



# **Nostalgia in Consumer-Brand Relationships**

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## **ABSTRACT**

This research focuses on the nostalgic connections that consumers build with brands. The study's purpose was to determine the roles played by consumer characteristics and brand experiences in predicting a consumer's nostalgic connection with a brand. Although there has been little focus in the academic literature on nostalgia in the context of brands, much has been written about how nostalgia enables individuals to make sense of life's changes, how consumers develop nostalgia for product categories and specific objects, and how marketers may benefit from understanding nostalgia in the context of consumption.

Literature reviewed resulted in the formulation of hypotheses predicting relationships between the (independent) consumer characteristics of age, gender, ethnic sub-culture, age of peak brand imprintation, nostalgic proneness as well as the sensory, intellectual, affective and behavioural dimensions of brand experience and the (dependent) variable of consumers' nostalgic brand connections.

Feedback from two focus groups, experts in the field of consumer behaviour, and a pilot survey of 200 South African metropolitan consumers was used to adapt previously used scales. In order to ensure that scales used to test hypotheses were valid and reliable, the four dimensions of brand experience were reduced to two: affective and intellectual brand experience and; behavioural brand experience. Hypothesised relationships were tested on a further 180 South African consumers living in metropolitan areas.

It was found that gender, nostalgia proneness and both dimensions of brand experience played a role in predicting consumers' nostalgic connections with automobile brands. Although many authors have suggested that older consumers are more likely to harbour stronger nostalgic sentiments, this was not found to be the case. These findings are relevant for marketers seeking to leverage current nostalgic sentiments and those wishing to build nostalgic brand connections. Although some consumer characteristics play a role in the development of nostalgic connections, delivering a positive, memorable brand experience is of far greater importance.

## **DECLARATION**

I declare that this thesis is my own work. It is submitted in partial fulfilment of the requirements for the degree of Doctor of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other university.

I further declare that I have obtained the necessary authorisation and consent to carry out this research.

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## CHAPTER 1: INTRODUCTION TO THE RESEARCH PROBLEM

### 1.1 INTRODUCTION

Firms seeking to grow strong brands operate in a rapidly changing landscape. The first decade of the twenty first century has been characterised by political instability, a shift in economic power to emerging markets, financial turbulence, widespread adoption of the internet, and increasing citizen awareness of natural resource limitations.

As they respond to a demanding rate of change, individuals increasingly look back to times when life was different. These nostalgic reflections serve as a psychological coping mechanism that enable people to make sense of life's changes (Sedikides, Wildschut, Arndt, & Routledge, 2008) and to better deal with an unsavoury present and worrisome future (Cutcher, 2010)

Although consumer behaviourists have focused extensively on nostalgia in the context of individual objects (Holak & Havlena, 1992; Schindler & Holbrook, 2003; Wildschut, Sedikides, Arndt, & Routledge, 2006), the nostalgic preferences that consumers form with brands has not been systematically studied in the academic literature (Lambert-Pandraud & Laurent, 2010). This study is motivated by a desire to learn more about consumers' nostalgic connections with brands rather than products or specific objects. The study seeks to not only contribute to the field of consumer behaviour, but also to guide marketers and brand managers who seek to leverage brand equity that rests on nostalgic connections formed in earlier times and to enable consumers to build

strong connections that will strengthen consumer-brand relationships going forward.

The first chapter of the study provides a background to the research problem by introducing the topic of brands from the perspective of the relationships consumers develop with their brands. The work of Fournier (1994, 1998) was instrumental in identifying the nostalgic connection that consumers form with brands within a sociological paradigm. Accordingly, the overview of literature on the topic of consumer-brand relationships leads into the identification of the research problem and the purpose of the study. Study objectives are defined, the scope and relevance of the study is discussed and a brief overview of the research design is provided. Given that South African consumers formed the unit of response in this research a brief introduction to the country and its consumers, as well as marketing and nostalgia in the South African context follows. The chapter concludes by providing an overview of the structure of the report. Before discussing the background to the research, the following section defines key terms used in the dissertation.

### 1.2 KEY TERMS

**Brand experiences** are defined as “subjective, internal consumer responses (sensations, feelings and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications and environments” (Brakus, Schmitt, & Zarantonello, 2009).

**Brand relationship quality** (BRQ) is defined as “a customer-based indicator of the strength and depth of the person-brand relationship” (Fournier, 1994, p. 125).

A **consumer-brand relationship** is defined as the relationship that a consumer has with a brand. Such relationships typically comprise many dimensions, one of which is the nostalgic dimension (Fournier, 1994).

**Nostalgia** for a brand is defined as “a positively valenced complex feeling, emotion or mood produced by reflection on a brand that is associated with the past” (adapted from Holak & Havlena, 1998).

### 1.3 BACKGROUND

The significance of consumer goods extends beyond their utilitarian character and commercial value (Elliott, 1994; 1997; McCracken, 1986; Veloutsou & Moutinho, 2009). As consumers increasingly search for self-identity (Aaker, 1999; Giddens, 1991; Grubb & Grathwohl, 1967), they form relations with consumption objects (Shimp & Madden, 1988), and incorporate these objects into their construction of a coherent identity narrative (Ahuvia, 2005). The adoption of products and brands for reasons beyond their functional value suggests that it is essential for marketers “to understand the concept and dynamics of self, the symbolic meaning of goods, and the role played by brands” (Elliott & Wattanasuwan, 1998, p. 133). The symbolic meanings consumers attach to goods have been well documented in, for example, the materialism literature (Belk, 1985; Richins, 1994), but less focus has been

placed on the role specific brands play. Whilst the notion of the extended self has gained wide-spread acceptance in the consumer behaviour literature, Cohen (1989, p. 125-126) stresses the importance of engaging in “hard-nosed scrutiny” in order to “carefully inquire into the multi-faceted nature of consumers’ behaviour toward the products they own and use”.

In line with Cohen’s (1989) thinking, it is argued that academics and practitioners investigating how to develop, grow and retain brand equity will benefit from empirical investigations into how and under what circumstances, consumers derive utility from products and brands that extends beyond the functional benefits obtained from intrinsic characteristics. Societal differences may also influence the value consumers attach to brands. Strizhakova, Coulter, & Price, (2008) found that identity and traditions-related meanings attached to brands were more important for American consumers than for consumers living in Romania, Ukraine and Russia for whom quality was the most relevant brand meaning.

Interpretations of the meaning of the term “brand” vary in terms of whether the concept is considered from a supplier or a consumer perspective. The American Marketing Association adopts the former approach when it defines a brand as “a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors” (Kotler & Keller, 2007, p. 136).



This supplier perspective, which emphasises property rights of the supplier over and above the perceptions of the consumer, is alternated by the relativistic view of authors such as Fournier (1998, p. 345), who states that, “The brand has no objective existence at all: it is simply a collection of perceptions held in the mind of the consumers,” and (Holt, 2004, p. 2) who notes that “until the brand has meaning in the minds of its consumers it does not exist”.

Jevons, Gabbott, and De Chernatony, 2005 (p. 301) integrate the two perspectives when they suggest that brands are “quasi independent market organisms which are sustained by inputs from both managers and environment”. Brands differ from tangible material goods in that the former cannot hold indexical value as the latter do; they also differ from special possessions in that the singular meaning of irreplaceable possessions cannot be transferred to other instances of the good in question (Kleine & Baker, 2004).

Brand managers seeking to enhance performance of their brands can benefit from understanding how their brand is interpreted by their consumers relative to the consumer’s sense of self. Research by (Kleine III, Kleine, & Kernan, 1993) found that consumers were attracted to products that were consistent with, and enabled the enactment of, the various social identities that made up their sense of self.

Jamal and Goode (2001) have established that when a consumer’s self image is congruent with a brand’s image consumers are more likely to prefer a brand and exhibit higher levels of satisfaction. Through building a strong

understanding of how consumers interpret their brands relative to competing brands and the consumer's sense of self, brand managers can deepen consumer connections with their brands (Rajagopal, 2008).

A number of brand metaphors have been developed to explain the meaning that consumers attach to brands. Holt (2004) suggests that four models may be used to explain how brands may be defined: performers of myths, sets of abstract associations, units of communication and, relationship partners. Brand managers often attempt to conceptualise brands as human partners by trying to endow them with personalities, values and human characters (Holt, 2004). Given that the study occurs within the paradigm of consumer-brand relationships, the following section provides a brief overview of studies that have focused on brands in the context of a relationship partner.

### **1.4 CONSUMER-BRAND RELATIONSHIPS**

Fournier (1998, p. 345) notes that “at a broad level of abstraction, the everyday execution of plans and tactics can be construed as behaviours performed by the brand acting in its relationship role”. Research conducted by Fournier (1994, 1998) resulted in the development of a construct that Fournier terms “brand relationship quality” or BRQ which she conceptualises as a “customer-based indicator of the strength and depth of the person-brand relationship” (Fournier, 1994, p. 125).

Broad descriptions and categories of relationships have been discussed extensively in sociology (Hinde, 1979; Hays 1984) and marketing (Grönroos,

2006; Parvatiyar & Sheth, 2001). Consumers have been shown to develop relationships with a range of different entities including places (Kleine & Baker, 2004), experiences, companies (Bhattacharya & Sen, 2003) and specific possessions (Kleine & Baker, 2004) such as pets (Hirshman 1994). Studies such as the investigation by Albert, Merunka and Valette Florence (2008) into the love that consumers develop for brands shows the extent to which consumers are able to anthropomorphise their brands as relationship partners.

Investigation into the formation of consumer relationships with brands is a relatively new area of focus in the branding literature. Fournier (1998, p. 361) notes that “dimensions (that) highlight relationship domains that have received only scant attention in our literature” (referring to the consumer-brand relationship literature), before stating that “Clearly, a consideration of the dimensions along which brand relationships vary can do much to broaden the scope of our enquiries” (Fournier, 1994, p. 361).

Although the study of relationship is nothing new, a number of studies have used the brand relationship metaphor to grow our understanding of how relationships between consumers and brands play out. Studies on the topic of consumer brand relationships are summarised in Table 1.

Table 1. Summary of consumer brand relationship studies

Author	Respondent overview	Research design	Contribution
Fournier (1994) Study Two*	University students and their parents	Survey	Empirical testing of facets of BRQ framework developed in Study One
Fournier and Yao (1997)	8 Coffee consuming adults	Depth interviews	Identification of facets to describe brand relationship quality and to link these to presence or absence of brand loyalty. Identification of loyalty as a multifaceted construct of relationship strength
Fournier (1998)	5 female consumers reflecting on their brands	Depth interviews	Idiographic determination of dimensions, forms, trajectories and dissolution patterns of consumer-brand relationships
Szmigan and Bourne 1998	Conceptual paper	Conceptual	Considers relationship marketing in the context of consumers
Kates (2000)	44 gay men living in Toronto	Ethnographic	Detailed exploration of gay men and their brand relationships
Monga (2002)	71 undergrad marketing students	Survey	Investigates cross gender differences in consumer brand relationship formation
Thorbjørnsen, Supphellen, Nysveen and Pederse (2002)	62 students at a Scandinavian university. 72 employees in the Scandinavian tourism industry	Experimental	Investigates the role of internet experience as a moderator of consumer-brand relationships.
Bhattacharya and Sen (2003)	Conceptual paper	Conceptual	Development of a framework to represent consumers relationships with companies (corporate brands)
Aggarwal (2004)	105 students from a mid-sized USA university	Experimental	Determining the effects of consumer-brand relationship type (communal or exchange) on brand attitudes and behaviour.
Esch, Langner, Schmitt and Geus (2006)	400 European business students	Survey	Identifies satisfaction, trust and attachment as relationship measures
Patterson and O'Malley (2006)	Conceptual paper	Conceptual	Critique of the relevance of focusing on the dyadic relationship of consumers and brands.
Smit, Bronner and Tolboom 2007	938 users of beer, computer, car and shampoo brands	Survey	Links brand characteristics (notably personality) to brand relationship quality

Author	Respondent overview	Research design	Contribution
Veloutsou (2007)	Female British students who purchased lip-stick	Survey	Identification of two dimensions of relationships between consumers and product brands
Breivik and Thorbjornsen 2009	Two samples of 678 and 296 web-based respondents	Survey	Evaluation of BRQ model fit relative to the Relationship Investment (RI) model
Veloutou and Moutinou (2009)	912 Scottish adults	Survey	Compares of the role of brand tribalism as opposed to brand reputation in predicting a brand relationship

\* The results of Study One are reported in Fournier (1998)

Table 1 shows that studies into consumer brand relationships have focused on the importance of these relationships (Blackston, 1992) and their nature (Fournier, 1998). Research has also investigated the links between brand relationship quality and brand loyalty, satisfaction, attitudes and behaviour (Aggarwal, 2004; Esch, Langner, Schmitt, & Geus, 2006; Fournier & Yao, 1997; Thomson & Johnson, 2002), the role of gender, internet experience, self-concept and brand characteristics including country of origin in influencing relationships (Monga, 2002; Smit, Bronner, & Tolboom, 2007; Swaminathan, Page, & Gürhan-Canli, 2007). Studies have investigated the relationships consumers form with both corporate brands (Bhattacharya & Sen, 2003) and product brands (Veloutsou, 2007) and, whether the Fournier's (1998) BRQ model holds the most explanatory power for consumer-brand relationships (Breivik & Thorbjornsen, 2008). Consumer-brand relationships have been found to occupy a critical position in the development of brand equity in that strong relationships engender greater sales, lower price-susceptibility, better loyalty and higher margins (Chang & Chieng, 2006).

In a review of literature on what they term “brand consumer relationships” (BCR’s) Patterson and O’Malley (2006) stress the importance of testing the limits of anthropomorphising consumer relationships with brands. They suggest that consumer brand relationships need to be considered beyond the dyadic relationship by extending research focus to communities of consumers who have relationships with the same brand. Veloutsou and Moutinou (2009) found that loose communities or brand tribes of consumers influence the strength of the relationships between consumers and a brand.

Qualitative and quantitative research conducted by Fournier (1994) found that consumer-brand relationships are associated with a number of dimensions. One of these is that of the nostalgic connection that has been shown to manifest in strong consumer-brand relationships. Fournier (1994) refers to the nostalgic connection as the “connections forged between the brand and an earlier concept of self that have been stored in the person’s memory” (Fournier, 1994, p. 137). Although past buying and consumption situations serve as frames of reference when consumers are thinking about buying products and brands (Woodside, 2004), not all past interactions have deep meaning for consumers. In certain cases however, consumers form strong nostalgic associations with objects of consumption. Literature on nostalgia is reviewed extensively in Chapter Two. The following section serves as a brief introduction to the topic.

## 1.5 OVERVIEW OF NOSTALGIA

Although nostalgia originally manifested as a medical condition (Holbrook & Schindler, 1991), and was subsequently researched by sociologists and social psychologists (Davis, 1979; Havlena & Holak 1991), the construct has recently attracted attention in marketing and consumer research (Holak, Matveev, & Havlena, 2008).

Definitions of the nostalgia may differ (Davis, 1979; Holak & Havlena 1998; Holbrook & Schindler, 1993), but the human tendency to sentimentally reflect on an earlier time lies at the core of the construct. Although the time considered, the nature of reflection, and the subsequent emotions of the individual may vary extensively (Baker & Kennedy, 1994; Davis, 1979; Goulding, 1999b; Holak & Havlena, 1996), the growing tendency of consumers to focus on positive memories of consumption occasions and brands from yesteryear (Havelena & Holak, 1993) represents an opportunity for brand marketers and academics alike (Brown, 2001). Sections 2.1 to 2.7 in Chapter 2 review literature on the definitions, classifications and explanations of nostalgic experiences, as well as the implications of these for marketers and brand managers.

Understanding the conditions which give rise to the nostalgic associations consumers have with brands is an important consideration for marketing and brand managers. So too is enhancing an understanding of how to build nostalgic connections that will be an integral dimension of a consumer's future relationship with a brand.

## 1.6 PROBLEM STATEMENT

Although marketing academics and practitioners have exhibited a growing interest in the construct of nostalgia (Holak et al., 2008), very little attention has focused on the role of nostalgia in the context of brands, rather than products or special possessions (Hirschman, 1994; Kleine & Baker, 2004; Lambert-Pandraud & Laurent, 2010), despite the identification of nostalgia as a facet of consumer-brand relationships (Fournier, 1994). This literature on nostalgia for products and special possessions is useful to inform a study of consumer-brand relationships but care needs to be taken when assuming that the antecedents of nostalgic connections for products and special possessions are the same. Kleine and Baker (2004, p. 2) note that brand bonds and possession attachments should be “regarded as related, but distinct phenomena”.

Understanding the conditions which give rise to the nostalgic associations consumers have with brands is an important consideration for marketing and brand managers, as is determining the implications for leveraging nostalgic connections formed with brands to grow brand equity in later times. The relevance of nostalgia in developing targeting and advertising strategies has been shown to be particularly high in politically, socially and economically turbulent environments where brand managers have a greater opportunity to tap into the nostalgic associations formed in less turbulent times (Holak et al., 2008). Given that nostalgia plays an important role enabling individuals to maintain socio-historic continuity (Davis, 1979), the current economic shift from a growth to a recessionary environment experienced by consumers across the



globe provides fertile ground for a study of the nostalgic connections that consumers form with their brands.

To date, the majority of studies investigating nostalgia and consumer-brand relationships have been conducted in the United States of America. There are a growing number of calls to expand the scope of this research to other markets and cultures (Holak et al., 2008). The increasing number of multinational brands demands that brand owners pay attention to the dynamics of brand building in developing markets which to-date have provided attractive growth opportunities for these brands. Given that political, social and economic transitions are an integral part of developing markets (Herselman, 2008), building an understanding of the antecedents and consequences of nostalgic connections in these markets becomes an imperative for academics and practitioners seeking to understand and enhance the formation of brand equity.

Although the literature has identified the importance of marketers forging nostalgic connections with brands, scant focus has been paid to investigating this further. Specifically, no attempts have been made to predict the drivers of nostalgic connections that consumers form with brands.

### **1.7 RESEARCH OBJECTIVES**

The purpose of this study is to determine how successfully (a combination of) certain variables predict consumers' nostalgic connections with a brand. The objective of the research is to review academic literature on nostalgia in the context of consumption in order to identify possible predictors and test the

extent to which these explain the nostalgic connections that consumers form with a brand. Given that brand meaning is determined by both consumers and brand owners (Jevons et al., 2005), the research questions that the study seeks to answer focus on both the characteristics of consumers and their experiences with a brand:

- What role do consumer characteristics play in predicting a consumer's nostalgic connection with a brand?
- What role does a consumer's experience with the brand play in predicting a consumer's nostalgic connection with a brand?

### 1.8 SCOPE AND DEMARCATION OF THE STUDY

The topic of nostalgia has been examined through a variety of disciplinary lenses. Given that this study focuses on consumers, the theoretical examination of nostalgia is concentrated on the topic from the perspective of consumption and the implications of nostalgia for marketers. This excludes an analysis of nostalgia from *inter alia* a literary, anthropological, architectural or political perspective.

The primary research scope is limited to a study of the drivers and nature of nostalgic connections that South African adult consumers over the age of 24, living in major metropolitan areas have formed with brands. According to the South African Advertising and Research Foundation, a major metropolitan area comprises in excess of 250 000 consumers (South African Advertising Research Foundation, 2009). The study therefore excludes consumers living in South Africa's rural areas and small towns.

In order to facilitate a comparison of consumer responses, this study focused on consumers' nostalgic connections with automobile brands. This category was selected after conducting focus group discussions with consumers. It was found all male and female respondents could identify automobile brands with which they had nostalgic connections. Additional information to support the selection of the automobile category is provided on p. 108.

The study was conducted within a quantitative paradigm. Literature was reviewed in order to identify potential predictors of a consumer's nostalgic connection with a brand. Hypothesis testing was conducted by making use of a non-experimental survey design (Kerlinger & Lee, 2000) which used telephonic interviewing to gather data. Before administering the hypothesis testing survey, two focus groups, interviews with experts in the field of South African consumer studies, and a survey were used to develop and refine measurement scales of variables identified. Further details of the research methodology and design employed are provided in Chapter Four of this report.

### **1.9 RELEVANCE OF THE STUDY**

The investigation into nostalgic-brand connections was undertaken within the paradigm of consumer-brand relationships (Fournier, 1994, 1998). Brand relationships offer academics rich opportunities to conceptualise and investigate ties between consumers and brands (Breivik & Thorbjornsen, 2008). Aspects of relationships, such as the nature of attachment a consumer has towards a brand, are likely to predict their commitment, and loyalty to the brand (Thomson, MacInnis, & Park, 2005). The qualities of the brand relationships, specifically in

terms of partner quality, also influence a consumer's likelihood to forgive a brand transgression (Aaker, Fournier, & Brasel, 2004). A study on the topic of nostalgic brand connections contributes to building a better understanding of the roles of consumer, product, brand and consumer-brand relationship characteristics in forging stronger nostalgic connections with brands.

Building an improved understanding the nature and drivers of nostalgic connections that consumers form with brands is important for marketing practitioners and consumer researchers. As marketers seek to entrench and grow their brands, enhanced knowledge of how to positively influence the nostalgic connections that form part of consumer-brand relationships can aid marketers to develop, build and retain brand equity (Lambert-Pandraud & Laurent, 2010). A better understanding of how consumer and brand characteristics influence nostalgic connections will assist marketers to strengthen their market segmentation, targeting and brand positioning strategies and to create value for their organisations, particularly in culturally and economically diverse markets such as South Africa. The prevalence of nostalgia in developing targeting and advertising strategies has been shown to be particularly high in politically and socially turbulent environments where brand managers have a greater opportunity to tap into the nostalgic associations formed in less turbulent times (Holak et al., 2008). In addition to the global economic turmoil that has been a feature of the economy since 2008; the South African political environment has undergone significant social and political change in the past two decades (Miller, 2006).

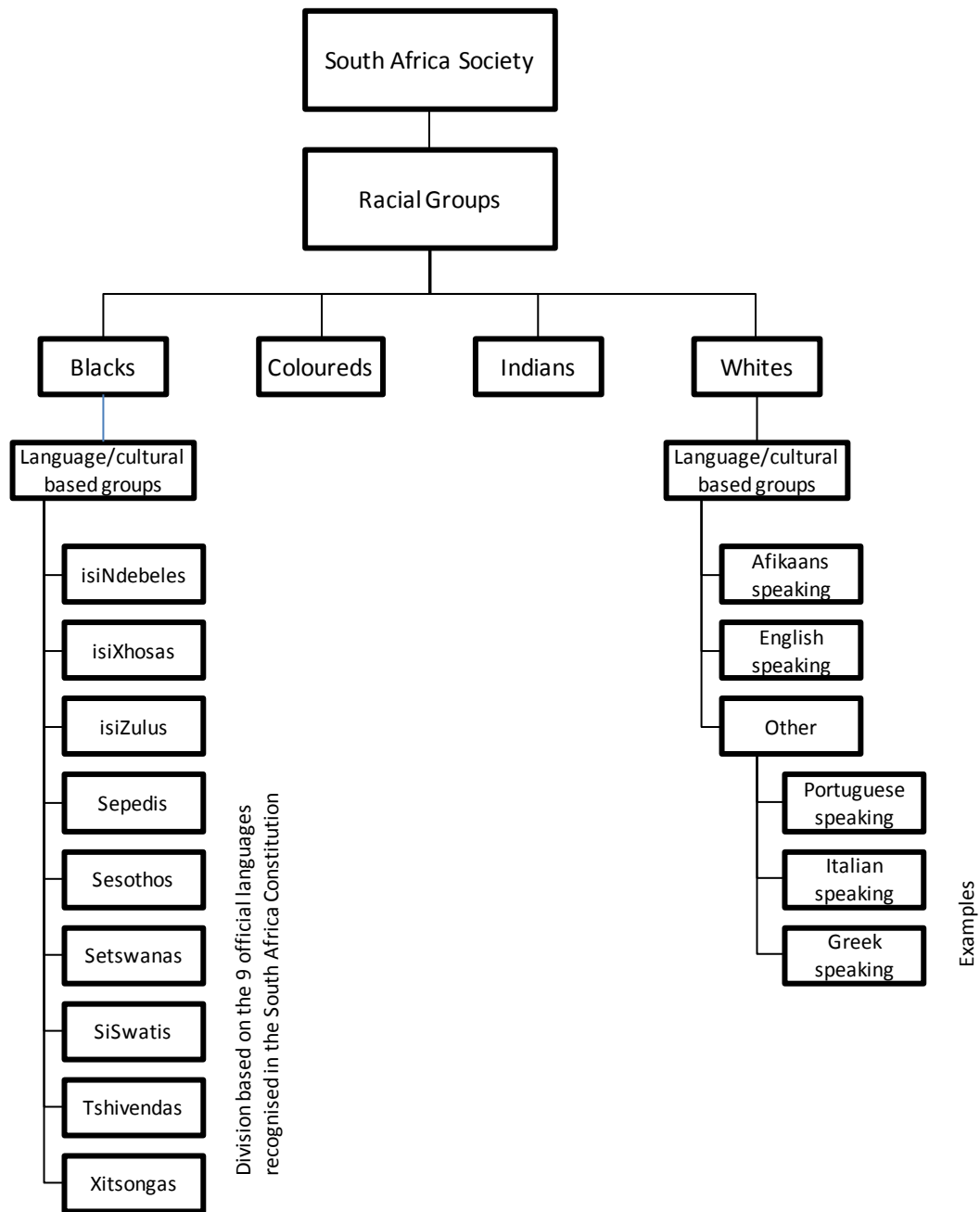
Nostalgia has been identified as an important psychological mechanism that enables individuals to navigate change and retain their sense of self identity (Sedikides et al., 2008). In addition to aiding marketing practitioners and academics, an enhanced understanding of the extent to which consumers develop nostalgic connections with brands contributes to our understanding of how consumers rely on brands as a source of identity support in times of change. The following section provides a brief overview of the South African country context by considering aspects of its broad demography and the consumer economy as well as cultural diversity within the population. The chapter concludes with a brief reference to studies on nostalgia in the South African context.

### **1.10 THE SOUTH AFRICAN CONTEXT**

As the country contributing the largest GDP to the African continent, South Africa plays a significant role in Africa's economic development. The continent is well positioned to benefit from the global recovery now underway (UN upgrades world economic prospects, 2010). The country has a population of 49.9 million people (<http://www.southafrica.info>). Thirty percent of the population is below the age of fifteen (Central Intelligence Agency, 2010). South Africa is classified as a middle-income, emerging market with an abundant supply of natural resources. It has well-developed financial, legal, communications, energy, and transport sectors; a stock exchange that is 18th largest in the world; and modern infrastructure supporting an efficient distribution of goods to major urban centres throughout the region (Central Intelligence Agency, 2010).

South Africa is characterised by diverse groups of consumers (Carmichael & Rijamampianina, 2006) who have experienced significant political and social change since the abolition of apartheid and the lifting of trade sanctions in the early 1990's (Miller, 2006). The country has grown a middle class of Black citizens (Prinsloo, 2008) where millions of previously disadvantaged consumers can now afford a range of commodities and services that were previously out of their reach (Gothan & Erasmus, 2008). South African society has been described as "heterogeneous, complex, and deeply segmented not only on the basis of culture, race, historical background, language, and religion, but also on economic and/or class status" (Bornman, 2010, p. 239). The racial and ethnic composition of South African society is shown in Figure 1.

Figure 1: Composition of South African society



Source: Bornman 2010 (p. 240)

South African marketers have traditionally targeted the commercially dominant white sectors of society (Herselman, 2008). Despite the presence of core values associated with traditional African cultures such as communal lifestyles, women as homemakers and kinship as a regulator of interpersonal relationships and behaviour, a growing emphasis on material goods has resulted in the growth of

a consumer culture (Herselman, 2008) and heavy levels of indebtedness (International Monetary Fund, 2009). The majority of household spend in South Africa occurs on the part of consumers living in major metropolitan areas. Demographics of adults (over the age of 15) living in major metropolitan areas are compared with the total adult population of South Africa in Table 2.

**Table 2 . South African demographics: Major metropolitan versus national**

Demographic	Category	National		Major metropolitan	
		No. (000's)	%	No. (000's)	%
Gender	Male	16200	50%	5659	52%
	Female	16286	50%	5268	48%
	<b>Total</b>	<b>32485</b>	<b>100%</b>	<b>10927</b>	<b>100%</b>
Race	White	4162	13%	2496	23%
	Black	24616	76%	6331	58%
	Coloured	2854	8%	1481	14%
	Indian	853	3%	619	6%
	<b>Total</b>	<b>32485</b>	<b>100%</b>	<b>10927</b>	<b>100%</b>
Age	15 years	813	3%	177	2%
	16-24 years	8466	26%	2153	20%
	25-34 years	7573	23%	2476	23%
	35-49 years	8457	26.0%	3454	32%
	50 years plus	7177	22.0%	2667	24%
	<b>Total</b>	<b>32485</b>	<b>100%</b>	<b>10927</b>	<b>100%</b>
Home Language	Afrikaans	4749	15%	2185	20%
	English	3875	12%	2915	27%
	Traditional African	23697	72%	5701	52%
	Other	164	.1%	126	1%
	<b>Total</b>	<b>32485</b>	<b>100%</b>	<b>10927</b>	<b>100%</b>

Source: SAARF 2010 – AMPS 2009AB



Table 2 shows that relative to the national average, South African adults living in major metropolitan areas are older than their national counterparts. From an ethnic perspective, a smaller proportion of Black, traditional African language speakers live in the metropolitan areas. Reference to AMPS 2009AB (South African Advertising Research Foundation, 2010) also shows that the median household income bracket for major metropolitan dwellers is R 11 000.00 – R 19 999.00 per month relative to the national median which is between R 4 000.00 – R 4 999.00 per month.

Despite the removal of legislated apartheid in the early 1990's which legalised assimilation of South Africans across racial barriers, integration has been slow to occur. A telephonic study of 2 091 respondents showed that most Black respondents hardly ever had contact with White respondents (Durrheim & Dixon, 2010). These authors also state that a number of recent studies have shown that all race groups still stereotype other race groups as being racists, thus serving as a further indication of the racial sub-cultures that exist across the country.

Increased upward mobility of a small but growing segment of African consumers has resulted in opportunities for marketers to not only target this segment with a range of sophisticated products and services (Olivier, 2007), but to also reconsider their traditional reliance on the racial demographic as the primary basis for segmentation (Herselman, 2008). During attempts to target what some refer to as the "second economy", many marketing failures have occurred as

companies have used the identical marketing strategies employed to target the country's highly westernised (predominately white) consumers (Prinsloo, 2008). The emphasis on race in the marketing discourse is mirrored in South African studies of nostalgia. A brief overview of studies conducted in the South African context indicates the tendency to study the topic within pre-determined racial confines. Examples of racial populations under review include Whites (Mbao, 2010), Indians (Hansen, 2005) and White Afrikaners (Nauright, 1996).

South Africa's changed political landscape has provided fertile ground for nostalgia to blossom; even for those repressed under the previous political regime. A recently published book titled "Native Nostalgia" (Dlamini, 2009) describes the growing levels of nostalgia amongst Black South Africans. In a clear statement that shows how closely nostalgic sentiments of previous times are associated with life under apartheid, Dlamini (2009, p. 16) notes "The trouble with nostalgia however is that it is 'something of a bad word, an affectionate insult at best'. Worse if the word is uttered in the same breath as the term apartheid".

Dlamini's (2009) text focuses on memories of residents growing up in Katlehong, his home town. The book attempts to enable readers to understand why there are Black South Africans with fond memories of their lives under apartheid by considering how the positive memories that people had about a time when law and order prevailed have been driven by a growing anxiety about an increasingly lawless post-apartheid South Africa.

## 1.11 SUMMARY AND ORGANISATION OF CHAPTERS

This study of nostalgia in the context of consumer brand relationships is organised into eight chapters. Chapter One has provided a background to the study before defining the research problem and justification and an overview of the objectives, purpose and questions raised in this study. In addition, an overview of the research scope has been provided as well as a brief introduction to the South African consumer context in which the study is conducted.

Chapter Two reviews literature on both nostalgia in the context of consumption and brand experiences in order to hypothesise relationships between consumer characteristics, brand experiences and the nostalgic connections consumers form with their brands. Chapter Three documents the hypotheses that emerged from the review of the literature conducted in Chapter Two.

Chapter Four provides an overview of the research methodology and design employed for the empirical phases of the study. Constructs are defined and extant scales are evaluated. Chapter Five describes procedures and results of scale adaptation and testing in the South African context. The research design and results of the main (hypothesis testing) study are presented in Chapter Six. These results are explored relative to literature reviewed earlier in the study in Chapter Seven. The final chapter, Chapter Eight discusses the theoretical and practical implications of the study before concluding with an overview of the contribution and limitations of the research conducted as well as recommendations for future research.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 INTRODUCTION

The United States of America (USA) and the United Kingdom (UK) have witnessed a “nostalgic wave” that emphasises images reminiscent of adolescence and childhood (Goulding, 1999b, p. 179). In discussing the implications of a growing tendency of society to engage in nostalgic experiences, Davis (1979, p. 118) observes that “contemporary nostalgia is big business”. The increasing visibility of nostalgia (Havlena & Holak, 1991) and focus on its implications for both business and academia is underscored by Brown (2001, p. 304) who notes that “Nostalgia is one of the hottest topics in the academic marketing inferno”. The growing focus on nostalgia may be because the Baby-Boom generation has reached “an age where nostalgia starts to matter in a Big Way” (Holbrook & Schindler, 1991, p. 330) or it may have occurred as a result of perceptions of significant change which lead individuals to look back on the good old days (Hirsch, 1992; Holak et al., 2008; Stern, 1992a). Although the study of nostalgia is nothing new, the consideration of the construct in the context of consumers is a relatively recent phenomenon. Given that this study focuses on consumers’ nostalgic experiences of brands, nostalgia is defined as “a positively valenced complex feeling, emotion or mood produced by reflection on a brand that is associated with the past” (adapted from Holak & Havlena, 1998).

The purpose of this chapter is to review literature on nostalgia in order to inform a study of the nostalgic associations that consumers form with brands. The chapter opens with an overview of the broad study of nostalgia that briefly discusses the origins of the term and the fields of study that have investigated nostalgia. This is followed by a mapping of literature that has focused on the topic of nostalgia in the context of consumption beginning with an attempt to conceptualise and define and develop classification schema for the construct. The next sections seek to report on the formation and evocation of nostalgic associations and to determine the influencers of these processes. The review goes on to examine nostalgia in the contexts of marketing and branding. Given the emphasis in the nostalgia literature on the importance of consumer experiences with objects of consumption, the construct of brand experience is then discussed. The chapter concludes by integrating various aspects of the literature reviewed in order to set the scene for Chapter Three which derives hypotheses to test the predictors of a consumer's nostalgic connection with a brand.

## **2.2 OVERVIEW OF NOSTALGIA**

The word "nostalgia" is derived from the Greek terms "*nostos*" referring to a return home to one's native land, and "*algos*" which refers to "pain, suffering or grief" (Davis, 1979, p. 1). Literally translated, nostalgia refers to "a painful yearning to return home" (Havlena & Holak, 1991, p. 323), or "the suffering caused by the yearning to return to one's place of origin (Wildschut et al., 2006, p. 975).

Nostalgia is a basic aspect of the human condition (Holbrook, 1993). Documentation of nostalgia has been reported as far back as the biblical times when Adam and Eve looked back on life in the gardens (Holbrook & Schindler, 1991) and when Homer created a gripping literary account of nostalgia in *The Odyssey* (Wildschut et al., 2006). The formal use of the term only emerged in 1688 when Swiss physician Johannes Hofer used it to describe psychological and physiological conditions of Swiss mercenaries who travelled away from home (Davis, 1979; Havlena & Holak, 1991; Wildschut et al., 2006).

The fields of study that have focused on nostalgia have expanded beyond its original medical focus. The relevance of nostalgia to individuals and society have led to it becoming the focus of study in diverse fields including history, psychology, sociology, anthropology, environmental psychology, literature, warfare, politics and music (Goulding, 1999b; Havlena & Holak, 1991; Holbrook & Schindler, 1991; Holbrook, 1993).

Much of the literature used to inform the studies of nostalgia in the marketing context has been drawn from the fields of psychology and sociology (Havlena & Holak, 1991) although psychologists have only paid “passing attention” (Nawas & Platt, 1965, p. 51) to the topic. Despite the intensely personal nature of the nostalgic experience, nostalgia has “deep implications for our lives as social actors” (Davis, 1979, p. 1). In 1979, Davis published a text titled “A Sociology of Nostalgia” that has been extensively cited by researchers exploring the topic of nostalgia from a consumption perspective (Brown, 2001; Brown, Sherry Jr., &

Kozinets, 2003; Fairley & Gammon, 2005; Goulding, 1999b; Havlena & Holak, 1991; Holbrook, 1993; Muehling & Sprott, 2004; Wildschut et al., 2006).

Davis' text represents an "essayistic enquiry into the subject of nostalgia" (Davis, 1979, p. ix) and is briefly reviewed in the remainder of this section. In his first chapter he provides a discussion of the origins of the term and the semantic drift which is discussed in more detail in Section 2.3, before conceptualising nostalgia as "an inner dialogue between past and present" (p. 16) and defining it as a "positively toned evocation of a lived past in the context of some negative feeling toward present or impending circumstances" (p. 17). He goes on to suggest a typology of nostalgia which he terms "orders of nostalgia" (p. 18) which are discussed in more detail in Section 2.5.

Although Davis devotes significant attention in his text to discussing nostalgia as a means to enable individuals to construct, maintain and reconstruct their identities, he also notes that whilst nostalgic experiences may manifest as deeply personal, they are "at the same time truly social in the deepest sense" (p. 53). Individuals will vary according to gender and age in terms of the formation and evocation of nostalgic associations as these will be shaped by the society in which they live, and their collective experiences. In times of extensive social change, collective nostalgia plays an important role in enabling socio-historic continuity. Davis concludes his text by discussing how business has leveraged the nostalgic responses that have occurred as a result of societal shifts.

Davis' text has formed the theoretical foundation for much of the literature that has addressed nostalgia within the domain of consumption. A review of academic literature devoted to nostalgia in the context of consumer studies identified in excess of forty publications on the topic in peer-reviewed journals and conference publications (Refer to Appendix A). The publication stream commenced in 1988 and although initial publications were in the Journal of Consumer Research and Advances in Consumer Research articles on the topic were also published in the Journal of Advertising, Psychology & Marketing, the Journal of Business Research, Journal of Marketing Practice, Journal of Marketing Management, Journal of Consumer Studies and Home Economics, Journal of Current Issues & Research in Advertising, Journal of Marketing, Journal of Consumer Behaviour, Marketing Management Journal, Sport & Society, Journal of Retailing and Consumer Services, European Journal of Marketing, International Journal of Advertising, Journal of Consumer Culture and Asia Pacific Viewpoint. The remainder of the literature review on nostalgia is based on Davis' (1979) text and the articles in these journals. In order to integrate and synthesise literature presented, the remaining sections on nostalgia focus on conceptualising, defining, classifying, understanding and predicting nostalgia in the context of consumption before discussing the implications of literature reviewed for marketing and brand managers.

### **2.3 CONCEPTUALISING AND DEFINING NOSTALGIA**

Nostalgia was originally viewed as a "disease of extreme homesickness" (Davis, 1979, p. 1). Where homesickness was regarded as an unfortunate experience that was part of everyday life, nostalgia was thought of as a pathology which,



according to some military physicians, might be induced by neurological damage to the eardrum and brain as a result of prolonged exposure to the clanging of cowbells (Davis, 1979). The subsequent “demilitarization, demedicalisation and depsychologisation” of the construct has resulted in the term experiencing significant semantic drift to the point that nowadays it is unlikely to be viewed as a disease, but represents more than a mere memory of the past (Davis, 1979, p. 4).

Contemporary discussions of nostalgia have termed it “an emotion”, “a form of consciousness” (Davis, 1979, p. 74), “a mood” (Belk, 1990, p. 670), “a preference” (Holbrook, 1993, p. 245) and “a yearning” (Baker & Kennedy, 1994, p. 169). Goulding (2001, p. 568) observes that “nostalgia is a complex emotion with different causes and different manifestations”.

Although it is generally agreed that the past is the object of nostalgia (Davis, 1979), nostalgia may be distinguished from “antiquarianism”. Both constructs concern themselves with times past, but nostalgic reminiscences are associated with a personal experience of those times (Davis, 1979), and tend to incorporate a note of wistfulness which are not associated with antiquarian sentiments which are associated with an appreciation of the past (Holbrook, 1993).

So too should nostalgia be differentiated from retro (Brown, 2001). Both constructs embody a process of looking back in time, but retro typically involves incorporating aspects from the past (about which individuals may be nostalgic)

into something of the present which may or may not involve an update of contemporary standards of performance, functioning or taste (Brown, 2001). So a retro motor vehicle may sport state of the art technology alongside design that is reminiscent of “the good old days”. Brown, Kozinets and Sherry (2003, p. 21) use the term “revived brand” to describe goods and services undergoing a retro revival and distinguish these from “nostalgic brands” by the element of updating (Brown et al., 2003, p. 22).

The term “nostalgia” also needs to be distinguished from the concept of “homesickness”. Apart from the decreased pathological implications that differentiated nostalgia from homesickness in times past, societal mobility has seen the meaning of the word “home” change from the attachment of a specific abode to more general visions of a space or place (Davis, 1979, p. 6). Despite this expanded view, the construct of homesickness is still limited to an individual’s conceptualisation of “home”, where nostalgic associations may be for displacement of any aspect of times past (Holak & Havlena, 1992), whether associated with being “home” or not. Homesickness thus represents a single form of Geographic Nostalgia (Hirsch, 1992).

Davis (1979) defines nostalgia as “a positively toned evocation of a lived past in the context of some negative feeling toward present or impending circumstance” (Davis, 1979, p. 7). The semantic drift associated with the construct appears to have continued since the publication of Davis’ (1979) text, in that the extent to which nostalgic reminiscing always occurs in the context of

current negative sentiment (Davis, 1979) does not always form part of a contemporary conceptualisation of nostalgia.

Although nostalgia is associated with mixed emotions (Havlena & Holak, 1991) where individuals may experience and associate a negative or bittersweet nostalgic affect (Wildschut et al., 2006), analysis of the literature referring to nostalgia in the context of consumption reveals an emphasis on the positive aspects of nostalgia referring to terms such as “fondness” (Holbrook, 1993, p. 245), “screening out negative traces” (Stern, 1992b, p. 11), “preference” (Holbrook & Schindler, 1991, p. 330), “memory with the pain taken away” (Goulding, 1999b, p. 178) and “positive associations of times past” (Brown, 2001, p. 305). In recent consideration of nostalgia from a psychological perspective, Jacoby (1985) (as cited in Stern, 1992b, p. 11) defines nostalgia as, “a longing for a psychically utopian version of the past”. The shifts in the psychological approach to considering nostalgia exemplify the semantic drift of the term to date, perhaps most aptly summarised by Brown (2001, p. 304) who comments that “nostalgia is not what it used to be.”

Within the consumption literature a number of definitions of nostalgia have been suggested. Belk (1990, p. 670) defines nostalgia as “a wistful mood that may be prompted by an object, a scene, a smell, or a strain of music”. Baker and Kennedy (1994, p. 169) view the construct as a “sentimental or bittersweet yearning for an experience, product or service from the past”. Both definitions fail to consider the important role of people and animals in nostalgic experiences that have been illustrated in empirical studies (Holak & Havlena,

1992; Wildschut et al., 2006). Many researchers (Brown, 2001; Fairley & Gammon, 2005) cite the definition of nostalgia originally conceptualised by Holbrook and Schindler (1991, p. 330) and refined by Holbrook (1993, p. 245) “as a preference (general liking, positive attitude or favourable effect) towards objects (people, places or things) that were more common (popular, fashionable or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood or even before birth)”. This definition emphasises the generally positive overtones associated with nostalgic experience and does not constrain the focus of the nostalgic experience to something that was directly experienced by the individual looking back in time. Holbrook and Schindler (2003, p. 108) modified the definition by prefixing the term “objects” with the words “experiences of” to communicate their view that relevant object-related experiences may have been lost or that consumers may have adopted a consumption pattern that no longer includes these objects. When discussing this modified definition, Holbrook and Schindler (2003) suggest that simply consuming a product with which one formed bonds when one was a child does not constitute a nostalgic sentiment if it is readily available today. This view that nostalgia can, by definition, only be present if products are unavailable contradicts the work of Fournier (1998) who found that consumers have nostalgic bonds with brands that form part of their current consumption repertoire.

Holak and Havlena (1998, p. 218) do not incorporate Holbrook and Schindler’s (2003; 1993) object availability limitations on their conceptualisation of nostalgia when they define it as a “positively valenced complex feeling, emotion or mood

produced by reflection on things (objects, persons, experiences, ideas) associated with the past". Also in opposition to Holbrook and Schindler (1993), Holak and Havlena (1998, p. 218) assert that nostalgia itself is not a preference, "but rather a feeling or mood that may result in preferences for things that tend to produce nostalgic responses".

The many definitions that have been suggested for nostalgia in the past two decades suggest that although the consumer behaviour community are in agreement that the focus of nostalgia is the past, there is no consensus on the objects that form the focus of nostalgia, what it is exactly, or whether a consumer needs to have had personal experience of the memory about which they are reminiscing in order to experience nostalgia. For the purposes of this research, nostalgia for a brand is defined in accordance with Holak and Havlena's (1998) view as "A positively valenced complex feeling, emotion or mood produced by reflection on a brand that is associated with the past". In order to explore nostalgia in more detail, the following section examines the many types of nostalgia and attempts to classify nostalgic experiences

## **2.4 CLASSIFYING NOSTALGIC EXPERIENCES**

A number of authors (Baker & Kennedy, 1994; Davis, 1979) have suggested different types of nostalgia based on a range of variables. The purpose of this section is to review the various classification approaches and to synthesise these into a single scheme for comparative purposes. This is presented later in the section in Table 4.

The first of these, and the most frequently cited (Goulding, 1999b; Holak & Havlena, 1992; Holak et al., 2008), was suggested by Davis (1979) who classified nostalgic experiences in terms of the extent to which reflexivity is associated with the experience. Davis' (1979) suggests that there are three orders or levels of nostalgic experience – simple, reflexive and interpreted.

At the level of Simple Nostalgia (which is sometimes termed Level One nostalgia), the individual is taken back to a previous time which is associated with being better than the current time (Davis, 1979). There is no consideration as to why this should be, or the implication for the individual. In the case of Second Order or Reflexive Nostalgia individuals do more than sentimentalise the past. Some censure, if only implicitly, is present. This Level Two experience is associated with a degree of empirically-oriented questions concerning the truth, accuracy, completeness or representativeness of the nostalgic memory. Davis (1979, p. 21) likens this phase to the reality-testing function of Freud's ego and describes the conversation as the "truth squad" or "Greek chorus". (2001) uses the term Aesthetic Nostalgia to refer to a specific aspect of reflexive nostalgia where consumers who are exposed to scenes of previous times (such as those in museums) critically evaluate the authenticity of the experience.

Davis' (1979) third level or order of nostalgia, interpreted or phenomenological nostalgia, occurs when individuals seek to objectify their nostalgia by directing analytical questions concerning the source, character, significance and psychological purpose of the nostalgia. Davis (1979, p. 23) suggest that questions such as "Why am I feeling nostalgic?", "What may this mean for my

past and for me now?”, “Why is it that I am likely to feel nostalgia at certain times and places and not at others? If so, when and where?”, “What uses does nostalgia serve me, others and the times in which we live?” are associated with this level of nostalgic reflection.

A further classification of nostalgia is presented by Baker and Kennedy (1994) who refer to three levels of nostalgia that are summarised in Table 3.

**Table 3. Levels of nostalgia**

Level	Definition	Example
Real Nostalgia	Symbolic of a time with which there is a direct experience; an exemplar	A song from college days that makes you feel like you could “conquer the world again”
Simulated Nostalgia	Symbolic of a time with which there is no direct experience, a prototype	Antiques, replica cars
Collective Nostalgia	Symbolic of a culture, nation or generation	Theme parks, hot dogs, a flag, national past times

Source: Baker and Kennedy 1994, p. 170

Level One nostalgia, or what Baker and Kennedy (1994) term Real Nostalgia refers to events or people who were directly experienced by an individual. This is akin to what Davis (1979) refers to as True Nostalgia and Marchegiani and Pau (2007) call Personal Nostalgia which refers to a personally experienced past. Simulated Nostalgia, which Baker and Kennedy (1994) also refer to as Level Two nostalgia, refers to a sentimental or bittersweet yearning for the indirectly experienced past that may be evoked through a personally experienced recount of another’s real nostalgia. This type of nostalgia is similar to “Intergenerational Nostalgia” which was used by Davis (1979, p. 131) to refer to as memories of the past created through personal interactions with others

who had experience of this past. Stern (1992a, p. 388) also uses the term to refer to situations where the object of the nostalgia occurred “before the audience was born”. Goulding (2001) refers to Vicarious or Secondary Nostalgia when discussing individuals who are nostalgic for a period perceived to be aesthetically or intellectually superior to the present.

In an additional conceptualisation of nostalgia, (Schwarz 2009, p. 366) differentiates between “dichotomous nostalgia” in which the past is clearly demarcated from the present, and “cumulative nostalgia” which focuses on memories of the past (that may be very recent) to create a “fluid, ever accumulating past”.

Reference to Table 3 shows that although Baker and Kennedy (1994) conceptualise their framework as levels of nostalgia, they characterise nostalgia across two dimensions, namely whether or not the individual had direct experience of the object of the reminiscence and; whether the object of the nostalgic recollection is widely shared across a collective, or whether it is specific to an individual. The use of levels in this framework is questioned as the type of nostalgia presented in Level Three is not an extension of Level Two.

Baker and Kennedy (1994) define their Third Level of nostalgia as collective nostalgia which refers specifically to a yearning for the past that represents a culture, generation or a nation. What differentiates this type of nostalgia from simulated nostalgia, they argue, is that many people are likely to experience similar nostalgic sentiments. Collective nostalgia may be generation specific,



but may also manifest as an emotional response of views of a collective across generations such a cultural or sub-cultural group (Baker & Kennedy, 1994). Wildschut et al. (2006) identify a subtype of collective nostalgia which they term Organisational Nostalgia which refers to nostalgia that is collectively experienced by organisations.

The distinction between individual and collective nostalgia builds on the work of Davis (1979) who observes that nostalgia has elements of both a collective identify shared among members of the same generation and an individual component where associations may be specific to particular individuals and their history. This suggests that individual and collective nostalgia may be experienced simultaneously. Although an individual may become nostalgic around an object common to a generation (for example a piece of music) their specific associations (for example with an event with which they associate the music) may be individualised and “peculiarly private” (Daniels, 1985, p. 372).

The notion of Collective Nostalgia refers to a past that represents a group of individuals, but a further distinction may be made based on whether the experience of looking back occurs in public or private. Davis (1979) refers to Private and Communal Nostalgia in the context of whether the nostalgic recollection is a private affair or whether it occurs simultaneously with other individuals.

Holak and Havlena (1996) build on the framework presented by Baker and Kennedy (1994) by introducing two dimensions into their classification, namely

the public/private nature of the experience and, whether the individual has direct or indirect experience of the object of nostalgia. Their classification results in four classes of nostalgia: personal (directly experienced individual nostalgia), cultural (directly experienced collective nostalgia), interpersonal (indirectly experienced individual nostalgia and, a new addition to the literature, namely virtual nostalgia which is the indirect experience of nostalgia on the part of a collective for example a group of teenagers who engage in nostalgic sentiments about events that occurred before their birth (Havlena & Holak, 1996).

Boym (2002) differentiates between reflective and restorative nostalgia. The former focuses on the *algia* or emotional response to the experience whereas the latter is concerned with the *nosta* or cognitive processes that attempt to ensure that the memory is true.

Nostalgic experiences may also be classified in terms of the psychological effects they have on consumers. A study of elderly consumers led Goulding (1999b) to differentiate between the psychographic components resulting in Existential Nostalgia, where consumers have myopic negative/positive view of the past and nostalgia is used as a form of escapism, as opposed to Recreational Nostalgia, where consumers are well integrated into their present situation but enjoy experiences which are associated with their past.

The nostalgia typologies considered above demonstrate that nostalgic experiences may be examined from multiple perspectives. The distinctions that

have been discussed above are summarised as variations of nostalgic experiences and are presented in Table 4.

Reference to Table 4 shows that nostalgia can be classified using a wide number of dimensions. Literature on nostalgia also suggests that nostalgic experiences vary as a consequence of a number of factors. The next section examines these, and the natures of nostalgic experiences more fully.

Table 4. Variations of nostalgic experiences

Organising theme	Dimensions	Description and terminology	Examples
Objects in Nostalgic Experiences	Role	Some objects serve as triggers, prompts or symbols for a nostalgic experience whilst others constitute the original source of pleasure or content	Souvenirs prompt memories of a holiday. Jewellery triggers memories of a loved one.
	Nature	Various objects, both animate and inanimate, tangible and intangible, and objective and experiential have been associated with nostalgic experiences. Specific aspects of the object may form the area of focus	People, animals, music and holidays may be focus. Aspects of music could include the genre and the melody.
Emotional Response to Nostalgic Experience	Intensity	Nostalgic experiences may vary from intensely felt yearnings to a sentiment that lacks emotional intensity	Dry-eyed liking, tear-shedding sentimentality (Holbrook 1993, )
	Type of emotion	The nature of the emotion felt may vary from experience to experience	Pleased, aroused, out of control (Holak and Havlena 1998)
Formation of Associations	Exposure to original source of pleasure	The content of the nostalgic experience may have been experienced directly by the individual or indirectly via stories told by others. The former may be referred to as True Nostalgia (Davis 1979), Real Nostalgia (Baker and Kennedy 1992) or Cultural Nostalgia (Havlena and Holak 1996). The latter has been termed Simulated Nostalgia (Baker and Kennedy 1992), Historical Nostalgia (Stern 1992) or Virtual Nostalgia (Havlena and Holak 1996).	Personal experience of a holiday, nostalgia for the time when a grandmother was a child (based on her stories).
	Exposure of others to the original experience	Nostalgic experiences may be widely shared by others of a generation or group, or viewed as deeply personal, unique experiences. The former is termed Collective Nostalgia (Baker and Kennedy 1992) or Interpersonal Nostalgia (Havlena and Holak	Social experiences at university, winning a

Organising theme	Dimensions	Description and terminology	Examples
		1996), whilst the latter may termed Individual Nostalgia (Baker and Kennedy 1992) or Personal Nostalgia (Havlena and Holak 1996). Collective nostalgia experienced by members of an organisation is termed Organisational Nostalgia (Wildschut 2006)	race
Recall of Associations	Presence of others in recollection	The recollection of the experience may occur in private or with others. Davis (1979, p. 122) refers to Private and Communal Nostalgia	Individual recall of experience, shared recall of experience with friends
Reflexivity	Intensity of reflexivity	The extent of reflection on the nostalgic experience may vary from none, to limited censure of the experience, to a deep reflection on the nature and meaning of both the experience and the reflection. Davis (1979) terms these Simple Nostalgia, Reflexive Nostalgia and Interpreted Nostalgia	The individual remembers the experience; after remembering the experience the individual asks "Was it really that good?"; after remembering the experience, the individual asks "Why does this experience matter so much to me?".
	Type of reflexivity	The reflection may be restorative or reflective. Restorative nostalgia focuses on the memory and ensures that it is complete or truthful. Reflective nostalgia pays attention to the emotion or longing rather than the truth (Boym 2001)	Restorative nostalgia asks "was this exactly how it happens?". Reflective nostalgia would be dominated by an emotional sentiment such as loss rather than cognitive processes.

Organising theme	Dimensions	Description and terminology	Examples
Integration	Level of integration with current life	Dichotomous nostalgia creates a clear cut dichotomy of past and present. Cumulative nostalgia creates a fluid, ever-accumulating past that integrates with the present (Shwarz 2009)	Dichotomous nostalgia might be for life in another country. Cumulative nostalgia could be for a relationship that ended yesterday.
Effect of Nostalgic Experiences	Psychological response	The individual may spend significant amounts of time recounting nostalgic experiences that causes them to withdraw from active participation in their current situation, or nostalgic experiences may be a part of enabling them to integrate into their current situation. Goulding (1999a) terms the former Existential Nostalgia, and the latter Recreational Nostalgia.	An elderly individual who focuses extensively on the past to the detriment of his/her mental health, an individual who is nostalgic about experiences in a way that is not detrimental to his/her current life

## **2.5 EXPLAINING NOSTALGIC EXPERIENCES**

Far from being an unusual event, the nostalgic urge to recreate the past within the present is a driving force in human behaviour (Hirsch, 1992). Despite the prevalence of this occurrence, there is surprisingly little theory-driven research to explain what drives consumer behaviour in nostalgic contexts (Sierra & McQuitty, 2007). An evaluation of the literature suggests that explaining nostalgic experiences requires exploration of when and with what consumers form the associations that they will later retrieve in nostalgic reminiscing, how and why these occur, and the variables that moderate nostalgic processes.

