People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research

Higher school of management Tlemcen

Second Cycle Marketing speciality

Master dissertation

Presented by

Mr.MOUSSAOUI Massinissa

&

Mr.MOUZAIKA Nour Islam

THEME

The effect of nostalgia marketing on the purchasing intention (Algerian Consumer)

Supervised by:

Ms. Sonia Korso

Comity of debate:

NAME	GRADE	ROLE	ESTABLISHEMENT
Mr.Metaiche Mohamed	**MCA**	President	Higher school of management
Ms.Rahali Souad	**MCA**	Examiner	Higher school of management
Ms. Korso Sonia	**MAA**	Supervisor	Higher school of management

Academic year: 2022/2023

Acknowledgment

First of all, we would thank Allah for giving us the strength & patience to finish this simple work.

Foremost, we would like to express our sincere gratitude to our advisor Prof. Korso Sonia for the continuous assistance of our master thesis, for her patience, motivation, pieces of advices. Her guidance helped us in our research and writing this thesis. Besides our advisor, we would like to thank all the teachers that help us reach this far, specially mister Ali Iznasni for his inspiration. And the valuable information and remarks he helped us with.

Our heartfelt thanks also goes to our colleagues for the help they offered to us during this work.

Dedication

I dedicate this thesis to my loving father, His constant presence and invaluable assistance in every aspect of my life have been a source of strength and inspiration.

To my incredible mother, Her amazing belief in my abilities and tireless encouragement have propelled me forward, even in the face of challenges.

To my dear sister, who has always been by my side, offering support and being the best companion anyone could ask for. Her faith in me and her constant motivation have been instrumental in my success.

To my best friend, Islam, who has shared every moment of the university adventure with me, Your friendship, encouragement, and sincere support have made this experience all the more meaningful and enjoyable.

This thesis is dedicated to all those who have touched my life and contributed to my growth. Your love, support, and belief in me have been the driving force behind my accomplishments.

MASSI

Dedication

I would like to dedicate this thesis to the extraordinary individuals who have played an invaluable role in shaping the person I am today. To my beloved parents, whose unwavering love, support, and sacrifices have been the foundation of my educational journey, I am eternally grateful.

To my little brothers, Zaki and Aymen, you bring boundless joy and inspiration into my life

A special mention goes to my elder brother Kader, whose guidance and unconditional support have been the guiding light throughout my educational endeavors.

To my dearest friend, Massinissa, your extraordinary friendship and endless encouragement have been a source of strength during the most demanding times of my educational journey.

This thesis stands as a testament to the collective efforts and love of my incredible family and friends. Without your unwavering support, this accomplishment would not have been possible.

ISLAM

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Introduction

In today's rapidly evolving and highly competitive marketplace, businesses are constantly seeking innovative strategies to effectively engage consumers and influence their purchasing decisions. One such strategy that has garnered significant attention and interest is nostalgia marketing. Nostalgia marketing aims to tap into consumers' sentimental longing for the past, evoking positive emotions and cherished memories associated with specific products, brands, or experiences. By leveraging the power of nostalgia, marketers strive to shape consumer attitudes and behaviors, ultimately leading to increased purchasing intention.

This thesis is dedicated to exploring and examining the effect of nostalgia marketing on purchasing intention among Algerian consumers, offering valuable insights into the fascinating intersection of nostalgia, marketing, and consumer behavior. The Algerian consumer market provides an intriguing context for this study due to its rich cultural heritage, diverse population, and unique socio-economic factors. By understanding how nostalgia marketing resonates with Algerian consumers and influences their brand attitudes and purchase decisions, businesses can tailor their marketing strategies to effectively engage and connect with this specific target audience.

The research model is shown in Figure 1

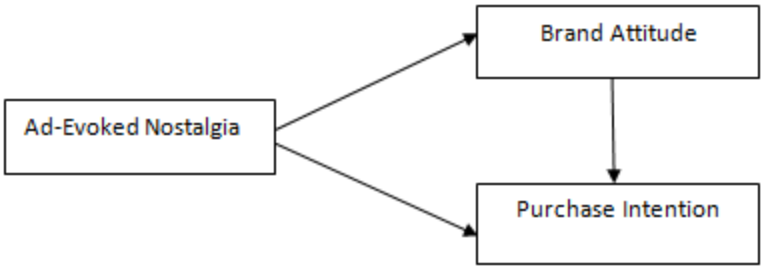


Figure 1 – The Research Model

The present study focuses on the impacts of ad-evoked nostalgia on brand attitudes and especially if it impacts purchase intention for the Algerian consumer, which lead us to ask these questions

1. Research Questions

- Does ad-Evoked Nostalgia effect the purchasing intention?
- Does ad-Evoked Nostalgia effect the brand Attitude?
- Does Brand attitude effect the purchasing intention?

2. Hypotheses

Nostalgia in marketing is defined as the positive nostalgic feeling instilled in consumers, it can be classified in two categories - visual and soft. While nostalgia advertising, logo design and store decoration etc. are among the primary methods of visual nostalgia marketing, evoking a sense of nostalgia in the consumer and retro branding are the two most common methods of soft nostalgia marketing. In addition, nostalgia marketing is not only adding a factor of nostalgia to the product; but it is also combining the business and products, finding nostalgic elements with brand potential for the products and using this factor to furnish the product brand with the meaning of appearance or characters (Cui, 2015). It is only in this way that nostalgic emotions can be instilled and encouraged more in consumers thereby leading to better sales results. The basis of this study is the claim that nostalgic reactions generally consist of positive emotions and senses. Advertisers are of the opinion that nostalgia related stimuli (nostalgic words, pictures, music etc.) may evoke nostalgia in consumers hence leading to the development of a positive attitude with regard to their brands, products and purchasing intention. Results of previous studies (Pascal et al., 2002; Muehling and Sprott, 2004; Muehling and Pascal, 2011; Ju et al., 2016; Morgul, 2017) set forth that the senses evoked by an advertisement contribute to explaining the influences of the advertisement on consumer attitude and behavioral responses. Therefore, it was assumed in this study that advertisements leading to nostalgic reactions will contribute to making the brand be perceived better and thus result in increased sales probability, and the following hypotheses were developed:
H1: Ad-evoked nostalgia has a significant effect on brand attitude.

H2: Ad-evoked nostalgia has a significant effect on purchase intention

The following hypothesis was developed since it was thought and observed in previous studies (Sierra and McQuity, 2007 and Ju et al., 2016) that nostalgic reactions and the attitude towards the brand shall have a statistically significant effect on the purchase intention towards the advertised product.

H3: Brand attitude has a significant effect on purchase intention.

3. The Previous Studies

Sedikides, C., & Wildschut, T. (2016)

The article "Past forward: Nostalgia as a motivational force" by Sedikides and Wildschut (2016) explores the psychological aspects of nostalgia and its motivational impact on

individuals. Although the article is not specifically focused on marketing, it provides valuable insights into how nostalgia can be leveraged in marketing strategies.

The authors begin by defining nostalgia as a sentimental longing for the past, highlighting its subjective and emotionally charged nature. They discuss how nostalgia is often triggered by various cues, such as personal possessions, music, smells, or social interactions, which evoke memories and emotions associated with the past.

The article delves into the motivational force of nostalgia, explaining that it serves two primary functions: self-continuity and self-esteem. Self-continuity refers to the sense of connectedness between one's past, present, and future selves. Nostalgia fosters this continuity by providing individuals with a coherent and meaningful narrative of their lives, promoting a sense of identity and purpose.

Moreover, nostalgia serves a self-esteem function by bolstering individuals' positive self-regard. It helps individuals feel more confident, socially connected, and secure by bringing forth positive memories and emotions associated with personal relationships, achievements, and experiences from the past.

From a marketing perspective, understanding the motivational impact of nostalgia can be valuable for crafting effective marketing strategies. Nostalgic appeals in advertising, product design, and brand communications can tap into these motivations, creating emotional connections and positive associations with a brand or product.

By leveraging nostalgia, marketers can evoke positive emotions, enhance brand likability, and establish a sense of authenticity. Nostalgic marketing campaigns often incorporate elements such as retro designs, vintage references, or iconic symbols from the past to evoke feelings of familiarity, comfort, and nostalgia among consumers.

However, it's important for marketers to strike a balance and ensure that nostalgia is used authentically and resonates with the target audience. Nostalgic appeals should align with the brand's identity and values and be relevant to the target market's experiences and cultural references.

In summary, the article by Sedikides and Wildschut highlights the motivational force of nostalgia and its potential implications for marketing strategies. By understanding the psychological underpinnings of nostalgia, marketers can leverage this powerful emotion to create meaningful connections with consumers and enhance brand engagement.

Chan, K., & Schmitt, B. H. (2004)

The research article titled "Nostalgic bonding: Exploring the role of nostalgia in the consumption experience" by Chan and Schmitt (2004) investigates how nostalgia influences the bond between consumers and brands or products. The study explores the effects of nostalgic experiences on consumer satisfaction and loyalty.

The authors begin by defining nostalgia as a sentimental longing for the past and highlight its relevance in the consumer context. They explain that nostalgia can be triggered by various stimuli, such as advertising, packaging, or product design, which evoke memories and emotions associated with the past.

The research aims to understand the impact of nostalgic experiences on consumer bonding with brands and products. The authors propose that nostalgia can enhance the consumer's emotional connection with a brand, leading to increased satisfaction and loyalty.

To explore this hypothesis, the authors conducted a series of experiments and surveys. Participants were exposed to nostalgic cues, such as retro packaging or advertisements, and their responses were compared to those in control groups without nostalgic stimuli. The researchers measured variables such as emotional attachment, satisfaction, and loyalty towards the brand or product.

The findings of the study suggest that nostalgic experiences indeed play a significant role in consumer bonding. The presence of nostalgic cues positively influenced participants' emotional attachment to the brand or product. The nostalgic stimuli evoked positive emotions, enhanced brand likability, and increased consumers' willingness to engage with the brand.

Moreover, the study found that nostalgic experiences led to higher levels of consumer satisfaction and loyalty. Participants who had a nostalgic connection with a brand reported greater satisfaction with their purchase and expressed a stronger intention to repurchase or recommend the brand to others.

The authors propose that nostalgia creates a sense of continuity and familiarity, enabling consumers to reestablish connections with their past and strengthen their sense of self. Nostalgic bonding provides a sense of comfort, security, and authenticity, which enhances the overall consumption experience.

From a marketing perspective, this research suggests that incorporating nostalgic elements into branding, packaging, or advertising can foster consumer bonding and loyalty. By

evoking positive memories and emotions associated with the past, marketers can create a unique and memorable consumer experience.

However, it's important to note that the effectiveness of nostalgia in marketing strategies may vary depending on the target audience and the specific context. Nostalgic appeals should align with the brand's identity and values while also resonating with the experiences and cultural references of the target market.

In summary, the research by Chan and Schmitt highlights the role of nostalgia in consumer bonding with brands and products. Nostalgic experiences can positively impact emotional attachment, satisfaction, and loyalty. By leveraging nostalgia, marketers can create meaningful connections with consumers, enhancing their overall consumption experience and fostering long-term brand loyalty.

Hagtvedt, H., & Brasel, S. A. (2016)

The study titled "The nostalgic appeal of products from the good old days: Consumers' response to nostalgic advertising" by Hagtvedt and Brasel (2016) explores the impact of nostalgic advertising on consumer responses and purchase intentions. The research specifically examines the role of consumer self-esteem in shaping these responses.

The authors start by acknowledging the growing trend of nostalgic advertising, which involves incorporating elements from the past to evoke feelings of nostalgia in consumers. They note that nostalgic advertising aims to create emotional connections with consumers by tapping into their memories and emotions associated with a particular time period or cultural context.

The study investigates how consumers with different levels of self-esteem respond to nostalgic advertising. The authors propose that individuals with lower self-esteem may be more receptive to nostalgic advertising because it offers them a sense of self-affirmation and social connectedness, while those with higher self-esteem may not seek such affirmation and, therefore, may respond differently.

To test their hypothesis, the researchers conducted a series of experiments using nostalgic advertisements. Participants with varying levels of self-esteem were exposed to nostalgic or non-nostalgic advertisements, and their responses were measured in terms of emotional responses, attitudes toward the brand, and purchase intentions.

The findings of the study suggest that nostalgic advertising indeed has a positive impact on consumer responses and purchase intentions, particularly for individuals with lower self-

esteem. Participants with lower self-esteem responded more favorably to the nostalgic advertisements, reporting higher emotional engagement, more positive attitudes toward the brand, and increased intentions to purchase the advertised products.

The authors propose that nostalgic advertising provides a sense of social connectedness and affirmation for individuals with lower self-esteem. By evoking memories and emotions associated with the past, nostalgic advertising creates a bridge to a more positive and meaningful self-identity. This, in turn, enhances the consumer's overall evaluation of the advertised brand and increases their purchase intentions.

On the other hand, individuals with higher self-esteem did not show the same level of response to nostalgic advertising. The researchers suggest that these individuals may already possess a strong sense of self and do not seek external validation or affirmation through nostalgic cues.

From a marketing perspective, this research indicates that nostalgic advertising can be particularly effective for targeting consumers with lower self-esteem. By evoking positive memories and emotions associated with the past, marketers can create a sense of connection and affirmation, leading to more positive consumer responses and increased purchase intentions.

However, it's important to note that the effectiveness of nostalgic advertising may vary depending on the target audience and the specific context. Marketers should consider the self-esteem levels of their target consumers and tailor their advertising strategies accordingly.

In summary, the study by Hagtvedt and Brasel highlights the impact of nostalgic advertising on consumer responses and purchase intentions. Nostalgic advertising can be especially influential for individuals with lower self-esteem, providing them with a sense of affirmation and social connectedness. By leveraging nostalgia, marketers can tap into consumers' emotions and memories, creating stronger brand associations and increasing the likelihood of purchase.

4. The importance of the study

This study holds particular importance as it marks the one of the rarest explorations of the subject within the context of Algeria. By examining the impact of nostalgia marketing on Algerian consumers, this research fills a crucial gap in the existing literature and contributes to a deeper understanding of consumer behavior in the Algerian market.

4.1. Addressing a Research Gap

The study of nostalgia marketing has gained substantial attention worldwide, and its influence on consumer behavior has been widely explored in various cultural contexts. However, to date, there has been a notable absence of research specifically focused on Algeria. This research aims to bridge this gap by investigating the role of nostalgia marketing in shaping the purchasing behavior of Algerian consumers.

4.2. Cultural Relevance

Algeria, as a nation with a rich history and diverse cultural heritage, presents a unique environment for studying the effects of nostalgia marketing. Understanding how nostalgia influences consumer behavior in the Algerian context is crucial for marketers and businesses operating within the country. By shedding light on the role of nostalgia in the Algerian consumer market, this study provides valuable insights into crafting effective marketing strategies tailored to the cultural nuances of Algerian consumers.

4.3. Practical Implications

With the rapid growth of globalization and increased market competition, businesses in Algeria are constantly seeking effective ways to engage consumers and drive purchasing decisions. By examining the impact of nostalgia marketing, this study offers practical implications for marketers and brand managers operating in Algeria. The findings will enable them to develop targeted marketing campaigns that leverage nostalgia to create strong emotional connections with Algerian consumers, ultimately influencing their purchasing behavior.

4.4. Academic Contribution

This research contributes to the academic field of consumer behavior by expanding the existing knowledge base on nostalgia marketing. By studying the effect of nostalgia marketing specifically in the Algerian context, it adds to the growing body of research on consumer behavior in non-Western markets. The findings of this study will not only provide insights into the Algerian consumer mindset but also contribute to the broader literature on nostalgia marketing and its cross-cultural implications.

In conclusion, this study's importance lies in its pioneering investigation of the effect of nostalgia marketing on Algerian consumer purchasing behavior. By addressing the research gap, considering cultural relevance, offering practical implications, and contributing to the

academic field, this research serves as a valuable foundation for further exploration and understanding of consumer behavior in the Algerian market.

The thesis comprises three distinct chapters, each contributing to a comprehensive understanding of the effect of nostalgia marketing on purchasing intention among Algerian consumers:

Chapter 1: Nostalgia Marketing

This chapter delves into a comprehensive exploration of nostalgia marketing. It provides an in-depth analysis of the conceptual foundations and theoretical frameworks that underpin nostalgia marketing strategies. This chapter mention all types of nostalgia, and examines various approaches, techniques, and tactics employed by marketers to evoke nostalgia, including the use of nostalgic advertisements, and product design elements. Furthermore, it investigates the mechanisms of nostalgia marketing and it explores the benefits and challenges of nostalgia marketing, the chapter also take in consideration the ethical side of using nostalgia marketing.

Chapter 2: Consumer Behavior and Brand Attitudes

This chapter focuses on consumer behavior and brand attitudes, aiming to provide a comprehensive understanding of the psychological processes that influence consumer decision-making and the formation of brand attitudes. This chapter delves into relevant theories and models in consumer behavior, such as the theory of planned behavior, cognitive dissonance theory, and the hierarchy of effects model. It explores the factors that impact consumers' perceptions, attitudes, and preferences towards brands, including the role of emotions and cognitive biases. Special attention is given to the influence of nostalgia on consumer behavior, examining how nostalgia marketing can shape consumer perceptions, emotional responses, and brand loyalty.

Chapter 3: Empirical Study

This chapter presents the empirical study designed to empirically test the relationship between nostalgia marketing, brand attitudes, and purchasing intention among Algerian consumers. This chapter provides a detailed description of the research methodology, including the research design, sampling strategy, data collection methods, and data analysis techniques. The study utilizes quantitative research methods, such as surveys or experiments, to collect data

from a representative sample of Algerian consumers. The collected data are then analyzed using appropriate statistical techniques to examine the impact of nostalgia marketing on brand attitudes and purchasing intention. The chapter presents the findings of the study, interprets the results, and discusses their implications, contributing to the understanding of the role of nostalgia marketing in the Algerian consumer context.

In summary, this thesis aims to provide a comprehensive examination of the effect of nostalgia marketing on purchasing intention among Algerian consumers. By exploring the theoretical foundations, conducting an empirical study, and analyzing the data, this research contributes to the existing body of knowledge in marketing and consumer behavior. The insights generated from this study will have practical implications for businesses and marketers, helping them devise effective nostalgia marketing strategies that resonate with Algerian consumers, enhance brand engagement, and ultimately influence their purchasing decisions.

Chapter 1:

Nostalgia Marketing

1. Introduction

In an increasingly fast-paced and ever-changing world, marketers have long recognized the profound impact of nostalgia on consumer behavior. Nostalgia marketing, a strategic approach that leverages sentimental longing for the past, has emerged as a powerful tool to connect with consumers, evoke positive emotions, and forge lasting brand connections. This chapter delves into the captivating realm of nostalgia marketing, exploring its theoretical underpinnings, practical applications, and the profound influence it exerts on consumers.

Over the years, numerous studies have delved into the intriguing concept of nostalgia marketing, shedding light on its psychological foundations and illuminating its far-reaching implications. By examining previous research, we can gain valuable insights into the various mechanisms that underlie this marketing phenomenon and understand how it can effectively resonate with consumers.

One seminal study conducted by Holak and Havlena (1998) investigated the effects of nostalgia-inducing advertising on consumer responses. The researchers found that nostalgic advertising significantly enhanced consumers' positive attitudes towards the brand, purchase intentions, and willingness to pay premium prices. This pioneering study served as a catalyst, paving the way for a deeper exploration of nostalgia's role in marketing strategies.

Moreover, recent research by Cheung, Chan, and Lim (2020) explored the mediating role of nostalgia in consumer behavior. Their study revealed that nostalgia not only increases consumer satisfaction and loyalty but also acts as a crucial mediator in the relationship between brand nostalgia and brand loyalty. These findings emphasize the importance of understanding and effectively utilizing nostalgia as a strategic tool in marketing campaigns.

Building upon these foundational studies, this chapter seeks to broaden our understanding of nostalgia marketing by examining its nuanced effects on consumer behavior. By exploring the cognitive, emotional, and social processes underlying nostalgia, we can uncover the reasons behind its enduring appeal and discover how it resonates with consumers across diverse demographic segments.

2. Nostalgia definition

Around 1688/1934, Swiss physician Johannes Hofer used the term "nostalgia" to refer to a distressing medical condition (Hola and havlena 1992; sedikides, wildschut, and baden 2004)

The Greek words nostos, which means to return, and algos, which means suffering, are the sources of the English word nostalgia. Nostalgia was seen as a psychosomatic condition until the 20th century, and it was frequently connected to homesickness (wildschut et Al. 2010).

Nostalgia is increasingly more commonly recognized as a universal emotion shared by people of all ages and cultures rather than a psychosomatic condition (Boym 2001; Wildschult et al. 2006; Zhou et al. 2008). As a result, nostalgia and homesickness have different definitions today (Davis 1979; Wildschut et al. 2010). The new Oxford English Dictionary (1998) defines homesickness as "experiencing a longing for one's home during a period of absence from it." whereas nostalgia is defined as "a sentimental longing for the past ."

Taking issue with Arndt et al. (2011), Hamilton, Edwards, Hammill, Wagner, and Wilson (2013) argued that "the importance of idolized places persists as our contributions on urban and diasporic pasts indicate" (Hamilton, Edwards, Hammill, Wagner, and Wilson, 2013, p. 2). This argument supported the thinking of the late 20th century. The description of nostalgia by Hamilton et al. (2013), which emphasizes the past, contrasts with that of Arndt et al. (2011), who saw nostalgia as an emotion that might inspire optimism for the future. While Belk (1990) was able to demonstrate that nostalgia is multi directional, Hamilton et al. (2013) also provided a uni-directional interpretation of nostalgia.

Numerous commercial campaigns that use music from the past to promote new items serve as evidence of this. The Beatles' famous song "Revolution" for Nike, Aretha Franklin's "Freeway to Love" for Burger King, and the ever-present Bob Seger song "Like a Rock" were among the well-known songs from the past that were frequently featured in television ads during the 1980s (Marci, 2011). These are product brands as opposed to service brands, and they support the claim that product-focused research has dominated most nostalgic marketing studies. By using popular music in advertising, Chou and Lien (2010) discovered, Arndt et al. (2011) also advanced the idea that the lyrics were pertinent to the product and that nostalgia was invoked by the songs' release eras. According to research by Meuhling et al. (2014), music was positively connected with perceived purpose in life, so using a well-known song from the target demographic’s youth can evoke sentiments of nostalgia and positively influence brand perceptions.

In addition, Arndt et al. (2011) demonstrated that nostalgia played a significant role when people's meaningful experiences were in danger and that life-changing- events heightened nostalgia. These results align with Davis' research (1979). Moreover, Arndt et al. (2011)

illustrated the opportunity for nostalgia to buffer fear of the unknown and restore optimism for the future. According to Arndt et al's (2011) concept, nostalgia has the power to reconstruct a shared history and promote social cohesiveness through social sharing. Social connectivity develops through social interaction and group cohesiveness, and it is strengthened by nostalgia's tendency to emphasize overcoming adversity. This in turn strengthens the idea of a positive and shared future, which raises the willingness to buy.

It was discovered that nostalgia serves as a crucial buffer capable of lowering existential distress since it generates optimism, a positive sense of personal identity, and a sense of social connection (Ardnt et al., 2011). Together, these feelings have a crucial role in determining exploratory consumer behavior, which produces favorable brand sentiments and buy intentions (Muehling, Sprott & Sultan, 2014). These results, which are significant since exploratory consumer behavior is linked to optimism and existential meaning, were reinforced by Higson (2008). (Ulrich & Bourrain, 2008).

