THE EFFECT OF EMOTIONAL COMMITMENT ON BRAND LOYALTY IN RETRO MARKETING FOR TURKISH BEVERAGE SECTOR: A STUDY ON A FOUNDATION UNIVERSITY STUDENTS IN ISTANBUL

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ABSTRACT

The intensification of competition in every area and the increase in consumer expectations every day necessitate companies to constantly seek new search for branding strategies.Nostalgia and the concept of retro offer important opportunities for brands to attract the attention of their consumers and look for new elements that will appeal to their thoughts and feelings.

The aim of this study is to determine the nostalgia tendencies of the young generation, which is defined as postmodern individuals, and to analyze the effect of retro theme on brand loyalty. The data was collected by the survey method; nostalgia tendencies of the participants were determined and the role of emotional commitment on brand loyalty was explored by focusing on the concepts of brand image, nostalgia proneness, brand inheritance and self-identification.In addition, it was found that the tendency of nostalgia did not have any effect on the brand loyalty of postmodern individuals.

Key words: Nostalgia, Nostalgic Marketing, Retro Marketing, Emotional Commitment, Brand Loyalty, Brand Inheritance, Self-Identification, Nostalgia Proness.

ÖZET

Her alanda rekabetin yoğunlaşması ve tüketici beklentilerinin her geçen gün artması firmaların markalaşma stratejilerinde sürekli yeni arayışlara başvurmasını gerektirmektedir. Markalar tüketicilerinin dikkatini çekecek, onların hem düşüncelerine, hem duygularına hitap edecek yeni unsurlar ararken nostalji ve retro kavramının önemli fırsatlar sunduğu görülmektedir.

Bu araştırmanın amacı özellikle postmodern bireyler olarak tanımlanan genç jenerasyonun nostalji eğilimlerini belirlemek ve retro temasının marka sadakatlerine etkisini analiz etmektir. Anket yöntemiyle toplanan veriler analiz edildiğinde katılımcıların nostalji eğilimleri tespit edilmiş olup, marka imajı, marka mirası algısı ve kendini özdeşleştirme kavramları üzerinde durularak, duygusal bağlılığın marka sadakati üzerindeki aracı rolü araştırılmıştır. Ayrıca nostalji eğiliminin postmodern bireylerin marka sadaketine etkisinin olmadığı saptanmıştır.

Anahtar kelimeler: *Nostalji, Nostaljik Pazarlama, Retro Pazarlama, Duygusal Bağlılık, Marka Sadakati, Marka Mirası, Kendinle Özdeşleştirme, Nostalji Eğilimi*

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TABLE OF CONTENTS

LIST OF ABBREVIATIONS

SPSS	Statistical Package for the Social Sciences
KMO	Kaiser-Meyer-Olkin Measurement
EC	Emotional Commitment
NP	Nostalgia Proneness
BL	Brand Loyalty
SI	Self-Identification
BI	Brand Image
BN	Brand Inheritance

LIST OF FIGURES

LIST OF TABLES

1. INTRODUCTION

Retro Marketing, Retro Branding and Nostalgia Marketing are some of the popular topics that have recently come to our agenda in the fast-paced world. Nostalgia can be a key source of bringing the product and the final consumer together.Today's consumer profile and the market structure are changing day by day, thus retro marketing has become one of the popular marketing strategy. An academic fraction regards to the retro marketing as a temporary trend. But there is also another academic notion that claims just the opposite, which states that retro marketing creates a market advantage (Kolbl, 2015).

This study is focusing on the concept of retro and retro marketing activities, consists of three related subgroups.At the first part of the study, the concept of nostalgia, the tendency of nostalgia, retro and retro marketing concepts are explained in detail.In particular, the features and applications examples of retro marketing and the attitudes of the consumers who prefer to use retro products are also mentioned (Keskin, 2011).

The second section of the study focused on the concept of emotional commitment and its effects on the brand loyalty of the consumers willing to purchase retro products. Retro marketing is a remarkably preferred marketing method especially in the food sector as in many others (Grębosz, 2015).

Finally, in the last chapter, the study was conducted to determine the relationship between the nostalgia tendencies of foundation university students who living in Istanbul and their stage of emotional commitment and brand loyalty toward beverage brands that prefer to use retro concepts in their campaign

1.1. Purpose of the Study

Retro marketing is a process of forming a brand image based on the product's heritage or concept of nostalgia. Retro marketing can assist in changing consumer's perspective through the product itself and help in making it up to date and attractive again (Brown, 2001).

The purpose of this studyissearching the nostalgic beverage advertisement's effects on postmodern individuals born between the years of 1990 and 2000, and also to investigate their level of loyalty towards the brands using retro marketing activities to promote their products in the emotional context.Besides, it is assumed that investigating the various dimensions of nostalgia tendency might show the existence of the relationship between the concepts of nostalgia and brand loyalty.

In the study, literature review was conducted through studies in literature about nostalgia and advertising within the conceptual framework. Following section of the research methodology and the findings of the study, limitations, implications and the suggestions for the future studies are also mentioned.

In this study, the behaviors of consumers who prefer to buy retro products are discussed.In this respect, the definition, development, and various applications of retro marketing are explained in detail. Besides that, the historical development of retro marketing and the factors affecting the orientations of consumers are also included to the study.

The purpose of this study is determining the nostalgia tendencies, brand loyalty and the level of commitment of postmodern individuals and to identify the approaches of related individuals towards the usage of nostalgia theme in beverage advertisements. It is assumed that the relationship of nostalgia with buying behaviors

will be revealed by investigating the postmodern individual's attitude towards retro marketing and the different dimensions of nostalgia tendency.Due to the negative emotions, which are created with the effect of the information age, individuals start toseek for continuity, feeling of belonging and security, thus it allows to the association of the concept of nostalgia with the young individuals (Brown, 2003). Basedon the lack of research that links to the nostalgia and young generation, it is expectedthat the findings will contribute to the literature.

1.2. Importance of the Study

In this study, it is mentioned about the development process of retro marketing and the consumers' attitude toward the related concepts; therefore, this study will be a good source for the organizations that aim to formulate strategy and to keep their existence in the beverage sector.

Specifying the effective factors in the retro-marketing tendency of consumers, as a result of the data analysis will be important findings on behalf of the organizations. Herewith, the study will provide a significant contribution to Turkish business literature.

Retro marketing not only targets middle-aged individuals as an audience, who wants to relive their past experience but also postmodern individuals who want to connect with the past (Okan, 2016).Marketers use retro marketing strategies to differentiate products. The main aim of retro marketing is to touch the individual's emotions by reminding them of the good old days. Because people do not always consider the function of the products at the purchasing process, they buy their memories. Retro marketing has an impact that reflects the irresistible effect of

nostalgia to the consumers, which are; prolonging the life cycles of the products or initiating these periods again. For this reason, there are many studies in the marketing literature that consider the nostalgic tendency of consumers and retro marketing (Lindstrom, 2007).

The possibility that young individuals are sensitive to nostalgia as much as the middle-aged ones, and it can be relevant to the speed of development of communication and technology. A technological product produced five to ten years ago can be referred to as antique these days, thus; digital nostalgia has entered our agenda.. The fact that there are no sufficient studies that aim to reveal the relationship between nostalgia and younger inviduals under the effect of rapidly changing living conditions also emphasiz

2. RETRO MARKETING

The conceptualization of retro marketing in academic literature was first time carried out by Stephen Brown in 2001. Brown (2001) terms this a "retro revolution" in which the resurrection of former brands and their images have become an ever-increasingly attractive choice for marketing managers.

Brown (2001) has mentioned the importance, development and, the effects of retro streaming on marketing in his book named "Marketing: Retro Revolution". Stephen Brown (2001) defines retro marketing as; "Retro marketing is a process of building brand image depending upon related product's heritage or nostalgia."

2.1. Definition of Retro and Retro Marketing

The concept of retro is reproduced from the retrospectiveterm (Pinarbasi, 2017). Nowadays, the retro concept is used in marketing activities by combining with the yearning for the past. (Castellano, 2013) When considered in this respect, it is possible to be faced with the retro stream in almost every area of daily life.

When the ready-wear industry where retro concept is used very frequently sector is considered, the popular designs of the 1970s and 1980s were presented tocustomers again and marketers have received very positive feedback.Music is another sector which retro streaming is preferred. From time to time, music albums of famous artists launch to the market as the name with "best of" or "classics". Suchmarketing strategies are remarkable examples of retro streaming (Turkyilmaz, 2016).As mentioned in the examples, today, retro has a very strong influence on almost all aspects of the retail industry. The retro concept, which attracts the attention of the

consumers very effectively, played an important role in the shaping of marketing activities (McCole, 2004). In other words, the retro streaming and the concept have also affected marketing activities. Thus the concept of retro marketing has emerged (Turkyilmaz, 2016). Retro marketing gathers the customer who longing to the past and the product of the related period of time. Besides that, it helps to transfer the past experiences to the young generations effectively (Altıntug, 2011).

Another definition of the subject of retro is made by Brown, Kozinets, and Sherry (2003)as*"the revival or re-launch of a product or service brand from a prior historical period, which is usually but not always updated to contemporary standards of performance, functioning, or taste"*.

Retro marketing can assist in changing to target customer's perspective through the product itself and assist in making it popular and attractive again. Marketing managers intentionally look through the brand history and recreate the factors of the related period that could assist them to revive the current products and create maximum value for those present products (Brown, 2003).

The idea behind retro marketing is that, to ensure customers prefer products that carry traces of their lives in the buying decision process.In recent years, the concept of retro has been associated with an intense longing with the past, so consumers are also demanding the way of life, social conditions and other characteristics of the related period that concerned. And it's about using nostalgia concept for the past to make a new product more attractive. Retro marketing is the most economically efficient way of connecting with the past, touching the feelings of the customer (Korkmazet.al, 2009).

Mining or revealing nostalgia factor in the product is the key to prospering retro marketing. Retro marketing is not only to simply add a nostalgia perspective through to product, but also use these factors to combine the external environment and product itself. According to Brown (1999), retro marketing is examined in three categories;repro, retro and repro-retro.*Repro* is concerned with the reproduction of the former useful product. Repro means to reproduce objects that were formerly considered beautiful (Keskin, 2011). Re-publishing of an old school black and white commercial is a cost-efficient way to revive a product or a service again. And repro is a very convenient way to recreate the feel of nostalgia (Altıntug, 2011).

Theme of *Retro*is formed by the combination of old and new concepts (Keskin, 2011).Related products are produced in an appearance of their former style, but they are equipped and designed by using new technology. For example, one of the most famous watchmaker Tag Heuer'scommercials can be a good example of retroconcept.The designers of the brand , create the mechanical part of the watches utilize by nowadays high technology while keeping the exterior design totally loyal to the past (Altintug, 2011).

And the *repro-retro*, it is also called neo-nostalgia, refers to products inspired by the past (Brown, 1999).It's referring to, using in the commercials, all product that already produced- ordered chronologically from past to the present day (Altintug, 2011).

Retro marketing has been used in previous studies to investigate why consumers and companies are turning their face back to the past.Retro marketing does not only refer to the past but also interesting with how past and present is connected to each other (Castellano, 2013).

Another point of view about retro marketing is that revitalizing of a new product or a brand with one of its pre-death forms can create an effect of frustration on new consumers but at the same time it can increase the joy of nostalgia of the current consumers (Geissler, 2015).

2.2. Key Concepts Related to Retro Marketing

2.2.1 Nostalgia and Nostalgia Marketing

The concept of nostalgia was primarily defined by Johannes Hofer in 1863 as a medical condition and mentioned that it is originated from the feeling of homesick (Wilson, 2005). According to Davis (1979), nostalgia has been described as "a longing for home and homeland" (Holak&Havlena, 1998). The notion of nostalgia expresses the feeling of longing for the past's beauty and it's the process of the related sensations became dominant. Another definition of nostalgia states that a person cannot experience proper nostalgia feeling without living through in an era or anevent (Davis,1979).

It's well known that individuals have longed for the beautiful and peaceful days in their past due to certain reasons during their lives. In particular, individuals who had a difference in terms of various factors- which are; intense work pressure, responsibilities etc. – between their past and the present life have more longing for the past. Changes in individuals' life standards can trigger nostalgia proneness (Turkyilmaz, 2016).

