

# The Influence of Consumer Nostalgia on Brand Loyalty

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## ABSTRACT

Every consumer has more or less nostalgic feelings, enterprises very early began to use the nostalgic needs of consumers to carry out nostalgic marketing. Consumer brand relationship is an important factor affecting brand loyalty, while the level of consumer nostalgia has a certain influence on brand trust and attachment. Brand trust and attachment have a great role in promoting brand commitment, which is the core driving factor of brand loyalty. Thus, it can be seen that consumers' nostalgic feelings can act on brand loyalty through the intermediary of brand relationship. Enterprises can provide a platform for consumers with nostalgic experience by developing various marketing strategies, so as to improve consumers' brand loyalty.

**Keywords:** nostalgia; brand relationship; brand trust; brand attachment; brand loyalty

## INTRODUCTION

Every consumer is more or less nostalgia, this kind of emotion to consumer consumption behavior will have a certain influence, such as the 2010 Spring Festival party little tigers popular is that they aroused the audience nostalgia, back shoes sell like hot cakes, retro restaurant and popular clothing restoring ancient ways, etc., and consumer nostalgic feelings. Companies have long captured this nostalgia. For brand revival, many old brands adopt marketing methods to add nostalgic elements; the new brands want to meet the nostalgic needs of consumers, many absorb a lot of nostalgic elements, such as nostalgic packaging, nostalgic advertising, nostalgic decoration design and so on. Nostalgia marketing became a very effective and persuasive marketing strategy for enterprises (Naughton et al., 1998; Ironson, 1999; Cosgrove et al., 2002; White, 2002). Pascal et al. (2002) point out that the market's reliance on and use of nostalgia is almost everywhere.

Compared to management practice, the theoretical community is also very keen on nostalgia research. In just 20 years, after a Holbrook and Schindler paper published in *Journal of Consumer Research* (1989), consumer nostalgia has become a subject of great interest to researchers in western marketing and consumer behavior fields (Reisenwitz et al., 2004; Muehling et al., 2004).

Brand loyalty, especially brand loyalty, is a concept of great concern to both the business community and academia, and now it is becoming more and more difficult for enterprises to gain long-lasting brand loyalty. Consumer-Brand Relations Quality CBRQ (consumer-brand relationship quality) is an important factor affecting brand loyalty, but nostalgia has not been mentioned much in the study of the influencing factors of the existing literature on the brand relationship itself. Does nostalgia have an impact on the brand relationship, how much on those variables in the brand relationship, how is the specific mechanism of action, and does consumers' nostalgia affect the brand loyalty through the intermediary role of the brand relationship? This paper selects the two core constructs in the brand relationship: trust and attachment, and studies the influence of consumer nostalgia on these two variables, so as to affect the brand loyalty.