Both Arndt et al. (2013) and Higson (2013) reached similar conclusions, supporting the idea that nostalgia may be a hint of a better future. The recent transition from modern to post-modern interpretations of nostalgia was also illustrated by Higson (2013): "The modern, temporal version of nostalgia is founded on the unattainable distance between the past and the present; the post-modern, a temporal version erases this sense of distance. The feeling of wistfulness, a helpless yearning for something gone and irretrievable, is essential to the modern concept of nostalgia. Yet, post-modern nostalgia has narrowed the gap between the past and present, making the impossible now reachable (Higson, 2013, p. 1).

The concept of nostalgia as a positive lens to view into the future may be more in play in such situations, according to more recent definitions, such the one from Arndt et al. (2013). They further argued that nostalgia is positively related with a heightened sense of meaning in life. Nonetheless, despite optimism for the future, one may still be most concerned about the prospect of future misery. One cannot say that such marketplaces allow for a seamless past-present narrative. Hence, the past coexists with feelings of entitlement and dread that signify a greater desire to look forward to a better future, distinguishing emerging economies from their more developed counterparts.

It has been demonstrated that our capacity for nostalgia and historical reflection results in a greater sense of purpose in life (Arndt et al, 2013). It is implied that there is a relationship between nostalgia and personal meaning in life because sentiments of social connectedness

serve as a mediator for this rise in meaning in life and allow groups of people to experience a sense of belonging and self-validation (self-esteem). This hypothesis is supported by the finding that participants in Arndt et al(2011) .'s study who thought on nostalgic events (as opposed to other memories) commonly mentioned social events (weddings, funerals, and other community-related events). This result highlights the social aspects of nostalgia that were investigated in this study and directly connects nostalgia to exploratory consumer behavior.

The results of Arndt et al.'s (2011) theory are depicted in Figure 1 below. Inasmuch, Arndt et al. have proven that nostalgia promotes social connectedness, which is a determinant of self-esteem that generates optimism for the future.

Nostalgia increases optimism

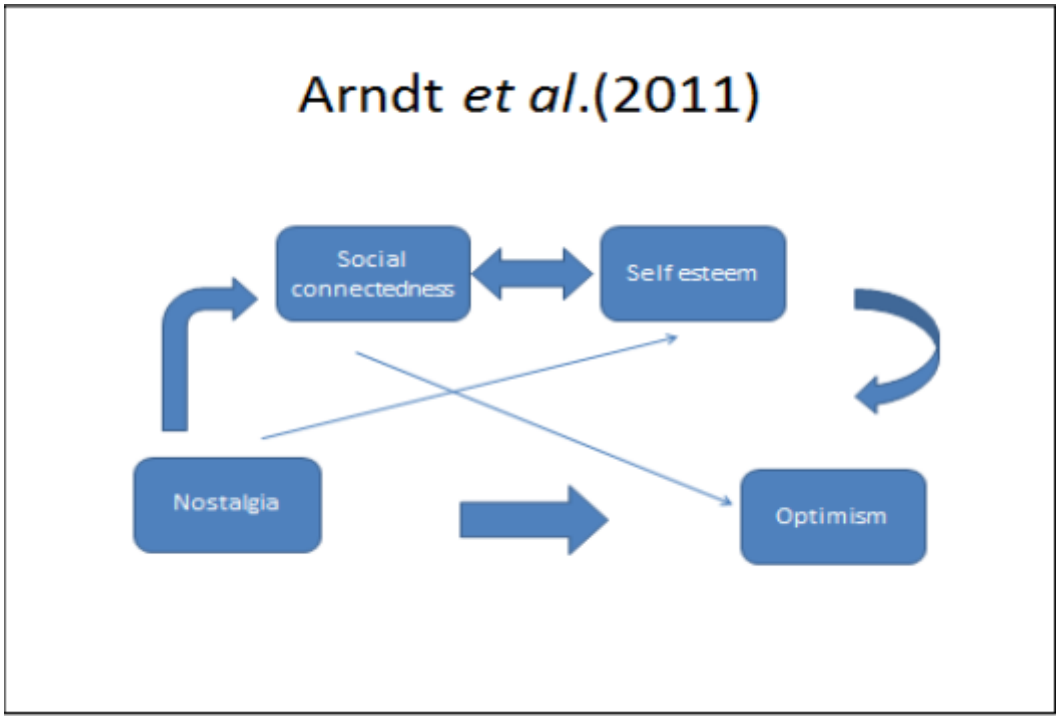


Figure 2: Nostalgia increases optimism, Arndt et al. (2011p)

Herselman (2008), who made the association between nostalgia and social identity, a notion closely related to social connectivity, was the first to highlight the social significance of the construct advanced by Arndt et al. (2011). 2008 saw Herselman taking into account the effects of anthropological involvement in market research that examined how trust built by nostalgia influenced consumer behavior in financial markets. In an effort to understand why services with clear benefits (interest, access to capital, and security) were being rejected in favor of legacy services like stokvels without these clear benefits, Herselman (2008) analysed the

reasons why a large number of insurance policies lapsed after a trial and looked at the impact of informal stokvel savings on this phenomenon. In that pull-and-push transaction principles of marketing in emerging countries are influenced by ethnographic factors, his research is consistent with Sheth's (2011) findings. Banks and insurance companies seemed to provide additional advantages, but they ignored the nostalgic social and cultural advantages of the stokvel plan. The work of Herselman (2008) is of importance in this study since financial goods represent service brands and are not often consumed in an obvious way. This study intended to explore how nostalgia effects consumption of new service and information brands in emerging nations. Moreover, Herselman's (2008) study is one of a few number of studies that is specifically nostalgic and works with service brands.

3. Types of nostalgia

Nostalgia, as a powerful emotion, can take various forms and manifest differently in individuals. Understanding the different types of nostalgia is essential for marketers seeking to effectively tap into this emotion to connect with their target audience. In this section, we explore the various types of nostalgia that consumers experience and how they influence consumer behavior and attitudes. By delving into these different types, we can gain valuable insights into the nuanced nature of nostalgia and its impact on consumer decision-making processes.

3.1. Personal Nostalgia

Humans are driven mostly by a sense of belonging. It serves as both a drive and a crucial need (Leary et al., 1995). Consuming sentimental goods allows people to satisfy their need to belong (Loveland et al., 2010). Making an association with one's past through a yearning for both bitter and sweet as well as emotional events is known as personal nostalgia (Eser, 2007). Personal nostalgia, according to Baker and Kennedy (1994), includes the sentimental, good and bad memories that were directly experienced in the past.

discovers personal entities, their sense of belonging grows and transforms into nostalgia. For instance, in Algeria throughout the 1990s, BIMO cookies were sold practically everywhere. Even if the children of the 1990s are now old enough to disregard the cookie aisle at the supermarket, they still get pleased when they run into an old friend. It should be remembered, though, that their individual memories, not the BIMO cooky, are what are responsible for their feelings. Because of this, businesses regularly profit on personal nostalgia and market their products as a part of their target consumers' personal life stories.

The consumer's purpose and interest might be narrowed to a certain product with the support of their own memories (Ford, Merchant, 2010)

By recreating the old tastes, products, and advertisements from people's youth, marketers want to capitalize on their customers' sentimental attachment to the past (Demir, 2008). The mix of memories and different feelings is a reflection from the past (Merchant, Latur, Ford, Ltour, 2013). According to ongoing studies, customers' food purchasing preferences are influenced by their memories of the past (Loveland et al., 2010).

3.2. Interpersonal Nostalgia

People and the society in which they live have an interacting relationship. Family and friends, in particular, play a significant impact in shaping how one gains personal experiences. Interpersonal nostalgia is the practice of nostalgia based on close family and friends and a reference group (Keskin, Memis, 2011). In other words, sentimental behaviors based on memories of tight proximity are referred to as interpersonal nostalgia. It includes the universal elements of nostalgia itself (Davis, 1979). Thus, it is demanded that family member communication not be prohibited.

3.3. Cultural Nostalgia

Cultural symbols are at least as important as an individual's own experiences as a determining factor (Oktay, 1996). Cultural identity development and the actualization of a personal experience by influenced group members are both included in the concept of cultural nostalgia. Collective nostalgia, often referred to as cultural nostalgia, is the yearning for particular items that are indigenous to a particular time period by individuals of a particular generation (Keskin, Memis, 2011).

The term "cultural nostalgia" can also refer to a yearning for a particular culture's past (Demir, 2008). For instance, the spacetoon's Dragon Ball cartoon generic song may bring up many memories for someone from the golden generation of the 90s, but it definitely won't signify anything to someone in the Millennial generation. There should be a limit on generational nostalgia. Another frequent application of this idea is to describe the same feelings shared by people of the same culture or nation. The national and religious festivals of our nation display a sense of shared nostalgia (Eser, 2007).

3.4. Virtual Nostalgia

The foundation of the virtual nostalgia is an indirect association. This sort of nostalgia is also known as historical nostalgia since it is impossible to comprehend reality, hence nostalgia is perceived in a different way (Eser, 2007). The desire to return to a period in the distant past thought to be preferable to the present is represented by historical nostalgia (Stern, 1992). The reconstruction of nostalgia for the past is known as "virtual nostalgia," which contrasts with the idea that it is merely an expression of reality and traditions (Boym, 2009)

Abstractions of older times and events evoke sentiments of nostalgia. Also, people have always wished to embellish or recreate historical events that they did not personally encounter (Demir, 2008, p32)

Disneyland is a wonderful illustration of virtual nostalgia. It is described as the area between reality and fantasy. It is possible to picture Disneyland's Sleeping Beauty Castle, Magic Kingdom, or Happiness Kingdom as the places where the past and present collide. The

objectification of the generated pirates, castles, and galaxies also reveals a visual feast. The fireworks display and unique costumes used in the show are the realization of dreams, which helps to improve the participants' satisfaction (Odabaş, 2004).

In addition to those types, there are other works which takes the subject from different kind of angles, for exemple the work of Stern (1992) which highlights two levels of nostalgia specific to the context of exposure to an advertisement: historical nostalgia and personal nostalgia.

We can summarize this typology by **Table 1**:

Table 1: Stern's typology

historical nostalgia	The advertising message is characterized by: - a historic, romantic setting with scenes from stories that go back far in the past and a predominance of equities and adventures or fantasies - The characters are heroic and brave. - The tone is exaggerated
personal nostalgia	The advertising message is characterized by: - The historical setting is rather sentimental, familiar (the house, the cited, …) with scenes evoking a real life story real - ordinary characters and your rather Realistic

Stern's typology (1992)

Baker and Kennedy (1994) have, for their part, proposed another typology of levels of nostalgia based on the lived (direct) or unlived (indirect) character of nostalgia. These authors distinguish three types of nostalgia: real nostalgia, simulated nostalgia and collective nostalgia **(cf: table 2).**

Table 2: Typology of Baker and Kennedy

Level	Definition	Example
Real nostalgia	Symbolic of a period marked by direct experience, an example	A song from high school days
Simulated nostalgia	Symbolic of an era not marked by indirect experience, a prototype	Antiques, replicas of retro automobiles
collective nostalgia	Symbolic of a culture, a nation, a generation	Theme parks, the national flag etc.

Typology of Baker and Kennedy (1994)

4. An exemple on using collective nostalgia :

Collective nostalgia refers to a collection of memories that are shared and that are used as a starting point for purchases and shopping. Promotional activities based on collective nostalgia can be beneficial for marketing. This group's memories can be located, brought to mind, and influenced by frequency. To boost the sales of both goods and services (Wang, G.L., and Zhang, W. 2011). The "Imaginations" series by photographer TOM HUSSEY, which features older people taking a time to contemplate in front of a mirror to reminisce about the lovely past, is used in these commercial campaigns to evoke nostalgia.

Figure 3 : Imaginations – Tom Hussey



(Adapted from the189 (2010). REFLECTIONS CAMPAIGN BY TOM HUSSEY Retrieved from https://the189.com/art)

5. Nostalgia proneness

Scholars have looked at several theoretical perspectives to demonstrate the phenomenon of nostalgia proneness. As a result, Holbrook's theory that some people are more prone to experiencing nostalgia generated a snowball effect (Hallegate, Marticote, 2014). In 1993, Holbrook created a scale for measuring nostalgia proneness and classified it as a psychographic variable. A year later, Holbrook and Schindler's (1994) definition of nostalgia proneness was expanded to include a tendency for the past.

People can experience significant previous events thanks to their ability to mentally travel (Seehusen, Cordaro, Wildschut, Sedikides, Routledge, Blackhart, Epstude, Vingerhoets, 2013). When one remembers explicit, private, and unique memories, nostalgia is evoked. When reflecting, a person who is prone to nostalgia recalls a memorable event from the past, such as food eaten or significant dates (such as graduation day). Some people tend to remember their pleasant experiences rather than their unpleasant ones, and they even yearn to return to the past. As a result, those who are prone to nostalgia are usually happy with a small amount of nostalgia.

For many years, researchers examined nostalgia proneness from numerous angles. The nostalgic memories typically involve meaningful connections to close friends, family, or coworkers (Wildschut et al., 2006). Similarly, individuals who place a high priority on recalling past experiences indicate more intensive prioritization for activities and lyrics of the songs that concentrates social integration(Batcho, DakinNove, Yaworsky, 2008).

Despite the overwhelming data that suggests nostalgia boosts positive emotion, earlier studies have also revealed that nostalgia does not always produce only happy emotions (Belk, 1990; Stern, 1992; Wildschut et al., 2006). As an illustration, Muehling and Sprott (2004) shown that nostalgic advertisements cause both positive reflections (good memories of the past) and negative reflections due to a sense of loss brought on by the understanding that the past cannot be recreated. The activated negative affect (e.g., "makes me feel disturbed") and deactivated negative affect (e.g., "makes me feel tired") of nostalgia were also measured by Stephan, Sedikides, and Wildschut (2012), who discovered that participants in the nostalgia condition had significantly higher activated negative affect scores than those in the control condition.

In other words, remembering nostalgic memories seems to enhance the high arousal dimension of negative affect

6. The Mechanism of Nostalgia Marketing

Holbrook believes that consumers have mixed feelings about nostalgia, and that young people frequently have strong attachments to their favorite things. The secret to effective nostalgia marketing is to exploit or create the nostalgia aspect in the product (Gao, H, Lu, T.H, 2006). The goal of nostalgia marketing is to combine business and products, find the product's brand's potential nostalgic elements, and give the product brand the meaning of the scene or characters. By doing this, we can stimulate consumers' nostalgic feelings, increase sales on this base, and ultimately achieve good sales results (Gao, H, Lu, T.H, 2006).

So how can one invoke a feeling of nostalgia? How does marketing for nostalgia function? Several academics conducted numerous in-depth studies to try to find answers to these questions (Holbrook, M.B. and Schindler, R.M, 1991) .According to a consumer behavior model, consumer behavior can be classified into three different types of reactions: emotional reactions, cognitive reactions, and behavioral reactions. In the context of nostalgia marketing, these three types of reactions are divided into three stages: emotional reactions, cognitive reactions, and behavioral responses.

Stage I: Nostalgic Emotional Reaction .Holak thinks that At this level people awaken their inner memory by contact direct or indirect with merchandise and to contact themselves and the merchandise occurs by attitudes and feelings. According to research, a variety of nostalgia-related factors, such as people, events, etc., might trigger emotions. These elements may consist of both physical and invisible stimuli (Holak, S.L et Al,. 2006).

Stage II: nostalgia cognitive reaction. Those who are prone to nostalgia are impacted by physiological and psychological mechanisms which result in either a positive or negative attitude toward products; these cognitive reactions are commonly referred to as nostalgic ones (R.Taylor 2023). People typically experience positive nostalgia when they believe that the scenario had a more positive perception in the past than it does now, as opposed to negative nostalgia. The consumption of nostalgia items can help people achieve their emotional needs since people's preferences for products are frequently influenced by positive nostalgia, which is the affirmation and love of the past. It serves as a solid basis for the successful utilization of nostalgia marketing (R.Taylor 2023).

Stage III: Nostalgic Behavioral Reaction . At this stage, people begin to act on their nostalgic thoughts and feelings about the past. People's attitudes toward the past (cognitive factors) are

related to their purchasing habits for nostalgic goods. According to research, consumers are more likely to purchase a product if they have previously loved it (He, J.X, 2010). As time goes on, people buy items to maintain their sense of self-continuity and connection to the past, which is the main factor of nostalgic consumption. In conclusion, nostalgia marketing initially sparked nostalgia emotion, which later developed into nostalgia cognition and ultimately resulted in the formation of nostalgia behavior.People buy more nostalgia product to fulfill the role of nostalgia marketing (He, J.X, 2010).

7. Approach of Nostalgia Marketing

The goal of nostalgia marketing strategy is to help businesses choose the best mixture of nostalgic stimuli and products, and the goal of nostalgia marketing approach is to place this product in front of customers. There are two basic techniques in modern nostalgia marketing that summarize the prior study and provide an overview of business practices.

7.1. Nostalgic Packaging

Nostalgic packaging is a strategic approach that harnesses the power of nostalgia to create a captivating and emotionally resonant brand experience. By incorporating design elements from the past, such as vintage logos, retro color schemes, and classic typography, brands transport consumers back in time, triggering a sense of fondness and familiarity. As highlighted by numerous studies, nostalgic packaging can evoke positive emotions and tap into consumers' deep-rooted memories and associations with the past (Smith, 2020; Johnson, 2018). For instance, a cereal box featuring a nostalgic design reminiscent of childhood breakfast rituals can elicit warm sentiments and create an instant connection with consumers. The visual aesthetics of nostalgic packaging act as a visual time capsule, transporting consumers to a bygone era and evoking a strong emotional response (Brown, 2016). Moreover, nostalgic packaging fosters a sense of authenticity and tradition, as consumers perceive these designs as an homage to the brands' heritage and legacy. This enhances brand loyalty and trust, as consumers feel a sense of shared experiences and nostalgia-driven kinship (Williams et al., 2019). The use of nostalgic packaging is not only visually appealing but also strategically effective, attracting attention on crowded store shelves and setting brands apart from their competitors. Overall, nostalgic packaging serves as a powerful tool that combines visual storytelling, emotional resonance, and brand authenticity to create a memorable and engaging brand experience for consumers.

McDonald's Japan is Introducing a Line of Classic American Burgers

An advertising campaign from McDonald's Japan highlighted the appeal of traditional American hamburgers. The advertising may appear a little old at first, but that is the idea since they are designed to take viewers back to the era of real 1950s diners.

The American Vintage advertising campaign showcases its burgers using vintage-style photographs, color schemes, and graphics (en.rocketnews24)

Figure 4 : McDonald's Japan is Introducing a Line of Classic American Burgers



(Adapted from soranews24 (2013). McDonald's Japan serving "American Vintage" burgers starting this January. Retrieved from URL en.rocketnews24)

7.2. Nostalgic Advertising

The famous American advertiser Robin Chomsky said: "I firmly believe that in order to form a first-class advertising we must inject passion in advertising, so consumers would not forget later." Previous studies of nostalgia show that ads triggered consumers' goodwill to advertisement and brand, and also help to improve consumers' willingness to buy. Nostalgic type of advertising appeals to emotion, focusing on the emotional connection with the companies, products, services, and add nostalgia factor in the design of advertising may attract consumers' specific attention, arouse their nostalgia, stimulate their desire to buy (Guo, G.Q, 2009) In practice, companies can tap a typical characteristic of the era to evoke the traditional habits of consumers' dusty collective memory, resulting in beautiful and warm feelings,

resulting nostalgia buying behavior. There are several examples about using nostalgic elements by different types of brands takes place at the below.

IKEA launched Home Furniture

Its new marketing campaign, with the slogan "More Family Times Around the Dining Table", with this campaign IKEA has reproduced the most widespread classic art paintings in the world. The nineteenth century paintings as the “Eat the Potato” painting by the Dutch artist Van Gogh and the “lunch” for Renoir were all remodeled in a modern spirit. These paintings turned into photographs taken with the latest cameras available today, and changed folkloric costumes and other details to a modern one. However, despite this, the company was keen to preserve the same features and atmosphere of the old paintings entrenched in the minds of the public. The painting is an invitation to relax, in which artists try to rediscover the simple pleasure of cooking, eating and being together. These are ad-based campaigns for scenes that combine ancient and modern through clothing and lighting.The real value is social interaction and communication (Ouf, D. G, 2021).

Figure 5 : IKEA campaign ‘ more family times around the table’



(Adapted from Ikea (2020). Create family fun around the table. Retrieved from https://www.ikea.com/us/en/ideas/create-family-fun-around-the-table-pub349375a1)

Google's initiative (Coca-Cola) Project ReBrief to reproduce more innovative and creative ads

In 2012, Google, in cooperation with four international brands, launched the Project ReBrief initiative to reproduce their most innovative and creative ads. The project aims to convert old

classic advertising ideas into the digital age and present them in the consumer language of the third millennium. Through this initiative, Google seeks to take advantage of the experience of former directors and marketers and use modern technology that was not previously available in producing new formulation of old ads to unleash happy memories in starting again and sharing them with those who did not live with us the same events or time period. Among the companies contributing to this initiative is Coca-Cola Company, where it has reproduced one of its first commercials in order to promote its campaign that enables people to send Coca-Cola bottles to a stranger in different cities around the world through the use of mobile applications. It was showing for the viewer how Coca-Cola's "Hilltop" was redesigned. Now you can send Coke to a stranger across the world from your phone. These are ad-based campaigns for scenes that combine ancient and modern through the most famous ancient brands (Ouf, D. G, 2021).

Figure 6 : Coca-Cola (project reBrief)



(Adapted from YouTube (2012). Project Re: Brief - Harvey Gabor - Re-imagining CocaCola, "Hilltop" . Retrieved from URL https://youtu.be/-w6cOoh_CJA)

8. The target audience for nostalgia marketing

When discussing the target audience for nostalgia marketing, it is important to consider various demographic factors that may influence its effectiveness. The response to nostalgia-based

campaigns can vary across different age groups, genders, cultural backgrounds, and geographic locations. Here are some aspects to delve into:

Age: Different age groups have different generational experiences, cultural references, and historical experiences. Marketing that appeals to nostalgia is most successful when it recognizes the particular eras that each generation finds appealing. Millennials may have a strong connection to the 1990s and the early 2000s, whereas Baby Boomers may react to references from the 1950s and 1960s, such as legendary music, TV shows, or fashion trends (Routledge et al., 2012).

Additionally, studies have indicated that older persons tend to experience nostalgia more frequently. They frequently turn to sentimental reminiscence as a coping strategy to deal with life transitions, loss-related emotions, or a need for security and comfort. Younger viewers, however, are also vulnerable to feelings of nostalgia, especially for more recent cultural moments or their childhood (Routledge et al., 2012).

Gender: Gender affects how people relate to nostalgic feelings and the cultural items connected to them. Different brands, products, or cultural references may evoke different tastes and connections for certain genders. For instance, nostalgia may be evoked by brands aimed toward women through pictures of earlier experiences associated with femininity, fashion trends, or feminine aesthetics (Rutherford, B., & Sproles, G. B. 2004).

Social norms and expectations might also have an impact on gendered nostalgia. By appealing to those shared experiences, advertisements and marketing efforts that focus on gender-specific roles, memories, or goals might inspire nostalgia (Rutherford, B., & Sproles, G. B. 2004).

