

## The Effects of Nostalgia on Consumer Loyalty

### Os Efeitos da Nostalgia na Lealdade do Consumidor

**Carlos Filipe Arnaut de Carvalho<sup>1</sup>, Flavio Santino Bizarrias<sup>2</sup>, Marlette Cassia Oliveira Ferreira<sup>3</sup>, Jussara da Silva Teixeira Cucato<sup>4</sup>, Jussara Goulart da Silva<sup>5</sup>**

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#### Abstract

The first step for a company to influence and to direct consumers towards its goals is to map their behavior. For this reason, since the 1990s, marketing Researchers study a concept hitherto little explored in preference structures of consumers: nostalgia. It turned out that, when used as a strategic tool to communicate a message, the nostalgic feeling is able to create an emotional bond between a brand and its target audience. This study seeks to identify how nostalgia affects consumer loyalty to a particular brand. This research is characterized as a survey, following a quantitative model, including field research and the application of an online questionnaire as a data collection instrument. The sample consisted of 147 subjects living in the North Coast of São Paulo. The results showed that consumers respond to nostalgic stimulus with commitment and preference for the brand and with willingness to recommend it to others and stay buying it.

**Keywords:** Nostalgia. Marketing. Consumer behavior. Loyalty.

#### Resumo

Mapear o comportamento do consumidor é o primeiro passo para que uma empresa possa influenciá-lo e canalizá-lo em direção aos seus objetivos. Por este motivo, desde a década de 1990, os pesquisadores de marketing estudam um conceito até então pouco explorado nas estruturas de preferência dos consumidores: a nostalgia. Descobriu-se que o sentimento nostálgico, quando usado como ferramenta estratégica na comunicação de uma mensagem, é capaz de criar uma ligação emocional entre marca e público-alvo. Este estudo procurou identificar como a nostalgia afeta a lealdade do consumidor a determinada marca. Esta pesquisa caracteriza-se como empírica e descritiva, de natureza quantitativa, com a realização de pesquisa de campo e aplicação de um questionário on-line como instrumento de coleta de dados. Os resultados obtidos permitiram concluir que os consumidores respondem ao estímulo nostálgico com comprometimento e preferência pela marca e disposição em recomendá-la para terceiros e permanecer comprando-a.

**Palavras-chave:** Nostalgia. Marketing. Comportamento do consumidor. Lealdade.

<sup>1</sup> Technologist in Managerial Processes by Instituto Federal de Educação, Ciências e Tecnologia. Financial Manager. Address: Rua José Lourenço Coutinho Oliveira, 65, Perequê-Açu, 11680-000, Ubatuba, SP, Brazil. E-mail: cf.arnaut@gmail.com

<sup>2</sup> Doctor in business administration. Professor at UNINOVE. E-mail: flavioxsp@hotmail.com

<sup>3</sup> Doctor in business administration. Professor at Instituto Federal de Educação Ciências e Tecnologia. E-mail: marlettecassia@gmail.com

<sup>4</sup> Doctorate in business Administration at Escola Superior de Propaganda e Marketing - ESPM. E-mail: jussaracucato@gmail.com

<sup>5</sup> Doctor in business Administration pela Universidade Federal de Ituiutaba. E-mail: profadmjussara.ufu@gmail.com

## 1 Introduction

In a context of increasing competition between companies for consumer markets, organizations are often forced to redefine their brand positioning strategies. Thus, the concern with consumer behavior, a phenomenon whose study combines elements of psychology, sociology, economics and social anthropology, grows in an attempt to understand the decision-making process of people buying. Mapping this consumption behavior is the first step so that a company can influence it and channel it toward its goals.

Since the 1990s, marketing researchers have studied a concept that has been little explored in consumer preference structures: nostalgia. Although it was first described as a pathology, nostalgia is currently seen as a normal condition present in all individuals, capable of influencing their behavior and how they relate to people, objects, goods, and services. It has been discovered that nostalgic feeling, when used as a strategic tool in communicating a message, is capable of creating what every company wants to build: an emotional link between its brands and its target audiences.

Under the justification of filling gaps in the still incipient literature on the subject, the question that this study proposes to answer is: does the feeling of nostalgia affect consumer loyalty to the brand?

Therefore, it was adopted as a general objective of this research to identify how nostalgia affects the loyalty of the consumer to a certain brand, having as stimulus advertisements and products that evoke nostalgic experiences.