Nostalgia-based marketing activities are focused on postmodern individuals who want to connect with their past and nostalgia marketing is becoming ever-increasingly

popular as firms seek to diversify themselves and engage their target consumers in a brand-cluttered new world.

Thus, academicians who were specialized in consumer behaviors meticulously analyzed, new marketing approaches are being designed according to emerging trends. For example, the baby boomers generation, people who were born between the years of 1950-1965 loves nostalgia and they feel belong to their past. Thus, in the light of such information, marketers realized that they could create a brand awareness and loyalty with using nostalgia proneness as a bridge between the people who belong their past and the brand. There is a strong correlation between the concept of nostalgia and retro marketing (Gokaliler, 2015). Over the last 20 years, many long- abandoned brands have been revitalized and successfully resurrected. Retro marketing revolution was needed to revitalized old brands and meet people's longing for nostalgia (Merlo &Perugini, 1994).

But nowadays, under the influence of the globalizing world, considering the mobility of modern individuals in today's society, theirloyalty to a country, town or a particular house has diminished. Thus, the psychological situation, formerly referred as homesickness, has lost its significance. Developments in information communication technologies, changes in societies and modern life are the factors that reduce the impact of homesickness either (Gokaliler, 2015). The concept of nostalgia examined periodically, andit has been concentrated on individuals who entered the middle age period after the youth. While research in the consumer behavior aspect starts to focus on nostalgia, Holbrook (1990) propounds the nostalgia index designed to measure the nostalgia tendency and to foresee the sentimental reactions through the relatednostalgic stimuli. The scale was tested in the broad range of product categories and achieved an admissible level of reliability and validity.

From a sociological point of view, nostalgia proneness as a mechanism, allows individuals to hold and maintain their identities in transitions that are important in their lives such as youth from childhood, adolescence to adulthood, from single to married life etc. But the effects of all transitions in human life are not on an equal basis; the longing for childhood and adolescence is stronger than the other periods. The tendency of nostalgia reaches to peak in middle-aged individuals (Davis, 1979).Certain past experiences and eras are had a strong impact to evoke nostalgic emotions like adolescence and early adulthood than for any other eras.

The literature lay emphasis on two types of nostalgia; personal and historical (Havlena &Holak, 1991; Stern, 1992). Personal nostalgia defined as idealized memories based on a private perspective (Stern, 1992). It's addressed to experiences in past and how thepast feels. It's only based on personal experiences and match up with preferences and likes of an individual. Finally, it's based on an idealized restructured past, not a certainly peaceful puerility (Levinson, 2009).

Historical nostalgia does not rely on personal experiences, it can base upon ancestors experiences or memories as well as personal ones. Historical nostalgia shaped by society's collective memory (Eser, 2007). The past is seen as the "good old days" and it's a way to escape from present day's problems. These two concepts are also divided within themselves.

Davis (1979) also divided nostalgic experiences among three levels. The first level is;*simple nostalgia*which is related to the basic, unquestioning opinion that "things were better in the past". The second level is called as *reflexive nostalgia* and it's based on acting analytically rather than sentimentally through the nostalgia perspective. The last and the third level iscalled as, *interpreted nostalgia, which*involves individuals' process of analysis on their own memories.

Old brands eventually mislay the charm of being predecessor in a product range and the nostalgia created in the collective memory of the customers helps to create value for the brand. Continuous and the significance of the nostalgiaprocess depend on the consumers' awareness-raising and ethical value internalizing of enterprises (Davis,1979).

2.2.2 Retro Branding

In today's modern world retro brands are given revive and their chances will be more in the future than today. If a generation feels affiliated with the brand and on emotional commitment- there is possibility that those emotions will transform to sales for the firm.

Also Brown, Kozinets, and Sherry (2001) mentioned four basic themes to ensure the success of retro branding in their research. Concepts of Allegory, Arcadia, Aura and, Antinomy were accepted as 4A's of retro branding. According to the authors, *Allegory*; a prospering retro brand relies on a symbolic story with a powerful morality. Marketers should be aware of to create a moralized brand story or metaphors.

With *Arcadia*;marketers try to create a perception of the past wasautopian, special, and even magical place and then impose it on the customer's mind. But the idealized past is equipped with today's technology.

*Aura*defined as a brand's foundation. According to Brown (2003), a retro brand's aura belongs to a strong sense of authenticity and uniqueness. Thus, the retro brand can reassure new generation consumers faced with high-levels of apprehension caused by rapid changes through offering a sense of permanence, authenticity, and uniqueness.

Lastly, *Antinomy*, it is called as brand paradox. A brand, especially a technologicalone, contains a few cultural paradoxes within its brand perception. The paradoxes are described, as customer experiences are those between new and old, past and future, tradition and modern.

Boomers and Xers were found to be target audience who had an intimacy and memories through the retro brands and they were affluently attracted to it. But also millennia's influence as much as older generations. As a matter of fact, millennialsvalue experiences. The old stories, memories,and experiences shared with them created a strong image and awareness about the retro brands.Besides millennia's also been impressed by the Internet for their attraction to retro brands. Internet procured a bigger platform with conveniently available images, videos and documents about the history and helped them to build awareness about the retro brands (Okan &Guzel, 2016).

The campaigns, which prefer to use the Internet as a source such as social media also, assisted to strengthen the feel of old brands. Retro branding purpose is not the building new, it aims to just revive the past of the brand and rejuvenescence that history. Recreatation of old memories helps the marketers to draw the attention the target customers toward the brand. Considering the fact that it's so much expensive to create a brand from scratch and continuously invent init till it becomes a prospering to give profit.

In today's world, marketers prefer to rejuvenate old brands, due to its cost- efficient and less time-consuming. There are few facts which marketers should take into consideration when they try to connect with the customers such as; authenticity, simplicity, identity, membership, independence, and fun. The strength of the old brands is the appeal with which carries the consumers to an attractive world. Thus

customers create memories of a world where there are no aggressive marketing tactics that make them disturbed.

2.2.3 Brand Revitalization

Brand revitalization strategies assist firms to pass through compelling phases in their lifecycle. In every product range, there are certain examples of outstanding and favorite brands that have faced with hard times or, in some instance, totally disappeared. When brands enter the periodof sales decrease and maturity stages of the product lifecycle marketing managers should take into account brand revitalization strategies (Kolbl, Konecnik & Kolar, 2015). Launch a new brand to the market is much more costly and risky than to attempt to revitalize an existing brand.

Research has declared that to decide revitalization strategies interest both marketing and finance departments (Shetty, Raghavendra & Mathew, 2014; Thomas &Kohli, 2009). For instance, an American former popular beverage brand Mountain Dew has managed to make a fascinating return recently. For this purpose brands sometimes had to turn back to their roots to recapture the deficiency of equity.

To be successful into the retro marketing rush, marketers should take into consideration the six fundamental characteristics for their brand revival. Some of which are; Dormancy describedas, abrand must be located the related customer's memorybut must remain intactfrom current marketing activities.Iconicity is the core of attractiveness.

The brand to be revitalized might mean something for the generation, the cohort and the culture. Another definition of brand revitalization belongs to Kapferer (2008).

Kapferer(2008) developed the definition of brand revitalization into a compatible whole. *"Brand revitalization, in the narrow sense, consists of recreating a consistent flow of sales, putting the brand back to life, on a growth slope again. When the brand is made up of many products, we shall see that this typically entails two parallel actions: maintaining a well-known product globally in its original design and form (to keep its franchise) and reinventing it for new and younger consumers (that is to say asking the question, what would this product be today, if we had to invent it from scratch for the needs of modern consumers?)"*

The common definitions of brand revitalization in the literature differ exceedingly from scholar to scholar. All of the ancestors authors are agreed on one main though, the necessity to review the overall state of the brand, before starting the revitalization process.

Lehu (2004) states that brand managers should identify the symptoms of brand aging, particularly by being interested with the product offer, the target audience and the skills of communicating with its targeted group of customer.Retail marketing is expected to provide a variety of benefits to brands and businesses.

2.3. The Advantages of Retro Marketing and Related Concepts

Retro and vintage are the new-fashioned terms in nowadays. Mentioned concepts can recreate the feeling of happymemories in customers' hearts. Brands and firms expect to provide the variety of benefits from retro marketing activities. Thereby, relevant activities ensure a chance to respond the changing consumer demands and needs in order to conduct a positive brand image tohelpidentifyingthe brand and to enable generating brand inheritance (Goldstein, 2012).

These benefits can emerge after retro marketing activities thereby related benefits can appear not only one by one but also can show up as a chain effect. For instance, a strong and positive brand image, which is well settled in target customers mind, will increase the trust level toward to the brand. Thus, brand loyalty will be positively affected at the end of the day (Turkyilmaz, 2016).

Besides, there is another worthy of note advantage to useretro marketing, and that's its ability to evoke customers of a brand's history in order to construct loyalty and trust. With retro marketing activities, customers are enticed to pursue their brand loyalty following their long-term association with the related brand (Turkyilmaz, 2016).

Some of the mentioned advantages detailelly explained below in detail:

2.3.1 Nostalgia Proneness

The propensity to receive nostalgia more or less most of the time can be named as "nostalgia proneness" (Schindler & Holbrook 1993;Holbrook & Schindler 1994; Sierra & McQuitty 2007;Vignolles & Pichon 2014). Nostalgia pronenesscan be described as individuals' "*inherent tendency to experience nostalgic feelings*" (Reisenwitz et al., 2004), as a psychological trait (Seehusen et al., 2013).

Holbrook(1993) suggested a variable called "nostalgia proneness" and enhance a scale to measure the aforementioned concept. Nostalgia proneness is defined as, "an attitude toward the past" (Holbrook &Shindler, 1994). The process of identification of the nostalgic consumer for segmentation and the testing process of hypothesesare based on the nature and determinants of trait needs proper and valid measures for nostalgia proneness. Also, there are reasonable differences between individuals'

responses due to their cross-cultural and life experiences. Holbrook (1994) advises for to the future research to focus on the effect of cross-cultural level on nostalgia phenomena and the exploration of how it can differ between east and west regions of the world.

Thus, individuals who faced with major uncertainty or change in their lifetime can be more prone to nostalgia experience. For instance,Davis (1979) mentioned that males have been more prone to the concept of nostalgia by the reason of the fact that they face with more non-continuation in their lifetime such as entrance the workforce, retirement process from work. Also, Davis (1979) posited that females until last decade probably have been remaining at home and depend to their birthplace. Whereas Schely-Newman (2001) suggested that there are any differences between the genders in "nostalgia proneness".

Former research has statedthat there is anaffirmative relationship between age and proneness through to nostalgia (Reisenwitz et al., 2004); elderly customer groups might have stronger responses to nostalgia advertisement rather than youth (Chou & Lien, 2010). On the other hand, Davis (1979) also formulate in the study hypothesis related to the intensity of nostalgia proneness has an impact on individuals' life cycle. Individuals can be more prone to experience the nostalgia during transition periods in their lives. Hence, Davis (1979) states that people who enter into the process of mid-life crisis or a revaluation of their business life would be nostalgia-prone.Hereby Davis (1979) defines nostalgia proneness as "true nostalgia" and the other scholars like Kennedy and Baker (1994) calls the related concept as "real nostalgia".

For instance, on averagely, nostalgia prone individuals are not delighted or sad less than nostalgia-prone people; however nostalgia sensitive individuals tend to perceive emotions more intensely. A nostalgia-prone individual might be more likely to

remember going fishing with parents, but the less sensitive individual might recall to do it alone(Reisenwitz,2004).

Nowadays; history, historical places, and symbols, which the concepts that have a nostalgic foundation used to create a nostalgia perception for young individuals with the help of the advertisements published in the social media networks that they use frequently (Reisenwitz,2004).

In advertising campaigns that carry the longing for the past through to social media, there are also applications that allow people to participate. For example, it is requested to comment on the shared advertising images on Facebook, or Twitter, and the content sharing users are allowed to participate in nostalgia experience.