### **2.5.1 THE FORMATION OF NOSTALGIC ASSOCIATIONS**

At the heart of the nostalgic experience lies a poignant memory connecting an individual to one or a combination of people, places, objects and experiences in their past. Although the formation of nostalgic connections can occur at any stage, Havlena and Holak (1991) suggest that this peaks during adolescence and early adulthood. A study of the formation of musical tastes of 108 US consumers using a method termed time-dated stimuli by Holbrook and Schindler (1991) which investigated whether or not popular musical preferences peaked at a certain age found that peak imprinting occurred at 23.5 years of age. The authors assert that this age represents a period of maximum sensitivity (for musical tastes) that may be influenced by both endogenous (biological) and exogenous (environmental) factors. Subsequent research into the development of tastes for personal appearance was found to peak at 33 years of age (Schindler & Holbrook, 1993), whilst that for movie stars peaked at

14 years of age (Holbrook & Schindler, 1994) indicating that although the formation of nostalgic associations may be intensified during adolescence and early adulthood, the occurrence of this process is not limited to these age spans. It should also not be assumed that age-related preference peaks occur automatically across object categories. Investigation into the formation of nostalgic associations with automobiles revealed that although men demonstrated a peak age of 26 years, there was no such peak in the case of female respondents (Schindler & Holbrook, 2003).

In addition to understanding when nostalgic associations are formed, it is useful to consider how the strengths of these associations can vary. Holbrook and Schindler (2003, p. 109) use the term “nostalgic bonding” to refer to “a consumer’s history of personal interaction with a product during a critical period of preference formation”. Given that concentration of exposure to a stimulus can increase liking of a stimulus (Holbrook, 1993), the extent to which an individual is exposed to the object of nostalgia may also influence the subsequent strength of the nostalgic association.

## **2.5.2 THE OBJECTS OF NOSTALGIC ASSOCIATIONS**

Nostalgic experiences can focus on any object provided that it can be viewed in a “pleasant light” (Davis, 1979). Such objects may be large or small, costly or inexpensive, decorative or functional, edible, musical or unique (Holbrook & Schindler, 2003). Not all past experiences or eras are likely to evoke nostalgic sentiments (Havlena & Holak, 1991). Although (Schindler & Holbrook, 2003) suggest that nostalgic memories are typically only associated with intense



affective consumption and positive emotional experiences (Schindler & Holbrook, 2003), recent findings by Schwarz (2009) show that the stimuli for nostalgic experiences can be relatively mundane, every-day experiences.

Research that has focused on the object of the nostalgic experience includes Holak and Havlena's (1992) study which underscored the importance of special events such as weddings, holidays and school-related experiences as well as family (particularly grandparents) and friends as objects of nostalgia. Individuals who played a major role in adolescent development are common foci in nostalgic experiences (Holak & Havlena, 1992).

Although Holak and Havlena (1992) found that inanimate objects tended to receive less focus than people, antiques, clothing, jewellery, toys, books and cars were common objects of the nostalgic experience. In addition to people forming the object of nostalgic experiences, Wildschut et al. (2006) found that momentous events and animals were also common objects of nostalgia. Sporting teams, venues and events are also an important source of nostalgic memories (Fairley & Gammon, 2005). Our understanding of consumers' nostalgic responses across product categories is limited as studies of nostalgia have tended to focus more on cultural objects such as movie stars and motion pictures rather than material products such as automobiles, soft drinks or food (Rindfleisch & Sprott, 2000).

A study of the nostalgic bonds formed by 51 consumers (Holbrook & Schindler, 2003) resulted in the identification of ten object-related themes which

associated objects of nostalgia with: pleasurable (tasting and smelling) sensory experiences; a distant homeland; rites of passage, friendship and loved ones; gifts of love; continuity valued as tokens of security; breaking away; literature, arts and entertainment; performance and competence and; creativity.

The studies referred to above were all conducted in the USA. Recent research into the objects of nostalgia of Russian consumers found that objects mentioned were mainly associated with changes that have occurred in the social, economic and political transitions experienced by Russians; nature and food were also mentioned repeatedly in descriptions of treasured memories provided by Russian consumers (Holak et al., 2008). A study of formerly East German consumers describes the word “ostalgie” that is used by formerly East German consumers to describe their nostalgia for life in that former country (Kopf & Wolf, 2007, p. 837).

Evaluation of the studies that refer to the object of the nostalgic (including (Belk, 1990; Holak & Havlena, 1992; Holbrook, 1993; Wildschut et al., 2006), suggests that there are two categories of objects in the nostalgic experience; those that trigger or symbolise the experience and those that form the focus or content of the experience (in certain cases these may be one and the same). In defining nostalgia, Belk (1990, p. 670) refers to objects as triggers when he discusses the role of “objects, scenes, smells or strains of music as prompts”. Similarly Havlena and Holak’s (1991) finding that objects such as jewellery, antiques, toys, books, and cars also are known to make people feel nostalgic also refers to objects in the context of triggers as does Baker and Kennedy’s (1994)

description of the smell of cinnamon buns evoking nostalgic feelings for a grandmother. Belk (1990, p. 671) notes that “rather than objects of nostalgia serving as simple cues to propositional memories involving knowledge that something occurred. These objects provoke rich textural memories involving knowledge of the experience recalled”. Objects may thus serve as powerful stimuli for the recollection of a network of memories.

Possessions such as photographs (Belk, 1990), music (Baker & Kennedy, 1994; Holbrook, 1993), souvenirs and family heirlooms (Baker & Kennedy, 1994) are all examples that serve as important triggers of nostalgic experiences. Beyond objects, specific aspects of an object may give rise to nostalgic sentiments. Holbrook’s (1993) study of nostalgia in the context of movies illustrated that aspects such as the era in which the movie was produced, or the nature of the movie (e.g. tender-hearted versus violent) played lesser or greater roles in triggering nostalgic reactions varied from consumer to consumer. Of all the triggers, odour is most likely to evoke the most intense nostalgic evocations (Hirsch, 1992). Experimental research by Ulrich, Orth and Bourrain (2008) demonstrated the powerful role of scent in evoking nostalgic memories. Apart from considering what aspect of the prompt triggers a nostalgic experience, the authenticity of the stimulus is a further consideration that will affect the experience (Belk, 1990).

### **2.5.3 THE RETRIEVAL OF NOSTALGIC ASSOCIATIONS**

The retrieval of nostalgic associations are considered from the following perspectives: the sensory stimulation that leads to retrieval, emotional and

cognitive aspects associated with retrieval and the role that nostalgic recollections play in managing identity continuity in times of change.

Individuals displace idealised past emotions onto objects, sounds, smells and tastes that were experienced concurrently with the emotion (Hirsch, 1992). Nostalgic recollections occur when any of these associations trigger the memory of the positive emotional state. Individuals construct their pasts in a way that filters out all negative memories by creating a remembered ideal emotional state characterised by symbolic representation (Hirsch, 1992). Despite memories being biased or selective (Havlena & Holak, 1991), individual recollections of nostalgic aspects of their past will always be thought of as authentic by those remembering them (Belk, 1990).

Nostalgia is defined by some as an emotion (Baker & Kennedy, 1994; Davis, 1979); that can vary in intensity (Stern, 1992b) from “dry-eyed liking to tear-shedding wistful sentimentality” (Holbrook, 1993, p. 254). The complex emotional responses that are associated with nostalgic experiences were investigated by Holak and Havlena (1998) who found that three dominant categories of emotions were associated with the experiences – pleasure, arousal and dominance (the latter was negatively associated). The first two emotions are largely positive; the lack of dominance associated with nostalgic experiences refers to the sense of powerlessness that individuals may feel when they experience nostalgia in knowing that they cannot return to the past.

Although Belk (1990) has observed that nostalgia involves an emotional rather than a cognitive memory process that is directed towards sacred memories, other authors have noted that nostalgia influences consumer behaviour both emotionally and cognitively through developing attitudes towards the past (Sierra & McQuitty, 2007).

Engaging in nostalgia provides consumers with an opportunity to reconcile and integrate their past with their present. Objects, experiences, and time have been shown to play an important role in building human identity and driving consumer behaviour (Wallendorf & Arnould, 1988). From a very early age possessions enable individuals to establish stability and continuity between past, present and future (Belk, Wallendorf, & Sherry Jr., 1989; McCracken, 1986), particularly when their current identities are challenged (Belk, 1990). Nostalgia thrives on apprehension or nervousness about change or transitions in life (Davis, 1979). For instance, a time which probably evokes the most nostalgia for some women is the time directly preceding their first marriage as they tend then to remember all of the things that happened to them when they were growing up and may go through their childhood possessions as a way of remembering (Baker & Kennedy, 1994). Objects such as photographs remind people of who they once were in a way that invites comparison and highlights changes (Belk, 1990).

Indulging in nostalgic reminiscing thus enables individuals to maintain their identity when faced with major transitions (Holak & Havlena, 1992) and provides a coping mechanism for when times are hard (Goulding, 2001) and when consumers experience stigmatisation (Henry & Caldwell, 2006) or alienation

(Kopf & Wolf, 2007). During times of change, nostalgia becomes a coping strategy that enables individuals to deal with current stresses by immersing themselves in products that serve as symbols of more stress-free epochs (Lyon & Colquhoun, 1999). For example, (Witkowski, 1998) found that the upheavals of the civil war coupled with industrialisation in the USA in the 1860's and 1870's prompted a wave of nostalgia for the American past that was expressed through antique collecting, historic preservation, and buying reproduction early American houses and furnishings.

Perceptions of increased moral, social and identity issues lead to increased levels of interest in heritage and the past (Goulding, 1999b). Even where previous epochs have negative associations, consumers may create idealised memories of by-gone times. An investigation into Russian consumers by Thelen, Ford and Honeycutt (2006) focuses on the high levels of nostalgia for the Soviet era as does Kopf and Wolf's (2007) exploration of the nostalgic sentiments of German consumers who used to live in the former East Germany. Holak et al.'s (2008) study found that the nostalgic sentiments of Russian consumers were extensively influenced by four subjects relating to that region's recent history namely: the transition to a market economy, the loss of security, the break-up of the Soviet Union and, former soviet political holidays. Nikolayenko (2008) found that even adolescents who never lived under Soviet rule were nostalgic about life in the former Soviet Union. Black South Africans living under apartheid conditions prior to the 1990's have also reported nostalgic sentiments (Dlamini 2009).

The extent to which consumers form and retrieve nostalgic associations has been associated with a number of moderating variables or influencers which are considered in the next section.

#### **2.5.4 INFLUENCERS OF NOSTALGIC EXPERIENCES**

A review of literature on nostalgia in the context of consumption suggests that consumer-related demographic and psychographic variables including age, gender, culture and nostalgia-proneness influence nostalgic experiences.

##### **Age**

Developmental experiences that are associated with age influence both the targets of nostalgia as well as general levels of nostalgic consumption experienced by different consumers (Holbrook, 1993). Research suggests that age influences both the formation of nostalgic associations through the process of imprinting which was discussed in Section 2.5.1 (refer to p. 40) as well as the tendency to reflect on these experiences. Although nostalgic reminiscing is often associated with older consumers, younger consumers also experience nostalgic sentiments. Maclaran and Caterall (2002) refer to an unreferenced study by Christina Goulding which found that consumers between the ages of twenty and forty experienced nostalgia for a range of objects associated with a period of ten to fifteen years before the birth of the respondents. A recent investigation into the nostalgic sentiments of Israeli teenagers also bears testimony to the strength of nostalgic sentiments felt by young consumers about recent occurrences which were still viewed as being associated with a time that was over (Schwarz, 2009).

Not only is the individual age of a consumer is related to the formation of nostalgic associations, but age-related phenomena also influence the formation of nostalgic associations, particularly in the case of taste-governed consumer products such as clothing, cosmetics, furniture and art (Holbrook & Schindler, 1989). Research has shown that consumers from different generations will be triggered by different aromas depending on their exposure to these during earlier times, with food smells being an important stimulus for younger consumers, and smells of nature being a trigger for their older counterparts (Hirsch, 1992). Nostalgic values have also been linked to the age cohort to which an individual belongs (Motta & Schewe, 2008).

### **Gender**

The role of gender as a moderator of nostalgic experiences has been considered by a number of researchers with mixed results. Davis (1979) asserts that men are more nostalgia prone than women. But research into American movie-watching consumers found that women were marginally more nostalgia-prone than men (Holbrook, 1993). Baker and Kennedy (1994) suggest that nostalgic sentiments of women and men differ depending on the category and the time in the person's life that is being considered. A study by Csikszentihalyi and Rochberg-Halton (1981) that investigated cherished objects found that men were likely to mention objects of action (including sports equipment, televisions and motor vehicles), whilst women tended to mention objects of contemplation (including photographs, artworks, plates and textiles). This link between gender and the objects of nostalgic experiences was also supported by research



conducted by Holbrook (1993) which found that women expressed relative preferences for musical movies, where men tended to prefer more violent films. Women are more odour-sensitive than men (Hirsch, 1992) and given that olfactory triggers are associated with the most powerful emotional reactions (Hirsch, 1992) this may suggest that gender is associated not only with the object nostalgic associations, but also with the strength of these associations with the object in question where the object is associated with olfactory reminiscences. Category-level differences were also found when research into nostalgic sentiments towards motor vehicles determined that men were more likely than women to prefer automobiles that were introduced during their youth (Rindfleisch & Sprott, 2000).

## **Culture**

Culture is the “human-made part of the environment” (Herskovits 1995 cited in Probst, Carnevale and Triandis, 1999, p. 174). Discussion of culture in the consumer context often occurs at country level (Hofstede, 2006; Probst et al., 1999). Culture may also be evaluated at the level of sub-culture. A subculture is a “smaller group of a larger culture that shares some cultural values with society overall and yet demonstrates unique cultural values and patterns of behaviour within the individual sub-group” (Kardes, Cline, & Cronley, 2011, p. 261).

Despite calls for research in this area, the role of culture as an influencer of nostalgic responses has received limited attention in the marketing literature (Holak et al., 2008; Sierra & McQuitty, 2007). Most of the studies of nostalgia in the consumption context have investigated consumers from the USA. Given

that the meaning of self differs cross-culturally and varies in its link with individualism (Hsu, 1985) it is likely that cultural variances will impact on nostalgic responses. Not only do consumers from different cultures vary in their values (Probst, Carnevale, & Triandis, 1999), but consumers from different cultures, and even geographic regions within the same country, also respond in different ways to odours which leads to differing nostalgic sentiments within the same geographic country culture (Hirsch, 1992).

A research project comparing attitudes towards favourite objects of Nigerian (*sic*) and American consumers found that the latter were far more attached to their favourite objects than the former who were, in many cases, hard pressed to even name a favourite object (Wallendorf & Arnould, 1988). This cross-cultural study also found that gender was strongly related to the nature of objects that were selected as favourite objects, whilst for American counterparts, age was found to increase respondent's inclinations to represent social history in a favourite object (Wallendorf & Arnould, 1988, p. 539). Findings from both countries supported the assertion that favourite objects serve as cultural icons that reflect local culture as experienced by individuals (Wallendorf & Arnould, 1988).

### **Nostalgia-proneness**

The timing of the formation of nostalgic associations is also influenced by an individual's nostalgia-proneness. Nostalgia proneness is a psychographic variable which may explain differences in nostalgic tendencies (in terms of both the formation and the retrieval of nostalgic associations) for individuals over and

above those suggested by age (Holbrook, 1993). Although nostalgia proneness has been hypothesised to peak as consumers move into their middle and retirement years (Havlena & Holak, 1991), a study by Holbrook (1993) indicated no significant correlations between nostalgia proneness and age or gender. A later study did however indicate that peak preferences in tastes are likely to occur earlier for more nostalgic-prone individuals than their less nostalgic-prone counterparts (Holbrook & Schindler, 1996).

Research by Rindfleish, Freeman and Burroughs (2000) suggested two underlying factors supporting nostalgic-proneness which they termed Product Nostalgia, which shows a consumer's tendency to experience product-specific nostalgic sentiments; and Life Nostalgia which refers to the extent to which consumers are nostalgic about life in general (Rindfleisch et al., 2000, p. 37). The research also found that under certain conditions nostalgia-proneness was negatively associated with materialistic tendencies unless high status objects were associated with friends and family in an individual's past.

Holbrook and Schindler (1991) suggest that personality differences may account for differences in nostalgia proneness. Studies of elderly consumers by Goulding (1999b) found that nostalgia proneness was positively associated with consumers who had experienced multiple role loss, felt disempowered and had limited social contact. Consumers who are highly nostalgia-prone have been found to exhibit greater nostalgic intensity towards advertising (Reisenwitz, Iyer, & Cutler, 2004). Nostalgia proneness appears to have a moderating effect on the relationship between age and preference (Rindfleisch & Sprott, 2000).

The focus of the previous section has been to examine nostalgia from a consumer behavioural perspective. The next two sections of the literature review focus on the implications of nostalgia for marketers and brand owners.

## **2.6 NOSTALGIA AND MARKETING**

Although the use of nostalgia by marketers is not new (Witkowski, 1998), the growth in purchasing power of increasingly nostalgic baby boomer and senior segments has provided marketers with growing opportunities to turn nostalgia into business opportunities (Cutcher, 2010; Havlena & Holak, 1991). Hirsch (1992) correctly predicted that the use of nostalgia in marketing communications would increase in the coming decade because the more dissatisfied consumers are with life as it is today, the more they will want to revert back to the past. Recent launches of movies, fashions and music in both the USA and Britain bear testimony to a nostalgia boom (Goulding, 1999a) as does the investment in South-East Asia's nostalgia-oriented tourism industry (Peleggi, 2005). Museums too increasingly make use of immersive experiences that result in nostalgic flashbacks (Mencarelli, Marteaux, & Pulh, 2010). Nostalgic pleasure has also been found to be an important hedonic and recreational motivation for second-hand shoppers (Guiot & Roux, 2010).

Marketers of products which have stood the test of time including games such as Twister, old-fashioned juke boxes, clocks, Coca-Cola coolers, movies, music and (American) diners have recognised the persuasiveness of nostalgia (Baker & Kennedy, 1994; Hirschman, 2006) and the opportunity to tap into brand equity

created in previous times (Stern, 1992b) by appealing both cognitively and emotionally to potential customers (Sierra & McQuitty, 2007)).

Nostalgia's relevance is not limited to marketers of "old" products. Nostalgic appeals communicated through packaging, advertising and merchandising are becoming increasingly popular with newly launched products as are targeted media opportunities (Havlena & Holak, 1991). In an analysis of marketing applications Holak and Havlena (1991) suggest that certain consumer occasions such as meals, holidays, religious occasions, and spending time with young children, provide strong opportunities for marketers to tap into consumers' nostalgic leanings. Holak and Havlena (1991) note however that when applying nostalgic considerations in developing their marketing strategies, marketers need to differentiate their strategies for using nostalgia-based messaging of new brands and products from inherently nostalgic products and services for which consumers have a nostalgic attachment.

The impact of nostalgia is also not limited to marketers in developed economies. In line with sociological studies that have observed extensive evidence of nostalgia for socialism in transitional societies (Velikonja, 2009), studies of consumers in formerly communist countries such as Russia and East Germany have shown how marketers are responding to a hunger for nostalgia-evoking products and brands on the part of consumers in those regions (Holak et al., 2008; Kopf & Wolf, 2007). Consumer societies that have experienced environmental change are likely to provide marketers with rich opportunities to tap into nostalgic affiliations for products and brands of bygone eras (Peleggi,

2005), although this may not be applicable to all consumers in a region or country (Thelen et al., 2006).

Many of the practitioner oriented studies have focused on the use of nostalgia in advertising. An exploratory study by Pascal, Muehling and Sprott (2002) found evidence that advertisements for both durable and non-durable goods eliciting nostalgic reactions are capable of generating more favourable perceptions of an ad and advertised brand and of contributing to a greater likelihood of purchase than advertisements that do not make use of nostalgic appeals. Despite these favourable findings around the effects of nostalgic appeals, content analysis of advertisements in a range of US magazines has shown that such appeals are not widely used (Madrigal & Boerstler, 2007).

The feelings of nostalgia evoked by marketing communications should be distinguished from the general positive affect for the communication (Baker & Kennedy, 1994). Pascal et al (2002) suggest that nostalgic reactions to ads influence attitudes towards advertisements which in turn affect attitudes towards brands. Research into the power of scent to evoke nostalgic memories has shown that consumers who are exposed to a scent that brings back nostalgic memories are more likely to engage in sensations seeking and subsequent exploration and variety seeking behaviours (Orth & Bourrain, 2008)

Marketers tasked with developing advertisements with nostalgic appeal are able to employ a wide range of pictorial, music and message cues (Stern, 1992b, p. 12) but should ensure that appropriate imagery is used to assist consumers to

tap into their memories and elicit positive emotional responses (Baker & Kennedy, 1994). Not only do the objects selected confer nostalgic appeals, but other considerations including the use of black and white photographs over and above colour may play a role in surfacing nostalgic sentiments (Havlena & Holak, 1996). When developing marketing communications that tap into nostalgic sentiments, marketers should take care to prevent consumers from experiencing a significant sense of loss for the past (Holak & Havlena, 1998). This can be averted by focusing on “moderately pleasurable experiences” (Holak & Havlena, 1998, p. 223) that were generally felt rather than (highly individualised) associations that provided acute pleasure which may surface melancholic feelings.

A study of advertisements using nostalgia appeals led to Madrigal and Boerstler (2007) to identify three ways in which nostalgia is used in advertising. In the case of Actual Nostalgia, advertisements focus on products from or relating to a time period that consumers feel nostalgic about. Borrowed Nostalgia refers to using nostalgic cues (such as black and white photography) for modern-day products, whilst Classic Nostalgia is the use of nostalgia for modern products using old advertisements or memories for the same products from the past (Madrigal & Boerstler, 2007).

The effectiveness of using nostalgic appeals in advertising appears to vary depending on the category being promoted. Reisenwitz et al. (2004) suggest that the use of nostalgic appeals in advertising is more effective for low involvement products than high involvement products. A study of nostalgic

elements of advertisements found that advertisements for food and beverages were more likely than other product categories to contain nostalgic elements (Unger, 1991).

Although much of the focus of nostalgia in marketing has been within the context of traditional advertising (Reisenwitz et al., 2004), its application has extends to a wider variety of promotional phenomena including direct mail catalogues, retailing ventures, outdoor advertising and television programmes (Stern, 1992b) as well as packaging (Pascal et al., 2002) and shopping centre design (Maclaran & Brown, 2001).

Goulding (1999b) also emphasises the role of nostalgia as a segmentation variable that may be used to understand behavioural responses to certain product and service offerings. This insight was applied by Sellick (2004) in the case of the travel industry where nostalgia was found to be an important travel motive for a large group of senior tourists. Holbrook and Schindler (1996) show that developing an understanding of the interaction of consumers' nostalgic proneness in conjunction with age can contribute to building market segmentation models that enable marketers to target cohorts of consumers who were exposed to past brand campaigns or generational imprinting. Marketers using nostalgic insights to develop segmentation models should take into account that age and nostalgia proneness may cause preference differences within (not just across) product categories (Schindler & Holbrook, 1993).



This understanding of the interaction of consumers' age with nostalgia proneness can also assist marketers with product and media selection, planning of store atmospherics and pricing decisions (Holbrook & Schindler, 1996). Given that nostalgic consumers are likely to show relatively low levels of materialism, marketers need to carefully consider whether or not to use nostalgic appeals for products rich in luxury or status symbolism (Rindfleisch et al., 2000).

Research conducted by Sierra and McQuitty (2007) has shown that the more favourable consumers attitudes are towards a past time period in which they lived, the stronger their intentions to purchase products that remind them of that period. Marketers thus need to ensure that they have a full understanding of the triggers and objects of nostalgia that apply to different groups of consumers. Havlena and Holak (1991) suggest that because there are similarities across both types of nostalgic responses, marketers need to consider sources of nostalgia that form part of an individual's experienced past, as well as the distant past.

Given the widespread recent financial crises and subsequent economic hardships, and that nostalgia is a useful selling tool in hard economic times (Baker & Kennedy, 1994) marketers' desires to build an understanding of how to link their offerings to nostalgic sentiments is unlikely to abate. Research that builds our understanding of the implications of consumer nostalgia for marketing will provide marketers and brand owners with rich opportunities to leverage brand equity through an understanding of consumers' nostalgic sentiments and

the associated commercial potential. The following section narrows the focus from nostalgia and marketing to nostalgia and branding.

## **2.7 NOSTALGIA AND BRANDING**

Despite Fournier's (1994) identification of the nostalgic connection that is an integral part of consumer-brand relationships, a growing body of writing on nostalgia in the context of consumption and marketing practice, as well as increased evidence of the use of nostalgia in marketing strategies, the marketing literature has paid very little attention to studying nostalgia in the context of brands as opposed to product categories. The purpose of this section is to review literature on studies of nostalgia that have focused on consumer connections with brands rather than products. Studies of nostalgia frequently use the term "experience" in the singular or plural when discussing consumer manifestations of nostalgia in the context of consumption experience (see for example Goulding, 1999, p. 177; Havlena & Holak 1991, p. 323; Holbrook, 1993, p. 245). The construct of "brand experience" has recently found expression in the branding literature (Brakus et al., 2009). Given that this study hones in on consumers' nostalgic relationships with brands, literature on brand experience will be considered in the following section (refer to p. 65).

A small body of research provides evidence that suggests that consumers form strong nostalgic associations at the brand, rather than the product or category level (Havlena & Holak, 1996; Holak et al., 2008; Rindfleisch et al., 2000). Holak and Havlena (1996) asked consumer groups to create collages to surface nostalgic associations and found that all groups showed branded and

unbranded food products and some focused on branded clothing, personal care products, cigarettes and petroleum companies.

Brown et al. (2003, p. 23) use the term “nostalgic brands” to differentiate from “retro brands”. Although the latter will always build on nostalgic sentiments, the product offering involves some form of updating from earlier periods. Nostalgic brands enable a consumer to revisit the good times of yesteryear, whilst retro brands tap into consumers’ nostalgic sentiments, but lose some of the authenticity of the original experience by using technology to update quality performance or features.

In spite of the complexity of the nostalgic response, research conducted by Muehling and Sprott (2004) showed that younger consumers had as many brand message thoughts and more favourable attitudes towards the ad and the brand when viewing nostalgic (as opposed to non-nostalgic) advertisements for photographic film (despite a significantly higher number of negative thoughts on the part of respondents who viewed the nostalgic ad). Marketers who seek to employ a branding strategy that builds on brand heritage need to understand the personal and cultural connections that consumers have forged with the brands over time (Kopf & Wolf, 2007).

Braun La-Tour (2007) cautions against using images from brands that consumers have been come to know over time in the development of new (me-too) advertisements. She comments that “Key to understanding what a brand

means to a consumer today is unlocking what they remember about their usage of the brand or product in the past” (Braun-LaTour, 2007, p. 404).

A recent study by Cutcher (2010) describes how insights into consumer’s nostalgic sentiments were used to position the brand and grow a retail bank’s branch network. Bendigo, an Australian bank, recognised that consumers hankered after a time of moral certainty, genuine social relationships and personal authenticity (Cutcher, 2010). They used this insight to develop a client value proposition that provided personal neighbourly service and placed high levels of decision making authority at local levels (Cutcher, 2010).

Marketers who are considering linking their brands to nostalgic sentiments will benefit from knowing the age at which peak preferences for their products are likely to have occurred (Holbrook & Schindler, 1989) as these can vary by age depending on the category in question (Schindler & Holbrook, 1993). They also need to investigate what exactly was pleasant about the nostalgic experience in order to avoid consumers tapping into potentially negative memories of times past (Havlena & Holak, 1991).

Brown et al’s (2003) identification of four A’s that may be used to guide the marketing strategies for retro brands is also applicable in the context of nostalgic brands. These include the development of an **allegory** (or symbolic story) to convey didactic messages, the building of **Arcadia** (an idealized brand community), the creation of an **Aura** (or authentic brand essence) and the management of **Antimony** (the brand paradox of old and new). In considering

which brands qualify to be revived as retro brands, Brown et al (2003) suggest three important qualifiers. Firstly, the brand must have a relatively undisturbed brand story. Secondly, it must have stood as an important icon for a group of consumers and thirdly; it must be capable of engendering a longing for an idealised past or community.

The qualitative component of Fournier's (1994) doctoral research on the topic of consumer-brand relationships found that a consumer's nostalgic connection with a brand is a facet of their relationship with the brand. In order for a consumer to forge a nostalgic connection with a brand, they must have experience of the brand. The following section examines the construct of brand experience and associated literature in more detail.

## **2.8 BRAND EXPERIENCE**

### **2.8.1 OVERVIEW OF BRAND EXPERIENCE**

Debate on the construct of experience has persisted across centuries of human evolution. Despite this, the introduction of the construct in the context of marketing and consumer behaviour is relatively new. Although a review of literature on brand experience indicates a relatively high number of practitioner articles on customer experience management (CEM), there has been a lack of scholarly research on the topic (Verhoef et al., 2009). The narrowing of CEM to focus on the construct within a brand paradigm is a very recent phenomenon (Brakus et al., 2009).

As with any other entity, brand learning occurs through the multiple experiences consumers have in different contexts and under varying conditions over time. These integrate with existing memories to create a totality of meaning (Gordon, 2006). Although consumers experience brands in much the same way as they experience everything else in the world around them (Barnham, 2008), brand managers need to understand the roles of their actions in influencing the meaning derived from experiences with a brand, and how these in turn translates into customer-based brand equity, and purchasing and referral behaviours (Schembri, 2009). Justifying increased marketing expenditure on brand communication activities such as sponsorships where brand owners seek to associate their property with positive memory-making events requires investigating why brand experience matters, how it is defined and explained, and how marketers can influence it (Akaoui, 2007). It is also important for marketers to understand the implications when experiences occur in isolation or are shared with other consumers (Chang & Chieng, 2006).

Building an understanding of how consumers experience a brand is important for the development of marketing strategies for both goods and services (Brakus et al., 2009). As new forms of media emerge and fragment (Chattopadhyay & Laborie, 2005) and consumers increasingly demand services over tangible products in an “experience economy” (Pine & Gilmore, 1998, p. 97) the need for marketers to understand the how consumers experience their brands in different contexts increases, and with it the challenge of how to develop a consistent and distinctive brand experience (Mosley, 2007). Even in the context of post-modern consumers who manifest as “bricolage markets”

with multiple representations of self within the context of the same product category (Simmons, 2008, p. 627) brands may not need to be experienced consistently, but consumers' experiences needs to be understood.

Whether marketers seek to engage customers in experiences because they believe that customers have partnership rights in co-creating experiences (Vargo & Lusch, 2004), regard it as an exercise in cost reduction by co-opting customers into "doing the work for them" (Honebein & Cammarano, 2006), or view the provision of distinctive aligned experiences as a source of competitive advantage (Whelan & Wohlfeil, 2006), they have a vested interest in understanding the antecedents, dimensions and consequences of positive brand experiences in order to develop stronger consumer-brand relationships (Beverland, Lim, Morrison, & Terziovski, 2006). Building an understanding of brand experiences should also consider on-line contexts. Findings suggest that when consumers have strong brand experiences on-line, these play a crucial role in building brand familiarity, satisfaction and trust (Ha & Perks, 2005).

A number of studies stress the importance of building and delivering a coherent, unified and differentiated brand experience (Alloza, 2008; Henkel, Tomczak, Heitmann, & Herrmann, 2007). Barnham (2008) underscores the growing importance of brand experience as a result of consumers increasingly seeking to build relationships with brands. He suggests that brands have shifted from being purveyors of messages to "the very thing that is now experienced" (Barnham 2008, p. 208). Efforts to further research and implement brand experience require agreement on how the construct is defined.

## 2.8.2 DEFINING BRAND EXPERIENCE

Although the term “brand experience” is frequently referenced in the branding literature (Akaoui, 2007; Alloza, 2008; Barnham, 2008; Herbst & Allan, 2006), academic researchers have been slow to extend a brand management approach to include the total customer experience (Mosley, 2007). Academic articles that refer to “brand experience” typically do not define the construct, view it as synonymous with other constructs such as brand knowledge and familiarity (Alba & Hutchinson, 1987; Herbst & Allan, 2006) or tautologically refer to the concept as “customer experience with a particular brand” (Ha & Perks, 2005, p. 438). In line with the supplier and consumer perspectives of brands described in Section 1.2, there is a lack of agreement on whether brand experience is something that is created and managed by an organisation, or whether the construct refers to what is perceived by consumers.

Where researchers have defined the construct, definitions vary in terms of the scope of interactions and the nature of psychological processes associated with the term “brand experience”. In a study in the financial services industry, O'Loughlin, Szmigin, and Turnbull (2004, p. 226) define brand experience as “the personal experiences of consumers in using a particular (financial services) brand”. In a subsequent paper on the same study, they define brand experience as a “consumer’s personal overall experience of the brand” (O'Loughlin & Szmigin, 2005, p. 17). Alloza (2008, p. 373) provides more detail on what “the overall experience” encompasses when she defines brand experience as “the perception of consumers, at every moment of contact they have with the brand”. A definition proposed by Ha and Perks (2005, p. 440) also considers



perceptions when they define brand experience as “a consumer’s positive navigations and perceptions with a specific web-site”. Over and above the web-based constraints, this definition constrains brand experience to the positive and does not take into the potential for a consumer to have a negative experience.

Barnham (2008) argues that building an understanding of how consumers experience brands requires researchers and managers to take into account that consumers’ experiences of brands occur in a manner that is both passive and non-conscious and may thus extend beyond a perceptual dimension. Wheland and Wohlfeil (2006) and Alloza (2008) also focus beyond the perceptual dimension when they stress the importance of considering consumers’ emotional responses when delivering brand experiences.

Perhaps the lack of a common view of brand experience stems from the lack of a unified theory to explain the concept of experience. The construct has been considered in a number of fields including philosophy (Dewey, 1922), cognitive science (Pinker, 1997), management practice (Pine & Gilmore, 1999) and marketing (Brakus et al., 2009). Brakus et al. (2009, p. 54) suggest that there has “been considerable agreement in the categorization of experience by philosophers, cognitive scientists and management thinkers”. They go on to acknowledge however that some thinkers such as Kant (in Hankinson, 2001), view experience as a predominately cognitive process of knowledge acquisition, whilst others to varying degrees suggest that experience is acquired through sensations, thoughts, feelings and behaviour. Whether the gaining of

experience is a predominately cognitive process or is seen to be a more comprehensive process involving emotions as well, most views concur with the Aristotelian perspective that human experiences or interactions with form provide opportunities to internalise ever wider and more inclusive concepts (Hankinson, 2001).

Definitions of experience within the marketing paradigm vary depending on whether researchers are discussing experiences at the level of product type, acquisition and consumption (Brakus et al., 2009). These contextual differences are also confounded by differences in perspective that reflect the conceptual differences alluded to in the previous paragraph. For example Braunsberger and Munch (1998, p. 25) define experience as “displaying a relatively high degree of familiarity with a certain subject area which is obtained through some type of exposure”. This definition of experience ignores the important role of that senses and emotions play in creating extraordinary consumer experiences (Pine & Gilmore, 1998; Price, Arnould, & Deibler, 1995). Other authors constrain their view of experience in a consumption context to the marginal value-add that a customer perceives over and above “traditional service” (Voss, Roth, & Chase, 2008).

Padgett and Allen’s (1997, p. 52) definition of experience in the context of service brands refers to “cognitive, affective and behavioural reactions associated with a specific service event”. Over and above the affective, cognitive and behavioural dimensions implicit in the definition, provoking the senses plays an important role in driving experiences (Pine & Gilmore, 1998).

Brakus et al. (2009, p. 53) incorporate and synthesise these aspects of experience to arrive at the following definition of brand experience: “Subjective, internal consumer responses (sensations, feelings and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications and environments”. Brakus et al. (2009) argue that their definition of brand experience adequately differentiates the construct from associative constructs such as brand attitude, brand involvement, brand attachment, customer delight and brand personality.

The conceptualisation of brand experience of Brakus et al. (2009) refers only to consumers and does not take into account other stakeholders who may experience brands, particularly in the context of corporate brands. In the context of the corporate brand it is important to create a brand experience for all stakeholders of the brand including employees and suppliers (Alloza, 2008). Mosley (2007) also refers to the importance of managing the brand experience for employees in the context of the corporate brand. Having focused on defining the construct of experience and brand experience, the review now considers how brand experiences occur.

### **2.8.3 THE BRAND EXPERIENCE PROCESS**

A brand experience begins when a consumer experiences a stimulus that they associate with a particular brand. Sensations are typically experienced in the context of acquiring and consuming a brand (Brakus et al., 2009). Sensations that are generated in a brand experience are translated into separate cognitive and emotional processes which are processed in different parts of the brain

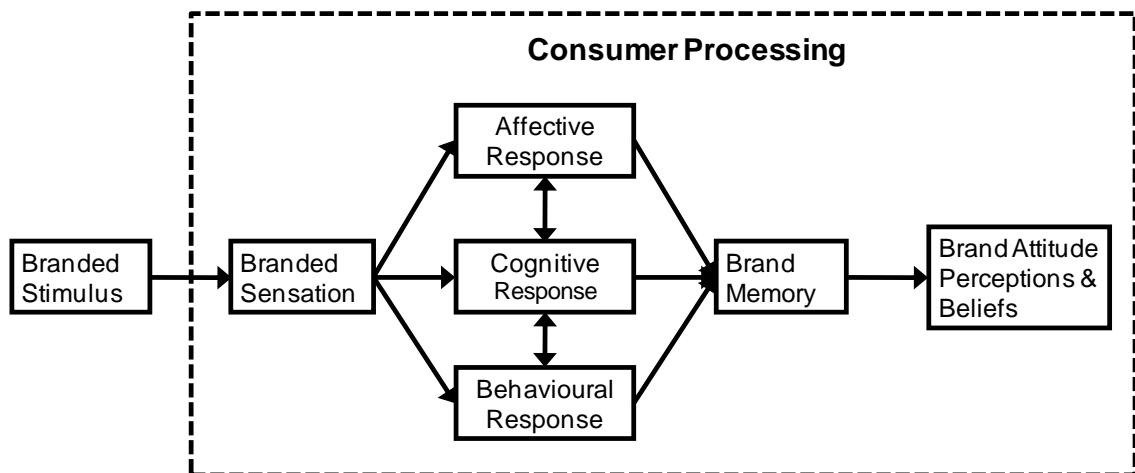
(Morrison & Crane, 2007). These responses determine behaviours that are part of the brand experience (Brakus et al., 2009). Consumers will interpret brand experiences as varying in strength or intensity, valence and duration (Brakus et al., 2009; Ha & Perks, 2005).

Along with the subconscious processes that drive their perception of brand experiences, consumers cognitively evaluate brand experiences by considering process and outcome factors (O'Loughlin & Szmigin, 2005). This evaluation includes examining the intentions of marketers as part of their brand experience (Barnham, 2008). Consumers' experiences of brands are not a series of acts of perceptions, comments Barnham (2008, p. 212), but rather an ongoing process of actualisation that involves interpretation of "instances" where consumers interact with and interpret the brand. Barnham (2008, p. 212) refers to this process as one of "instantiation". As the consumer encounters the instantiations of a brand, they absorb them (consciously or unconsciously) to grow their understanding of the brand itself.

Emotional responses to an experience play an important role in influencing perceptions and should not be underestimated (Zarantonello & Schmitt, 2010). Both consumer cognitions and emotions result in the building of memories associated with a brand (Ha & Perks, 2005). These drive perceptions, attitudes and beliefs including brand personality, brand satisfaction and brand loyalty, and ultimately future behaviour with the brand (Brakus et al., 2009; Palmer, 2010). The emphasis in this literature on considering the roles of sensations, cognitions, emotions and behaviours in contributing to brand memories which in

turn driver attitudes, perceptions and beliefs is summarised by the researcher in Figure 2 below.

Figure 2: Consumer experiences of brands



It is submitted that the role of sensations, affect, cognitions and behaviours in determining brand memory may vary from consumer to consumer and by category. A recently published study (Zarantonello & Schmitt, 2010) has found that consumers vary in their responses to the dimensions of brand experience identified by Brakus et al. (2009). Zarantonello and Schmitt (2010) used cluster analysis on data collected from Italian consumers, to identify five consumer groups that they termed hedonistic, action-oriented, holistic, inner-directed, and utilitarian. Marketers seeking to build strong brand experience need to understand consumers and their environments, but they also need to focus on their role as brand custodians in shaping the brand experience. The tendency of consumers to engage in nostalgic reminiscences of brands experienced in prior times requires them to have built memories of brand experiences. Although it may be argued that a nostalgic recollection is, in itself a brand experience, this study focuses on previous brand experiences and nostalgic sentiments for

aspects of these. The next section discusses how marketers can build memorable brand experiences.

#### **2.8.4 THE INFLUENCE OF MARKETERS ON CONSUMERS' BRAND EXPERIENCES**

Marketers play an important role in influencing the sensations, feelings, thoughts and behaviours that their customers associate with their brands. Voss et al. (2008, p. 249) suggest that successful experiences are those that “the customer finds unique, memorable and sustainable over time” and “would want to repeat and build upon, and enthusiastically promote via word of mouth”.

Not all experiences with a brand contribute equally to the building of brand meaning. Chattopadhyay and Laborie (2005) emphasise the importance of assessing the influence and value of each contact that a customer has with a brand. They propose that the importance of brand experiences (for marketers) can be evaluated in terms of their information value, attractiveness value and power to influence purchase decisions.

Although any instance where a consumer interacts with a brand contributes to their experience of the brand (Barnham, 2008), the impact of brand experiences may be evaluated in terms of whether they are “real-lived” where consumers are active participants as opposed to “second hand” or passive recipients (Whelan & Wohlfeil, 2006, p. 315-316). This suggests that although some interactions with a brand (such as mass communications) may not make as

intense an impression on consumers as others (such as their experience at a brand event), the latter should not be dismissed as not contributing to their experience of the brand.

The complexity of the brand experience management task also varies by product type. Managing service brand experiences is viewed as more complex than managing brand experiences with tangible products because of the operational and interpersonal complexity associated with the former (Mosley, 2007). Marketers of products however face many options to influence the important sensory inputs that can influence consumer experiences. Fenko, Otten and Schifferstein (2010) found that depending on the product category being experienced, consumers used their sensory modalities in different ways. Their observation that language plays a role as a filter in perception, categorisation and interpretation of information has ramifications for marketers who seek to deliver consistent brand experiences to groups of consumers who speak different languages.

The role of organisational employees also needs to be considered. Alloza (2008) found that face-to-face interactions in the context of personal relationships with brand representatives to be the discriminating factor for building a best in class brand experience. An investigation by Henkel et al. (2007) found that brand success can be improved if the brand promise communicated through mass media is lived up to by each of its employees in interactions with customers. Morrison and Crane (2007) also note that even in the presence of the perfect service-scape, without employees playing the

appropriate role in the brand experience, the customer may not feel enough of an emotional connection to ensure that the service encounter is memorable.

The scope and level of intensity of related cues also plays a role in determining a consumer's experience of a brand. Research conducted by Beverland et al. (2006) show how consumers evaluate music as part of the brand experience and use this to strengthen, dilute or reposition their relationship with the brand. Increased emphasis on the development of brand communities in the academic literature serves as further evidence of the importance of acknowledging the role that consumers play in determining the brand experiences of other consumers (Algesheimer, Dholakia, & Herrmann, 2005; Cova, Pace, & Park, 2007; McAlexander, Schouten, & Koenig, 2002; Muniz Jr. & O'Guinn, 2001). Carlson, Suter and Brown (2008) emphasise the importance of understanding the relationships between a consumer's identification with a brand and their involvement in a brand community. Members of brand communities engage in practices that enable them to acquire knowledge and skills, and to show their emotional commitment to the brand and the community (Schau, Muñiz Jr, & Arnould, 2009). Brand-centred rituals may form part of community practices (McAlexander et al., 2002; Muniz Jr. & O'Guinn, 2001). Even when consumers are not part of a formally constituted brand community, but view themselves rather as members of a loose affiliation of brand supporters known as a brand tribe, their relationship with the brand is likely to be strengthened (Veloutsou & Moutinho, 2009).



Notwithstanding the importance of face-to-face interactions in creating positive brand experiences, the internet provides an increasingly important space for the creation of brand experience (Simmons, 2008). On-line brand experiences make a significant contribution to driving brand familiarity, satisfaction and trust (Ha & Perks, 2005). Thorbjørnsen, Supphellen, Nysveen and Pederse (2002) found that personalised web sites developed stronger consumer-brand relationships for respondents with extensive internet experience than for respondents with limited internet experience.

Literature reviewed suggests that marketers seeking to positively influence consumers' brand experiences must attempt to positively influence all occasions when consumers interact with the brand. The nature of these interactions will depend on consumer characteristics, the situation and the product or service category to which the brand belongs. In order to learn more about the antecedents, manifestations and consequences of brand experiences for both consumers and brand managers, it is imperative to identify and validate the measurement of brand experience and hypothetically related constructs. The following section discusses the measurement of brand experience.

### **2.8.5 MEASURING BRAND EXPERIENCE**

Empirical research into brand experiences has been conducted in both quantitative and qualitative paradigms (Alloza, 2008). Much of the assessment of brand experience has been from a supply-side perspective, where researchers have investigated how companies approach and manage the

building of a brand experience, rather than from a demand-side perspective which focuses on how customers experience brands.

Chattopadhyay and Laborie (2005) adopted a quantitative design to develop a method of assessing the brand experience of a consumer across touch points. Henkel et al (2007) also used a quantitative approach to measure the extent to which consistent employee behaviour (termed behavioural branding) determines a brand's contribution to company success. Ha and Parks (2005) also adopted a quantitative perspective and designed a scale to measure brand experience in the on-line environment. Their scale comprised five items that were specific to different types of interaction in an on-line environment.

In opposition to the quantitative studies discussed above, Carù and Cova (2008) emphasise the value of adopting an ethnographic approach when engaging in experiential research. Alloza (2008) also used a qualitative methodology to investigate how Spanish bank BBVA ensured the delivery of a consistent experience when merging with another bank. Wheland and Wohlfeil (2006) used participatory action research to investigate the role of event marketing in creating memorable brand experiences. O'Loughlin and Szmigin (2005) also determined brand experience qualitatively, but through the use of structured personal interviews.

The most recent contribution to the measurement of brand experience has been made by Brakus et al. (2009) who have developed and tested a scale to capture the dimensions of brand experience and the level of experience evoked by a

brand on each dimension. Their scale does not attempt to measure individual instances of brand experience, but rather a culmination of the sensory, affective, intellectual and behavioural associations that consumers have with a brand across their interactions. Although the definition of brand experience posed by Brakus et al (2009) limits the drivers of brand experience to factors largely controlled by marketers, their scale does not; participants are able to use any or all of their experiences to determine their evaluations of brand experiences. Tests conducted by Brakus et al. (2009) indicated that the scale is reliable and adequately discriminates brand experience from other constructs including involvement, affection, connection, passion and delight. The scale was initially tested in the USA and subsequently used in another study conducted in Italy (Zarantonello & Schmitt, 2010).

In order for a consumer to develop a nostalgic connection with a brand, they must have had experience of it. In line with the distinctions drawn between true and simulated nostalgia in Table 4 (refer to p. 40), the experience may have involved direct interaction with the branded offering or it may have been indirect where a consumer was exposed to visual or auditory images of the brand. The following section reviews the results of studies in the nostalgic literature that have referenced brands rather than categories or specific objects of consumption.

#### **2.8.6 BRAND EXPERIENCE AND NOSTALGIA**

Although the research streams on nostalgia and brand experience have not been directly linked, a number of studies in the nostalgia literature that was

reviewed earlier speak to the sensory, affective, intellectual and behavioural dimensions of experience (Brakus et al., 2009), with objects, people or events. For example consumers are more likely to be nostalgic about objects with olfactory properties which create a stronger sensory perception (Hirsch, 1992; Holbrook & Schindler, 2003).

An examination of nostalgic reflections reported in the literature reviewed indicates examples of consumers remembering the dimensions of brand experience in times past. Examples of these include remembering feelings when Kennedy was shot (Havlena & Holak, 1996) or feeling young and carefree (Holak & Havlena, 1992), having thoughts about Princess Di's wedding (Havlena & Holak, 1996), and participating in meals and baking bread on Sundays (Havlena & Holak, 1996).

## **2.9 CONCLUSION**

Although researchers agree that nostalgia is an important driver of consumption experiences and needs to be considered by marketers when developing targeting, product and communication strategies, there is no commonly accepted definition of nostalgia in the context of consumption, let alone the consumption of branded products. After assessing a number of definitions this nostalgia is defined for the purposes of this study as "A positively valenced complex feeling, emotion or mood produced by reflection on a brand that is associated with the past".

A number of researchers have classified different aspects of nostalgia in the context of consumption. A review of the literature in this context resulted in the development of a comprehensive classification scheme (refer to Table 4 on p. 40) that considers types of nostalgia from a number of perspectives including the objects in and emotional responses to nostalgic experiences as well as the formation, recall and effect of nostalgic experiences.

A review of studies investigating consumer nostalgia suggested that a variety of demographic and psychographic consumer characteristics including age, gender, culture and nostalgia proneness may drive a consumer's nostalgic connection with a brand. Literature has also suggested that there is may be a relationship between the age at which the peak imprinting of the brand occurs and a consumer's nostalgic connection with the brand.

Given that consumers must experience a brand in order to forge a nostalgic connection with the brand, literature on consumer experiences of brands was also considered. Brand experiences were found to comprise four dimensions: sensory, affective, intellectual and behavioural (Brakus et al., 2009).

The proposed relationships between consumer characteristics, brand experiences and the nostalgic connections that consumers form with a brand are presented as hypotheses in Chapter Three.

## **CHAPTER 3: HYPOTHESES**

The purpose of this chapter is to develop literature-derived hypotheses that will be used to test the drivers of the nostalgic connections that consumers form with brands.

### **3.1 HYPOTHESIS ONE**

The literature review on age as an influencer of nostalgic associations (refer to Section 2.5.4, p. 51) has shown that although many consumers form strong attachments to brands during their youth, older consumers are more likely to engage in nostalgic reflection (Hirsch, 1992; Holbrook, 1993). Hypothesis one thus states that:

**H1:** There is a positive relationship between the ages of consumers and their nostalgic connections with a brand.

### **3.2 HYPOTHESIS TWO**

The influence of gender on nostalgic associations was discussed in Section 2.5.4 (see p. 52). Davis (1979) asserts that men are more nostalgia prone than women. But research into American movie-watching consumers found that women were marginally more nostalgia-prone than men (Holbrook, 1993). Baker and Kennedy (1994) suggest that women and men differ in the time evoking feelings of nostalgia depending on the category and the time in the person's life that is being considered. Consumers of different genders have

shown varying relative levels of nostalgic attachments across product categories (Baker & Kennedy, 1994; Wallendorf & Arnould, 1988). Research by Monga (2002) in the context of consumer-brand relationships also found that consumers of different genders formed different types of relationships with brands. Men tended to define their relationships in terms of their own action towards the brand whilst women viewed their relationships with brands in terms of actions in both directions. Given that these studies in nostalgia, object attachment and consumer-brand relationships have all found significant cross-gender differences, Hypothesis Two asserts that:

**H2:** There is a relationship between the gender of consumers and their nostalgic connections with a brand.

### **3.3 HYPOTHESIS THREE**

The psychographic construct of nostalgia proneness has been used to explain differences in nostalgic tendencies for individuals over and above those suggested by age (Holbrook, 1993) as discussed in the literature review (refer to section 2.5.4, p. 54). Accordingly it is hypothesised that:

**H3:** There is a positive relationship between consumers' nostalgia proneness and their nostalgic connections with a brand.

### **3.4 HYPOTHESIS FOUR**

The effect of culture on nostalgia was reviewed in Section 2.5.4 (refer to p. 53). Although a number of studies have investigated nostalgia with reference to a

specific country culture (Holak et al., 2008; Kopf & Wolf, 2007) the impact of culture on nostalgic connections with brands has not been investigated. Wallendorf and Arnould (1988) suggest that the relative importance consumers attach to objects of consumption is influenced by country culture (Wallendorf & Arnould, 1988). Although the research context for this research is only conducted within one country, South Africa is a country with multiple sub-cultures (Carmichael & Rijamampianina, 2006). According it is hypothesised that:

**H4:** There is a relationship between consumers' ethnic sub-cultures and their nostalgic connections with a brand.

### **3.5 HYPOTHESES FIVE, SIX, SEVEN AND EIGHT**

The literature referred to in Sections 3.1 – 2.4 above suggests that consumer characteristics influence nostalgic connections with brands. Brand experience was also postulated to determine nostalgic brand connections in Section 2.7 (refer to p. 62) and Section 2.8.6 (refer to p. 79). It is thus proposed that consumers' brand experiences also influence their nostalgic connections with brands. Given that brands are experienced in sensory, affective, intellectual and behavioural dimensions (Brakus et al., 2009), Hypotheses Five, Six, Seven and Eight state that:

**H5:** There is a positive relationship between consumers' memories of sensory brand experiences and their nostalgic connections with the brand.



**H6:** There is a positive relationship between consumers' memories of their affective brand experiences and their nostalgic connections with the brand.

**H7:** There is a positive relationship between consumers' memories of their intellectual brand experiences and their nostalgic connections with the brand.

**H8:** There is a positive relationship between consumers' memories of their behavioural brand experiences and their nostalgic connection with the brand.

### **3.6 HYPOTHESIS NINE**

As discussed in Section 2.5.1 (refer to p. 43), literature suggests that the most evocative nostalgic experiences tend to occur during youth (Havlena & Holak, 1991; Holbrook & Schindler, 1991; Schindler & Holbrook, 2003), thus suggesting that the age at which peak brand imprintation occurs (Holbrook & Schindler, 1991) affects the strength of nostalgic sentiments. Research by Lambert-Pandraud and Laurent (2010), found weak support for the hypothesis that consumers maintain preferences for options imprinted when they were in their formative period between the ages of 15 and 30 years. Accordingly Hypothesis Nine states that:

**H9:** There is a negative relationship between consumers' ages of peak brand imprintation and their nostalgic connections with the brand.

The research methodology, design and scale development procedures to test these hypotheses is discussed in Chapter Four.

## **CHAPTER 4: RESEARCH METHODOLOGY**

### **4.1 INTRODUCTION**

The purpose of this chapter is to discuss the research methodology and design that will be employed to empirically test the hypotheses presented in the previous chapter. The chapter begins with an overview of and justification for the quantitative paradigm employed in this research. The chapter goes on to provide an overview of a three phase research design model that discusses scale development and scale testing including the definition and testing of constructs and the evaluation of extant scales.

### **4.2 METHODOLOGICAL PARADIGM**

A variety of metatheoretical traditions have given rise to methodological paradigms that are used to guide research in the social sciences. The number and descriptors of the paradigms vary. For example Babbie and Mouton (2001) refer to three paradigms as being quantitative, a qualitative and participatory action whilst Hussey and Hussey (1997) define research paradigms as being positivistic or phenomenological. A review of the studies referred to in the first and second chapters of the report (Refer to Table 1 on p. 8) and Appendix A for a consolidated view) suggests that research in the areas of nostalgia and consumer-brand relationships has been conducted from a range of paradigmatic perspectives. For example, within the topic of nostalgia in the context of consumers, Goulding (1999a, 1996, 2001) favours a qualitative perspective using grounded theory in her research design. Holbrook and Schindler (1989, 1991, 1996) have tended to adopt a quantitative perspective,

although they have also published research within a qualitative paradigm (Schindler & Holbrook, 2003). Research published by Havlena and Holak oscillates between adopting qualitative (Havlena & Holak, 1996; Holak et al., 2008) and quantitative (Holak & Havlena, 1992, 1998) perspectives.

Early empirical studies of consumer brand relationships tended to be conducted within a qualitative paradigm (Fournier, 1994, 1998; Fournier & Yao, 1997), but increasingly a quantitative paradigm has served as the basis for studies conducted in recent years (Aggarwal, 2004; Esch et al., 2006; Smit et al., 2007; Veloutsou, 2007).