In order to achieve the general objective proposed, the following specific objectives were defined: conceptualizing nostalgia and brand loyalty; to relate these concepts to theories of consumer behavior, such as learning and memorization, motivation, personality, emotions, attitudes and influences on attitudes; and analyze the effects of nostalgic appeal on customer loyalty.

For this, a descriptive quantitative research was chosen, which was divided in two parts. In the literature search, secondary sources were consulted for a better understanding of the proposed theme and survey of the theoretical reference necessary to the basis of the work. Finally, a field survey was carried out by means of a structured online questionnaire with Likert scale questions with seven points, being 1 (completely disagree) and 7 (totally agree).

This article is divided into five sections, including this introduction, followed by the theoretical framework. The third section corresponds to the description of the methodology used, the fourth section will contemplate the analysis and discussion of the data obtained and, finally, the fifth section deals with the final considerations.

## 2 Theoretical Framework

### 2.1 Marketing and brand management

Kotler and Armstrong (2007) argue that good marketing is essential to the success of any organization. Defining it is not a simple task, but the objective view of the authors helps the reader to understand that marketing is, above all, a way of managing profitable relationships with customers. For Churchill and Peter (2012), the essence of this process is the development of exchanges between organizations and customers, who voluntarily participate in transactions designed to bring benefits to both. Kotler and Armstrong (2007) explain that the first steps in the marketing process focus on creating value for customers. For this, the company needs, first of all, to research the needs of the target market and manage the information obtained. Next, marketers answer two basic questions to come up with a customer-oriented strategy. They are:

"which customers will we serve?" (Market segmentation and marketing target definition) and "how can we best serve customers?" (Differentiation and positioning).

Brito (2010) is part of the positioning strategy, among other efforts, brand management. Shimp (2002) defines brand as a unique designation of a company, created to differentiate its products and services from the offers of its competitors. It can be identified by a name, symbol, sign, design or any specific combination of these elements. Kotler (2011) adds that the benefits of building an organizational brand are great, since it can dissociate itself from the products that gave rise to it and gain other meanings. This value assigned to a brand beyond the functional characteristics of its products is called brand value (Hawkins, Mothersbaugh, & Best, 2007).

For Shimp (2002), the initial goal of the marketing communicator is to increase brand value and channel consumer behavior in favor of it. Aaker (2007) highlights the role of differentiation and brand potentiators in this endeavor, since a significant differentiator for consumers will always be taken into account when purchasing or using the product or service. On this, Churchill and Peter (2012) add that brand value encompasses customer loyalty, brand awareness, perceived quality, brand associations, and other brand assets.

In practice, for the company, increasing brand value results in increased market share, decreased consumer sensitivity to price, and improved marketing efficiency (Hawkins et al., 2007), in addition to legally protecting features or exclusive aspects of their products (Kotler & Keller, 2012). For the customer, this increase reduces the time and energy involved in the purchasing process, as well as providing good feelings derived from positive brand associations (Churchill & Peter, 2012). Therefore, it can be said that brands benefit both buyers and sellers.

Zyman and Miller (2001) argue that a brand carries many meanings in fraction of seconds. The interpretation of these levels of meanings by the target market defines the brand image, which, according to Hawkins et al. (2007), corresponds to the set of associations that consumers have learned about it. This image can harm or leverage products and change over time due to changes in consumers, competitors and the brand strategy itself. Shimp (2002, 33) establishes an intrinsic relation between image and brand value by stating that "[...] a brand has value as consumers become familiar with it and have stored in their memory favorable, strong associations and unique".

Shimp (2002) and Kotler (2011) agree that brand management is an important marketing tool and should be strategically driven to increase the value and loyalty of its consumers.

For Kotler (2011), the best brands suggest something about the benefits of products; are easy to pronounce, recognize, and remember; are distinctive; and have no negative connotations or meanings in other countries or languages.

According to Kotler and Keller (2013, page 347), "at the heart of a great brand is a great product." For authors, products are essential elements in the market offer and include everything that can be offered to the target customer to satisfy their needs and wants, such as physical goods, services, experiences, events, people, places, properties, organizations, information and ideas. Churchill and Peter (2012) complement that in marketing terminology, a product also includes brands, packaging, and other features that add value to customers.