A local brand, which is called Pino Flavor Stop, shared a tag on the social media, like; "once upon a time" and it can be a decent example for the usage of nostalgia element in the social media. In that advertisement, marketers do not only try to emphasize the reliability of a brand has 38 years of history, but also to create a nostalgia group in a sense by asking from former users to share their past memories and experiences with the related brand and its products (Guzel& Okan, 2016).

For those who are postmodern individuals, have witnessed the technological developments, as well as they also experienced the times that the social media were not popular as much as the present day, so longing for the past and the face-to-face communication for these individuals make the concept of nostalgia is a proper alternative (Guzel& Okan, 2016).

2.3.2 Brand Image

The brand image can be explained as how the consumers perceive the brand in a very simplest way. It is the way of how customers make their preferences after they collect information of aboutacertain brand and the otheralternative options (Ataman & Ulengin, 2003).

One of the main objectives of marketing management is to market the products or services and to create a purchase decision for the customer. In the decision-making process of consumers, the cognitive and symbolic values are in the foreground during the purchasing process. From this perspective, brand image assists in adding value to the brand. (Erdogan, Kucukkancabas&Esen,2015).

Brand image refers to customers' overall perception and feelingstoward a brand and the influence of power on consumer behaviors. Brand image is mostly linked to the standards of a product and a service but it also goes much further than this, it's also seeking to create connections between the customers' aspirations, status and, lifestyles (Alden et al., 1999). For marketers, the main objective of their activities are to attract and impress the target customers' perceptions and attitudes against the brand, to set the brand image in customers' mind properly, regardless what their brand's marketing strategies are.Brands are an inseparable part of products and have physical or non-physical elements(Ozguven &Karatas, 2010).

Brand image is also related to brand personality and there is a link between consumers' individual experiences with the brand (Biby, 2011). Therefore, it is possible to say that brand image also has a cognitive meaning that includes personal experiences of consumers (Balikcioglu&Oflazoglu, 2015).

One of the main purpose of brand images to trigger sensual responses (Bigne et al., 2001) and frequently depending upon subjective aspects, for instance beliefs, emotions, future expectations and, experiences (Wang &Wang, 2011). Moreover, it's vital to create a correct association between the brand image and advertisement in the customers' mind (Guzman &Paswan, 2009).

Nowadays, brands are trying to reach the emotions of consumers in the changing market structure.The aim is creating an emotional connection between consumers and brand through nostalgia-based communication studies, which has become important for marketing since 1990's (Gokaliler&Arslan, 2015).This process should be sustained in parallel with the brand image, which is aimed to create consumers' minds by the firm.When considered from this point of view brand image development, perhaps the most properdescription of nostalgia is;*"An emotional longing for experience, service or product from the good old days."* (Baker &Kennedy, 1994).

One of the most powerful features of the brand image is that association with a place is nostalgia and essentially meaning homesickness and this notion has come to involve any yearning for another place or period of time (Kessous &Roux, 2008).

Popular brands such as Apple, Arcelik and Coca Cola have a strong brand identity and image which can be accepted as a source for a strong past and revival. For example, Coca-Cola has always been a brand that's embraced its nostalgic past of the company and theycontinued to production of iconic bottles. Therefore, these brands can make modern products attractive to consumers' mind by using a nostalgia element in marketing communication (Goldstain, 2012).

Brand image in the minds of consumers has not shaped only the effect of brands or marketing managers. In this context, people around you it can be effective in the process of establishing the brand image in the consumer mind. For example, a person

who has never experience the X brand before, and who is not even interested in that brand, can be affected negatively by a close friend's bad experience with that brand may have a negative brand image (Turkyilmaz, 2016).

The process of the creation brand image in the customers' mind starts keeps the brand associations inindividuals' memories. Brand associations can be classified into five main categories (Duran, 2001). Which are defined as follows:

- *Attributes:*The brand should associate with the distinct characteristics in the customers' mind. For instance, Mercedes branded cars are more durable, robust and expensive, and these distinct features come to the customer's mind immediately with the help of the individuals previously established associations.

- *Benefits:* In addition to, features of the brand, the benefits that the provided to the customers must also occur into the mind.For example, Mercedes unequivocally provide their customers' a great driving pleasure, prestige and good performance.

- *Company Values:*The brand must be loyal to the company values. Like Mercedes, it is a well organized and an innovative company.

- *Personality:* The brand should spark off some characteristic properties in the target audience's mind. For example, Mercedes' revival as a middle-aged, serious, regular, and authoritarian person.

- *User/Customer:*The brand should give the message of what type of consumers it addresses as a company. Mercedes take aim at to the older, richer and more professional individuals to attract permanently.

In order to create a strong brand image, the brand must awaken the above-mentioned associations in the minds of its target customers. In addition, the brand image must be effective and integrated with the corporate image (Duran, 2001).

Since the brand image is related to the probability of purchasing, satisfaction, and assurance of consumers; establishing a brand image is different from the competitors and if the image consistent with the consumer will also affect sales positively (Akkaya, 1999).

2.3.3 Self – Identification

The 21st century has witnessed so many great inventions and developments in technology so it makes it difficult to keep current customers attention and retain the existing one.

Today's consumers are expressing themselves with the brands and so they only become loyal users of the brands that can successfully communicate with the target audience under the influence of fast production, consumption and competitive environment. Brand personality has a meaningful impact on the concept of self-identification (Bhattacharya, et al., 2003).

Consumers think that they can identify and express themselves with the favored brands' image. Mostly, customers tend to choose brands that are considered

"appropriate" for their self-image. Therewithal to expressing their self- identity through the daily choices they make, customers will often seek novel ways in which they can express their self- identity. Consumers make purchase consideration according to brand preferences. Consumers mostly identify themselves with the brand that they already experience. Thus it can be assumed that they adopt the brand with their own personality traits (Bhattacharya, et al., 2003).

In some cases, the brand is seen as the best friend of consumer and a living being with traces of the society and culture, which is the customers, live in it. Characteristics of a brand, customers identify themselves through the related brand they prefer to use, and they thought to purchase the products they find out a link between themselves and the products (Cop& Bekmezci, 2005).

Another advantage that retro marketing can provide to the brands and organizations is it allows consumers to identify themselves with the brand. The concept of self-identification with the brand is expressed as the beliefs of consumers that the brand reflects and represents them (Bhattacharya &Sen, 2003).

The idea of identifying itself with the brand has increasingly transformed consumers into brand addicts by connecting them to the brand. It is observed that self-identification causes a positive impact on the brand's users. This impact continues as long as the consumer is satisfied with the brand.

When it comes to an evoluation from a consumers' perspective; if, a certain feature of a brand; feels very close to that an individual is highly affected by brand or becomes associated with that brand and as a result this situation creates on urge to a repetitive purchase behavior. If the functional features of a product are identified with

the values and beliefs of an individual, it makes the brand preference in that direction (Azevedo & Farhangmehr, 2005).

If the brand can design its own identity properly in such a way the target customers will adopt and identify themselves with the brand eventually. Hereby, a strong established link between the brand and the customers create an addiction towards the brand (Kressmann,et al, 2006).

When companies design brand personalities in such way that the target consumers will adopt and identify with them, consumers will become addicted to those brands when they establish a strong link between brand and consumer. As a result, consumers tend to buy these brands repetitively (Berger &Health, 2007; White & Dahl, 2007).

From this point of view, brand is one of the most important factors, which separate firms from others. Especially, customers who identify themselves with a brand imagewould not prefer to change that changing the brand that purchase since many years. Thus, this is a fact that cannot in terms of evaluating the long-term success of the companies.

For example, Harley Davidson is the considerably popular motorcycle brand all around the world and offers to its target audience a different lifestyle, and also tries to give more to its consumers than a brand can do. Considering the Harley Davidson users, some characteristics such as; black and leather clothes, metal accessories, full body covered with tattoos, free-spirited, rough-looking consumers, come to every individual's mind but besides that, they can be considered as a group of people who totally worship for their brand. It's not a coincidence that customers who choose the Harley Davidson brand have similar characteristics. Herewith this is an indicator that the related brand concentrated on conducting a strong brand identity and brand

personality. The brand identity and brand personality elements transferred to the target audience through the marketing communication tools so as a result of this process the target audience with a free-spirit, adventurous and rebellious characteristics will identify themselves with that brand. Moreover, consumers not only prefer a brand but also have a high sense of emotional loyalty through to that brand (Turkyilmaz, 2016).

In the examples, it is mentioned that the success that has been created by identifying the consumer's self with the brand. However, the opposite case may occur either. In other words, consumers may have negative attitudes and behaviors toward brands that do not suit their self, identity, personality, values, beliefs, and judgments. In such cases, consumers are behaving timidly from these brands and show a tendency of not purchasing them, even if the brands offer great advantages in terms of price, quality or other related features (Turkyilmaz, 2016).

2.3.4 Brand Inheritance

The comprehensive study on brand inheritance was carried out by Urde, Greyser, and Balmer in 2007; and The concept of brand inheritance involves brand's demonstrated- track record, performances, organizational longevity, core values, symbols and the organizational beliefs in the importance of history (Urde, et al., 2007).

The brand inheritance is considered to be an important component of corporate brand identity. The inheritance of an organization helps to add associations, authenticity, and reliability to the brand's perceived value (Wiedmann, et al., 2011). Especially, consumers, who perceive risk, prefer to go towards familiar and reliable

brands. So it is indicated that the brand inheritance will positively affect consumer preferences, such as high price payment acceptance or purchase intention(Urde, et al.,2007).

Brand inheritance; in the case there are many rivals, it can be expressed as creating an emotional commitment to the consumer by bringing some features of the brand to the fore (Aaker, 1990).

Due to Urde (2007), demonstrated performance that the organizations over time have sustained to its values and promises. To illustrate, Volvo puts security at the forefront, the brand always keeps their words and meets the security needs of the consumers.Succinctly, and brand inheritance refers to the reliability level of the brand in the consumers' mind.

Organizational longevity means that the brand and organization have been operating in the market for a long time. Longevity does not singly lead to the creation of brand inheritance, but it is considered to be an important dimension (Urde, et al., 2007).

The core values of an organization show the corporate behavior, policies, and actions, but the meaningful usage of symbols in communication is another dimension of brand inheritance. For brands with inheritance, some specific symbols sometimes achieve an identity of their own and stand for that brand.Urde and the others (2007) claim that the concept of brand history and brand inheritance are different, and they stated that brand history related with the past but, on the contrary, the brand inheritance includes the past, the present and the future.According to the perspective of Urde and others (2007), the brand inheritance is a broader and primary dimension.

The concept of nostalgia with the convincing nature and the contribution to the creation of the brand inheritance is considered within the scope of new marketing methods. The concept of brand inheritance is perceived along with the variables of the marketing mix and describes the history of a particular brand (Brown, 2003).

Brand inheritance, which plays an important role in the formation of brand identity and image, (Gokaliler, et al., 2005) provides a sense of confidence to the consumers and helps to enable the brands to be positioned differently from its competitors.

All negative emotions such as uncertainty, insecurity and the threat of instability are being tried to transform into positive perception with the concept of nostalgia (Gokaliler, et al., 2005)

2.4. Implementation Examples of Retro Marketing

There are various examples of the use of the concept of retro in the field of marketing. Since brands have noticed out nostalgic tendencies and are capitalizing on them they prefer to create campaigns using retro marketing.Hereby, there are numerous examples of companies that have applied the concept of retro marketing in their marketing strategies due to the understanding of the advantages and the effects of retro marketing on brands; so the variety of methodologies are encountered.

2.4.1 Implementations from World

Retro marketing strategiesare about using the concept of nostalgia for the past to make a modern product appealing. Retro marketing contains to create a brand identity depend on the related brand's heritage or nostalgia feelings for a company's former products. Retro marketing can transform the related product itself, to make it look old

styled. For instance, the latest BMW Mini, and recently, the Fiat 500 are contemporary cars are contemporary cars and designed to look as they belong to the year of the 60s. Sometimes retro products can be a re-issue or replica of an old-fashioned product.