Although the primary research paradigm in this research will be quantitative in that the hypotheses developed in Chapter Three will be evaluated through the quantification of variables and the use of statistical methods, scale development will tend towards an emic perspective by acknowledging that consumers vary across cultures and regions and that scales developed in one setting cannot automatically be transferred to another setting (Babbie & Mouton, 2001; de Jong, Steenkamp, & Veldkamp, 2009).

### **4.3 OVERVIEW OF RESEARCH DESIGN AND STATISTICAL ANALYSES**

A survey design was selected in order to test the hypotheses. This type of design is often used in social sciences research and in South Africa (Babbie & Mouton, 2001). A review of the type of study designs employed by quantitative studies reviewed in Chapters One and Two reveals the this type of design is frequently used (see for example Brakus et al., 2009; Fournier, 1994; Hirsch,

1992; Holbrook, 1993; Schindler & Holbrook, 1993). Although the use of survey instruments is very popular in South Africa care needs to be taken to ensure that questionnaires are developed in the context of the worldview of the population under consideration (Babbie & Mouton, 2001; Brakus et al., 2009). Researchers employing a survey design need to ensure that they clarify items, avoid double-barrelled questions, ensure that respondents are competent and willing to answer questions, keep items short, ask relevant questions and avoid negatively phrased and biased items (Babbie & Mouton, 2001).

Given that this study attempts to measure the statistical relationships between a number of constructs, the use of scales which can be shown to be valid and reliable is imperative (Churchill Jr, 1979; Hair, Black, Babin, Anderson, & Tatham, 2006). Traditionally the development of marketing scales has followed a procedure advocated by Churchill (1979) in the *Journal of Marketing Research*. Rossiter (2002) suggests that this approach is over-reliant on the use of high alpha's (measures of internal consistency reliability) as measures of scale validity and suggests a number of steps that marketers can take to elevate content validity in their scales before administering these to respondents. The scale development and testing that will be adopted in this chapter draws from the recommendations of Churchill (1979) and Rossiter (2002).

The research design selected has been divided into three phases namely: scale development, scale testing and hypothesis testing (with additional scale validation). An overview of each phase is presented in Table 5 (refer to p. 89).

Additional information on the definitions of different types of reliability and validity as well as the procedures adopted to assess these is considered in Chapter Six (refer to Sections 5.5.6 and 5.5.7)..

**Table 5. Overview of research design and statistical analysis**

Phase	Objective	Approach	Section	Validity and reliability
Scale Development	To define constructs and propose items to measure	Define the construct in terms of object, attribute and rater entity (Rossiter 2002) Identify existing/ propose new scale items and enumerate	4.3.1 4.3.2& 4.3.3	Construct validity Content validity
Scale Review	To engage in a qualitative review of the items proposed	Identify study population Open ended interviews with a sample of target raters Obtain expert feedback (Churchill 1979)	5.2 5.3 5.4	Face validity
Scale Development	Quantitative testing of items resulting from Phase One to further refine scales	Finalise scale development Identify test sample Administer survey & capture data  Determine Cronbach $\alpha$ & composite reliability where constructs are measured with multiple items (Churchill, 1979; Hair et al., 2006)  Conduct Confirmatory Factor Analysis to assess validity and regression to evaluate whether or not multicollinearity is present (Hair et al., 2006)  Conduct an Exploratory Factor Analysis to determine if common method variance is a problem (Podsakoff & Organ 1986)  To ensure convergent and discriminant validity, use Exploratory Factor analysis to prune scales by retaining items with high loadings on a single factor and discarding those with sizeable cross-loadings.  Test for discriminant validity by conducting a confirmatory factor analysis and by comparing the average variance extracted by the items of each scale to the squared correlation of that scale with every other scale (Farrell, 2010; Hair et al. 2006)	5.5.2 5.5.3 5.5.4 & 5.5.5 5.5.6 & 5.6.1  5.5.7 & 6.6.2  5.6.2  5.6.2	Composite reliability      Convergent, discriminant & nomological validity

Phase	Objective	Approach	Section	Validity and reliability
Hypothesis Testing	To employ the refined scales to test statistical hypotheses.	Define sample, population & constructs  Administer survey and analyse data  Repeat tests for validity and reliability  Conduct multiple regression to test hypotheses (Hair et al. 2006)	6.2.1 & 6.2.2  6.2.3 & 6.2.4  6.3.3 & 6.3.4  6.3.5 & 6.3.6	Composite reliability  Convergent, discriminant & nomological validity

#### 4.4 SCALE DEVELOPMENT

In line with recommendations of Rossiter (2002), this section focuses on defining all latent constructs included in the nine hypotheses defined in Chapter Three. The discussion then considers the development and adaptation of scale items to measure the defined constructs.

##### 4.4.1 CONSTRUCT DEFINITION

The hypotheses developed in Chapter Three comprise a number of constructs that are associated with the dependent variable namely a consumer's nostalgic connection with a brand. Constructs may be defined as "conceptual term(s) used to define a phenomenon of theoretical interest" (Edwards & Bagozzi, 2000).

In order to promote construct validity, Rossiter (2002) has proposed a model of scale development termed the C-OAR-SE approach. The model suggests that all constructs (C) should be initially defined in terms of the object (including its constituents or components), the attribute and the rater entity (OAR) before scale formation and enumeration (SE). Table 6 proposes definitions of all

constructs with the exception of the manifest constructs of current age, gender and ethnicity which are included in the hypotheses identified in Chapter Three.

**Table 6. Construct definitions**

<b>Construct</b>	<b>Literature sources</b>	<b>Construct definition</b>
Nostalgic Brand Connection	Fournier (1994 p. 139) Holak and Havlena (1988, p. 218)	A positively valenced complex feeling, emotion or mood produced by reflection on a brand associated with the past
Sensory brand experience	Brakus et al. 2009, p. 58	Memories of sensations evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments
Affective brand experience		Memories of feelings evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments
Intellectual brand experience		Memories of thoughts evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments
Behavioural brand experience		Memories of actions evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments
Age of peak imprintation	(Havlena and Holak 1991, p. 342; Holbrook and Schindler 1991, p. 331; Schindler and Holbrook 2003, p. 287).	The age at which a consumer's preference for a product or brand peaks
Nostalgia Proneness	(Holbrook 1993, p. 246; Holbrook and Schindler 1996, p. 34)	An individual's propensity towards nostalgic leanings that is independent of age

#### 4.4.2 CONSTRUCT OPERATIONALISATION

A number of the constructs identified in Table 6 have been operationalised as scales in prior studies. A summary of items, enumeration, country(ies) where the countries in which the surveys took place is presented in Table 7 on p. 93.

A review of the literature in which the scales were published indicated that all scales were found to demonstrate acceptable validity and reliability in the country environments in which they were operationalised.

#### **4.4.3 SCALE REVIEW**

Researchers investigating previously research constructs in new contexts are advised to avoid “borrowing scales” that were developed with specific domain definitions and contexts in mind (Engelland, Alford, & Taylor, 2001, p. 152).



Table 7. Construct operationalisation

Construct and author (s)	Items	Enumeration	Country
Nostalgic brand connection Fournier (1994)	This brand reminds me of things I've done or places I've been I have at least one fond memory of using this brand This brand will always remind me of a particular phase of my life This brand reminds me of what I was like at a previous stage of my life This brand reminds me of someone important in my life	5 point numerical scale from strongly disagree to strongly agree	USA
Sensory brand experience Brakus et al. 2009	This brand makes a strong impression on my visual or other senses I find this brand interesting in a sensory way This brand does not appeal to my senses (r)	7 point numerical scales from strongly disagree to strongly agree	USA
Affective brand experience Brakus et al. 2009	This brand induces feelings and sentiments I do not have strong emotions for this brand This brand is an emotional brand		USA
Intellectual brand experience Brakus et al. 2009	I engage in a lot of thinking when I encounter this brand The brand does not make me think (r) This brand stimulates my curiosity and problem solving		USA
Behavioural brand experience Brakus et al. 2009	I engage in physical actions and behaviours when I use this brand This brand results in bodily experiences This brand is not action oriented (r)		USA
Nostalgia Proneness	They don't make 'em like they used to Things used to be better in the old days	9 point numerical scales from	USA

Construct and author (s)	Items	Enumeration	Country
Holbrook 1993	Products are getting shoddier and shoddier Technological change will ensure a brighter future (r) History involves a steady improvement in human welfare (r) We are experiencing a decline in the quality of life Steady growth in GNP has brought increased human happiness (r) Modern business constantly builds a better tomorrow (r)	strongly disagree to strongly agree	

Although all the construct definitions presented in Table 7 were derived from studies in which these scales were employed thus minimising the risk of variance in domain specification, the importance of adapting scales to accommodate language and cultural nuances is an important consideration when conducting research across cultures (Malhotra, Agarwal, & Peterson, 1996). Prior to engaging in statistical scale testing, it was decided to:

- Conduct two focus group discussions with consumers
- Solicit expert judges to comment on proposed items

The following chapter explains the process by which the scales were adapted and tested to ensure reliability and validity in the South African context. Results from the scale testing procedures are also discussed before proposing scales used to test hypotheses.

## **CHAPTER FIVE: SCALE ADAPTATION**

### **5.1 INTRODUCTION**

The purpose of this chapter is to describe the measures taken to adapt extant scales for use in the South African context. The study population is defined. Thereafter the research design and results from focus groups, expert interviews, and a telephonic questionnaire are discussed. The chapter concludes with a description of scale items to be used in the hypothesis testing phase of the research and a revision of the hypotheses presented in Chapter Three.

### **5.2 STUDY POPULATION**

Given that the focus of the study relied on consumer experiences of brands and that scales under consideration were likely to require linguistic proficiency, the researcher constrained the population of the study to consumers living in major metropolitan areas. The South African Advertising and Research Federation (SAARF) describes a metropolitan area as, “a parent municipality together with the adjoining areas which are urban in character and which are economically and socially linked to the parent city or town. It may thus comprise more than one legally constituted local authority” (SAARF 2010, p. 21). Major metropolitan areas are the largest metropolitan areas in South Africa and include Cape Town, Durban, Greater Johannesburg (including Soweto and East and West Rand), and Pretoria.

The hypotheses to be tested focused on brand consumption in earlier times and sought to test the age of peak brand imprintation. Because nostalgic connections have been shown to peak during adolescence and early adulthood (Havlena & Holak, 1991, p. 321; Schindler & Holbrook, 1993), the respondent profile was limited to consumers over the age of twenty four years. Accordingly, the study population for the focus groups, scale testing and hypothesis testing was defined as: South African adults over the age of 24 living in major metropolitan areas in South Africa. The following section discusses the first phase of scale development, namely the two focus groups that were conducted.

### **5.3 FOCUS GROUPS**

#### **5.3.1 OBJECTIVES**

In order to ensure that the produce category and the scales used to test hypotheses would be understood by the respondents, a focus group method was selected for the first phase of the scale development phase. The use of focus groups is recommended when a researcher seeks to investigate and establish common meaning and gather direct evidence about similarities and differences in participant's opinions and experiences (Babbie & Mouton, 2001).

The objectives of the focus group were to:

- Determine brands (and hence suitable product categories) that respondents associated with previous times in their lives
- Investigate the application of Fournier's (1994) items to describe nostalgic brand connections

- Explore the extent to which respondents can remember brand experiences from sensory, affective, cognitive and behavioural perspectives
- Explore the level of common understanding associated with USA oriented terminology used in Holbrook's (1993) Nostalgia Proneness study depicted in Table 7 on p. 89.

### **5.3.2 PARTICIPANT SELECTION**

The racial and age proportions for the total population as shown in Table 2 were used to recruit respondents. Because a single focus group may provide idiosyncratic results (Babbie & Mouton, 2001, p. 293), two groups were constituted. Given that prior research had suggested that males and females may exhibit nostalgic responses to different product categories (Baker & Kennedy, 1994, p. 171; Wallendorf & Arnould, 1988, p. 537) it was decided to split the group compositions along gender lines. Each group was recruited with the assistance of a professional recruiter with requests for a proportional range of age cohorts and racial sub-cultures within each gender-defined group. Participant profiles by age, gender and race are presented in Table 8.

Table 8. Focus group: Respondent profiles

Group 1: Female			Group 2: Male		
Number	Age	Race	Number	Age	Race
1	30	Black	1	26	Coloured
2	35	Coloured	2	35	White
3	45	Indian	3	45	White
4	47	White	4	33	Indian
5	54	White	5	38	Black
6	48	Black	6	34	Black
7	40	Black	7	60	Black
8	28	Black	8	52	Black

### 5.3.3 DISCUSSION GUIDE AND GROUP FORMAT

Both groups were moderated by the researcher which eliminated any problems with inter-rater reliability (Churchill & Iacobucci, 2002) and a discussion guide was used to ensure that the research objectives were addressed (refer to Appendix B). The discussion at each group was recorded using a digital audio recorder. The groups were conducted in a meeting room at a local business school on the 23<sup>rd</sup> March 2010 (female group) and the 25<sup>th</sup> March 2010 (male group).

### 5.3.4 FOCUS GROUP RESULTS

After introductions and general conversation, groups were asked to identify brands that they associated with an earlier time in their life. This brand elicitation process resulted in a number of unprompted brands being noted on a slip of paper. The slips were handed to the researcher who attempted to theme the brands into product categories. Where respondents had noted a product

(e.g. melon preserve, peanut butter, citizen band) they were asked if a specific brand was associated with the recollection. Where no brand name could be recalled, the product was eliminated from the brand map. The brand mapping process prompted memories of a number of new brands which were captured on the chart by the moderator as they were mentioned, particularly in the group of male respondents. A total of 66 brands across 14 product categories were mentioned in the female focus group and 114 brands across 17 product categories were mapped in the male group. Tables 9 and 10 list the unprompted and prompted brand elicitations by product category, as well as the brand counts for each category reported by females and males respectively. Where multiple mentions occur these are shown after the brand name in brackets.

After the brand elicitation exercise, respondents were asked to select a cold beverage brand and an automobile brand for further investigation. Some respondents had queries about whether they should focus on the manufacturer brand name/make or sub-brand/model as the unit of analysis. Respondents were asked to focus on the manufacturer brand e.g. Toyota, rather than the sub-brand e.g. Corolla.



Table 9. Female respondents: Brand elicitations

Unprompted	Prompted	Unprompted	Prompted
<b>Cold Beverages (brand count = 11)</b>		<b>Cleaning Products (brand count = 9)</b>	
Clifton ORO crush Coca Cola	Soda stream Kool-Aid Clifton Hubbly Bubbly Stoney Ginger Beer Lemon Twist Sparberry Trinco Pop	Omo x3(washing powder) Nuggett (shoe polish) Kiwi (shoe polish) Sunlight x 2 (laundry soap) Vim (scourers) Handy Andy (household cleaner)	Nil
<b>Sweets and Treats (brand count = 9)</b>		<b>Automobiles (brand count = 8)</b>	
XXX(mints) Romantics Hamburg's Humbugs Nestle condensed milk Nestle chocolate	Romantics Wilsons Chappies (chewing gum) Simba (chips)	Nissan 1400 Combi VW BMW	Ford Cortina Chevrolet Datsun Mini
<b>Retailers (brand count = 4)</b>		<b>Spreads and Condiments (brand count = 7)</b>	
Checkers Ok Bazaars (x2) Stuttafords		Black Cat (x3) peanut butter Sandwich spread All Gold (tomato sauce)	All Gold (jam) Rama (margarine)

Unprompted	Prompted	Unprompted	Prompted
<b>Soap (brand count = 4)</b>		<b>Apparel (Brand count = 3)</b>	
Geisha Lifebuoy Lux Blue Soap	Nil	Pepe (jeans) All Star Levis	
<b>Breakfast Cereals (brand count = 3)</b>		<b>Bicycles (brand count = 2)</b>	
Pronutro Jungle Oats	Impala	BMX Raleigh	
		<b>Financial Services (brand count = 1)</b>	
		Natal Building Society	
<b>Hot Beverages (brand count = 3)</b>		<b>Toys (brand count = 1)</b>	
Kloof (tea)	Milo Five Roses (tea)	Barbie	
		<b>Alcoholic Beverages (brand count = 1)</b>	
		Black Label (beer)	

Table 10. Male respondents: Brand elicitations

Unprompted	Prompted	Unprompted	Prompted
Alcoholic Beverages (brand count = 13)		Retailers (brand count = 13)	
Amstel J & B SAB Wellington VO Brandy Mellow Yellow Crossbow Cider	Mainstay KWV Lion Ohlsons Old Buck Gin Coco Rico Colt Lager	OK Bazaars Uniewinkels (x2)	Fitwells John Craig Garlicks Checkers Beares Sales House Ellerines Joshua Doore Pick 'n Pay Lightbody's
<b>Appliances (brand count =12)</b>		<b>Sweets and Treats (brand count = 11)</b>	
National Panasonic (television) Samsung (VCR) Sony (television) Phillips (radio) National Panasonic (transistor radio) Philips (television) Telefunken (television) Yamaha (sound system) Sansui (Hi-Fi)	Tempest (radio)	Bakers Lemon Crème (biscuits) Ouma (rusks) Toff'o Lux	Wilson's (toffees) Wilson's (XXX mints) Fiveballs Cherols Chappies Mentos Willards Wicks

Unprompted	Prompted	Unprompted	Prompted
Technics (music system) Pilot (music centre)			
<b>Automobiles (brand count = 9)</b>		<b>Cold Beverages (Brand count = 8)</b>	
Ford Cortina Toyota Cressida (x2) Holden Ford Granada Valiant		Coca Cola	Pepsi Miranda Oros 7 Up Kool Aid Fresca Perrier
<b>Hot Beverages (brand count = 8)</b>		<b>Cigarettes (brand count =7)</b>	
Eleven o’Clock (rooibos tea)	Five Roses (tea) Joko (tea) Glen (tea) Trinco (tea) Postun (coffee) Ricoffee (coffee)	Lucky Strike (x2) Gold Dollar Peter Stuyvesant	Silk Superior Light John Player Lexington
		<b>Media (Brand count = 8)</b>	
		Springbok radio Radio 5 Scope	Squadcars on Springbok radio Starsky and Hutch LM Radio

Unprompted	Prompted	Unprompted	Prompted
		MNet Open Time DSTV	
<b>Personal Care (brand count = 7)</b>		<b>Mobile Phones (brand count = 4)</b>	
Minora (razor blades) Ambi (air freshener)	Blue butter La Pebra (hair gel) Sheen (hair conditioner) Dippity Do (hair lacquer)	Nokia (x2) Sony Ericson NEC	
		<b>Apparel (brand count = 4)</b>	
<b>Public Transport (brand count = 2)</b>		Levi's Nike Ronald Sassoon	North Star
Metro Rail Putco			
<b>Bicycles (brand count = 3)</b>		<b>Energy (brand count = 2)</b>	
	Peugeot Raleigh Chopper	Ellis de Luxe (coal stove)	Eveready (batteries)
		Staples	
		Bakers Bread	
<b>Political Parties (brand count = 1)</b>		<b>Fast Food (brand count = 1)</b>	
UDF		Chicken Licken	

The discussion probed their memories of sensations, feelings, thoughts and activities associated with each of the brands identified. All respondents were able to elicit memories of Brakus et al.'s (2009) brand experience dimensions for both categories. The specific scale items were not tested during the focus group. In order to establish face validity of the nostalgic brand connection scale (Fournier, 1994), the five items in the scale were used as probes to determine whether respondents could apply the scale in the context of their selected brands. No respondents appeared to experience any difficulty in applying the dimensions of brand experience in the context of their chosen brand.

The exercise used to determine face validity for the nostalgia proneness scale (Holbrook, 1993) identified some confusion around the wording of some of the items. These are discussed in more detail in the following section.

### **5.3.5 DISCUSSION AND CONCLUSIONS FROM FOCUS GROUP**

The elicitation of differing categories across male and female respondents supports the research that has found that men and women differ in the object and product categories associated with nostalgic leanings (Csikszentmihalyi & Rochberg-Halton, 1981; Hirsch, 1992; Schindler & Holbrook, 1993). The large number of mentions by men of appliance brands supports Csikszentmihalyi and Rochberg-Halton's (1981) observation that men are more likely than women to cherish objects of action. Hirsch's (1992) observation that women are more odour sensitive than men could explain why women had nostalgic associations with a large number of cleaning products although this could also be ascribed to higher levels of category exposure and usage as a result of traditional gender

roles. The only two categories that elicited several brand mentions across both male and female participants were cold beverages and automobiles. The large number of mentions within the confectionary category supports the importance of olfactory and gustatory associations in building nostalgic connections (Hirsch 1993) but respondents struggled to recall brand names within this category.

The first objective of the focus group discussion was to determine brands and product categories that both male and female respondents associated with previous times in their lives in order to select an appropriate product category in which to investigate consumer's nostalgic connections with brands. Automobiles and cold beverages were the only categories which both men and women associated with a prior time in their life. Automobiles were selected as the category of choice for this study because they had been used in previous research on nostalgia (Rindfleisch & Sprott, 2000) and identity (Erickson, 1996). Given that they are a high involvement category (Wu, 2001), it was assumed that consumers might be likely to form stronger memories of their experiences with automobiles relative to cold beverages. Although only results from the All Media and Product Survey indicate that 54% of South African households in major metropolitan areas have their own motor cars, station wagons, bakkies and minibuses/ kombi's (including company cars) at home (SAARF 2010), all participants had memories of using a number of motor vehicle brands. Respondent confusion around the manufacturer brand relative to the sub-brand was noted as something that needed to be clarified during subsequent phases of empirical research.

Given that respondents could all discuss the items in the nostalgic brand connection scale (Fournier, 1994) it was decided not to adjust any items in this scale. The discussion of dimensions of brand experience (Brakus et al., 2009) indicated that respondents could relate to the sensory, affective, intellectual and behavioural dimension of the construct.

An initial assessment of Holbrook’s Nostalgia Proneness scale had raised concerns about South African consumers’ common understanding associated with USA oriented terminology used. The queries raised by consumers in the focus group suggested that there were some issues with the terminology. Respondent inputs were used to refine scale items as depicted in Table 11.

**Table 11. Adjustments to Nostalgia Proneness scale**

Original scale	*Adjusted scale
<ul style="list-style-type: none"> <li>• They don’t make ‘em like they used to</li> <li>• Things used to be better in the old days</li> <li>• Products are getting shoddier and shoddier</li> <li>• Technological change will ensure a brighter future (r) +</li> <li>• History involves a steady improvement in human welfare (r)</li> <li>• We are experiencing a decline in the quality of life</li> <li>• Steady growth in GNP has brought increased human happiness (r)</li> <li>• Modern business constantly builds a better tomorrow (r)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>They don’t make things like they used to</b></li> <li>• Things used to be better in the old days</li> <li>• <b>Product quality is getting poorer</b></li> <li>• Technological change will ensure a brighter future (r)</li> <li>• <b>Human welfare gets better over time (r)</b></li> <li>• We are experiencing a decline in the quality of life</li> <li>• <b>Economic growth has led to increased human happiness (r)</b></li> <li>• Modern business constantly builds a better tomorrow (r)</li> </ul>

\* Adjusted scale items shown in bold + an (r) indicates negative scaling



## 5.4 EXPERT JUDGEMENT

Following the focus group discussion, attempts to enhance face validity of scale items were made by soliciting expert opinion from two senior marketing academics who were approached as a result of their academic expertise coupled with extensive experience in researching in the South African consumer market place. Face validity refers to the appearance that the items developed assess the construct under review (Netemeyer et al., 2003).

Professor Clive Corder recommended extensive revision to the brand experience scale (Brakus et al., 2009) as he believed that South African consumers would not understand the wording of the items such as “I find this brand interesting in a sensory way”, “This brand stimulates my curiosity and problem solving” and “This brand results in bodily experiences” (Brakus et al., 2009, p. 60). In line with the recommendations of Babbie and Mouton (2001), he also stated that he had experienced problems when using negatively phrased constructs in the South African consumer context. He noted that one of the items (This brand reminds of things I’ve done and places I’ve been) in the nostalgic connection scale (Fournier, 1994) was double barrelled and suggested that this should be split into two items.

The first suggestion resulted in extensive reworking of the brand experience scale items (Brakus et al., 2009) items. All scale items were then presented to Professor Christo Boshoff who supported the reworded items but recommended that no less than five items should be used to test a construct and (independently from Professor Corder) recommended the removal of all

negatively phrased items. Professor Boshoff endorsed the use of a five point enumeration for the telephonic interviews.

The reworked scale items to be used in the scale testing phase are presented in Table 12 (refer to p. 107).

### **5.5 PILOT STUDY**

This section discusses the research design and results from the quantitative scale testing phase of the research before proposing additional scale refinements.

#### **5.5.1 OBJECTIVES**

The purpose of the scale adaptation and testing study was to determine the reliability and validity of the scales used to measure the constructs of nostalgia proneness, sensory brand experience, affective brand experience, behavioural brand experience and nostalgic brand connection.

Table 12. Scales for pilot study

Construct & author (s)	Items	Enumeration
Nostalgic brand connection Fournier (1994)	<p><b>This brand reminds me of things I've done</b></p> <p><b>This brand reminds me of places I've been</b></p> <p>I have at least one fond memory of using this brand</p> <p>This brand will always remind me of a particular phase of my life</p> <p>This brand reminds me of what I was like at a previous stage of my life</p> <p>This brand reminds me of someone important in my life</p>	A 5 point anchored Likert scale (disagree strongly, disagree, neutral/don't know, agree, agree strongly)
Sensory brand experience Brakus et al. 2009	<p><b>*I associate BRAND X with certain sights</b></p> <p><b>BRAND X reminds me of certain sounds</b></p> <p><b>I connect BRAND X with specific smells</b></p> <p><b>BRAND X appeals to my sense of touch</b></p> <p><b>I associate BRAND X with certain images</b></p>	
Affective brand experience Brakus et al. 2009	<p><b>I have strong feelings about BRAND X</b></p> <p>BRAND X is an emotional brand for me</p> <p><b>I've never felt strongly either way about BAND X</b></p> <p><b>I'm emotionally involved with Brand X</b></p> <p><b>Brand X has given me pleasure or pain</b></p>	
Intellectual brand experience Brakus et al. 2009	<p>BRAND X has made me think a lot</p> <p><b>I've been curious about BRAND X</b></p> <p><b>I've wondered about things associated with BRAND X</b></p> <p><b>Brand X interests me</b></p> <p><b>I've learned a lot about Brand X</b></p>	

Construct & author (s)	Items	Enumeration
Behavioural brand experience Brakus et al. 2009	<b>I've done a lot with BRAND X</b> <b>I associate BRAND X with doing certain things</b> <b>Brand X reminds me of certain activities</b> <b>I've used BRAND X on many occasions</b> <b>Brand X and I have travelled far together</b>	
Nostalgia Proneness Holbrook 1993	<b>They don't make things like they used to</b> Things used to be better in the old days Product quality is getting poorer Technological change will ensure a brighter future (r) Human welfare gets better over time (r) We are experiencing a decline in the quality of life Economic growth has led to increased human happiness (r) Modern business constantly builds a better tomorrow (r)	

\* Brand X to be elicited by asking respondents to "which make of motor vehicle have you had the most experience of?". Where the respondent mentions a model, rather than a make (brand of car), they will be asked which make the model falls under.

Note: All items in bold have been adapted from the original scale.

### 5.5.2 OVERVIEW OF CONSTRUCTS AND ITEMS

In addition to the scales documented in Table 12 the following demographic information was collected to ensure sample representivity of the population under consideration:

- Age
- Gender
- Population Group
- Home language
- City and province where home phone is located

In order to establish whether respondents would be able to identify the age of peak band imprintation they were asked “At what age do you most associate using this brand?”

### 5.5.3 PILOT STUDY: POPULATION AND SAMPLING

As discussed in Section 5.3.2 (refer to p. 98), the **population** for this study was defined as all South African adults over the age of twenty four living in metropolitan areas. The **sampling frame** consisted of all households listed in the South African telephone directories.

Given that the population in this study was defined as adults over the age of 24 living in major metropolitan areas, and that the sampling frame limited this population to those with land lines in their home, AMPS (2009B) was used to compare the views of those with landlines relative to those without landlines. Because the focus of the study was on nostalgic connections, and AMPS

(2009B) includes three nostalgia-related measures, mean responses of the two groups to three statements associated with nostalgia were compared. The results are presented in Table 13.

**Table 13. Nostalgia: Major metro consumer landline comparison**

<b>Statement</b>	<b>Consumers with landlines Mean response</b>	<b>Consumers without landlines Mean response</b>
In the past, life was better than it is today	3.00	2.94
Things are changing too quickly	3.07	3.17
People who believe the old ways are best	2.84	2.88

Source: AMPS 2009AB

Means are in response to a 5 point Likert Scale where 1 = strongly disagree and 5 = strongly agree

In order to determine whether there were significant differences in responses between the two groups, a two-sided test of means was run. The test adjusted for pairwise comparisons within a row using the Bonferroni correction (Malhotra 1999). No significant differences ( $p \leq .05$ ) in responses between the two groups were found.

All telephone numbers in South African directories have been converted to digital format by a South African Organisation called Trudel. Numbers are extracted by using RANTEL, a program that has been designed to randomly extract pages in the phone book. The Rantel sheets that are printed out indicate which page number, column number and row to use. This selection is based on the number of pages in each phonebook, the number of columns and the number of rows on the pages. These pages are extracted and then supplied to

the Computer Assisted Telephonic system that generates the call (Viljoen, W., personal communication, October 12, 2010).

The sampling procedure employed was interlocking stratified sampling (Churchill & Iacobucci, 2002). Strata were defined by geographical area (the major metros under review) as well as by gender. The geographic samples were proportionately drawn from the population described in Table 2 (refer to p. 20). Disproportionate stratified sampling was used to ensure that half of the sample would be female, the other half male.

The number of respondents in the survey was determined by weighing up the negative impact of very large sample sizes on statistical power relative to the importance of ensuring that the sample was of sufficient size to conduct Structural Equation Modelling (SEM) (Hair et al., 2006). When conducting a confirmatory factor analysis, Hair et al. (2006) recommend using the guidelines for exploratory factor analysis; they note that the general rule is to have at least five times as many observations as the number of variables to be studied. Given that the number of variables under consideration in this study was 34, a sample size of  $n=200$  was selected. The sampling process will be described in more detail in the next section.

### **5.5.4 DATA COLLECTION**

A relatively large number of consumer responses were required to test the hypotheses. Accordingly, telephonic interviewing was used as the means to gather responses for both the pilot and main studies. This method of data

collection was chosen as the quality of data obtained by telephone may be comparable to that collected in personal interviews, but the data gathering is faster and cheaper than face to face interviews and is more likely to garner respondent cooperation (Malhotra, 1999; Zikmund, 2003).

The data collection was outsourced to Ipsos Markinor, a reputable marketing research firm who used a computer assisted telephone interviewing (CATI) system that randomly selects respondents according to pre-specified criteria and also randomises questions within the data. CATI methodology is both a cost and time effective approach in comparison to the traditional paper based modes as the data is immediately captured onto the system in an electronic format. Therefore there are no printing costs associated with this method and the extensive data capturing time is eliminated. CATI is also a preferred Interview method as the questionnaire can be designed and programmed according to complex respondent routing through the questionnaire. Another advantage of CATI surveys is that it is possible to randomise statements/ options for applicable questions in the questionnaire, which creates the situation where the statements/ options are always presented to respondents in a different order, which eliminates the confounding effect of primacy and regency selection or recall thereby contributing to survey reliability and validity (Viljoen, W., E-mail correspondence, October 5, 2010).

The questionnaire was developed into a standardised script (refer to Appendix C), which, when adhered to by the interviewers, lessens the extent to which it is possible for interviewers to interpret the questionnaire in a subjective manner. It



is also an effective way of capturing the answers of the research respondents. Thorough and proper validation of the fieldwork was essential to the overall quality of the data generated from the study. In line with the South African Market Research Association (SAMRA)/ European Society of Marketing and Research (ESOMAR) codes of conduct, 20% of each interviewer's work was back-checked. In the event of any inconsistencies, 100% of the interviewers work was back-checked. Validation was performed on a continuous basis, as the interviews were completed. All back-checks involved ensuring compliance with sampling instructions regarding a minimum age and the gender requirement that the sample be equally split between male and female respondents. The back-checking further entailed re-interviewing the respondent on a few key questions selected at random from one questionnaire to the other. The first study went into field in July 2010. All validations were completed within five days after interviewing had taken place. Ipsos Markinor reported that no inconsistencies, questionable interviews, or other problems that caused concern about an interviewer's work were detected during this study. (Viljoen, W., personal communication, October 5, 2010).

### **5.5.5 DATA ANALYSIS**

Use of the CATI system automatically generated a file which was saved in SPSS. This was imported into PASW version 18 which was the software selected for the statistical analysis. AMOS was used to generate the confirmatory factor analysis that was used for validity and reliability testing purposes. Because the data set was intact, no data cleaning was required.

In order to gain an understanding of the data, a descriptive analysis was performed. Respondent profiles were mapped and means and standard deviations were calculated for each of the constructs under review. Histograms for each item were also scrutinised to determine any visual anomalies in the frequency distributions (Kerlinger & Lee, 2000).

The primary purpose of the pilot study was to determine the reliability and validity of the scales used to measure constructs under review namely the four dimensions of brand experience, nostalgia proneness and the nostalgic connection with a brand. Reliability is concerned with the consistency of a measure, whilst validity refers to the extent to which a measure correctly represents the construct under review (Hair et al., 2006). The analytical procedures used to measure each will now be described.

### 5.5.6 RELIABILITY TESTING PROCEDURES

Cronbach's alpha is a commonly used measure of reliability (Hair et al., 2006; Netemeyer, Bearden, & Sharma, 2003). Coefficient alpha represents the proportion of a scale's total variance that is attributable to a common source – that of the latent construct being measured (Netemeyer et al., 2003). Cronbach's alpha was calculated. Because coefficient alpha may understate reliability (Hair et al., 2006) composite reliability (CR) was also assessed in line with recommendations of Hair et al. (2006) by computing the squared sum of factor loadings ( $\lambda_i$ ) for each construct and the sum of the error variance terms for the construct ( $\delta_i$ ) and calculating CR as:

$$CR = \frac{(\sum_{i=1}^{\eta} \lambda_i)^2}{(\sum_{i=1}^{\eta} \lambda_i)^2 + (\sum_{i=1}^{\eta} \delta_i)}$$

### 5.5.7 VALIDITY TESTING PROCEDURE

Construct validity refers to the extent to which a set of measured items actually reflects the theoretical latent construct those items are designed to measure (Netemeyer et al. 2003). A number of statistical procedures may be used to evaluate various forms of construct validity including convergent validity, discriminant validity and nomological validity. Convergent validity refers to the extent to which measures (scale items) used to measure the same construct are related whilst discriminant validity assesses the degree to which two measures designed to measure similar but conceptually different constructs are unrelated (Netemeyer et al., 2003). High levels of multicollinearity between constructs are a further indicator of a lack of discriminant validity. Multicollinearity occurs when an independent variable is highly correlated with a set of other independent variables (Hair et al., 2006). Nomological validity assesses the extent to which a scale predicts an outcome as theoretically assessed (Hair et al., 2006).

Given that the indicators of each construct were reflective indicators, construct validity was assessed by constructing a reflective indicator model using confirmatory factor analysis in line with the approach proposed by Hair et al. (2006). Because the purpose of the confirmatory factor analysis was to assess convergent and discriminatory validity, the paths were freed in order to allow cross loadings to emerge.

Following the model specification, the overall fit was established by examining the following fit indices:  $\chi^2$ ,  $\chi^2/\text{degrees of freedom}$ , the goodness-of-fit index (GFI), the comparative fit index (CFI), the root-mean-square error of approximation (RMSEA) and the Tucker-Lewis index (TLI) (Hair et al., 2006).

Convergent validity was assessed by examining the size of the factor loadings as high loadings on a factor indicate that scales converge on a common point (Hair et al., 2006).

In order to investigate multicollinearity the correlation matrix of the independent variables was examined. Subsequently the tolerance was calculated. Tolerance refers to the “amount of variability of the selected independent variables not explained by the other independent variables” (Hair et al., 2006, p. 227) and is calculated by regressing all independent variables on each independent variable (thus making it the dependent variable) in turn. Nomological validity was assessed by evaluating the extent to which the correlation matrix “makes sense” (Hair et al., 2006, p. 778).

Given that this survey used only self-reports as a means of data gathering, the possibility of common method variance also needed to be considered (Campbell & Fiske, 1959). Podsakoff and Organ (1986) suggest a number of procedures that may be used to identify artifactual covariance between self report measures of what are presumed to be distinctly different variables. Accordingly, Harman’s one-factor test was used as an indicator of problems

with common method variance. This procedure involves entering all variables into an exploratory factor analysis in order to examine the unrotated factor solution to determine the number of factors that emerge and amount of covariance that is explained by the largest factor.

Discriminant validity between constructs was assessed by comparing the variance-extracted proportions for each construct (AVE) relative to the square of its estimated correlation with any other construct as specified by Hair et al. (2006) where AVE is calculated as:

$$AVE = \frac{(\sum_{i=1}^n \lambda_i)^2}{n}$$

## **5.6 RESULTS**

Analysis of data revealed no missing cases so no data cleaning was required. An overview of the demographic profile of the 200 respondents is presented in Table 14 (refer to p. 122)

Reference to Table 14 illustrates sufficient representation across the demographic groups of gender, age, geography and race. The median age of peak brand imprint was 30-34.

Each respondent was asked to name one brand of motor vehicle that had made a strong impression on them. The brands elicited are shown in Table 15 (refer to p. 123).

Table 14. Respondent overview

Variable	Frequency	Percent
<b>Area</b>		
Cape Town	62	31.0
Durban	49	24.5
Greater JHB	42	21.0
Pretoria	21	10.5
East Rand	20	10.0
West Rand	6	3.0
<b>Total</b>	<b>200</b>	<b>100.0</b>
<b>Race</b>		
Black	66	33.0
White	72	36.0
Coloured	39	19.5
Indian	23	11.5
<b>Total</b>	<b>200</b>	<b>100.0</b>
<b>Sex</b>		
Male	100	50.0
Female	100	50.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Variable	Frequency	Percent
<b>Age</b>		
25 – 29	29	14.5
30 – 34	21	10.5
35 – 39	25	12.5
40 – 44	26	13.0
45 – 49	22	11.0
50 – 54	19	9.5
55 – 59	15	7.5
60 plus	43	21.5
<b>Total</b>	<b>200</b>	<b>100.0</b>
<b>Brand Imprint Age</b>		
Younger than 18	6	3.0
18 – 19	22	11.0
20 – 24	28	14.0
25 – 29	39	19.5
30 – 34	46	23.0
35 – 39	22	11.0
40 – 44	18	9.0
45 – 49	10	5.0
50 – 54	4	2.0
55 – 59	2	1.0
60 plus	3	1.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 15. Automobile Brands

Brand	Frequency	%	Brand	Frequency	%
Alfa Romeo	1	0.5	Mazda	10	5.0
Audi	7	3.5	Mercedes-Benz	17	8.5
BMW	35	17.5	Mitsubishi	1	.5
Chrysler	1	0.5	Nissan	5	2.5
Citroen	1	0.5	Opel	6	3.0
Fiat	4	2.0	Peugeot	2	1.0
Ford	8	4.0	Renault	2	1.0
GWM	1	.5	Subaru	1	.5
Honda	7	3.5	Toyota	40	20.0
Hyundai	5	2.5	Volkswagen	37	18.5
Isuzu	2	1.0	Volvo	2	1.0
Kia	3	1.5	Other	1	.5
Landrover	1	.5	<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 15 indicates a relatively large number of automobile brands elicited. Toyota, Volkswagen and BMW were the most frequently named brands.

The means and standard deviations of the scale items under review are presented in Table 16.

Table 16. Means and standard deviations

Items	Mean	SD	Items	Mean	SD
<b>Nostalgic Connection</b>			<b>Nostalgia Proneness</b>		
1.1 This brand reminds me of things I've done	3.77	1.147	6.1 They don't make things like they used to	3.80	1.136
1.2 This brand reminds me of places I've been	3.95	1.081	6.2 Things used to be better in the old days	3.52	1.268
1.3 I have at least one fond memory of using this brand	4.27	0.959	6.3 Product quality is getting poorer	3.21	1.316
1.4 This brand will always remind me of a particular phase of my life	4.07	0.995	6.4 Technological change will ensure a brighter future (r)	3.91	0.957
1.5 This brand reminds me of what I was like at a previous stage of my life	3.71	1.194	6.5 Human welfare gets better over time (r)	3.45	1.088
1.6 This brand reminds me of someone important in my life	3.74	1.261	6.6 We are experiencing a decline in the quality of life	3.46	1.133
<b>Sensory Brand Experience</b>			6.7 Economic growth has led to increased human happiness (r)	3.38	1.132
2.1 I associate BRAND X with certain sights	3.72	1.104	6.8 Modern business constantly builds a better tomorrow (r)	3.73	1.045
2.2 BRAND X reminds me of certain sounds	3.53	1.211	<b>Intellectual Brand Experience</b>		
2.3 I connect BRAND X with specific smells	3.12	1.304	4.1 BRAND X has made me think a lot	3.61	1.202
2.4 BRAND X appeals to my sense of touch	3.89	1.038	4.2 I've been curious about BRAND X	3.81	1.082
2.5 I associate BRAND X with certain images	3.88	1.027	4.3 I've wondered about things associated with BRAND X	3.50	1.130
<b>Affective Brand Experience</b>			4.4 Brand X interests me	4.14	0.880
3.1 I have strong feelings about BRAND X	4.19	0.897	4.5 I've learned a lot about Brand X	4.01	0.938
3.2 BRAND X is an emotional brand for me	3.80	1.152	<b>Behavioural Brand Experience</b>		
3.3 I've never felt strongly either way about BAND X	3.41	1.296	5.1 I've done a lot with BRAND X	4.07	1.013
3.4 I'm emotionally involved with Brand X	3.42	1.281	5.2 I associate BRAND X with doing certain things	3.86	1.032
3.5 Brand X has given me pleasure or pain	4.00	1.039	5.3 Brand X reminds me of certain activities	3.85	1.060
			5.4 I've used BRAND X on many occasions	4.27	.872
			5.5 Brand X and I have travelled far together	4.20	1.001



The results in Table 15 should be interpreted against a scale enumeration where 1 = strongly disagree and 5 = strongly agree. Reference to the means shows that all means fell above the midpoint of scale. The range of standard deviations from 0.872 (I've used Brand X on many occasions) to 1.316 (product quality is getting poorer) suggests that some variance in response was present.

A cross tabulation to evaluate respondent demographics relative to psychographics was conducted. The results are reported in Table 17 where NBC, NP, SBE, ABE, IBE and BBE in the row headers correspond to nostalgic brand connection, nostalgia proneness, sensory brand connection, affective brand connection, intellectual brand experience and behavioural brand experience respectively.

**Table 17. Cross tabulation: Respondent demographics and psychographics**

Demographics		NBC	NP	SBE	ABE	IBE	BBE
		Mean	Mean	Mean	Mean	Mean	Mean
Q9.4. Gender	Male	3.96	3.76	3.69	3.81	3.92	4.13
	Female	4.11	3.80	3.68	3.83	3.75	4.08
Population group	Black	3.97	3.84	3.61	3.72	3.93	3.94
	White	4.06	3.65	3.60	3.78	3.67	4.17
	Coloured	4.07	3.93	3.77	4.03	3.96	4.19
	Indian	4.08	3.76	4.00	3.85	3.86	4.20
Age associated with using brand	Under 29	4.05	3.78	3.72	3.75	3.80	4.07
	30 to 49	4.09	3.87	3.75	3.97	3.95	4.20
	50 and over	3.72	3.40	3.17	3.75	3.64	4.04
Current age	18 to 29	4.12	3.86	3.69	3.45	3.84	3.81

Demographics		NBC	NP	SBE	ABE	IBE	BBE
		Mean	Mean	Mean	Mean	Mean	Mean
	30 to 49	3.94	3.78	3.66	3.85	3.90	4.11
	50 and above	4.08	3.76	3.70	3.89	3.79	4.17
Home language	Afrikaans	4.03	3.90	3.72	3.82	3.73	4.12
	English	4.06	3.61	3.69	3.89	3.83	4.24
	Other	3.83	3.70	3.36	2.88	3.48	2.88
	Black African	4.02	3.91	3.68	3.81	3.98	4.02

A comparison of mean responses to the psychographic measures across the demographic groups reported in Table 17 did not indicate any consistently high or low responses on the part of a single demographic group. The results of investigations into reliability and validity will now be discussed.

### 5.6.1 RELIABILITY

The Cronbach's Alpha calculated for each construct are shown in Table 18 (refer to p. 123). Appendix E documents the impact on the Cronbach alpha if the item is removed from the scale. The composite reliabilities, which were calculated by using the formula on p. 119 are also shown.

Table 18. Reliabilities for experimental scales

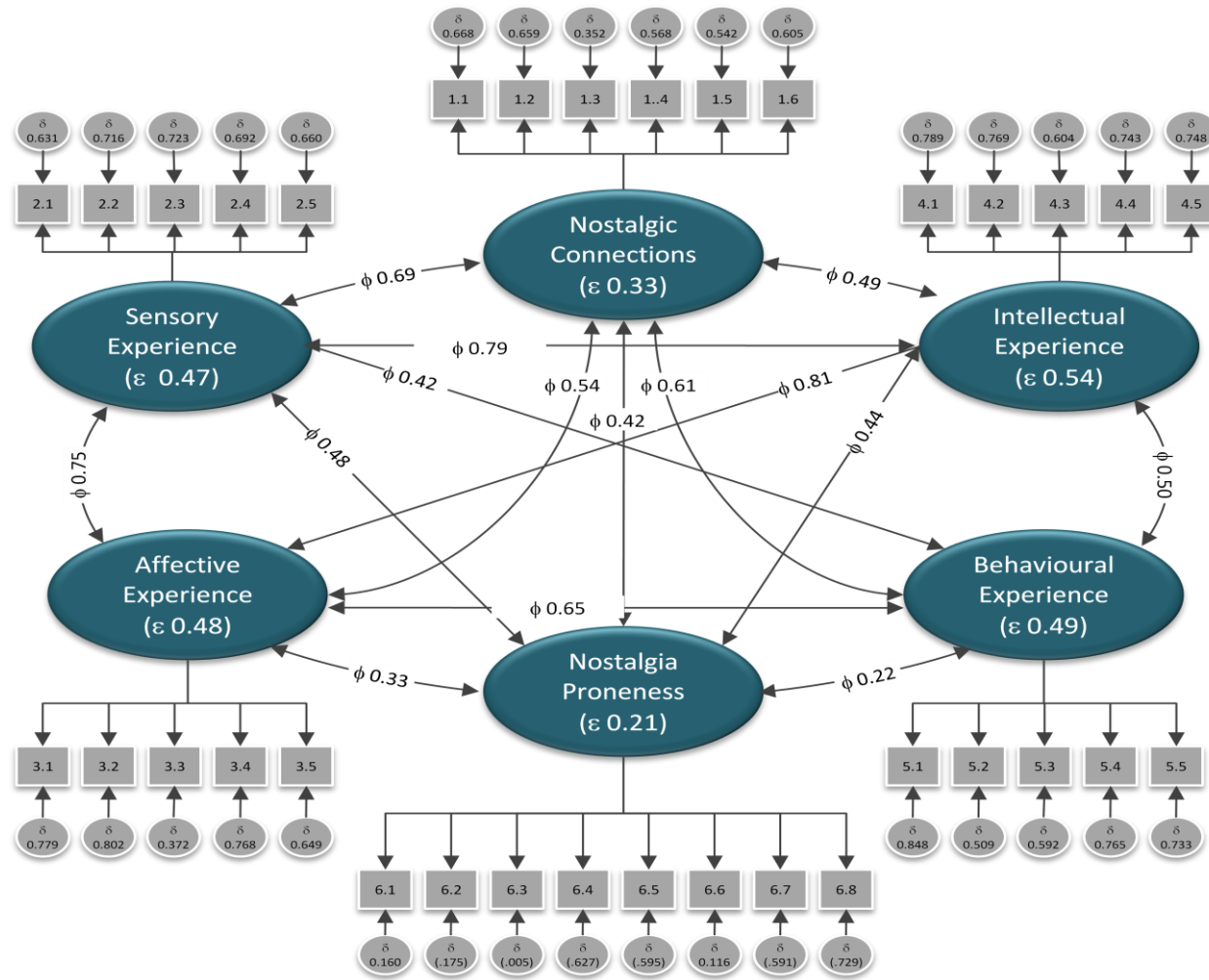
Construct	Number of items	Cronbach's $\alpha$	Composite reliability
Nostalgia Brand Connection	6	0.74	0.69
Sensory Brand Experience	5	0.81	0.80
Affective Brand Experience	5	0.78	0.78
Intellectual Brand Experience	5	0.85	0.83
Behavioural Brand Experience	5	0.81	0.80
Nostalgia Proneness	8	0.57	0.83

In discussing the acceptable limit for Cronbach's alpha, Hair et al. (2006, p. 137) note that "the generally agreed upon lower limit for Cronbach's alpha is 0.7 although it may decrease to 0.6 in exploratory research". When evaluating composite reliability, Hair et al. (2006) suggest that a score of 0.7 or higher suggests good reliability. It was noted that at 0.57, the Cronbach's alpha for the nostalgia proneness scale reported in Table 18 fell below acceptable limits.

### 5.6.2 VALIDITY

The measurement model that was specified in order to run the confirmatory factor analysis in AMOS is shown in Figure 3. The numbering of the scale items reflected in the diagram corresponds to the items listed in the Factor Loadings presented in Table 20 (refer to p. 130).

Figure 3. Measurement theory model



A number of indexes of model fit were calculated. These are presented in Table 19.

**Table 19. Scale Testing: Goodness of fit indices**

GOF Test	Result
$\chi^2$ (CMIN) $p = 0$	1108.153
$\chi^2 / df$ (CMIN/df)	2.164
Goodness of Fit Index (GFI)	0.737
Comparative Fit Index	0.716
Root Means Square Error of Approximation	0.076
Tucker Lewis Index	0.763

When analysing the goodness of fit (GOF) indices, Hair et al. (2006) suggest that models with that comply with the criteria for goodness of fit do not have significant  $\chi^2$  results, should have a  $\chi^2/df$  that approximates 2, should have a GFI, CFI and TLI of above 0.9 and should have an RMSEA of below 0.1. Reference to Table 19 suggests that most of the GFI indexes do not meet the criteria prescribed by Hair et al. (2006). Given that the purpose of developing the model was to run a confirmatory factor analysis for scale testing purposes rather than to specify a complete model the lower than desired GOF's were not seen to be a limitation in the results.

### **Convergent Validity**

The factor loadings from the estimated model are presented in Table 20 (refer to p. 126). Hair et al (2006) state that all factor loadings should be statistically significant and that standardised loading estimates should be higher than 0.5

and ideally higher than 0.7 in order to assume that convergent validity is present.

Table 20. Factor loadings

Items	Loading	Items	Loading
<b>Nostalgic Connection</b>		<b>Intellectual Brand Experience</b>	
1.1 This brand reminds me of things I've done	0.668	4.1 BRAND X has made me think a lot	0.789
1.2 This brand reminds me of places I've been	0.659	4.2 I've been curious about BRAND X	0.769
1.3 I have at least one fond memory of using this brand	0.352	4.3 I've wondered about things associated with BRAND X	0.604
1.4 This brand will always remind me of a particular phase of my life	0.568	4.4 Brand X interests me	0.743
1.5 This brand reminds me of what I was like at a previous stage of my life	0.542	4.5 I've learned a lot about Brand X	0.748
1.6 This brand reminds me of someone important in my life	0.605		
<b>Sensory Brand Experience</b>		<b>Behavioural Brand Experience</b>	
2.1 I associate BRAND X with certain sights	0.631	5.1 I've done a lot with BRAND X	0.848
2.2 BRAND X reminds me of certain sounds	0.716	5.2 I associate BRAND X with doing certain things	0.509
2.3 I connect BRAND X with specific smells	0.723	5.3 Brand X reminds me of certain activities	0.592
2.4 BRAND X appeals to my sense of touch	0.692	5.4 I've used BRAND X on many occasions	0.765
2.5 I associate BRAND X with certain images	0.660	5.5 Brand X and I have travelled far together	0.733
<b>Affective Brand Experience</b>		<b>Nostalgia Proneness</b>	
3.1 I have strong feelings about BRAND X	0.779	6.1 They don't make things like they used to	0.16
3.2 BRAND X is an emotional brand for me	0.802	6.2 Things used to be better in the old days	-0.175
3.3 I've never felt strongly either way about BAND X	0.372	6.3 Product quality is getting poorer	0.005
3.5 I'm emotionally involved with Brand X	0.768	6.4 Technological change will ensure a brighter future (r)	-0.627

Items	Loading	Items	Loading
3.5 Brand X has given me pleasure or pain	0.649	6.5 Human welfare gets better over time (r)	-0.595
		6.6 We are experiencing a decline in the quality of life	0.116
		6.7 Economic growth has led to increased human happiness (r)	-0.591
		6.8 Modern business constantly builds a better tomorrow (r)	-0.729

It was noted that the factor loadings for items 1.3, 3.3 and all of the constructs of the nostalgia proneness scale reported in Table 20 (refer to p. 130) were below the limit required for acceptable convergent validity.

### **Multicollinearity**

The first step in assessing whether multicollinearity was present was to examine the correlation matrix of the independent variables. Hair et al. (2006) suggest that the presence of correlations of 0.9 and above are the first indication of multicollinearity. The correlations of items measuring independent constructs were calculated and assessed. There were no correlations of  $>0.9$  reported. The highest correlation of two items was 0.673 and this was for two items measuring the construct of Affective Brand Experience. In conducting the confirmatory, factor analysis, the correlation matrix of the independent variables was also calculated. Results are shown in Table 21 (refer to p. 132).

Table 21. CFA correlation matrix for independent constructs

	Nostalgia proneness	Sensory brand experience	Affective brand experience	Intellectual brand experience	Behavioural brand experience
Nostalgia proneness	1.00	-0.485	-0.333	-0.437	-0.221
Sensory brand experience		1.00	0.753	0.792	0.419
Affective brand experience			1.00	0.815	0.646
Intellectual brand experience				1.00	0.507
Behavioural brand experience					1.00

Results reported in Table 21 show that although there were no correlations above the threshold of 0.9.

Given that an absence of high correlations does not rule out multicollinearity because independent variables may have a combined effect, the tolerance was calculated for the dimensions of brand experience. Hair et al. (2006) state that 0.1 is a common cut-off tolerance value for acceptable levels of multicollinearity.

Table 22. Tolerances

Construct	Tolerance
Sensory Brand Experience	0.512
Affective Brand Experience	0.416
Intellectual Brand Experience	0.439
Behavioural Brand Experience	0.657



It was noted that all tolerances fell well above the threshold of 0.1.

### **Common Method Variance**

Harman's one-factor test was used as an indicator of problems with common method variance (Podsakoff and Organ 1986). All variables were included in an exploratory factor analysis. Eight factors cumulatively explaining 64% of the variance had eigenvalues of greater than 1. The unrotated eight factor solution is presented in Table 23 on p. 134.

Podsakoff and Organ (1986) suggest that high loadings onto a single factor may be indicative of a problem with common method variance. Given that the computation resulted in eight components with sizeable loadings on at least three of these, this was not deemed to be a cause for concern.