Based on the idea that people satisfy their needs and desires with products, Kotler (2011) occasionally uses the terms 'offer' and 'solution' to refer to them, demonstrating that the importance of physical products is not in aggregate services they provide to the consumer.

## **2.2 Consumer behavior and learning and memorization**

Solomon (2011) defines consumer behavior as a set of processes employed by individuals, groups or organizations to select, buy, use or discard products, services, ideas and experiences in order to satisfy their needs and desires. For the author, the expanded view of this concept also encompasses how marketers influence consumers and how consumers use the

products and services they offer. In the words of Hawkins, Mothersbaugh, and Best (2007: 4), the field of consumer behavior studies "[...] the impact these processes have on consumer and society."

Knowing the needs, desires and demands of the consumer, according to Hawkins et al. (2007), requires understanding the behavioral principles that guide their consumption habits. Solomon (2011, 44) states that people play different roles and that their consumption behaviors vary according to the specific role they are playing. In this context, the author cites some of the types of relationships a person may have with a product:

- P1:** "Self-concept connection - The product helps establish the identity of the user;
- P2:** Nostalgic connection - The product serves as a link with a "self" of the past;
- P3:** Interdependence - The product is part of the daily routine of the user;
- P4:** Love - The product promotes emotional bonds of affection, passion or some other intense emotion".

Hawkins et al. (2007) define learning as a change in memory or long-term behavior resulting from information processing. As a rule, information is temporarily retained in short-term memory (MCP) and, after being interpreted, transferred to long-term memory (MLP), where it is stored and retrieved for decision making. Based on this principle, Myers and Reynolds (1975) argue that learning is a fundamental process of consumer behavior, since every buying pattern is based on learning processes. Being this, it establishes associations between separate stimuli or between stimuli and their responses, which can be appropriated by the marketing to associate the solution of a problem or need to a specific product or service. According to Myers and Reynolds (1975, p. 62), "Consumers look for signs on a product, packaging or advertisement that leads them to expect a certain quality of the product or service." On these associations, Hawkins, et al. (2007) explain that the beliefs generated by consumers regarding the characteristics or attributes of what is being offered can serve as the basis for buying when a need arises.

Learning can occur even in contexts of high involvement - when the consumer is motivated to know the material - and low involvement - when the consumer does not receive sufficient motivation to process the information. Based on this premise, Hawkins et al. (2007) present two central approach to learning: Conditioning and Cognitive Learning. According to them, conditioning comprises a set of procedures employed by marketers to increase the probability of association between two stimuli, which can be between a stimulus and a reaction or between a response and a result, characterizing, respectively, the conditioning classical and operant conditioning. Already, cognitive learning explores how individuals process, store, and use the information and the influence of this information on their thinking, creativity, and problem solving. In other words, behavior ceases to be just a response to a stimulus and begins to involve all the mental activities of the individual.

After learning processing, Myers and Reynolds (1975) warn of the importance of remembering the information or process that has been learned. This is because, according to Hawkins et al. (2007: 150), "[...] marketers want strong and direct links between their brands and the fundamental characteristics of the product" and are increasingly concerned about competitors' interference in the memory of consumers. This interference reduces the memory of claims made in your advertisements and makes it difficult to retrieve specific bits of information from your brand. To minimize it, the authors recommend investing in unique advertisements and preventing them from appearing in the same set of advertisements as competitors, increasing the strength of initial learning and providing an external pathway for retrieving the information that is stored in the consumer's memory.

Regarding the storage, organization and accessibility of information in long-term memory, Hawkins et al. (2007) explain that marketers are particularly interested in the consumer's semantic and episodic memories, which involve, respectively, their basic knowledge and feelings about a concept and a sequence of events in which they participated. In the second case, it is worth mentioning that the marketing efforts employed to associate a brand with the positive feelings generated by past events are particularly relevant to this study.

Solomon (2011) adds that the more experience a consumer has with a product, the better use they can make of the information they have about it, because earlier familiarity with an object stimulates their recall. For the author, the ads and products themselves can act as memory markers and prepare consumers to retrieve episodic memories. This explains the marketing power of nostalgia, which is often used to evoke good memories that motivate consumers to revisit the past with consumer experiences in the present.