Automotive Designer Ferdinand Porsche designed new Beetle.After World War II, thepopularity of Beetle is increased in Europe and in North America. Volkswagen Beetle has become global with its durability, economy, user-friendliness and unique design. Hippies, middle-income families, even children of multi-millionaires have become Beetle user.

Pepsi's the very last campaign is called as "Refresh Everything" which brings the nostalgia feeling to the life with a mixture of new and old images. Even the redesigned logo seems to recall the glory years of the coke.

Another example of retro marketing in practice, it is noteworthy that Coca-Cola has been using products and visuals with the carry the traces of the 1950-1960s. Hereby, food and beverage sector producers are especially looking for nostalgic products that resemble homemade cookies, tomato paste, pickles, and noodles (Demir, 2008).

2.4.2 Implementations from Turkey

Also in Turkey, brands prefer to redesign the related products to promote in the market with the help of advertisements for evoking the nostalgia feeling. For instance, a chocolate bar named with "Wanted" is a well-known product, which produced by a Turkish junk food brand ETI can be shown as an example of the use of retro advertisement. The related ad's source of inspiration was a TV series named "Starsky and Hutch"and published in the US in 2004. In the advertisement, some similarities

can be observed in the old American detective series. This example can be considered as a nostalgic advertisement for those who remember and want to watch these TV series.

The irresistible effect of nostalgia makes a significant contribution to the "catchiness" of a product. And advertising, for those who haven't lived in those specified time period, aims to influence via utilization of retrospective nostalgia.

Migros reintroduced many brands with the design and prices existed 50 years ago to the market in the year of 2011. The famous cosmetic brand Pe-Re-Ja, which started its production in 1957, was engraved in the minds of consumers with its' hexagonal thick bottle and hexagonal logo. Within this context, Coca Cola's nostalgic designed bottle, Ulker's tin box biscuits, Damak Chocolate's cardboard packaging, Nuhun Ankara pasta with its classic cook figure in a cute hat, Koska halva, Sana margarine, Arko products along with rotary phones and gramophones are reintroduced in Migros stores with the intention of helping consumers' experience nostalgia. Addition to that Migros redesigned its sales trucks, which became a symbol in the past, with a new concept.

Nestle often gives place to retro marketing in its structure. As an instance, an individual who takes a chocolate from his father everyday is influenced when he sees the advertisement of the product or the product itself and this psychologically stereotyped behavior will ensure him to re-experience that pure and innocent world of his childhood and also provide him to re-experience the emotional connection with his father. This is why Nestle and other chocolate brands nowadays use this sensual and nostalgic side of retro marketing by taking the past of many people into the present in their advertisements, actually by utilizing this; they are trying to build a strong relationship between the brand and the consumers.

In 1989, a girl played in Fruko's commercial by saying "I swallowed ten hundred thousand million bubbles" is loved by everyone from 7 to 77 and became very popular in that period, after 14 years, she played in the same commercial film which can be shown as an example of retro marketing as a commercial. Little Seda was 5 years old at that time when she was appearing in front of the cameras and endeared herself to everyone and also the product that she was advertising by sunbathing on the beach with her teddy bear. After a long time passed, the same girl appeared again in Fruko's new commercial in order to experience that nostalgia to the television audience.

Sometimes; an old bottle, a package of Sana margarine or Coca Cola and sometimes a figure of a handset in a luxury phone can be seen as a retro marketing application.

Cem Yılmaz was taking a part in the 90. years adsIsbank in which every second of the commercial shows us the retro marketing. Isbank applied old techniques while shooting the advertising film and created the concept by using old images of Turkish people in a natural and intimate way, the old craftsmen and the images of craftsmen shop which were almost extinct.

Another example of promotional activity is in "Unutursam Fısılda" movie, which tries to transfer the feeling of old years, Turkish cinema (yesilcam) and many other emotions that are missed by the audience, on the other hand, they did product placement effort to draw the attention of the consumers by the biscuits which are called as Ulker Petibor that is generally consumed by tea and a well-known taste of Turkish people at home, at school, in the office since 1944.

3. EMOTIONAL COMMITMENT

For almost30 years, marketing research has recognized that customers react on both cognitive and emotional levels (Derbaix, 1995b; Pieters &Van Raaij 1988; Vanhuele 1994).

Experiential theory in consumer behavior research tends to focus on affective dimensions of consumers (Holbrook &Hirschman 1982). For example, people buy cars not just because of its ability to get from one place to another but also for the pleasure or sense of freedom it produces. They buy yoghurt to be nourished but also to discover the sensations associated with its consumption.

3.1. Definition of Emotional Commitment

Allen and Meyer (1990) stated that emotional commitment is the degree to which the individuals are psychologically bonded to the brand on the basis of how favorable they feel about the brand. Thus, emotional commitment is needed to ensure repeat patronage. Emotional commitment originates from identification, shared values, belongingness, dedication, and similarity (Fullerton, 2003).

Emotional commitment is where the consumer's dependence to the company concerned is focused on long-term collaboration and is based on feeling, rather than any rational consideration of the facts (Moorman, Deshpande & Zaltman, 1993). The reason for a relationship between communication of consumer skills and the emotional element of commitment is based on more or less the same evidence used above for the trust construct. Fundamentally, if the consumer attributes skills to the activities of the brand, then this leads to an improvement in the emotional relationship of this

consumer to the brand. It also causes for this consumer to believe a form of "internal loyalty obligation" with regard to future purchases.Kumar et al. (1994) states that emotional commitment has the most positive influence on the intention to stay in the relationship with the brand.

Emotional commitment has great and favorable, positive influences on (1) intention to stay in a relationship; (2) urge to stay in a relationship; (3) performance; and (4) enthusiasm to invest in a relationship. Besides, it was found that it has strong negative influences on (5) development of options for a relationship; and (6) opportunistic behavior (Kumar et al., 1994).

Wetzels, De Ruyter and van Birgelen (1998) in research of marketing relationships in business services and Beatson et al. (2006) research for customer services observed that the level of satisfaction positively affect emotional commitment. When consumers are fully satisfied with their overall experience with the brand, they are likely to feel a positive attitude toward to the organization, are likely to desire to continue the relationship with that brand and are more likely to become committed to that contact. Stated in other words, when consumers are satisfied with their experience with a brand, they are likely to consider that they ought to stay with that brand because of the things the provider has done for them (Beatson et al., 2006).

An emotional commitment exists when the individuals identify with and are attached to their partner (Fullerton, 2003; Gruen et al., 2000). Overall, customers can be viewed as being emotionally committed to a brand when they like their products or services, regardless of the type of product or service that is being consumed.

The influence on the loyalty of value-added benefits might depend on the level of the consumer's emotional commitment with the brand (Kumar et al., 1994).

3.2. Brand Loyalty

Brand loyalty is the consumers' preferences to buy only one brand among the one product group (Erdil&Uzun, 2009). Consistently select and purchase only one brand among the many brands in a category is called brand loyalty (Erdem & Uslu, 2010).

Hereby, brand loyalty can be described as the consumers' repurchase behavior depends on their positive experiences about a brand (Ar, 2007). In other words, brand loyalty is that after a consumer is completely satisfied with a product or a service of a brand, the related consumer will continue to buy the same brand in the future because individuals does not want to take risks (Cimen, 2009). Brand loyalty is a positive attitude of a consumer toward a brand, and feeling connected to that brand and having the urge to continue to buy the same brand in the future repetitively (Erbas, 2006).

Brand loyalty is crucial for businesses because it provides a competitive advantage. Nowadays, the biggest aim of enterprises is to create loyal consumers who buy their own brands under the impact of price-based competition in rapidly changing markets. For this reason, companies make great investments to create loyal consumer population to their own brands (Onan, 2006).

When the level of consumer loyalty increases, the consumer's interest in competing brands' marketing activities are educed (Aaker, 2009). A consumer,who has a high level of loyalty, will be ambitious to find the brand that feels loyal, and

consequently, related consumer will be also less sensitive to other brands promotion activities. This means that the business needs tight budgets for advertising and distribution expenses (Eren, 2009).

Consumers with a high level of brand loyalty do not consider purchasing another brand's products by abandoning their own brand when the price or the quality of the product changes (Erdil &Uzun, 2009).

According to the results of many research in recent years, it is shown that consumers with brand loyalty are more profitable for businesses rather than for all other consumer groups (Eren, 2009), because consumers who have high level of brand loyalty purchase the brand's products more frequently than other consumers, and they also purchase other products of the same brand. These consumers also tend to maintain their other needs from that brands that they feel loyal (Demir, 2009).

In order to, brand loyalty, the consumer should have already purchased brand's products or services beforehand and have an experience with that brand (Bayraktaroglu, 2004). Therefore the past experiences of a brand's product or service have a meaningful impact on the process of brand selection and purchase decision.The attitude of the consumer towards a brand is shaped after purchasing of that products or services. These attitudes are used as a pre-assessment instrument for the subsequent purchase (Selvi, 2007). As long as the consumer does not experience any negativity in the performance, quality and the other elements of the brand, the customer will remain loyal to that brand. Thereby, the customer prefers to stick with the brand that they familiar with andindividuals had tried before, instead of the new brand to reduce the risk of being not satisfied or the level of uncertainty (Bayraktaroglu, 2004).

Brand loyalty provides numerous benefits to businesses and consumers. These benefits that provided by brand loyalty are described into two separate headings as the benefits of brand loyalty for businesses and the benefits of brand loyalty for consumers (Aaker, 2009).

The benefits of brand loyalty to businesses can be listed as follows:

- Brand loyalty reduces business expenses;

  According to Aeker (2009) the marketing expenses for maintaining existing customers are less than marketing costs of gaining new customer.

- Brand loyalty gives the business a market advantage;

  Brand loyalty provides bargaining power to the business that owns the brand. Intermediary firms keep the more preferred brands on their shelves. Because intermediary firms know that a procurement process problem might create a negative experience toward the store by consumers who are loyal to a specific brand (Cifci, 2006).

- Brand loyalty helps to gain time for the brand owner to respond to the rival businesses moves;

  When the rival business develops a superior product, the loyal consumer gives time to the brand toproduce an equal or better product that they feel loyal before to abandon it.In addition, the customer who is completely satisfied with the brand's products or services is not interested in the new brands, which enter to the market, under such circumstances there a weak stimulation to change that brand (Aaker, 2009).

- Brand loyalty provides a continuous profit to business:

  A customer with a feeling of loyalty will ensure more continuously profit to the business in order toremain loyal (Erbas, 2006).

- Brand loyalty helps to gain new consumers to the business:

    Thus, customers who are loyal to the brand, work as volunteer marketing personnel of the organization hence, help to gain new customers for the business (Erbas, 2006). For customer's side, people who recommend the brand areone of one of the major sources;because consumers have tendencies to take into consideration the personal suggestions of others (Onan, 2006).

    For the customers, brand loyalty is divided into two dimensions, which are vertical and horizontal brand loyalty (Cimen, 2009).Vertical brand loyalty is a customer's tendency to repurchase the same or the similar type of product within years. Vertical brand loyalty is the fact that the customer, who is completely satisfied with the product or service of the brand, prefers the same brand if individuals need the same or developed version of that product again. Also, the image of the product is more important than the brand image in vertical brand loyalty (Onan, 2006).

    Horizontal brand loyalty can be explained as the consumer' tendency to purchase the several products of the brand.A fully satisfied customer with the product or service quality or features of a particular brand, prefers to purchase persistently the other products of the related brand which is called as horizontal brand loyalty. On the contrary, the image of the brand is more important than the image of the product in horizontal brand loyalty (Cimen, 2009).

    Brand loyalty can be classified according to the order of purchase of a particular brand (Ar, 2007). Brand loyalty can be classified into five various stages

according to purchase order. The five brand loyalty degrees classified by purchase rate are as follows;(Eru, 2007): Undivided loyalty, Occasional Switcher, Switched Loyalty, Divided Loyalty and Indifference.

Loyal customers can be described as an individual who prefers to purchase a brand that individually experienced before, and has a positive opinion about it (Erbas, 2006). Loyal customers, when loyal customers need a new product or service; they can prefer a brand, which they personally experience before without any hesitation. Because, the customers who connected to the brand with strong loyalty bond, after a purchase, if customers feel satisfiedwhitthis purchase, express their gratitude with repeat purchases (Onan, 2006).