Cultural Background: Cultural background, including ethnicity, nationality, and cultural heritage, can significantly shape nostalgic experiences and preferences. Different cultures have distinct historical periods, traditions, and symbols that evoke nostalgia within their communities.

The use of cultural references in nostalgia marketing may promote a sense of community and shared identity. Marketers can tap into the collective memory and nostalgia of particular cultural groups by including culturally unique features, such as traditional celebrations, iconic figures, or cultural objects (Davis, F. 1979).

Geographic Location: Geographic location influences the cultural context and collective memory of a particular region or locality. Nostalgia marketing can target specific geographic locations by referencing local landmarks, events, or cultural icons that hold nostalgic value for the residents.

Geographical location might also affect how nostalgia is perceived. People who have moved or migrated, for instance, could feel nostalgia more strongly as they yearn for the comfort and sense of familiarity connected to their original location (Batcho, K. I., 2013).

9. Challenges of Nostalgia Marketing

9.1. Cultural Sensitivity

Nostalgia is a deeply personal and culturally influenced emotion. Different cultures have unique historical events, traditions, and experiences that evoke nostalgia. Marketers need to be mindful of these cultural nuances and ensure that nostalgia marketing campaigns respect and align with the values and cultural sensitivities of the target audience.

Cross-cultural studies, such as the research conducted by Sedikides, Wildschut, Routledge, and Arndt (2015) published in the Journal of Consumer Psychology, emphasize the importance of cultural context in understanding nostalgia and its impact on consumer behavior. Marketers should conduct thorough market research and employ cultural insights to ensure that their nostalgia marketing efforts resonate with the specific cultural background of their target audience.

9.2. Overuse and Saturation

Nostalgia marketing, if not executed thoughtfully, runs the risk of becoming clichéd or overused. When nostalgia is employed too frequently or insincerely, it can lead to consumer fatigue and diminish the impact of the marketing efforts. Brands need to strike a balance by leveraging nostalgia in a genuine and relevant manner, ensuring freshness and creativity in their campaigns.Research by Batcho (2013) highlights the importance of authenticity and the avoidance of stereotypical or formulaic nostalgia in marketing. Brands should focus on identifying unique and meaningful nostalgic elements that resonate with their target audience. Additionally, testing and feedback from consumers can help gauge the effectiveness and potential pitfalls of nostalgia marketing campaigns.

9.3. Generation Gap

Nostalgia is inherently tied to specific time periods and cultural references. Marketers need to be mindful of the generation gap and ensure that their nostalgia marketing efforts resonate with their target audience. The nostalgic elements should be relevant and relatable to the specific age group they are targeting to effectively evoke emotions and connections.Research studies, such as the work by Cheung, Chan, Lim, and Li (2019) published in the Journal of Business Research, suggest that different generations have distinct nostalgic preferences. Marketers should conduct generational research to understand the nostalgic triggers for each target demographic and tailor their marketing messages accordingly. By aligning nostalgia with the unique experiences and cultural references of the target audience, brands can create more meaningful connections.

10. Ethical Considerations in Nostalgia Marketing

In addition to the emotional appeal and marketing advantages, nostalgia marketing also raises important ethical considerations that brands must address. One crucial aspect is the impact of nostalgia campaigns on sustainability and the environment. As brands tap into consumers' sentimental yearnings for the past, it becomes crucial to ensure that such marketing efforts align with sustainable practices and do not encourage excessive consumption or contribute to environmental harm. This section explores the ethical implications of nostalgia marketing in terms of sustainability and the importance of considering the environmental impact in nostalgic campaigns. By prioritizing sustainability, brands can demonstrate their commitment to responsible marketing practices and cater to the values of eco-conscious consumers.

Authenticity and Manipulation: One ethical concern in nostalgia marketing revolves around authenticity and the potential for manipulative tactics. Brands need to ensure that their nostalgic campaigns are genuine and accurately reflect the values and history of the brand. Manipulating consumers' emotions purely for the purpose of driving sales without a sincere connection to the past can be perceived as unethical (Caro, L. M., & Kujala, J. V, 2015).

Deceptive Marketing Practices: Nostalgia marketing runs the risk of crossing the line into deceptive marketing practices if brands misrepresent the past or create false associations. It is important for brands to ensure that their nostalgic campaigns accurately depict the products or services being offered and do not mislead consumers by creating false nostalgia or exaggerating the benefits associated with the past (Rettie, R., & Brewer, C, 2000).

Cultural Appropriation: Nostalgia marketing can be problematic if it involves the appropriation of cultural elements or historical periods without proper understanding or respect. Brands must exercise caution and cultural sensitivity when incorporating nostalgic references to avoid misrepresentation, stereotyping, or disrespecting the heritage and traditions of particular cultures (Kellaris, J. J., & Kent, R. J, 1993).

Privacy and Data Ethics: Nostalgia marketing often relies on personal memories and experiences to connect with consumers. Brands need to handle consumer data ethically, respecting privacy regulations and ensuring transparent data practices. Collecting and using personal information for nostalgic campaigns should be done with explicit consent and safeguards to protect consumer privacy (Guo, C., & Wang, J, 2012).

Sustainability and Environmental Impact: Nostalgia marketing can sometimes encourage excessive consumption and waste, especially if it promotes disposable or unsustainable products associated with the past. Brands need to consider the environmental impact of their nostalgic campaigns and strive for sustainable practices that align with the values of eco-conscious consumers (Ogilvy, D, 2011)

Addressing these ethical considerations is essential for brands engaging in nostalgia marketing. By maintaining authenticity, avoiding deceptive practices, respecting cultural sensitivity, upholding data ethics, and promoting sustainability, brands can ensure that their nostalgic campaigns are ethically responsible and aligned with consumer expectations.

11. Summary

This chapter offers a comprehensive exploration of nostalgia marketing, a captivating field that significantly influences consumer behavior and emotional connections. The concept of nostalgia, characterized as a bittersweet longing for the past, is thoroughly examined, encompassing both individual and collective forms, and the underlying mechanisms that drive it. The chapter delves into the realm of nostalgia marketing, which involves leveraging strategies like nostalgic packaging and advertising.

Understanding the target audience plays a crucial role in nostalgia marketing, and this chapter delves into how different demographic groups respond to campaigns based on nostalgia. It highlights the benefits of nostalgia marketing, including enhanced brand recall, heightened

emotional engagement, and improved customer loyalty. However, the chapter also acknowledges the challenges inherent in this approach, such as the potential risk of alienating certain consumer groups and the vital importance of authenticity in effectively harnessing nostalgia.

Moreover, ethical considerations are given significant attention in nostalgia marketing. The chapter emphasizes the value of transparency, cultural sensitivity, and maintaining authenticity when incorporating nostalgic themes. By adhering to ethical guidelines, brands can establish trust, credibility, and long-term relationships with consumers.

In summary, this chapter provides a comprehensive overview of nostalgia marketing, covering its definition, various types, underlying mechanisms, approach, target audience, benefits, challenges, and ethical considerations. It equips readers with valuable insights to effectively understand nostalgia as a powerful tool for establishing emotional connections and driving consumer engagement.

Chapter 2:

Consumer Behavior and Brand Attitude

1. Introduction

Understanding consumer behavior and its impact on brand attitudes is a fundamental aspect of successful marketing strategies. In today's highly competitive and dynamic marketplace, gaining insights into how consumers think, feel, and act towards brands is crucial for businesses aiming to build strong brand connections. This chapter explores the intricate relationship between consumer behavior and brand attitude, drawing upon previous studies to illuminate key findings and shed light on the underlying mechanisms at play.

The study of consumer behavior has undergone significant advancements, with researchers examining various factors that shape consumers' perceptions, preferences, and decision-making processes. Previous studies have provided valuable insights into the complex interplay between consumer behavior and brand attitude, contributing to the development of robust theories and frameworks.

One seminal study conducted by Aaker (1991) investigated the impact of brand personality on consumer preferences and brand attitude. The research revealed that brands with distinct and favorable personalities elicit stronger positive attitudes among consumers, leading to increased brand loyalty and purchase intentions. This study laid the foundation for understanding the crucial role of brand personality in shaping consumer behavior.

Furthermore, Keller's (1993) research explored the concept of brand equity and its influence on consumer behavior. The study highlighted the significance of brand awareness, perceived quality, and brand associations in fostering positive brand attitudes. These findings emphasized the importance of cultivating a strong brand image and positioning to effectively shape consumer behavior.

Building upon these pioneering studies, this chapter aims to synthesize the findings and insights from previous research to provide a comprehensive understanding of the relationship between consumer behavior and brand attitude. By delving into the theoretical frameworks and empirical evidence, we can uncover the key drivers and dynamics that shape consumer perceptions and attitudes towards brands.

2. Definition of Consumer Behavior

Every day, we make an astonishing number of decisions. Which drink is best? Where should I eat? Which car should I purchase? Or simply, who in town makes the finest sushi? There are,

without a doubt, many different kinds of businesses and organizations that offer services to all those different kinds of aspects. Every single one of these foundations operates with the single objective of ensuring that they generate the most revenue. These foundations typically neglect to take the customer into account while focusing on the task at hand.

Understanding consumers and the motivations behind their behavior is so essential. Entrepreneurs should be aware that no two customers are the same when they launch their business. Their expectations, psychology, perspectives, and likes and dislikes differ. Because of this, the way that their consumption patterns are reflected heavily relies on contrast between personalities (Mittal, 2015).

Following a close examination of the marketing literature, it has been shown that consumers of the items do not only use them for their practical advantages but also for their aesthetic value in revealing the consumer's personality (Levy, Rook, 1999; Sirgy, 1982). Comparable to a man who makes minimum pay and supports his family while using an iPhone 13 pro max (Varnali, 2014).

We must comprehend the concept of "consumer" in order to make specific statements regarding consumer behaviors. Any person who spends money on a service or good in order to fulfill both their necessities and their wants is referred to as a consumer (Tek, 1999). To put it another way, (Solomon, 1996) defines a consumer as any person who benefits from the products or services offered as a result of his or her preferences. Hoyer and Macinnis (1997) assert that the customer's mindset goes well beyond simply using the service or eating the dish. It is the outcome of every influencing factor during the decision-making process.

3. Consumer Decision Making Process

Clearly, the decision-making process shapes customer behavior. Smart marketers should therefore focus on the full purchasing process rather than just looking at the consumer's final attitude (Ismaoglu, Baris, 2002). It is feasible to predict customer behavior by keeping an eye on the entire decision-making process. The decision-making process starts when a need is identified and spans the full post-purchase continuum. The five different components of the consumer decision-making process should be examined: problem recognition, alternative search, alternative evaluation, purchase, and post-purchase evaluation.

3.1. Problem Recognition

The first step in the decision-making process for consumers is called "Problem Recognition," and it begins with the perception of a gap between the current situation and the desired condition (Hoyer, Maclnnis, 1997). This need begins with an internal phoneme that is stressed out and unsatisfied. The consumer first understands the requirement or issue before beginning to look into potential solutions. So, marketers should be able to both reveal these incentives and trigger either internal or external stimuli. For instance, a customer who has moved to a new neighborhood might not be aware of the Thai restaurant's proximity to him until he sees the restaurant's fliers. The latter stages of the consumer decision-making process are all about identifying a solution and evaluating the actual circumstances around the identified issue (Odabasi, Baris, 2007).

The identification of problem may be prompted by internal or external stimuli. Kotler (2000) claims that the internal stimulation comes from natural needs. To fulfill the hunger or thirst can be given as examples. As a result, the external stimuli's signs might not be as visible as the internal ones. The customer may see the value of exercise and allocate personal free time, for example, if a buddy joins a leisure facility and appears healthier than before. Marketers are in charge of developing desirable and appealing life scenarios at this point.

3.2. Information Search

Finding alternatives (information) for the aroused problem is the second step in the decision-making process for consumers. To fill the perceived need for a product or service, consumers attempt to learn as much as they can. In a nutshell, the consumer gathers all possible alternatives at this point. Of course, prior experiences and associations with ideas are quite important at this point. These two factors together make up a procedure known as "the internal information search." The customer tries and assesses the external sources in pursuit of a solution if the internal information search strategy has failed. Moreover, lingering dissatisfaction from prior purchases of goods or services or extended decision-making procedures (overthinking) may prompt the consumer to look into alternative possibilities (Blackwell et.al. 2001).

Personal, commercial, public, and experiential sources can all be categorized as external sources. The sources that are prompted by intimate friends, family, relatives, or neighbors fall under the category of personal sources. The information obtained from commercials, salespeople, or dealers can serve as a useful illustration of commercial sources. On the other

hand, public sources can be listed as the data, which are acquired from newspaper reports and articles finally, experiential sources include the investigation, revision, and use of the product-service itself by consumers or those who are immersed in those environments. The appreciable percentages of those sources vary depending on the product and the level of service (Karafikioglu, 2005; Kotler, 2000).

The final choice of the consumer typically depends on the category of the good or service, but also, of course, on the consumer's personal characteristics. Therefore, daily and casual decisions are typically motivated by an internal information search, but other important decisions are motivated by an external information search. For instance, a customer may feel loyal and supportive and choose to get their bread from the neighborhood bakery shop. In order to feel more safe, customers would want to visit larger stores to browse around and consider their options while purchasing items like 3D Plasma televisions.

The main reason people look for alternatives is to remove their internal doubts by being convinced that their final choice was the finest among the available options. Instead of directing the customer to external sourcing, marketing can aim to guide the consumer experience and choose the best internal sourcing option for them. Reducing interest in external sourcing is the only way to guarantee consumer loyalty (Odabasi, Baris, 2007).

3.3. Evaluation of Alternatives

The evaluation of alternatives is the name of the third step in the decision-making process. At this stage, the client selects one good or service after considering all of the alternatives in light of the information and recalls that have been gathered. This step can be regarded as the most difficult and complex of all because there are hundreds of alternatives and numerous ways to advertise the same good or service in the market (Soloman, 1996)

A critical element of alternative evaluation is classifying these alternatives according to their prices, functionality, or sustainability (Blythe, 2000). Following the comparison, the consumer chooses which aspect of the good or service is most important. These characteristics can be determined by subjective standards such as prestige, brand, image, and trendiness or by objective norms such as cost and performance. Each consumer has a different set of factors that they take into consideration. Comparing fast-moving consumer goods (FMCG) to infrequently merchandised ones makes it always simpler to draw conclusions (Odabasi, Baris, 2007)

The selection criteria for the product or service may involve descriptions and be qualitative or may take figures into account and be quantitative. In other words, just like beauty, taste, and other attributes, qualitative data is observable but not quantifiable. Quantitative data, on the other hand, is quantifiable information like numbers, prices, weights, etc (Blackwell, et al., 2001). Customers align items and services in their minds with the use of qualitative and quantitative measurement. Following the ranking, the customer evaluates each and every option (Mowen, 1993).

As a result, consumers are less likely to buy items that only provide momentary pleasure and instead go for the most satisfying options available (Sood, Rottenstreich, Brenner, 2004).

3.4. Purchase

The fourth stage of the decision-making process is referred to as "purchasing." The consumer makes his decision based on which good or service he finds more alluring at this time.The other factors are determined after choosing the actual product, such as which restaurant to choose, how much money to spend, or how and when to purchase the service. This stage is especially crucial since even a small amount of instability or uncertainty could induce the customer to put off making a purchase or abandon the concept altogether (Mucuk, 2004). The financial risk poses the greatest threat when weighed against the other effects because it is directly impacted by consumer purchasing power.

The decision-making process before making a purchase is also risky. The consumer's final choice may be influenced by the immediate surroundings' negative experiences (such as the expensive prices, shipping issues, low quality of warranty, inadequate service, etc). (Pride, Ferrel, 1995)

3.5. Post Purchase Evaluation

The fifth and last step of the decision-making process is referred to as "Post-Purchase Evaluation." Following the transaction, the customer assesses the item in light of his or her expectations. Customer satisfaction is the outcome of expectations being met. Consumer discontent, on the other hand, results from frustration. Consider the fact that an organization's most effective tool is a recommendation based on content. particularly if the service or product is represented in customers' regular conversations as WOM (word of mouth). Yet, a dissatisfied consumer communicates his or her negative experiences much more quickly than positive

comments, which is unfortunate because a sizeable portion of unhappy customers do not make another purchase.

Consumer complaints become a critical issue in these situations because there are so many problems and complaints (Karafakioglu, 2005). Additionally, when a product or service falls short of their expectations, consumers behave differently. For example, they may take action or remain motionless (Odabasi, Bars, 2007). Customers express themselves when they act in three different ways: outwardly, privately, and as reactions to other parties (Blythe, 2000). Loud reactions are the ones that lead to repeat complaints from the customer. Private emotions are riskier than loud ones because the buyer expresses his worry to those around them right away. According to third-party responses, consumers seek support from chambers of commerce or consumer-supporting foundations.

Standing unresponsively can be described as the consumer's unaware attitude toward dissatisfaction (Odabasi, Bars, 2007). Losing an existing customer will cost you significantly more money than acquiring a new one. Because of this, effective marketers should focus on creating a supportive environment where clients can readily express their requirements, complaints, or wishes.

4. Factors Affecting Consumer Behavior

Marketing strategies are thought to be focused on the variables influencing consumer behavior. This strategy aids marketers in identifying consumers' tendencies toward consuming and buying. In their current and future efforts to ascertain the needs of customers, marketers will be more effective if they can explain the reasoning behind the consumer behaviors. Understanding consumer requirements and aspirations is essential to developing an analytically sound product or service that will please customers. Consequently, it is insufficient to just identify and describe the wants of the consumer. To be able to study customer behaviors, it is crucial to understand the triggers that set off those demands and aspirations.

Consumer behaviors can be shown to be influenced and shaped by both individual and non-individual influences. Customers' purchasing motivations can often be divided into four categories: personal, cultural, social, and psychological (Kotler, 2000).

4.1. Personal Factors

Personal characteristics are unique to a person and typically apply to those who are from a similar generation. The following personal characteristics can be stated as having an impact on consumer behavior: income, occupation, age, and personality.

One of the most important and determining aspects of consumers' purchasing decisions is their level of income (Solomon, 1996). It is used to indicate the clients' social class and way of life in addition to their financial situation (Hoyer, Maclnnis, 1997). The amount of money that people make has a big impact on what they buy. Consumers will be able to purchase the things worry-free if they lead affluent lives. Contrarily, buyers with lower incomes will reflect more hesitant behavior and purchase products at lower prices (Kotler, 2000).

The clients' way of life is another factor that influences their purchasing decisions. The way a person lives in a culture is referred to as their style of living. It can be connected to the preferences, beliefs, practices, etc. of the customers and shapes how they behave overall (Chaney, 1999). In recent years, the way people live has determined how retailers access clothing. For instance, this primarily influenced how jeans are marketed in light of broad target customers with diverse lifestyles (Duff, 2011).

The customer's occupation is another important aspect impacting their purchasing decisions. Although having similar or identical occupations, people's manners, religious beliefs, and values vary, which leads to congener choices in service and product consumption (Zabkar, Brencic, 2004). For instance, a marketing manager might purchase lounge suits while a low-level worker needs a durable work uniform in the same company. A effective marketer's current goal is to identify the profession groups associated with the products they are targeting (Kotler, 2000).

Due to its impact on consumers' purchasing habits, the age factor is another crucial piece of information for market segmentation. People of similar ages are thought to have similar preferences and frequently purchase and use congener goods and services (Schew, Meredith, 2004). For instance, a nostalgia-themed restaurant with a 1950s concept may be particularly appealing to a member of the baby boomer generation, but it can be boring to a millennial.

Throughout their lives, people purchase and consume a variety of goods and trademarks. They initially eat baby food and play with baby clothes and toys. As they become older, they spend their money on things like education, clothing, and cosmetics, so when they are adults, they

have higher expectations for things like dietary foods, health insurance, and other associated goods and services (Kotler, 2000).

The last thing is personality, which is a fantastic tool for describing consumer behavior and predicting their purchase preferences. In essence, personality is not what a person displays; rather, it is precisely how a person behaves under various circumstances. According to Zikmund and d'Amico (1996), personality can have a variety of traits including hegemony, combativeness, self-reliance, being respectful, or being sociable under any circumstance. These features may be useful in identifying consumer attitudes toward a particular product or service (Kotler, 2000).

4.2. Cultural Factors

The inquiry should begin with a definition of culture in order to gain a better knowledge of the components that determine cultural factors. According to the most widely used definition, culture is the whole of values, habits, and traditions that are passed down from one generation to the next and, in a sense, are a part of every single civilization. Culture, subculture, and social class are the three categories into which cultural factors can be divided. According to Luna and Gupta (2001), culture is the sum of a society's traditions, beliefs, religion, legal knowledge, artistic expression, and conventions. Moreover, Hofstede and Steenkomp (1999) assert that people learn their own culture through interaction with society.

Every country has a unique way that culture influences how people make purchases, and this influence is significant. June Park (2003). For instance, because they are recognized and regarded as kinesthetic learners, Algerians prefer to touch and feel before making a purchase. Due of this, it's typical to see a 'do not touch' sign next to a peddler when someone is buying in an open market in Algeria.

For marketers, culture is a key factor in predicting the actions of their customers. Additionally, knowing the variations between cultures helps marketers in market segmentation and product positioning (Keillor, Fields, 1996).

Contrarily, subculture is characterized as the intimate gatherings inside the collective domestic culture (Shipman, 2011). The small gatherings share a lot of traditions, customs, likes, and dislikes (Lenardowiwicz, Roth, 2001). Also, after some time, radically dissimilar and opposing cultures that ordinarily have nothing in common but sharing a border may begin to share similar

interests and dislikes (Laroche, Papadopoulos, Heslop, Bergeron, 2003). When Algeria and Moroco are taken into account, it is clear that despite their competition and cultural differences, they have a lot in common, particularly in terms of food and music.

There are social classes in every community. Because of this, before implementing a marketing strategy, marketers should carefully examine socioeconomic classes. The demographics are also important determinants of social class segmentation because possessions are typically the characteristic identifier of social class (Kotler, 2000).

4.3. Social Factors

Social factors play a significant role in consumer decision-making, and there is no doubt that this influences the consumer's final behavior. There are four social aspects that make up consumer behavior: role, status, family, and reference groups.

Every person is surrounded by at least one other person who can have an impact on him. People use other trustworthy individuals, groups, or organizations as role models, and they contrast themselves with them. In other words, reference groups are people or groups that generally have a positive, but occasionally a negative, impact on people's views and behaviors. Coworkers, famous musicians, actors, and actresses, the management team at work, relatives, and friends might serve as references.

In general, reference groups can be divided into primary and secondary categories for analysis. Family members, close friends, and coworkers make up the main group. Those who don't have a direct interaction with the customer make up the secondary group. They can be any group that does not require an interpersonal relationship, such as associations, committees, sports teams like Chelsea, or organizations (Kotler, 2000).

