

Araştırmanın ilk bölümünde tüketicilerin nostaljik eğilimleri ve nostalji pazarlaması faaliyetlerine verdikleri tepkiler incelenmiştir. Bu kapsamda, ankette tanımlayıcı nitelikte sorular sorulmuş ve 5’li likert ölçeğinde ifadeleri değerlendirmeleri istenmiştir. Anketteki 14 ifade tüketiciler tarafından değerlendirildiğinde sonuçlar SPSS programı ile analize tabi tutulmuştur.

Araştırmanın ölçeği için güvenilirlik testi uygulanmış ve Cronbach’s Alpha değeri 0.90 olarak bulunmuştur. Bu değer, araştırma ölçeğinin güvenilir ve hedefler için geçerli olduğunu ispat etmektedir.

Anketteki ifadeler faktör analizi uygulanmıştır. Kaiser-Meyer-Olkin (KMO) değeri 0,854 seviyesinde hesaplanmıştır ki bu da ölçeğin yeterli bir şekilde faktörlere sınıflandırılabilirliğini ifade etmektedir. Faktör analizinin sonucunda, ölçekteki toplam 14 ifade, 3 ana faktör başlığı altında toplanmıştır. Birinci faktör toplam varyansın 44,99 %’unu, ikinci faktör toplam varyansın 11,49 %’unu açıklarken, üçüncü faktör ise 8,09 %’unu açıklamaktadır.

Tablo 2 Araştırmadaki İfadelerin Faktörlere Göre Dağılımları

İfadeler	Faktörler		
	1*	2**	3***
İfade 7*	,876	,137	,165
İfade 8*	,781	,115	,331
İfade 6*	,721	,396	-,075
İfade 10*	,639	,424	,243
İfade 11*	,570	,271	,555

İfade 2**	,134	,900	-,077
İfade 4**	,327	,762	,145
İfade 1**	,056	,720	,232
İfade 13**	,427	,586	,264
İfade 3**	,389	,578	,285
İfade 9***	-,092	,032	,784
İfade 12***	,252	,077	,692
İfade 14***	,490	,242	,607
İfade 5***	,248	,214	,485

Bahsi geçen bu üç ana faktör, “Nostaljik Hizmet Tercih Faktörü”, “Nostaljik Marka ve Satın Alma Tercih Faktörü” ve “Nostaljik Tercih Süresi Faktörü” olarak adlandırılmıştır.

Tablo 3. Faktörlerin Ortalamaları ve Standart Sapmaları

Faktörler	Ortalama	Standart Sapma	Orneklem
Nostaljik Hizmet Tercih Faktörü	3,2126	,90856	143
Nostaljik Marka ve Satın Alma Tercih Faktörü	3,0350	,88662	143
Nostaljik Tercih Dönemi Faktörü	2,7887	,79965	142

Tablo 3’de görüldüğü üzere, nostaljik hizmet tercih faktörü ortalaması, hem nostaljik marka, hem de satın alma tercih faktörü ve nostaljik tercih dönemi faktörünün ortalamasının üzerindedir. Ayrıca, bu faktör toplam varyansın önemli bir kısmı ile ilgilidir. Bu, katılımcıların hizmet sektöründe nostalji pazarlamasını daha çok tercih ettiklerinin bir göstergesidir. Öte yandan, nostaljik tercih dönemi faktörü ortalaması 2.7887 olarak gözlemlenmiştir. Bu sonuç, nostalji pazarlamasının sadece özel dönemlerde tercih edilen bir faaliyet olmadığını, tüm yıl boyunca aktif olarak uygulanabilecek bir pazarlama aracı olduğunu öngörmektedir.