3.3. The Relationship between Emotional Commitment and Brand Loyalty

The concept of brand loyalty is expressed as an emotional or psychological commitment toward a brand of any product range. Marketers define brand loyalty as an emotional commitment that allows the brand to become more preferred (Gross, 2004). Individuals with a high level of emotional commitment toward a particular brand, tend to see that brand as the only adequate choice in a product range (Traylor, 1981).

Consumers build emotional commitment with a brand by means of some elements such as price, reliability, personal advices, and quality. These emotional bonds determine the level of commitment of a consumer towards that brand (Scultz, et al., 2014).

In order to build these emotional connections with their consumers, brands must learn what consumers expect from them in return for their emotional investment. According to the Scultz's study, 70% of emotionally committed customers spend two times or more on brands that they are loyal to, compared to less than half of customers with low emotional commitment.

British Psychiatrist John Bowlby firstly used emotional commitment, which is one of the loyalty factors, in 1960 to explain the relationship between mother and baby. Depends on Bowlby's study; emotional commitment has two fundamental functions. And these are, to recognize the world by reducing the risk of threats and uneasiness. From the perspective of consumer behavior, consumers' feeling toward a product or a brand can be defined as emotional commitment(Kılıc, 2013).

When the literature is reviewed, several of researcher and marketer likeminded about the concept of brand loyalty may divide into two dimensions as; true (Arnold &Reynolds, 2003) and fake (built) (Iglesias, et al., 2011).

While fake (built) brand loyalty is directed by situational conditions such as price and convenience; true brand loyalty is directed by some indicators of psychological and emotional commitment to the brand by customers (Iglesias et al., 2011).

When taking into consideration the features required for the formation of brand loyalty, it was revealed that brand loyalty is not only repeated purchases but also the process of establishing an emotional commitment with the brand (Sirdeshmukh et al., 2002).

Repeated purchases are often referred as fake (built) brand loyalty. In this kind of commitment, consumers can easily change their brand by affecting the issues such as a discount coupon, in-store shelf arrangement (Rowley, 2005).

Consumers with true brand loyalty pay attention to the characteristics of the brand and the sentimental value it expresses for them. Therefore, it is very challenging to switch brands that they used to (Ballester &Aleman,2005).Consumers tends to recommend acquaintances and relatives the brands that they are emotionally committed and loyal in a positive way (Fullerton, 2005; Harrison-Walker, 2001; Beatty, Kahle &Homer, 1988).

Emotional commitment affects the sales of a specific brandVillas-Boas, 2004). In the process of building brand loyalty, customer and brand relationship is a highly important factor(Chiou & Chang, 2009). Therefore, the brand experience builds brand loyalty by creating emotional associations with consistent content. In respect of emotional perspective, brand loyalty is also valuable because emotions provide an unforgettable commitment through to the brand (Mano& Oliver, 1993).

Loyal customers, with a strong emotional commitment that developed by integrating with businesses start to make positive recommendations about the brands and products that they purchase repetitively to their relatives and acquaintance, so it makes significant contributions to businesses to gain new customers. Loyal consumers are contributing to increasement of sales and profitability of businesses in long term (Garcia et al., 2006).

Consumers who are emotionally committed and who are not able to reach the brand that they prefer on a regular basis in the purchasing process, make some behavioral efforts to reach that brand, in this case, it is believed that the relationship of the related consumers' with the brand is strong and that is truly loyal to the brand (Garcia et al., 2006).

According to the results of the study, which is conducted by Verbeke, Farris and Thurik (1996) almost 45% of consumers do not prefer to purchase another brand if their preferred brand is not in stock; instead they are acting to go to another store or postpone their purchase.

In consumer behavior, researchers through different theoretical perspectives explain the relationship between brand and consumer:

The first paradigm is brand relationship quality; Brand stakeholder quality, loyalty, sincerity, personal commitment, individuality, and love, which are the concepts that enable the relationship between consumers and brands. Based on the second paradigm; brand loyalty performs a key role in the development of the emotional connection between consumers and brands. The last paradigm is cognitive brand loyalty, whichconsists of calculative and emotional commitment. In order to penetrate the almost same product to the market by various brands justifiably confuses the consumer mind and prevents them from making rational choices (Tsai, 2011).

3.4. Brand Loyalty in Beverage Sector

In the modern era, based upon the increase of competition, it has become essential for every organization to develop their own brand in the market so that proper identification can be developed and consumers can be encouraged easily to purchase the product or services (Menaria, 2015).

As the beverage sector is emergingrapidly and it is also expected that future growth of this sector may be higher than today. Therefore, it brings up the marketers

some opportunities and threats. As far as opportunities are concerned, emerging industry organizations have chances to expand their market shares. But this pleasant opening is also unveiling some threats; as this may attract many other regional, national and worldwide firms jump into that market (Menaria, 2015).

Customers have become fickle when it comes to beverages. They are seeking new and interesting varieties on a daily basis. In a recent study, researchers asked customers how they decide which beverage to purchase, and 30 percent responded that they usually find themselves switching around and trying a lot of different things whereas just 18 percent said that they prefer to stick with their popular brands (Watson, 2011).

Products like beverage are consumed by individuals of every age group and are popular in the entire food sector (Watson, 2011). But for this type of product, many substitutes are present in the market due to which organization cannot charge own demand for its products and it is required to maintain a certain level of quality so that every customer can be encouraged to consume it and this helps for the organizations to be more profitable. Whereas organizations have to concentrate on their marketing strategies so that it may affect purchase behavior of consumers and is beneficial for the business enterprises. It is a well-known fact that brand loyalty is the ultimate object of the entity and is aligned with the business objectives (Menaria,2015).

The environment where the soft drink companies operated is dynamic in nature and taste, preference of target market changes from time to time. So it is necessary for an organization to deal with the alteration in the taste of consumers in order to enhance their satisfaction level. The company Coca Cola has begun to focus on value creation and builds a long-term relationship with its target market. Due to this reason, all its products are popular in the market and consumed universally (Rahman et al., 2015).

Growth trend has been observed in recent years in the beverage sector of Turkey also in Turkey, it is an argument to some extent to create loyalty for brands because the way which helps organizations to achieve such behavior of customers are still not properly managed.

Therefore, focusing on brand loyalty can be effective for many organizations. Due to the importance of brand loyalty for the competitive advantage of different organizations, this study explicitly examines the determinants of brand loyalty in the context of the beverage sector of Turkey.

4.   METHODOLOGY

This study focused on emotional commitment effects on brand loyalty in retro marketing for Turkish beverage sector. In this part of the study, information about the sample, the researchdesign, model and the statistical analyses applied.

The main universe of this study consists of young consumers who purchase retro products. With the Post-modern era, symbolic, hedonist styles of consumption had occurred. Thus, consumption is not a functional tool but is a concept that customers had emotionally benefited from. According to the Post-modern era that we live in, customers yearning for past and wish to live those old and happy days again.

In this section, the correlation between demographic variables and retro marketing is also revealed. In order to create the population of this study, a survey, which is a quantitative research method, has been used. The purpose of this study is to determine the nostalgia tendencies of postmodern individuals and tries to identify the approaches of related individuals towards the usage of nostalgia theme in beverage advertisements. In this study descriptive analysis methods have been used such as; median, mean, standard deviation and statistical tests such as T-Test and Anova Test.

4.1.   Sample

The scales for the concepts in the research were taken from the literature and 278 participants were reached by convenience sampling method. Quantitative data collection technique was used as a method in this study.

4.2. Procedure

In this study, quantitative research methods adopted. The correlational research techniques used to examine the effects of emotional commitment on brand loyalty.

Research begins with descriptive statistics for examining the features of the sample and it continues with validity and reliability tests, regression analysis which is essential for correlation analysis and hypothesis testing. Analyses of the data obtained through the questionnaires, which were made with the Windows-based SPSS 22.0 package program.

Data analysis is handled in several phases. As the initial part of the questionnaire, demographic data is examined with frequency analysis. Statistical analyzes started with descriptive statistics to find out the overall characteristics of the respondents. Secondly, factor analysis is applied to all items for Emotional Commitment and Brand Loyalty. Then, reliability analysis using Cronbach's Alpha was applied to all scales and subscales. Then, correlation and regression analyses are conducted.

4.3. Research Model of the Study

Research model defines the relationships between nostalgia proneness, brand image, brand inheritance, self-identification, and brand loyalty with a mediating role of emotional commitment. There are mainly six concepts. The sources of the hypotheses are all derived from the theoretical background on the mentioned concepts.

As shown below (Figure 4.1), nostalgia proneness, brand image, brand inheritance, self-identificationare the independent variable, brand loyalty is the dependent variable, and emotional commitment is the mediating variable.
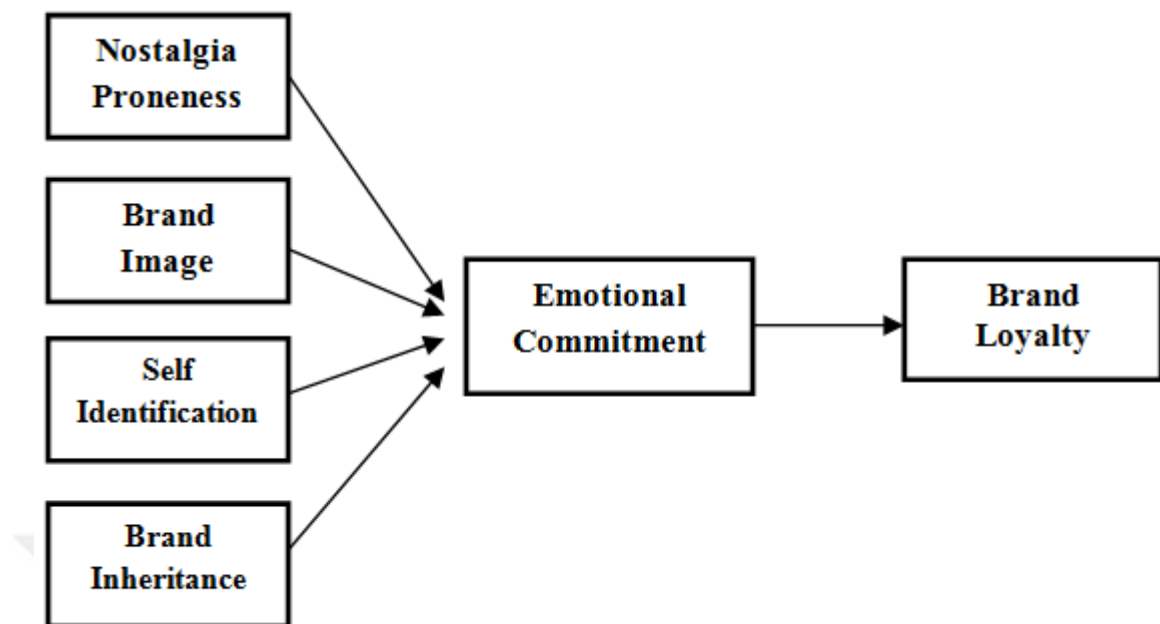
Figure 4.1: Theoretical model of the study

4.4. Hypotheses

H_1: There is a significant positive impact of Nostalgia Proneness on Brand Loyalty.

H_2: There is a significant positive impact of Brand Inheritance on Brand Loyalty.

H_3: There is a significant positive impact of Brand Image on Brand Loyalty

H_4: There is a significant positive impact of Self- Identification on Brand Loyalty

H_5: There is a significant positive impact of Emotional Commitment on Brand Loyalty.

H_6: Emotional commitment mediates the relationship between nostalgia proneness and brand loyalty.

H_7: Emotional commitment mediates the relationship between brand inheritance and brand loyalty.

H₈: Emotional commitment mediates the relationship between brand image and brand loyalty.

H₉: Emotional commitment mediates the relationship between self- identification and brand loyalty.

4.5. Measurement Instruments

Within the scope of this research, which is aiming to examine the effects of emotional commitment on brand loyalty, "questionnaire" method is used as a data collection method, which is frequently used to collect data in the literature.