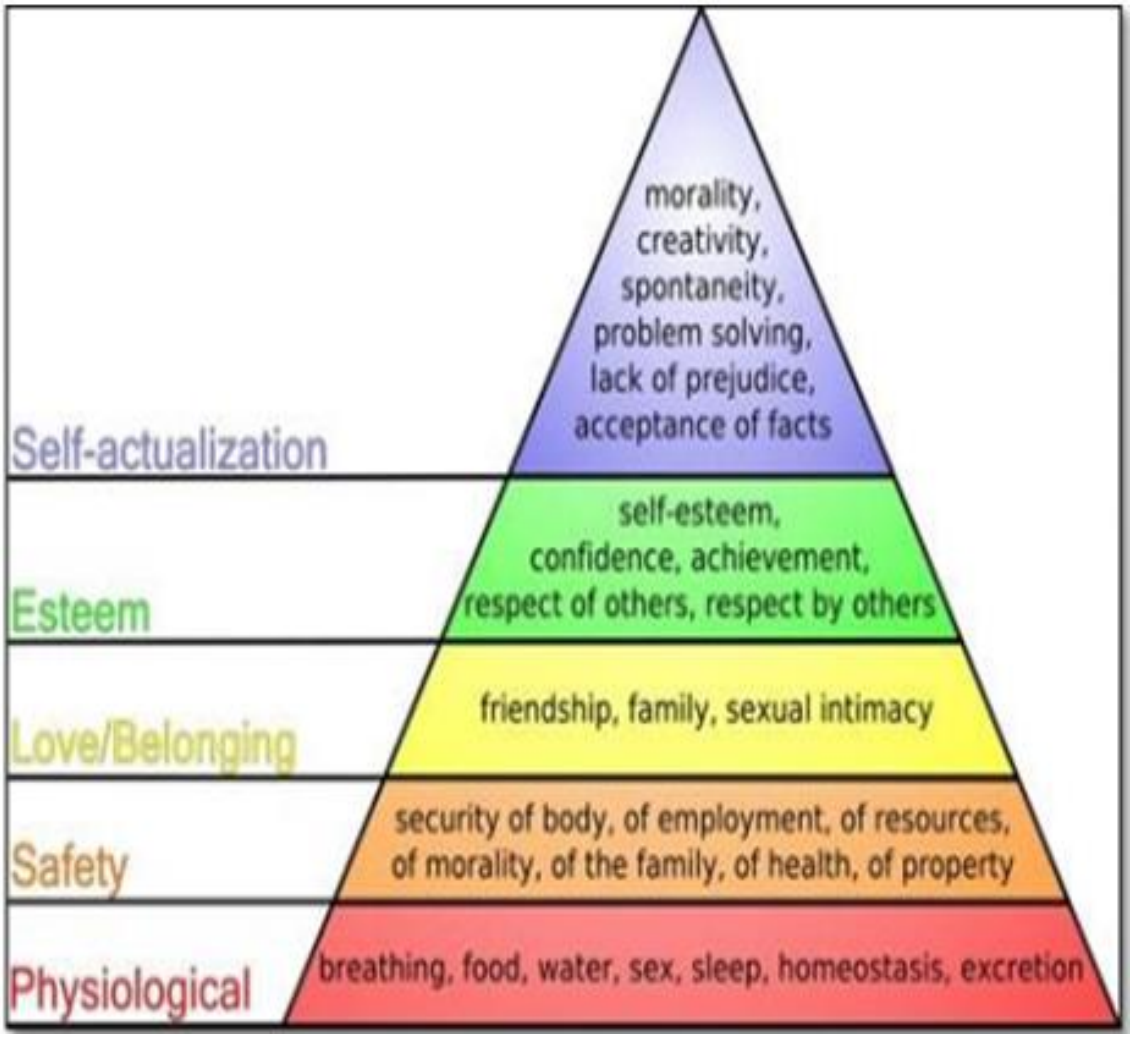
4.4. Psychological Factors

The four indicators should be deeply scrutinized in order to understand and orient consumer behaviors; motivation, perception, learning, beliefs & attitudes.

Consumer purchase decisions are driven by motivation. In other words, it is a declaration of the desire the consumer has to satisfy in order to calm emotional anxiety. For instance, a person's inspiration to buy culinary items only arises from a sense of hunger or from coming across something that seems quite appealing. Abraham Maslow's hierarchical pyramid of needs

is a powerful illustration of how people become motivated by their needs (Islamolu, 2003). Consumer satisfaction with meeting basic needs comes before more complex requirements, as demonstrated in Figure 1

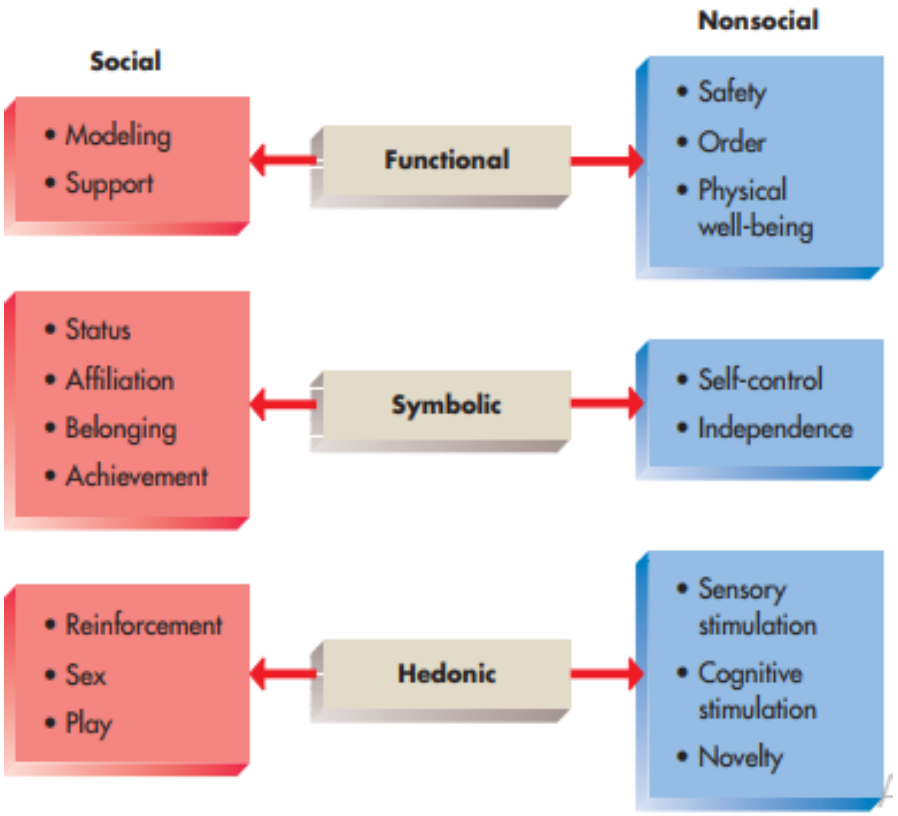
Figure 7: Abraham Maslow's hierarchical pyramid of needs



(Source:http://www.edutopia.org/blog/addressing-our-needs-maslow-hierarchy-lori-desautels)

And we can categorize needs according to whether they are (1) social or nonsocial and (2) functional, symbolic, or hedonic in nature. This categorization method helps marketers think about consumers' needs (Wayne, Macinnis, 2008)

Figure 8: Categorizing Needs



Categorizing Needs (Hoyer, maclnnis, 2008)

Humans have picky minds that interpret what they perceive about the outside world. In other words, perception happens when a person is exposed to stimuli that can be detected by one or more of their senses (hearing, smelling, touching, seeing, or tasting). As a result, it's crucial to consider how these many senses are associated. The 1975 Pepsi Challenge is a good illustration of this. Mall customers were challenged to taste Pepsi while wearing blindfolds by Pepsi Company representatives. People were asked to taste and evaluate which Coke tastes better without being shown the brand. Therefore, despite Coca Cola Company having a larger market share, the majority of participants claimed that Pepsi tastes superior to Coca Cola.

Consumers are being subjected to a variety of marketing strategies. In 1981, Jack Trout and Al Reis published their book titled "The Battle of Your Mind," which is regarded as a classic in the field of marketing literature. The ordinary American family is exposed to a wide range of marketing stimuli every day, according to the authors. 1981, or the era before the Internet, personal computers, cell phones, and other modern substitute. Currently, thanks to

technological advancements, this exposure has increased to 5000 advertising every day, 188 ads per hour, and 3 commercials per minute.

In marketing literature, perception is an enterprise by which a person obtains and devotes content to stimuli and it can be also remarked as data processing. (Hawkins,Neal, Quester, 2004).

According to Hawkins, (2004) the purchasing decision can be made at four different stages; exploring, attention, interpretation and memory.

An emotion called nostalgia has psychological effects. the degree of nostalgia proneness influences the psychological impact of these sensations that people experience to varying degrees. As a result, nostalgia and related feelings fall under the category of psychological factors that influence consumer behavior.

5. Online consumer behavior

Online consumer behavior refers to the actions, attitudes, and decision-making processes exhibited by individuals when engaging in online shopping and e-commerce activities. The digital landscape has transformed the way consumers interact with brands, make purchase decisions, and navigate the online marketplace. Understanding the intricacies of online consumer behavior is crucial for businesses seeking to effectively target and engage their online audience.

5.1. Information Search and Decision-Making:

Online consumers engage in extensive information search before making purchase decisions. They utilize search engines, visit brand websites, read product reviews, and seek recommendations from peers. This information-seeking behavior is influenced by factors such as perceived risk, product complexity, and personal preferences (Kotler et al., 2017). Brands must ensure their online presence is easily discoverable and provide relevant, trustworthy information to support consumers' decision-making processes.

5.2. Personalization and Recommendation Systems:

Online platforms leverage advanced personalization and recommendation systems to provide tailored shopping experiences. These systems utilize data on consumer preferences, browsing history, and purchase behavior to offer personalized product recommendations. Research suggests that personalized recommendations positively impact consumer engagement,

satisfaction, and purchase intent (Liao et al., 2019). Brands should leverage these systems to deliver targeted nostalgic content and recommendations that resonate with consumers' preferences.

5.3. Social Media Influence:

Social media platforms have emerged as powerful influencers of online consumer behavior. Consumers actively engage with brands, share experiences, seek product recommendations, and express their opinions on social media platforms. Social media interactions significantly influence consumers' perceptions, purchase decisions, and brand loyalty (Hajli, 2014). Brands can harness nostalgia marketing on social media by sharing nostalgic content, engaging with consumers, and building communities around their brand.

5.4. Trust and Security Concerns:

Trust and security concerns play a vital role in shaping online consumer behavior. Consumers need assurance that their personal and financial information is secure when engaging in online transactions. Research suggests that perceived security significantly influences consumers' trust and willingness to engage in online shopping (Hair et al., 2019). Brands should prioritize robust security measures, transparent privacy policies, and secure payment gateways to establish trust with online consumers.

5.5. User Experience and Website Design:

The user experience (UX) and website design significantly impact online consumer behavior. A seamless and user-friendly online experience enhances consumer satisfaction, engagement, and conversion rates. Elements such as intuitive navigation, responsive design, quick loading times, and visually appealing interfaces contribute to positive user experiences (Anderl et al., 2021). Brands can incorporate nostalgic elements into their website design to evoke positive emotions, deepen connections with consumers, and enhance the overall user experience.

5.6. Mobile Commerce (M-Commerce):

With the widespread use of smartphones and mobile devices, mobile commerce has gained significant importance in online consumer behavior. Consumers increasingly make purchases on their mobile devices, requiring brands to optimize their websites and platforms for mobile users. Mobile-specific features such as mobile-friendly content, streamlined checkout processes, and targeted mobile advertisements can enhance the mobile consumer experience (Anderl et al., 2021).

5.7. Online Reviews and Influencers:

Online reviews and influencers play a pivotal role in shaping online consumer behavior. Consumers heavily rely on user-generated content, such as product reviews, ratings, and endorsements, to make informed purchase decisions. Positive reviews and endorsements from influencers can significantly impact consumers' perceptions and attitudes toward a brand (Kotler et al., 2017). Nostalgia marketing campaigns that evoke positive nostalgic memories can generate favorable reviews and endorsements from influencers, further enhancing their effectiveness.

It is important for brands to regularly analyze data, consumer insights, and emerging trends in online consumer behavior. Staying informed about the latest research, industry best practices, and case studies is crucial for brands to stay ahead and adapt their strategies accordingly. By keeping a pulse on the evolving landscape of online consumer behavior, brands can identify opportunities to incorporate nostalgia marketing effectively.

5.8. Ethical Considerations:

Ethical considerations are essential when engaging in online consumer behavior. Brands must prioritize transparency, respect consumer privacy, and adhere to ethical standards in their online marketing practices. Nostalgia marketing campaigns should be authentic and genuine, avoiding manipulative tactics that exploit consumers' emotions solely for commercial gain. By maintaining ethical practices, brands can build trust, credibility, and long-term relationships with online consumers.

5.9. Cross-Cultural and Cross-Border Considerations:

Online consumer behavior is influenced by cultural, social, and economic factors. Brands operating in international markets must consider cultural nuances and adapt their strategies accordingly. Cross-cultural differences in consumer behavior and preferences necessitate localized approaches to nostalgia marketing. Understanding the target culture's nostalgic references, symbols, and shared experiences enables brands to create relevant and resonating campaigns (Yin et al., 2021).

6. Algerian Consumer

A range of factors influence Algerian consumer behavior, including cultural traditions, socioeconomic level, and individual preferences. Algerian consumers have a strong preference for locally produced goods, particularly those prepared with traditional processes and components. Family is also an important factor for Algerian consumers, who make purchasing decisions based on the requirements and preferences of their family members.

Another major aspect for Algerian consumers is pricing, as they are often price-conscious and evaluate costs before making a purchasing decision. Brand loyalty, on the other hand, is common among some Algerian consumers, who may be devoted to specific brands with a long history in the market or those with a reputation for quality and reliability. Algerian consumers place a high value on good customer service and favor businesses that give outstanding after-sales support. (Bousbia, Aissam.,2017)

While e-commerce is becoming more popular in Algeria, many consumers still prefer to shop in traditional brick-and-mortar stores where they can see and touch things before making a purchase. Personal relationships are also important in Algerian consumer behavior, with customers more likely to make purchases from businesses with which they have personal relationships or those have been suggested by relatives or friends. (Bousbia, Aissam.,2017)

Religion is another factor that can influence Algerian consumer behavior, with halal products in high demand and businesses that respect Islamic values and traditions more likely to be successful. Environmental awareness is also growing among Algerian consumers, who are increasingly interested in eco-friendly products and services. Finally, technological adoption is on the rise in Algeria, with younger consumers in particular more likely to adopt new technologies such as e-commerce, mobile payments, and social media. (Bousbia, Aissam.,2017)

In conclusion, Algerian consumer behavior is influenced by a complex array of factors, and businesses seeking to market and sell their products and services to Algerian consumers need to understand and navigate these factors effectively. Understanding consumer preferences and behaviors is essential for success in the Algerian market, and businesses that can provide high-quality products, excellent customer service, and a personalized approach are more likely to be successful.

7. The Influence of Advertising and Promotions on Consumer Behavior

Advertising and promotions play a significant role in shaping consumer behavior and influencing purchasing decisions. By leveraging various marketing techniques and strategies, brands aim to capture consumers' attention, generate interest, and ultimately drive them to make a purchase. Nostalgia marketing, in particular, has emerged as a powerful tool for creating emotional connections and evoking positive sentiments in consumers. Let's explore this in more detail.

Nostalgia marketing harnesses the power of nostalgic experiences and memories to establish a strong bond between the brand and the consumer. It relies on evoking emotions associated with the past, tapping into positive associations and personal connections. Through the use of nostalgic imagery, music, slogans, or references to iconic cultural touchstones, brands can transport consumers back to a time they perceive as more positive, familiar, and comforting.

Nostalgic advertising campaigns have shown to be highly effective in influencing consumer behavior. They can evoke emotions such as joy, happiness, and nostalgia-induced warmth, which play a crucial role in decision-making processes. These emotions create a sense of connection and trust with the brand, making consumers more inclined to choose and remain loyal to nostalgic brands.

Research has demonstrated that nostalgia marketing can significantly impact consumers' attitudes and intentions toward a brand. Nostalgic advertisements have been found to enhance brand likability, credibility, and purchase intentions. By leveraging consumers' nostalgic memories, brands can evoke a sense of authenticity and tap into consumers' personal narratives, making the advertising more relatable and compelling.

One study conducted by Caro and Kujala (2015) investigated the effectiveness of nostalgic advertising by reconciling the past and the present. The research highlighted the importance of nostalgia as a powerful emotional tool, allowing brands to forge deeper connections with consumers. The study emphasized that successful nostalgic advertising campaigns should maintain a balance between authenticity and relevance to the target audience, ensuring that the nostalgic elements align with consumers' experiences and aspirations.

Moreover, nostalgia marketing has been shown to positively influence consumer attitudes toward products and increase purchase intentions. The emotional connection fostered through nostalgia can enhance brand recall, making the brand more memorable in consumers' minds.

As a result, when consumers encounter nostalgic triggers or stimuli associated with the brand, they are more likely to choose it over competitors.

Nostalgic promotions, such as limited-edition re-releases of iconic products or retro packaging designs, can create a sense of urgency and exclusivity, driving consumers to make immediate purchase decisions. These promotions capitalize on consumers' desire to relive or recapture the positive experiences associated with the past, leading to increased sales and customer engagement.

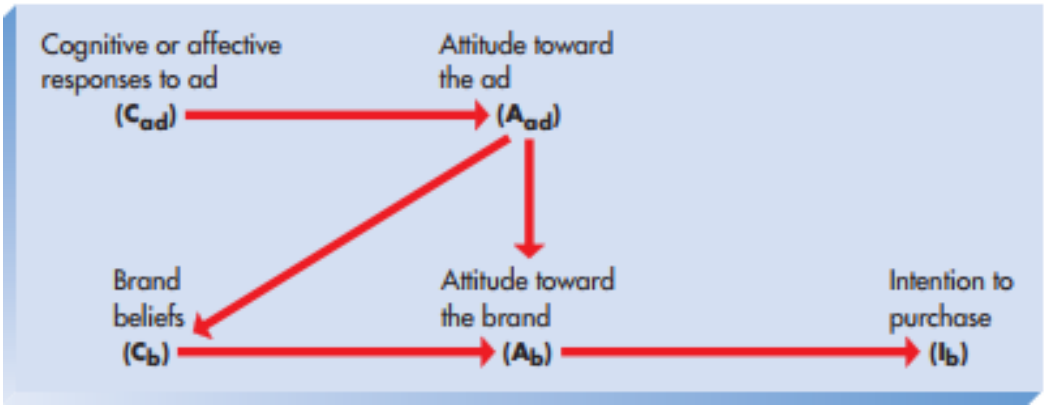
However, it is crucial for brands to strike a balance in their use of nostalgia in advertising and promotions. Overreliance on nostalgia without a genuine connection to the brand or without considering the evolving preferences of newer generations may lead to diminished effectiveness and consumer skepticism. Brands must carefully align their nostalgic marketing efforts with their overall brand image, values, and target audience to ensure authenticity and relevance.

By understanding and leveraging the influence of advertising and promotions, particularly through nostalgia marketing, brands can tap into consumers' emotions, create lasting connections, and ultimately influence their purchasing behavior.

7.1. The Dual-Mediation Hypothesis

According to this theory, attitudes toward the advertisement (Aad) can influence intentions (Ib) and attitudes toward the brand (Ab) according to Hoyer and maclnnis. When you read an advertisement, you may have reactions (Cad) that are both cognitive (this advertisement has knowledge about a brand) and emotional (you may feel good after seeing the advertisement). These answers could make you like the advertisement (Aad), which could then either (1) lead to a more accepting brand attitude (Ab) or (2) result in good sensations that are transferred to the brand (I like the advertisement, therefore I like the brand). The intention to buy increases as a result of both processes (Hoyer, Maclnnis, 2008).

Figure 9 : The Dual-Mediation Hypothesis



(Hoyer, maclnnis, 2008)

8. Brand Attitude

When discussing brand attitude, it is critical to provide a thorough explanation of its meaning and significance in consumer behavior. Consumers' overall appraisal and emotional response to a brand is referred to as brand attitude. It shows consumers' feelings, attitudes, and perceptions about a specific brand, which influences their behavior toward that brand (Hoyer, MacInnis, & Pieters, 2020).

Hoyer, MacInnis, and Pieters (2020) define brand attitude as having cognitive, emotional, and conative components. Consumer beliefs and knowledge about the brand are included in the **cognitive** component of brand attitude. It includes their opinions, views, and assessments of the brand's attributes, features, and benefits. These cognitive assessments are based on previous experiences, data processing, and brand communication.

The **affective** component of brand attitude is related to the emotional responses of consumers to the brand. It expresses their emotions, sentiments, and overall liking or disliking of the brand. Brand personality, brand image, and emotional associations developed via advertising and brand experiences can all influence this emotional connection with the brand.

The **behavioral** intents and actions of consumers toward the brand are referred to as the conative component of brand attitude. It includes the willingness to buy, recommend, or interact with the brand. Positive brand attitudes are frequently associated with increased purchase intentions, repeat purchases, and brand loyalty (Hoyer, MacInnis, & Pieters, 2020).

By understanding these components, marketers can develop strategies to shape and influence brand attitude. Creating a favorable cognitive perception through effective communication, highlighting unique brand attributes, and addressing consumer needs and desires can positively impact brand attitude. Similarly, evoking positive emotions through brand experiences, storytelling, and emotional appeals in advertising can enhance consumers' affective responses towards the brand.

Table 3: the top 10 most valuable brands

Ranking	Brand	2020 Brand Value	YoY % Change	Country	Sector
#1	Amazon	$220B	17.5%	United States	Retail
#2	Google	$160B	11.9%	United States	Tech
#3	Apple	$140B	-8.5%	United States	Tech
#4	Microsoft	$117B	-2.1%	United States	Tech
#5	Samsung	$94B	3.5%	South Korea	Tech
#6	ICBC	$80B	1.2%	China	Banking
#7	Facebook	$79B	-4.1%	United States	Media
#8	Walmart	$77B	14.2%	United States	Retail
#9	Ping An	$69B	19.8%	China	Insurance
#10	Huawei	$65B	4.5%	China	Tech

("Ranked: The Most Valuable Brands in the World", 2020)

Hoyer, MacInnis, and Pieters (2020) emphasize the significance of measuring brand attitude using reliable and valid scales. This enables marketers to assess consumers' attitudes and track changes over time. Various measurement techniques, such as Likert scales and semantic differential scales, can be employed to capture the nuances of consumers' attitudes towards the brand accurately.

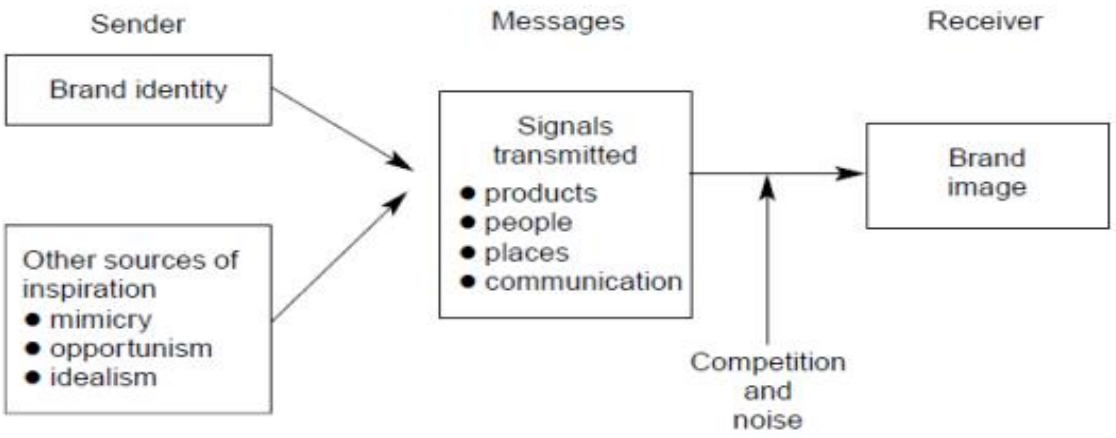
Therefore, marketers and organizations strive to manage and shape brand attitudes through branding initiatives, advertising campaigns, consistent brand positioning, and creating positive brand experiences. By fostering a positive brand attitude, companies can enhance their brand equity and ultimately drive business success (Hoyer, MacInnis, & Pieters, 2020).