### 2.3 Nostalgia

Several authors agree that the phenomenon of nostalgia has aroused the interest of scholars from different fields of knowledge, however they are not unanimous regarding the definitions and meanings of the term. Holak and Havlena (1998), for example, conceptualize nostalgia as a complex feeling, emotion or state of humor, of positive valence, originated by a reflection on things associated with the past, whether objects, persons, experiences or ideas. Belk (1990) enlarges the list of elements capable of evoking this 'melancholy mood', also citing scents and songs. Already Hertz (1990) establishes a negative relation between the nostalgia and the perception of an irredeemably lost past. Searching for a middle ground between these interpretations, Baker and Kennedy (1994) explain that there is a certain amount of sadness and happiness in the nostalgic experience, giving it a 'bittersweet' aspect.

According to Divard and Demontrond (1997), nostalgia is experienced by an individual when an internal or external stimulus transposes it into a period or event of an idealized past that becomes part of his own experience. This means that the nostalgic experience may involve memories of the past or fantasies about a remote time with which the individual has not had a direct experience (Holak and Havlena, 1998). For Baker and Kennedy (1994), the great difficulty of traditional consumer behavior literature is to delimit this difference between the different levels of nostalgia and the levels of emotional intensity related to it. The authors suggest, therefore, that there are three types of nostalgia - real, mock, and collective - and that each has an inherent value to add to marketing.

Real nostalgia is associated with episodic memory, that is, it can only be experienced by a person who has experienced a certain event. Baker and Kennedy (1994) argue that the stimuli that provoke this kind of nostalgia can evoke very vivid memories based on past experiences. Simulated nostalgia, in turn, refers to a sentimental yearning for an idealized past with which the individual has not had direct experience, and can be evoked from other people's stories, symbolic objects, or other stimuli that refer to times. Collective nostalgia, however, is linked to a past that represents the culture of a generation or a whole country, and reflects the notion that the emotions provoked by nostalgic reflection are more consistent when aroused in a collective context, especially from cultural symbols of a group of individuals.

Based on this information, Baker and Kennedy (1994) present the following propositions:

- P<sub>5</sub>:** The intensity of nostalgic emotion depends on the level of nostalgia that is evoked;
- P<sub>6</sub>:** The intensity of nostalgic emotion is greatest when direct experience has occurred;

**P7:** Although a consumer has not had direct experience with the past that is evoked by some advertisement, advertisement or product, he may still feel nostalgic when exposed to these stimuli, but with less intensity.

**P8:** The emotion provoked by collective nostalgia is more consistent among individuals, but is less intense than the individual emotions corresponding to real and simulated nostalgia.

Parallel to these studies, Davis (1979) presents an important distinction between three orders or levels of nostalgic experience. The first order is associated with a belief that "things were better in the past" and, while involving a desire for return, is accompanied by the realization that such a thing is not possible. In the second order, individuals question or analyze the past rather than sentimentalize it, as if asking themselves "was it?". Finally, at the third level, individuals do not critically analyze the past and, rather, the nostalgic response itself, as if trying to objectify the longing they feel. The questioning, in this case, would be "why am I feeling nostalgic?"

From a sociological perspective, Davis (1979) considers that nostalgia allows the human being to preserve his identity in the face of major transitions in the life cycle, such as the transition from childhood to adolescence, from adolescence to adulthood, from single life to married life and so on. According to the author, the nostalgia in the transition from adolescence to adulthood seems to be stronger than in any other period. On this, Baker and Kennedy (1994) argue that a certain amount of nostalgic reflection is necessary for the individual to understand how he has reached this point of transition and to prepare for the changes in the roles he plays.

From this, the authors formulate three other propositions on the influence of the quality of life perceived in the past in the evocation of nostalgia:

**P5:** The more drastic the change in a current role of life, the more nostalgic reflection will occur;

**P6:** The more satisfied individuals are with their quality of life perceived in the past, the more nostalgic reflection will occur;

**P7:** The more dissatisfied individuals are with current socioeconomic conditions, the more they will want to return to the past and the greater the efficiency of messages that evoke nostalgia.

On these escapism opportunities, Holak and Havlena (1991) explain that products can arouse nostalgic emotions during consumption, allowing consumers to re-experience aspects of the past directly or indirectly. This is because, according to Baker and Kennedy (1994), products help preserve memories. In this sense, advertising can purposely evoke past associations in an attempt to recall positive consumer responses. However, Holak and Havlena (1998) point out that the complex combination of positive and negative emotions makes the nostalgic response difficult to predict, since the feeling of tenderness evoked may encourage favorable attitudes towards a product or advertisement, while that the accompanying sense of loss may have the opposite effect.