Table 23. Assessment of common method variance: Unrotated component matrix

	Component							
	1	2	3	0	5	6	7	8
Q4.1. ... has made me think alot	0.752	0.163	0.005	-0.137	-0.082	0.227	-0.022	0.075
Q3.2. ... is an emotional brand for me	0.718	0.011	0.233	-0.098	0.023	-0.080	0.176	-0.302
Q3.4. ...I am emotionally involved with ...	0.712	0.082	0.250	-0.122	-0.010	-0.225	0.193	-0.180
Q4.5. ...I have learnt a lot about ...	0.696	-0.097	0.203	-0.164	-0.235	0.212	-0.068	0.120
Q3.1. ...I have strong feelings about ...	0.690	-0.140	0.390	-0.020	-0.109	-0.044	-0.100	-0.074
Q2.2. ...reminds me of certain sounds	0.681	0.189	-0.176	-0.111	0.152	-0.010	-0.174	-0.083
Q4.2. ...I have been curious about ...	0.663	0.298	0.332	-0.213	-0.039	-0.076	0.054	0.103
Q5.3. ... reminds me of certain activities	0.659	-0.246	-0.185	-0.036	0.039	0.095	-0.029	-0.244
Q2.4. ... appeals to my sense of touch	0.658	0.267	0.249	-0.054	0.191	-0.316	-0.092	0.123
Q4.4. ... interests me	0.656	0.145	0.298	-0.186	-0.175	0.118	-0.003	0.026
Q2.3. ...I connect ... with specific smells	0.623	0.241	-0.069	-0.121	0.339	0.097	0.051	0.072

	Component							
	1	2	3	0	5	6	7	8
Q2.1. I associate ... with certain sights	0.607	0.143	-0.262	-0.099	0.057	-0.075	-0.283	-0.115
Q5.1. I have done a lot with ...	0.580	-0.588	0.043	0.131	-0.220	-0.017	-0.027	0.080
Q3.5. ... has given me pleasure or pain	0.580	-0.199	0.293	0.195	-0.119	-0.169	0.066	-0.328
Q2.5. I associate ... with certain images	0.572	0.285	0.132	0.068	0.288	-0.081	-0.407	0.065
Q5.2. I associate ... with doing certain things	0.556	-0.217	-0.117	-0.084	-0.059	0.168	-0.333	-0.237
Q4.3. I have wondered about things associated with .	0.531	0.346	-0.005	-0.222	-0.109	0.396	0.131	-0.073
Q1.2. This brand reminds me of places I have been	0.525	-0.072	-0.199	0.178	0.377	-0.223	0.242	0.037
Q1.6. This brand reminds me of someone important in my life	0.521	0.031	-0.150	0.031	0.457	-0.200	0.121	0.267
Q1.5. This brand reminds me of what I was like at a previous stage of my life	0.507	0.105	-0.327	0.134	0.139	0.258	0.287	-0.134
Q1.1. This brand reminds me of things I have done	0.504	-0.152	-0.345	0.342	0.213	0.067	0.033	0.068
Q5.5. ... and I have travelled far together	0.487	-0.482	0.036	0.287	-0.278	-0.061	-0.057	0.265
Q5.4. I have used ... on many occasions	0.474	-0.611	0.196	0.217	-0.109	-0.064	0.043	0.112

	Component							
	1	2	3	0	5	6	7	8
Q6.5. Human welfare gets better over time	0.409	0.260	-0.243	0.292	-0.349	0.132	-0.073	0.183
Q1.4. This brand will always remind me of a particular phase of my life	0.409	-0.345	-0.327	0.172	0.330	0.280	0.107	-0.064
Q3.3. I have never felt strongly either way about ...	0.405	-0.006	0.124	-0.198	-0.025	0.103	0.201	0.603
Q6.7. Economic growth has led to increased human happiness	0.359	0.312	-0.283	0.221	-0.384	0.013	0.447	-0.090
Q6.8. Modern business constantly builds a better tomorrow	0.347	0.356	-0.304	0.374	-0.367	-0.243	-0.030	-0.037
Q6.4. Technological change will ensure a brighter future	0.309	0.407	-0.247	0.371	-0.205	-0.331	-0.084	0.067
Q1.3. I have at least one fond memory of using this brand	0.260	-0.474	0.057	0.281	0.181	0.042	-0.096	-0.002
Q6.2. Things used to be better in the old days	-0.037	0.330	0.109	0.515	0.064	0.276	-0.407	0.039
Q6.3. Product quality is getting poorer	-0.042	0.234	0.435	0.457	0.100	0.372	0.098	0.032
Q6.1. They don't make things like they used to	-0.155	0.153	0.519	0.309	0.225	0.025	0.157	-0.078
Q6.6. We are experiencing a decline in the quality of life	-0.299	0.169	0.441	0.518	0.109	0.003	0.092	-0.081
Extraction Method: Principal Component Analysis. 8 components extracted.								

### Nomological Validity

Nomological validity was assessed by examining the correlation between all constructs in the model to identify any correlations that did not support the theory from which these were derived. These results are presented in Table 24.

**Table 24. Correlation matrix: All constructs**

	<b>Nostalgia proneness</b>	<b>Sensory brand experience</b>	<b>Affective brand experience</b>	<b>Intellectual brand experience</b>	<b>Behavioural brand experience</b>	<b>Nostalgic brand connection</b>
Nostalgia proneness	1.00	-0.485	-0.333	-0.437	-0.221	-0.426
Sensory brand experience		1.00	0.753	0.792	0.419	0.691
Affective brand experience			1.00	0.815	0.646	0.542
Intellectual brand experience				1.00	0.507	0.489
Behavioural brand experience					1.00	0.606
Nostalgic brand connection						1.00

The negative correlations observed in Table 24 are all associated with nostalgia proneness. Because the dimensions of brand experience are theoretically unrelated to the construct of nostalgia proneness, it stands to reason that these could be negatively correlated. The negative correlation between nostalgia proneness and nostalgic brand connection does not align with the relationship hypothesised in the literature (refer to p. 83).

### Discriminant Validity

In order to assess discriminant validity, the average variance extracted for each member of every pair of constructs was compared with the square of the correlation estimates between the two constructs of the pair (Hair et al. 2006). These results are presented in Table 25.

**Table 25. Discriminant validity: Comparison of AVE and squared correlation**

	<b>Nostalgic brand connection</b>	<b>Nostalgia proneness</b>	<b>Sensory brand experience</b>	<b>Affective brand experience</b>	<b>Intellectual brand experience</b>	<b>Behavioural brand experience</b>
<b>Nostalgic brand connection</b>	0.33	0.18	0.48	0.29	0.24	0.37
<b>Nostalgia proneness</b>	0.42	0.21	0.23	0.11	0.19	0.05
<b>Sensory brand experience</b>	0.69	0.48	0.47	0.57	0.63	0.18
<b>Affective brand experience</b>	0.54	0.33	0.75	0.48	0.66	0.42
<b>Intellectual Brand Experience</b>	0.49	0.44	0.79	0.81	0.54	0.25
<b>Behavioural Brand Experience</b>	0.61	0.22	0.42	0.65	0.5	0.49

Note: Correlations are below the diagonal, squared correlations are above the diagonal and AVE estimates are presented on the diagonal

Comparison of the variance extracted with the square correlations in each row in Table 25 above shows that discriminant validity was established for all items with the exceptions of the following construct pairs:

- Nostalgic Brand Connection and Sensory Brand Experience
- Nostalgic Brand Connection and Behavioural Brand Experience

- Nostalgia Proneness and Sensory Brand Experience
- Sensory Brand Experience and Affective Brand Experience
- Sensory Brand Experience and Intellectual Brand Experience
- Affective Brand experience and Intellectual Brand Experience

The first two pairs listed above are pairings between exogenous (behavioural brand experience, sensory brand experience) and the endogenous variable of nostalgic brand connection). Shiu, Pervan, Bove and Beatty (2010) argue that high correlations between exogenous and endogenous variables are desirable as long as correlations do not approach unity. The correlations of exogenous and endogenous latent variable pairs were presented in the discussion of nomological validity in Table 24 (refer to p. 137). Given that the correlations for these pairings were 0.691, 0.606 and -0.426 respectively no further investigation into the lack of discriminant validity between exogenous and endogenous variables was deemed necessary.

Because the construct of nostalgia proneness had failed to show adequate reliability in terms of the Cronbach's  $\alpha$  shown in Table 18 (refer to p. 127) convergent validity as per the factor loadings shown in Table 20 (refer to p. 130), nomological validity as shown in Table 24 (refer to p. 137), and discriminant validity as shown in Table 25 (refer to p. 138), it was decided that new items would need to be developed for this scale. The development of these is discussed further in Section 5.7 (refer to p. 147)

Additional exploration was undertaken to investigate why not all variances extracted were greater than the squared correlations. When attempting to

identify the underlying causes of poor discriminant validity, Farrell (2009) recommends the use of dimensionality analysis. Accordingly, a principal components analysis was conducted on the brand experience items. The eigenvalues and percentage of variance explained by each factor are presented in Table 26.

**Table 26. Principal components analysis: Eigenvalues and % of variance**

Factor	Eigenvalues	% of Variance	Cumulative %
1	8.066	40.332	40.332
2	2.191	10.956	51.288
3	1.292	6.462	57.751
4	1.090	5.452	63.203
5	0.938	4.689	67.891
6	0.734	3.669	71.560
7	0.709	3.544	75.105
8	0.666	3.330	78.435
9	0.566	2.829	81.264
10	0.508	2.541	83.805
11	0.436	2.178	85.983
12	0.430	2.148	88.132
13	0.395	1.973	90.105
14	0.352	1.759	91.864
15	0.339	1.694	93.557
16	0.313	1.567	95.125
17	0.296	1.478	96.602
18	0.245	1.227	97.829
19	0.238	1.189	99.019
20	0.196	0.981	100.000



An examination of the eigenvalues suggested that a four factor solution was indicated. The rotated factor matrix for four factors is presented in Table 27. The rotation converged in eight iterations.

**Table 27. Principal components analysis: Rotated component matrix**

Statement	Component			
	1	2	3	4
Q5.1. I have done a lot with ...	0.841	0.076	0.139	0.188
Q5.4. I have used ... on many occasions	0.770	0.193	0.063	-0.007
Q5.5. ... and I have travelled far together	0.700	0.084	0.101	0.106
Q2.4. ... appeals to my sense of touch	0.057	0.621	0.287	0.320
Q3.2. ... is an emotional brand for me	0.271	0.601	0.289	0.267
Q3.1. I have strong feelings about ...	0.432	0.571	0.327	0.130
Q3.4. I am emotionally involved with ...	0.249	0.564	0.322	0.294
Q3.5. ... has given me pleasure or pain	0.473	0.481	0.109	0.123
Q2.5. I associate ... with certain images	0.013	0.466	0.174	0.424
Q4.5. I have learnt a lot about ...	0.418	0.143	0.676	0.232
Q4.1. ... has made me think a lot	0.179	0.199	0.643	0.446
Q4.2. I have been curious about ...	0.039	0.522	0.597	0.181
Q4.4. ... interests me	0.180	0.423	0.592	0.143
Q4.3. I have wondered about things associated with ...	-0.053	0.197	0.531	0.301
Q3.3. I have never felt strongly either way about ...	0.159	0.170	0.334	0.109
Q2.2. ... reminds me of certain sounds	0.110	0.231	0.253	0.692
Q2.1. I associate ... with certain sights	0.102	0.280	0.130	0.590
Q2.3. I connect ... with specific smells	0.003	0.318	0.297	0.519
Q5.2. I associate ... with doing certain things	0.375	0.011	0.226	0.504

Statement	Component			
	1	2	3	4
Q5.3. ... reminds me of certain activities	0.426	0.137	0.194	0.503

Hair et al. (2006) suggest that in a sample of 200 respondents, loadings of above 0.4 should be considered significant. All items with the exception of item 3.3 met this criterion. Nine of the twenty items (3.1, 3.5, 2.5, 4.5, 4.1, 4.2, 4.4, 5.3) however showed cross loadings of above 0.4. In an attempt to delete items with significant cross-loadings whilst retaining all dimensions of brand experience all items with cross-loadings of above 0.4 and factor loadings of below 0.5 were deleted. Application of this rule resulted in item 4.3 remaining as the sole item to assess intellectual brand experience. Accordingly the rule was relaxed to also include items with a cross-loading of below 4.5 and a factor loading of above 0.6. The remaining items are represented according to their factor loadings in Table 28.

**Table 28. Brand experience: Items retained following PCA**

1: Behavioural brand experience	2: Affective brand experience	3: Intellectual brand experience	4: Sensory brand experience
Q5.1. I have done a lot with ...	Q2.4. ... appeals to my sense of touch	Q4.5. I have learnt a lot about ...	Q2.2. ... reminds me of certain sounds
Q5.4. I have used ... on many occasions	Q3.2. ... is an emotional brand for me	Q4.1. ... has made me think a lot	Q2.1. I associate ... with certain sights
Q5.5. ... and I have travelled far together	Q3.4. I am emotionally involved with ...	Q4.3. I have wondered about things associated with ...	Q2.3. I connect ... with specific smells
			Q5.2. I associate ... with doing certain things

In order to determine whether this combination of items would show sufficient discriminant validity, a confirmatory factor analysis was performed and the AVE's compared with the squared correlations. The AVE's, squared correlations and composite reliabilities are reported in Table 29.

**Table 29. Discriminant validity: Pruned four factor model**

	<b>Sensory brand experience</b>	<b>Affective brand experience</b>	<b>Intellectual brand experience</b>	<b>Behavioural brand experience</b>	<b>Composite Reliability</b>
<b>Sensory brand experience</b>	0.44	0.55	0.63	0.15	0.86
<b>Affective brand experience</b>	0.74	0.59	0.54	0.2	0.83
<b>Intellectual brand experience</b>	0.79	0.73	0.55	0.21	0.80
<b>Behavioural brand experience</b>	0.39	.45	0.49	0.65	0.89

Note: Correlations are below the diagonal, squared correlations are above the diagonal and AVE estimates are presented on the diagonal. Composite Reliabilities are reported in the right hand column

It was noted that although the scales demonstrated acceptable composite reliabilities, the squared correlations between the constructs of the sensory and affective dimensions of brand experience, and the sensory and intellectual dimensions of brand experience were still higher than the corresponding AVE estimates. In line with Farrell's (2009) recommendation to use dimensionality analysis with a reduced number of factors to investigate discriminant validity issues, a principal-axes factor analysis using varimax (orthogonal) rotation was performed and the number of factors was limited to 3. Because item 3.3 had failed to load in both the initial confirmatory factor analysis (refer to Table 20 on p. 130) and the exploratory factor analysis (refer to Table 27 on p. 141) it was

omitted from the analysis. The rotated factor loadings of the varimax (orthogonal) rotation from the principal-axes factor analysis are presented in Table 30.

**Table 30. Principal-axes factor analysis: Item loadings**

Statement	Factor		
	1	2	3
Q4.2. I have been curious about ...	0.756	0.073	0.252
Q4.4. ... interests me	0.658	0.207	0.234
Q2.4. ... appeals to my sense of touch	0.650	0.093	0.301
Q3.2. ... is an emotional brand for me	0.642	0.303	0.251
Q3.1. I have strong feelings about ...	0.635	0.466	0.134
Q3.4. I am emotionally involved with ...	0.625	0.277	0.292
Q2.5. I associate ... with certain images	0.469	0.038	0.382
Q4.3. I have wondered about things associated with ...	0.458	-0.036	0.382
Q4.5. I have learnt a lot about ...	0.458	0.408	0.370
Q5.1. I have done a lot with ...	0.086	0.841	0.228
Q5.4. I have used ... on many occasions	0.154	0.785	0.000
Q5.5. ... and I have travelled far together	0.082	0.704	0.134
Q3.5. ... has given me pleasure or pain	0.434	0.494	0.095
Q2.2. ... reminds me of certain sounds	0.318	0.112	0.696
Q5.2. I associate ... with doing certain things	0.107	0.366	0.550
Q2.1. I associate ... with certain sights	0.292	0.109	0.547
Q4.1. ... has made me think a lot	0.502	0.188	0.544
Q2.3. I connect ... with specific smells	0.410	0.012	0.531
Q5.3. ... reminds me of certain activities	0.191	0.425	0.526
Extraction Method: Principal Axis Factoring.			

Statement	Factor		
	1	2	3
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 7 iterations.			

In order to propose a new scale with acceptable discriminant validity, items with loadings of above 0.5 and cross loadings below 0.4 were retained. These are shown below in Table 31.

**Table 31. Brand experience items retained post principal axis factoring**

Factor 1	Factor 2	Factor 3
Q4.2. I have been curious about ...	Q5.1. I have done a lot with ...	Q2.2. ... reminds me of certain sounds
Q4.4. ... interests me	Q5.4. I have used ... on many occasions	Q2.1. I associate ... with certain sights
Q2.4. ... appeals to my sense of touch	Q5.5. ... and I have travelled far together	Q5.2. I associate ... with doing certain things
Q3.2. ... is an emotional brand for me		
Q3.4. I am emotionally involved with ...		

Factor 1 appeared to comprise items relating to involvement or engagement with the brand. Factor 2 aligned with the Brakus et al. (2009) brand behaviour dimensions of brand experience and Factor 3 comprised items associated with the sensory dimensions of the Brakus et al. (2009) brand experience model.

In order to test the discriminant validity of items proposed in Table 31, Confirmatory Factor Analysis was conducted. These results are shown in Table 32.

Table 32. Discriminant validity: Revised 3 factor model

	Factor 1	Factor 2 (Behavioural)	Factor 3 (Sensory)	Composite Reliability
Factor 1	0.52	0.18	0.51	0.85
Factor 2 (Behavioural)	0.43	0.65	0.18	0.78
Factor 3 (Sensory)	0.72	0.42	0.45	0.89

Note: Correlations are below the diagonal, squared correlations are above the diagonal and AVE estimates are presented on the diagonal. Composite Reliabilities are reported in the right hand column

Reference to Table 32 indicates that the comparison of the AVE estimate for Factor 3 was below the squared correlation for Factors 1 and 3. In an attempt to be more stringent in the application of the cross loadings reported in Table 27, items with cross loadings of above 0.3 (items 2.4, 2.2 and 5.2) were removed. Deleting these items resulted in only one item for the sensory brand experience scale (Factor 3), namely item 2.1. Because the difference between this items loading and its cross-loading (onto Factor 1) was less than 0.3, this item was also removed resulting in two remaining factors with items as shown in Table 33 (refer to p. 147).

Given that Factor 1 comprises items from scales used to assess intellectual and affective brand experience, it is termed Affective & Intellectual Brand Experience. Factor 2 comprises items proposed to assess the construct of Behavioural Brand Experience and so its name is retained.

Table 33. Brand experience items retained post pruning

Factor 1: Affective & Intellectual Brand Experience	Factor 2: Behavioural Brand Experience
Q4.2. I have been curious about ...	Q5.1. I have done a lot with ...
Q4.4. ... interests me	Q5.4. I have used ... on many occasions
Q3.2. ... is an emotional brand for me	Q5.5. ... and I have travelled far together
Q3.4. I am emotionally involved with ...	

In order to confirm discriminant validity between these two constructs, a further CFA was conducted. The AVE estimates, squared correlation and composite reliabilities are presented in Table 34.

Table 34. Discriminant validity: Investigation into revised 3 factor model

	Factor 1 (Affective & Intellectual)	Factor 2 (Behavioural)	Composite Reliability
Factor 1 (Emotional & Intellectual)	0.54	0.20	0.84
Factor 2 (Behavioural)	0.45	0.65	0.89

Note: Correlations are below the diagonal, squared correlations are above the diagonal and AVE estimates are presented on the diagonal. Composite Reliabilities are reported in the right hand column

The results confirmed that the AVE estimates were higher than the squared correlation of brand engagement and behavioural brand experience. Composite reliabilities were also acceptable.

## 5.7 DISCUSSION

The results of the tests performed to assess reliability and validity of items and constructs indicated acceptable levels of validity and reliability across all constructs with the exception of the construct of nostalgia proneness. The

composite reliability of the Nostalgic Brand Connection scale was marginally lower than the 0.7 recommended by Hair et al. (2006) but still well above the minimum limit of 0.6.

It was noted that two items had factor loadings (refer to Table 20 on p.130) lower than the 0.5 cut-off recommended by Hair et al. (2006). One item in the Nostalgic Brand Connection proneness scale that read “This brand reminds me of places I’ve been” had a factor loading of 0.352 and a further item in the Affective Brand Experience scale that read “I’ve never felt strongly either way about Brand X” had a factor loading of 0.376. The former item was removed, and the latter was subsequently pruned in an attempt to enhance discriminant validity. The assessments of multicollinearity and common method variance suggested that there were no areas for concern. The negative correlation between the Nostalgic Brand Connection and the Nostalgia Proneness scale suggested that nomological validity was compromised.

Recent publications in the academic literature suggest that there are a number of approaches that may be used to confirm that constructs display adequate discriminant validity (Farrell, 2010; Shiu et al., 2010). When the variance extracted was compared with the squared correlations some constructs failed to demonstrate adequate discriminant validity. Exploratory factor analysis indicated the presence of sizeable cross loadings and an item pruning exercise was undertaken. After a number of iterations a two factor solution representing the original dimension of brand experience termed Behavioural Brand



Experience, and a new dimension to replace the sensory, affective and cognitive dimensions of brand experience termed Affective & Intellectual Brand Experience was determined to have acceptable discriminant validity and composite reliability.

At 0.571 the Cronbach alpha score for Nostalgia Proneness was lower than the minimum cut-off of between 0.6 and 0.7 (Hair et al., 2006). Analysis of the factor loadings in Table 20 (refer to p. 130) indicated that convergent validity was problematic and the negative correlations between nostalgia proneness and nostalgic connection shown in the correlation matrix in Table 21 (refer to p. 128) suggested the nomological validity was lacking.

In order to determine why the scale for nostalgia proneness indicated issues with validity and reliability, the researcher once again examined the items in the scale for face validity. Although focus group respondents had been asked whether or not the meaning of the scale items were clear to them (with subsequent grammatical changes being made as shown in Table 11 on p. 108), consistency in interpretation across respondents had not been probed. After a number of informal conversations with faculty and students at the University of Pretoria's Gordon Institute of Business Science it became clear that political and social shifts from apartheid to democracy meant that for many, the term "the old days" was synonymous with pre-apartheid conditions. Asking a South African consumer whether or not "Things were better in the old days" had deep associations with political and social judgements on life under apartheid.

As a result of the low validity and reliability scores for the Nostalgia Proneness scale (Holbrook, 1993), a new scale was developed. In order to reduce consideration of life before, during and post Apartheid in South Africa, the wording of the items focused respondents on the theme of brands rather than life in general. All items were developed with reference to the construct definition documented in Table 6 (refer to p. 90) which stated that nostalgic connection is defined as “An individual’s propensity towards nostalgic leanings that is independent of age”.

The researcher based the item generation of some of Holbrook (1993) items but modified them to refer to nostalgia for brands rather than objects *per se*. The items were assessed for face validity by the primary supervisor of the thesis and a Senior Lecturer in Consumer Behaviour at the University of Pretoria. Given that this was a new scale and that individual items might reduce scale reliability, a total of eight items were developed. A summary of the construct, scale and enumeration is presented in Table 35.

Table 35. Revised Nostalgia Proneness Scale

Construct definition	Items	Enumeration
An individual's propensity towards nostalgic leanings for brands that is independent of age.	<ol style="list-style-type: none"> <li>1. The brands that were around when I was younger were better than brands we have today</li> <li>2. My favourite brands are the ones that I grew up with</li> <li>3. I have special memories of brands that I used when I was younger</li> <li>4. Brands just aren't as good as they used to be</li> <li>5. They don't make things like they used to.</li> <li>6. Brands that have been around for a long time are better</li> <li>7. When choosing a brand, I generally prefer to choose a brand that I grew up with</li> <li>8. 8. The brands that were around in earlier times of my life hold a special place in my heart</li> </ol>	Five point scale where 1 = strongly disagree and 5 = strongly agree

## 5.8 CONCLUSION

The purpose of chapter five was to test the scales proposed in Chapter Four to measure the hypotheses developed in Chapter Three. A pilot study of 200 respondents was used to test the reliability and validity of scales to measure the constructs of nostalgic brand connection, nostalgia proneness and the four dimensions of brand experience.

With the exception of one item (3.1) the nostalgic brand connection scale was found to demonstrate adequate reliability and validity and so this item was removed. The nostalgia proneness scale did not stand up to tests of reliability and validity and new items were proposed in Table 35. Discriminant validity was not upheld across the four dimensions of the brand experience scale resulting in this scale being collapsed into two dimensions, Behavioural Brand Experience and a new dimension Emotional and Intellectual Brand Experience that included

items from the original affective and intellectual brand experience scales. Because the hypotheses in Chapter Three were framed around the dimensions of brand experience suggested by Brakus et al. (2009) these have been restated. The original and restated hypotheses are documented in Table 36.

**Table 36. Original and revised hypotheses**

Original	Revised
<b>H1:</b> There is a positive relationship between the ages of consumers and their nostalgic connections with a brand.	<b>H1:</b> There is a positive relationship between the ages of consumers and their nostalgic connections with a brand.
<b>H2:</b> There is a relationship between the gender of consumers and their nostalgic connections with a brand.	<b>H2:</b> There is a relationship between the gender of consumers and their nostalgic connections with a brand.
<b>H3:</b> There is a positive relationship between consumers' nostalgia proneness and their nostalgic connections with a brand	<b>H3:</b> There is a positive relationship between consumers' nostalgia proneness and their nostalgic connections with a brand.
<b>H4:</b> There is a relationship between consumers' ethnic sub-cultures and their nostalgic connections with a brand.	<b>H4:</b> There is a relationship between consumers' ethnic sub-cultures and their nostalgic connections with a brand.
<b>H5:</b> There is a positive relationship between consumers' memories of sensory brand experiences and their nostalgic connections with the brand.	<b>H5:</b> There is a positive relationship between consumers' memories of their emotional and intellectual brand experiences and their nostalgic connections with the brand.
<b>H6:</b> There is a positive relationship between consumers' memories of their affective brand experiences and their nostalgic connections with the brand.	
<b>H7:</b> There is a positive relationship between consumers' memories of their intellectual brand experiences and their nostalgic connections with the brand.	
<b>H8:</b> There is a positive relationship between consumers' memories of their behavioural brand experiences and their nostalgic connection with the brand.	<b>H6:</b> There is a positive relationship between consumers' memories of their behavioural brand experiences and their nostalgic connection with the brand.
<b>H9:</b> There is a negative relationship between consumers' ages of peak brand imprintation and their nostalgic connections with the brand.	<b>H7:</b> There is a negative relationship between consumers' ages of peak brand imprintation and their nostalgic connections with the brand.

## **CHAPTER 6: MAIN STUDY: HYPOTHESIS TESTING**

### **6.1 INTRODUCTION**

The purpose of this chapter is to discuss the research design and results of the hypothesis testing study. The chapter begins by discussing changes in the research design with reference to the scale testing study. The population and sampling framed are described, the sampling procedure that was adopted is explained, statistical procedures used to test validity, reliability and the hypotheses are reviewed, and the results of these tests are provided.

### **6.2 RESEARCH DESIGN**

The purpose of the main study was to test the hypotheses presented in Table 36 (refer to p. 152). The research design adopted for the study replicated the approach followed in the pilot study with three exceptions. Firstly, the reduced number of scale items enabled the number of respondents to be reduced from 200 to 180. Secondly, a new scale was developed to measure nostalgia proneness. Thirdly, the number of items used to measure the constructs of Brand Experience and Nostalgic Brand Connection was reduced. These changes are described below. The section also discusses the measurement of sub-culture for hypothesis testing purposes and provides an overview of the data analysis that was conducted to describe findings, test validity and reliability, and test hypotheses.

### **6.2.1 POPULATION AND SAMPLING**

The approach to population and sampling was a replication of that followed in the pilot study described in Section 5.5.3 Only variations on the procedures followed in the scale development study will be discussed here.

The number of respondents in the survey was determined by considering all the statistical techniques that would be used in assessing reliability and validity as well as testing the hypotheses. The guidelines for conducting SEM that were discussed on p. 113 noted that the general rule is to have at least five times as many observations as the number of variables to be studied. Given that the primary focus of this phase was to test the research hypotheses the statistical procedure to be used in hypothesis testing also informed the sample size selected. Section 6.2.4 (refer to p. 157) justifies the use of multiple regression to test the research hypotheses. When using multiple regression, Hair et al. (2006) suggest that the desired number of observations should be between 15 and 20 for each independent variable in the study. Given that the hypotheses presented in Table 36 (refer to p. 152) include seven variables and that validity tests would be performed on four scales, a sample size of 180 was deemed adequately large to test hypotheses without losing power and raising the probability of making a Type II error (Hair et al., 2006).

### **6.2.2 MEASUREMENT OF CONSTRUCTS**

Because the purpose of the scale development study was to develop and validate scales measuring latent constructs, the measurement of sub-culture had not been addressed. An investigation of cultural values of South African English and African language speakers by Eaton and Louw (2000) determined strong correlations between cultural values and home language. Another study by Bornman (1999) determined significant differences in self-image between White English, White Afrikaans and Black respondents. A recently published study focusing on identifying affiliations across South African groups found significant differences between the responses of Black, White English, White Afrikaans, Coloured and Indian members of the population (Bornman, 2010). Accordingly, race and ethnicity were used to allocate respondents into cultural groups. In order to allocate respondents to these groups, they were asked to report on their racial grouping and their home language. The interviewer script for the main study is presented in Appendix F.

### **6.2.3 DATA COLLECTION**

As with the pilot study, the data was collected by means of a telephonic survey using the same fieldworkers from Ipsos Markinor who had conducted the pilot study. The fieldwork for the main study commenced on the 1<sup>st</sup> September 2010 and was completed by the 9<sup>th</sup> September 2010.

#### **6.2.4 DATA ANALYSIS**

In line with the pilot study, data analysis focused on describing an overview of respondents and their responses to the brand experience, nostalgia proneness and nostalgic brand connection constructs that were the focus of review in this study. The procedures followed to assess reliability and validity in the pilot study (Refer to Section 5.3.5) were replicated to confirm that all scales used to test the hypotheses presented in Table 36 (refer to p. 152) were valid and reliable.

Multiple regression was chosen as the statistical technique used to for hypothesis testing purposes. The objective of multiple regression is to use the independent variables whose values are known to predict the single dependent variable (Hair et al., 2006). Given that the purpose of the study was predictive rather than explanatory (Hair et al., 2006), standard linear multiple regression was selected as the optimal technique.

Following the evaluation of reliability and validity, data was examined to confirm that it met the assumptions required to run a multiple regression namely linearity of the phenomena measured, constant variance of the error terms, independence of the error terms and normality of the error term distribution. In line with recommendations provided by Hair et al. (2006) the studentised residuals were plotted to determine assumption violations. Additionally, partial regression plots which show the relationship of the individual independent variables were generated and examined for evidence of heteroscedasticity (the presence of unequal variances) and non-linearity (Hair et al., 2006).



Following these analysis, multiple regression was conducted. The overall model fit was assessed by calculating the adjusted coefficient of determination ( $R^2$ ) and the F ratio to determine the practical and statistical significance of the model (Kirk, 1996). The effect size estimate was also calculated (Cohen 1992). Hypothesis testing was achieved by examining the regression coefficient (B) and standardised coefficients ( $\beta$ ) to determine the impact of each independent variable on the dependent variable and assessing the results of the t tests to determine which variable's contributions were statistically significant.

## **6.3 RESULTS**

### **6.3.1 INTRODUCTION**

Before performing the regression analysis which was used to test the hypotheses formulated in Table 36 (refer to p. 152), descriptive statistics were reported and the tests that were conducted to investigate reliability and validity in Chapter 5 were repeated.

### **6.3.2 DESCRIPTIVE STATISTICS**

Analysis of data revealed no missing cases so no data cleaning was required. An overview of the demographic profile of the 180 respondents is presented in Table 37. Reference to Table 37 indicates that, as with the former study, there was sufficient respondent representation across all demographic groups to enable hypothesis testing.

Table 37: Respondent profile

Variable	Frequency	Percent	Variable	Frequency	Percent
<b>Area</b>			<b>Age</b>		
Cape Town	56	31.1	25 – 29	23	12.8
Durban	44	24.4	30 – 34	17	9.4
Greater JHB	38	22.1	35 – 39	18	10.0
Pretoria	19	10.6	40 – 44	15	8.3
East Rand	18	10.0	45 – 49	11	6.1
West Rand	5	2.8	50 – 54	23	12.8
<b>Total</b>	<b>180</b>	<b>101.0</b>	55 – 59	19	10.6
			60 plus	54	30
<b>Race</b>			<b>Total</b>	<b>180</b>	<b>100.0</b>
Black	57	31.7	<b>Brand Imprint Age</b>		
White	66	36.7	Younger than 18	18	10.0
Coloured	37	20.6	18 – 19	21	11.7
Indian	20	11.1	20 – 24	47	26.1
<b>Total</b>	<b>180</b>	<b>100.0</b>	25 – 29	24	13.3
			30 – 34	32	17.8
<b>Home Language</b>			35 – 39	12	6.7
Ndebele	2	1.1	40 – 44	8	4.4
Tswana	3	1.7	45 – 49	3	1.7
Sesotho	4	2.2	50 – 54	9	5.0
Xhosa	4	2.2	55 – 59	3	1.7
Tsonga/Shangaan	5	2.8	60 plus	3	1.7
Zulu	34	18.9	<b>Total</b>	<b>180</b>	<b>100.0</b>
Other	5	2.8	<b>Sex</b>		
Afrikaans	50	27.8	Male	90	50.0
English	73	40.6	Female	90	50.0
<b>Total</b>	<b>180</b>	<b>100.00</b>	<b>Total</b>	<b>180</b>	<b>100.0</b>
<b>All African Languages</b>	<b>52</b>	<b>28.9</b>			

It was noted that the relative to the population (refer to p. 20), the sample was skewed away from Black respondents towards White respondents. Whilst the cause of this skewness was not known for certain, it was postulated that the difference be attributed to a higher possession of landlines on the part of White respondents.

In order to evaluate the relationship between sub-culture and the dependent variable, respondents were divided into groups by evaluating a cross tabulation of their racial group and home language. This is presented in Table 38.

**Table 38. Cross tabulation: Race and home language**

	<b>Black</b>	<b>White</b>	<b>Indian</b>	<b>Coloured</b>
<b>African Language</b>	52	0	0	0
<b>English</b>	2	34	18	19
<b>Afrikaans</b>	0	32	0	18
<b>Other</b>	3	0	2	0
<b>Total</b>	57	66	20	37

Respondents were allocated into the ethnic sub-cultures described in Section 6.2.2 (refer to p. 151). Racial profiles reported in Table 38 were used to determine Coloured and Indian sub-groups. All white respondents spoke English or Afrikaans and were allocated accordingly. Three of the 57 Black respondents spoke another language and were classified as Black. There were two Black respondents who spoke English as their first language. Given that the importance of language in determining membership of an ethnic sub-culture

they were grouped with English speaking group. This resulted in a final classification by ethnic sub-culture of:

- Black
- Indian
- Coloured
- White English
- White Afrikaans

Each respondent was asked to name one brand of motor vehicle that had made a strong impression on them. The brands elicited are shown in Table 39.

**Table 39. Automobile brand mentions**

Brand	Frequency	%	Brand	Frequency	%
Toyota	56	31.1	Datsun	4	2.2
Volkswagen	21	11.7	Other	3	1.7
BMW	20	11.1	Jeep	2	1.1
Mercedes-Benz	19	10.6	Fiat	2	1.1
Ford	9	5.0	Subaru	1	0.6
Audi	8	4.4	Peugeot	1	0.6
Nissan	6	3.3	Mini	1	0.6
Chevrolet	6	3.3	Isuzu	1	0.6
Opel	5	2.8	Hyundai	1	0.6
Volvo	4	2.2	Dodge	1	0.6
Mazda	4	2.2	Chrysler	1	0.6
Honda	4	2.2	Total	180	100

The high number of mentions given to Toyota, Volkswagen, BMW and Mercedes-Benz was consistent with brands mentioned by respondents in the

scale development study (refer to Table 15 on p. 123), Once again, a large number of motor vehicle brands were mentioned.

Respondents were also asked about the age at which they most associated using the brand. The frequency distribution of ages is shown in Table 40 on p. 161).

Although 10% of respondents associated brands with their childhood, the majority had built associations at an age when they would have legally qualified to drive a motor vehicle. The peak age of imprintation lay between the ages of 20 and 24. This median age was younger than the median age of 30-34 reported in the pilot sample (refer to Table 14 on p. 122).

**Table 40. Frequency table: Age of peak brand imprintation**

<b>Age</b>	<b>Frequency</b>	<b>%</b>	<b>Cumulative %</b>
<b>Younger than 18</b>	18	10.0	10.0
<b>18 – 19</b>	21	11.7	21.7
<b>20 – 24</b>	47	26.1	47.8
<b>25 – 29</b>	24	13.3	61.1
<b>30 – 34</b>	32	17.8	78.9
<b>35 – 39</b>	12	6.7	85.6
<b>40 – 44</b>	8	4.4	90.0
<b>45 – 49</b>	3	1.7	91.7
<b>50 – 54</b>	9	5.0	96.7
<b>55 – 59</b>	3	1.7	98.3
<b>60 plus</b>	3	1.7	100.0
<b>Total</b>	<b>180</b>	<b>100.0</b>	

Before examining means and standard deviations of all items (refer to Table 41 on p. 163), frequency tables and histograms of each response were examined (Refer to Appendix G).

Table 41. Means and standard deviations

Items	Mean	SD	Items	Mean	SD
<b>Nostalgic Connection</b>			<b>Nostalgia Proneness</b>		
1.1 This brand reminds me of things I've done	3.91	1.04	RQ1.The brands that were around when I was younger were better than brands we have today.	3.39	1.20
1.2 This brand reminds me of places I've been	4.07	0.99	RQ2. My favourite brands are the ones that I grew up with		
1.4 This brand will always remind me of a particular phase of my life	4.21	0.87	RQ3.I have special memories of brands that I used when I was younger	3.64	1.13
1.5 This brand reminds me of what I was like at a previous stage of my life	3.96	1.03	RQ4.Brands just aren't as good as they used to be	3.91	1.00
1.6 This brand reminds me of someone important in my life	3.78	1.29	RQ5.They don't make things like they used to.		
<b>Affective &amp; Intellectual Brand Experience</b>			RQ6.Brands that have been around for a long time are better	3.29	1.27
3.2 BRAND X is an emotional brand for me	3.84	1.06	RQ7.When choosing a brand, I generally prefer to choose a brand that I grew up with	3.51	1.22
3.4 I'm emotionally involved with Brand X	3.45	1.22	RQ8.The brands that were around in earlier times of my life hold a special place in my heart	3.81	0.99
4.2 I've been curious about BRAND X	3.82	1.05			
4.4 BRAND X interests me	4.08	0.86		3.76	1.13
<b>Behavioural Brand Experience</b>					
5.1I've done a lot with BRAND X	4.10	1.03		3.81	1.04
5.2I associate BRAND X with doing certain things	3.92	1.00			
5.4 I've used BRAND X on many occasions	4.25	0.88			

No results appeared to be markedly different from the Scale Development Study. All means lay above the scale midpoint of 3.

The procedures adopted to investigate scale reliability and validity in the pilot study were replicated for the main study. An overview of all procedures adopted is reported on pp. 117-120. The results of the Cronbach's alpha, composite reliability, convergent validity, discriminant validity, multicollinearity and nomological validity are discussed below.

### 6.3.3 RELIABILITY

The Cronbach's alphas and the composite reliabilities are shown in Table 42. Appendix H documents the impact on the Cronbach alpha if the item is removed from the scale.

**Table 42. Main study: Cronbach's alpha**

Construct	Number of items	Cronbach $\alpha$	Composite reliability
Nostalgic Brand Connection	5	0.763	0.78
Affective and Intellectual Brand Experience	4	0.793	0.82
Behavioural Brand Experience	3	0.742	0.93
Nostalgia Proneness	8	0.66	0.56

In discussing the acceptable limit for Cronbach's alpha, Hair et al. (2006, p. 137) suggest that "the generally agreed upon lower limit for Cronbach's alpha is 0.7 although it may decrease to .6 in exploratory research". It was noted that the Cronbach's alpha of the new nostalgia proneness scale had an improved from 0.571 to 0.66, but the composite reliability had decreased from .83 to .56 (refer also to Table 18 on p. 127). All other results indicated high levels of reliability.



### 6.3.4 VALIDITY TESTING

#### Item Pruning

The factor loadings from the CFA output are presented in Table 43.

**Table 43. Factor loadings**

Items	Loading	Items	Loading
<b>Nostalgic Brand Connection</b>		<b>Nostalgia Proneness</b>	
1.1 This brand reminds me of things I've done	0.789	6.1 The brands that were around when I was younger were better.	0.280
1.2 This brand reminds me of places I've been	0.598	6.2 My favourite brands are the ones I grew up with.	0.789
1.4 This brand will always remind me of a particular phase of my life	0.662	6.3 I have special memories of brands that I used when I was younger.	0.357
1.5 This brand reminds me of what I was like at a previous stage of my life	0.673	6.4 Brands just aren't as good as they used to be.	0.318
1.6 This brand reminds me of someone important in my life	0.598	6.5 They don't make things like they used to.	0.239
<b>Affective &amp; Intellectual Brand Experience</b>		6.6 Brands that have been around for a long time are better.	0.333
3.2 BRAND X is an emotional brand for me	0.728	6.7 When choosing a brand, I generally prefer to choose a brand I grew up with.	0.646
3.4 I'm emotionally involved with Brand X	0.688	6.8 The brands that were around in earlier times hold a special place in my heart.	0.548
4.2 I've been curious about BRAND X	0.691		
4.4 Brand X interests me	0.724		
<b>Behavioural Brand Experience</b>			
5.1 I've done a lot with BRAND X	0.898		
5.4 I've used BRAND X on many occasions	0.840		
5.5 Brand X and I have travelled far together	0.904		

Results of tests to establish reliability and convergent validity showed that the scale for nostalgia proneness did not conform to composite reliability and convergent validity requirements. The composite reliability of 0.56 was below the 0.7 cut-off requirement prescribed by Hair et al. (2006). Additionally, five of the eight factor loadings for items in the nostalgia proneness scale were below

the 0.5 threshold recommended by Hair et al. (2006). In line with the recommendation of Hair et al. that the number of items to measure a construct should preferably not drop below three, items 1, 3, 4, 5 and 6 were removed from the scale in order to enhance the scale's convergent validity. The resulting changes in reliability for the nostalgia proneness scale are shown in Table 44.

**Table 44. Adaptations to nostalgia proneness scale**

	Original items	Pruned items
Items	<ol style="list-style-type: none"> <li>1. The brands that were around when I was younger were better than brands we have today (0.280)*</li> <li>2. My favourite brands are the ones that I grew up with (0.789)</li> <li>3. I have special memories of brands that I used when I was younger (0.357)</li> <li>4. Brands just aren't as good as they used to be (0.318)</li> <li>5. They don't make things like they used to (0.239)</li> <li>6. Brands that have been around for a long time are better (0.333)</li> <li>7. When choosing a brand, I generally prefer to choose a brand that I grew up with (.646)</li> <li>8. The brands that were around in earlier times of my life hold a special place in my heart (0.548)</li> </ol>	<ol style="list-style-type: none"> <li>1. My favourite brands are the ones that I grew up with (0.789)</li> <li>2. When choosing a brand, I generally prefer to choose a brand that I grew up with (0.646).</li> <li>3. The brands that were around in earlier times of my life hold a special place in my heart (0.548)</li> </ol>
Cronbach $\alpha$	0.66	0.70
Composite Reliability	0.56	0.78

\* Factor loading of each item

Reference to Table 44 shows that the revised scale demonstrated adequate reliability.

Following the trimming of the nostalgia proneness scale, the model was respecified. The final model used for the hypothesis testing is shown in Figure 4 on p. 168.

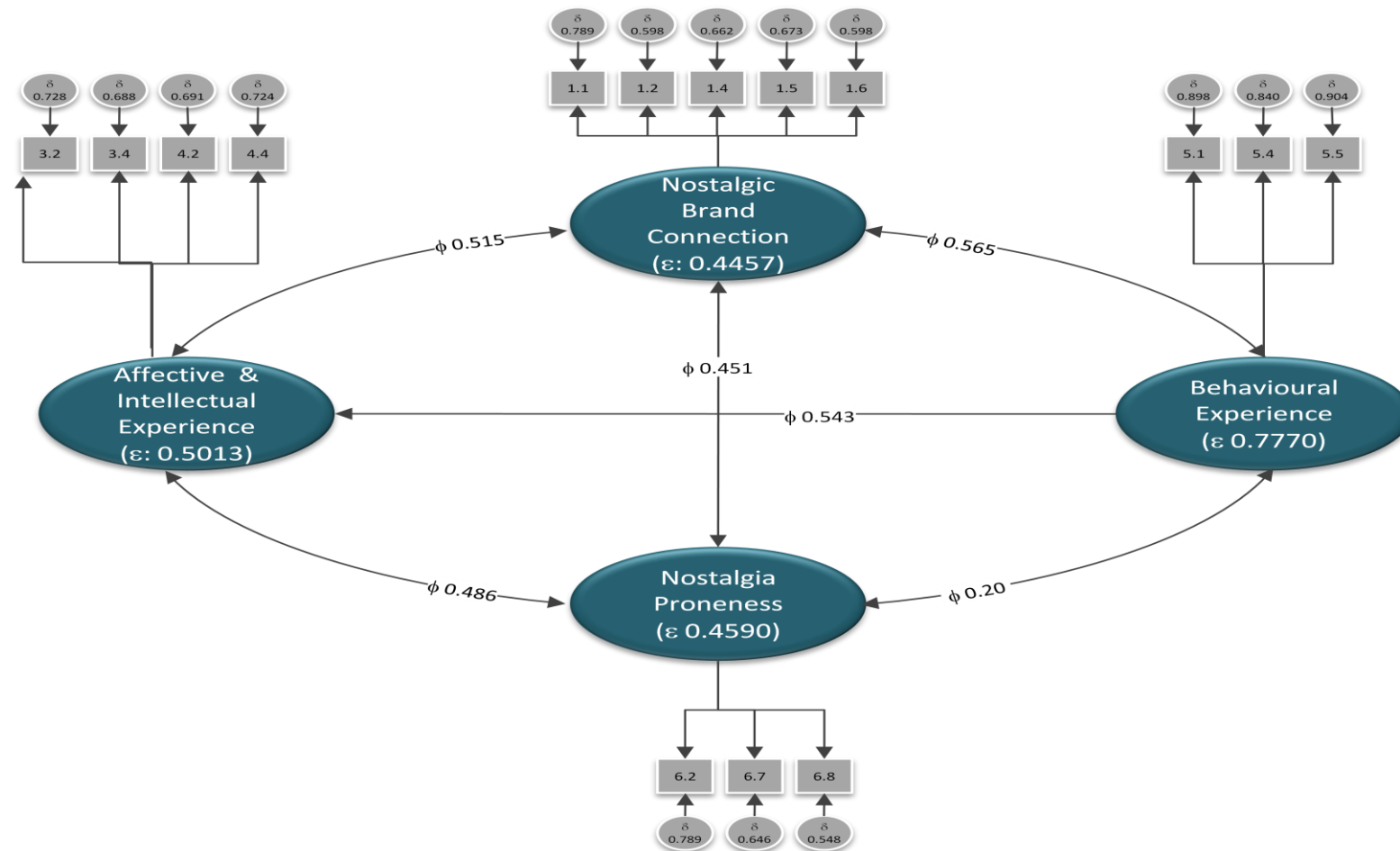
As with the pilot study, a number of indexes of model fit were calculated. These are presented in Table 45.

**Table 45. Goodness of fit indices**

<b>GOF Test</b>	<b>Result</b>
$\chi^2$ (CMIN) p = 0	126.29
$\chi^2$ / DOF (CMIN/DF)	1.503
Goodness of Fit Index (GFI)	0.919
Comparative Fit Index	0.961
Root Means Square Error of Approximation	0.053
Tucker Lewis Index	0.952

When analysing the goodness of fit (GOF) indices, Hair et al. (2006) suggest that models that comply with the criteria for goodness of fit do not have significant  $\chi^2$  results, should have a  $\chi^2/df$  that approximates 2, should have a GFI, CFI and TLI of above 0.9 and should have an RMSEA of below 0.1. Reference to Table 45 indicates that the  $\chi^2$  result is significant and the  $\chi^2/df$  is 1.504. The RMSEA, CFI, GFI and the TLI all fall within acceptable limits (Hair et al., 2006). Given that the purpose of developing the model was to run a confirmatory factor analysis for scale testing purposes rather than to specify a complete model the lower than desired CMIN/DF measure was not seen to be a limitation in the results.

Figure 4. Final measurement model for self report items



### Convergent Validity

The factor loadings from the estimated model have been presented in Table 43. Hair et al (2006) state that all factor loadings should be statistically significant and that standardised loading estimates should be higher than 0.5 and ideally higher than 0.7 in order to assume that convergent validity is present.

### Discriminant Validity

In order to assess discriminant validity, the average variance extracted for each member of every pair of constructs was compared with the square of the correlation estimate between the constructs of the pair (Hair et al., 2006). These results are presented in Table 46.

**Table 46. Discriminant validity: Comparison of AVE and squared correlation**

	<b>Nostalgic Brand Connections</b>	<b>Affective &amp; Intellectual Brand Experience</b>	<b>Behavioural Brand Experience</b>	<b>Nostalgia Proneness</b>
<b>Nostalgic Brand Connection</b>	0.4237	0.261	0.345	0.189
<b>Affective &amp; Intellectual Brand Experience</b>	0.511	0.5013	0.295	0.238
<b>Behavioural Brand Experience</b>	0.587	0.543	0.776	0.040
<b>Nostalgia Proneness</b>	0.435	0.488	0.201	0.780

Note: Correlations are below the diagonal, squared correlations are above the diagonal and AVE estimates are presented on the diagonal.

Comparison of the variance extracted with the square correlations presented in Table 46 shows that discriminant validity was established for all scales.

### Multicollinearity

The first step in assessing whether multicollinearity was present was to examine the correlation matrix of the independent variables. Hair et al. (2006) suggest that the presence of correlations of 0.9 and above are the first indication of multicollinearity. The correlations of items measuring independent constructs were calculated and assessed and is presented in Appendix I. As with pilot study, there were no correlations of  $>0.9$  reported. The correlation matrix of the independent variables was calculated during the confirmatory factor analysis. Table 47 shows the results.

**Table 47. Correlation matrix for independent variables**

	<b>Nostalgia proneness</b>	<b>Affective &amp; Intellectual brand experience</b>	<b>Behavioural brand experience</b>
Nostalgia Proneness	1.00	0.488	0.202
Affective and Intellectual Brand Experience		1.00	0.543
Behavioural Brand Experience			1.00

Although reference to Table 47 indicates no unacceptably high correlations using Hair et al's (2006) cutoff of 0.9, an absence of high correlations does not rule out multicollinearity because independent variables may have a combined effect. Accordingly the tolerance for all independent variables was calculated. Hair et al. (2006) suggest that 0.1 is a common cut-off tolerance value to indicate acceptable levels of multicollinearity. Tolerances calculated are shown in Table 48 on p. 166. Because the regression used dummy variables to

measure the relationships between gender and ethnicity and the dependent variable, the tolerances for Black and male respondents are set at 0.00.

**Table 48. Tolerances**

<b>Construct</b>	<b>Tolerance</b>
Nostalgia Proneness	0.801
Affective & Intellectual brand experience	0.660
Behavioural brand experience	0.744
Female	0.948
Age of peak brand imprintation	0.853
Current age	0.734
Indian	0.809
Coloured	0.696
White English	0.605
White Afrikaans	0.684

Analysis of the tolerances presented shows that all fell above the threshold prescribed suggesting that multicollinearity was not a cause for concern.

### **Common Method Variance**

Harman's one-factor test was used as an indicator of problems with common method variance (Podsakoff and Organ 1986). All variables were included in a principal component analysis. The first component explained 36% of the variance. Four components cumulatively explaining 66% of the variance had eigenvalues of greater than 1. The unrotated four component solution is presented in Table 49.

Table 49. Assessment of common method variance: Unrotated factor matrix

Component Matrix <sup>a</sup>				
	Component			
	1	2	3	4
Q5.5. ... and I have travelled far together	0.710	-0.495	-0.072	0.344
Q5.1. I have done a lot with ...	0.705	-0.529	-0.028	0.257
Q5.4. I have used ... on many occasions	0.701	-0.493	-0.034	0.267
Q1.1. This brand reminds me of things I have done	0.690	-0.052	-0.430	-0.208
Q3.2. ... is an emotional brand for me	0.653	0.062	0.362	-0.276
Q3.4. I am emotionally involved with ...	0.634	0.010	0.376	-0.131
Q1.4. This brand will always remind me of a particular phase of my life	0.618	0.037	-0.329	-0.106
Q4.4. ... interests me	0.608	-0.060	0.536	-0.107
Q1.5. This brand reminds me of what I was like at a previous stage of my life	0.604	0.251	-0.389	-0.136
Q1.2. This brand reminds me of places I have been	0.564	0.090	-0.336	-0.224
Q4.2. I have been curious about ...	0.558	0.018	0.496	-0.372
Q1.6. This brand reminds me of someone important in my life	0.529	0.312	-0.385	-0.218
QR8. The brands that were around in earlier times of my life	0.495	0.384	0.109	0.262



Component Matrix <sup>a</sup>				
	Component			
	1	2	3	4
hold a special place in my heart				
QR2. My favourite brands are the ones that I grew up with	0.457	0.617	0.176	0.302
QR7. When choosing a brand, I generally prefer to choose a brand that I grew up with	0.383	0.582	0.029	0.490
Extraction Method: Principal Component Analysis. a. 4 components extracted.				

Podsakoff and Organ (1986) suggest that high loadings onto a single factor may be indicative of a problem with common method variance. Given that the computation resulted in four factors with eigenvalues of greater than 1, issues with common method variance were not deemed to be a cause for concern.

### Nomological Validity

Nomological validity was assessed by examining the correlation between all constructs in the model to identify any correlations that did not make sense relative to the theory supporting the hypotheses. These results are presented in Table 50.

**Table 50. Correlation matrix for all latent variables**

	<b>Nostalgia proneness</b>	<b>Affective &amp; Intellectual brand experience</b>	<b>Behavioural brand experience</b>	<b>Nostalgic Brand Connection</b>
<b>Nostalgia Proneness</b>	1.00	0.488	0.202	0.435
<b>Affective and Intellectual Brand Experience</b>		1.00	0.543	0.511
<b>Behavioural Brand Experience</b>			1.00	0.587
<b>Nostalgic Brand Connection</b>				1.00

Analysis of the correlation matrix presented in Table 50 indicates a positive correlation between all variables. Such correlations are in line with the supporting arguments for hypotheses presented in Chapter Three suggesting that adequate nomological validity was established.

### 6.3.5 MULTIPLE REGRESSION

The objectives of the multiple regression analysis were to test the hypotheses presented in Chapter Three. Because ethnic sub-culture and gender are non-metric variables, dummy variables were created and indicator coding was used to incorporate these variables into the analysis (Hair et al. 2006). In the case of gender, women were assigned a code of 1 and men a code of 0. In the case of ethnic sub-culture, four dummy variables were created, namely,

Indian = 1; Not Indian = 0;

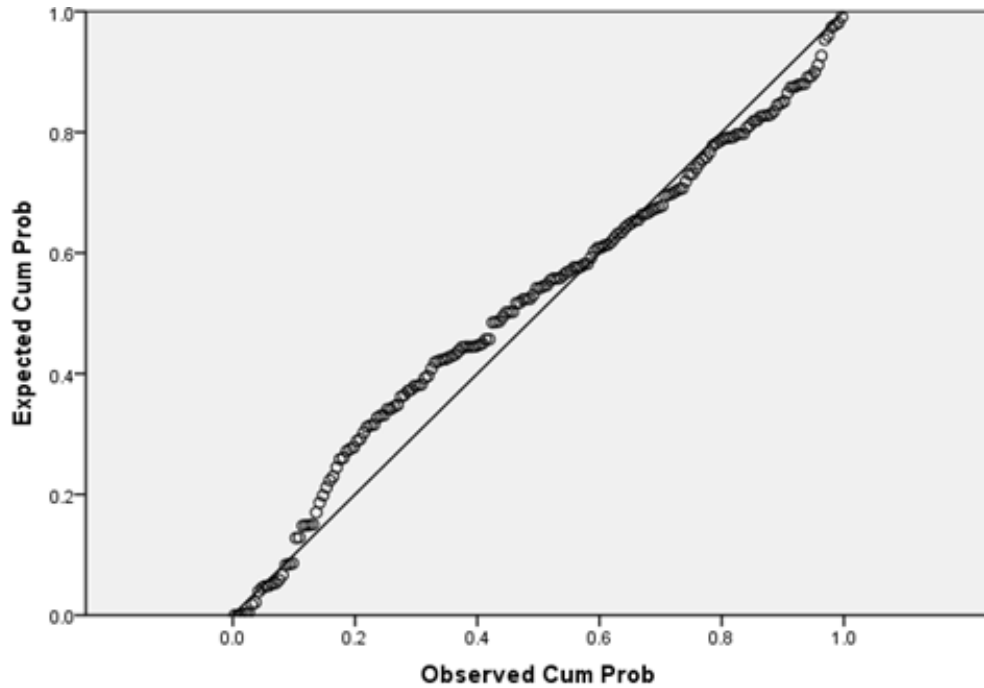
Coloured = 1; Not Coloured = 0;

White English = 1, Not white English = 0; and

White Afrikaans = 1, Not white Afrikaans = 0.