In conclusion, brand attitude is a vital concept in consumer behavior that influences consumers' evaluations, emotions, and actions towards a brand. Drawing insights from Hoyer, MacInnis, and Pieters (2020) provides a comprehensive understanding of the components of brand attitude and its significance in shaping consumer behavior. This knowledge helps marketers develop effective strategies to manage brand attitude, build brand equity, and foster long-term consumer relationships.

8.1. Brand image & Brand identity

What does the concept of identification bring to the table that the image of a brand, a company, or a retailer does not? After all, businesses spend a lot of money on image measurement. The receiver is on the receiving end of the brand image. Image study examines how different groups see a product, a brand, a person, an organization, or a country. The image refers to how these groups decode all of the indicators emitted by the products, services, and communication covered by the brand. The sender's identity is at stake. In this situation, the goal is to define the brand's meaning, purpose, and self-image. Image is both the result and the interpretation of that result. Identification comes before image in terms of brand management. Before we can project a picture to the world, we must first identify what we want to present. We must know what to send and how to send it before it is received. As illustrated in Figure 10, an image is a public synthesis of multiple brand messages, such as brand name, visual symbols, products, commercials, sponsorship, patronage, and articles. An image produced as a result of decoding a message, extracting meaning, and interpreting signs (Kapferer, 2008).

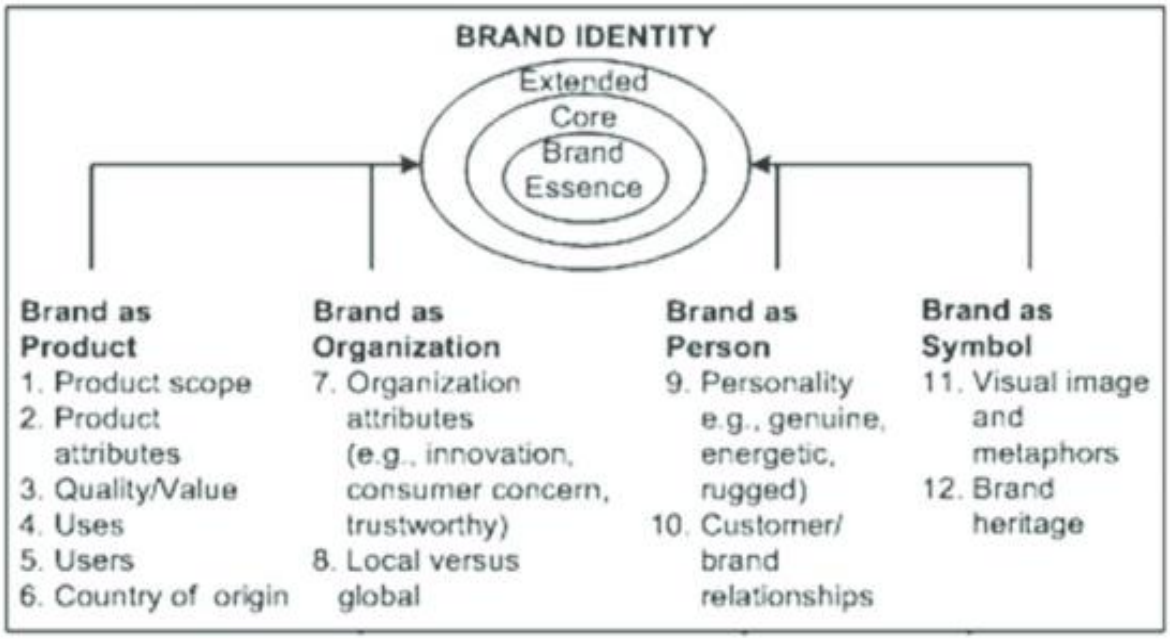
Figure 10 : identity and image



(Kapferer, 2008)

As illustrated in Figure 11, the brand identity is divided into three unique layers: extended, core, and brand essence. Essentially, the brand essence is synonymous with the brand DNA. To seize the overall brand identity, there are four brand factors to consider: brand as product, brand as organization, brand as person, and brand as symbol.

Figure 11 : Brand Identity Structure



(Aaker & Joachimsthaler, 2000)

8.2. Factors influencing Brand Attitude

When examining factors that influence brand attitude, it is important to consider various elements that shape consumers' perceptions and evaluations of a brand. Numerous factors have been identified in the literature that contribute to the formation and development of brand attitude.

- **Brand Image and Personality**: The total impression and associations that consumers have with a brand are referred to as brand image. It includes the brand's features, values, and benefits (Keller, 2009). In contrast, brand personality reflects the human-like attributes and traits that customers associate to a brand (Aaker, 1997). Brand image and personality both play important roles in creating consumer attitudes by producing specific emotions and connecting with customers on a personal level.

- **Brand Communication and Advertising**: Brand communication and advertising strategies that are effective influence consumers' brand attitudes by raising awareness, changing perceptions, and building emotional connections (Belch & Belch, 2021). Brands can use advertising to communicate their distinctive value propositions, build credibility, and evoke desirable emotions, all of which contribute to favorable brand attitudes.

- **Brand Experiences**: Direct brand contacts, such as product usage, customer service interactions, and brand interactions, have a major impact on brand attitude (Brakus, Schmitt, & Zarantonello, 2009). Positive encounters foster feelings of contentment, trust, and loyalty to the brand, which leads to more favorable sentiments.

- **Word-of-Mouth and Social Influence:** Friends, family, and other consumers' recommendations and opinions are important in creating brand attitude (Cheung & Thadani, 2012). Positive word-of-mouth can boost brand attitude because people are more likely to trust and value the opinions of others when making decisions.

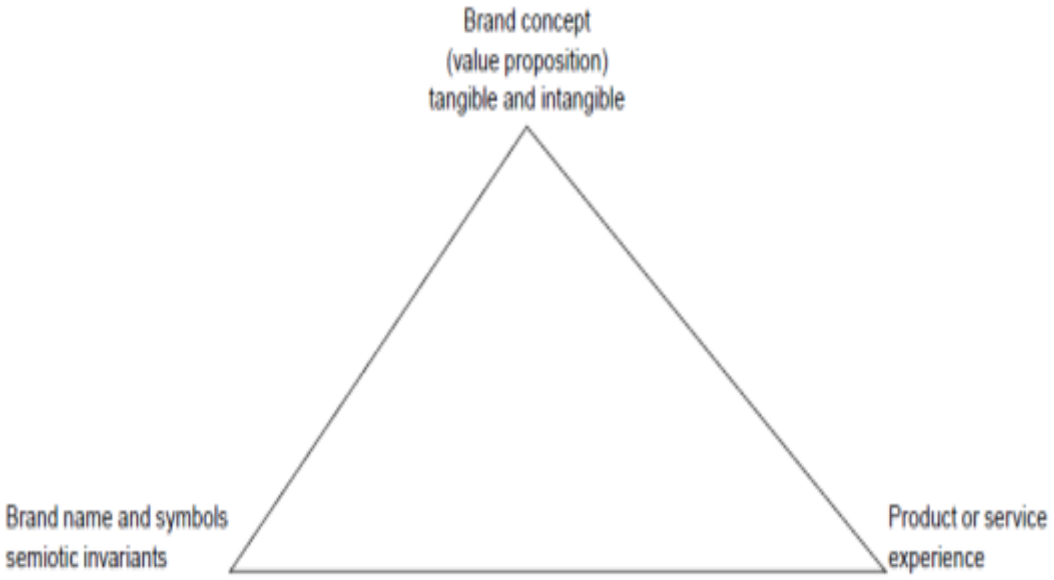
- **Brand Trust and Reputation**: Trust is a critical component influencing brand sentiment. Consumers are more likely to trust brands they consider to be trustworthy (Delgado-Ballester & Munuera-Aleman, 2001). Building trust necessitates constant fulfillment of promises, consistent product performance, and ethical behavior.

- **Personal Relevance and Self-Identity**: Brand attitude is influenced by consumers' self-identity and the personal relevance of a brand (Escalas & Bettman, 2005). Positive attitudes are more likely to be elicited by brands that align with consumers' values, beliefs, and self-concepts. When a brand becomes a part of a consumer's self-identity, their sentiments toward the brand improve.

- **Cultural and Social Influences**: Cultural and social factors also shape brand attitude. Cultural norms, values, and societal trends influence consumers' perceptions and evaluations of brands (Usunier & Lee, 2005). Social context, including reference groups and social media, can impact brand attitudes through social comparison and the influence of others.

By understanding these factors, marketers can develop strategies to influence and shape consumers' brand attitudes effectively. This knowledge enables them to craft brand messages, create brand experiences, and establish brand identities that resonate with consumers, leading to more favorable brand attitudes and increased consumer engagement.

Figure 12 : The Brand System



(Kapferer, 2008)

8.3. Example on Brand Attitude

One of the first businesses to promote the brand attitude concept was Nike, using the tagline “Just Do It.” This tagline has nothing to do with their shoes or other clothing. Instead, it promotes the way of life that customers could have if they bought Nike products.

According to Wikipedia From 1988 to 1998, Nike increased its share of the North American domestic sport-shoe business from 18% to 43% (from $877 million to $9.2 billion in worldwide sales). In many Nike-related situations, "Just Do It" appears alongside the Nike logo, known as the Swoosh .

Figure 13 : Nike logo just do it



(https://www.vecteezy.com)

9. Brand Nostalgia

Nostalgia is evident in the positioning and marketing of brands and their relationships with consumers According to Muehling et al. (2014), there is a connection between the influence of past brand associations—including the nostalgia attached to childhood brands—and the later development of a personal attachment to those products in later life. The conclusions of Muehling et al. (2014). Hence, Muehling et al(2014) .'s research findings could not be applicable in developing nations because there are a variety of social identities due to various governmental structures and cultural practices.

Using nostalgia and past brand associations, Muehling et al. (2014) found that purchasing decisions are influenced by childhood memories' effects on American consumers' willingness to purchase products. Many advertisements for companies like Coca-Cola, McDonald's, and Volkswagen, which use nostalgic techniques to connect with people, provide evidence supporting these conclusions. Brands' past inability or inaccessibility may have had unexpected consequences. As a result, brand nostalgia favorably influences purchase intentions, according to Muehling et al. (2014); nevertheless, it is unknown how much brand nostalgia exists under various circumstances. The argument made by Muehling et al. (2014) that effective marketing intended to influence purchasing decisions should take into account customers' first interactions with the brand serves as more support for this position.

10. Nostalgia and Brand Trust

It has been discovered that nostalgic connections to past brands affect how consumers react to advertising (Muehling et al., 2014). Recently, nostalgia has been promoted as a powerful topic for marketing, branding, and sales that creates unconscious trust that is built up through time thanks to the happy memories of the brand (Deli-Gray, Haefner & Rosenbloom, 2011). Moreover, Deli-Gray et al. (2011) claim that the brand is what pushes consumers beyond having a basic need for a product to having a specific desire for it. Brand liking and trust are crucial factors that have a favorable impact on this process since trust is a strategic driver that encourages repeat purchases, which extends the life cycle of brands.

In today's more competitive and global market place, Ulusua (2011) argued for the need to develop customer trust and noted that brand trust emerges as one of the most highly valued factors in a consumer's relationship with a brand. Trust grows through time and is partly a product of consumers' nostalgia, which is sparked by memories of legacy brands. This backs up the work of Muehling et al. (2014) because the literature that is now available on nostalgic marketing is not just primarily focused on products but also on brands that have collected heritage aspects (Routlege et al, 2011; Muehling et al, 2014).

Furthermore, it is clear that nostalgia and trust are related when Deli-Gray et al(2011) .'s research on the development of trust as a powerful marketing tool is taken into account. Yet, due to its widespread use in commerce, nostalgia has not only been researched in relation to trust but has also attracted the interest of academics who have examined the idea in relation to self-image. According to Muehling et al. (2014), people who trust a brand because they've

interacted with it in the past are more likely to be affected by nostalgia when it's utilized in advertising. This study explores the relationship between earlier brand interactions and the social trust, social cohesion, and sense of social belonging that are the cornerstones of many long-lasting relationships.

11. Brand Love

Deli-Gray et al(2011) .'s research was expanded upon by Albert and Merunka (2013), who demonstrated that building strong brand relationships required consumers to develop a psychological attachment to the product. According to Albert and Merunka (2013), brand love has a bigger impact on brand loyalty than brand trust and good word-of-mouth. Brand love is felt, in accordance with Ahuvia (1993), when a brand achieves a specific level of integration with the consumer's self-concept. The goal of this study was to define brand love and evaluate whether trust, which develops over time and through fond experiences, is a requirement for brand love.

Early research into the brand love relationship applied the principles of interpersonal love theory

(Sternberg, 1986) and proposed that brand love comprised of the following dimensions:

1. Passion.

2. Intimacy.

3. Commitment.

According to Ahuvia (1993), in order to express love, a person must experience a sense of belonging to another. She also suggested that brand love is a result of a high degree of integration between the product and the consumer's self-concept. As a result, brand love may be able to influence a consumer's social identity at the brand identification stage, increasing the brand's relevance. Bogogmolova (2011) created this idea after looking into what causes changes in a brand's repertoire. Basile et al. (2012) also pointed out that because people frequently view brands as personalities, they interact with them in ways that are comparable to social relationships.

In addition to recognizing the significance of brand love in the consumer brand relationship, Albert and Merunka (2013) were able to show how it is closely related to identification, trust,

and commitment. This perspective is very similar to that of Arndt et al. (2013), who presented strong evidence that, among other things, nostalgia encouraged commitment and trust. Together, these results are important because they highlight the necessity to explore nostalgia's capacity to create brand love in order to tackle the study's issue if brand love determines commitment and loyalty.

12. Willingness to Pay More

The literature of service marketing embraces willingness to pay more as a behavioral outcome (Dölarsan, Özer, 2014). Also it can be identified as a crucial tool- to have an idea about potential consumer' WTP is an essential for building price response activities (Völckner, 2008). Consumers recall and benefit from willingness to pay (WTP) as a subjective reference price and that has an impact on their buying decisions (Miyuri, Bettman, 2005).

There are many meanings of willingness to pay more in marketing literature. The reservation price that a client agreed to pay in order to get a good or service is the tendency of willingness to pay more (Homburg et al., 2005; p85). Additionally, "willingness to pay more" can be defined as the highest sum of money that a customer will pay in exchange for a good or service (Cameron, James, 1987). From an economic standpoint, Monroe, 1990 defined willingness to pay more as the reservation price and proposed that the establishment of the reserve price that the consumer is agreed to pay is the result of the value that he accords the good or service. For that reason consumer preferences takes a form pursuant to the value that customer expects from a product or service (Kalish, Nelson, 1991; Kohli, Mahajan, 1991).

In keeping with this notion it wouldn't be wrong to indicate- the maximum limit of reservation price that the customer is consented to pay may vary according to the alternatives or the substitutes within the same product or service line. Further, it is also described as the act of ignoring all the increases in price and the persistence of the consumer's desire to buy (Srinivasan et al., 2002; p45).

The psychological state of the consumer is highlighted in marketing literature in addition to the value and profit comparison of the economic perspective.

Likewise, Bolton and Lemon (1999) and their colleagues noted that consumers constantly evaluate the convenience of the economic benefit level resulting from usage. This assessment is known as a payment equity analysis. To put it another way, this is a comparison between the service got and the level of satisfaction felt (Bolton, Lemon, 1999; p171).

Dissatisfied customers, on the other hand, often pay less to create a more truthful, fair, and rational environment for themselves (Homburg et al., 2005; p85).

Based on their evaluation of the cost of the product or service they received, customers tend to be willing to pay more (Simonson, Drolet, 2004). Consumer perceptions of pricing are influenced by their subjective impressions of the service or good they have received. Because the goods or services differ across the market, so do their levels of guaranteed customer satisfaction.

As result of acquired trust customers decide to pay either premium or minimum price. Consumers pay attention to the composition of the product features and their associations with the appraised pricing (Simonson, Drolet, 2004). Briefly, purchasing intentions are directly associated with the value which was assessed by the consumer. From this angle, it wouldn't be incorrect to connect consumer loyalty with willingness to spend more. Customer loyalty, as described in the preceding chapter, is a multidimensional concept. It is also one of the company's most important outcomes (Holbrook, 2001). Consumer loyalty's psychological effects are equally crucial. Relatedly, the behavioral characteristics (Zhang, Bloemer, 2008) that serve as a consumer behavior predictor give businesses a chance to forecast the future behaviors of their customers. A long-term link between the client and the business is also provided by the prediction of prospective behaviors (Adjei, Clark, 2001).

As Zeithalm et al., 1996 pointed out, gaining new customer is always more expensive

Than keeping the old ones. Furthermore, he ambitiously contended that the longlasting customers are always more determined towards to the company. For this reason, the consumers request supplementary services and also do not object to pay more to the trusted companies.

13. Summary

This chapter delves into the intricacies of consumer behavior and its impact on brand attitude. It begins by defining consumer behavior and exploring the decision-making process consumers undergo when making purchases. The chapter investigates the various factors that influence consumer behavior, encompassing personal, social, cultural, and situational elements. It also examines the unique characteristics of online consumer behavior and provides insights into the Algerian consumer market.

Further we explore the influence of advertising and promotions on consumer behavior, highlighting their role in shaping consumer attitudes and purchase intentions. It delves into the concept of brand attitude, emphasizing its significance in building positive brand perceptions and fostering brand loyalty. Additionally, it explores the connection between brand nostalgia and consumer behavior, investigating how nostalgic associations impact brand trust and brand love.

Lastly, we examined the willingness to pay more, exploring the factors that drive consumers' propensity to pay a premium for brands or products. By gaining an understanding of consumer behavior and brand attitude, businesses can develop effective marketing strategies that resonate with consumers, foster brand loyalty, and drive business success.

Overall, this chapter provides a comprehensive exploration of consumer behavior and brand attitude, covering key topics such as decision-making processes, factors influencing consumer behavior, online consumer behavior, advertising and promotions, brand attitude, brand nostalgia, willingness to pay more, and the unique characteristics of the Algerian consumer market. The insights provided equip marketers with valuable knowledge to engage consumers, build positive brand associations, and drive favorable consumer behavior.

Chapter 3 :

Empirical Study

1. Introduction

This chapter presents the findings of a research study focused on investigating the relationships between ad-evoked nostalgia, brand attitude, and purchasing intention. A survey was used as the research instrument, which collected personal information from participants along with Likert scale responses to measure the effects. Nostalgia marketing, aimed at creating emotional connections with consumers through invoking positive memories, has gained significant attention. The study explores three hypotheses: the impact of ad-evoked nostalgia on brand attitude, purchasing intention, and the mediating role of brand attitude on purchasing behavior. The diverse sample and inclusion of personal information provide a comprehensive analysis. The subsequent sections will detail the data analysis, statistical techniques, results, and a discussion of the findings, contributing evidence-based knowledge to the field of marketing.

2. Methodology

2.1. Sample and data collection

The target audience of this research comprises of Algerian participants who consume advertisements that uses nostalgia marketing . Holbrook and Schindler (1991) reported in their studies that the sensitivity of the participants towards nostalgic emotions start generally around the age of 24. Based on this finding, the sample group was comprised of participants aged at least 20 who are living in Algeria

2.2. The followed methodology :

.Data were acquired from participants via the survey method. The participants were first asked to watch an old 2009 Nedjma (Ooredoo nowadays) advertisement which a lot of people grew up watching, after that participants were asked to answer the questions in the survey form. The study was carried out with TV advertisements since it has been put forth in various studies (e.g. Weibel et al., 2019) that TV advertisements have a greater instantaneous impact on consumers compared with social media advertisements and that they remain in the minds of consumers for longer periods of time, we retrieved 100 questionnaires in a period of time estimated at a week.

We tried our best to make the questionnaire questions clear and reflective of the study's problem and inquiries, aiming to achieve a balance in covering all the inquiries. The questions were formulated under five main axes as follows:

The first axis: Related to personal data.

The second axis: Evaluating consumers' awareness of the Nedjma brand (known as Ooredoo nowadays), including four questions.

The third axis: Measuring the ad-evoked nostalgia in viewers, including five statements.

The fourth axis: Measuring the brand attitude towards the Nedjma brand after watching the advertisement, including four statements.

The fifth axis: Measuring the purchase intention after watching the advertisement, including three statements.

Ad-evoked nostalgia measurement scale was inspired from the scale developed by Pascal et al. (2002), brand attitude and purchase intention measurement were inspired from the two scales developed by spears and singh (2004), all those measurement scales were adapted into our case of study and requirements.

2.3. Used tools :

The survey was online, made electronically, We made it using google forms and we shared the link of the survey in social media, forums, and emails, we analyzed the obtained results by the use of google spreadsheets.

2.4. Study Scale

The study relied on a five-point Likert scale, as indicated in the table, where a score of (5) indicates strongly agree and a score of (1) indicates strongly disagree for the following:

Evaluation	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
The degree	1	2	3	4	**5**

Table 4 : Five-point Likert scale

The data was encoded and entered into the computer. To determine the cell length of the Likert enthusiasm scale (lower and upper bounds), the range between scale grades was calculated (5-1=4). It was then divided by the highest value on the scale to obtain the cell length (0.80=4/5). After that, it was divided by the largest value on the scale (the beginning of the scale), which

is one, to determine the upper limit of this cell. As a result, the cell lengths are as shown in the following table.

average values	Likert five-point scale	level of agreement
[1.80−1.00]	Strongly disagree	**Very low**
]2.60−1.81[	Disagree	**Low**
]3.40−2.61[	Neutral	**Medium**
]4.20−3.41[	Agree	**High**
]5.00−4.21[	Strongly agree	**Very high**

Table 5 : the distribution of average values grades

To interpret the study results and assess the level of response, the researchers relied on the ranking of mean values at the domain level of the instrument as a whole, as well as the ranking of individual items within each domain. The researchers determined the degree of availability based on the criteria adopted in the study.

2.5. Measuring the validity of the questionnaire

The reliability of the questionnaire tool is considered crucial in any study that should be conducted. It is defined as "the ability of the measurement tool to measure what is intended to be measured." (A.Marabti, A Nahwi, 2009).

Cronbach's alpha is considered one of the most important measures and methods for assessing the reliability of a measurement tool. Reliability of a measurement tool refers to "the consistency of results when the questionnaire is reapplied to the same sample under the same

conditions." To verify the reliability of the study tool, we used Cronbach's alpha equation to calculate the reliability coefficient. A value of (Alpha≥0.60) is considered acceptable in practical terms in the social sciences. The following table illustrates the coefficient of internal consistency reliability:

Study variables	Cronbach's alpha value
Evoking feelings of nostalgia through watching advertisements	0.930
Brand attitude towards Nedjma after watching the advertisement	0.844
Purchase intention after watching the advertisement	0.713
The questionnaire as a whole	0.929

Table 6 : Alpha Cronbach factor

Based on the table above, it becomes evident that the Cronbach's alpha value is good for all dimensions, with a calculated value of 0.929. Since this value is higher than the threshold value for reliability, the reliability coefficient is considered good and acceptable. Therefore, the validity of using this questionnaire in the study has been confirmed.