Tablo 4. Cinsiyet Bazında Faktörlerin Ortalamaları ve Standart Sapmaları

Faktörler	Cinsiyet	Sayı	Ortalama	Standart Sapma	Standart Hata Ortalamaları
Nostaljik Hizmet Tercih Faktörü	Erkek	69	3,2261	,91260	,10986
	Kadın	73	3,2027	,91681	,10730
Nostaljik Marka ve Satın Alma Tercih Faktörü	Erkek	70	2,9629	,91828	,10976
	Kadın	72	3,0972	,85974	,10132
Nostaljik Tercih Dönemi Faktörü	Erkek	69	2,7826	,88067	,10602
	Kadın	72	2,7951	,72594	,08555

Cinsiyete göre faktörlerin ortalamalarına bakıldığında, kadın ve erkek katılımcıların ortalamalarının birbirine çok yakın olduğu görülmektedir. Bu aynı zamanda ANOVA analizi sonucunda da teyit edilmiştir ve cinsiyet bazında faktörler arasında anlamlı bir fark bulunamamıştır. Bu sebeple, çalışmaya ait cinsiyetle ilgili alt hipotezler reddedilmiştir.

Çalışmada ayrıca tüketiciler tarafından en çok tercih edilen nostaljik ürünlerin neler olduğu araştırılmış ve tüketicilerin bu ürünleri tercih etme sebepleri önem derecelerine göre rapor edilmiştir.

Tablo 5. Katılımcılar Tarafından En Çok Tercih Edilen Nostaljik Ürünler

Tercih Sirasi	Tercih Edilen Ürün	Yuzde Degeri
1	Cikolata	22,42 %
2	Kitap	13,55 %
3	Gazete	12,71 %
4	Dergi	16,23 %
5	Alisveris torbalari	10,43 %

Katılımcıların nostaljik ürünleri, markaları ve hizmetleri tercih etme nedenleri aşağıdaki Tablo 6'da listelenmiştir.

Tablo 6. Katılımcıların nostaljik ürünleri ve hizmetleri tercih etme nedenleri

Tercih Sirasi	Tercih Nedeni	Yuzde Degeri
1	Bana hayatimin belirli bir donemini animsatiyor	39,50 %
2	Bana eski anilari geri getiriyor	27,92 %
3	Bana eski dostluklari animsatiyor	26,16 %
4	Gecmisi yasama istegime cevap veriyor	25,68 %
5	Bana ailemi hatirlatiyor	11,92 %

Sonuç ve Öneriler

Bu araştırma, Türk tüketicilerin nostaljik pazarlama faaliyetlerine olan tepkilerini analiz etmek amacıyla tasarlanmıştır. Araştırmada özellikle tüketicilerin marka tercihleri ve satın alma kararları ile nostaljik pazarlama faaliyetlerinin süresine odaklanılmıştır.

Yapılan veri analizi sonucunda, tüketicilerin nostalji pazarlamasını ürünlerden ziyade hizmetlerde tercih ettikleri gözlenmiştir. Çalışma kapsamında, tüketicinin yasının nostalji pazarlaması faaliyetlerinden etkilenmesinde veya nostaljik faktörler içeren markalara olan eğiliminde önemli bir rol oynayacağı tahmin edilmiştir. Bulgulara bakıldığında ilginç bir sonuç ortaya çıkmıştır. Tüketicilerin yaşı ile nostaljik ürün tercih etme eğilimleri arasında korelasyon gözlenirken, hizmetler için böyle bir durum söz konusu olmamıştır. Diğer bir deyişle, tüketiciler nostalji pazarlaması faaliyetleri kullanan ürünlere yaşları çerçevesinde ilgi duyarken, hizmetlerde yaş kısıtı bulunmamaktadır. Araştırma kapsamında analize dahil edilen ikinci demografik faktör olan tüketicinin cinsiyeti ise hem ürün, hem hizmetler için bağımsız çıkmıştır ve ilgili hipotezler reddedilmiştir. Bu bulgu da bizlere erkek ve kadın tüketicilerin nostaljik pazarlama çabalarına

karşı duyarlı olabildiğini ispat etmektedir. Araştırmanın son kısmında ise katılımcılara en çok tercih ettikleri nostaljik ürünlerin neler olduğu ile bu ürünleri tercih etme sebepleri sorulmuştur. Elde edilen cevaplar, önem derecelerine göre sıralanmıştır.