The questionnaire consists of 7 parts, which are Demographic Questions, Nostalgia Proneness Questionnaire, Brand Image Questionnaire, Self-Identification Questionnaire, Brand Inheritance Questionnaire, Emotional Commitment Questionnaire and Brand Loyalty Questionnaire. An example of the questionnaire form is shown at Appendix 1.

The first part contains 5 demographic questions to determine the characteristics of the sample. This part gives ideas about the students, their gender, age, education, and the level of income.

The second part contains nostalgia pronenes questionnaire. In order to measure nostalgia proneness; Holbrook's Nostalgia Index is used. Nostalgia Index was developed in 1993 by Holbrook to measure Nostalgia and the consumption preferences to study the nature of the nostalgia proneness. This questionnaire contains 20 items. Participants were asked to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Brand Image Questionnaire was measured by Keller's Brand Equity Index and the scale was taken from Keller's article named with "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity". This scale has 5 questions, which measured people's perceived brand image. Participants were asked to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Self Identificaiton Questionnaire was measured with Escalas and Bettman's (1993) self-brand connection Index. So, the scale was taken from Escalas and Bettman's article named with "Self-Construal, Reference Groups, and Brand Meaning". This scale has 7 questions, which measured people's perceived brand image. Participants were asked to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Brand Inheritance Questionnaire was measured with Wiedmann's (2011) Brand Heritage Index. This scale has 7 questions, which measured people's perceived Brand Inheritance. Participants were asked to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The concept of Emotional Commitment was measured with Thomson, MacInnis and Park's (2005) Emotional Attachments scale. So, the scale was taken Thomson, MacInnis and Park's (2005) article named as "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands". This scale has 10 questions, which measured people's perceived Emotional Commitment. Participants were asked to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Brand Loyalty Questionnaire was measured with Keller's (2001) self-brand connection Index. So, the scale was taken from Keller's article named with "Building

customer-based brand equity: A blueprint for creating strong brands". This scale has 9
questions, which measured people's perceived Brand Loyalty. Participants were asked
to respond to each item on 5- point scale ranging from 1 (strongly disagree) to 5
(strongly agree).

The scales used for collecting data are shown in Table 4.1. Total 58 questions
were directed to the customers with the aim of understanding the emotional
commitment and the loyalty of customers to retro products. Identity information of
participants is not asked in any circumstances.

Dimension	Question Number	Scale
Nostalgia Pronenes	1-20	Holbrook (1993)
Retro Brand Image	21-25	Keller del Rio (1993), Vasquez, Iglesias (2001)
Self Identication With The Retro Brand	26-32	Escalas and Bettman (2003)
Retro Brand Inheritance Perception	33-41	Wiedmann et al. (2011), Napoli et al. (2014)
Emotional Commitment With The Retro Brand	42-51	Thomson, MacInnis and Park (2005)
Retro Brand Loyalty	52-58	Keller (2001)

Table 4.1. Survey Scales

5. RESEARCH FINDINGS

In this part, the findings of the empirical study is presented first the demographic characteristics of the respondents are explained by the descriptive statistical analysis.

5.1. Respondents' Profile

The primary analysis shows the demographic characteristics of the respondents. As it is shown in Table 5.1, demographic questions which were the last part of the questionnaire was analyzed by descriptive statistics shows the sample of the questionnaire is seen as there are 278 students, 150 are female and 128 are male with the percentage of 54.0% and 46.0%. As the ages of the respondents, it is seen as the ages vary from 18 to 23 and over. The attendants are listed as two different age groups. 47.5% of the respondents are in the 18-22 age groups, 52.5% of the respondents are 23 and over.

At it is shown in the table, %6.5 of the respondent's first year in the related education programme, %10.1 of the respondent's second, %28.1 of the respondent's third year, %25.9 of the respondent's fourth year and the %29.5 of the respondent's more than the fifth year in this education programme.

As per the income level classification, %18.0 of the respondent's income level is below 2.000 TL, %13.7 is between 2.001-3.500 TL, %15.8 of the respondent's income level is between 3.001-5.500 TL, and %52.5 of the respondent's income level is higher than 5.501TL.

Table 5.1: Descriptive Statistics of the Demographic Variables(n=278)

Variables	N	Percentage
<u>Gender</u>		
Male	128	46
Female	150	54
<u>Age</u>		
18-22	132	47.5
23 and up	146	52.5
<u>Year in This Programme</u>		
First	18	6.5
Second	28	10.1
Third	78	28.1
Fourth	72	25.9
Fifth and up	82	29.5
<u>Income Level</u>		
500-2.000 TL	50	18
2.001-3.500 TL	38	13.7
3.501-5.500 TL	44	15.8
5.501TL and up	146	52.5

5.2. Factor Analysis

In order to establish the groups of variables, which are highly interrelated, we use factor analysis (Hair et al., 2006). For every concept, factor analysis is executed in order to understand how respondents perceive the concepts and how many dimensions occurred from their perspective.

This adequacy is represented by Kaiser-Meyer-Olkin (KMO) figure and Bartlett's test of sphericity figure. KMO figures out whether the data, which is applied in the analysis, is gathered homogeneously and there are correlations between them. According to the literature minimum level of KMO is accepted as 0.50. On the other side, the figure of Bartlett's test reveals the significant correlations at least between

some of the variables. The value of Bartlett's test of sphericity should be lower than

0.05 (Hair et al., 2006).

5.2.1 Factor Analysis for Nostalgia Pronenes

Table 5.2 presents the result of the factor analysis for Nostalgia

Proneness.Totally 20 items are included in the analysis. As a result of factoranalysis

for the concept of Nostalgia Proneness, four factors are found. The significant level is

.000, which is lower than the accepted level of 0.05.

Table 5.2: Factor and Reliability Analysis of Nostalgia Proneness

Factor1:Cultural Nostalgia %Var.:58.8 Cronbach's Alpha:.880	Factor Loadings
NP11 Today's new movie stars could learn from the old pros	,790
NP13 The truly great sports heroes are long dead and gone.	,751
NP17 We are experiencing a decline in the quality of life.	,694
NP19 Compared to the classics, today's music is mostly trash.	,674
NP6 Yesterday, all my troubles seemed so far away.	.670
NP1 They don't make 'em like they used to.	,666
NP7 Products are getting shoddier and shoddier.	,656
NP10 When I was younger, I was happier than I am today.	,633
NP16 Sometimes, I wish I could return to the womb.	,561

Factor2:Personal Nostalgia %Var.:58.8 Cronbach's Alpha:.703	Factor Loadings
NP5 I believe in the constant march of progress	,783
NP9 Technological change will ensure a brighter future	,728
NP2 Newer is almost always better	,616
NP3 In the future, people will have even better lives	,537

Factor3:Sentimental Nostalgia %Var.:58.8Cronbach's Alpha:.804	Factor Loadings
NP15 Today's standard of living is the highest ever attained	,745
NP4 Things used to be better in the good old days	,692
NP18 Steady growth in GNP has brought increased human happiness.	,670

Factor 4:Historical Nostalgia %Var.:58.8Cronbach's Alpha:.597	Factor Loadings
NP20 Modern business constantly builds a better tomorrow.	,712
NP14 History involves a steady improvement in human welfare	,628

As shown below, at the Table 5.3; the result of KMO is .845 which is higher than the accepted minimum level(0.50). It means the data, which is used in the analysis, is collected homogeneously. Table 5.4 presents theresults of KMO and Bartlett's Test for Nostalgia Proneness.

Table 5.3: KMO and Bartlett's Test for Nostalgia Proneness

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	,845
Bartlett's Test of Sphericity	
Sig	,000
df	153

Some items are excluded from the analyses, which have factor loadings below .50,as it is presented at Table 5.5.

Table 5.4: Nostalgia Proneness items left out after the factor analysis

Variable	Item Statement
NP8	Compared to our parents, we've got it good (reversed)
NP12	I must admit it's getting better, better all the time (reversed)

5.2.2 Factor Analysis for Brand Image

Table 5.6 presents the results of KMO and Bartlett's Test for Brand Image. As shown below at table 5.6, the result of KMO is .740, which means highly above the accepted minimum level (0.50). Table 5.5. presents the result of the factor analysis for brand image.

Table 5.5: Factor and Reliability Analysis of Brand Image

Brand Image:	%Var.: 54.2	Cronbach's Alpha:,779	Factor Loadings
BI1 The brands that engaged in retro marketing activities are reliable.			,650
BI2 The brands that engaged in retro marketing activities are attractive.			,759
BI3.The brands that engaged in retro marketing activities are ensuring satisfaction.			,779
BI4 The brands that engaged in retro marketing activities are the symbol of social status.			,777
BI5 The brands that engaged in retro marketing activities have a good reputation.			,709

Based on the results, KMO and Bartlett's test results were admissible. It means that

the data, which is used in the analysis, is collected homogeneously. The significant

level is .000, which is lower than the accepted level of 0.05.

Table 5.6: KMO and Bartlett's Test for Brand Image

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	,740
Bartlett's Test of Sphericity	
Sig	,000
df	10

5.2.3 Factor Analysis for Self- Identification

Table 5.7 presents the result of the factors states that factor and reliability analysis

of Self Identification. For the reliability analysis, the instrument's Cronbach's Alpha

was acceptable which means that Self Identification's components had an internal

consistency. Two factors are found as a result of the analysis.

Table 5.7: Factor and Reliability Analysis of Self-Identification

Factor1:	%Var.:70.7	Cronbach's Alpha:.882	Factor Loadings
SI2I can identify with this brand.			,897
SI1This brand reflects who I am			,830
SI3I feel a personal connection to this brand.			,822
SI4I use this brand to communicate who I am to other people.			,749

Factor2:	%Var.:70.7	Cronbach's Alpha:.725	Factor Loadings
SI6I consider this brand to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others).			,879
SI5 I think this brand helps me become the type of person I want to be			,855
SI7This brand suits me well.			,561

As shown below, at the table 5.8 the result of KMO is .778 which means highly above the accepted minimum level (0.50).

Table 5.8: KMO and Bartlett's Test for Self Identification

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	, 778
Bartlett's Test of Sphericity	
Sig	,000
df	21

Based on the results, KMO and Bartlett's test results were admissible. It means the data, which is used in the analysis, is collected homogeneously. The significant level is .000, which is lower than the accepted level of 0.05.

5.2.4 Factor Analysis for Brand Inheritance

Table 5.9 presents the result of factor and reliability analysis of Brand Inheritance. The significant level is .000, which is lower than the accepted level of 0.05. For the reliability analysis, the instrument's Cronbach's Alpha was acceptable which means

that Brand Inheritance's components had an internal consistency. One factor is found

as a result of the analysis.

Table 5.9: Factor and Reliability Analysis of Brand Inheritance

Brand Inheritance	%Var.: 68.5	Cronbach's Alpha:,800	Factor Loadings
BN1This brand is very continuous.			,693
BN2This brand is related to images of success			,756
BN3This brand is highly known in the society			,747
BN4This Brand has a strong brand identity			,803
BN5.This brand is unique compared to other brands			,488
BN6This brand has a strong cultural meaning			,739
BN7The products of this brand are a part of national treasure			,532

As shown below, the result of KMO is .800, which means highly above the

accepted minimum level (0.50). Based on the results, KMO and Bartlett's test results

were admissible. It means the data, which is used in the analysis, is collected

homogeneously.

Table 5.10: KMO and Bartlett's Test for Brand Inheritance

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	800
Bartlett's Test of Sphericity Sig	,000
df	21

5.2.5 Factor Analysis for Brand Loyalty

Table 5.11 presents the result of factor and reliability analysis of Brand Loyalty.

For the reliability analysis, the instrument's Cronbach's Alpha was acceptable which

means that Brand Loyalty's components had an internal consistency. The significant

level is .000, which is lower than the accepted level of 0.05.   Two factors are found as

a result of the analysis.