2.6. The statistical methods used

After designing the questionnaire and distributing it to the targeted sample for the study, it is analyzed using various statistical software programs to derive meaningful insights and indicators that support the topic. One commonly used statistical software program is SPSS (Statistical Package for the Social Sciences) version 26.

The software facilitates decision-making regarding the study by managing and swiftly analyzing data. It utilizes the following statistical tools:

- Frequencies and percentages for demographic variables (personal data).
- Means to determine the importance of study sample responses and the ranking of statements.

- Standard deviation to measure the dispersion or consistency of responses to a statement.
- Correlation coefficients to assess the relationship between variables.

3. Analysis of study results

3.1. Analysis of personal data results

Distribution of the sample according to the gender variable

The following table shows the relative distribution of the study sample according to their gender differences, between males and females, as follows:

Gender	Repetition	Percentage %
Male	34	34
Female	66	66
Total	100	100

Table 7: Distribution of the study sample according to the gender variable

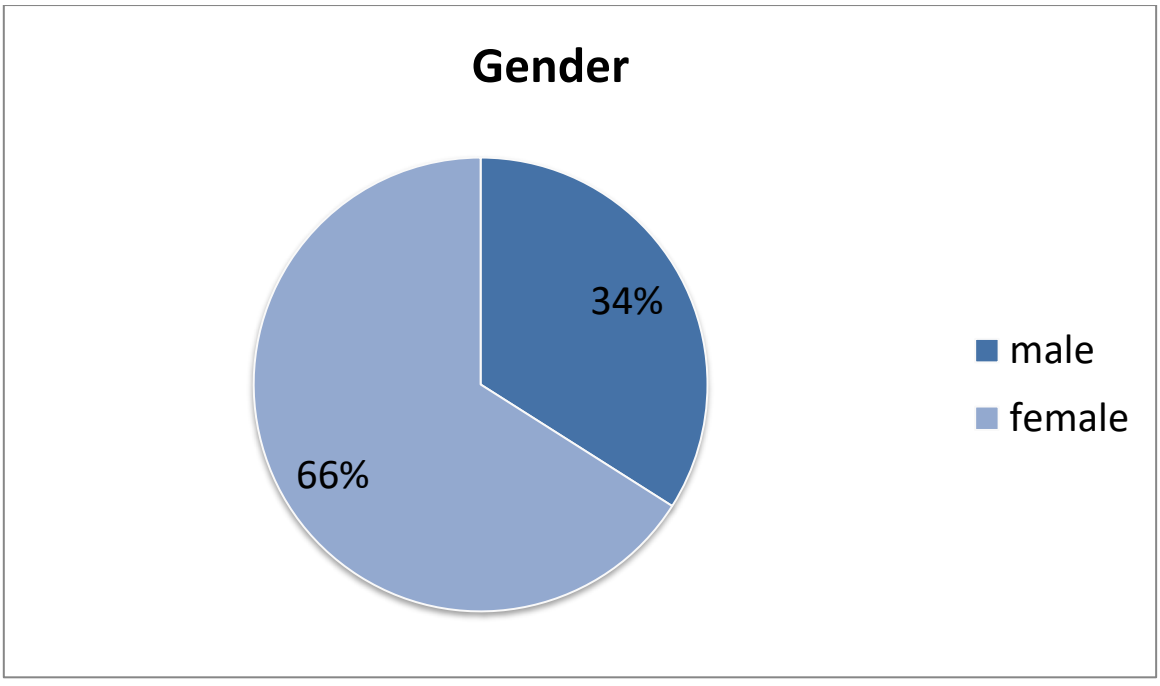


Chart 1: Distribution of the study sample according to the gender variable

Through the table above, it can be observed that 66% of the study sample consists of females, with a total of 66 females, while 34% of the study sample consists of males, with a total of 34 males. These percentages indicate the dominance of females in responding to the questionnaire, as females are more likely to follow TV series and programs, increasing the likelihood of their exposure to advertisements, which means they can answer more effectively on the survey. On the other hand, males have lower viewership of television programs, resulting in less exposure to advertisements.

Distribution of the sample according to the variable of age

The following table shows the results

Age	Repetition	Percentage %
20-29	**51**	51
30-39	**24**	24
40-49	**14**	14
+50	**11**	11
Total	**100**	100

Table 8 : shows the distribution of the study sample according to the variable of age

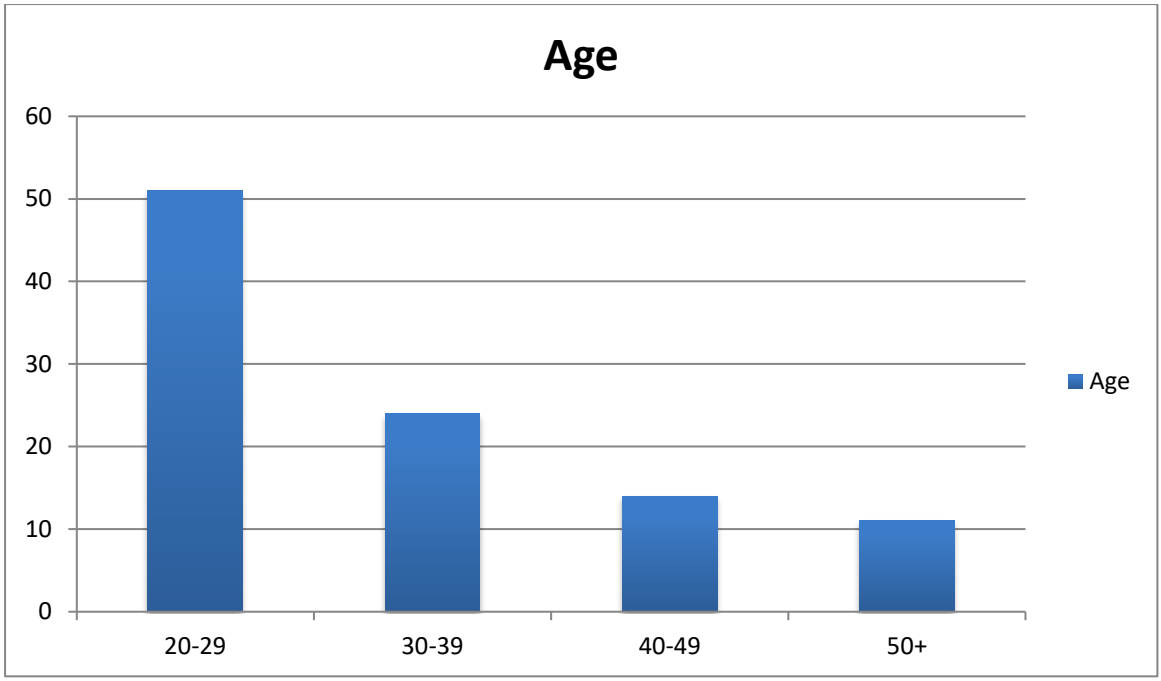


Chart 2: shows the distribution of the study sample according to the variable of age

From the table above, it is evident that the most frequent age group is the one between 20 and 29 years old, accounting for 51% of the sample. Following that is the age group "30 to 39 years" with a percentage of 24%. In the third position, we have the age group "40 to 49 years" with a percentage of 14%. Finally, the age group "50 years and above" is represented with the lowest percentage. These results indicate that the majority of the study sample falls within the age range of 20 to 29 years, which can be attributed to their higher exposure to this type of advertisements due to their frequent television watching and their high engage with social media in which the survey was promoted. In addition to that, young adults may have more free time or a greater inclination to participate in surveys compared to individuals in other age groups. They might also be more active in seeking out and engaging with surveys or research opportunities.

Distribution of the sample according to the variable of educational level.

And the following table shows the results:

Academic Level	Repetition	Percentage %
Primary	**1**	1
Middle School	**5**	5
Secondary	**11**	11
University	**80**	80
Doctoral Degree	**3**	3
Total	**100**	100

Table 9 : the distribution of the study sample according to the variable of educational level.

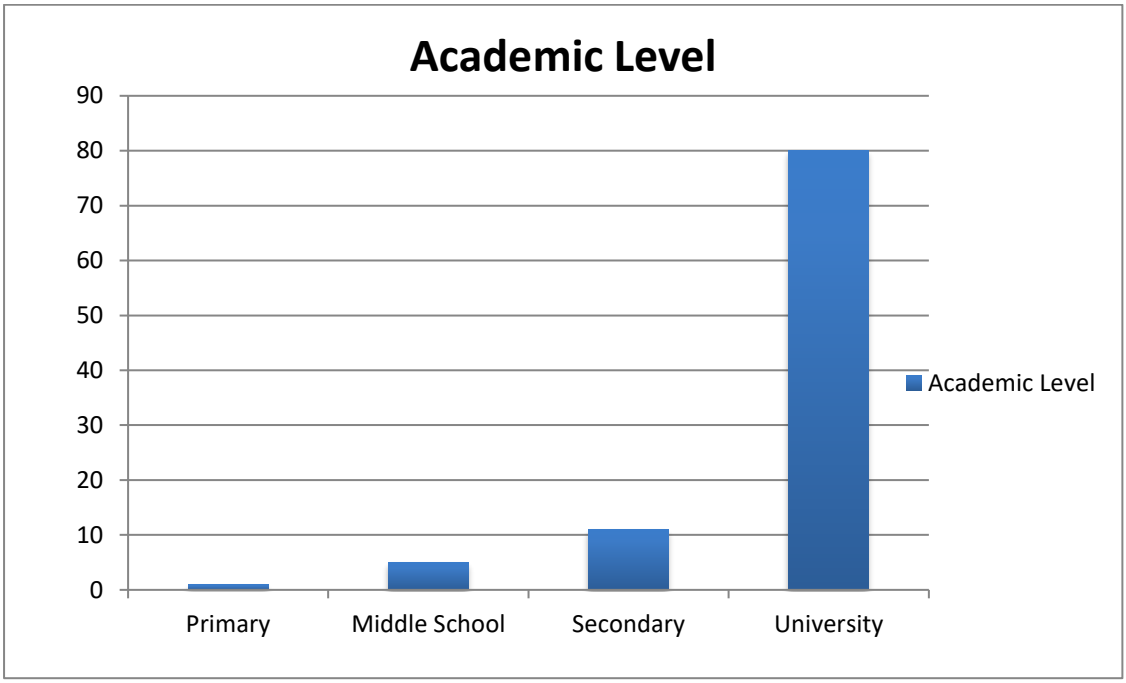


Chart 3: the distribution of the study sample according to the variable of educational level.

Through the table, it becomes clear that 80% of the sample individuals have a university level of education. Furthermore, 11% of the study samples have a secondary education level, while 5% have a middle school education level. Following that, 3% of the respondents hold a doctoral degree. Finally, only 1% of the sample individuals have a primary education level. These

results indicate that the majority of the study sample falls within the university level, which can be considered evident since the majority of respondents are aged in the range of 20-29.

Distribution of the sample according to the variable of monthly income

And the following table shows the results:

Monthly Income	Repetition	Percentage
<11000	**56**	56
22000−11000	**16**	16
35000−22000	**15**	15
55000−35000	**7**	7
60000+	**6**	6
Total	**100**	100

Table 10 : Distribution of the sample according to the variable of monthly income

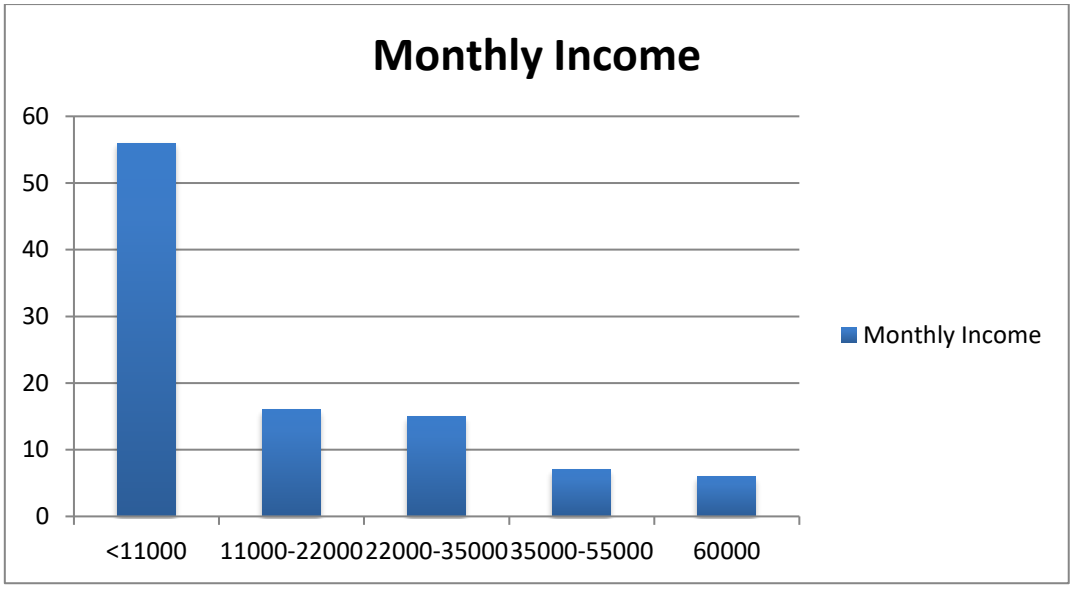


Chart 4: Distribution of the sample according to the variable of monthly income

The table shows that 56% of the sample individuals have a monthly income of less than 11,000 DZD. Additionally, 16% of the sample individuals have a monthly income ranging from 11,000 to 22,000 DZD, followed by a category with a monthly income ranging from 22,000 to 35,000 DZD, accounting for 15% of the sample. Furthermore, 7% of the sample individuals fall within the category of a monthly income ranging from 35,000 to 55,000 DZD. Finally, 6% of the study samples have a monthly income exceeding 60,000 DZD.

3.2. Analysis of responses regarding the evaluation of consumer awareness about the brand Nedjma

Are you familiar with the brand Nedjma?

Responses	Repetition	Percentage
Yes	**85**	85
No	**15**	15
Total	**100**	100

Table 11 : the respondents answers regarding the question 1

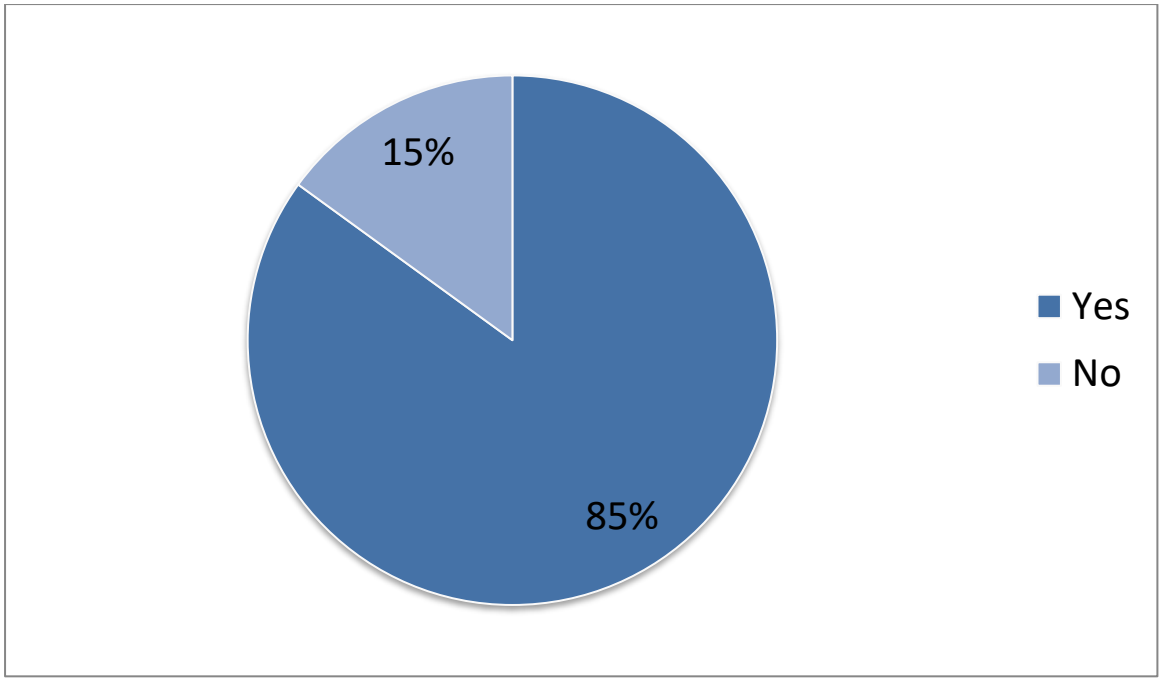


Chart 5: shows the respondents answers regarding the question 1

It is evident from the table above that the majority of the sample, accounting for 85%, are aware of the brand Nedjma, However, 15% of the respondents indicated that they have no knowledge about the brand Nedjma. The result could reflect the success of Nedjma's marketing efforts. It suggests that the brand's advertising, promotional activities and overall marketing strategy have been effective in creating brand awareness and capturing the attention of consumers.

How did you first hear about it?

Responses	Repetition	Percentage
Advertisement	**60**	60
Word of mouth	**18**	18
Social medias	**21**	21
Search online	**1**	1
Total	**100**	100

Table 12 : the responses of the sample participants regarding the question 2

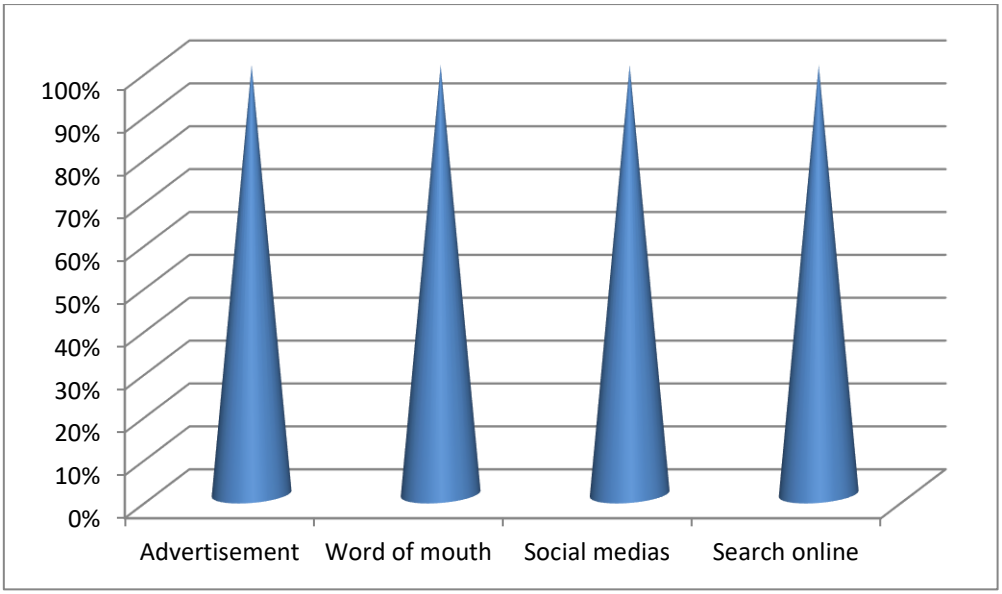


Chart 6: the responses of the sample participants regarding the question 2

The table indicates that the majority of the sample participants, 60%, became aware of the Nedjma brand through advertising. Meanwhile, 21% of them heard about it through social media platforms. Following that, 18% of the respondents learned about the Nedjma brand through positive word-of-mouth from other customers. Finally, only 1% of them searched for it online. The result suggests that the advertising efforts for Nedjma have been successful in reaching and capturing the attention of the surveyed population. It indicates that the brand's advertising campaigns have been able to effectively communicate the brand message and create awareness among consumers.

Have you ever purchased Nedjma products?

Responses	Repetition	Percentage
Yes	**63**	63
No	**37**	37
Total	**100**	100

Table 13 : the responses of the sample participants regarding the question 3

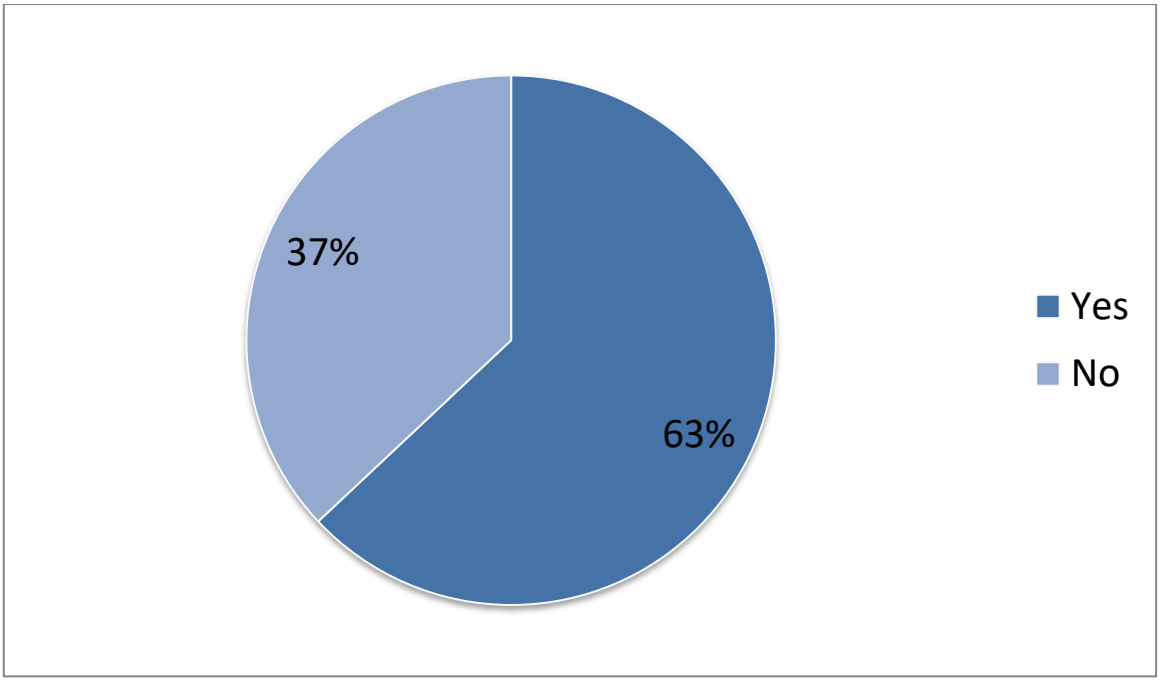


Chart 7: the responses of the sample participants regarding the question 3

The table illustrates that 63% of the sample individuals have previously purchased Nedjma brand products, while 37% of them have not made any purchases from the brand before.

Are you considering purchasing Nedjma brand products in the future?