Before running the analysis, plots of studentised residuals were examined (these are documented in Appendix J). These did not indicate any nonlinear relationships between the dependent variables and the independent variables. Some items had minimal violations for heteroscedasticity but no corrective action was deemed necessary. The normal probability plot of the standardised residuals (with confidence bounds of 0.95) is shown in Figure 5.

Figure 5. Normal probability plot: Residuals



The probability plot indicates a relatively good fits between the predicted and observed relationships between the standardised residuals. The results of the model tests for the standard multiple regression are presented in Table 51.

Table 51. Standard regression outputs

R	R Square	Adjusted R Square		Std. Error of the Estimate	
0.599	0.359	.321		0.64130	
Model	Sum of squares	Df	Mean square	F	Sig.
Regression	38.899	10	3.890	9.458	0.000
Residual	69.503	169	0.411		
Total	108.402	179			

The results of the anova indicate that model is statistically significant ( $p= 0.00$ ). Reference to the  $R^2$  shows that the model explains 36% of the variance in consumers' nostalgic brand connections. In order to assess the practical significance of the  $R^2$  Cohen's effect size was calculated as (Cohen 1992):

$$f^2 = R^2/(1 - R^2)$$

The  $R^2$  of 0.359 was below the Cohen cut off of 0.56. Cohen (1998) notes that a medium effect size should have an  $R^2$  of above 0.25 and for an effect size to be considered large, the  $R^2$  should fall above 0.4 suggesting that at 0.359, the  $R^2$  indicates a medium to large effect. The regression coefficients for the seven predictor variables are shown in Table 52.

Table 52. Multiple regression: Regression coefficients for predictor variables

Variable	Unstandardised. Coefficient		Stdised Coefficient	T	Sig
	B	Std error	Beta		
<b>Constant</b>	1.123	0.345		3.255	0.001
<b>Current age</b>	0.014	0.022	0.048	0.663	0.508
<b>Age associated with peak use</b>	-0.038	0.022	-0.112	-1.684	0.094
<b>Affective &amp; Intellectual brand experience</b>	0.501	0.109	0.327	4.576	0.000
<b>Behavioural brand experience</b>	0.168	0.071	0.178	2.351	0.020
<b>Nostalgia Proneness</b>	0.238	0.062	0.265	3.854	0.000
<b>Female</b>	0.200	0.098	0.129	2.037	0.043
<b>Indian</b>	0.061	0.169	0.025	0.363	0.717
<b>Coloured</b>	-0.104	0.142	-0.054	-0.733	0.464
<b>White English</b>	0.074	0.154	0.038	0.480	0.632
<b>White Afrikaans</b>	0.087	0.151	0.043	0.579	0.563

Analysis of the *t* value of the variables in the equation indicated that four variables were significant ( $p \leq .05$ ) namely Affective & Intellectual Brand Experience, Behavioural Brand experience, Nostalgia Proneness and gender (female).

The correlations and covariances of all independent variables are documented in Appendix J.

### 6.3.6 HYPOTHESIS TESTING

The regression results presented in Table 52 (refer to p.178) were used to determine whether or not research findings supported the hypotheses developed in Table 36 (refer to p. 1152). Conclusions are shown in Table 53 ( $p \leq 0.05$ ).

**Table 53. Hypothesis testing**

Research hypotheses	Findings ( $\leq 0.05$ )
<b>H1:</b> There is a positive relationship between the ages of consumers and their nostalgic connections with a brand.	Not supported
<b>H2:</b> There is a relationship between the gender of consumers and their nostalgic connections with a brand.	Supported
<b>H3:</b> There is a positive relationship between consumers' nostalgia proneness and their nostalgic connections with a brand.	Supported
<b>H4:</b> There is a relationship between consumers' ethnic sub-cultures and their nostalgic connections with a brand.	Not supported
<b>H5:</b> There is a positive relationship between consumers' memories of their affective and intellectual brand experiences and their nostalgic connections with the brand.	Supported
<b>H6:</b> There is a positive relationship between consumers' memories of their behavioural brand experiences and their nostalgic connection with the brand.	Supported
<b>H7:</b> There is a negative relationship between consumers' ages of peak brand imprintation and their nostalgic connections with the brand.	Not supported

## 6.4 CONCLUSION

The purpose of this chapter was to report the results of the hypothesis testing study. After a brief review of descriptive statistics, a number of tests to assess reliability, validity, multicollinearity and common method variance were

conducted. Results for these did not flag any areas for concern and the analysis proceeded with a standard multiple regression in order to test the revised hypotheses presented in Chapter Five (refer to p. 152) The resulting model was found to be significant with the predictor variables accounting for 36% of the variance in consumers' nostalgic brand connection. Four of the seven predictor variables namely the two brand experience dimensions, nostalgia proneness and age were found to play a significant role in predicting nostalgic connection with a brand. No significant relationship between the three predictor variables of ethnic sub-culture, age and age of peak brand imprintation was found. These results are discussed further in Chapter Seven.



## **CHAPTER 7: DISCUSSION**

### **7.1 INTRODUCTION**

The purpose of this chapter is to discuss the results observed in Chapters Five and Six. The results of the focus groups conducted have been discussed in Section 5.3.5 (refer to p. 106). Prior to discussing the findings of each hypothesis, the results of the scale adaptation study and descriptive analysis in the hypothesis testing study are considered.

### **7.2 SCALE ADAPTATION**

The hypothesis developed in Chapter Three referred to six latent variables for which measurement scales already existed: nostalgic brand connection, nostalgia proneness and the four dimensions (sensory, affective, intellectual and behavioural) of brand experience. Results of scale testing for each variable are discussed in turn.

#### **7.2.1 NOSTALGIC BRAND CONNECTION**

Nostalgic Brand Connection has been described by Fournier (1994, p. 139) as “a positively valenced complex feeling, emotion or mood produced by reflection on a brand associated with the past”. Because one item in the original scale developed by Fournier (1994) (this brand reminds me of things I’ve done or places I’ve been) referred to two constructs, the item was split into two before administering the scale on respondents in the scale adaptation study.

Results from both quantitative studies demonstrated that the scale showed adequate reliability (refer to Table 18 on p. 127 and Table 42 on p. 164). One item exhibited a low factor loading in the scale adaptation study (refer to Table 20 on p. 130) and was removed from the scale which subsequently demonstrated acceptable discriminant and convergent validity in the South African context thus meeting the requirement of researchers such as De Jong et al. (2009) to ensure that scales developed in one culture are applicable to other cultures and contexts.

### 7.2.2 NOSTALGIA PRONENESS

Scales used to test nostalgia proneness in both the scale development and the hypothesis testing phases of the study scored poorly on tests of reliability and convergent validity (refer to pp. 165 - 166). As a result of South Africa's deeply politicised past, the wording of items in Holbrook's (1993) scale was adapted to narrow the focus of nostalgic sentiments from times past to brands (refer to Section 5.7).

Lyon and Colquhoun (1999) suggest that individuals may deal with current stresses by immersing themselves in times associated with more stress-free epochs. But when consumers like those in South Africa do not necessarily associate past times with "stress-free epochs" the assessment of nostalgia proneness as a psychographic variable may need to be more nuanced.

Analysis of the original items proposed by Holbrook (1993) in Table 7 suggests that they focus on two broad themes: a fondness for the past **and** a belief that

things were better in the past. Holbrook (1993, p. 246) defines nostalgia proneness as “An individual’s propensity towards nostalgic leanings that is independent of age”. The Holbrook (1993) scale appears to measure attitudes to economic progress as well as nostalgia proneness when it asks respondents to consider statements such as “Technological change will ensure a brighter future”, “Human welfare gets better over time”, “Economic growth has led to increased human happiness“ and “Modern business constantly builds a better tomorrow” (Holbrook, 1993, p. 255). Items in Holbrook’s (2003) scale appeared to have been developed based on the assumption that nostalgia proneness is negatively related to attitudes to progress and modernity. It is contended that nostalgic leanings are independent of a consumer’s view of their current quality of life. In harbouring a fondness for the past, consumers will not automatically reject the quality of life today. In a recent study on nostalgia and sustainability Davies (2010, p. 262) argues that increases in sustainable behaviour on the part of individuals can be achieved by creating a “nostalgia for the future” supporting the notion that nostalgia and looking forward may even be positively related.

Although there were no high loadings in the confirmatory factor analysis run on the Holbrook (1993) scale in the first study (refer to Table 20 on p. 130), the results of the confirmatory factor analysis (Table 41 on p. 163) that was run on items which were revised to focus on “brands” rather than “things” associated with the past shows that only items that relate to fondness for the past have loaded positively onto the construct of nostalgia proneness, thus supporting the

notion that the original scale focuses on two dimensions: attitude to progress and nostalgia proneness.

### **7.2.3 BRAND EXPERIENCE**

Brakus et al. (2009) have suggested that the construct of brand experience comprises four dimensions: sensory, affective, intellectual and behavioural. Following feedback from consumer behaviourists with extensive experience of the South African environment, the wording of the original items (Brakus et al. 2009) was changed, and new items were formulated in accordance with the construct definitions of the four dimensions.

The assessment and exploration of discriminant validity on these items which were used in the first study indicated a large number of cross-loadings across these constructs. Although subsequent scale pruning and the collapsing of the four dimensions into two dimensions resulted in scales that demonstrated acceptable discriminant validity, all items relating to the sensory dimensions of brand experience were lost (refer to pp. 143 – 146).

Prior research has suggested strong links between an object's olfactory and gustatory properties and nostalgic associations (Hirsch, 1992; Holbrook & Schindler, 2003). The loss of the sensory dimensions in this research may be related to the choice of product category in that consumers are unlikely to associate strong olfactory or gustatory properties with their memories of automobiles. Care should be taken in studies in other categories to re-examine the relevance of this construct and the measurement thereof.

Before discussing the results associated with each hypothesis, the descriptive statistics considered in Section 6.3.2 (pp. 1573-163) will be discussed.

### **7.3 DESCRIPTIVE STATISTICS**

Analysis of the respondent overview (refer to Table 37 on p. 158) indicates a good spread of respondents across all major categories. It was noted that at 21.5% a high number (relative to the distribution of the universe shown in Table 2) of senior (60+) respondents participated in the survey. Although the mode for age of peak brand imprintation was between the ages of 20 and 24 years of age, the median age of brand imprintation was 25-29 years of age (refer to Table 40 on p. 161).

Although Havlena and Holak (1992) have suggested that late adolescence and early adulthood represent the prime time for the formation of nostalgic connections, the age most associated with using the brand will depend on the category and the consumer under review. The distribution of age of peak brand imprint observed in this study is not unsurprising; given that South Africa is an emerging market, many of the South Africans automobile driving population will only acquire their own automobiles well after the legal age at which they may commence driving.

### **7.4 HYPOTHESIS ONE**

Hypothesis One which stated that, "There is a positive relationship between the ages of consumers and their nostalgic connections with a brand" was not

supported. Although prior literature has suggested that consumers become more nostalgic with age (Holbrook, 1993), the prevalence of strong nostalgic sentiments on the part of teenagers recently reported by Nikoloayenko (2008) and Schwartz (2009) suggests that consumers of any age can experience strong nostalgic sentiments that may be for times that were very recent but are seen to be “past”. Muehling and Sprott (2004) also reported on the strong response of young consumers to advertisements with high nostalgic content. If nostalgia occurs in response to a changed environment, any consumer who can look back on a time when things were different, whether last year or thirty years ago, can experience nostalgia. South African consumers have experienced a turbulent social, political and economic environment in recent years. Although Davis (1979) suggests that older consumers will be more likely to exhibit nostalgic sentiments, he also observes that in times of extensive social change, collective nostalgic plays an important role in enabling socio-historic continuity. The results of this study suggest that this occurs independently of age.

## **7.5 HYPOTHESIS TWO**

Hypothesis Two which stated that “There is a relationship between the gender of consumers and their nostalgic connections with a brand” is supported. Females were found to exhibit stronger nostalgic connections with automobile brands than their male counterparts. Although Davis (1979) notes that individuals will vary according to gender in terms of the formation of nostalgic associations, it contradicts his assertion that because men experience more life cycle discontinuities, they should be more nostalgic than women. Despite this assertion, a number of studies in nostalgia have reported no significant gender

differences (Goulding, 2001; Wildschut et al., 2006). The finding that women formed stronger nostalgic connections with automobiles than their male counterparts appears to contradict the results of an investigation by Csikszentmihalyi and Rochberg-Halton (1981) who found that men were more likely than women to form nostalgic associations with objects of action such as automobiles and television sets. Kleine and Baker (2004) however caution against viewing consumer relationships with brands as synonymous with those of objects. It should also be noted that this study did not investigate the nature of the association but focused only on the strength. It may well be that men's nostalgic associations with automobiles are more focused on their action properties whilst females may be more likely to associate automobiles with other themes.

## **7.6 HYPOTHESIS THREE**

Hypothesis Three which stated that "There is a positive relationship between consumers' levels of nostalgia proneness and their nostalgic connections with a brand" was supported. Holbrook's (1993) study on nostalgia proneness showed the importance of the variable in predicting preferences for movies that were independent of age. Another study conducted by Rindfleish, Freeman and Burroughs (2000) found that nostalgia proneness played a significant role in predicting American consumers' choices of a VW beetle over a Lexus GS 300 (although materialism was found to be an even stronger predictor of respondent choice than nostalgia proneness). Although not as important as a consumers brand experiences (refer to Table 52 on p. 176), in this study this psychographic

variable played the strongest role of all consumer characteristics in predicting a nostalgic connection with a brand.

## **7.7 HYPOTHESIS FOUR**

Hypothesis Four which stated that “There is a relationship between consumers’ ethnic sub-cultures and their nostalgic connections with a brand” was not supported. Although a number of studies have focused on the relationship between nostalgia and ethnically defined sub-cultures (Hansen, 2005; Mbao, 2010; Nauright, 1996) this was the first study to investigate nostalgic differences across South African ethnic sub-cultures within the context of consumption. Wallendorf and Arnould (1988) assert that a country’s culture may influence nostalgic tendencies. Despite the diversity of ethnic sub-cultures in South Africa these findings suggest that South African consumers’ nostalgic attachments to brand are not influenced by their membership of an ethnic group. This finding supports the assertion of Herselman (2008) that South African marketers should reconsider their traditional reliance on race as a primary basis for segmentation. Suggestions for alternative approaches to measure ethnic sub-culture are provided in the Section 8.6.5 on p. 203.

## **7.8 HYPOTHESIS FIVE**

Hypothesis Five which asserted that “There is a positive relationship between consumers’ memories of their affective and intellectual brand experiences with a brand and their nostalgic connections with the brand” was supported. Reference to Table 52 (refer to p. 176) shows that this variable had highest  $\beta$  (0.501) of all the predictors. A number of studies have highlighted the



importance of consumers' emotional responses in building strong experiences (Morrison & Crane, 2007). Although less emphasised in the literature, the cognitive evaluation of brand experience play an important role in enabling consumers to interpret brands (O'Loughlin & Szmigin, 2005; Barnham 2008).

## **7.9 HYPOTHESIS SIX**

Hypothesis Six which asserted that "There is a positive relationship between consumers' memories of behavioural brand experiences with a brand and their nostalgic connections with the brand" was supported. Consumers with strong memories of activities associated with the brand were more likely to form a nostalgic connection with the brand. The importance of engaging consumers in brand related activities has been emphasised in a number of different areas of the marketing literature. Whelan and Wohlfeil (2006) discuss the superiority of event marketing which emphasises higher levels of active consumer participation over and above traditional brand communication options such as advertising in building brand connections. The building of brand communities that engage together in behaviours with a brand at the core (Algesheimer et al., 2005; Muniz Jr. & O'Guinn, 2001) underscores the importance of engaging consumers in brand-related activities. When discussing the impact of brand experiences, Barnham (2008, p. 214) also emphasises the importance of "real-lived" experiences.

## **7.10 HYPOTHESIS SEVEN**

Hypothesis Seven which asserted that "There is a negative relationship between consumers' ages of peak brand imprintation and their nostalgic

connections with the brand” was not supported. Holbrook (1993) states that the age of peak brand imprintation is the age at which consumers’ preference for a product is formed. Holbrook and Schindler’s (1989) investigation into nostalgic preferences for musical recordings found that 23.5 years of age represented the age at which preferences for musical recordings peaked. This study operationalised the construct of peak brand imprintation by asking respondents the age at which they most associated using the brand under review and found that the median age category for peak brand imprintation was between the ages of 25 – 29 (refer to Table 40 on p. 161).

Davis (1979) has argued that the strongest nostalgic connections for products are established during youth and early adolescence, but this study found no connection between the age of the associated experience and the strength of the nostalgic brand connection. These findings suggest that strong nostalgic attachments to brands are not always formed during a consumer’s youth.

The findings that gender, nostalgia proneness and brand experience play a role in predicting a consumer’s nostalgic connection with a brand support the “multi-faceted nature of consumers’ behaviour towards the products they own and use” (Cohen 1989, p. 125). The implication of the findings is discussed in more detail in the final chapter.

## CHAPTER 8: CONCLUSIONS

### 8.1 INTRODUCTION

The focus of this study was the nostalgic connections consumers form with brands. The purpose of the research was to investigate how successfully certain variables predict(s) consumers' nostalgic connections with a brand. Two research questions were posed. The first asked what role consumer characteristics play in predicting a consumer's nostalgic connection with a brand. The second questioned the role of brand experience in predicting a consumer's nostalgic connection with a brand.

Literature reviewed led to the development of hypotheses that predicted relationships between nine independent variables and the dependent variable, that of a consumer's nostalgic connection with a brand. Four of the independent variables addressed the consumer characteristics of age, gender, ethnicity and a psychographic variable, nostalgia proneness. The remaining five variables all formed part of consumers' experiences with a brand and included memories of sensory brand experiences, affective brand experiences, intellectual brand experiences, behavioural brand experiences and peak age of brand imprintation.

In order to ensure that scales used performed reliably and validly in the South African context, extensive scale testing procedures were implemented. Two focus groups, consultation with experts, and a telephonic survey of 200 respondents were conducted to develop new scales for nostalgia proneness

and the four dimensions of consumer brand experience: sensory, affective, intellectual and behavioural. Statistical procedures performed on the results suggested that the scales demonstrated adequate reliability and validity. The hypotheses were tested in a telephonic survey of 180 South African consumers over the age of 24 living in major metropolitan areas.

The purpose of this chapter is to summarise findings and consider the implications of these for marketing academics and practitioners. The following sections summarise the findings of the empirical research conducted before discussing the implications of these for marketing practitioners. Thereafter the contribution and limitations of the research are addressed, and before concluding, directions for future research are noted.

### **8.2 SUMMARY OF FINDINGS**

Analysis of the nostalgic brand connections that were identified in the focus groups suggested that female respondents differed from their male counterparts in terms of both the range and nature of brands selected. The group of men identified far more brands than the equivalent female group. Categories raised by the former were more likely to be associated with leisure pursuits and included alcoholic beverages, electronic appliances and retailers. Female respondents spontaneously mentioned cleaning products, cold beverages and sweets and treats. Both groups made mention of cold beverages and automobiles. Because automobiles have been mentioned in studies on nostalgia, they were selected as the category under consideration in the pilot and the main studies.

All scales, with the exception of the nostalgia proneness scale, performed well in the scale testing study. Post-study investigations into the poor performance of a well validated scale (Holbrook & Schindler, 1989; Holbrook, 1993) suggested that for many South Africans, general references to the past are clouded by the country's former political system of apartheid. Accordingly it was decided to amend the scale for nostalgia proneness to focus on nostalgic sentiments for brands in times past rather than past times *per se*.

Results of the hypothesis testing study indicated that consumers had strong nostalgic connections with a wide range of automobile brands. The regression analysis found that the independent variables predicted 48.7% of the variance in nostalgic brand connections. Four variables were of statistical and practical significance in predicting nostalgic brand connections. Females demonstrated stronger nostalgic brand connections than males. Nostalgia proneness was positively related to nostalgic brand connections as were consumers' sensory and behavioural brand experiences. These findings are important for marketing practitioners seeking to leverage nostalgic connections to enhance brand performance.

### **8.3 MANAGEMENT RECOMMENDATIONS**

The findings of the literature review, focus groups, scale adaptation and hypothesis testing studies have a number of ramifications for marketing and brand managers.

### 8.3.1 MARKETING MANAGERS

For any marketer seeking to develop a good marketing strategy, an understanding of the underlying needs of their consumers is paramount. Literature surveyed in Chapter Two bears testimony to the relevance of nostalgia as a coping mechanism in times of change for consumers of all ages (Schwarz, 2009) across a wide range of product categories (Holbrook & Schindler 1993). Marketers seeking to derive value from the benefits of nostalgic brand connections need to focus on tapping into extant connections and building new connections that in time may become a source of nostalgic longing.

Results of the focus group suggested that although both male and female consumers formed nostalgic connections with automobiles, soft drinks and confectionary products, nostalgic attachments to some categories were gender-specific. Men for example surfaced more connections with alcoholic beverages whilst women mentioned cleaning products. Marketers who manage brand portfolios that comprise heritage brands should consider whether or not their target markets have a nostalgic connection to the brand, and if so, how to manage the brand in a way that leverages this advantage.

Despite common and academic associations between automobiles and men (Csikszentmihalyi & Rochberg-Halton, 1981), the hypothesis testing study has shown that female consumers build stronger nostalgic connections with automobile brands than their male counterparts. This suggests that marketers

targeting female markets may benefit from reminding women about their associations with the brand that were built during an earlier time.

The finding that nostalgic connections that consumers form with brands occur independently of age is of importance to marketers. Nostalgic sentiments have been strongly associated with elderly consumers in previous literature. Marketers seeking to build brand equity by emphasising nostalgic associations need not confine their activities to senior markets. These results suggest that younger consumers are just as likely to harbour nostalgic connections for brands as their senior counterparts. Rapidly changing environments provide an opportunity for marketers to leverage nostalgic associations that may be relatively recent, but this also means that marketers need to constantly focus on building positive brand memories by ensuring that their customer value propositions, and communication and distribution activities are aligned to customer needs and are executed in a manner that ensures that these are consistently met.

The high levels of South African consumers' nostalgic connections for automobile brands confirm the opportunity for marketers to position their brands as beacons of continuity in times of change. Whilst marketers cannot rely on consumers' nostalgic connection with their brand as a substitute for contemporary brand performance, augmenting their message by reminding consumers of nostalgic connections could be a powerful source of differentiation in a brand strategy.

**8.3.2 BRAND MANAGERS**

The significance of sensory and behavioural brand experiences in predicting consumers' nostalgic connections with their automobile brand highlights the important role that brand managers play in driving nostalgic brand connections.

Brand positioning strategies should consider the visual, auditory, tactile (and where appropriate, gustatory) cues that they would like to see incorporated into consumers' memory banks of their brand. Automobile brands for example can be associated with certain engine sounds, jingles and songs in advertising, branded scent products to retain the "smell of the car" and consistent use of imagery in advertising. Toyota's long term commitment to use "Buddy", a boxer dog as a brand spokesman is another example of a strong visual association that consumers may be likely to make with the brand in times to come (Toyota South Africa, 2009).

The study's findings suggest that not only can marketers shape sensory brand experiences; they can also influence behavioural aspects of brand experience. Marketers can enable consumers to associate certain behaviours with specific brands by supporting the development of brand communities and introducing brand rituals. The marketing literature makes extensive reference to brand communities in the context of automobile brands (see for example (Algesheimer et al., 2005; Cova et al., 2007; McAlexander et al., 2002). Enabling consumers to build potent memories of brand-related activities is likely to pave the way for strong nostalgic connections in future times. Although brand-related rituals may constitute part of brand community practice (Muniz Jr. & O'Guinn, 2001) the



introduction of brand rituals does not need to occur in brand communities alone. Brand rituals can be reinforced through advertising and experiential marketing campaigns.

The finding that age of peak brand imprintation is not related to consumers' nostalgic connections with automobile brands suggests that marketers need not limit themselves to forming peak associations when their target markets are experiencing adolescence and early adulthood. The experiences that will later form the source of nostalgic brand reflections can occur at any stage of a consumer's life. This finding supports recent findings that nostalgic attachments can be formed within relatively short periods of time (Schwarz, 2009), suggesting that provided some time has elapsed, brand managers may be able to emphasise nostalgic connections by referring to relatively recent events.

South African marketers seeking to capitalise on nostalgic brand connections could, for example, plan communication campaigns around harnessing nostalgic sentiments associated with the Soccer World Cup event that was hosted in 2010.

Although the marketing literature has emphasised the importance of building strong brand experiences, the significant role that brand experience plays in driving nostalgic connections suggests that investments in providing a positive brand experience be they in developing compelling and comprehensive communication strategies, improving product performance, developing more effective distribution systems or investing in employees to enhance service

delivery may be realised not only in the short term, but across far longer periods when these experiences form the bedrock of the nostalgic connections that bind consumers to their brands.

### **8.4 RESEARCH CONTRIBUTION**

In addition to providing guidelines to practitioners who seek to leverage the benefits from building nostalgic connections with their brands, the research conducted contributes to building a broader understanding of nostalgia in the general context of consumption, and more specifically, to enlarging the focus of studies of nostalgia for objects and products to brands. The research contributes across a number of academic themes including consumer brand relationships, nostalgia, brand experience and nostalgic brand connections. The theoretical, methodological and empirical contributions are discussed according to each theme.

#### **8.4.1 CONSUMER BRAND RELATIONSHIPS**

Fournier's (1994, 1998) research on consumer brand relationships introduced the nostalgic dimension of these relationships. Both the qualitative and the quantitative studies reported in this dissertation reinforce the Fournier's (1994, 1998) findings that consumers build nostalgic connections with brands, thus reinforcing the relevance of this dimension in the context of consumer brand relationships. The moderating role of gender in the formation of consumer brand relationships (Monga 2002) was raised again in this research. Focus groups conducted suggest that the strength of the nostalgic connection in the context of brand relationships varies across product categories with relatively little overlap

between male and female consumers, although consumers of both genders had formed strong nostalgic connections with brands in the automobile and food categories.

Research conducted also contributes to the need to test measurement scales developed in one context across other contexts and cultures (de Jong et al. 2009). Although minor adaptations were made, Fournier's (1994) Nostalgic Brand Connection scale showed high levels of reliability and validity when applied in the South African context.

### **8.4.2 NOSTALGIA**

The study of nostalgia in the context of consumption has received widespread attention (refer to Appendix A). Although these studies have discussed many different types of nostalgia, this dissertation is the first to develop a comprehensive classification scheme to map different aspects of nostalgia in the context of consumption (refer to pp. 40 - 42). The scheme has highlighted that a number of synonymous terms are used when describing to describe nostalgic experiences. Through the provision of definitions and a comprehensive overview of the types of nostalgia the scheme may be used to guide researchers seeking to investigate and report on different types of consumer nostalgia.

The research conducted also responds to the call for studies of nostalgia to be conducted in countries outside the USA (Holak et al. 2008). The low levels of reliability and validity of Holbrook's (1993) Nostalgia Proneness scale (refer to

p. 135) reinforces the importance of understanding the influence of political and social environments on consumers' nostalgic perceptions.

The study contributes to our understanding of the drivers of nostalgia in the context of consumption by testing the relative effects of a number of predictor variables. Past studies have typically focused on the relationship between a single variable such as age or gender (Holbrook 1993). Results show that nostalgia proneness and gender play a relatively more important role in predicting consumers' nostalgic connections than other demographic variables such as age, ethnic sub-culture and age of peak branding imprintation.

Given the focus on past studies of nostalgia on products and objects rather than brands, the study contributes to the nostalgia literature by identifying new links between nostalgia and brands. When reporting on consumer nostalgia, past studies have typically failed to distinguish between products, brands and specific objects. By linking the fields of nostalgia and branding, this research contributes to cross-disciplinary research. It is also the first to examine the role of brand experience in nostalgic experiences.

### **8.4.3 BRAND EXPERIENCE**

The construct of brand experience is relatively new to the marketing literature (Brakus et al. 2009). Although tests of the scale in the USA (Brakus et al. 2009) and Italy (Zarantonello & Schmitt, 2010) supported discriminant validity of the four dimensions (sensory, affective, intellectual and behavioural) of brand

experience, the scale failed to demonstrate adequate discriminant validity when tested in the South African context.

The substantial revisions to the wording of items of the original brand experience scale (Brakus et al., 2009) as well as the need to reduce the number of dimensions from four to two in order to ensure adequate discriminant validity suggest that perhaps consumers across different contexts construe the construct in different ways. Despite the methodological difficulties encountered in measuring the construct, the findings that brand experience is a significant predictor of a consumer's nostalgic connections with a brand contribute to our growing understanding of the importance of building nostalgic connections as a component of branding strategy.

#### **8.4.4 NOSTALGIC BRAND CONNECTIONS**

The most important contribution made by this research ties back to its original purpose – to determine how successfully certain variables predict consumers' nostalgic connection with a brand. The results of the hypothesis testing study show that gender, nostalgia proneness and the affective, intellectual and behavioural dimensions of brand experience all play a significant role in predicting South African consumers' nostalgic connections with automobile brands. Although the effect size falls below Cohen's (1992) cut-off for practical significance, it lies just below the threshold of a large effect (refer to p. 177).

## 8.5 RESEARCH LIMITATIONS

The research findings discussed are limited to the responses of South African consumers over the age of 24 living in metropolitan areas about their brand experiences and nostalgic brand connections with an automobile brand of their choice.

Extensive adaptations were made to existing scales of nostalgia proneness (Holbrook 1993) and brand experience (Brakus et al. 2009). Although results of the scale development study demonstrated adequate validity and reliability, these scales require further testing and refinement.

Membership of the ethnic sub-culture of consumers was determined by assigning consumers to groups on the basis of their race and home language. Although prior studies have reported a strong relationship between ethnicity and cultural values in the context of South Africa (Eaton & Louw 2000), it might have been preferable to measure sub-culture by using a measure of cultural values, but given the large number of items in the cultural values scale (Probst et al., 1999) and that the primary foci of the study (nostalgia and brand experience) it was decided to use race and home language as measures of ethnicity.

Scale development experts propose a number of techniques that researchers seeking to validate items may employ including the use of an item pool to optimise item selection, follow up assessments to confirm predictive validity, simultaneous collection of and comparison with a criterion measure and the use of the multitrait-multimethod approach to ensure convergent and discriminant

validity (Campbell & Fiske, 1959; Netemeyer et al., 2003). Although the researcher attempted to determine construct validity through carefully assessing items identified relative to the defined constructs, using respondent focus groups to discuss and comment on proposed items and consulting expert judges to evaluate the proposed items, the research design did not enable a number of the validity assessment methods proposed by Netemeyer et al. (2003).

### **8.6 GUIDELINES FOR FUTURE RESEARCH**

Consideration of the contribution of the research as well as the limitations surface a number of suggestions for researchers seeking to conduct research in the areas of consumer behavioural and branding. Six themes are suggested.

#### **8.6.1 NOSTALGIC BRAND CONNECTIONS ACROSS PRODUCT CATEGORIES**

The hypothesis testing study was conducted with reference to the product category of automobiles. There is an opportunity to extend this research to investigate nostalgic connections that consumers have formed with brands in other categories. Findings of the focus groups conducted (refer to Table 9 on p. 101) reinforce the suggestions in the literature that men and women form nostalgic brand connections with different categories. Accordingly, it is recommended that the opinions and demographics of one specific gender are researched in a category relevant to that gender. Alternatively, research need not be constrained to researching one category but could alternate from the quantitative paradigm that formed the background to this study by adopting a

qualitative paradigm to perform a deep investigation into the nostalgic brand connections that consumers have formed with their brands. The typology presented in Table 4 (refer to p. 40) could be used to guide the investigation into the types of nostalgic connections that respondents have formed with their brands.

### **8.6.2 YOUTH AND THEIR NOSTALGIC CONNECTIONS**

The finding that age is not related to nostalgic brand connections provides an opportunity for consumer behaviourists to build on the limited research into young consumers and their nostalgic sentiments. Much of the research into nostalgia to date has centred on the “senior” market. Building strong brand connections with young consumers is an important consideration for marketers who seek to leverage brand equity across a consumer’s life time. Studies such as those conducted by Goulding (1999a, 1999b, 2001) have focused on nostalgia in the context of older consumers. Additional research into the nostalgic experiences of younger consumers, and specifically their nostalgic brand connections, would grow our understanding of nostalgia in this important segment.

### **8.6.3 NOSTALGIC CONNECTIONS IN THE CONTEXT OF CONSUMER BRAND RELATIONSHIPS**

The consequences of consumers’ nostalgic brand connections for marketers also need to be understood. To date, no research has focused on the relationship between nostalgic brand connections and consumer behaviours that build brand equity including purchase and referral. The role of nostalgic



brand connections relative to other dimensions of brand relationships across different categories would also warrant investigation.

#### **8.6.4 NOSTALGIA PRONENESS**

The Holbrook (1993) scale of nostalgia proneness exhibited low levels of reliability and validity when tested in the South African context. It is asserted that this scale measures two constructs (refer to Section 7.2.2 on p. 180). Although three items of the scale demonstrated adequate reliability and validity, additional investigation into the measurement of nostalgia proneness, particularly in countries such as South Africa that have experienced significant socio-political change is required to develop and validate an improved measure.

#### **8.6.5 NOSTALGIC BRAND CONNECTIONS AND CULTURAL VALUES**

The opportunity to investigate the relationship between cultural values and nostalgic brand connections has already been discussed in Section 8.5. Additionally research could focus on investigating the relationship between cultural values and other demographic and psychographic variables and nostalgia proneness. Although studies have reported relationships between these variables and nostalgia proneness (Holbrook & Schindler 1989; Goulding 1999b; Reisenwitz et al., 2004) the drivers of nostalgia proneness have not been the focus of any specific study to date.

**8.6.6 BRAND EXPERIENCE**

Attempts to measure brand experience using the four dimensions proposed by Brakus et al. (2009) resulted in the loss of the sensory dimension of the scale. Assertions in the literature around the importance sensory associations, particularly in brands with strong olfactory and gustatory properties, suggest that additional measures need to be taken to enhance the measures of brand experience that used in this study to include this dimension. It is also contended that the measurement of affective brand experience could be enhanced by extending the scale to investigate categories of emotions in line with the findings of Holak and Havlena (1998)

**8.7 CONCLUSION**

The high rate of change in socio-cultural, political, economic and natural environments is unlikely to abate. For consumers who must constantly reframe their reality in the context of a changing environment, nostalgic connections are a powerful anchor that enables them to link their past to their present. In a world where the value and roles played by brands (be they commercial, personal, political or institutional) is also on the rise, the intersection of studies of nostalgia and brands is a nascent field that should provide fertile ground for academics and practitioners in times to come. For forward-seeking marketers, the time to look back is nigh.

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## APPENDIX A

## Summary of Studies of Nostalgia in the Context of Consumption

Author	Title	Journal	Nature of Research	Overview of Study
Wallendorf, Arnould (1988)	"My Favourite Things" A cross-cultural enquiry into object attachment, possessiveness and social linkage	Journal of Consumer Research	Empirical Quantitative Design	Explores the history and meaning (including attachment as a result of memorable experiences or status value) of favourite objects of USA and Nigerian consumers.
Holbrook and Schindler (1989)	Some Exploratory Findings on the Development of Musical Tastes	The Journal of Consumer Research	Empirical Quantitative Design	Explores the development of tastes for popular music to determine patterns and peaks of musical preferences.
Belk (1990)	The Role of Possessions in Maintaining a Sense of Past	Advances in Consumer Research	Conceptual	Discusses the nature of nostalgic memories and the role that objects associated with the past play in these.
Holbrook (1990)	Some Propositions on the Role of Nostalgia in Shaping the Development of Consumer Tastes: An Audiovisual Preview of a project on the Relation of Liking for the Appearances of Actors and Actresses to Individual Differences in Longing for the Dear Departed Past	Association for Consumer Research	?	Cannot find this study.
Havlena and Holak (1991)	"The Good Old Days": Observations on Nostalgia and Its Role in Consumer Behaviour	Advances in Consumer Research	Conceptual	Reviews literature on nostalgia and links this with the field of consumer behaviour and discusses the implications for marketers
Holbrook and Schindler (1991)	Echoes of the Dear Departed Past: Some Work in Progress on Nostalgia	Advances in Consumer Research	Conceptual	Discusses the relevance of nostalgia for consumer behaviour, defines nostalgia in the context of consumption, discusses work in progress using a Nostalgia Index

## Appendices

Author	Title	Journal	Nature of Research	Overview of Study
Hirsh (1992)	Nostalgia: A Neuropsychiatric Understanding	Advances in Consumer Research	Empirical Quantitative Design	Explores the role of scent in inducing nostalgic experiences and finds a high prevalence of smell-induced nostalgia
Holak and Havlena (1992)	Nostalgia: an Exploratory Study of Themes and Emotions in the Nostalgic Experience	Advances in Consumer Research	Empirical Qualitative Design	Uses experience descriptions to investigate common themes and subjects of nostalgic reflections.
Stern (1992)	Nostalgia in Advertising Text: Romancing the Past	Advances in Consumer Research	Abstract	Provides details of a forthcoming paper (see Stern 1992b) below. Differentiates between historical and personal nostalgia
Stern (1992)	Historical and Personal Nostalgia in Advertising Text: The <i>Fin de Siecle</i> Effect	Journal of Advertising	Conceptual	Uses literary criticism to evaluate nostalgic stimuli in advertising.
Holbrook (1993)	Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes	The Journal of Consumer Research	Empirical Quantitative Design	Investigates the relationship between age and nostalgia proneness on nostalgic consumption. Validates the nostalgia proneness index.
Schindler and Holbrook (1993)	Critical periods in the development of men's and women's tastes in personal appearance	Psychology & Marketing	Empirical Quantitative	Investigates the formation of consumer tastes for personal appearance and links these to critical periods which differ by gender.
Baker and Kennedy (1994)	Death by nostalgia: A diagnosis of context-specific cases	Advances in Consumer Research	Conceptual Empirical Quantitative Design	Propose three levels of nostalgia related to level of emotional intensity. Discuss the role of nostalgia in marketing and promotions. Suggest a scale to determine the difference between positive affect of advertisements and nostalgic feelings evoked by advertisements. Empirical research conducted but findings not able to be generalised.
Havlena and Holak (1996)	Exploring Nostalgia Imagery through the Use of Consumer Collages	Advances in Consumer Research	Grounded theory Qualitative Design	Uses consumer collages to explore the nature and structure of nostalgia and suggests four types of nostalgia: personal, interpersonal, cultural and virtual nostalgia

## Appendices

Author	Title	Journal	Nature of Research	Overview of Study
Holbrook and Schindler (1996)	Market Segmentation based on Age and Attitudes Towards the Past: Concept, Methods and Findings Concerning Nostalgic Influences on Consumer Tastes	Journal of Business Research	Empirical Quantitative Design	Discusses the implications of a study showing that movie preferences vary by age and nostalgia proneness for market segmentation practices.
Holak and Havlena (1998)	Feelings, Fantasies and Memories: an Examination of the Emotional Components of Nostalgia	Journal of Business Research	Empirical Quantitative Design	Examines emotional responses associated with Nostalgia in terms of complexity and positive/negative affect
Witkowski (1998)	The Early American Style: A History of Marketing and Consumer Values	Psychology & Marketing	Empirical Qualitative Design	Explores consumer values and responses to Early American designs of furniture and determines ( <i>inter alia</i> ) the role played by nostalgia in attachment to these products.
Goulding (1999b)	Heritage, Nostalgia and the "Grey" Consumer	Journal of Marketing Practice	Grounded theory Qualitative Design	Investigates the role of nostalgia as a motivational and experiential driver in museum visits. Derives the terms Recreational and Existential Nostalgia to explain differences in nostalgic responses in elderly British consumers.
Goulding (1999a)	Contemporary Museum Culture and Consumer Behaviour	Journal of Marketing Management	Grounded theory Qualitative Design	Determines clusters of benefits associated with museum visiting consumers and links one of these to nostalgic experiences.
Lyon and Colquhoun (1999)	Selectively living in the past: Nostalgia and Lifestyle	Journal of Cons. Studies and Home Ec.	Conceptual	Explores the role of nostalgia as a coping strategy to deal with a fast-paced life
Rindfleisch, Freeman and Burroughs (2000)	Nostalgia, Materialism and Product Preference: An Initial Enquiry	Advances in Consumer Research	Empirical Quantitative Design	Investigates the extent to which materialistic and nostalgic appeals influence preferences for motor vehicles and the relationship between these appeals
Rindfleisch and Sprott (2000)	Moving Forward on Looking Backward: Advancing Theory and Practice in Nostalgia	Advances in Consumer Research	Conceptual	Discusses papers on nostalgia presented at ACR in the context of: how nostalgia affects consumer behaviour, how it measured, and what directions future research should take.

## Appendices

Author	Title	Journal	Nature of Research	Overview of Study
Goulding (2001)	Romancing the past: Heritage Visiting and the Nostalgic Consumer	Marketing & Psychology	Grounded Theory Qualitative Design	Interviews and observation of consumers visiting a British museum suggest two types of nostalgic response to such visits: Existential and Aesthetic Nostalgia.
Pascal, Sprott and Muehling (2002)	The influence of Evoked Nostalgia on Consumers' Responses to Advertising: An Exploratory Study	Journal of Current Issues & Research in Advertising	Empirical Quantitative Research	Investigate the relationship between ads with nostalgic appeals and nostalgic advertisements, mediated by a positive attitude towards the ad and the brand.
Goulding (2002)	Age-related nostalgia and vicarious consumption	Advances in Consumer Research	Empirical Qualitative Design	Investigates the manifestation and key influencing factors of Vicarious Consumption
Brown, Kozinets and Sherry (2003)	Teaching Old Brands New Tricks: Retro marketing and the Revival of Brand Meaning	Journal of Marketing	Empirical Qualitative Research	Explore retro brand communities and links the emergence of these to a "nostalgia boom"
Schindler and Holbrook (2003)	Nostalgia for Early Experience as a Determinant of Consumer Preferences	Psychology & Marketing	Conceptual Empirical Quantitative Design	Develop and test a model that links age, gender, product type, biological and environmental mechanisms, intense affective components and nostalgia proneness to nostalgic preferences
Holbrook and Schindler (2003)	Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience	Journal of Consumer Behaviour	Empirical Qualitative Design	Investigates the nature of nostalgic bonding and suggests then thematic categories that are associated with nostalgic bonds.
Riesenwitz, Iyer and Cutler (2004)	Nostalgia Advertising and the Influence of Nostalgia Proneness	Marketing Management Journal	Empirical Quantitative Design	Investigates the relationship between age, gender, nostalgia proneness and the response to nostalgic intensity of the advertisement and the brand.
Muehling and Sprott (2004)	The Power of Reflection: An Empirical Examination of Nostalgia Advertising Effects	Journal of Advertising	Empirical Quantitative Design	Investigates thought processes and attitudinal responses towards nostalgia themed advertisements
Fairly and Gammon (2005)	Something lived, something learned: Nostalgia's expanding role in sport tourism	Sport in Society	Conceptual	Discusses the application of nostalgia to the marketing of sport
Peleggi (2005)	Consuming colonial nostalgia; The monumentalisation of	Asia Pacific Viewpoint	Descriptive	Examines the renovation and commercial re-launch of historic hotels in South-East Asia as a

Author	Title	Journal	Nature of Research	Overview of Study
	historic hotels in urban South-East Asia			function of consumer needs for nostalgic experiences
Thelen, Ford and Honeycutt Jr. (2006)	The impact of regional affiliation on consumer perceptions of relationships among behavioural constructs	Journal of Business Research	Empirical Quantitative Design	Investigates (inter alia) the role of nostalgia on ethnocentrism and consumer decision-making across Russian consumers in different regions.
Henry and Caldwell (2006)	Self-empowerment and consumption: Consumer remedies for prolonged Stigmatization	European Journal of Marketing		Identifies and tests the role of nostalgia as one of ten remedies used by (Australian) consumers as a response to prolonged stigmatisation
Marchegiani and Pau (2007)	Advertising Appeals to the "Times of Your Life" : Developing a Scale to Measure Personal Nostalgia	Proceedings from ANZMAC conference	Empirical Quantitative Design	Develop, validate and confirm a scale tailored to measure personal nostalgic responses autonomously as response to advertising stimuli
Kopf and Wolf (2007)	Nostalgia and the Need for Social Connectedness: Implications for Marketing Management	Proceedings of the Decision Science's Inst. 2007 Meeting	Grounded theory Qualitative Research	Explore the nature, importance and implications for marketers of East German consumer's nostalgic feelings to suggest a social connectivity theory of marketing
Madrigal and Boerstler (2007)	Nostalgia advertisements: A content Analysis	Journal of Consumer Research	Grounded Theory Qualitative Design	Determines the extent to which nostalgia is used in advertisements. Proposes the constructs of Actual, Classic and Borrowed Nostalgia
Sierra and Mcquitty (2007)	Attitudes and Emotions as Determinants of Nostalgic Purchases: An Application of Social Identity Theory	Journal of Marketing Theory and Practice	Empirical Quantitative Design	Applies Social Identity Theory to investigate the relationship between consumers' intentions to buy nostalgic products and their yearning for and attitude towards the past.
Braun-La Tour (2007)	Beyond nostalgia: using childhood memories as a means to emotionally connect with consumers	International Journal of Advertising	Conceptual	Discusses how advertisers can tap into positive childhood memories to form deep emotional bonds with brands
Holak, Mateev and Havlena (2008)	Nostalgia in Post-Socialist Russia: Exploring Applications to Advertising Strategy	Journal of Business Research	Empirical Qualitative Design	Investigates the manifestation of nostalgia in Post-Socialist Russia

## Appendices

Author	Title	Journal	Nature of Research	Overview of Study
Ulrich, Orth and Borrain (2008)	The influence of nostalgic memories on consumer exploratory tendencies: echoes from scents past	Journal of Retailing & Consumer Services	Empirical Quantitative Design	Investigates the influence of scent-evoked nostalgic memories on consumer exploratory behaviour and the role of personality as a moderator.
Schwarz (2009)	Good young nostalgia: camera phones and technologies of self among Israeli youths	Journal of consumer culture	Empirical Qualitative design	Investigates nostalgic reflections depicted on blogs of Israeli youth.
Clutcher (2010)	Creating something: Using nostalgia to build a branch network	Journal of consumer culture	Empirical Case-based research	Investigates the use of nostalgic appeals by Australian Bendigo Bank to expand its branch network and increase market share.

**Shireen 0117713486? 083**

## **APPENDIX C**

### **Scale adaptation study: Interviewer script**

Good morning/ afternoon/ evening , my name is ... **(SAY YOUR NAME CLEARLY)**. I am calling from Ipsos Markinor, an independent market research agency. We are currently conducting a survey about branding on behalf of a doctoral student at the University of Pretoria and would value your opinions on the matter.

We value your time; therefore, the survey should only take roughly 10 minutes. Your responses will be kept strictly confidential. Results will be reported in aggregate form only for all respondents. We will not report your individual responses, nor will we identify you as a participant in the survey. This survey is for academic research purposes only

X. May I have 10 minutes of your time to ask you a few questions about brands?

1 Yes – CONTINUE

2. Yes, but not now – MAKE AN APPOINTMENT AND CONTINUE

3. No - **CLOSE**

Y. **READ OUT:** Please tell me your current age?

Younger than 18 - CLOSE



18 – 19 - CLOSE

20 – 24 - CLOSE

25 - 29

30 – 34

35 – 39

40 – 44

45 – 49

50 – 54

55 – 59

60 plus

WHEN YOU HAVE THE CORRECT PERSON ON THE LINE AND READY PLEASE READ THE FOLLOWING:

Z. Our conversion today will be about car brands that you've experienced. I'd like you to take a moment to think about the ones that you've had personal experience of throughout your life and that have made a strong impression on you. What make comes to mind? **ONE MENTION ONLY, DO NOT PROMPT**

INTERVIEWER INSTRUCTION: WHERE THE RESPONDENT MENTIONS A MODEL, RATHER THAN A MAKE (BRAND OF CAR), ASK WHICH MAKE THE MODEL FALLS UNDER.

PRE-CODED LIST (DO NOT PROMPT):

- AC
- Asia

- Alfa Romeo
- Aston Martin
- Audi
- Austin
- Bentley
- BMW
- Cadillac
- CAM
- Chana
- Cherry
- Chevrolet
- Chrysler
- Citroen
- CMC
- DFM
- Daimler
- Daewoo
- Daihatsu
- Datsun
- Dodge
- Ferrari
- Fiat
- Foton
- Ford
- Fudi
- GMC
- GWM
- Geely
- GoNow
- Hafei
- Honda
- Hummer

- Hyundai
- Isuzu
- Jaguar
- Jeep
- Kia
- Lamborghini
- Landrover
- Lancia
- Lexus
- Lincoln
- Lotus
- Mahindra
- Maserati
- Maybach
- Mazda
- Mercedes-Benz
- Mercury
- Mini
- Mitsubishi
- Morris
- Nissan
- Noble
- Opel
- Peugeot
- Plymouth
- Pontiac
- Porsche
- Proton
- Reliant
- Renault
- Rolls-Royce
- Rover

- Saab
- Seat
- Smart
- Subaru
- Suzuki
- Ssangyong
- Studebaker
- Tata
- Toyota
- Triumph
- TVR
- Vauxhall
- Volkswagen
- Volvo
- Other (SPECIFY)

9.1. PEAK AGE OF BRAND PREFERENCE: At what age do you most associate using this brand?

Younger than

18 – 19

20 – 24

25 - 29

30 – 34

35 – 39

40 – 44

45 – 49

50 – 54

55 – 59

60 plus

READ OUT: For the statements that follow, please tell me how much you agree with each statement on this scale of 1 to 5 where 5 means you 'strongly agree', 4 means you 'agree', 3 means you 'neither agree nor disagree', 2 means you 'disagree' and 1 means you 'strongly disagree'

SCALE FOR QUESTIONS 1 – 8:

1. Disagree strongly
2. Disagree
3. Neutral
4. Agree
5. Agree strongly

RANDOMISE ITEMS FOR QUESTIONS 1 - 5

1. NOSTALGIC BRAND CONNECTION (DO NOT READ OUT THE TITLE)

- 1.1. This brand reminds me of things I have done
- 1.2. This brand reminds me of places I have been
- 1.3. I have at least one fond memory of using this brand
- 1.4. This brand will always remind me of a particular phase of my life
- 1.5. This brand reminds me of what I was like at a previous stage of my life
- 1.6. This brand reminds me of someone important in my life

2. SENSORY BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)

2.1. I associate ... (INSERT WITH BRAND MENTIONED AT Z) with certain sights

2.2. ... (INSERT WITH BRAND MENTIONED AT Z) reminds me of certain sounds

2.3. I connect ... (INSERT WITH BRAND MENTIONED AT Z) with specific smells

2.4. ... (INSERT WITH BRAND MENTIONED AT Z) appeals to my sense of touch

2.5. I associate ... (INSERT WITH BRAND MENTIONED AT Z) with certain images

### 3. AFFECTIVE BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)

3.1. I have strong feelings about ... (INSERT WITH BRAND MENTIONED AT Z)

3.2. ... (INSERT WITH BRAND MENTIONED AT Z) is an emotional brand for me

3.3. I have never felt strongly either way about ... (INSERT WITH BRAND MENTIONED AT Z)

3.4. I am emotionally involved with ... (INSERT WITH BRAND MENTIONED AT Z)

3.5. ... (INSERT WITH BRAND MENTIONED AT Z) has given me pleasure or pain

### 4. INTELLECTUAL BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)

4.1. (INSERT WITH BRAND MENTIONED AT Z) has made me think a lot

- 4.2. I have been curious about ... (INSERT WITH BRAND MENTIONED AT Z)
- 4.3. I have wondered about things associated with ... (INSERT WITH BRAND MENTIONED AT Z)
- 4.4. ... (INSERT WITH BRAND MENTIONED AT Z) interests me
- 4.5. I have learnt a lot about ... (INSERT WITH BRAND MENTIONED AT Z)

5. BEHAVIOURAL BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)

- 5.1. I have done a lot with ... (INSERT WITH BRAND MENTIONED AT Z)
- 5.2. I associate ... (INSERT WITH BRAND MENTIONED AT Z) with doing certain things
- 5.3. ... (INSERT WITH BRAND MENTIONED AT Z) reminds me of certain activities
- 5.4. I have used ... (INSERT WITH BRAND MENTIONED AT Z) on many occasions
- 5.5. ... (INSERT WITH BRAND MENTIONED AT Z) and I have travelled far together

I am now going to read out some general statements and again I would like you to tell me how much you agree with each statement on this scale of 1 to 5 where 5 means you 'strongly agree', 4 means you 'agree', 3 means you 'neither agree nor disagree', 2 means you 'disagree' and 1 means you 'strongly disagree'.

RANDOMISE ITEMS FOR QUESTIONS 6 & 7

6. NOSTALGIA PRONENESS (DO NOT READ OUT THE TITLE)

- 6.1. They don't make things like they used to
- 6.2. Things used to be better in the old days
- 6.3. Product quality is getting poorer
- 6.4. Technological change will ensure a brighter future
- 6.5. Human welfare gets better over time
- 6.6. We are experiencing a decline in the quality of life
- 6.7. Economic growth has led to increased human happiness
- 6.8. Modern business constantly builds a better tomorrow

## 7. PERCEPTIONS OF ENVIRONMENTAL CHANGE (DO NOT READ OUT THE TITLE)

- 7.1. The South Africa of today is a totally different place to the one I grew up in
- 7.2. A lot has changed in this country since I was a child
- 7.3. It feels as if the country in which I grew up no longer exists
- 7.4. South Africa is still the same place as it was when I was young
- 7.5. I hardly recognise the country any more

## OUTCOMES

- 8.1. I would refer ... (INSERT WITH BRAND MENTIONED AT Z) to a friend wanting to buy a car
- 8.2. The next car brand I buy is likely to be ... (INSERT WITH BRAND MENTIONED AT Z)
- 8.3. I am loyal to ... (INSERT WITH BRAND MENTIONED AT Z)

## 9. DEMOGRAPHICS



9.1. Interviewer to note population group: **ASK IF NOT SURE**

Black

White

Coloured

Indian

9.2. **READ OUT:** To which religious denomination or group, if any, do you belong? **OMO**

Buddhist

ZCC/ Zion Christian Church/ Church of Shembe/ Other African Independent Church

Christian: Roman Catholic

Christian: Protestant

Hindu

Jewish / Judaism

Muslim / Islam

Other (**SPECIFY**):.....