This observation implies that the use of nostalgia in marketing must be accompanied by a creative effort to minimize the sense of consumer loss. On this, Holak and Havlena (1998) suggest three scenarios that may limit the negative feeling of nostalgic experience: the first is that of a product that, when consumed, allows the consumer to recover much of the original feeling. This is the case with food and entertainment products, for example. In the second, the consumer's original experience is remembered as moderately pleasant. Finally, in the third case, the original reference is less person-oriented, creating a more diffused and generalized sensation without evoking specific memories.

### **3 Methodology**

With the objective of understanding the effects of nostalgia on consumer loyalty to a particular brand, this chapter presents the main methodological processes selected for the development of this empirical research, characterized by the use of theories of the Administration area together with the production and analysis to find solutions to the proposed problem.

In light of the incipient literature on the subject, in its nature, research is an original scientific study, which, according to Andrade (2010), can contribute with new achievements and discoveries for the evolution of scientific knowledge related to the subject. From the point of view of the research objectives, it can be classified as descriptive, since its main objective is to describe characteristics or functions of the market (Malhotra, 2012). In this case, the aim of the research is to understand and describe the effects of nostalgia on consumer behavior with regard to its loyalty to a particular brand.

As for the adopted procedures, a bibliographical research was carried out, which according to Gil (2008), is developed from material already elaborated, consisting mainly of books and scientific articles. In addition, in order to gather the necessary data for the description that this work proposes to make, a field survey was conducted, whose basis, according to Andrade (2010), is the observation of the facts as they actually occur through specific techniques of data collection, such as direct observation, forms and interviews.

The research carried out in this study is based on a structured questionnaire with closed questions of Likert scale, developed in a free platform of Google Drive and exposed to the population via the Internet. The approach used is a quantitative research. This type of research, according to Malhotra (2012), seeks to quantify the data and generalize the results of the sample to the population of interest.

#### **3.1 Sampling - Design and procedures**

##### ***3.1.1 Definition of the target population***

Malhotra (2012) explains that the elaboration of a sampling begins with the specification of the target population, which is the collection of elements on which the researcher looks for information and makes inferences. Its definition is given in terms of elements, sample units, extent and period. In this sense, this research makes inferences about people of both sexes, over the age of 15, who are consumers and live on the North Coast of São Paulo, in the year 2016.

##### ***3.1.2 Definition of the sampling frame***

According to Malhotra (2012), a sample framework consists of a list or set of instructions that identifies and represents the elements of the target population. For this research, a sample framework of people above 15 years of age residing in cities of the North Coast of São Paulo was determined, according to the Demographic Census of 2010, last edition made available by the IBGE, were inhabited as follows: Caraguatatuba, population 77,296; Ilhabela, 21,230; São Sebastião 55,366; and Ubatuba, 59,368. Summing up a sampling frame of 213,260 individuals.

### **3.1.3 Choice of sampling technique**

The sampling technique chosen for the research employed is non-probabilistic, since each respondent is selected based on the convenience judgment (Malhotra, 2012).

### **3.1.4 Execution of sample size**

According to Malhotra (2012), the sample size corresponds to the number of elements to be included in the study, and its execution requires a precise detailing of population decisions, sampling frame, sampling unit, sampling technique and sample size. According to bruni (2011), for the universe size of 500,000 people, there would be a confidence level of 90% and an inferential error of 7%, with 139 respondents if the sample was probabilistic. In this study, a sample was collected for the convenience of 147 respondents.

## **3.2 Instruments of data collection**

For the data collection, a questionnaire structured with 42 questions was used as a research tool. Of these, 36 were of Likert type scales with seven points, being 1 (totally disagree) and 7 (totally agree). In this type of question, according to Malhotra (2012), respondents should indicate how much they agree or disagree with a sequence of statements related to the object.

At the beginning of the questionnaire, the respondents were asked to choose one of three advertisements from three different products, based on the following criteria: 'the one whose product was somehow part of their life'. The advertisements used as stimulus were: Johnson's Baby Shampoo, Faber Castell color pencil and new Volkswagen beetle. A multiple choice question was inserted in order to indicate the advertisement assisted by the respondent to participate in the research.