Responses	Repetition	Percentage
Yes	**34**	34
No	**11**	11
I dont know	**55**	55
Total	**100**	100

Table 14 : the responses of the sample participants regarding the question 4

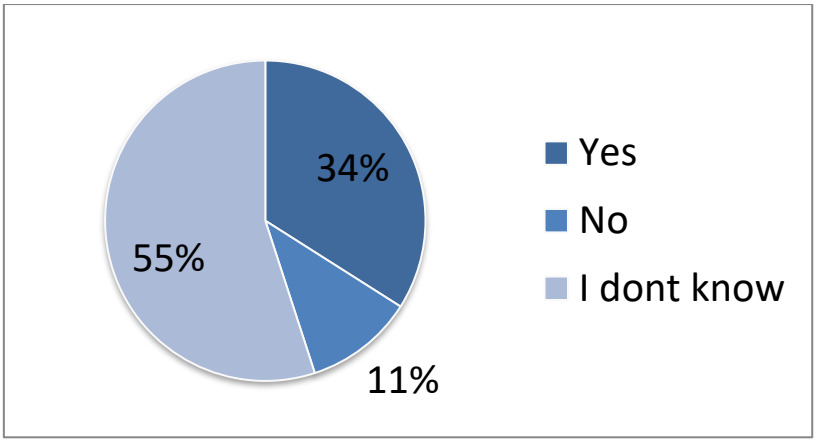


Chart 8: the responses of the sample participants regarding the question 4

It is evident from the above table that 55% of the sample participants are unsure whether they will purchase Nedjma brand products in the future or not. On the other hand, 34% of them confirmed that they are willing to buy their products in the future, while 11% of the sample participants declined to purchase Nedjma brand products in the future, which means that most of our sample are not initially influenced to buy Nedjma products, their status is neutral towards them.

3.3. Analysis of participants responses regarding the study's variables

Measuring the responses of the sample participants regarding the ad-evoked nostalgia, according to the gender variable.

	Total	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
%	R	%	R	%	R	%	R	%	R	%	R	
100	34	29.4	10	38.2	13	20.6	7	5.9	2	5.9	2	**Male**
100	66	22.7	15	37.9	25	33.3	22	6.1	4	0	0	**Female**
100	100	25	25	38	38	29	29	6	6	20	2	**Total**

Table 15 : Ad-Evoked nostalgia According to the Gender Variable."

It is evident from the table above that 38.2% of males agree that their feeling of nostalgia increases after watching the advertisement. Similarly, 37.9% of females agree that they experience nostalgia after watching the advertisement. This indicates that both genders are influenced by watching the advertisement.

Analysis of individuals' responses regarding the measurement of the impact of advertising on evoking feelings of nostalgia:

N°	Answers	Average	Standard Deviation	Significance Level	Arrangement
01	I am familiar with this advertisement	3.85	1.02	High	3
02	This advertisement reminds me a lot of previous memories	3.78	0.88	High	4
03	This advertisement made me feel nostalgic for the past	3.78	0.95	High	5
04	I feel happy when I watch this advertisement	3.98	1.00	Very high	2
05	This advertisement made me want to go back to the past	4.42	0.90	High	1
	Total	**3.96**	**0.06**	High	

Table 16 : the response of individuals regarding the impact of advertising on evoking feelings of nostalgia.

The table above indicates that the study sample has positive attitudes towards all statements related to evoking feelings of nostalgia after watching the advertisement. The average score for this dimension was 3.96 with a standard deviation of 0.06. The statement ranked first is number 05, "This advertisement made me want to go back to the past," with an average score of 4.42 and a standard deviation of 0.90. On the other hand, the statement ranked last is number 03, "This advertisement made me feel nostalgic for the past," with an average score of 3.78 and a standard deviation of 0.95. The agreement level for all statements in this dimension was high.

Analysis of individuals' responses regarding their brand attitude towards "Nedjma" after watching the advertisement:

N°	Answers	Average	Standard Deviation	Significance Level	Arrangement
01	The advertisement improved my perception of the brand "Nedjma".	3.78	0.99	High	4
02	My trust in the brand "Nedjma" increased after watching the advertisement.	3.96	1.04	High	1
03	This advertisement inclined me to purchase products and services from "Nedjma".	3.80	1.11	High	3
04	This advertisement made me consider inviting acquaintances to purchase "Nedjma" products.	3.84	1.03	High	2
	Total	**3.84**	**0.04**	High	

Table 17: the responses of individuals regarding their brand attitude towards 'Nedjma' after watching the advertisement

The table above indicates that the study sample has a positive attitude towards all statements related to the brand attitude towards 'Nedjma' after watching the advertisement. The average score for this dimension was 3.84 with a standard deviation of 0.04. The statement ranked first is number 02, "This advertisement made me consider inviting acquaintances to purchase 'Nedjma' products," with an average score of 3.96 and a standard deviation of 1.04. On the other hand, the statement ranked last is number 01, "The advertisement positively influenced my perception of the 'Nedjma' brand," with an average score of 3.78 and a standard deviation of 0.99. The agreement level for all statements in this dimension was high.

Analysis of individuals' responses to questions measuring the purchase intention towards 'Nedjma' brand after watching the advertisement.

N°	Answers	Average	Standard Deviation	Significance Level	Arrangement
01	The feeling that this advertisement instilled in me made me desire to purchase products and services from 'Nedjma'.	3.70	1.12	High	3
02	The emotion I felt after watching the advertisement made me consider searching for 'Nedjma' products and services.	3.84	0.93	High	2
03	The emotions conveyed in this advertisement have the power to take me from my current brand to the 'Nedjma' brand.	4.00	1.05	High	1
	Total	**3.84**	**0.09**	High	

Table 18 : the individuals' responses regarding the axis of purchase intention of the 'Nedjma' brand.

The table above demonstrates that the study sample's attitudes are positive towards all statements related to the axis of intention to purchase the 'Nedjma' brand. The average score for this dimension was 3.84 with a standard deviation of 0.09. The statement ranked first, numbered 03, "The emotions conveyed in this advertisement are capable of transforming me from my current brand to the 'Nedjma' brand," had an average score of 4.00 and a standard deviation of 1.05. It was followed by statement number 02, "The feeling I experienced after watching the advertisement made me consider searching for 'Nedjma' products and services," with an average score of 3.84 and a standard deviation of 0.93. Lastly, statement number 01, "The sensation I felt from this advertisement made me desire to purchase 'Nedjma' products and services," had an average score of 3.70 and a standard deviation of 1.12. The agreement level for all statements in the axis was high.

4. Hypothesis testing of the study

The first hypothesis

There is a statistically significant effect between the Ad-Evoked nostalgia and the brand attitude towards "Nedjma" at a significance level (α>0.05).

Evoking nostalgic emotions	factor B	The standa-rd error	Regression coefficient Beta	Val-ue of T	The level of significa n-ce	Degree of freedom	Coefficient of determination (R2)	Correlation coefficient (R)	Calculated F-value	Tabulated F-value	Significance level
Reliability	1.039	0.321	/	3.239	0.002	1	0.446	0.668	79.017	3.94	**0.000**
Brand attitude	0.708	0.08	0.668	8.889	0.000	98					

Table 19: Results of Hypothesis 1 Test

It is evident from the above table that the correlation coefficient is 0.668, indicating a positive inverse relationship between the evoked nostalgic emotions and the brand attitude towards "Nedjma". Furthermore, it is evident that the evoked nostalgia explains 44.6% of the observed variance in the brand attitude towards "Nedjma"

The results of the above table indicate that the calculated F value, estimated at 73.017, is greater than the critical F value at the degrees of freedom (1-98) and at the significance level estimated at 0.000, which is less than 0.05. This confirms the presence of a statistically significant relationship between ad-evoked nostalgia and brand attitude towards "Nedjma" at a significance level of ($0.05 \geq \alpha$).

As evident from the above table, it is clear that for every one-unit increase ad-evoked nostalgia , there is a 66.8% increase in the brand attitude towards "Nedjma".

Thus, the first hypothesis is accepted: There is a statistically significant effect of ad-evoked nostalgia on the brand attitude towards "Nedjma" at a significance level ($\alpha>0.05$).

The second hypothesis

There is a statistically significant effect of evoking feelings of nostalgia through nostalgia advertising on the purchase intention towards "Nedjma" at a significance level ($\alpha>0.05$).

Evoking nostalgic emotions	factor B	The standard error	Regression coefficient Beta	value of T	The level of significance	Degree of freedom	Coefficient of determination (R2)	Correlation coefficient (R)	Calculated F-value	Tabulated F-value	Significance level
Reliability	1.780	0.414	/	4.299	0.000	1	0.208	0.456	25.702	3.94	**0.000**
Purchasing intention	0.522	0.103	0.456	5.070	0.000	98					

Table 20 : Results of Hypothesis 2 Test

It is evident from the table above that the correlation coefficient was 0.456, indicating a positive linear relationship between ad-evoked nostalgia and the purchase intention towards the brand "Nedjma". Furthermore, it is evident that evoking feelings of nostalgia explains 20.8% of the variance in the intention to purchase the brand "Nedjma"

The results from the table above indicate that the calculated F-value of 25.702 is greater than the critical F-value at degrees of freedom (1-98) and at a significance level of 0.000, which is less than 0.05. This confirms the presence of a statistically significant relationship between ad-evoked nostalgia and the intention to purchase the brand "Nedjma" at a significance level of ($0.05 \geq \alpha$).

As evident from the table above, the results show that as the ad-evoked nostalgia increases by one unit, the intention to purchase the brand "Nedjma" increases by 45.6%.

Hence, the second hypothesis is accepted: There is a statistically significant effect of Ad-Evoked nostalgia on the purchasing intention towards the brand "Nedjma" at a significance level ($\alpha>0.05$).

The third hypothesis

There is a statistically significant effect between the brand attitude after watching the advertisement and the intention to purchase the brand "Nedjma" at a significance level of (α>0.05).

Brand attitude	factor B	The standard error	Regression coefficient Beta	value of T	The level of significance	Degree of freedom	Coefficient of determination (R2)	Correlation coefficient (R)	Calculated F-value	Tabulated F-value	Significance level
Reliability	1.325	0.339	/	3.905	0.000	1	0.369	0.608	57.363	3.94	**0.000**
Purchasing intention	0.656	0.087	0.608	5.070	0.000	98					

Table 21 : Results of Hypothesis 3 Test

It is evident from the table above that the correlation coefficient was 0.608, indicating a positive and significant relationship between the brand attitude towards "Nedjma" and the intention to purchase it. Furthermore, the brand attitude towards "Nedjma" explains 36.9% of the variance in the intention to purchase "Nedjma".

The results from the table above indicate that the computed F-value of 57.363 is greater than the tabulated F-value at degrees of freedom (1-98) and at a significance level of 0.000, which is less than 0.05. This confirms the presence of a statistically significant relationship between the brand attitude towards "Nedjma" and the purchase intention at a significance level of ($0.05 \geq \alpha$)

As evident from the table above, it can be observed that for every unit increase in the brand attitude towards "Nedjma," the intention to purchase the brand increases by 60.8%.

Therefore, the third hypothesis is accepted: There is a statistically significant effect of the brand attitude towards the brand on the intention to purchase it at a significance level (α>0.05).

5. Conclusion

This empirical chapter investigated the relationships between ad-evoked nostalgia, brand attitude, and purchasing intention, The study found positive effects of ad-evoked nostalgia on brand attitude, purchasing intention, and brand attitude on purchasing behavior. The results indicate that nostalgic advertisements enhance consumers' brand evaluations, influence their intention to purchase, and directly impact their purchasing behavior. These findings offer valuable insights for marketers seeking to leverage nostalgia in their campaigns to create emotional connections and drive consumer engagement. However, limitations of self-reported data and sample representativeness should be considered. Future research can explore specific nostalgic triggers, demographic influences, and the effectiveness of different nostalgic advertising strategies across industries. Overall, this study contributes to the understanding of nostalgia marketing and its implications for brand success.

GENERAL CONCLUSION

1. Main Findings

In conclusion, our study on the effect of nostalgia marketing on purchasing behavior, mediated by brand attitude, has yielded several significant findings. These findings highlight the importance of nostalgia marketing in influencing consumer behavior and provide valuable insights for marketers and businesses in Algeria.

Firstly, our research revealed a positive relationship between ad-evoked nostalgia and brand attitude. This implies that when consumers experience nostalgia through advertisements, it positively impacts their attitudes towards the brand. Nostalgia-driven marketing strategies that tap into consumers' sentimental longing for the past can effectively enhance brand perception and create favorable associations, leading to more positive brand attitudes among Algerian consumers.

Secondly, our study demonstrated a positive relationship between ad-evoked nostalgia and purchasing behavior. The findings suggest that nostalgia-inducing advertisements have the potential to influence consumers' actual purchase decisions. By evoking nostalgic emotions and memories, marketers can create a stronger emotional connection with Algerian consumers, prompting them to translate their positive brand attitudes into actual purchases.

Additionally, our research found a positive relationship between brand attitude and purchasing behavior. This indicates that consumers with more positive brand attitudes are more likely to engage in purchasing behaviors. When consumers have favorable perceptions of a brand, they are more inclined to choose that brand over competitors and make repeat purchases. Thus, nurturing positive brand attitudes through effective nostalgia marketing strategies can significantly impact consumers' purchasing behavior in Algeria.

These results have changed our perspective on certain matters. Initially, we assumed that direct influence on consumer purchasing intention through nostalgia marketing might not be possible. Instead, we believed that the impact should occur through an intermediary, such as brand attitude. However, the findings have shown that our initial assumption was not accurate. It has become evident that both direct influence through ad-evoked nostalgia and indirect influence through brand attitude can impact consumer purchasing behavior.

As a result, we can conclude that the influence of brand attitude on purchasing intention is more effective in the long run. This is because it ensures consumer loyalty and prolongs their engagement with the brand, and we all know that in business, keeping an old consumer is

cheaper than attracting a new one. Our study has shifted our understanding of the relationship between nostalgia marketing and consumer behavior, highlighting the importance of considering both direct and indirect effects in marketing strategies.

Overall, our findings underscore the effectiveness and importance of nostalgia marketing in influencing both brand attitude and purchasing behavior among Algerian consumers. By evoking nostalgia through advertisements, marketers can create strong emotional connections with consumers, fostering positive brand attitudes and ultimately driving purchasing behavior.

2. Practical Implications

The findings of our study on the effect of nostalgia marketing on purchasing behavior, mediated by brand attitude, have several practical implications for marketers and businesses operating in Algeria. These implications can guide the development and implementation of effective marketing strategies that capitalize on nostalgia to drive consumer engagement and increase purchasing intention.

Leveraging Nostalgia in Advertising

The positive relationship between ad-evoked nostalgia and brand attitude highlights the importance of incorporating nostalgia-inducing elements in advertising campaigns. Marketers can utilize nostalgic imagery, music, storytelling, or references to tap into consumers' sentimental longing for the past. By evoking positive emotions and memories associated with the brand, marketers can enhance brand attitude and create a more favorable perception among Algerian consumers.

Designing Nostalgia-Driven Campaigns

The positive relationship between ad-evoked nostalgia and purchasing behavior suggests that nostalgia marketing can directly impact consumers' purchasing decisions. Marketers should design nostalgia-driven campaigns that not only evoke positive emotions but also provide clear and compelling calls-to-action. By strategically aligning nostalgic elements with product features, benefits, or limited-time offers, marketers can motivate Algerian consumers to translate their positive brand attitudes into actual purchases.

Building Strong Brand Attitudes

Given the positive relationship between brand attitude and purchasing behavior, it is crucial for marketers to prioritize the development of positive brand perceptions among Algerian

consumers. Consistent branding, effective communication of brand values, and delivering on promises are essential in fostering favorable brand attitudes. By creating memorable experiences and nurturing a strong emotional connection with consumers, marketers can increase the likelihood of repeat purchases and long-term loyalty.

Culturally Relevant Nostalgia

Algeria's rich cultural heritage provides a unique opportunity for marketers to tap into nostalgia that resonates specifically with Algerian consumers. Understanding the cultural nuances, historical events, and traditional elements that evoke nostalgia among the target audience is critical. By incorporating culturally relevant nostalgia in marketing campaigns, businesses can deepen consumer engagement and strengthen brand-consumer relationships.

In conclusion, the practical implications of our study highlight the significance of incorporating nostalgia marketing strategies that evoke positive brand attitudes and influence purchasing behavior among Algerian consumers. By leveraging nostalgia in advertising, designing nostalgia-driven campaigns, and building strong brand attitudes, businesses can enhance consumer engagement, increase purchasing intention, and foster long-term loyalty. Additionally, incorporating culturally relevant nostalgia and prioritizing relationship building contribute to the overall effectiveness of nostalgia marketing strategies in the Algerian market.

3. Limitations and Future Research

While our study on the effect of nostalgia marketing on purchasing behavior, mediated by brand attitude, has provided valuable insights, it is essential to acknowledge the limitations of our research. These limitations open avenues for future research that can further deepen our understanding of the complex dynamics between nostalgia marketing and consumer behavior in the Algerian context.

Sample and Generalizability

One limitation of our study is the use of a specific sample within Algeria, which may limit the generalizability of the findings to the broader Algerian population. Future research could aim to replicate the study with a larger and more diverse sample, encompassing different demographics, regions, and socioeconomic backgrounds. This would enhance the external validity of the findings and provide a more comprehensive understanding of the impact of nostalgia marketing on purchasing behavior across Algerian consumers.

Mediating and Moderating Factors

Our study focused on the mediating role of brand attitude in the relationship between ad-evoked nostalgia and purchasing behavior. However, there may be additional mediating and moderating factors at play. Future research could explore other variables, such as consumer involvement, nostalgia proneness, or cultural factors, to uncover their influence on the relationship between nostalgia marketing and consumer behavior. Understanding these factors would enable marketers to tailor their strategies more effectively.

Online and Social Media Platforms

As digital platforms continue to play a significant role in consumer behavior, future research could explore the impact of nostalgia marketing in online and social media settings. Investigating how nostalgia is evoked and its effects on brand attitude and purchasing behavior in the digital realm would be valuable for marketers aiming to engage consumers through these channels.

By addressing these limitations and pursuing further research in these areas, we can expand our understanding of nostalgia marketing and its impact on purchasing behavior among Algerian consumers. By considering different sample populations, exploring additional mediating and moderating factors, and examining digital platforms, future research can provide more nuanced insights and contribute to the evolving field of nostalgia marketing.

4. Conclusion

In conclusion, our study on the effect of nostalgia marketing on purchasing behavior, mediated by brand attitude, has provided significant insights into the relationship between nostalgia, consumer behavior, and brand perception among Algerian consumers. We found a positive relationship between ad-evoked nostalgia and both brand attitude and purchasing behavior, as well as a positive relationship between brand attitude and purchasing behavior. These findings have practical implications for marketers in Algeria, emphasizing the importance of incorporating nostalgia marketing strategies to enhance brand perception, drive consumer engagement, and increase purchasing intention.

However, it is crucial to acknowledge the limitations of our study. The use of a specific sample within Algeria may limit the generalizability of our findings, and further research with a more diverse sample is recommended. Exploring additional mediating and moderating factors, such

as consumer involvement and cultural influences, could deepen our understanding of the complex dynamics between nostalgia marketing and consumer behavior.

Despite these limitations, our research opens avenues for future investigations. By addressing these research gaps, we can refine our knowledge of nostalgia marketing and its implications for consumer behavior in the Algerian market. This understanding will enable marketers to develop more targeted and effective strategies that resonate with Algerian consumers' nostalgic tendencies, foster positive brand attitudes, and drive long-term loyalty.

Overall, our study underscores the significance of nostalgia marketing as a powerful tool for influencing consumer behavior and highlights its potential to shape brand perception and drive purchasing intention. By leveraging nostalgia in advertising, designing nostalgia-driven campaigns, and building strong brand attitudes, marketers can effectively engage Algerian consumers and foster lasting relationships. With further research and continued innovation, nostalgia marketing can be harnessed to its full potential, creating memorable experiences and generating sustained business success in the Algerian market.

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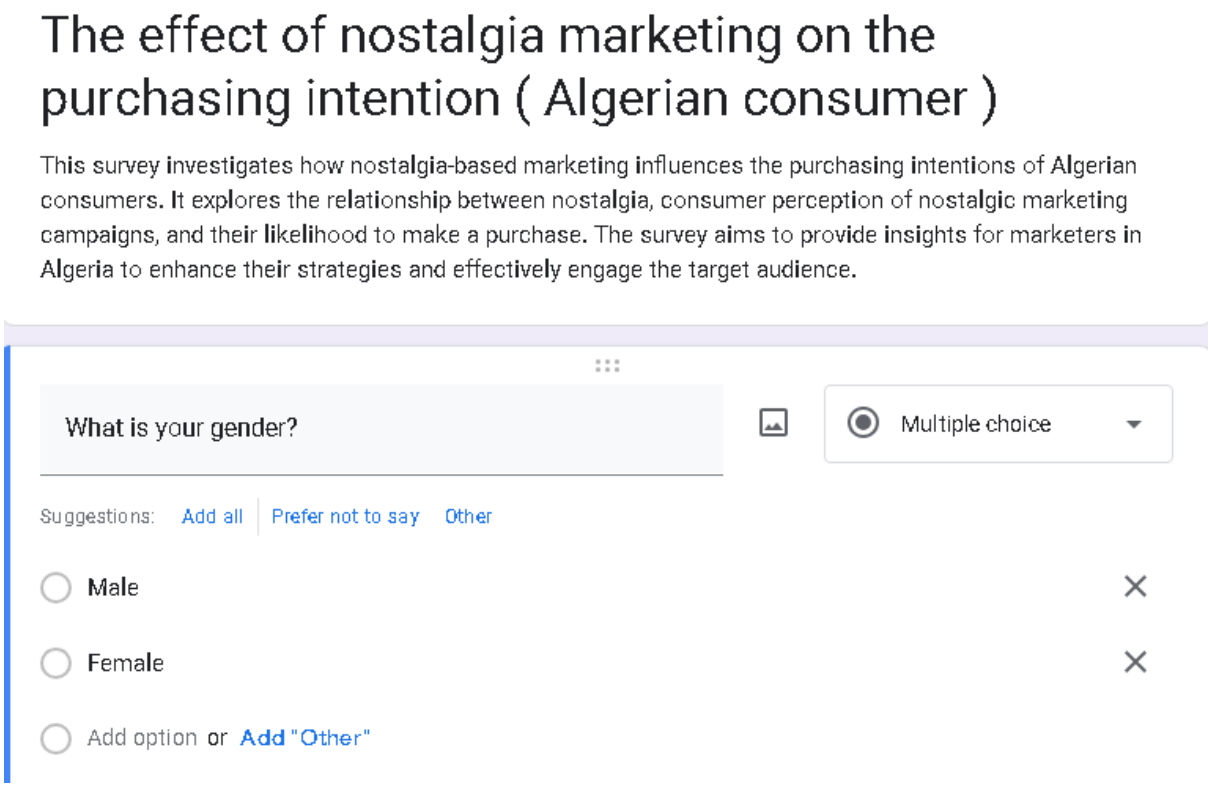
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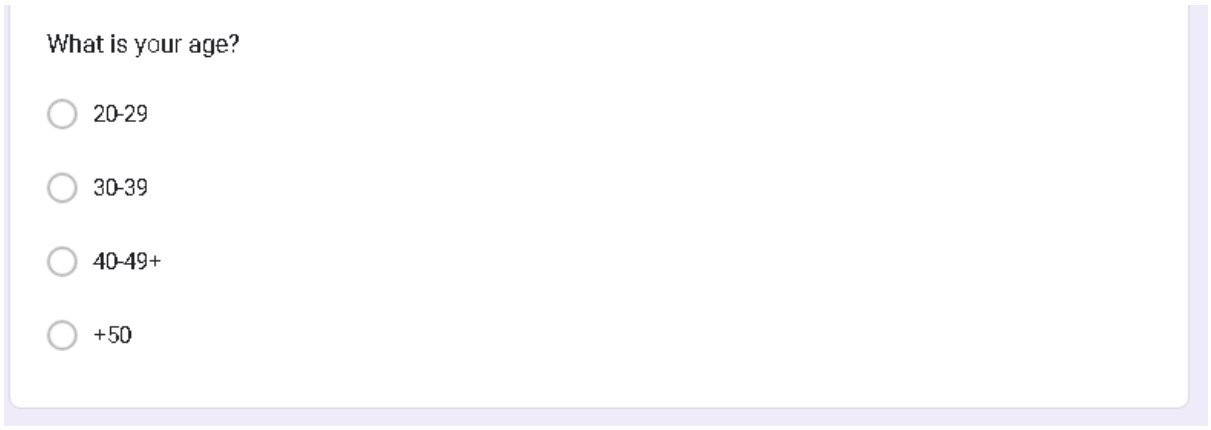
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Appendix

Definition along with first question



Question2



Question3

What is your level of education?