None

Refused (**DNRO**)

9.3. What is your home language, the main language that you speak at home?

Afrikaans

English

Ndebele

Sepedi

Sesotho

Swazi

Tsonga/Shangaan

Tswana

Venda

Xhosa

Zulu

Other **(DNRO)**

#### 9.4 RECORD RESPONDENT GENDER BY OBSERVATION:

Male

Female

#### 9.5 RECORD PROVINCE

1. Gauteng

2. Western Cape

3. KwaZulu-Natal

#### 9.6 RECORD CITY

1. Johannesburg

2. Cape Town

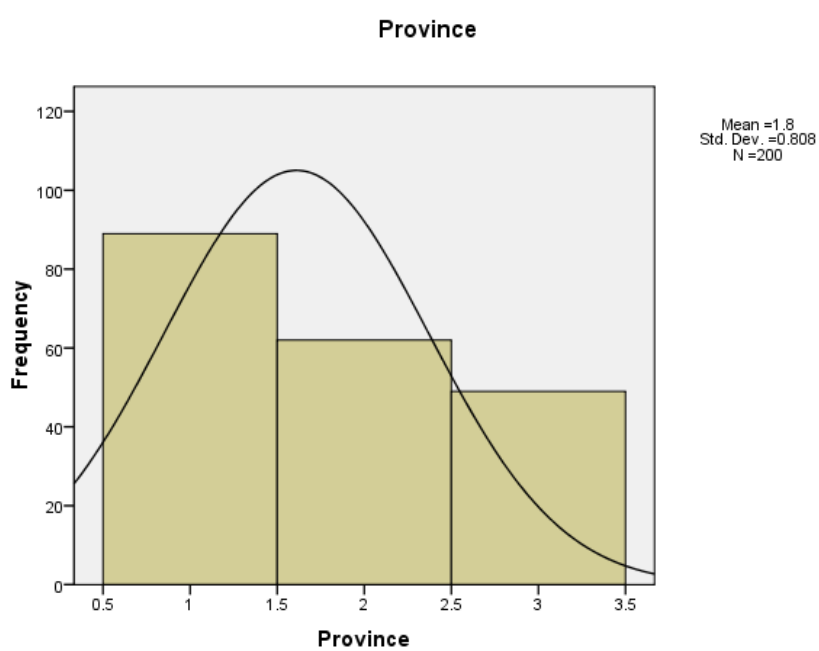
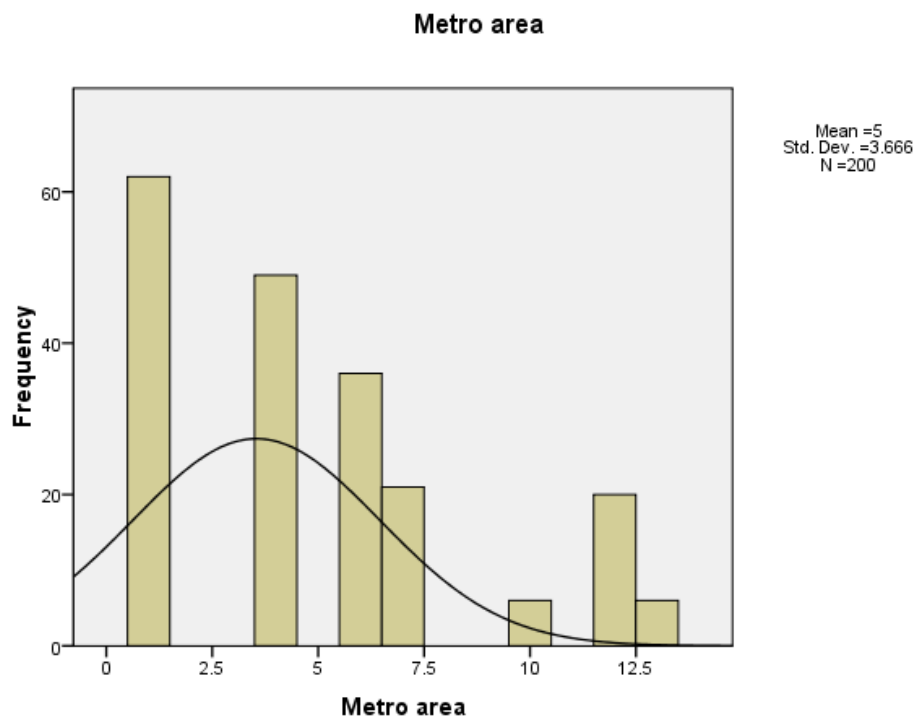
3. Durban

END INTERVIEW AND THANK

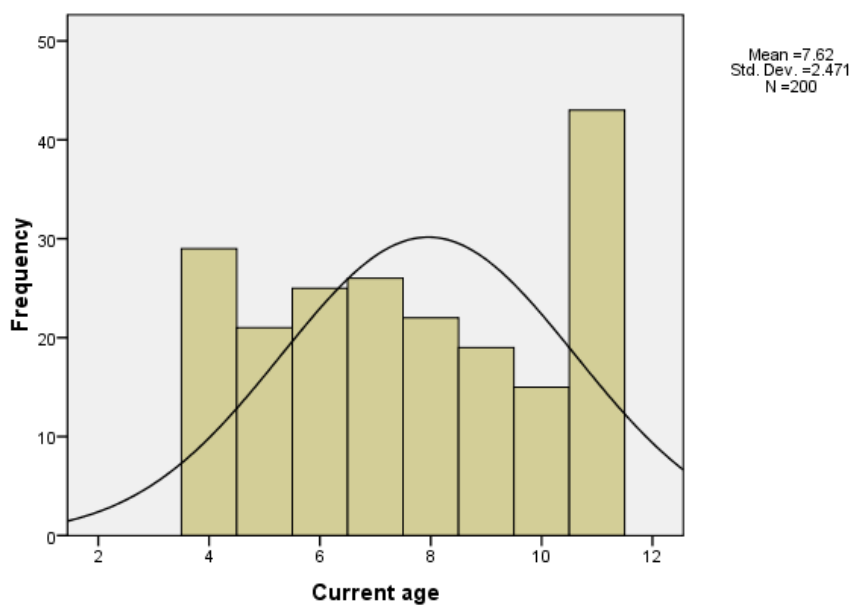
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**APPENDIX D**

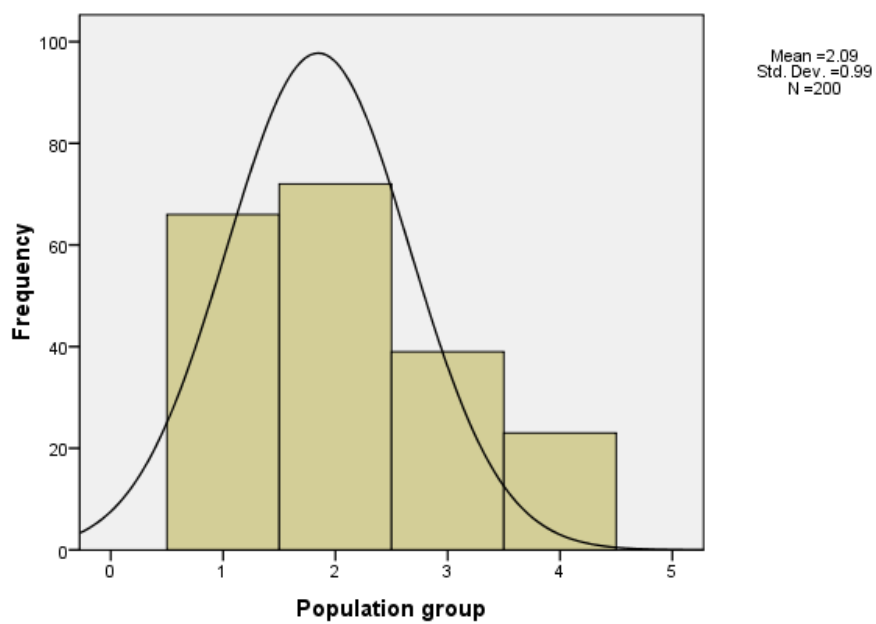
**Scale adaptation study: Descriptive statistics**



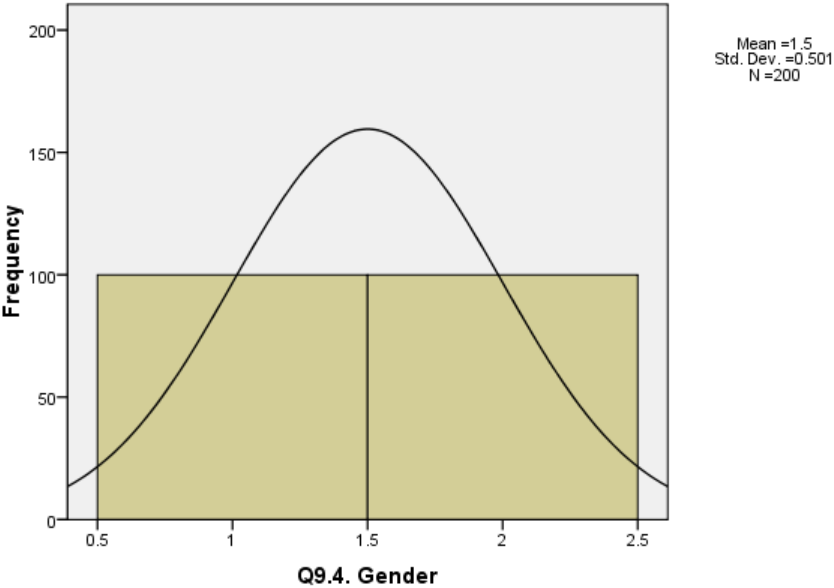
Current age



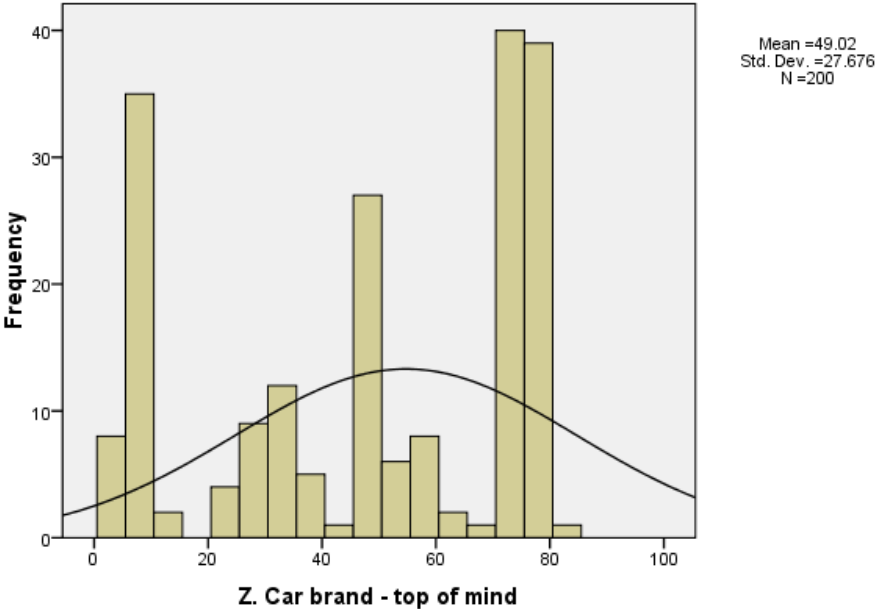
Population group



Q9.4. Gender



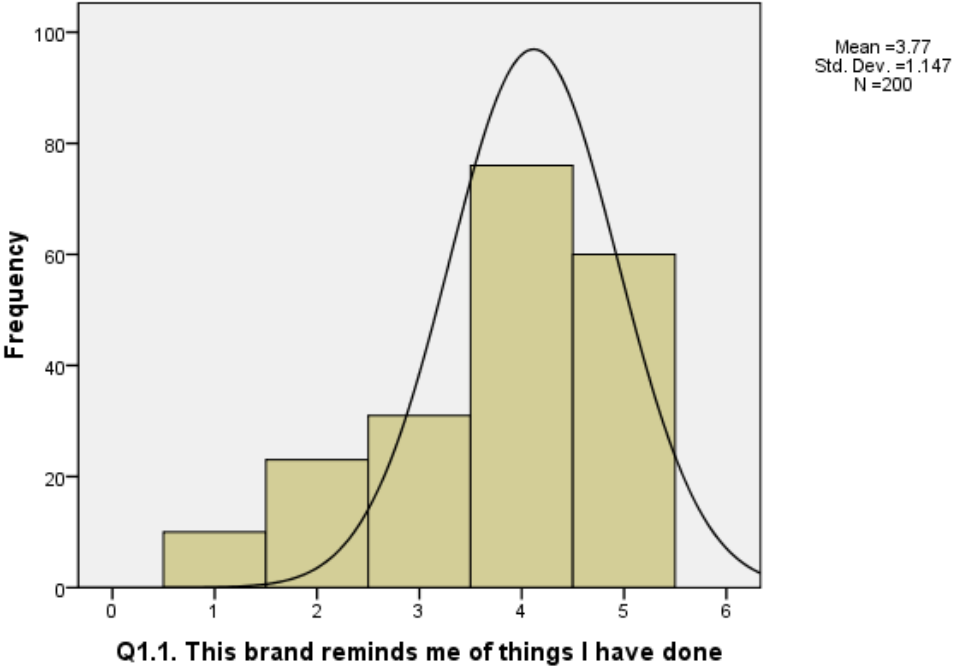
Z. Car brand - top of mind



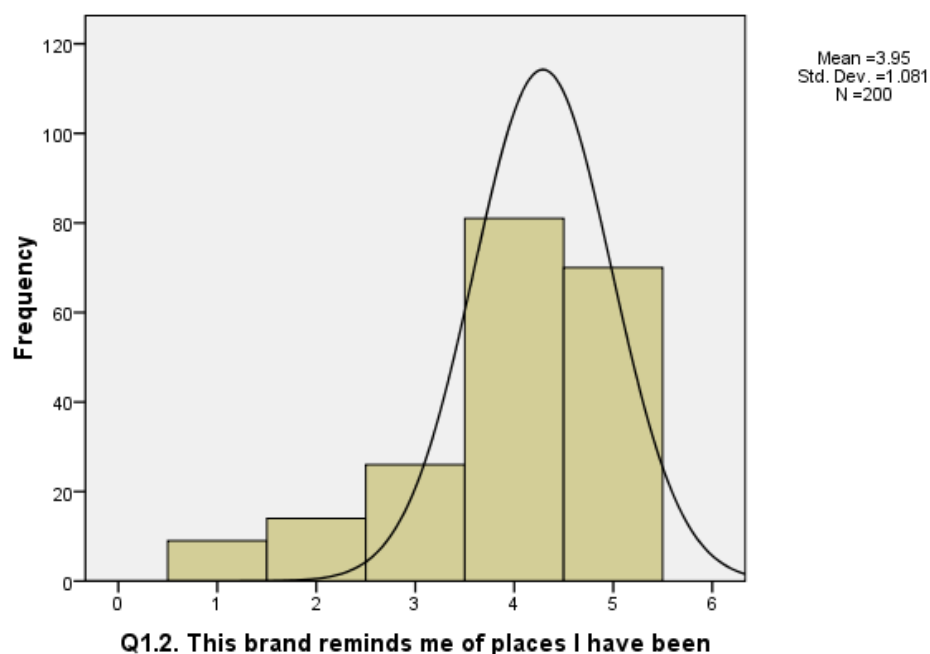
**ZZ. Age associated with using brand**



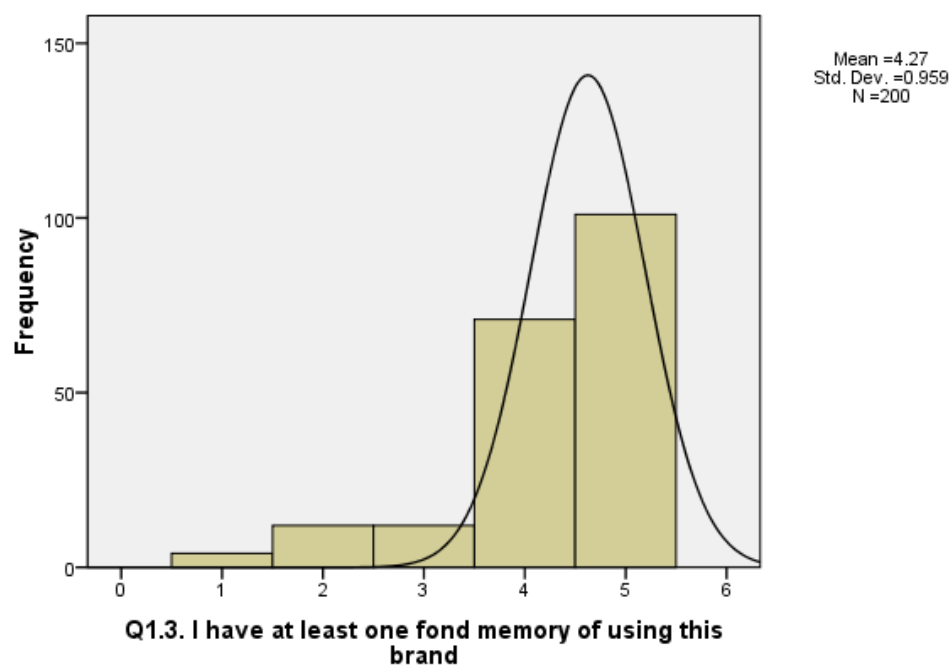
**Q1.1. This brand reminds me of things I have done**



**Q1.2. This brand reminds me of places I have been**

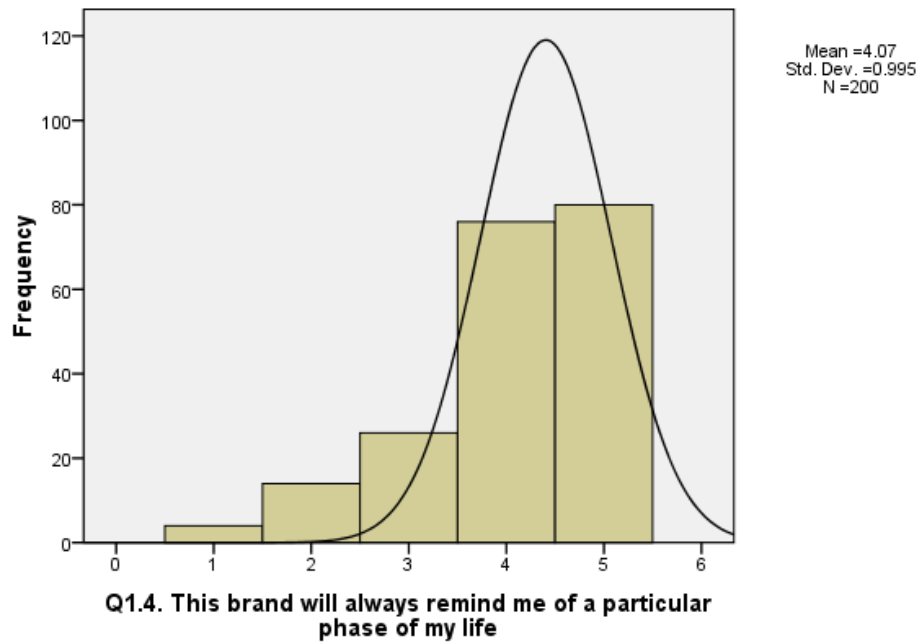


**Q1.3. I have at least one fond memory of using this brand**

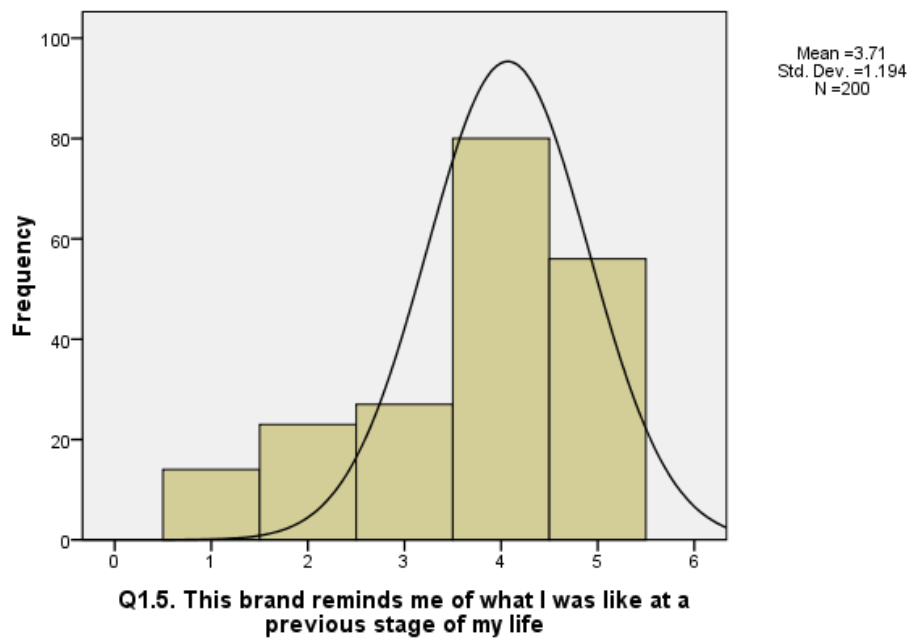




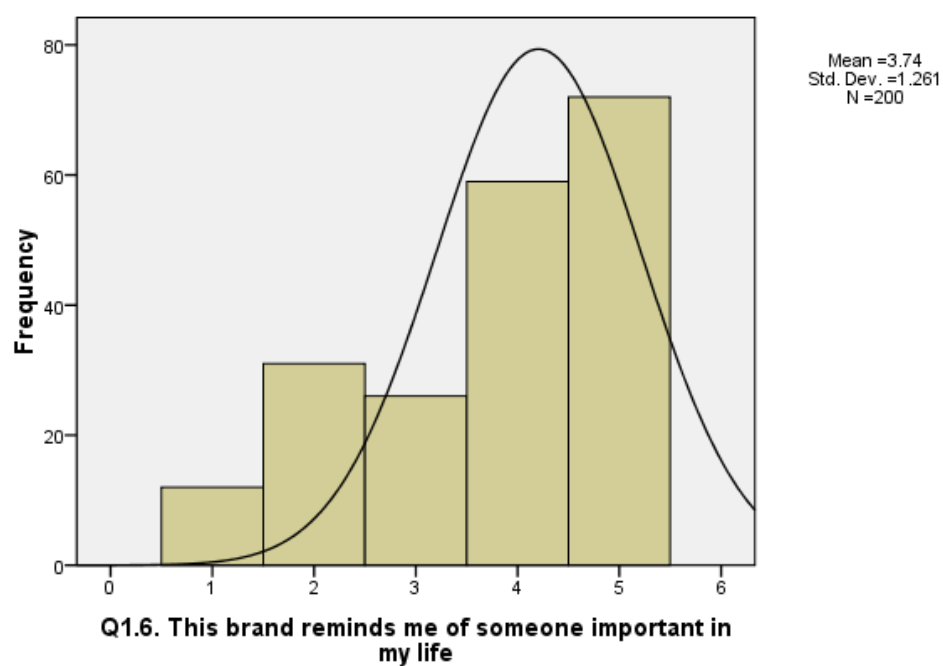
**Q1.4. This brand will always remind me of a particular phase of my life**



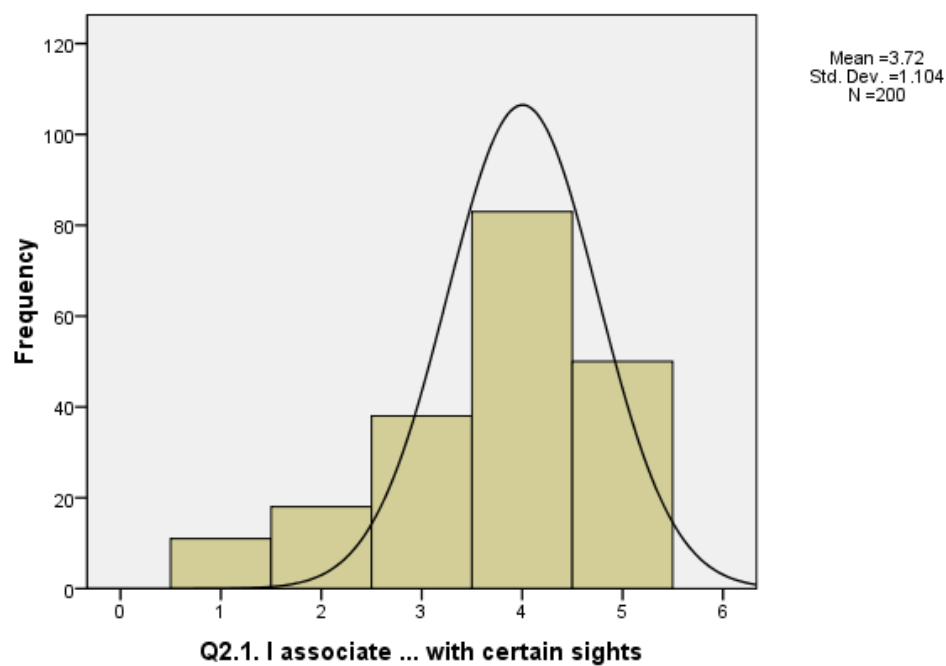
**Q1.5. This brand reminds me of what I was like at a previous stage of my life**



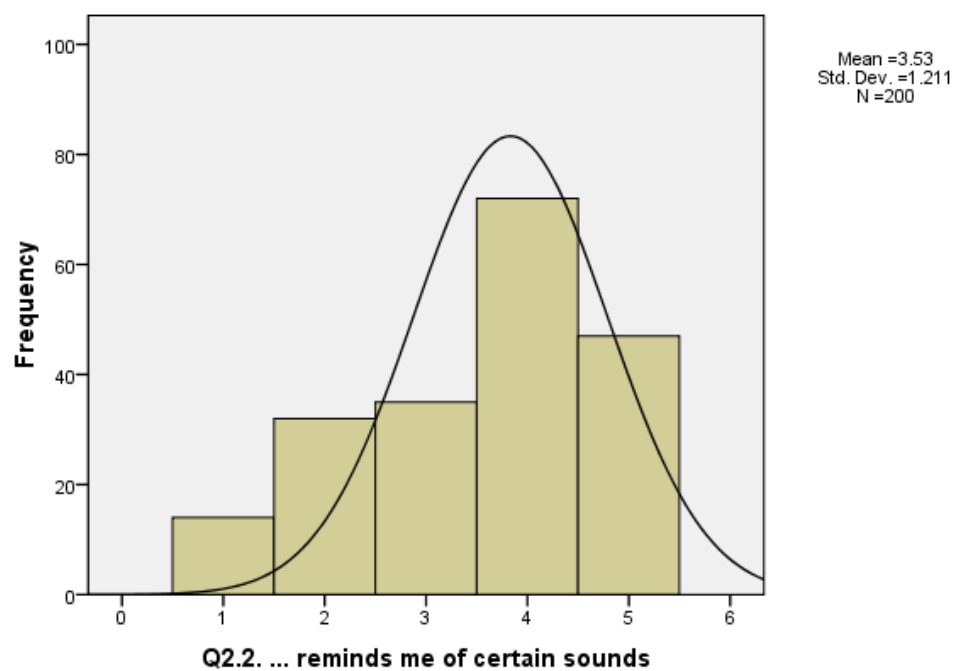
**Q1.6. This brand reminds me of someone important in my life**



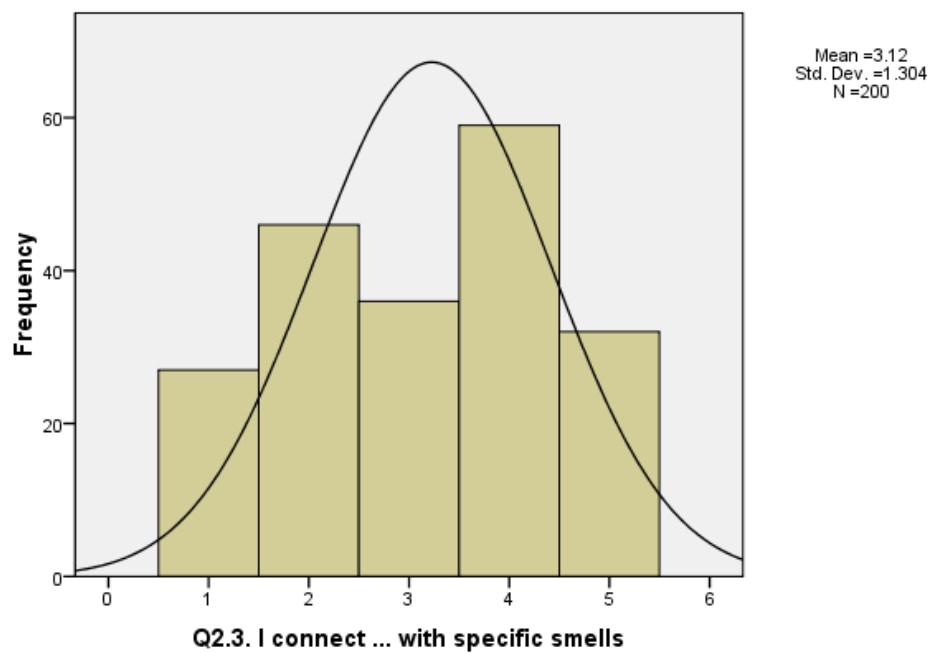
**Q2.1. I associate ... with certain sights**



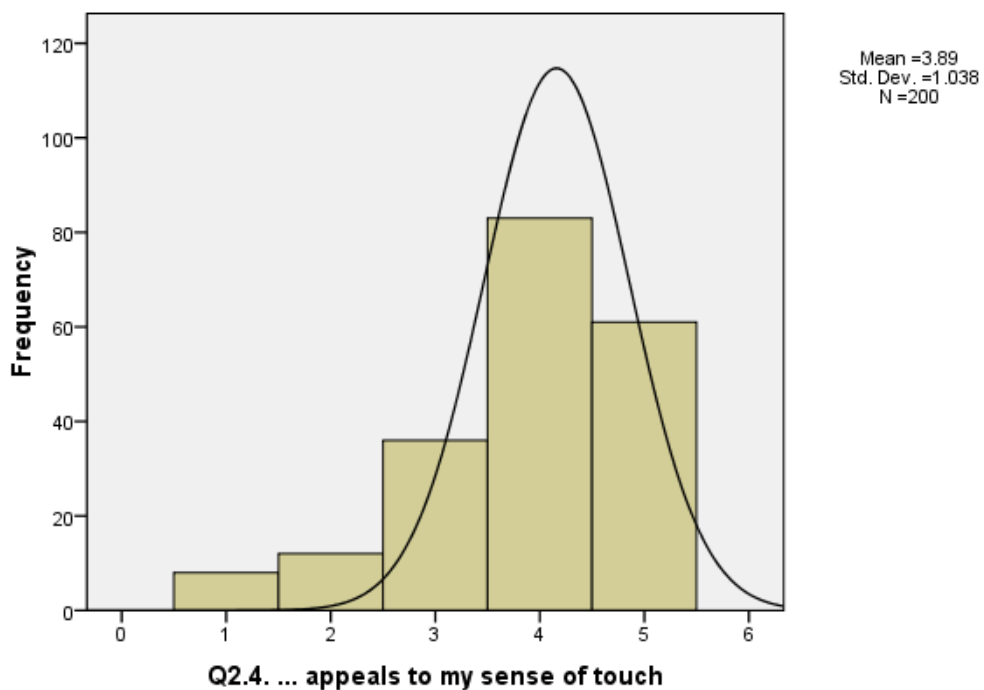
**Q2.2. ... reminds me of certain sounds**



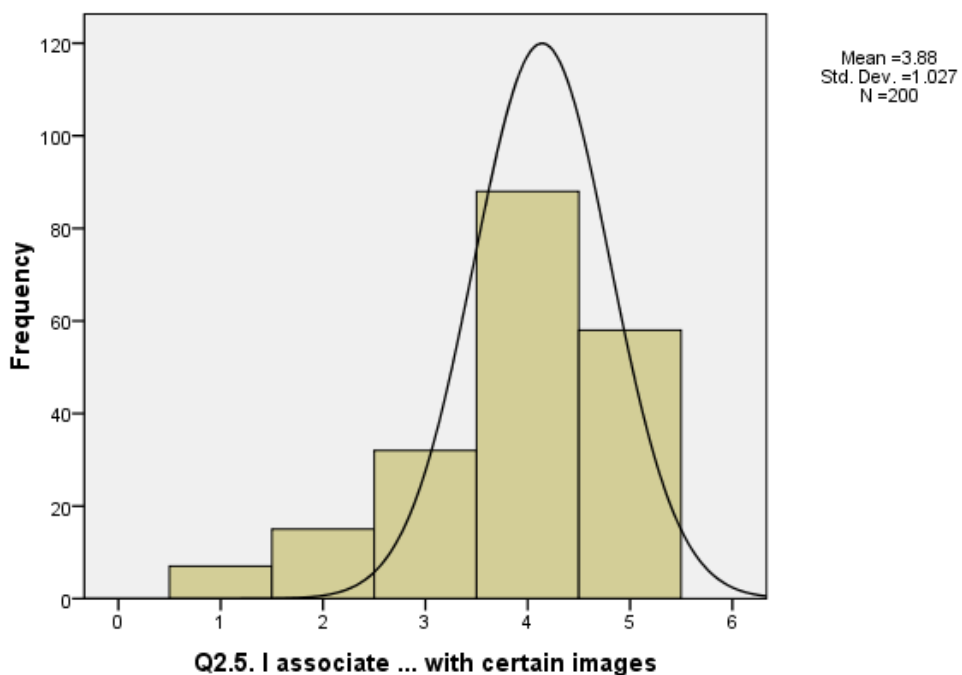
**Q2.3. I connect ... with specific smells**



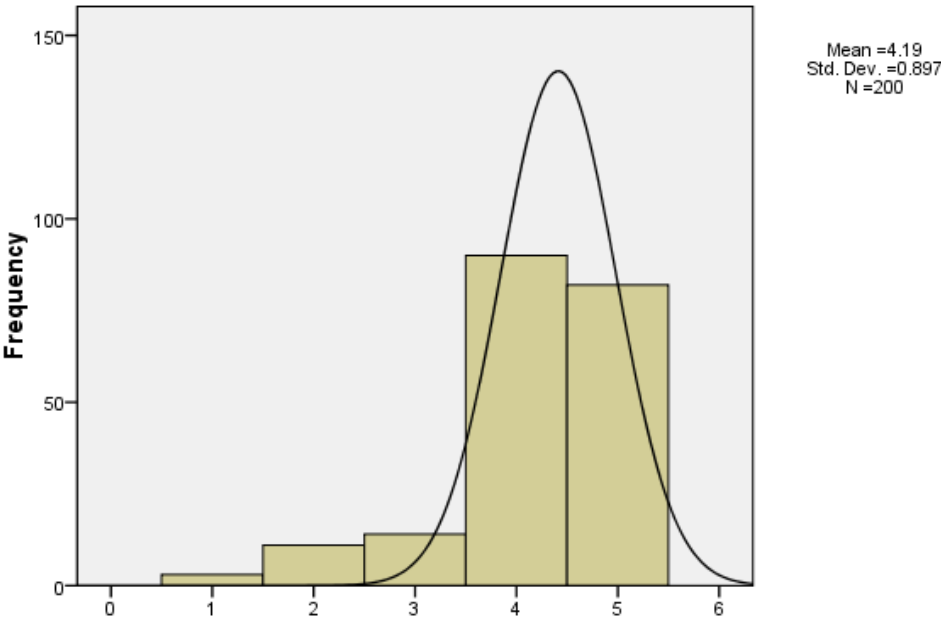
**Q2.4. ... appeals to my sense of touch**



**Q2.5. I associate ... with certain images**

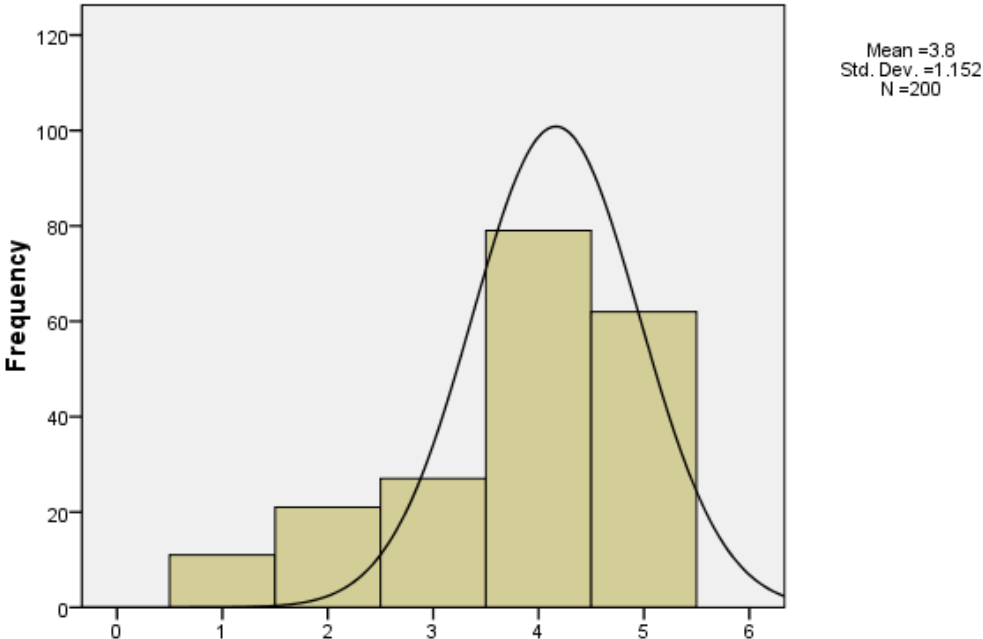


Q3.1. I have strong feelings about ...



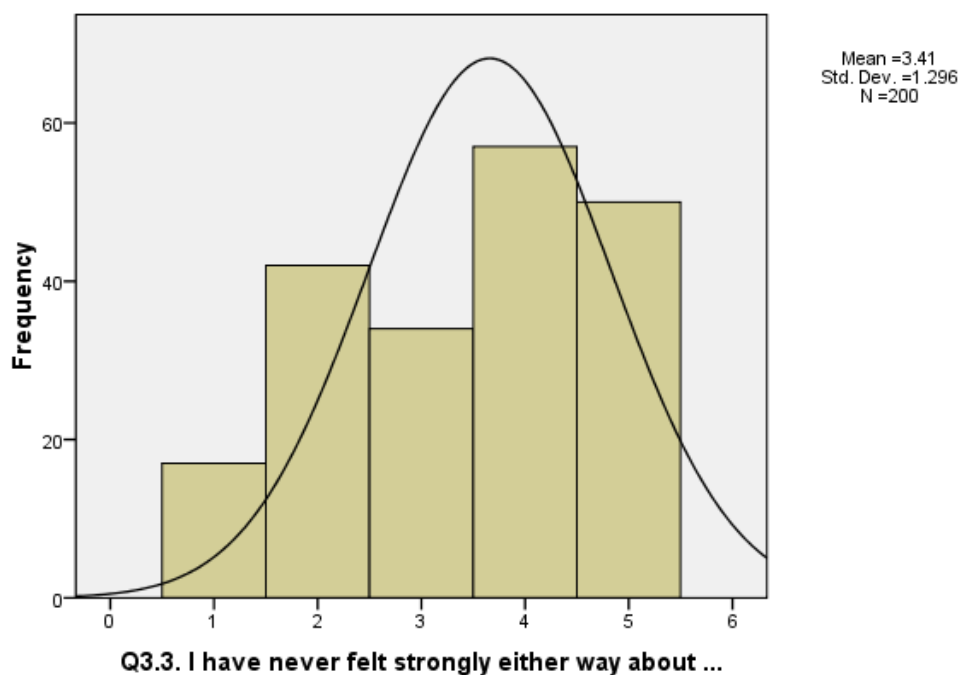
Q3.1. I have strong feelings about ...

Q3.2. ... is an emotional brand for me

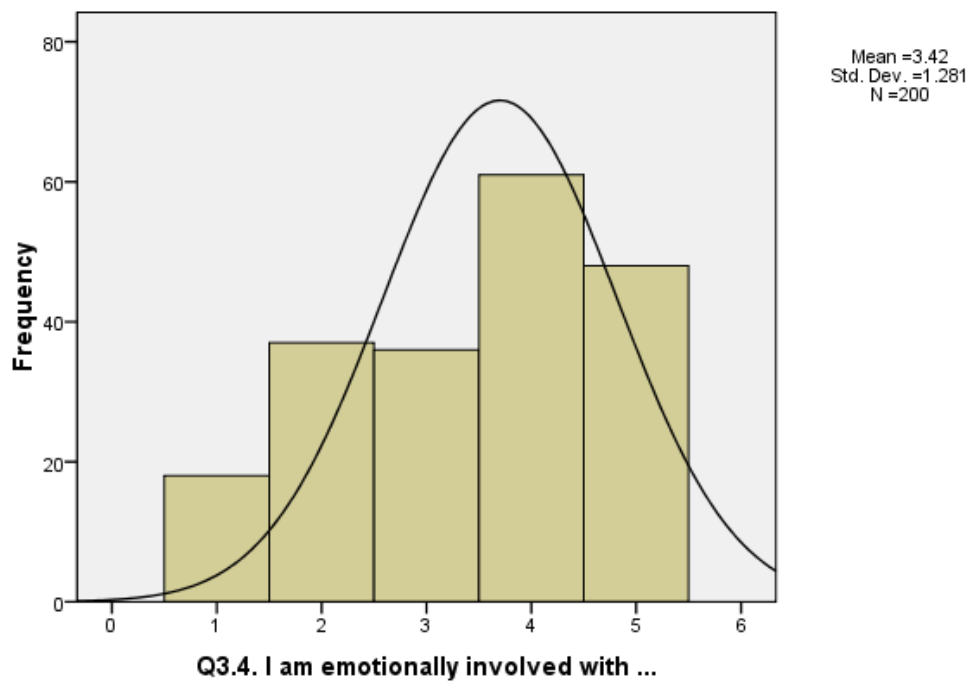


Q3.2. ... is an emotional brand for me

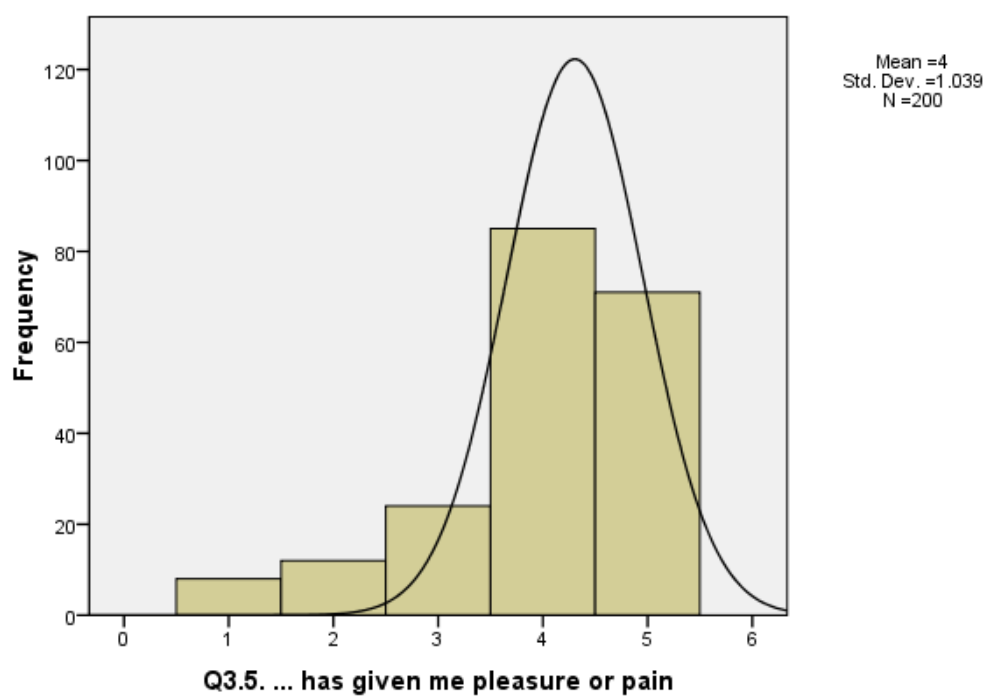
**Q3.3. I have never felt strongly either way about ...**



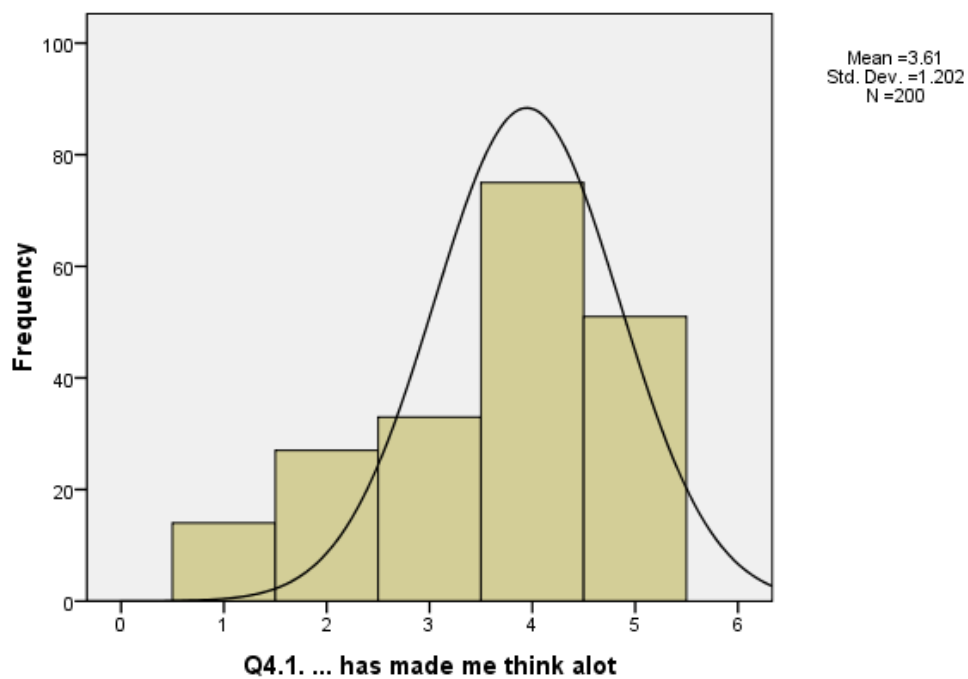
**Q3.4. I am emotionally involved with ...**



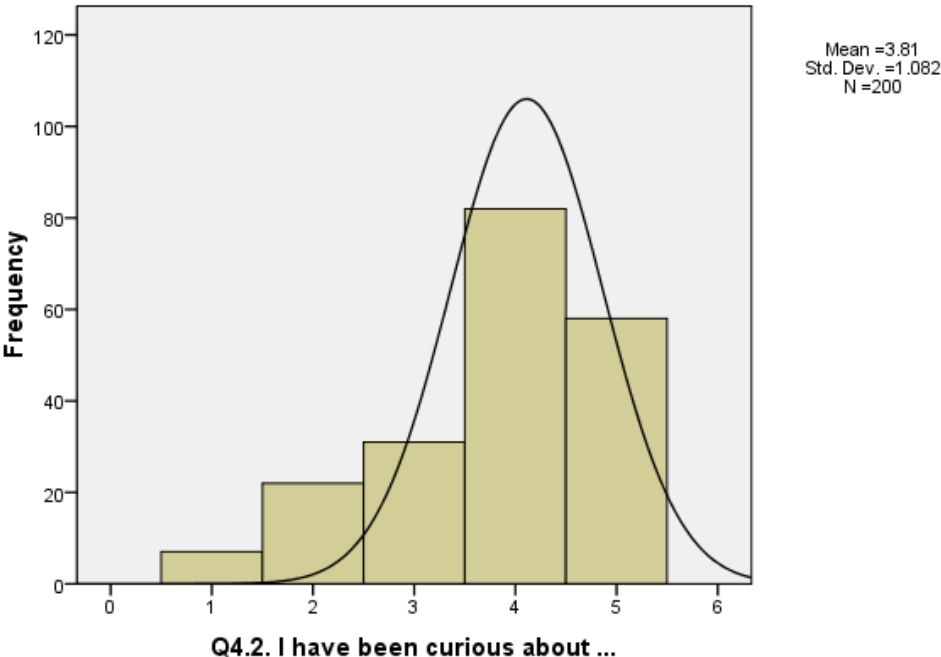
**Q3.5. ... has given me pleasure or pain**



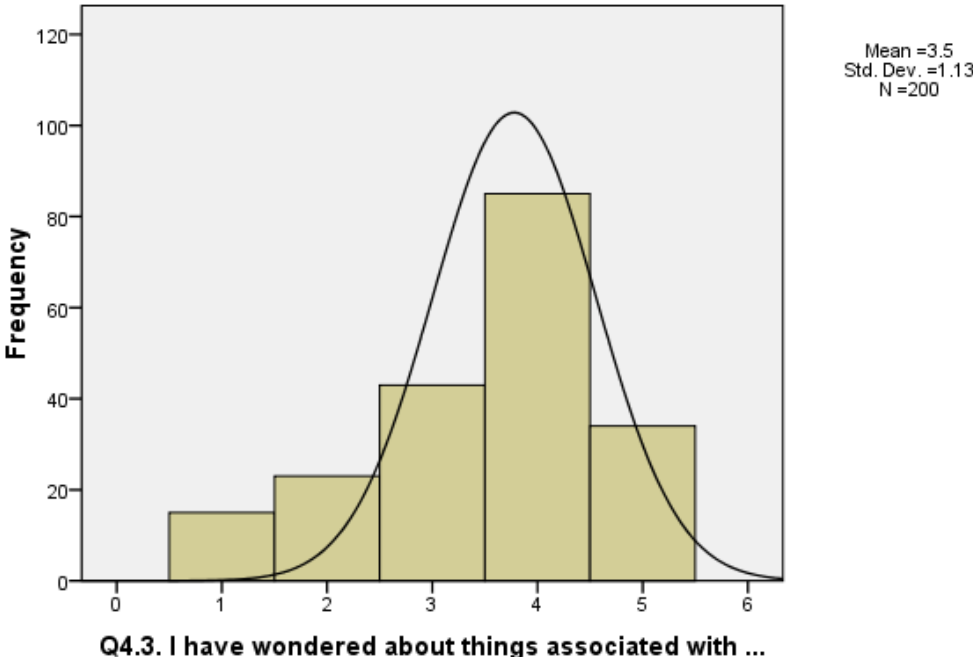
**Q4.1. ... has made me think alot**



Q4.2. I have been curious about ...

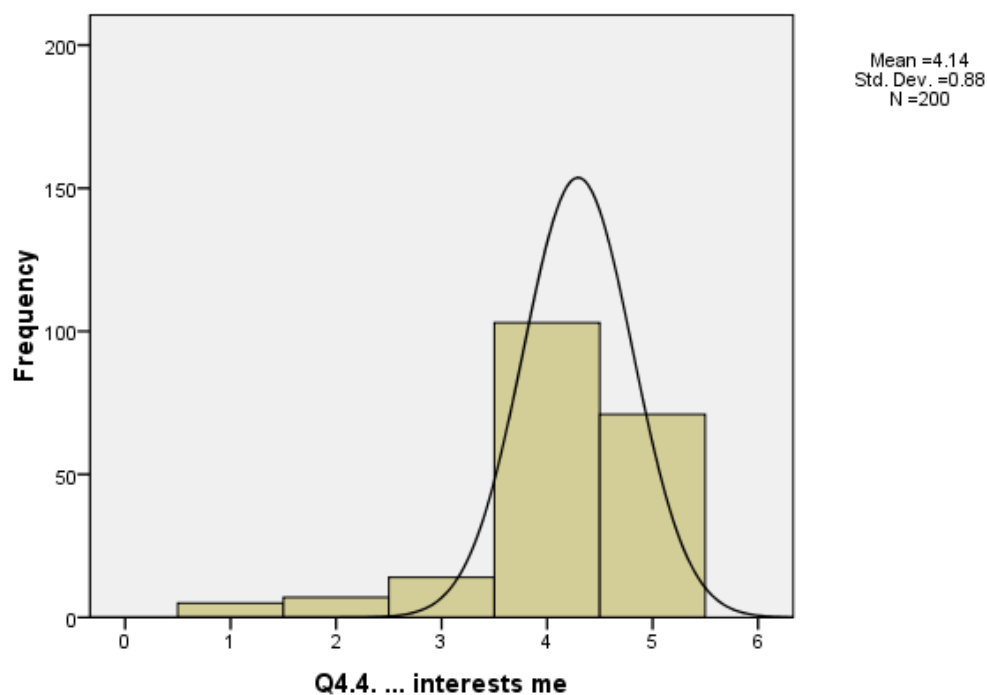


Q4.3. I have wondered about things associated with ...