Table 5.11: Factor and Reliability Analysis of Brand Loyalty

True Loyalty	%Var.:57.1	Cronbach's Alpha:.779	Factor Loadings
BL1I Consider myself loyal to this brand			,748
BL9.I think about buying these brands.			,730
BL2I buy this brand whenever I can			,706
BL5 This is the one brand I would prefer to buy/use			,677
BL8I am more likely to buy these brands.			,660
BL3I buy as much of this brand as I can			,584

Built Loyalty	%Var.:57.1	Cronbach's Alpha:.796	Factor Loadings
BL6 If this brand were not available, it woukd make little differenceto me if I had to use anther brand.			,874
BL7I would go out of my way to use this brand.			,847
BL4I feel this is the only brand of this product I need			,778

As shown below, the result of KMO is .721, which means highly above the

accepted minimum level (0.50). Based on the results, KMO and Bartlett's test results

were admissible. It means the data, which is used in the analysis, is collected

homogeneously.

Table 5.12: KMO and Bartlett's Test for Brand Loyalty

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	,721
Bartlett's Test of Sphericity Sig	,000
df	36

5.2.6 Factor Analysis for Emotional Commitmen

Table 5.13 presents the result of factors and reliability analysis of Emotional

Commitment. For the reliability analysis, the instrument's Cronbach's Alpha was

acceptable which means that Emotional Commitment's components had an internal

consistency. Two factors are found as a result of the analysis.

Table 5.13: Factor and Reliability Analysis of Emotional Commitment

Love& Passion:	%Var.:59.5	Cronbach's Alpha:.856	Factor Loadings
EC1 I have positive feelings against these brands.			,850
EC2 I like these brands.			,835
EC6 These brands make me happy			,706
EC3 These brands are my friends.			,675
EC4 These brands are peaceful			,642
EC8 I am interested in these brands.			,594

Attention& Connection:	%Var.:59.5	Cronbach's Alpha:.736	Factor Loadings
EC10 I'm strongly committed to these brands.			,827
EC9 I am committed to these brands.			,723
EC5 I'm passionate about these brands.			,703
EC7 These brands fascinate/impress me.			,605

As shown below at table 5.14, the result of KMO is .812, which means highly

above the accepted minimum level (0.50). Based on the results, KMO and Bartlett's

test results were admissible. It means the data, which is used in the analysis, is

collected homogeneously. The significant level is .000, which is lower than the

accepted level of 0.05.

Table 5.14: KMO and Bartlett's Test for Emotional Commitment

Kaiser- Meyer –Olkin Measure of Sampling Adequacy	, 812
Bartlett's Test of Sphericity	, 000
Sig	
df	45

5.3. Reliability Analysis

Reliability is the degree of a measure that shows how instrument supplies consistent results (Knapp, 2009). It indicates the extent to which measurement instrument iswithout bias and ensures consistent measurement across time and various items inthe instrument. Cronbach's Alpha is used for measure the reliability. It is acceptedas the lower limit for Cronbach's Alpha is 0.60 (Hair et al. 2006). As a necessity, the reliability analysis for each concept is measured. Table 5.15 presents the results.

Table 5.15: Reliability Analysis for the Measurement Scales

Construct	Cronbach's Alpha
Nostalgia Proneness	**, 746**
Brand Image	**, 784**
Self- Identification	**, 856**
Brand Inheritance	**, 795**
Brand Loyalty	**, 758**
Emotional Commitment	**, 844**

This result shows the item of the concept is interrelated. The dimensions, which caused the results to lower than 0.70 will be described in the following parts and some of the sub-items, will be extracted after factor analysis.For the reliability analysis, the instrument's Cronbach's Alpha was acceptable.

5.4. Correlation Analysis

Table 5.16: Correlations of all variables

<div align="center">Correlations</div>

		Brand Loyalty	Self-Identification	Nostalgia Proneness	Brand Image	Brand Inheritance
Brand Loyalty	Pearson Correlation					
	Sig. (2-tailed)					
	N	278				
Self- Identification	Pearson Correlation	.544*				
	Sig. (2-tailed)	.000				
	N	278	278			
Nostalgia Proneness	Pearson Correlation	.047	-.020			
	Sig. (2-tailed)	**.438**	**.730**			
	N	278	278	278		
Brand Image	Pearson Correlation	.210*	.464*	.040		
	Sig. (2-tailed)	.000	.000	**.507**		
	N	278	278	278	278	
Brand Inheritance	Pearson Correlation	.207*	.255*	.023	.447*	
	Sig. (2-tailed)	.001	.000	**.707**	.000	
	N	278	278	278	278	278

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.16 presents the correlations between variables. As it is shown at Table 5.16; Brand Loyalty is significantly (p<.01) correlated with Self- Identification, Brand Image, Brand Inheritance factors except Nostalgia Proneness (p=.000, p=.438, p=.000, p=.001, respectively).

There is a positive and strong correlation between Brand Loyalty and Self-Identification. Brand Loyalty has a positive and weak correlation between Brand Image and Brand Inheritance.Lastly, there is no correlation between Brand Loyalty and Nostalgia Proneness.R-values listed respectively; r=, 544,r=, 047, r=, 210, r=, 207.

Self- Identification is significantly (p<.01) correlated with Brand Loyalty, Brand Image, Brand Inheritance variables except Nostalgia Proneness. (p=.000, p=.736, p=.000, p=.000, respectively).

There is a positive and strong correlation betweenSelf- Identification, Brand Loyalty and Brand Image. Self- Identification has a positive and weak correlation between Brand Inheritance. There is no correlation between Self- Identification and Nostalgia Proneness.R values listed respectively; r=, 544, r=-, 020 r=, 465, r=, 255.

It is seen at table 5.16; Nostalgia Proneness isinsignificantly (p<.01) correlated with Brand Loyalty Self- Identification, Brand Image, Brand Inheritance. (p=.438, p=.736, p=.507, p=.707 respectively).

Herewith, there is no correlation between Nostalgia Proneness and the other variables. So, the variable of Nostalgia Proneness will be excluding from the analysis. R-values listed respectively; r=, 047, r= -, 020, r=, 040, r=, 023.

Brand Image is significantly (p<.01) correlated with Brand Loyalty, Self-Identification and Brand Inheritance variables except Nostalgia Proneness. (p=.000, p=.000, p=.507, p=.000, respectively).

There is a positive and strong correlation betweenBrand Image, Self-Identification and Brand Inheritance. Brand Image has a positive and weak correlation between Brand Loyalty and there is no correlation between Brand Image and Nostalgia Proneness.R values listed respectively; r=, 210, r=, 464, r=, 447.

Brand Inheritance is significantly (p<.01) correlated with Brand Loyalty, Self-Identification and Brand Image variables except Nostalgia Proneness.   (p=.001, p=.000, p=.707, p=.000, respectively).

There is a positive and strong correlation betweenBrand Inheritance and Brand Image. Brand Inheritance has a positive and weak correlation between Brand Loyalty and Self- Identification, so, there is no correlation between Brand Inheritance and Nostalgia Proneness.R values listed respectively; r=, 207, r=, 255, r=, 447.

5.5.   Regression Analysis

In order to analyze the influence of the Mediating variable of the model (emotional commitment), and the relationship between brand loyalty and brand inheritance, self identification and brand image regression analysis is executed performed.

Nostalgia Proneness has no positive correlation with Brand Loyalty and this unsupport the first Hypothesis of the research. **H$_1$** is rejected.

H$_1$: There is a significant positive impact of Nostalgia Proneness on Brand Loyalty.

Table 5.17a: Results of Regression Analysis for Brand Inheritance

Coefficients			
	Standardized Coefficients- Beta	t	Sig.
(Constant)		7,578	0,00
Brand Inheritance	0,207	3,521	0,001
ANOVA			
	F		Sig.
Regression	12.395		0.001
Model Summary			
	Adjusted R Square		
(Constant) Brand Inheritance	0.040		

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant) , Brand Inheritance

Brand Inheritance has positive impact on Brand Loyalty and this confirms the second Hypothesis of the research. **H₂** is supported.

H₂: There is a significant positive impact of Brand Inheritance on Brand Loyalty.

Table 5.17b: Results of Regression Analysis for Brand Inheritance and Emotional Commitment

Dependent Variable: Brand Loyalty

Independent Variables:	Beta	t value	p value
Brand Inheritance	,207	3.521	.001
Emotional Commitment	,390	7.029	,000

R=.207; **R^2**=.043; **F value**=49.409; **p value**=.001

H₇: Emotional commitment mediates the relationship between brand inheritance and brand loyalty.

Contribution of individual independent variable was evaluated through computing Beta value. The Beta value for independent variable Brand Inheritance was found as 0.207, which was tested through t-value, which was found as 3.521 and significant at 0.00% level of significance. This shows that Brand Inheritance explains the greatest variance (β=,207) in brand loyalty. Herewith, the Beta value for mediating variable emotional commitment was found as 0.390, which was tested through t-value and found as 7.029, which is significant at 0.0% level of significance.

This shows that both Brand Inheritanceand emotional commitment are significantly contributes to brand loyalty but Brand Inheritance is still significant after introduction of emotional commitment; meaning that emotional commitment has a mediating role between brand inheritance & brand loyalty.

Between these two Variables, especially Emotional Commitment explains the greatest variance (39%) in Brand Loyalty. Thus, H_7 is supported.

Table 5.18a: Results of Regression Analysis for Brand Image

Coefficients			
	Standardized Coefficients- Beta	t	Sig.
(Constant)		11.006	0.000
Brand Image	0,383	6.886	0.000

ANOVA		
	F	Sig.
Regression	47.422	0.000

Model Summary	
	Adjusted R Square
(Constant) Brand Image	0.144

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant) , Brand Image

Brand Image has positive impact on Brand Loyalty and this confirms the third

Hypothesis of the research. **H₃** is supported.

H₃: There is a significant positive impact of Brand Image on Brand Loyalty

Table 5.18b: Results of Regression Analysis for Brand Image

Dependent Variable: Brand Loyalty

Independent Variables:	Beta	t value		p value
Brand Image	,210	3.569	.000	
Emotional Commitment	,383	6.886		,000

R=.383; **R²**=.147; **F value**=47.422; **p value**=.000

H₈: Emotional commitment mediates the relationship between brand image and brand

loyalty.

Contribution of individual independent variable was evaluated through

computing Beta value. The Beta value for independent variable Brand Image was

found as 0.210, which was tested through t-value, which was found as 3.569 and

significant at 0.00% level of significance.

This shows that Brand Image significantly contributes to brand loyalty.

Herewith, the Beta value for mediating variable emotional commitment was found as

0.383, which was tested through t-value, which was found as 6.886 and significant at

0.00% level of significance. This shows that both Brand Imageandemotional

commitment are significantly contributes to brand loyalty and Brand Image is still

significant after the introduction of emotional commitment. Therefore mediation role

of emotional commitment exist between brand image & brand loyalty.**H₈** is supported.

Table 5.19a: Results of Regression Analysis for Self-Identification

Coefficients			
	Standardized Coefficients- Beta	t	Sig.
(Constant)		9.692	0.000
Self-Identification	0,544	10.773	0.000

ANOVA		
	F	Sig.
Regression	116.062	0.000

Model Summary	
	Adjusted R Square
(Constant) Self-Identification	0.329

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant) , Self-Identification

Self- Identification has positive impact on Brand Loyalty and this confirms the third Hypothesis of the research. **H₄** is supported.

H₄: There is a significant positive impact of Self- Identification on Brand Loyalty

Table 5.19b: Results of Regression Analysis for Self-Identification

Dependent Variable: Brand Loyalty

Independent Variables:	Beta	t value	p value
Self-Identification	, 544	10.773	, 000
Emotional Commitment	, 576	11.710	, 000

R=.576; **R²**=.332; **F value**=137.122; **p value**=.000

H₉: Emotional commitment mediates the relationship between self- identification and brand loyalty.

The Beta value for independent variable Self-Identification was found as 0.544, which was tested through t-value, which was found as 10.773 and significant at 0.00% level of significance. This shows that Self-Identification significantly contributes to brand loyalty. Herewith, the Beta value for mediating variable emotional commitment was found as 0,576, and tested through t-value, which was found as 11.710, which is significant at 0.00% level of significance.

This shows that both Self-identifications andemotional commitment are significantly contributes to brand loyalty and Self-Identification is still significant after the introduction of emotional commitment. Therefore the mediation role of emotional commitment does exist between self- identification & brand loyalty. Thus, **H₉** is supported.