To identify the economic class of respondents, the Brazilian Economic Classification Criterion (CCEB), developed by the Brazilian Association of Research Companies (ABEP), was used. This criterion defines the purchasing power of each person by means of a scoring system that assigns points to respondents according to their possession of assets and the degree of education of the head of their family, as well as questions about age, sex, the city and the schooling of the respondents. All questions were organized by a Randomization technique, with the help of the Random.Org site, as a way to avoid the biases of an induction in the responses.

The questionnaire was applied via the Internet, being disseminated in the social network of the researcher and sent to the e-mail of all his personal contacts, professionals and academics.

## **3.3 Table of issues**

Of the 42 questions included in the data collection instrument, 36 correspond to the following constructs: Evoked Nostalgia, Attitudinal Loyalty Degree, Intention of Perceived Persuasion, Intention to Purchase, Emotions, Stress and Consumer Perception in Relation to Propaganda. The other six questions are associated with identifying the respondent's profile.

## **3.4 Variables of the instrument of data collection**

### **3.4.1 Operationalization of evoked nostalgia**

In order to estimate the degree of nostalgia evoked by assisted propaganda, ten statements were developed, questions 22, 38, 17, 5, 6, 1, 30, 16, 8 and 42 being drawn from the



work of Pascal, Sprott and Muehling (2002), as shown in Table 1.

**Table 1**

Variables of the Evoked Nostalgia constructo

| Original  |
|---|
| 22. Reminds me of the past.                           |
| 38. Helps me recall pleasant memories.                |
| 17. Makes me feel nostalgic.                          |
| 5. Makes me reminisce about a previous time.          |
| 6. Makes me think about when I was younger.           |
| 1. Evokes fond memories.                              |
| 30. Is a pleasant reminder of the past.               |
| 16. Brings back memories of good times from the past. |
| 1. Reminds me of the good old days.                   |
| 42. Reminds me of good times in the past.             |

Fonte: Prepared by author based on Pascal et al. (2002).

### 3.4.2 Operationalization of the degree of attitudinal loyalty

In order to analyze the influence of the nostalgic stimulus on the consumer's attitudinal loyalty in relation to the brand of the product presented in the advertisement, eight statements were developed, questions 36, 27, 23, 41, 26, 35, 9 and 2 being adapted from Dick's work and Basu (1994), as shown in Table 2.

**Table 2**

Variables of the Attitudinal Loyalty Degree construct

| Items  |  |
|--|--|
| Original   | Cultural Adaptation  |
| 36. Eu realmente aprecio os serviços do Santander.   | I really appreciate the branding of the product featured in the advertisement.                                 |
| 27. O Santander, como banco comercial, não é tão bom quanto pensei que fosse. (-1)             | The product brand featured in the advertisement is not as good as I thought it was. (-1)                       |
| 23. Eu gosto do Santander.   | I like the brand of the product presented in the advertisement.  |
| 41. Eu recomendaria o Santander para os meus amigos.   | I would recommend the brand of product featured in the advertisement to my friends.                            |
| 26. Considero-me leal ao Banco Santander.  | I consider myself loyal to the brand of the product presented in the advertisement.                            |
| 35. Mantereí minha conta no Banco Santander por muito tempo.                                   | I will continue to consume the brand of the product presented in the advertisement for a long time.            |
| 9. Frequentemente considero a possibilidade de trocar de banco. (-1)                           | I often consider the possibility of changing the brand of the product presented in the advertisement. (-1)     |
| 2. Em minhas próximas transações financeiras certamente considerarei realizá-las no Santander. | In my next purchases I will certainly consider buying the brand of the product presented in the advertisement. |

Fonte: Prepared by author based on Dick e Basu (1994).

### 3.4.3 Operationalization of perceived persuasion intent

In this construct, four items were elaborated to analyze the customer's perception of the intention of persuasion of the advertisements used in the data collection instrument, in order to identify if the nostalgic stimulus sounds intrusive or appealing to the consumer, since it can evoke memories of his past. Table 3 shows how questions 10, 19, 34 and 18 were adapted from the work of Reinhard et al. (2006).