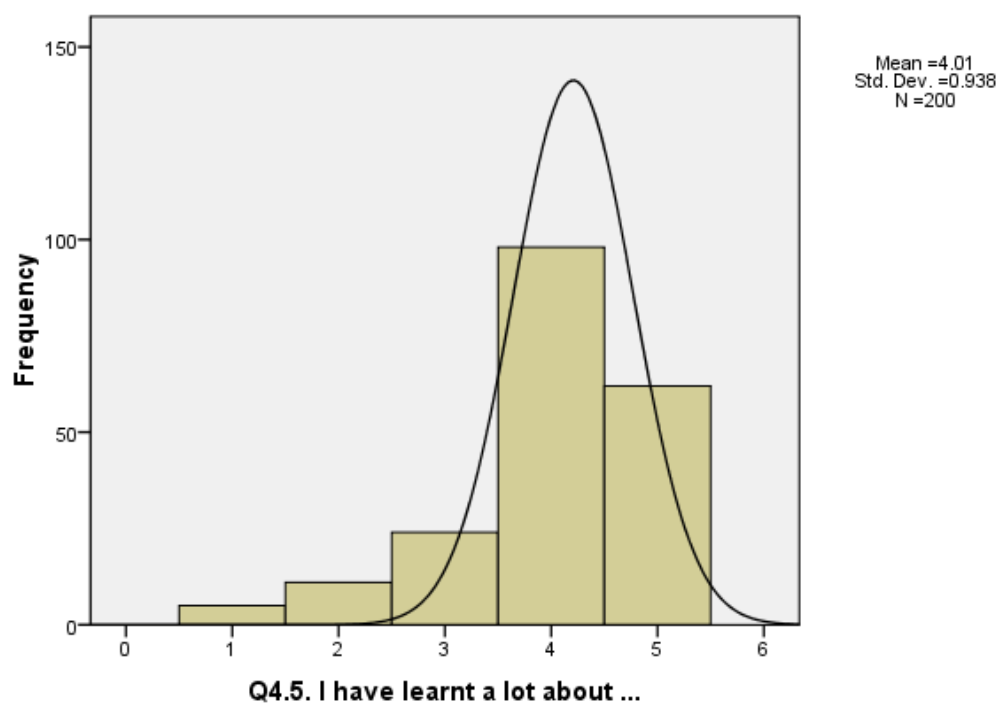




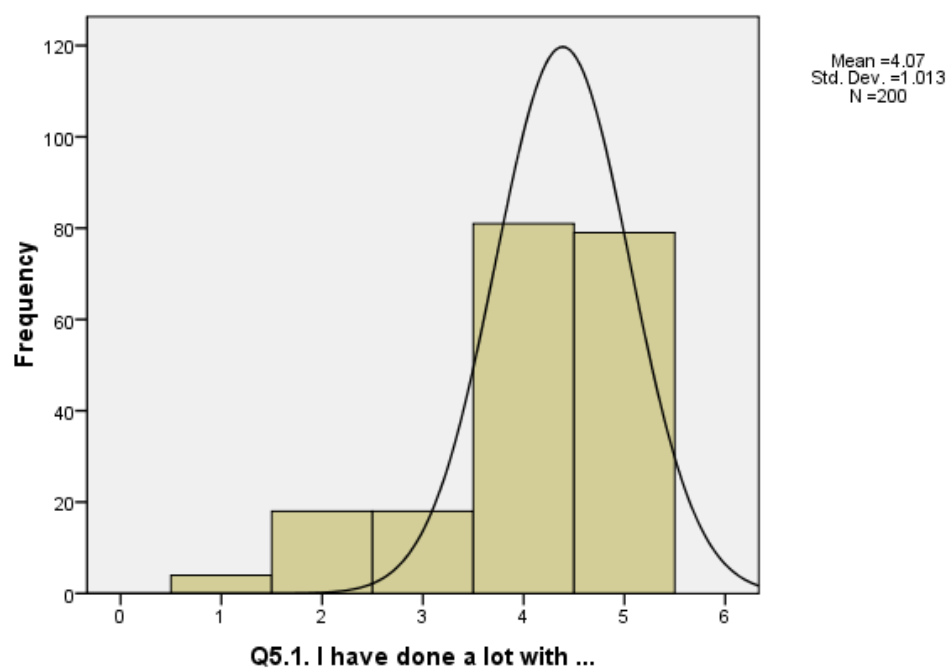
**Q4.4. ... interests me**



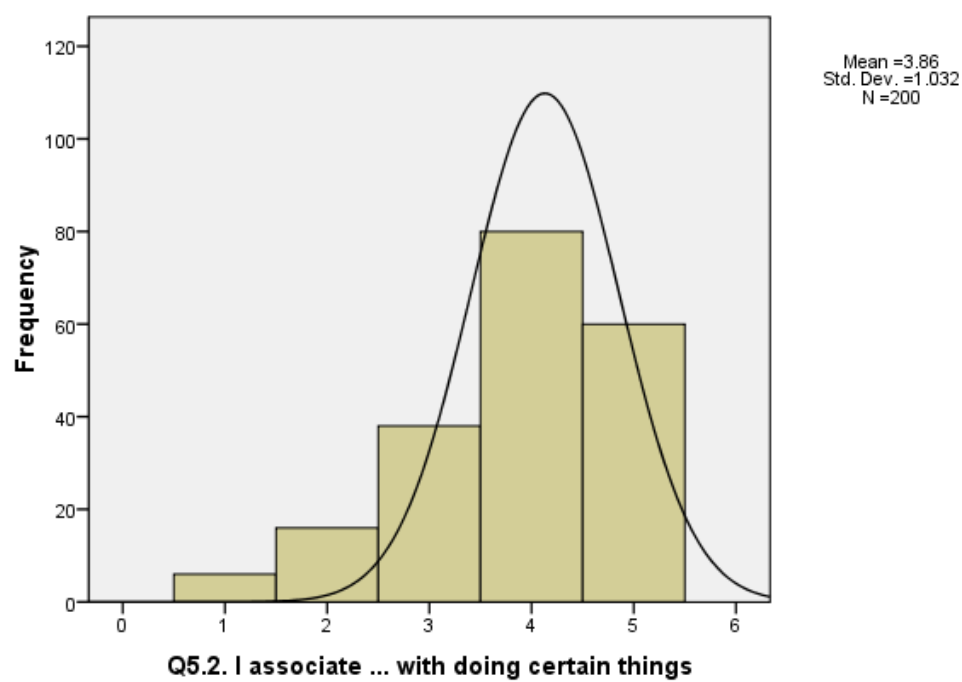
**Q4.5. I have learnt a lot about ...**



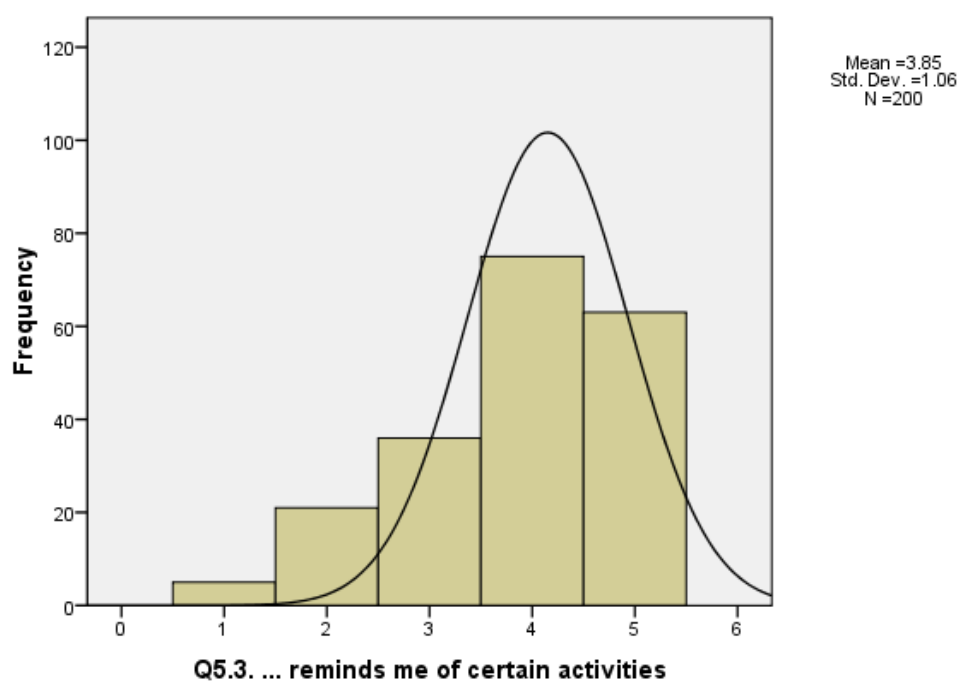
**Q5.1. I have done a lot with ...**



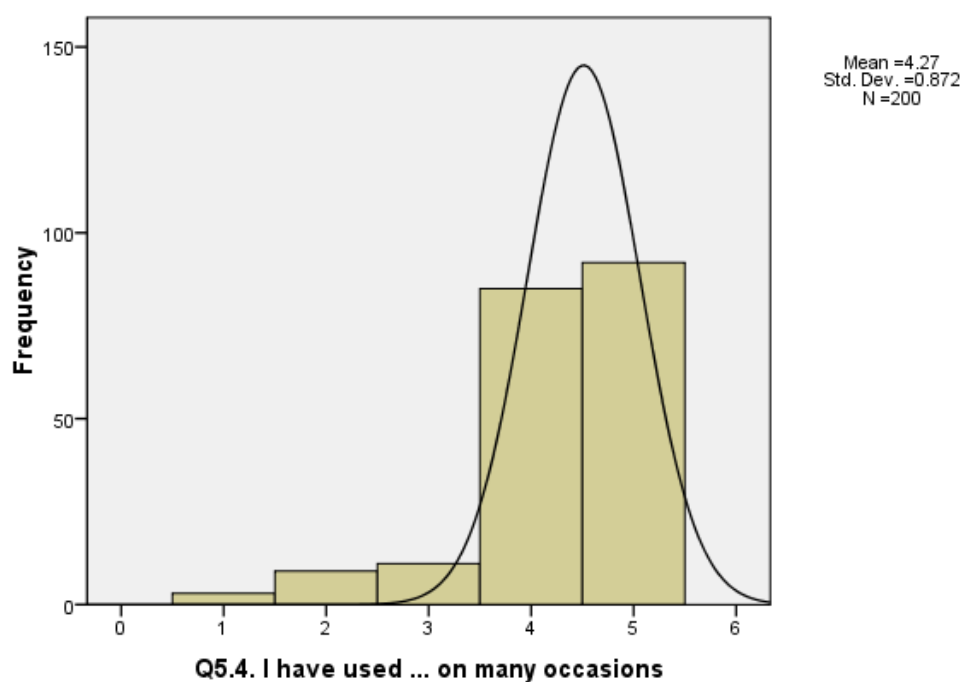
**Q5.2. I associate ... with doing certain things**



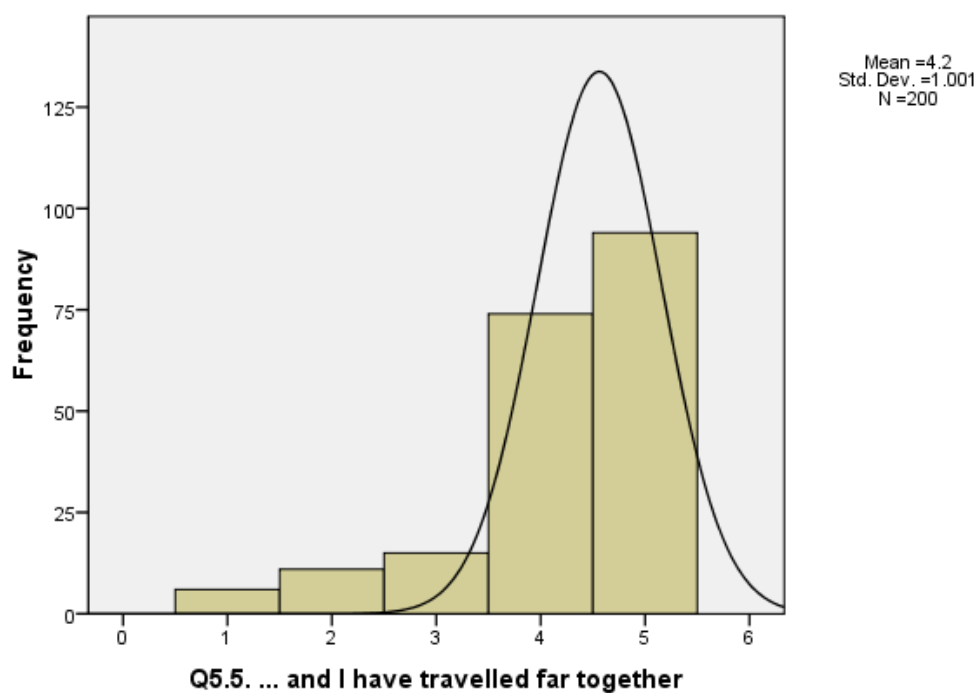
**Q5.3. ... reminds me of certain activities**



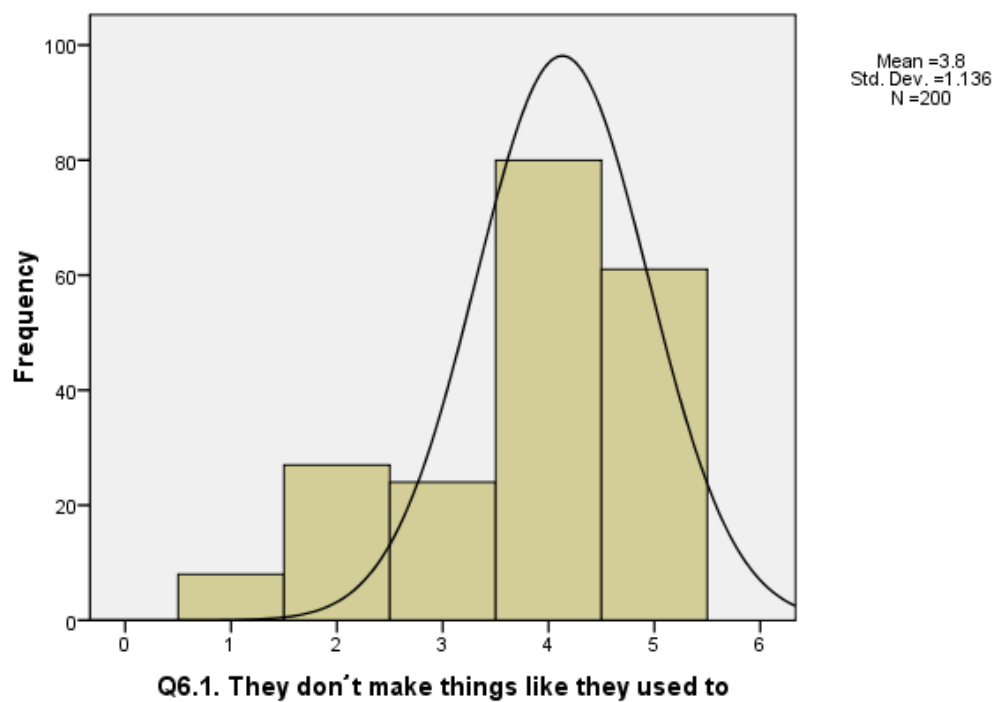
**Q5.4. I have used ... on many occasions**



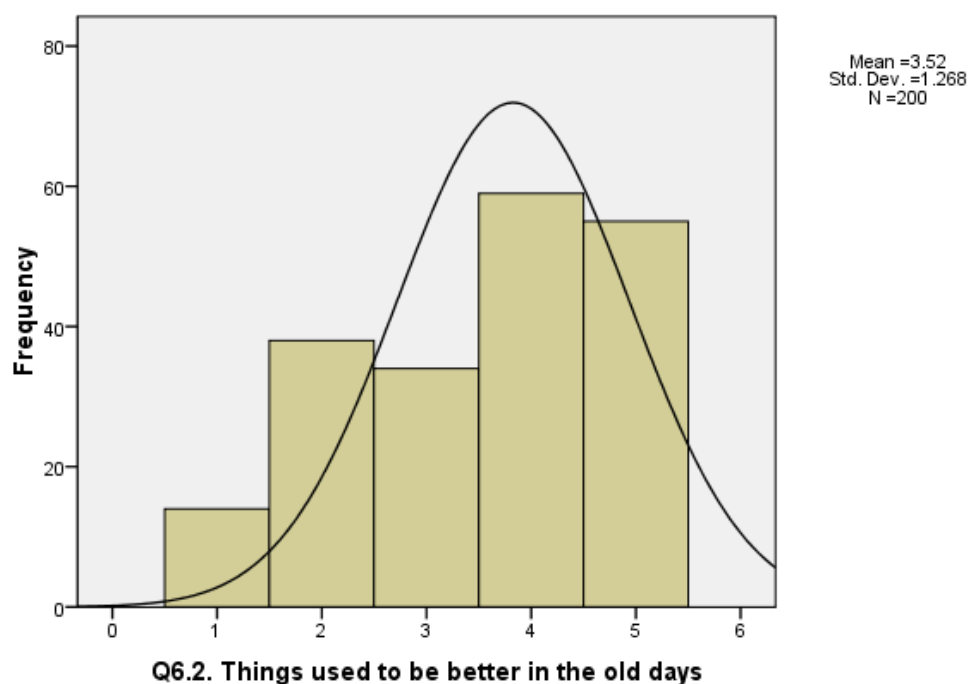
**Q5.5. ... and I have travelled far together**



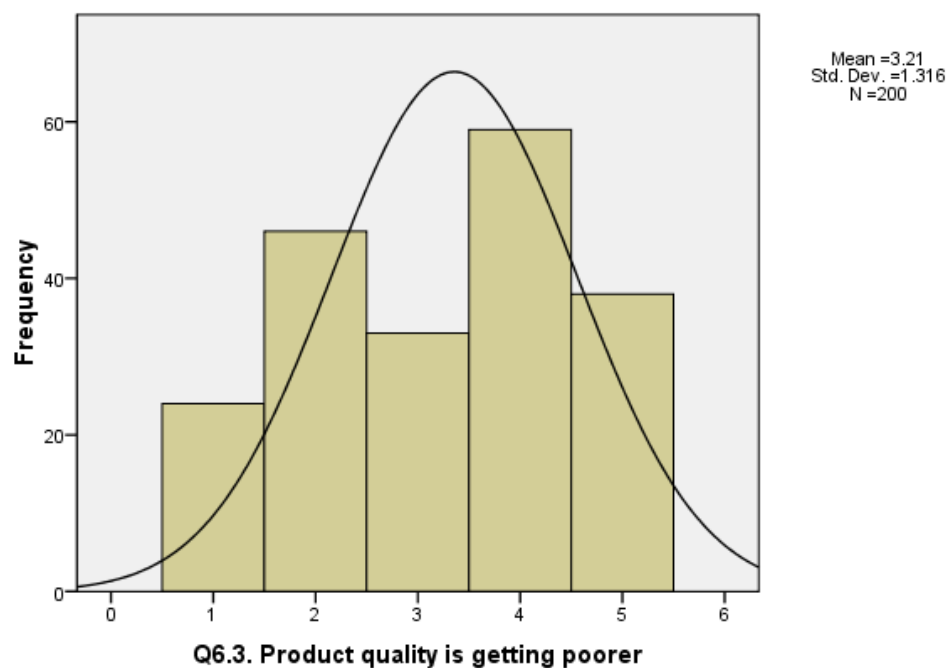
**Q6.1. They don't make things like they used to**



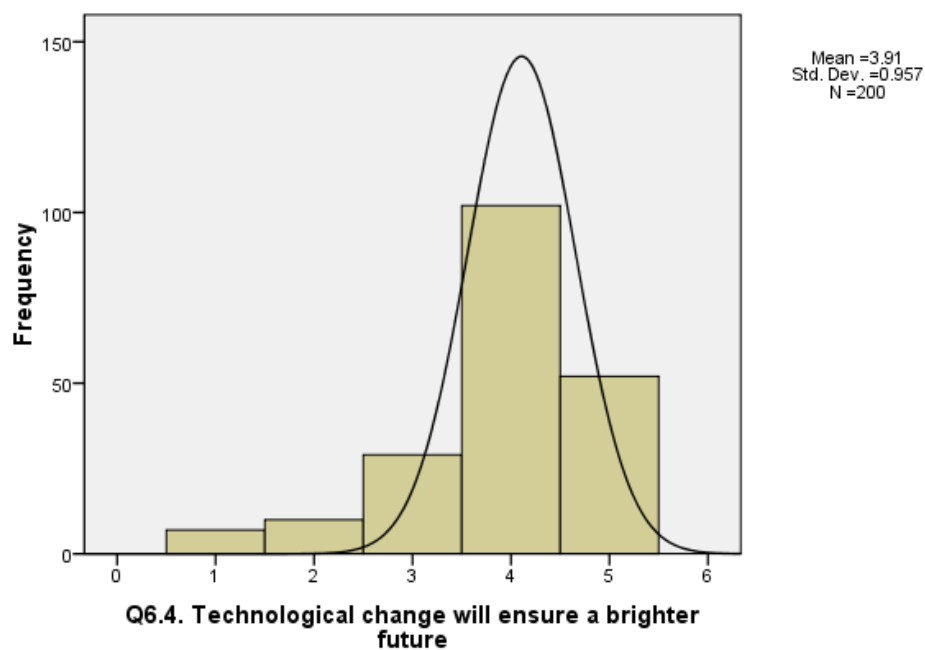
**Q6.2. Things used to be better in the old days**



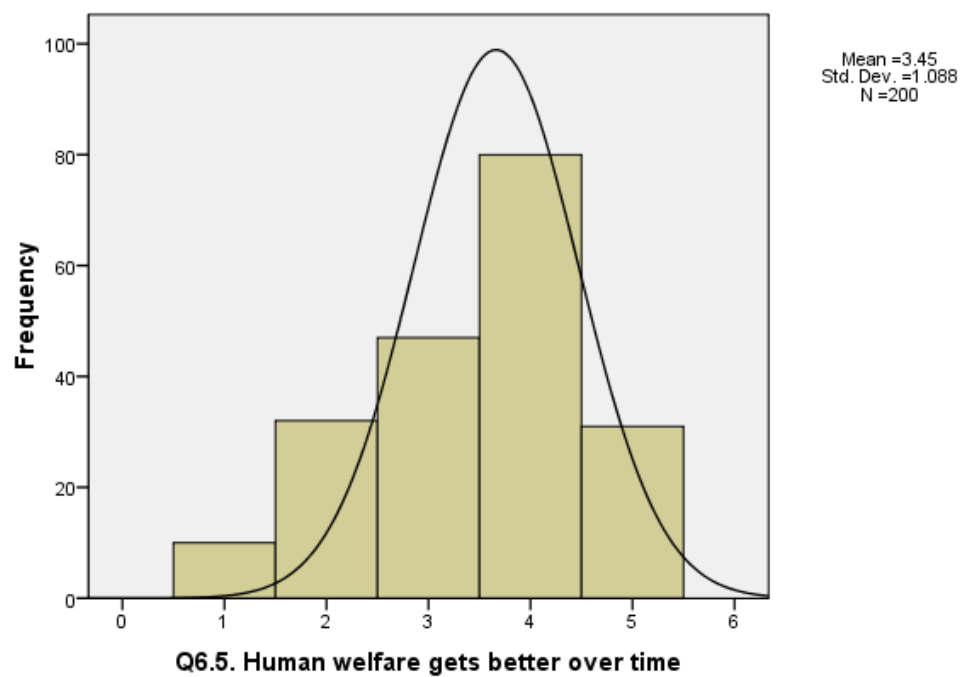
**Q6.3. Product quality is getting poorer**



**Q6.4. Technological change will ensure a brighter future**



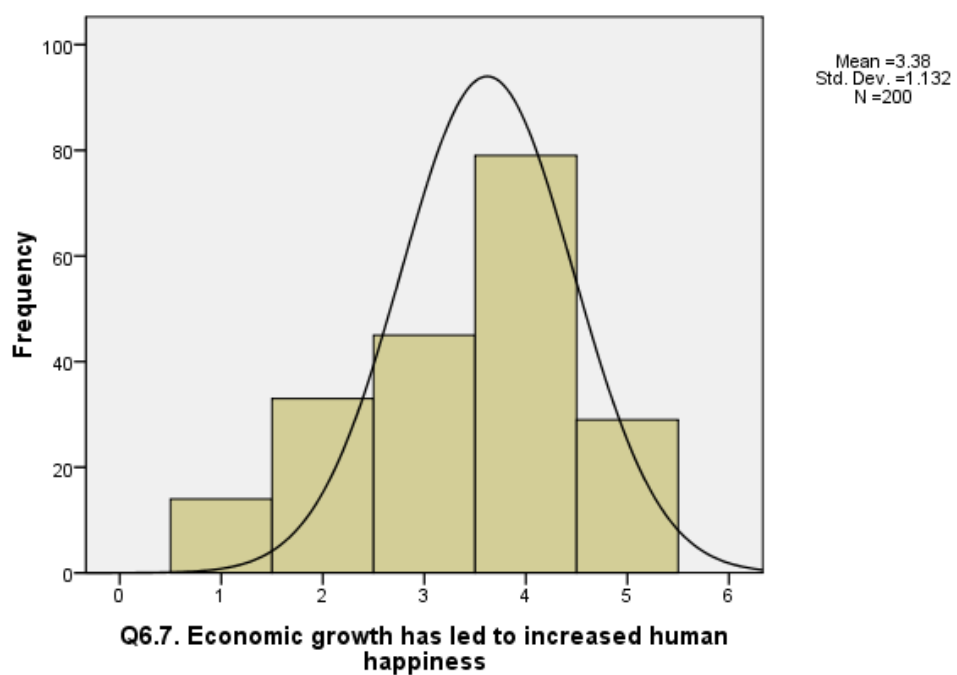
**Q6.5. Human welfare gets better over time**



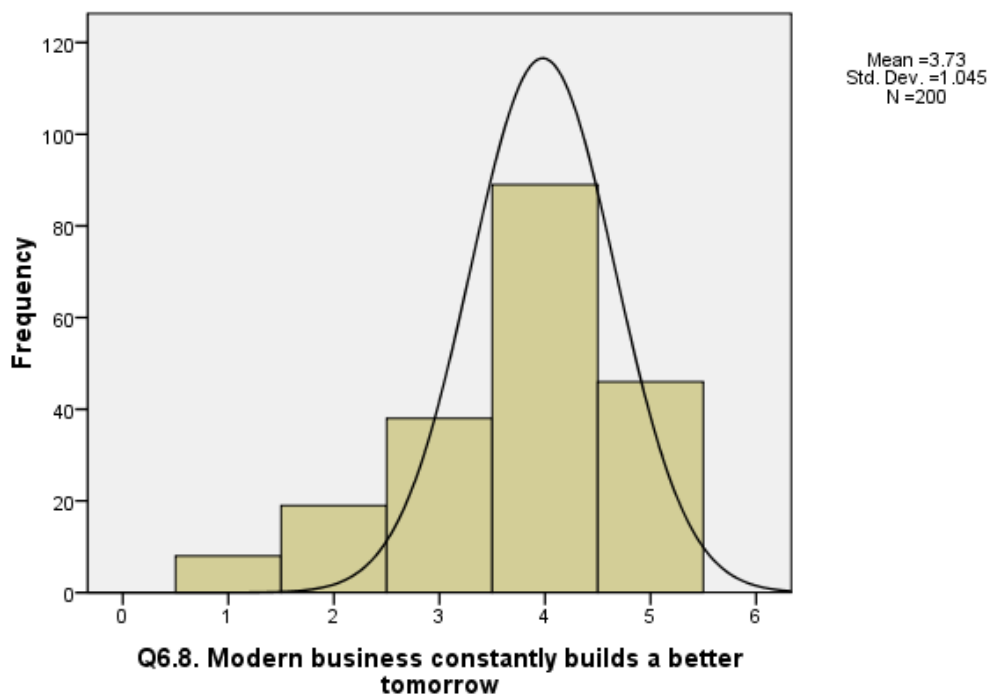
**Q6.6. We are experiencing a decline in the quality of life**



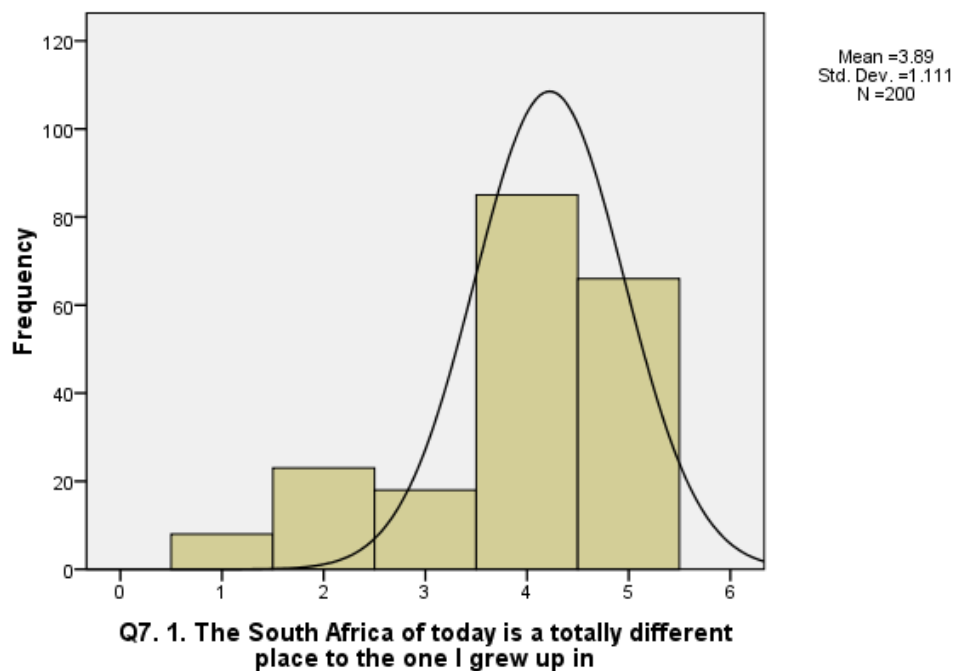
**Q6.7. Economic growth has led to increased human happiness**



**Q6.8. Modern business constantly builds a better tomorrow**

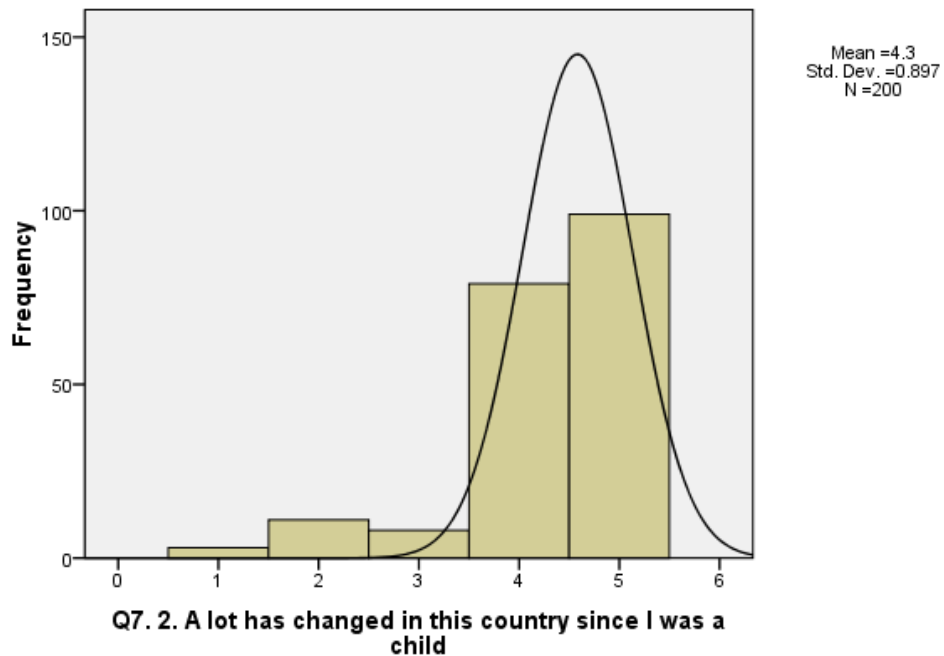


**Q7. 1. The South Africa of today is a totally different place to the one I grew up in**

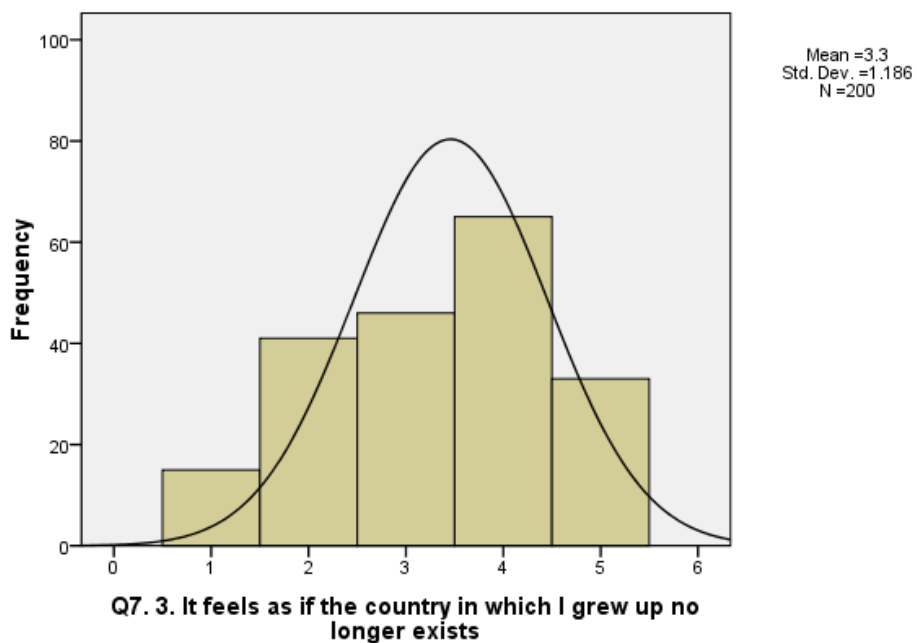




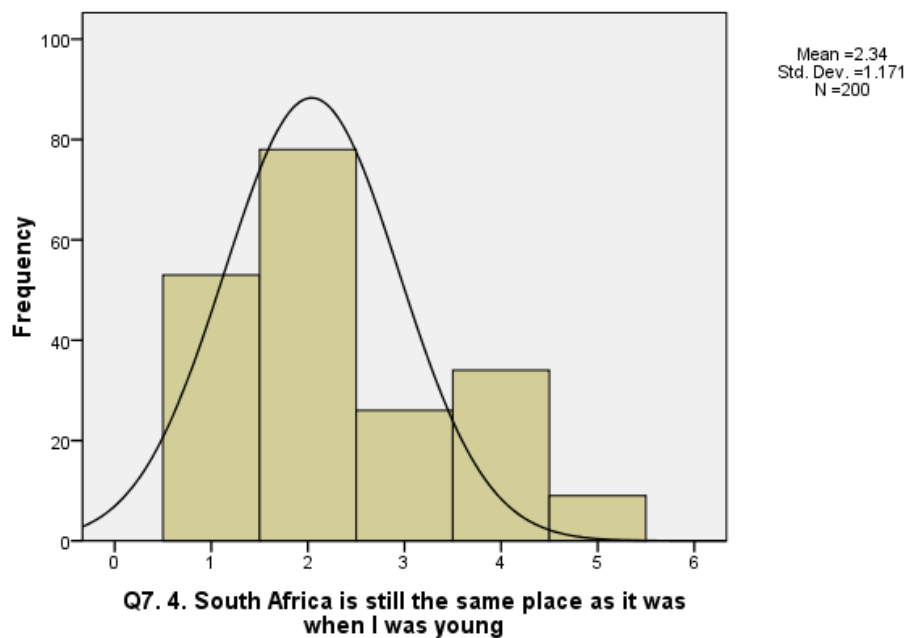
**Q7. 2. A lot has changed in this country since I was a child**



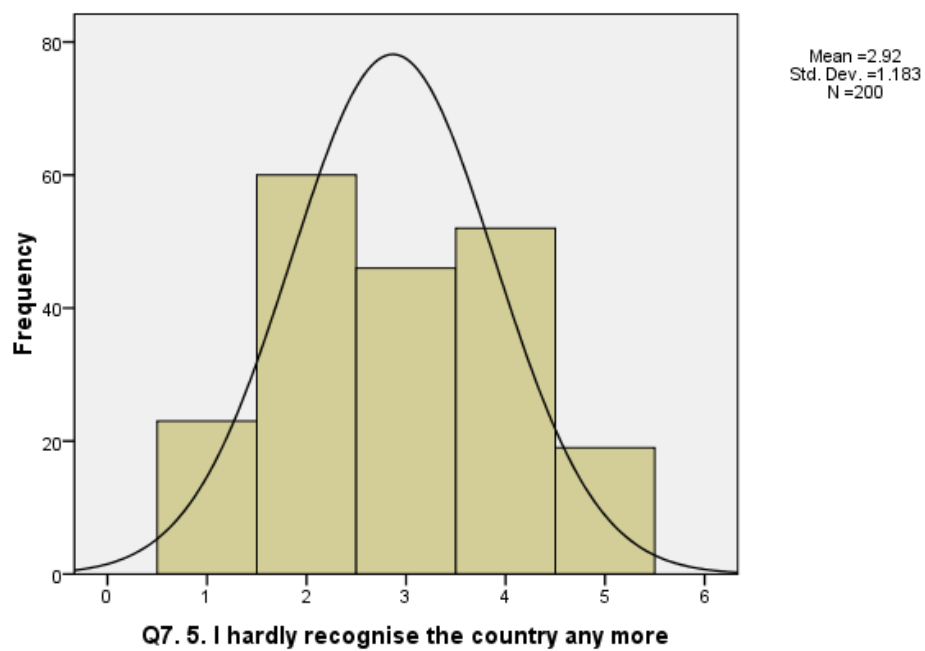
**Q7. 3. It feels as if the country in which I grew up no longer exists**



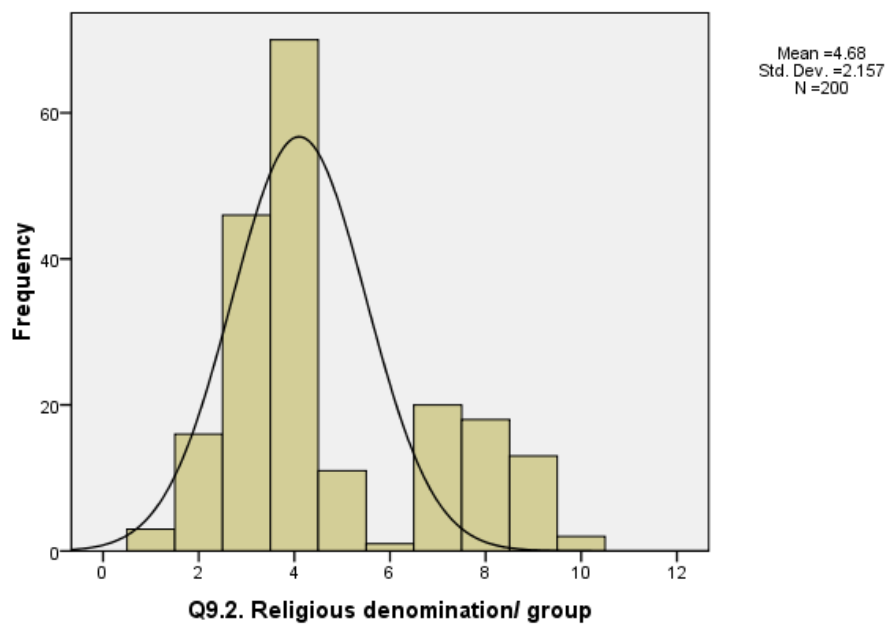
**Q7. 4. South Africa is still the same place as it was when I was young**



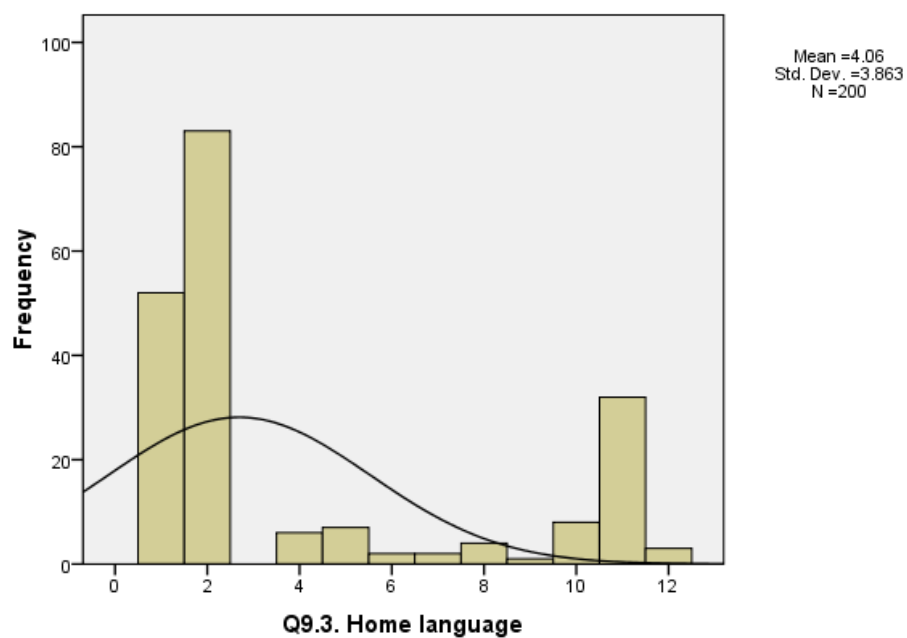
**Q7. 5. I hardly recognise the country any more**



Q9.2. Religious denomination/ group



Q9.3. Home language



## APPENDIX E

### Scale adaptation study: Cronbach alpha

Construct	Cronbach $\alpha$	Construct	Cronbach $\alpha$
<b>Nostalgic Connections</b>	.737	<b>Sensory Brand Experience</b>	.813
<b>Item</b>	<b><math>\alpha</math> if item deleted</b>	<b>Item</b>	<b><math>\alpha</math> if item deleted</b>
Q1.1. This brand reminds me of things I have done	.678	Q2.1. I associate ... with certain sights	.786
Q1.2. This brand reminds me of places I have been	.679	Q2.2. ... reminds me of certain sounds	.761
Q1.4. This brand will always remind me of a particular phase of my life	.684	Q2.3. I connect ... with specific smells	.781
Q1.5. This brand reminds me of what I was like at a previous stage of my life	.711	Q2.4. ... appeals to my sense of touch	.775
Q1.6. This brand reminds me of someone important in my life	.701	Q2.5. I associate ... with certain images	.780
<b>Affective Brand Experience</b>	<b>.78</b>		
<b>Item</b>	<b><math>\alpha</math> if item deleted</b>	<b>Intellectual Brand Experience</b>	.847
Q3.1. I have strong feelings about ...	.717	<b>Item</b>	<b><math>\alpha</math> if item deleted</b>
Q3.2. ... is an emotional brand for me	.692	Q4.1. ... has made me think a lot	.802
Q3.3. I have never felt strongly either way about ...	.834	Q4.2. I have been curious about ...	.809
Q3.4. I am emotionally involved with ...	.696	Q4.3. I have wondered about things associated with ...	.840
Q3.5. ... has given me pleasure or pain	.741	Q4.4. ... interests me	.815
		Q4.5. I have learnt a lot about ...	.813
<b>Behavioural Brand Experience</b>		<b>Nostalgia Proneness</b>	
Q5.1. I have done a lot with ...	.804	QR1. The brands that were around when I was younger were better than brands we have today	.645
Q5.2. I associate ... with doing certain things	.862	QR2. My favourite brands are the ones that I grew up with	.584
Q5.3. ... reminds me of certain activities	.848	QR3. I have special memories of brands that I used when I was younger	.651
Q5.4. I have used ... on many occasions	.822	QR4. Brands just aren't as good as they used to be	.634
Q5.5. ... and I have travelled far together	.813	QR5. They don't make things like they use to	.649
		QR6. Brands that have been around for a long time are better	.665

## Appendices

		QR7. When choosing a brand, I generally prefer to choose a brand that I grew up with	.607
		QR8. The brands that were around in earlier times of my life hold a special place in my heart	.625

## APPENDIX F

### Hypothesis testing study: Interviewer script

Good morning/ afternoon/ evening , my name is ... **(SAY YOUR NAME CLEARLY)**. I am calling from Ipsos Markinor, an independent market research agency. We are currently conducting a survey about branding and would value your opinions on the matter. We are currently conducting a survey about branding on behalf of a doctoral student at the University of Pretoria and would value your opinions on the matter.

We value your time; therefore, the survey should only take roughly 10 minutes. Your responses will be kept strictly confidential. Results will be reported in aggregate form only. We will not report your individual responses, nor will we identify you as a participant in the survey. This survey is for research purposes only.

- X. May I have 10 minutes of your time to ask you a few questions about brands?<sup>1</sup> Yes – **CONTINUE**
2. Yes, but not now – **MAKE AN APPOINTMENT AND CONTINUE**
3. No - **CLOSE**

Y. **READ OUT:** Please tell me your current age?

1. Younger than 18 - CLOSE
2. 18 – 19 - CLOSE
3. 20 – 24 - CLOSE
4. 25 - 29
5. 30 – 34
6. 35 – 39
7. 40 – 44
8. 45 – 49
9. 50 – 54
10. 55 – 59
11. 60 plus

**WHEN YOU HAVE THE CORRECT PERSON ON THE LINE AND READY PLEASE READ THE FOLLOWING:**

**READ OUT:** For the statements that follow, please tell me how much you agree with each statement on this scale of 1 to 5 where 5 means you 'strongly agree', 4 means you 'agree', 3 means you 'neither agree nor disagree', 2 means you 'disagree' and 1 means you 'strongly disagree'

**SCALE FOR QUESTION R:**

1. Disagree strongly
2. Disagree
3. Neutral
4. Agree
5. Agree strongly

**RANDOMISE ITEMS FOR QUESTIONS R**

**R. NOSTALGIA PRONENESS FOR BRANDS (DO NOT READ OUT THE TITLE)**

R.1 The brands that were around when I was younger were better than brands we have today

R.2 My favourite brands are the ones that I grew up with

R.3 I have special memories of brands that I used when I was younger

R.4 Brands just aren't as good as they used to be

R.5 They don't make things like they use to

R.6 Brands that have been around for a long time are better

R.7 When choosing a brand, I generally prefer to choose a brand that I grew up with

R.8 The brands that were around in earlier times of my life hold a special place in my heart

Z. The remainder of our conversation today will be about car brands that you've experienced. I'd like you to take a moment to think about the ones that you've had personal experience of throughout your life and that have made a strong impression on you. What make comes to mind? **ONE MENTION ONLY, DO NOT PROMPT**

**INTERVIEWER INSTRUCTION: WHERE THE RESPONDENT MENTIONS A MODEL, RATHER THAN A MAKE (BRAND OF CAR), ASK WHICH MAKE THE MODEL FALLS UNDER.**

**PRE-CODED LIST (DO NOT PROMPT):**

1. AC
2. Asia
3. Alfa Romeo
4. Aston Martin
5. Audi
6. Austin
7. Bentley
8. BMW
9. Cadillac
10. CAM
11. Chana



12. Cherry
13. Chevrolet
14. Chrysler
15. Citroen
16. CMC
17. DFM
18. Daimler
19. Daewoo
20. Daihatsu
21. Datsun
22. Dodge
23. Ferrari
24. Fiat
25. Foton
26. Ford
27. Fudi
28. GMC
29. GWM
30. Geely
31. GoNow
32. Hafei
33. Honda
34. Hummer
35. Hyundai
36. Isuzu
37. Jaguar
38. Jeep
39. Kia
40. Lamborghini
41. Landrover
42. Lancia
43. Lexus
44. Lincoln
45. Lotus

46. Mahindra
47. Maserati
48. Maybach
49. Mazda
50. Mercedes-Benz
51. Mercury
52. Mini
53. Mitsubishi
54. Morris
55. Nissan
56. Noble
57. Opel
58. Peugeot
59. Plymouth
60. Pontiac
61. Porsche
62. Proton
63. Reliant
64. Renault
65. Rolls-Royce
66. Rover
67. Saab
68. Seat
69. Smart
70. Subaru
71. Suzuki
72. Ssangyong
73. Studebaker
74. Tata
75. Toyota
76. Triumph
77. TVR
78. Vauxhall
79. Volkswagen

80. Volvo

81. Other (SPECIFY)

**ZZ. PEAK AGE OF BRAND PREFERENCE: At what age do you most associate using this brand?**

1. Younger than
2. 18 – 19
3. 20 – 24
4. 25 - 29
5. 30 – 34
6. 35 – 39
7. 40 – 44
8. 45 – 49
9. 50 – 54
10. 55 – 59
11. 60 plus

READ OUT: For the statements that follow, please tell me how much you agree with each statement on this scale of 1 to 5 where 5 means you 'strongly agree', 4 means you 'agree', 3 means you 'neither agree nor disagree', 2 means you 'disagree' and 1 means you 'strongly disagree'

**SCALE FOR QUESTIONS 1 – 8:**

1. Disagree strongly
2. Disagree
3. Neutral
4. Agree
5. Agree strongly

**RANDOMISE ITEMS FOR QUESTIONS 1 - 5**

**1. NOSTALGIC BRAND CONNECTION (DO NOT READ OUT THE TITLE)**

1.1. This brand reminds me of things I have done

1.2. This brand reminds me of places I have been

- 1.3. I have at least one fond memory of using this brand
- 1.4. This brand will always reminds me of a particular phase of my life
- 1.5. This brand reminds me of what I was like at a previous stage of my life
- 1.6. This brand reminds me of someone important in my life

### **3. AFFECTIVE BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)**

- 3.2. ... (INSERT WITH BRAND MENTIONED AT Z) is an emotional brand for me
- 3.4. I am emotionally involved with ... (INSERT WITH BRAND MENTIONED AT Z)

### **4. INTELLECTUAL BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)**

- 4.2. I have been curious about ... (INSERT WITH BRAND MENTIONED AT Z)
- 4.4. ... (INSERT WITH BRAND MENTIONED AT Z) interests me

### **5. BEHAVIOURAL BRAND EXPERIENCE (DO NOT READ OUT THE TITLE)**

5. 5.2. I associate ... (INSERT WITH BRAND MENTIONED AT Z) with doing certain things
- 5.4. I have used ... (INSERT WITH BRAND MENTIONED AT Z) on many occasions
- 5.5. ... (INSERT WITH BRAND MENTIONED AT Z) and I have travelled far together

### **9. DEMOGRAPHICS**

- 9.1. Interviewer to note population group: **ASK IF NOT SURE**

1. Black
2. White
3. Coloured
4. Indian

9.2. **READ OUT:** To which religious denomination or group, if any, do you belong? **OMO**

1. Buddhist
2. ZCC/ Zion Christian Church/ Church of Shembe/ Other African Independent Church
3. Christian: Roman Catholic
4. Christian: Protestant
5. Hindu
6. Jewish / Judaism
7. Muslim / Islam
8. Other (**SPECIFY**):.....
9. None
10. Refused (**DNRO**)

9.3. What is your home language, **the main language that you speak at home?**

1. Afrikaans
2. English
3. Ndebele
4. Sepedi
5. Sesotho
6. Swazi
7. Tsonga/Shangaan
8. Tswana
9. Venda
10. Xhosa
11. Zulu
12. Other (**DNRO**)

**9.4 RECORD RESPONDENT GENDER BY OBSERVATION:**

1. Male
2. Female

**9.5 RECORD PROVINCE**

1. Gauteng
2. Western Cape
3. KwaZulu-Natal

**9.6 RECORD CITY**

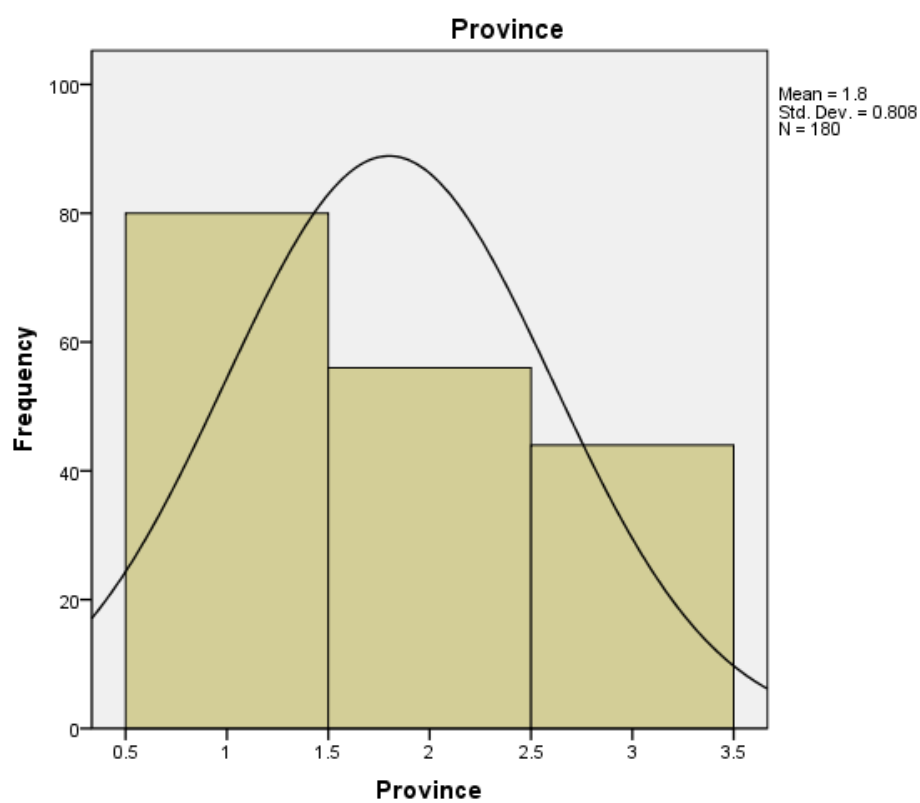
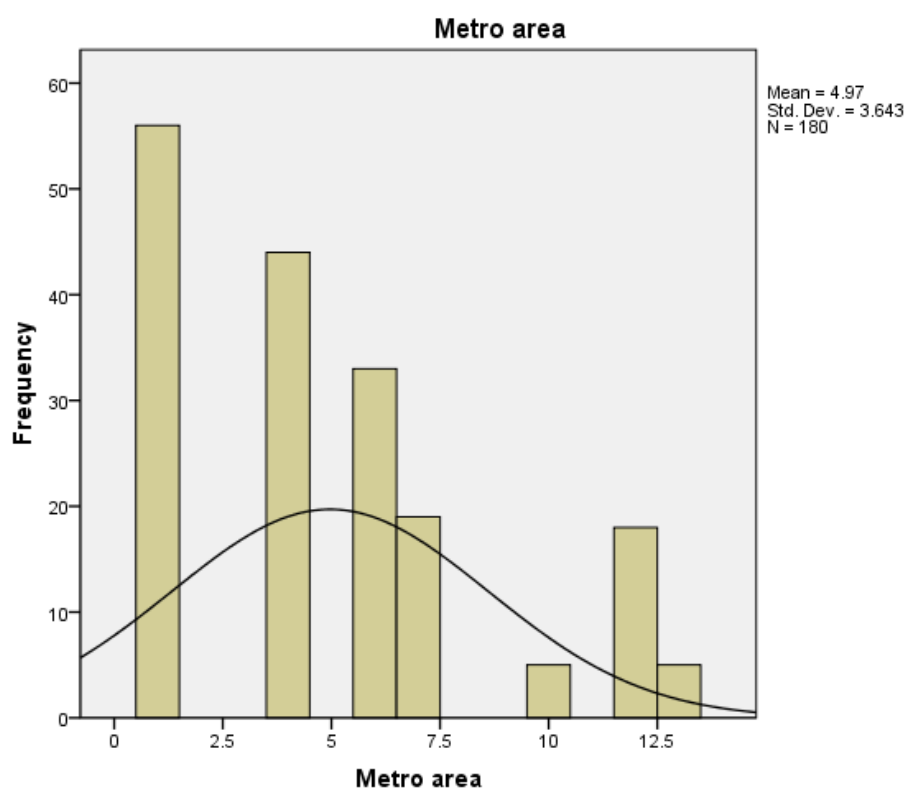
1. Johannesburg
2. Cape Town
3. Durban

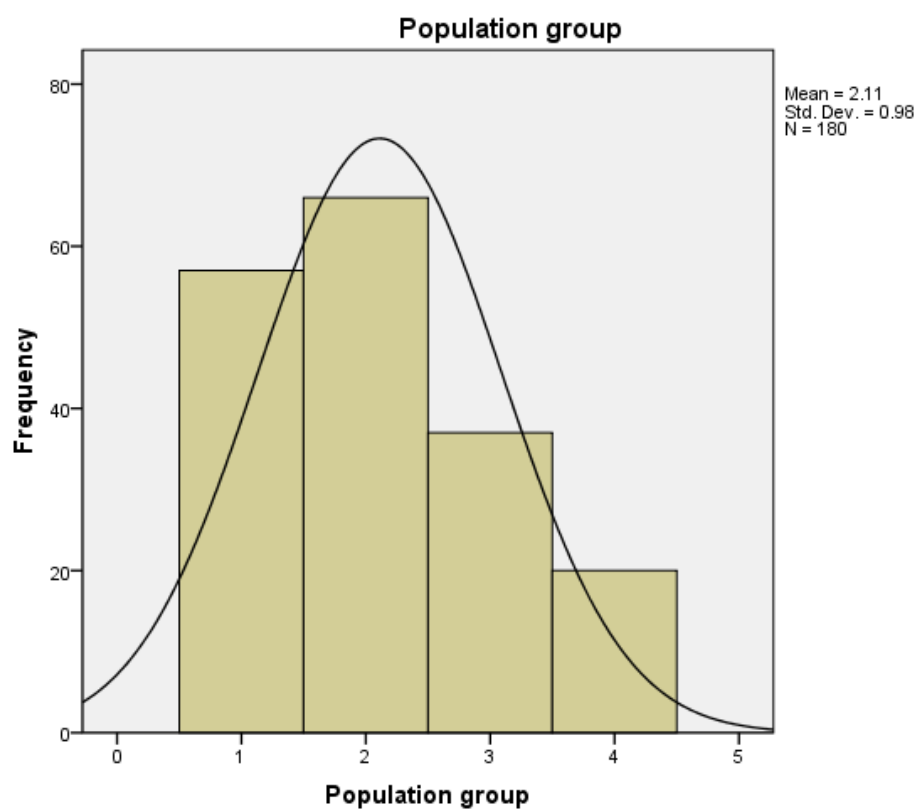
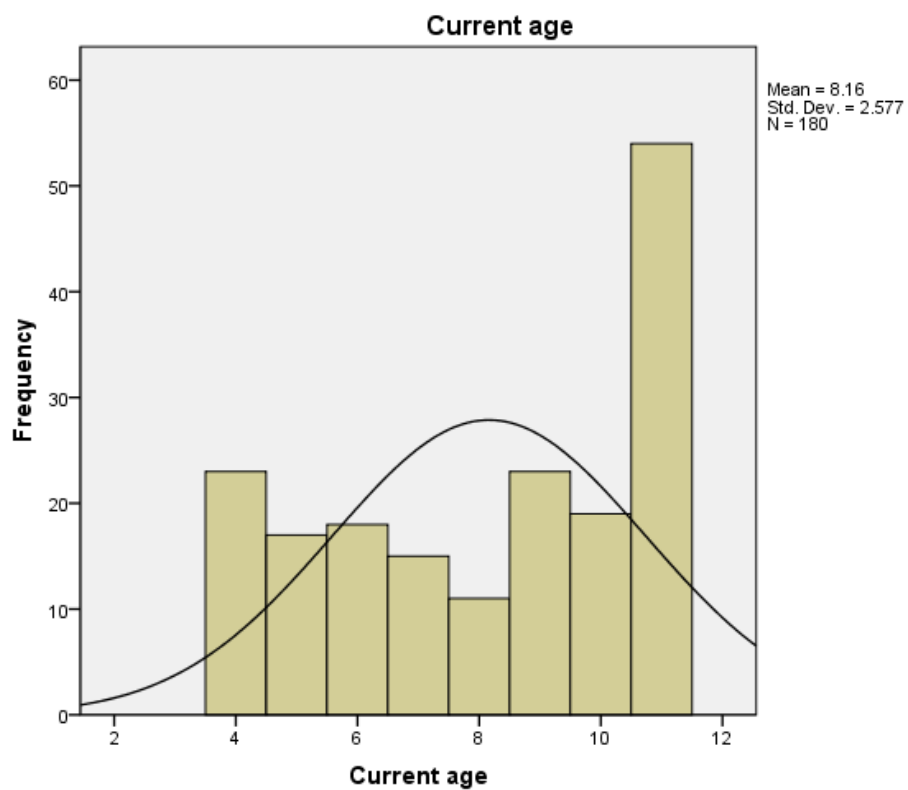
**END INTERVIEW AND THANK**