Emotional Commitment has positive impact on Brand Loyalty and this confirms the third Hypothesis of the research. **H₅** is supported.

H₅: There is a significant positive impact of Emotional Commitment on Brand Loyalty.

Table 5.20: Results of Regression Analysis for Emotional Commitmet

Coefficients			
	Standardized Coefficients- Beta	**t**	**Sig.**
(Constant)		9.692	0.000
Emotional Commitment	0.509	10.773	0.000
ANOVA			
	F	**Sig.**	
Regression	93.232	0.000	
Model Summary			
	Adjusted R Square		
(Constant)			
Emotional Commitment	0.250		

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant) , Emotional Commitment

5.6. Hypotheses Testing Summary

Table5.21: Results of Hypothesis

Hypotheses	
H$_1$: There is a significant positive impact of Nostalgia Proneness on Brand Loyalty.	Rejected
H$_2$: There is a significant positive impact of Brand Inheritance on Brand Loyalty.	Supported
H$_3$: There is a significant positive impact of Brand Image on Brand Loyalty	Supported
H$_4$: There is a significant positive impact of Self- Identification on Brand Loyalty	Supported
H$_5$: There is a significant positive impact of Emotional Commitment on Brand Loyalty.	Supported
H$_6$: Emotional commitment mediates the relationship between nostalgia proneness and brand loyalty.	Supported
H$_7$: Emotional commitment mediates the relationship between brand inheritance and brand loyalty.	Supported
H$_8$: Emotional commitment mediates the relationship between brand image and brand loyalty.	Supported
H$_9$: Emotional commitment mediates the relationship between self-identification and brand loyalty.	Supported

6. DISCUSSION

In this part, the findings of the current study are composed and commented. Afterwards, the limitations of the current study and further managerial implications and recommendations for future researchers are defined. Competition in the market is developing almost every day. In order to remain alive in such a complex environment, businesses get various positions in order not to loose their competitive advantages.

Based on the findings, which are explained in analyses part in detail, assumptions can be drawn related to the mind-set of loyal consumers. As declared in the literature review, loyal customers are emotional creatures, which are profoundly driven by their desire to sustain a relationship with the brand that they feel emotionally committed (Eru, 2007).

Businesses should rather focus on building positive brand experiences for the customers and establishing an emotional commitment between the consumer and their brands. Emotional connection is vital for establishing emotional commitment, which was found to be an important driven of brand loyalty (Eru, 2007).

Adolescents are a significant target audience for marketers due to their high brand awareness, self-expressive needs, brand loyalty improvement potentials and importance of branding for this generation. Due to the high importance of brand loyalty and high importance of target group young generation, this study proposes to find out brand loyalty factors and brand loyalty relationship between brand inheritance, self-identification, nostalgia proneness under the mediating role of Emotional commitment.

Nostalgia proneness was found to not have any considerable impact on the consumers' loyalty toward a brand. Moreover, this research has established that nostalgia proneness does not lead to brand loyalty for younger generations.

According to the findings of the "Correlation Analysis Results of Nostalgia Tendency Test", there was no correlation between any other independent variables and nostalgia tendency.

Despite the fact that the participants are postmodern individuals, it is supported by the literature that they give importance to past experiences, relatives, history, and cultural phenomena. However, the research results show that different types of nostalgic trends within the category of nostalgia and retro are not a type of tendency that emerged at a young age, but can be observed in individuals who are middle-aged.

According to this research, there is a significant difference between emotional commitment, brand loyalty, brand inheritance, and gender, but there is no significant difference between self-identification and brand loyalty. As a result, it is known that the sample group that participated in the research is the target group of many brands.

6.1. Limitations of the Study

There are some limitations in this study as it is in every study. Regarding the limitations of the preset research, a first limitation is that, the collected datasample does not have the power to represent Turkey. Thus, it is not possible for the resultsto be generalized to Turkish survey participants. Looking at the main limitations of the research, one of them is that the data are collected from a limited number of participants.It is predicted that the researchers who will study this subject in the future will be useful in making a comparative analysis from different age groups.

6.2. Managerial Implications and Suggestions for Future Researches

Future researches also may explore the effects of other variables related with these concepts, which are not included in the current study.A retro-marketing approach involves looking to the past for marketing inspiration.

Clearly, the approach suggest there are numerous opportunities to offer revived products and services incorporating elements of past eras that ultimately went out of fasdion or which were superseded by other offerings in the marketplace but nevertheless are associated with nostalgia.

Despite the relative pervasiveness in many product markets of resurrected products and services, however, marketers should bewary of only looking at the past for all future inspirations. Finally, taking knowledge of bygone marketing step further, retro marketing also suggests an opportunity for marketers to adopt (lon-past) marketing approaches that may actually appear to run counter to the customer-centric principles associated with modern marketing.

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APPENDIX I

Değerli Katılımcı,

Bu ankette bulunan sorulara vereceğiniz cevaplar tarafımızca saklı tutulacak ve tamamen bilimsel amaçlı olarak kullanılacaktır.

Anket sonuçlarının sağlıklı olabilmesi için soruları doğru ve eksiksiz olarak yanıtlamanız gerekmektedir.

İlgi ve yardımlarınız için teşekkür ederiz,

Açıklama: Retro pazarlama, geçmişteki bir ürün veya hizmetin her zaman olmasa da çoğunlukla, performans, fonksiyon veya lezzet bakımından günümüz koşullarına göre revize edilerek nostalji temelli yeniden lansmanının veya yeniden canlandırmasının yapılmasıdır.

Örnek: Coca-Cola'nın , 125. yılına özel olarak tarihine damga vuran 4 nostaljik şişe tasarımını tekrar piyasaya sürmesi bir retro pazarlama örneğidir.

Örnek: Fruko Gazozları, 40. Kuruluş yılında eski yeşil cam şişesini tekrar tüketiciyle buluşturmuş reklam kampanyalarında da retro bir yaklaşımda 14 yıl önce kullandığı kişiyi ve mesajı kullanmıştır.

Örnek: Meyve suyu denince akla gelen ilk markalardan olan Tamek, meyve sularını tüketicilerine özledikleri kahverengi şişelerde sunuyor.

Lütfen Aşağıdaki soruları kendi düşünceleriniz doğrultusunda

1-Kesinlikle Katılmıyorum, 2-Katılmıyorum, 3-Ne Katılıyorum Ne Katılmıyorum, 4-Katılıyorum, 5-Kesinlikle Katılıyorum, seçeneklerinden birini (X) koyarak cevaplandırınız.

SORU NO	SORULAR	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
1.	Artık hiçbir şey eskisi gibi üretilmiyor.					
2.	Yeni olan her zaman daha iyidir.					
3.	Gelecekte insanların yaşamları daha iyi olacaktır.					
4.	Eski güzel günlerde her şey daha iyiydi.					
5.	İlerlemenin/gelişmelerin sürekli olduğuna inanıyorum.					
6.	Eskiden sorunlar/ sıkıntılar bana çok uzakmış gibi geliyordu.					
7.	Ürünler giderek daha da kalitesizleşiyor.					
8.	Anne babalarımızla kıyasladığımızda maddi olarak biz daha iyi durumdayız.					
9.	Teknolojik gelişmeler daha parlak bir gelecek vaat etmektedir.					
10.	Gençken, şimdi olduğumdan daha mutluydum.					
11.	Günümüz yeni aktör/aktristkeri eskilerden çok şey öğrenebilirler.					
12.	İtiraf etmeliyim ki, her geçen gün her şey daha iyiye gidiyor.					
13.	Spor alanındaki efsane oyuncular ya artık sporla uğraşmıyor ya da uzun zaman önce hayatlarını kaybettiler.					
14.	Tarih, insanların refahında sürekli gelişmeye tanıklık etmiştir.					
15.	Bugünkü yaşam standartlarımız şimdiki zamana kadarkilerin en yükseğidir.					
16.	Bazen hayatta yeniden (bebeklikten) başlamak isterim.					
17.	Hayat kalitemizde azalma söz konusudur.					
18.	Gayri safi milli hasıladaki kararlı yükseliş insanlara mutluluğu getirmektedir.					
19.	Klasiklerle kıyaslandığından bugünün müzikleri kötüdür.					
20.	Modern iş hayatı düzenli olarak daha iyi yarınlar inşa etmektedir.					

21.	Retro pazarlama faaliyetleri yapan markalar güvenilirdir.					
22.	Retro pazarlama faaliyetleri yapan markalar çekicidir.					
23.	Retro pazarlama faaliyetleri yapan markalar memnuniyet sağlar.					
24.	Retro pazarlama faaliyetleri yapan markalar sosyal statü sembolüdür.					
25.	Retro pazarlama faaliyetleri yapan markaların iyi bir itibarı vardır.					
26.	Retro pazarlama faaliyetleri yapan markalar "beni" yansıtır.					
27.	Kendimi retro pazarlama faaliyetleri yapan markalarla özdeşleştiririm.					
28.	Retro pazarlama faaliyetleri yapan markalarla karşı kişisel bir bağ hissederim.					
29.	Başka insanlara kendimi ifade etmek için retro pazarlama faaliyetleri yapan markalardan faydalanırım.					
30.	Retro pazarlama faaliyetleri yapan markalar olmak istediğim kişi olmama yardım ederler.					
31.	Retro pazarlama faaliyetleri yapan markalar kim olmak istediğimi yansıtır.					
32.	Retro pazarlama faaliyetleri yapan markalar bana uygundur.					
33.	Retro pazarlama faaliyetleri yapan markalara karşı kendimi sadık hissederim.					
34.	İmkanım oldukça retro pazarlama faaliyetleri yapan markaları satın alırım.					
35.	Retro pazarlama faaliyetleri yapan markaları alabildiğim kadar çok satın alırım.					
36.	İhtiyacım olan ürün kategorisindeki tek marka benim için retro pazarlama faaliyetleri yapan markalardır.					
37.	Retro pazarlama faaliyetleri yapan markaları diğer markalara tercih ederim.					
38.	Eğer retro pazarlama faaliyetleri yapan markaları bulamazsam başka marka kullanmak benim için çok zor olacaktır.					
39.	Alışverişe çıktığımda yolumu değiştirmek pahasına da olsa retro pazarlama faaliyetleri yapan markaları satın alırım.					
40.	Retro pazarlama faaliyetleri yapan markaları satın alma olasılığım daha yüksektir.					
41.	Retro pazarlama faaliyetleri yapan markaları satın almayı düşünürüm.					

SORU NO	Retro pazarlama faaliyetleri yapan markaların bu faaliyetlerinden sonra onlara karşı oluşan hislerinizi aşağıdaki ifadeler ne oranda tanımlamaktadır.	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
1.	Bu markalara karşı olumlu hisler beslerim.					
2.	Bu markaları severim.					
3.	Bu markalar dostumdur.					
4.	Bu markalar barışçıldır.					
5.	Bu markalara karşı tutkuluyum.					
6.	Bu markalar beni mutlu eder.					
7.	Bu markalar beni büyüler/etkiler.					
8.	Bu markalarla ilgiliyim.					
9.	Bu markalara bağlıyım.					
10.	Bu markalara gönülden bağımlıyım.					

SORU NO	SORULAR	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
1.	Retro pazarlama faaliyetleri yapan markalar geçmişten günümüze gelen sürekli markalardır.					
2.	Retro pazarlama faaliyetleri yapan markalar başarı sembolüdür.					
3.	Retro pazarlama faaliyetleri yapan markaların bilinirliği yüksektir.					
4.	Retro pazarlama faaliyetleri yapan markaların güçlü bir marka kimliği vardır.					
5.	Retro pazarlama faaliyetleri yapan markalar diğer markalara göre daha özgündür.					
6.	Retro pazarlama faaliyetleri yapan markalar köklü markalardır.					
7.	Retro pazarlama faaliyetleri yapan markalar geleneksel değerleri muhafaza ederler.					

Cinsiyetiniz : Kadın   Erkek
.3. Cin Yaşınız:
.4. EğitEğitim Düzeyiniz:Lisans   Yüksek Lisans   Doktora
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