- primary
- Middle school
- secondary
- university
- doctoral degree

Question4

What is your monthly income?

- <11000 da
- 11000-22000
- 22000-35000
- +60000

Question5

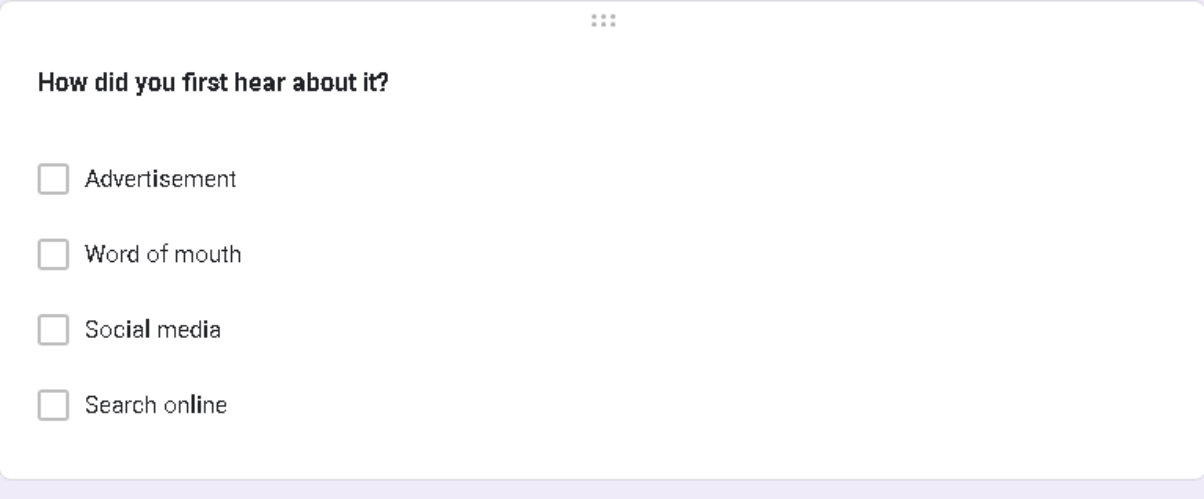
consumer awareness about the brand Nedjma

Description (optional)

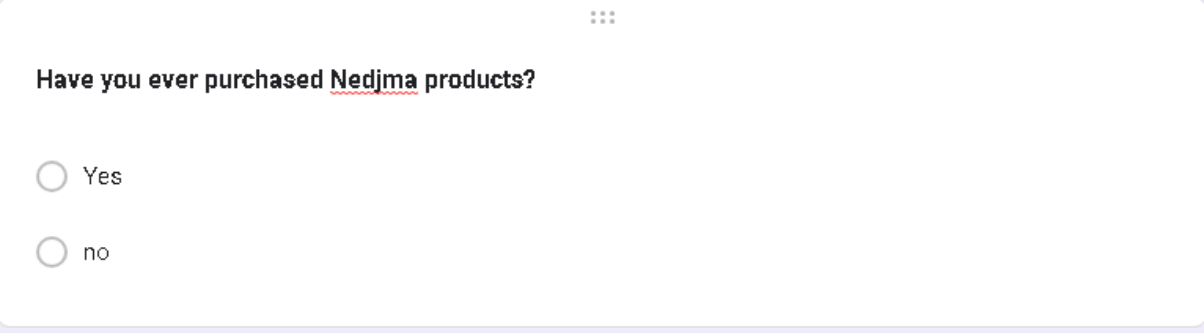
Are you familiar with the brand Nedjma?

- yes
- no

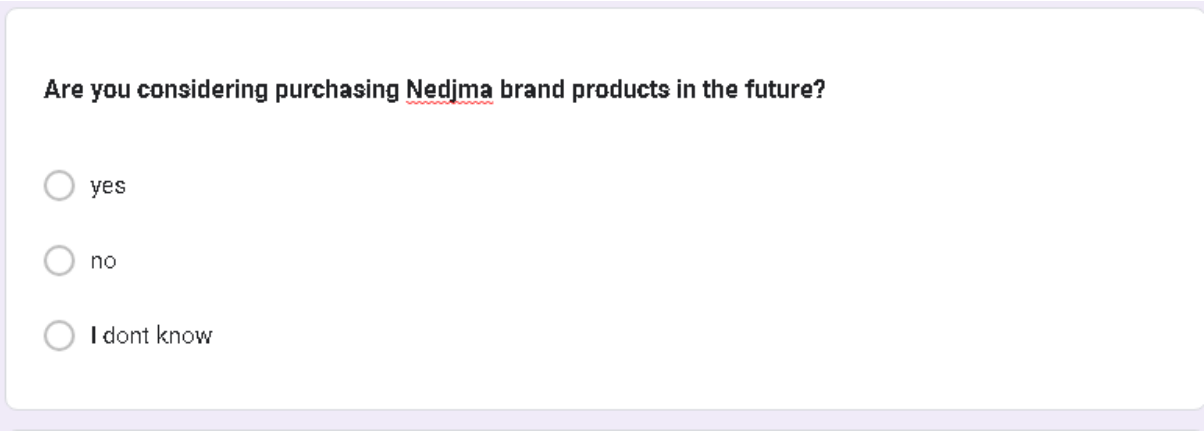
Question6



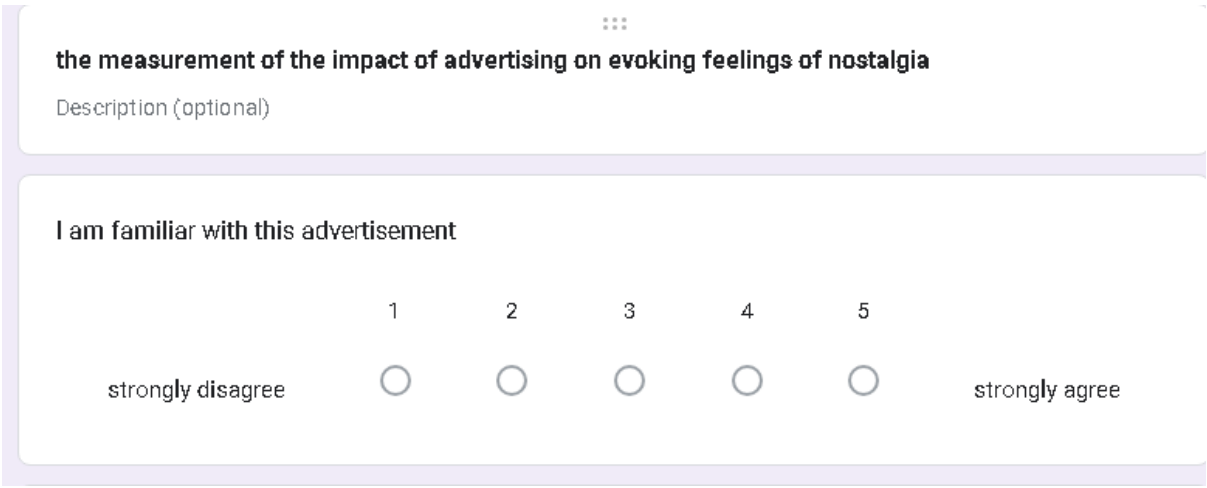
Question7



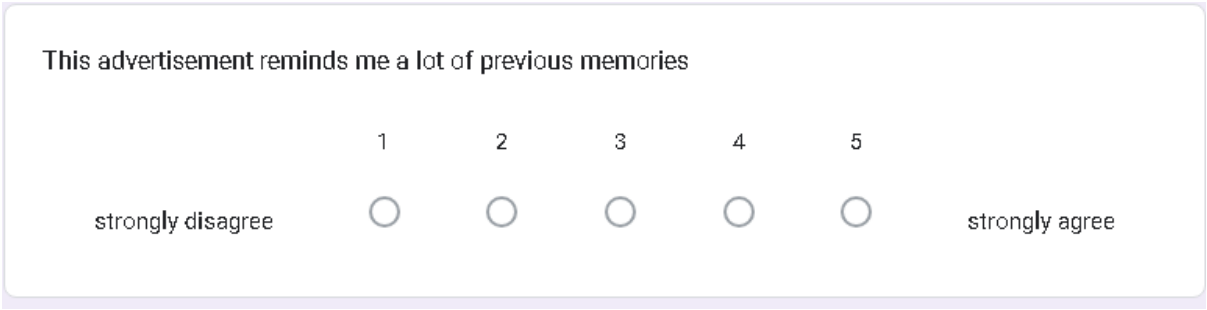
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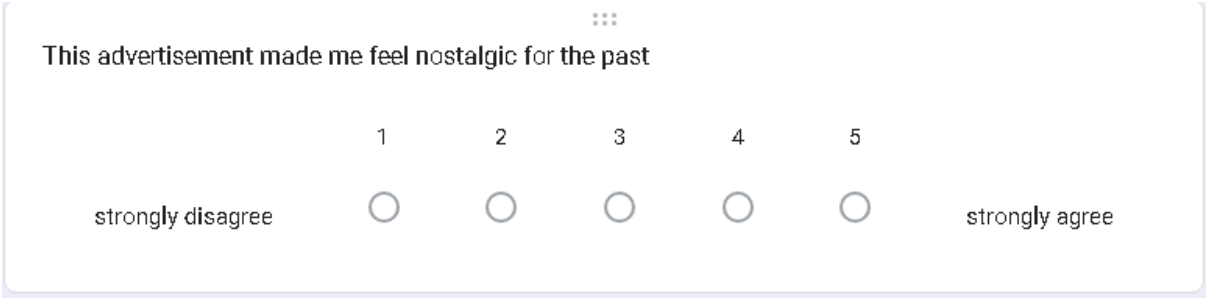
Question9



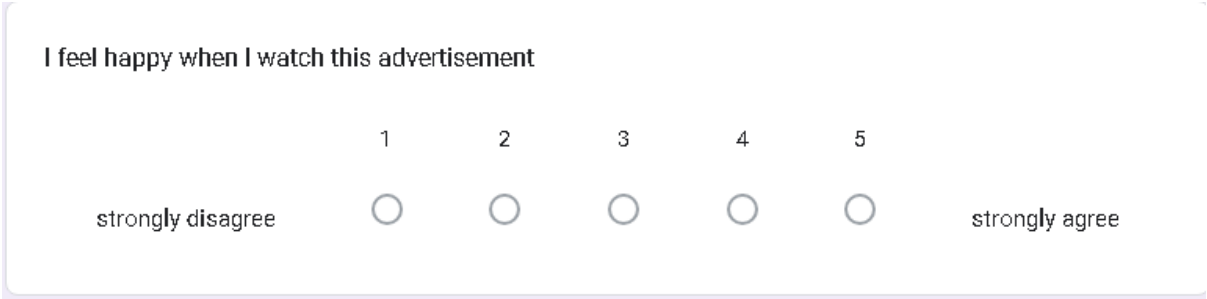
Question10



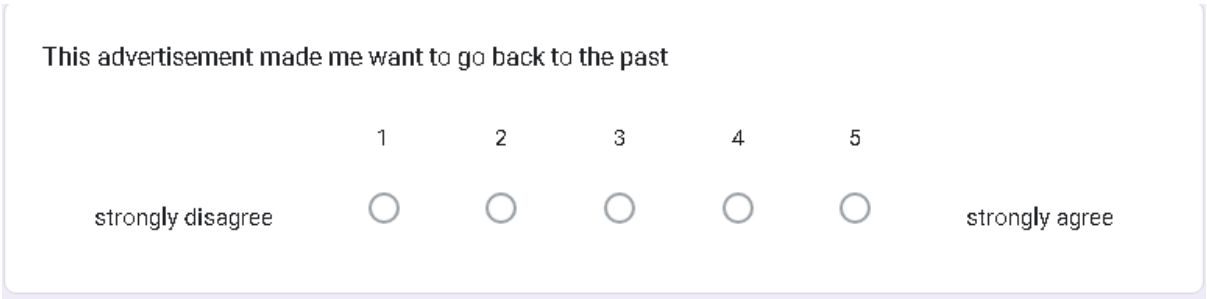
Question11



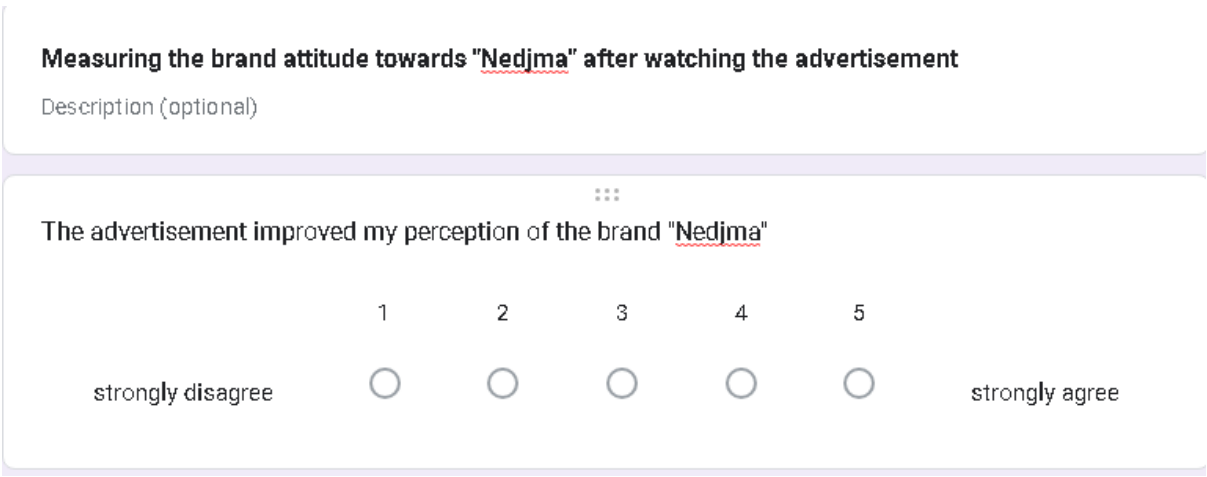
Question12



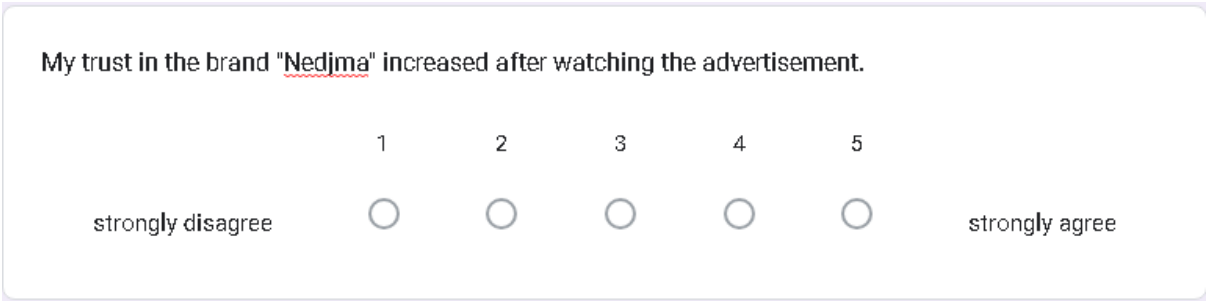
Question13



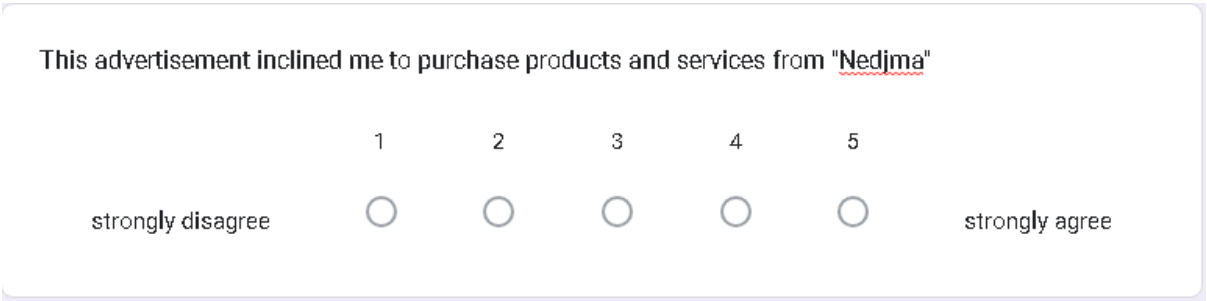
Question14



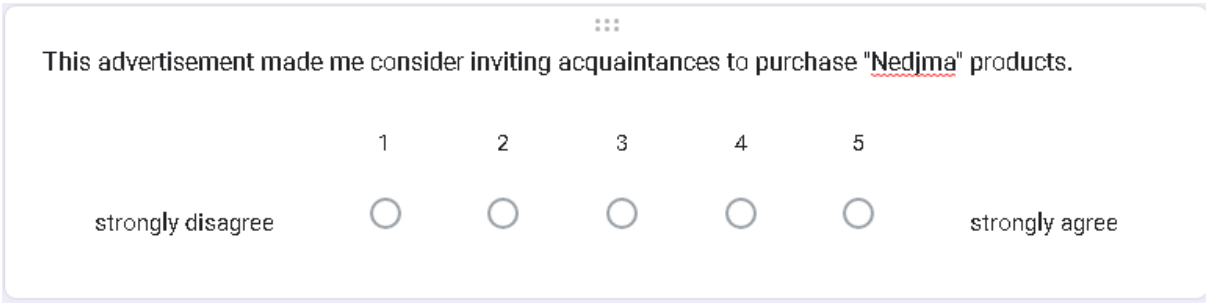
Question15



Question16



Question17



Question18

measuring the purchase intention towards 'Nedjma' brand after watching the advertisement.

Description (optional)

The feeling that this advertisement instilled in me made me desire to purchase products and services from 'Nedjma'.

	1	2	3	4	5	
strongly disagree	○	○	○	○	○	strongly agree

Question19

The emotion I felt after watching the advertisement made me consider searching for 'Nedjma' products and services.

	1	2	3	4	5	
strongly disagree	○	○	○	○	○	strongly agree

Question20

The emotions conveyed in this advertisement have the power to take me from my current brand to the 'Nedjma' brand.

	1	2	3	4	5	
strongly disagree	○	○	○	○	○	strongly agree

Abstract

This thesis investigates the impact of nostalgia marketing on purchasing intention among Algerian consumers. The study aims to explore the relationship between ad-evoked nostalgia, brand attitude, and purchasing intention. The research questions guiding this study are: (1) Does ad-evoked nostalgia affect purchasing intention? (2) Does ad-evoked nostalgia affect brand attitude? (3) Does brand attitude influence purchasing intention?

The first chapter introduces the research questions and formulates three hypotheses based on these questions. Chapter 2 provides an overview of nostalgia marketing, emphasizing its relevance in advertising and reviewing existing literature on the topic. Chapter 3 delves into consumer behavior and brand attitude, discussing the factors that influence consumer decision-making and examining the role of brand attitude in this process.

In Chapter 4, an empirical study is conducted to investigate the relationships among ad-evoked nostalgia, brand attitude, and purchasing intention. The research methodology includes sample selection, data collection, and data analysis. The findings reveal positive relationships between ad-evoked nostalgia and both brand attitude and purchasing intention. Additionally, a positive relationship is observed between brand attitude and purchasing intention.

The results of the empirical study provide insights into the effectiveness of nostalgia marketing in shaping consumer attitudes and intentions to purchase among Algerian consumers. The implications of these findings are discussed in detail, highlighting the importance of incorporating nostalgia-based advertising strategies to enhance brand attitude and stimulate purchasing intention.

The conclusion chapter summarizes the key findings and their implications, and offers recommendations for marketers and advertisers targeting the Algerian market. Future research directions are also proposed to further explore the dynamics of nostalgia marketing and its influence on consumer behavior in different cultural contexts.

Keywords: Nostalgia marketing, purchasing intention, ad-evoked nostalgia, brand attitude, consumer behavior, Algerian consumers.

ملخص

تبحث هذه المذكرة العلمية في تأثير التسويق بالحنين على نية الشراء بين المستهلكين الجزائريين. تهدف الدراسة إلى استكشاف العلاقة بين الحنين الذي يثيره الإعلان، والموقف من العلامة التجارية، ونية الشراء. وتتمثل أسئلة البحث التوجيهية لهذه الدراسة في: (1) هل يؤثر الحنين الذي يثيره الإعلان على نية الشراء؟ (2) هل يؤثر الحنين الذي يثيره الإعلان على الموقف من العلامة التجارية؟ (3) هل يؤثر الموقف من العلامة التجارية على نية الشراء؟

يقدم الفصل الأول أسئلة البحث ويصيغ ثلاث فرضيات استنادًا إلى هذه الأسئلة. يقدم الفصل الثاني نظرة عامة عن التسويق بالحنين، مع التركيز على أهميته في الإعلان واستعراض الدراسات الحالية حول هذا الموضوع. يتعمق الفصل الثالث في سلوك المستهلك والموقف من العلامة التجارية، مع مناقشة العوامل التي تؤثر في اتخاذ المستهلك للقرارات وفحص دور الموقف من العلامة التجارية في هذه العملية.

في الفصل الرابع، يتم إجراء دراسة تجريبية لاستكشاف العلاقات بين الحنين الذي يثيره الإعلان، الموقف من العلامة التجارية، ونية الشراء. تشمل منهجية البحث اختيار العينة وجمع البيانات وتحليلها. تكشف النتائج عن وجود علاقات إيجابية بين الحنين الذي يثيره الإعلان وكل الموقف من العلامة التجارية ونية الشراء. بالإضافة إلى ذلك، يتم ملاحظة وجود علاقة إيجابية بين الموقف من العلامة التجارية ونية الشراء.

تقدم نتائج الدراسة التجريبية نظرة مفيدة حول فعالية التسويق بالحنين في تشكيل اتجاهات المستهلكين الجزائريين ونواياهم في الشراء. يتم مناقشة تداعيات هذه النتائج بالتفصيل، مع التأكيد على أهمية تضمين استراتيجيات الإعلان المستندة إلى الحنين لتعزيز الموقف من العلامة التجارية وتحفيز نية الشراء.

يُلخص الفصل الختامي النتائج الرئيسية وتداعياتها، ويقدم توصيات للمسوّقين والمعلنين الذين يستهدفون السوق الجزائري. كما يُقترح اتجاهات للبحث المستقبلي لاستكشاف مزيد من ديناميكية التسويق بالحنين وتأثيره على سلوك المستهلك في سياقات ثقافية مختلفة.

الكلمات المفتاحية: التسويق بالحنين، نية الشراء، الحنين الذي يثيره الإعلان، الموقف من العلامة التجارية، سلوك المستهلك، المستهلكين الجزائريين.