**<END>**

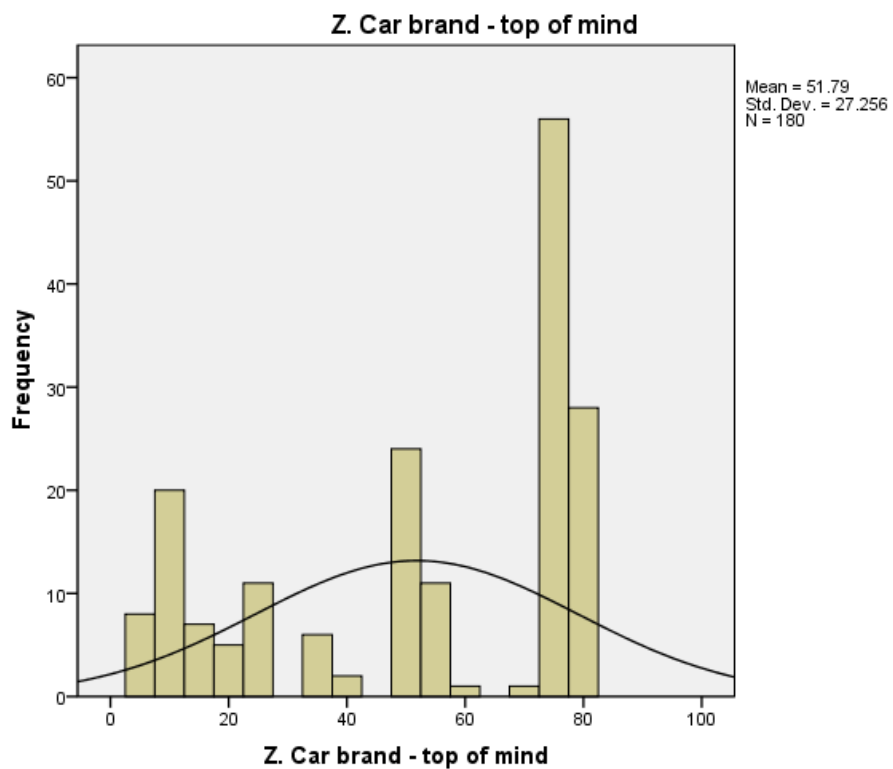
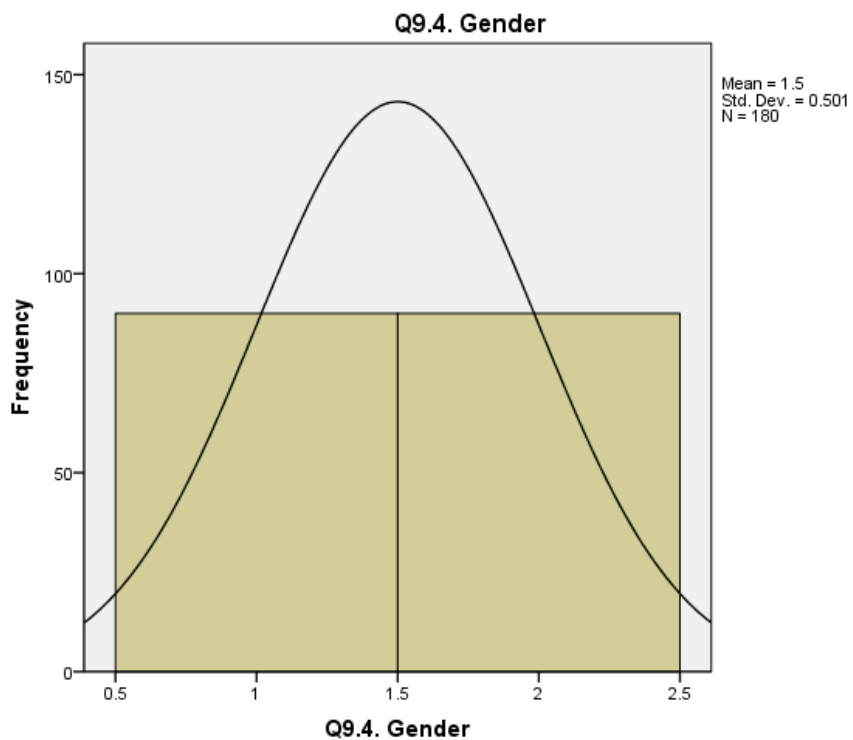
## APPENDIX G

### Hypothesis testing study: Descriptive statistics



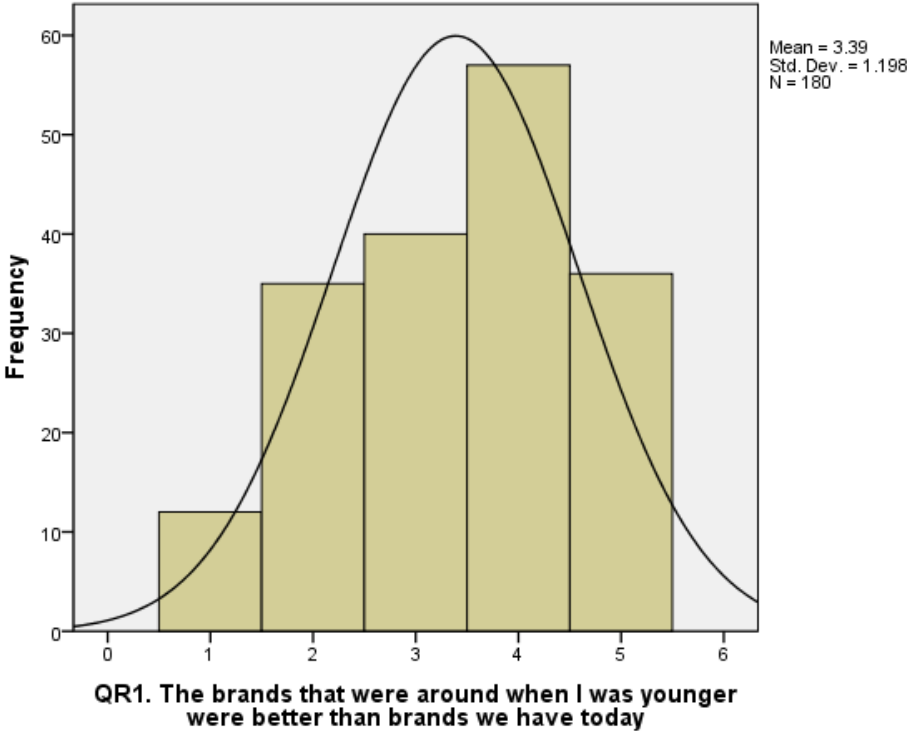




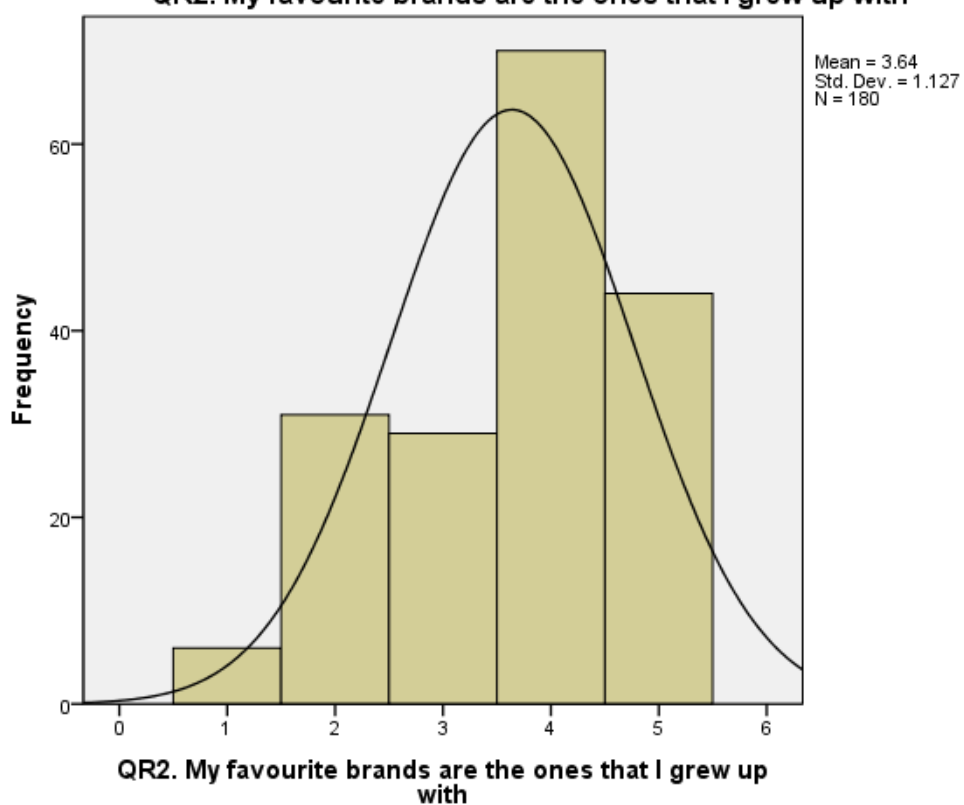




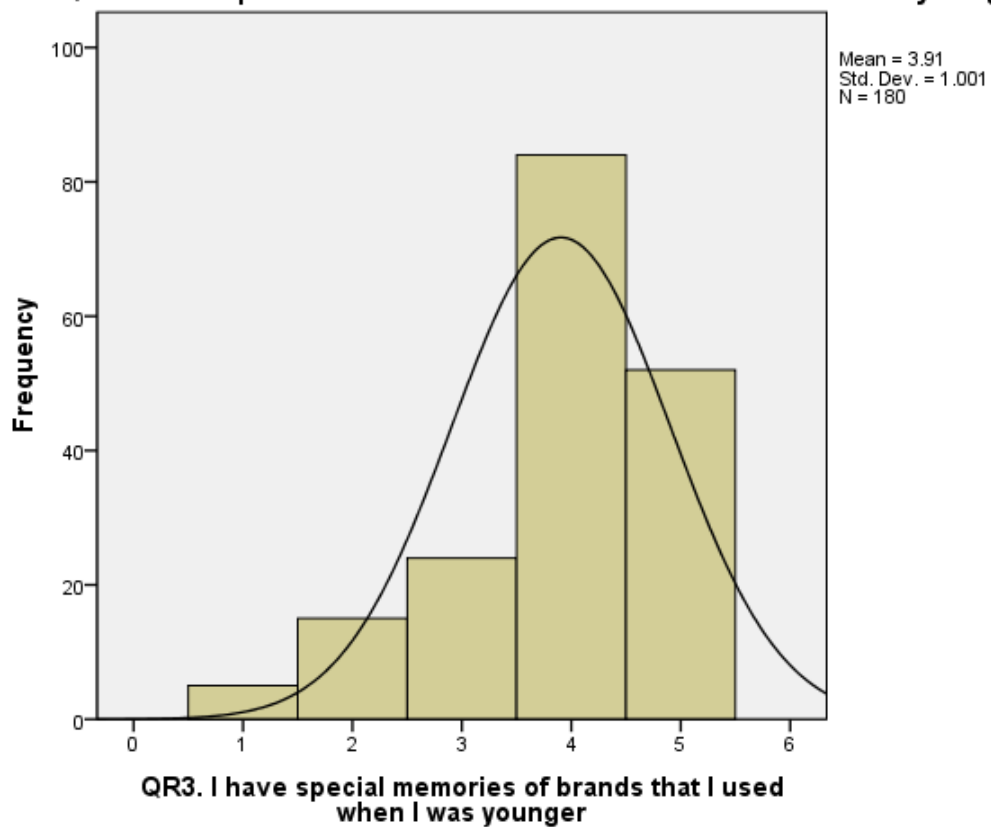
**QR1. The brands that were around when I was younger were better than brands we have today**

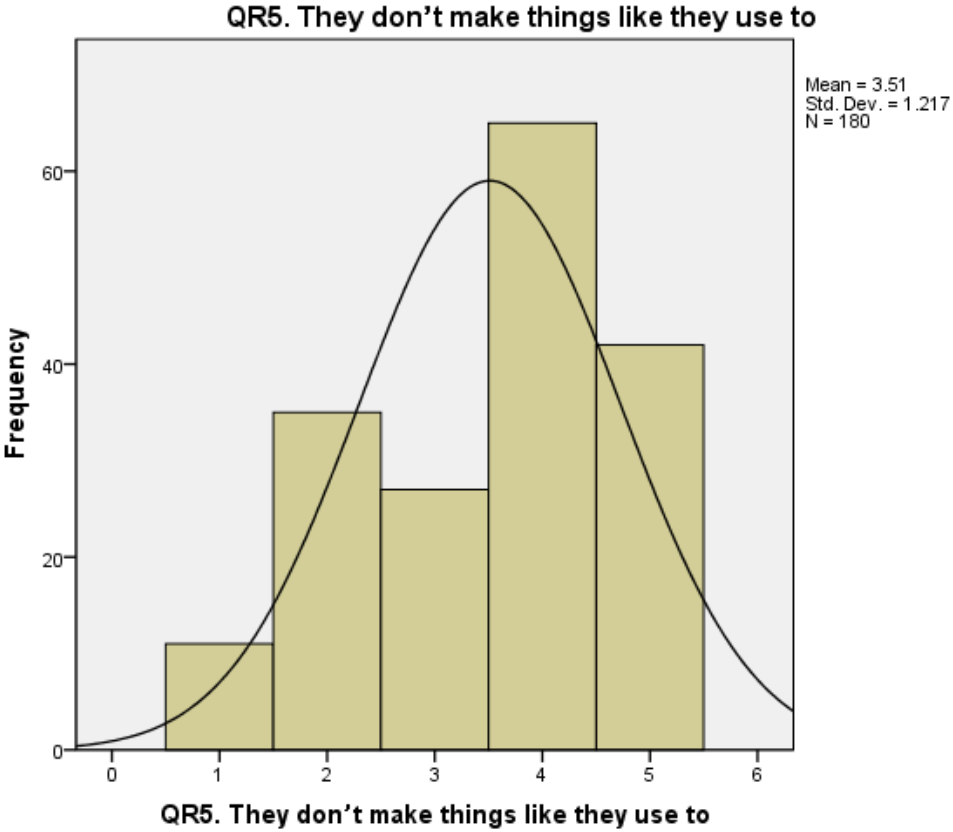
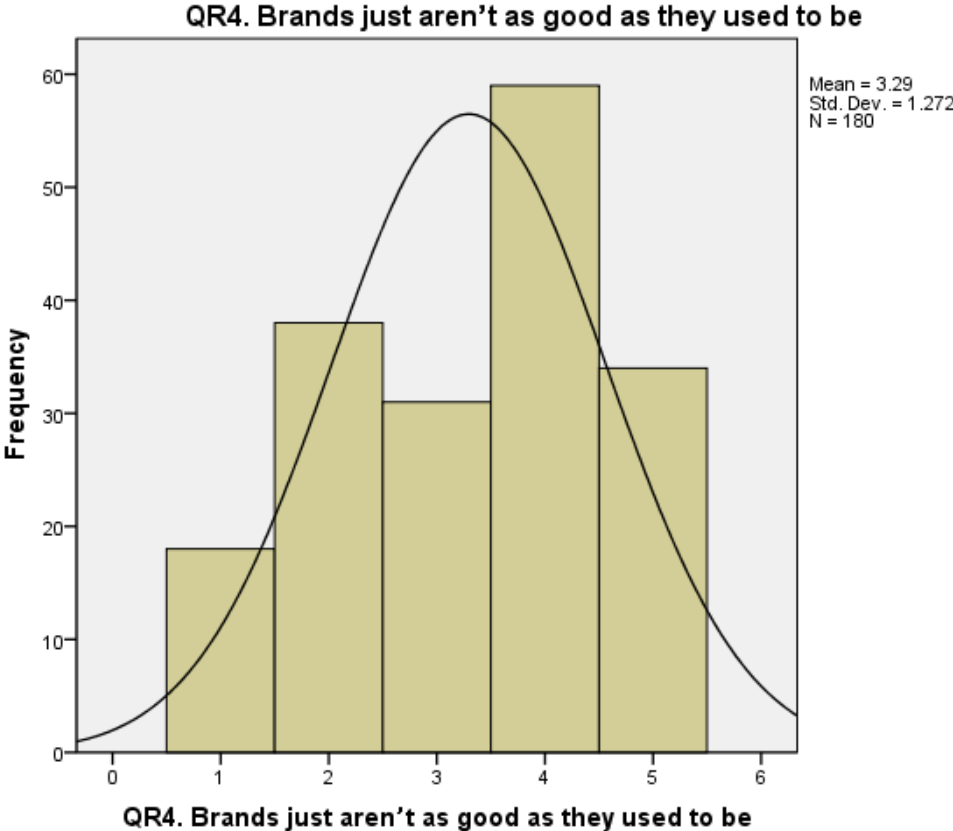


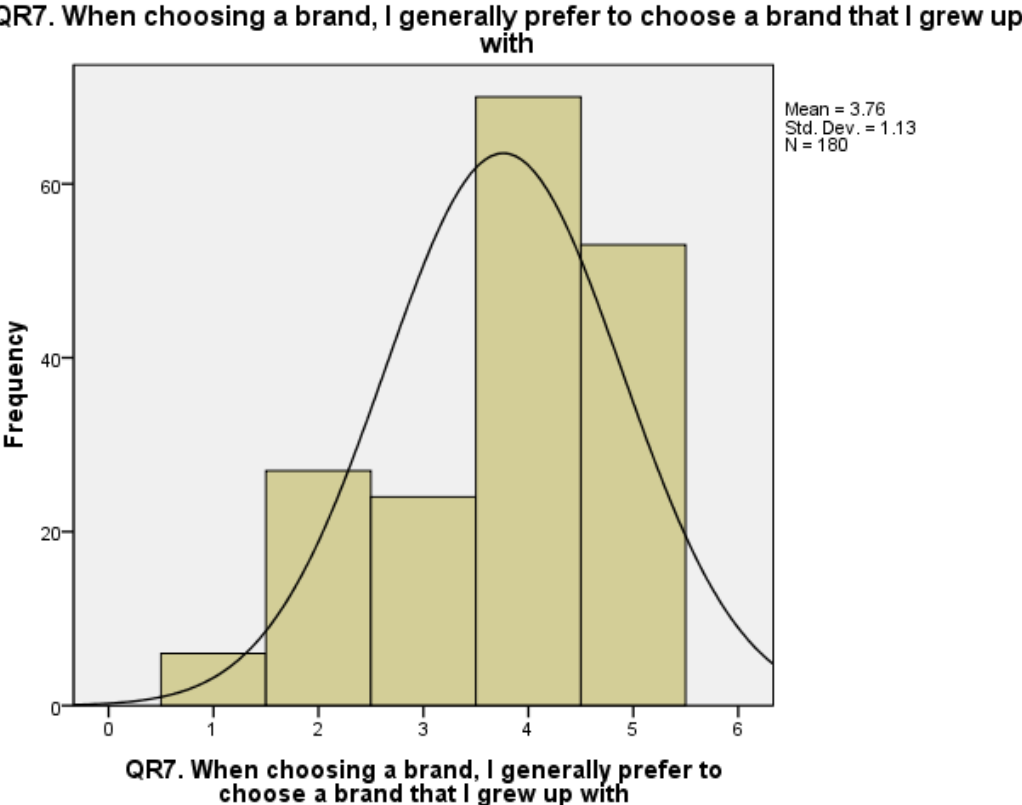
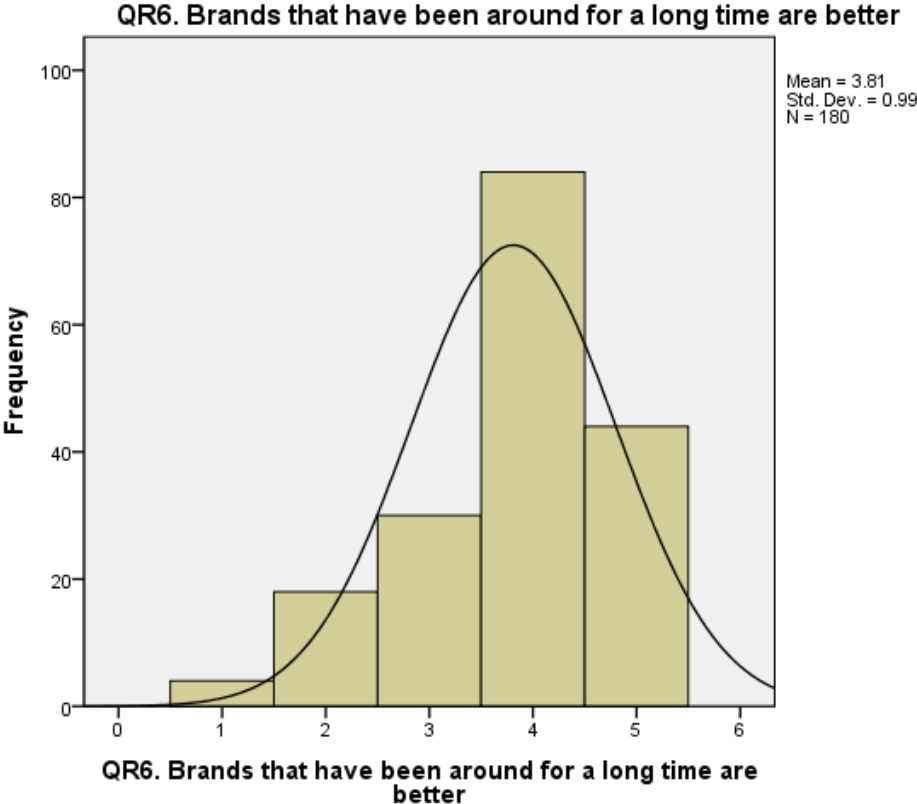
QR2. My favourite brands are the ones that I grew up with



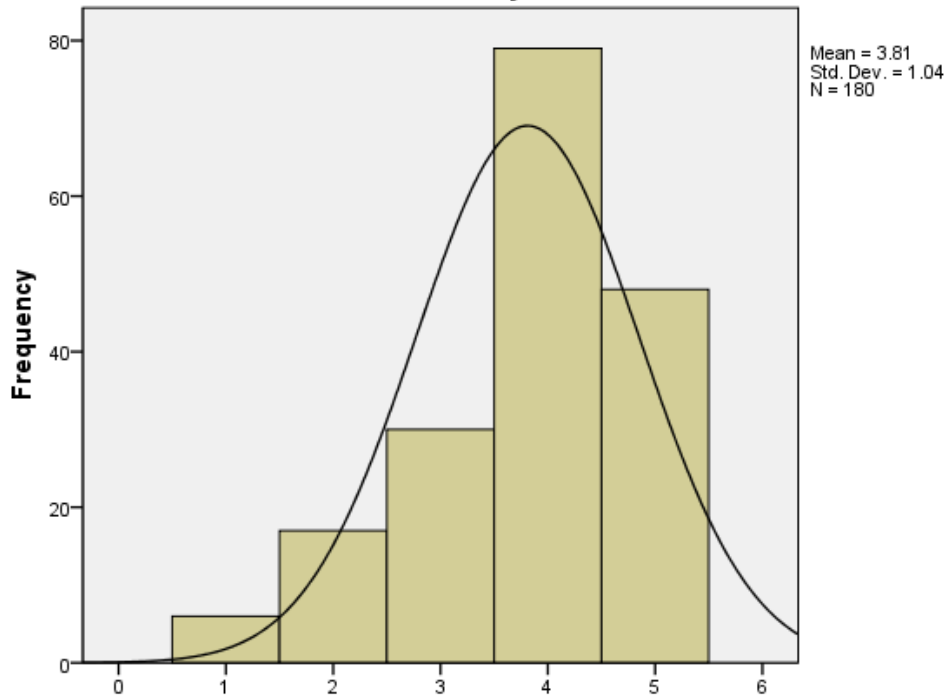
QR3. I have special memories of brands that I used when I was younger





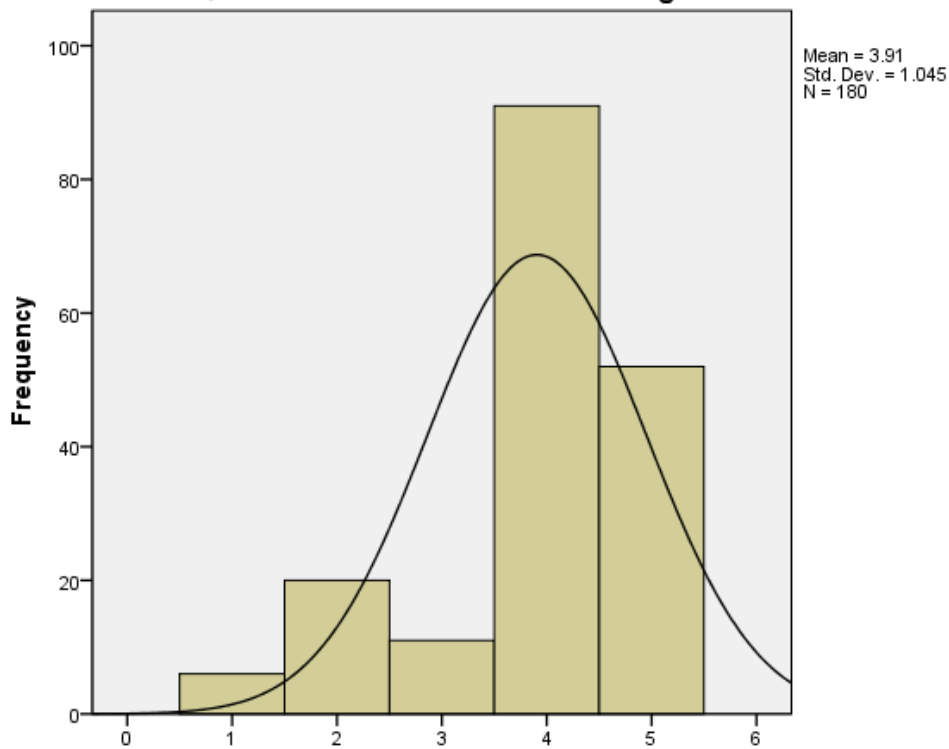


**QR8. The brands that were around in earlier times of my life hold a special place in my heart**



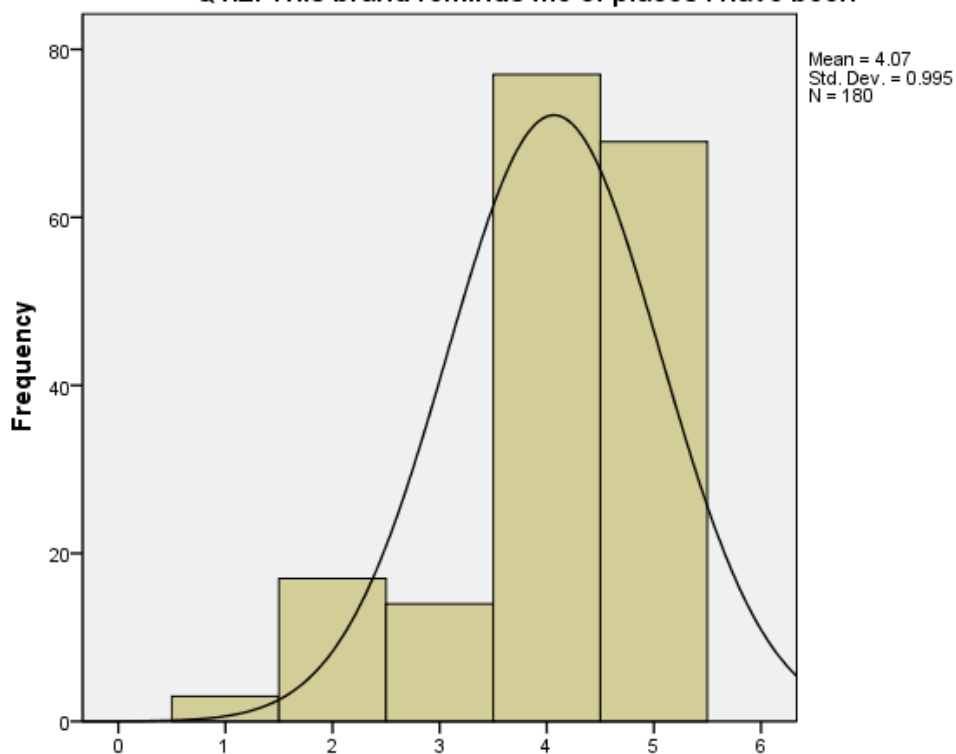
**QR8. The brands that were around in earlier times of my life hold a special place in my heart**

**Q1.1. This brand reminds me of things I have done**



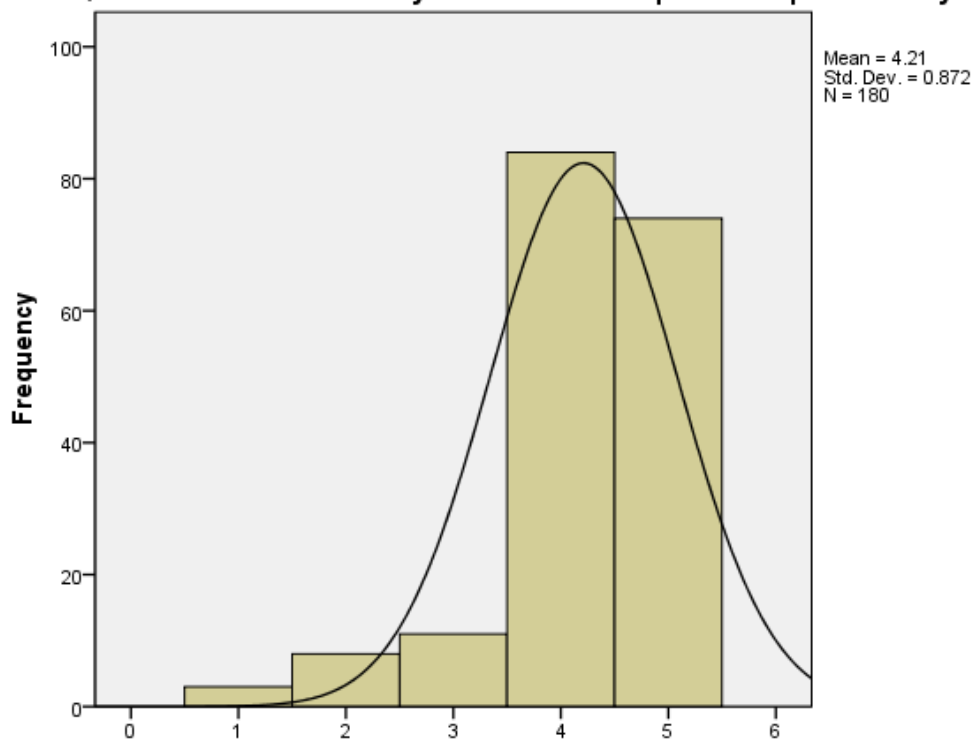
**Q1.1. This brand reminds me of things I have done**

**Q1.2. This brand reminds me of places I have been**



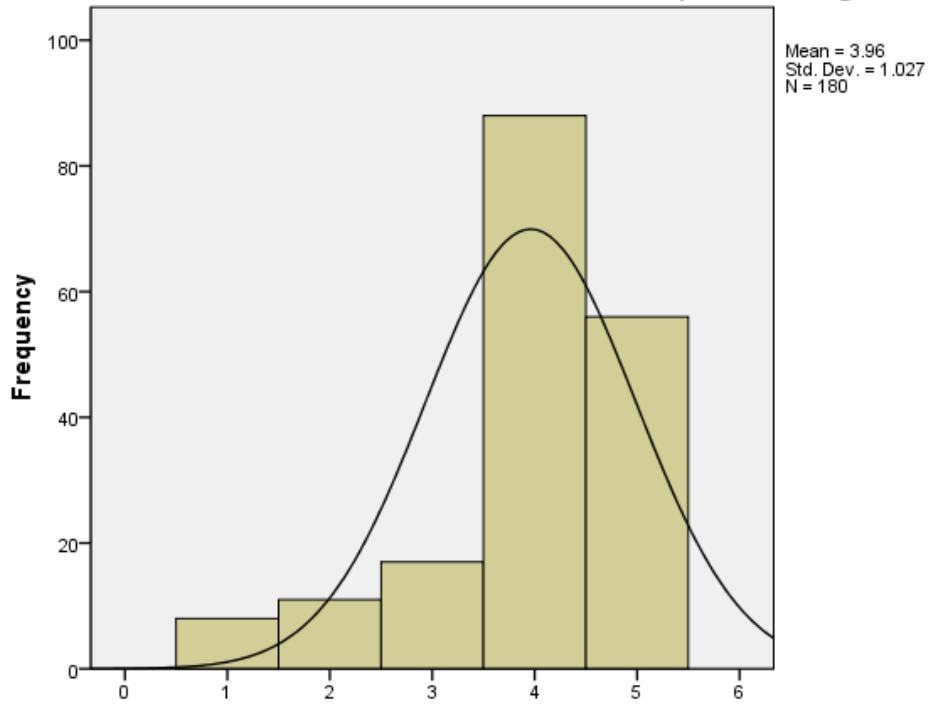
**Q1.2. This brand reminds me of places I have been**

**Q1.4. This brand will always remind me of a particular phase of my life**



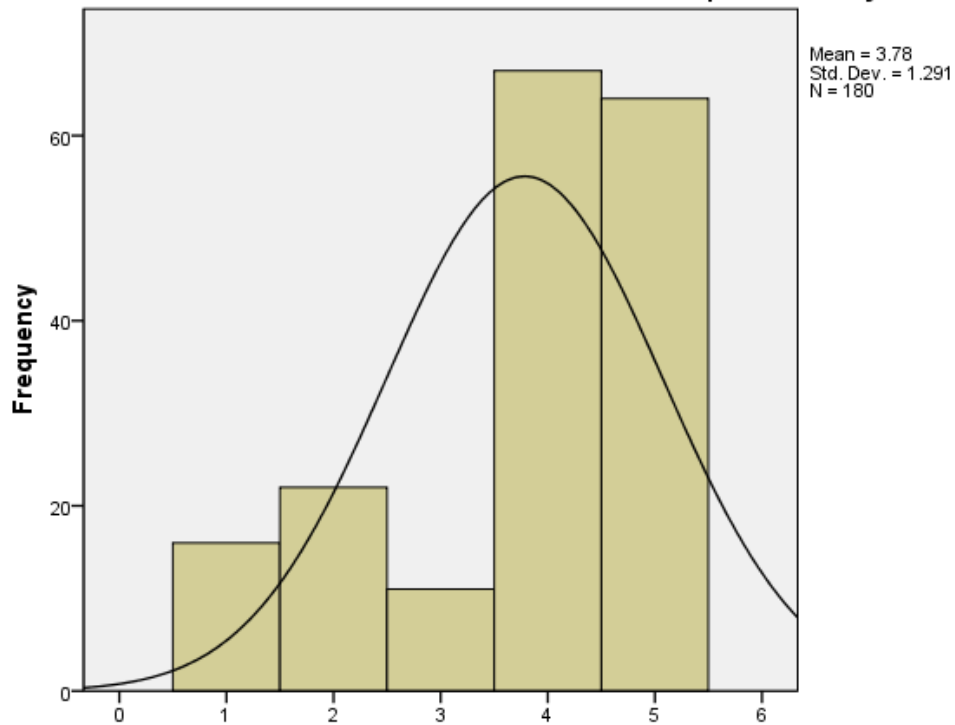
**Q1.4. This brand will always remind me of a particular phase of my life**

**Q1.5. This brand reminds me of what I was like at a previous stage of my life**



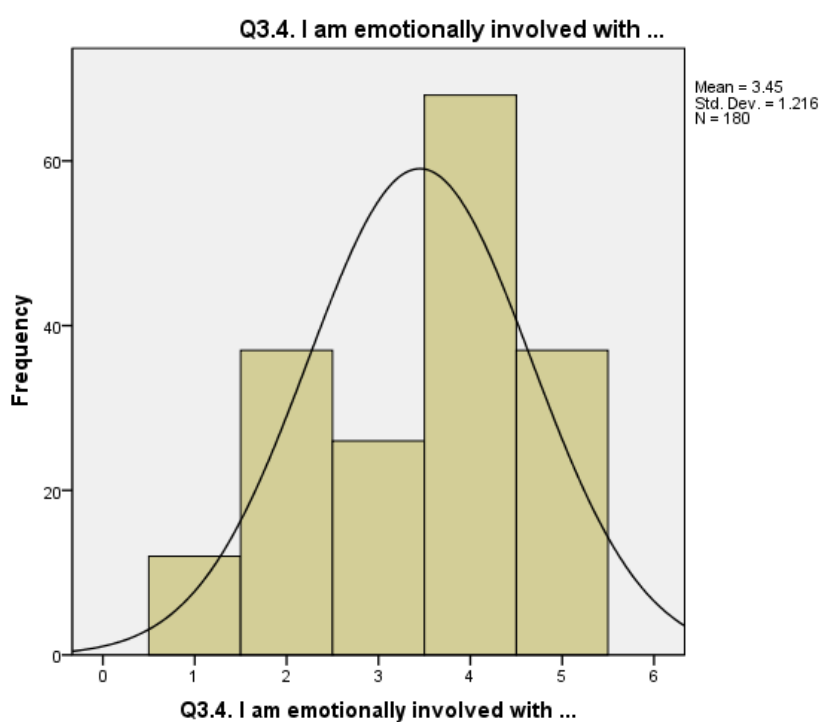
**Q1.5. This brand reminds me of what I was like at a previous stage of my life**

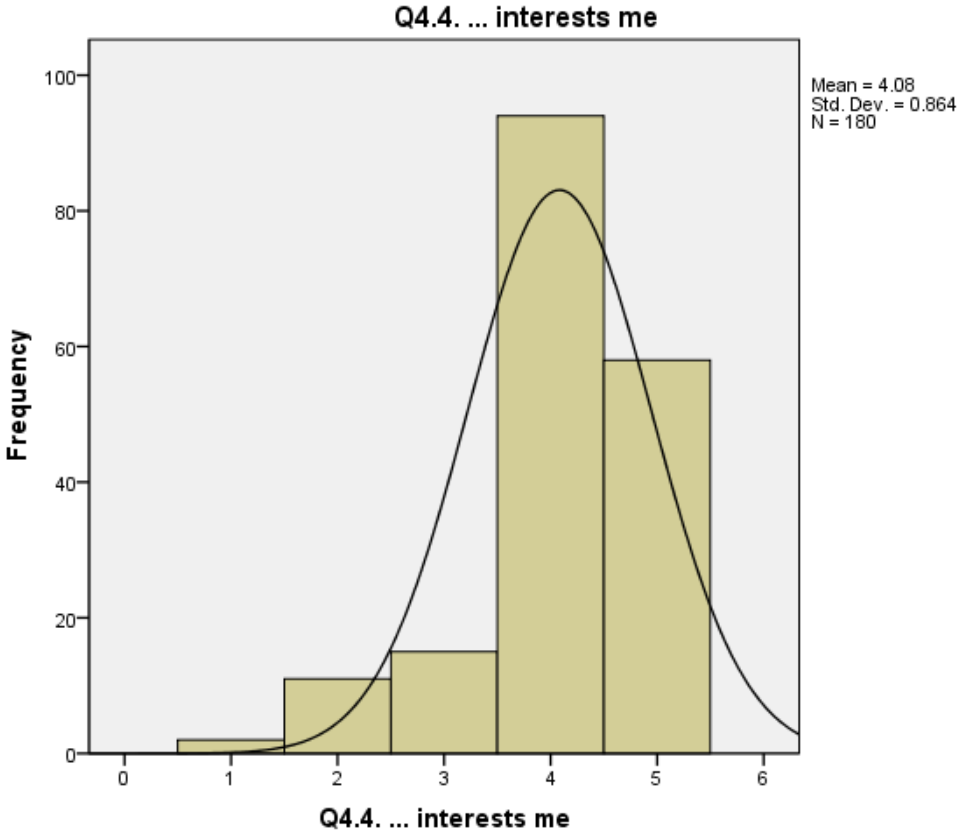
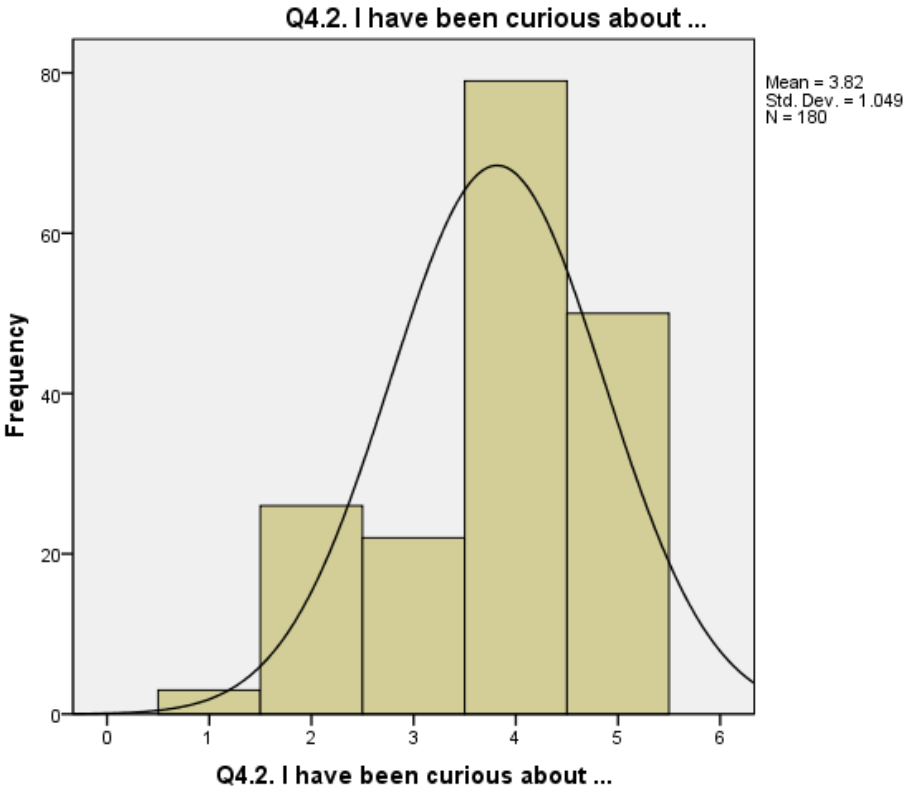
**Q1.6. This brand reminds me of someone important in my life**

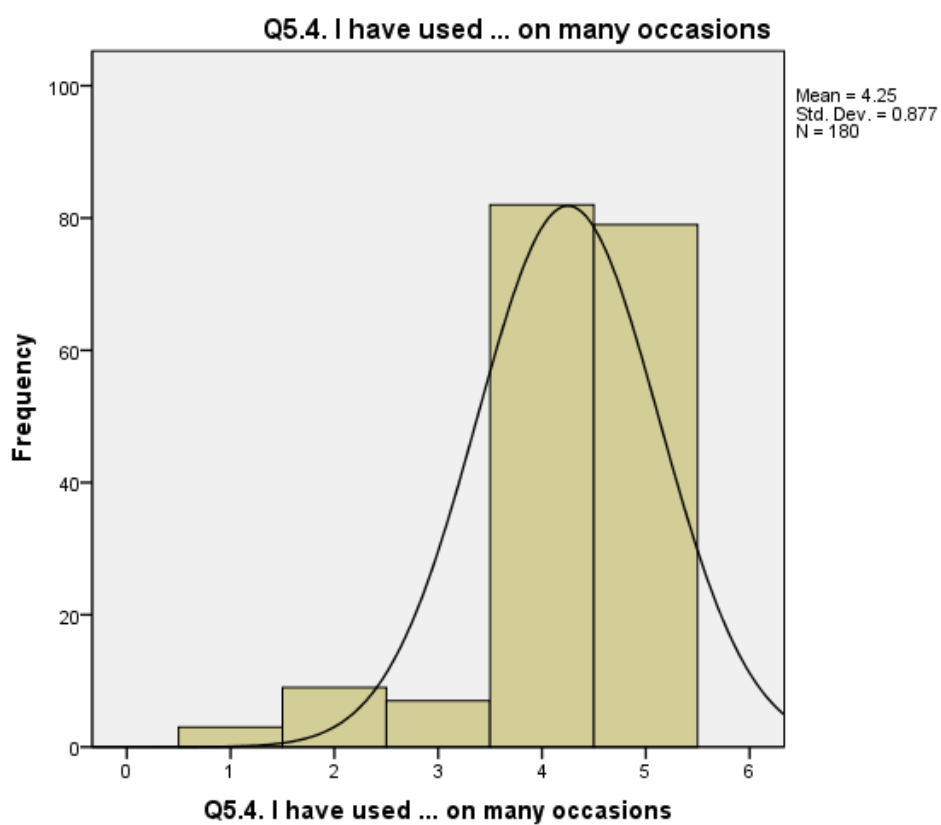
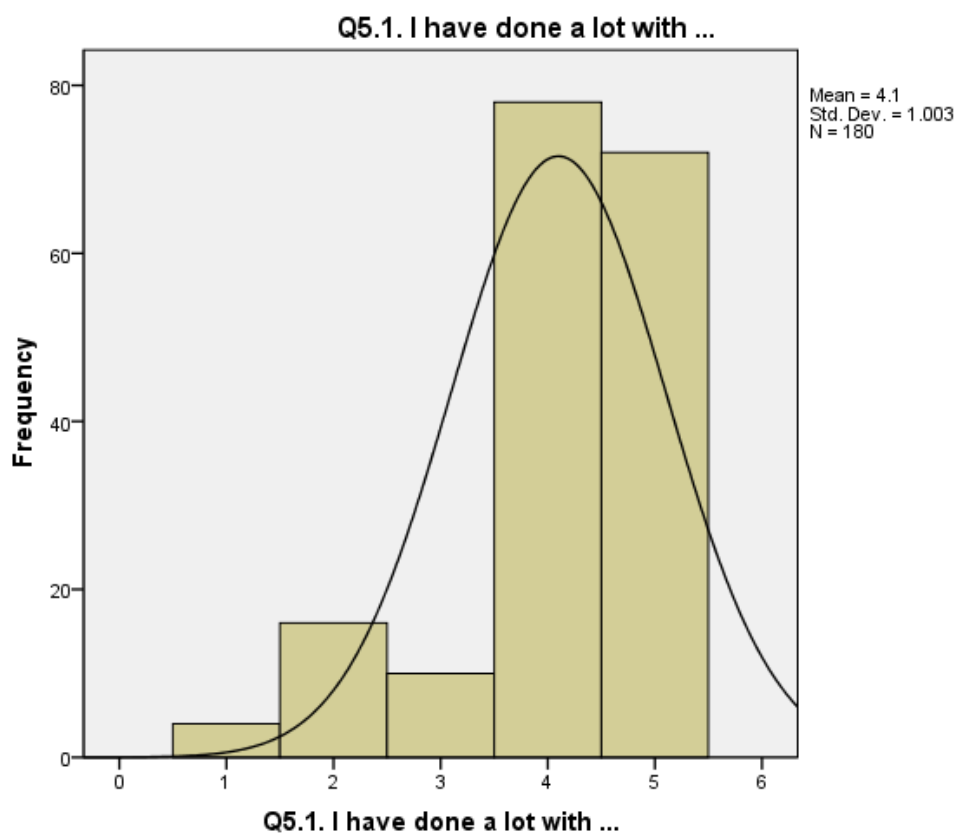


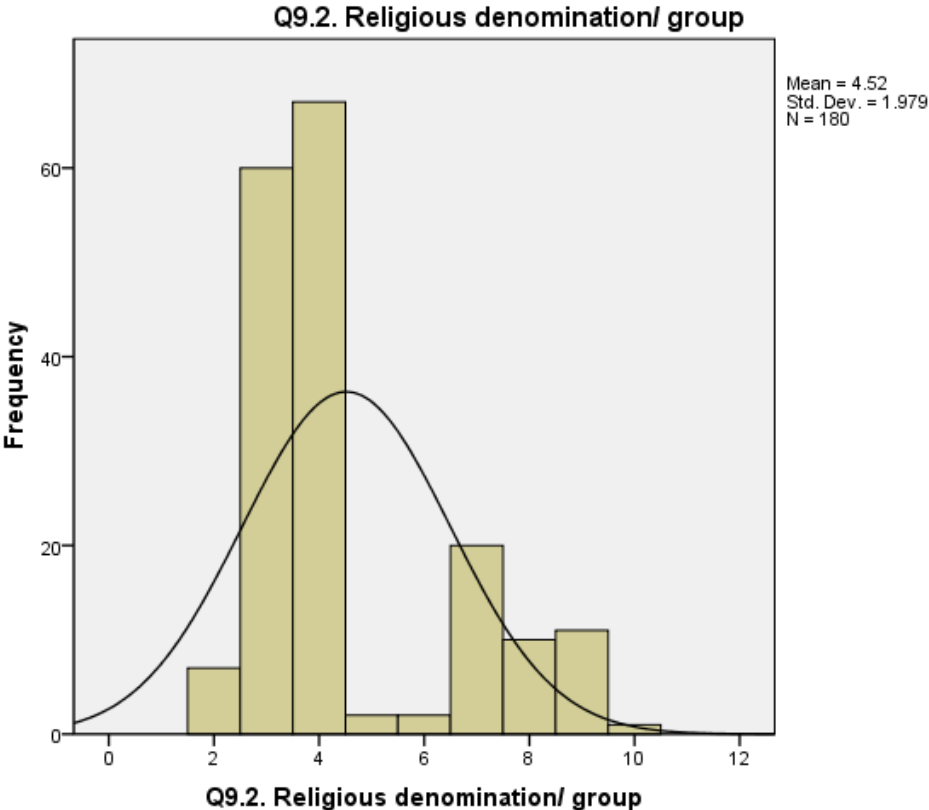
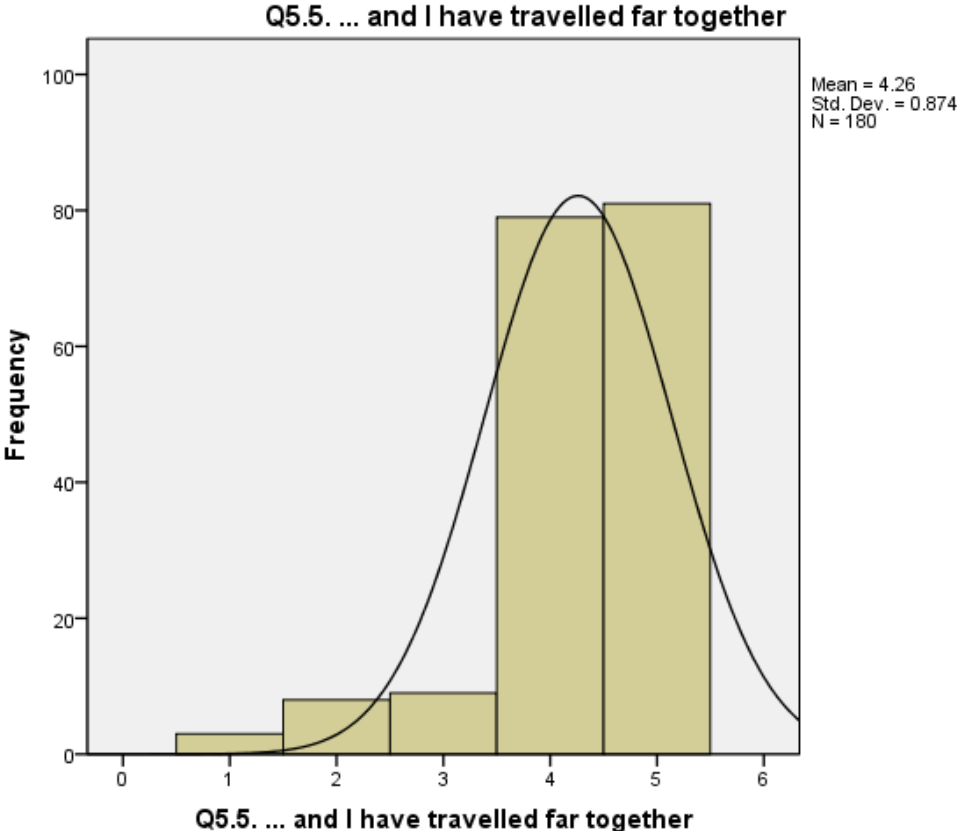
**Q1.6. This brand reminds me of someone important in my life**

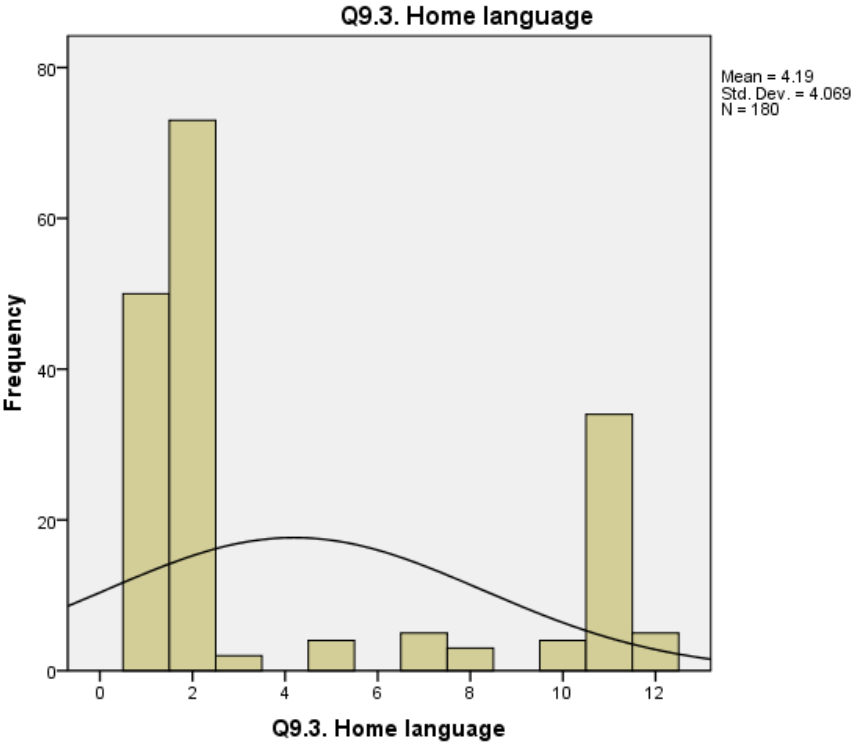












## APPENDIX H

## H

Construct	Cronbach $\alpha$	Construct	Cronbach $\alpha$
<b>Nostalgia Connection</b>	<b>.763</b>	<b>Nostalgia Proneness</b>	<b>.664</b>
<b>Item</b>	<b><math>\alpha</math> if item deleted</b>	<b>Item</b>	<b><math>\alpha</math> if item deleted</b>
Q1.1. This brand reminds me of things I have done	0.609	QR1. The brands that were around when I was younger were better than brands we have today.	0.645
Q1.2. This brand reminds me of places I have been	0.699	QR2. My favourite brands are the ones that I grew up with	0.584
Q1.4. This brand will always remind me of a particular phase of my life	0.713	QR3. I have special memories of brands that I used when I was younger	.651
Q1.5. This brand reminds me of what I was like at a previous stage of my life	0.761	QR4. Brands just aren't as good as they used to be	.634
Q1.6. This brand reminds me of someone important in my life	0.703	QR5. They don't make things like they use to	0.649
<b>Affective &amp; Intellectual Brand Experience</b>	<b>0.742</b>	QR6. Brands that have been around for a long time are better	0.665
<b>Item</b>	<b><math>\alpha</math> if item deleted</b>	QR7. When choosing a brand, I generally prefer to choose a brand that I grew up with	.607
Q3.2. ... is an emotional brand for me	0.728	QR8. The brands that were around in earlier times of my life hold a special place in my heart	.625
Q3.4. I am emotionally involved with ...	0.761	<b>Behavioural Brand Experience</b>	<b>.793</b>
Q4.2. I have been curious about ...	0.736	<b>Item</b>	<b><math>\alpha</math> if item deleted</b>
Q4.4. ... interests me	0.744	Q5.2. I associate ... with doing certain things	.534
		Q5.4. I have used ... on many occasions	.850
		Q5.5. ... and I have travelled far together	.633

**Appendix I**

**Independent variables: Correlations and covariances**

<b>Correlations</b>	White English	BBE	Peak Brand Age	Female	Indian	Nostalgia Proneness	Coloured	Current age	White Afrikaans	EIBE
White English	1.000	-.133	.035	.142	.325	.172	.425	-.330	.460	.138
Behavioural Brand Exp.	-.133	1.000	-.010	-.020	-.068	-.035	-.033	-.076	-.119	-.455
Peak brand age	.035	-.010	1.000	.026	.098	.090	.023	-.337	.026	.000
Female	.142	-.020	.026	1.000	.055	-.062	.001	-.043	.152	.112
Indian	.325	-.068	.098	.055	1.000	.026	.322	-.059	.321	.058
Nostalgia Proneness	.172	-.035	.090	-.062	.026	1.000	-.034	-.077	.021	-.301
Coloured	.425	-.033	.023	.001	.322	-.034	1.000	-.250	.419	-.004
Current age	-.330	-.076	-.337	-.043	-.059	-.077	-.250	1.000	-.251	.021
White Afrikaans	.460	-.119	.026	.152	.321	.021	.419	-.251	1.000	.120
Affective & Intellectual Brand Exp	.138	-.455	.000	.112	.058	-.301	-.004	.021	.120	1.000
<b>Covariances</b>										
White English	.024	-.002	.000	.002	.008	.002	.009	-.001	.011	.002
Behavioural Brand Exp	-.002	.012	.000	.000	-.001	.000	-.001	.000	-.002	-.004
Peak Brand Age	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Female	.002	.000	.000	.010	.001	.000	.000	.000	.002	.001
Indian	.008	-.001	.000	.001	.029	.000	.008	.000	.008	.001
Nostalgia Proneness	.002	.000	.000	.000	.000	.004	.000	.000	.000	-.001
Coloured	.009	-.001	.000	.000	.008	.000	.020	-.001	.009	.000
Current age	-.001	.000	.000	.000	.000	.000	-.001	.000	-.001	.000
White Afrikaans	.011	-.002	.000	.002	.008	.000	.009	-.001	.023	.001
Affective & Intellectual Brand Exp	.002	-.004	.000	.001	.001	-.001	.000	.000	.001	.005

Appendix J:

Hypothesis testing study: regression Charts