**Table 3**

Variables of the Intention of Perceived Persuasion construct

| Items  |
|--|
| 2. The package designer has a strong interest in changing my attitude toward the brand.                      |
| 19. The package was design for convincing me of the value of the brand.                                      |
| 34. The package seems to me very obtrusive.  |
| 18. While I viewed the package, I thought it was obvious that it was been designed to persuade the customer. |

Fonte: Prepared by author based on Reinhard et al. (2006).

### 3.4.4 Operationalization of the purchase intention

In order to analyze the impact of the nostalgic stimulus on the intention of the consumer to buy products from the brands presented in the advertisements, three statements were developed (Table 4). Questions 11, 31 and 32 are taken from the work of De Carlo and Barone (2009).

**Table 4**

Variables of the construct Purchase Intent

| Items  |
|--|
| 11. The next time I see this brand, I will definitely buy it.                                  |
| 31. The probability that I would consider buying this brand is: not at all likely—very likely. |
| 32. My willingness to buy this brand is: very low—very high.                                   |

Fonte: Prepared by author based on De Carlo e Barone (2009).

### 3.4.5 Operationalization of emotions

In order to measure the emotions aroused by the nostalgic stimulus, a question was elaborated, being question 3 taken from the works of Mehrabian and Russell (1974) (apud Soriano and Foxal (2001) and Metha (2012)) and Donovan and Rossiter (1982) ), (Table 5).

**Table 5**

Variables of the Emotions construct

| Items                      |
|----------------------------|
| Happy - Unhappy            |
| Pleased - Annoyed          |
| Satisfied - Unsatisfied    |
| Hopeful - Despairing       |
| Relaxed - Bored            |
| Contented - Melancholic    |
| Contented - Depressed      |
| Importante - Insignificant |
| Free - Restricted          |

Fonte: search data.com based on Mehrabian and Russell (1974) (apud Soriano and Foxal (2001) and Metha (2012)) and Donovan e Rossiter (1982).

### 3.4.6 Stress Operation

Since the previous construct focuses on measuring emotions of positive valence, this construct seeks to analyze the degree of stress caused by the nostalgic stimulus, since there is a certain amount of suffering in nostalgia, as already explored in the theoretical basis of this work. For this, five statements were developed, questions 7, 28, 40, 24 and 3 being drawn from the work of Baker, Parasuraman, Grewal, & Voss (2002) and Metha (2012) (Table 6).

**Table 6**

Variables of the Stress construct

| Items       |
|-------------|
| 7. Frenzied |
| 28. Tense   |
| 40. Hectic  |
| 24. Panicky |
| 3. Rushed   |

Fonte: search data com based on Baker et al. (2002) and Metha (2012).

### 3.4.7 Operationalization of consumer perception of advertising

In order to evaluate the consumer's perception of assisted advertising, five variables were inserted in the research, being questions 14, 13, 29, 33 and 12 adapted from the work of Galvão (2013) (Table 7).

**Table 7**

Variables of the construct Consumer Perception in Relation to Propaganda

| Items Original   | Cultural Adaptation   |
|--|---|
| 14. Em relação à imagem e ao texto: "1 – A qualidade é ruim e não consegui analisar corretamente o anúncio. 7 – A qualidade é muito boa e consegui analisar corretamente o anúncio." | In relation to video and sound: "1 - The quality is bad and I could not properly analyze the commercial 7 - The quality is very good and I was able to correctly analyze the commercial."     |
| 13. Em relação ao entendimento da fotografia: "1 – A fotografia não mostra a qualidade devida da mãe e seu filho. 7 – A fotografia mostra a qualidade de vida da mãe e seu filho."   | Regarding the understanding of video assisted: "1 - He does not properly present the brand of the product." 7 - He duly presents the product brand. "   |
| 29. Após analisar o anúncio eu acho que: "1 – Não influenciou em nada a minha opinião sobre produto sustentável. 7 – Influenciou minha opinião sobre produto sustentável."           | After analyzing the video, I think: "1 - It did not influence my opinion on the brand of the product at all 7 - It influenced my opinion on the brand of the product."                        |
| 33. Após analisar o anúncio, eu acho que ele: "1 – Não mudou a minha atitude em relação ao produto sustentável. 7 – Mudou minha atitude em relação ao produto sustentável."          | After analyzing the video, I think it: "1 - It will not influence in any way my habits of buying products of this brand." 7 - It will influence my habits of buying products of this brand. " |
| 12. Após analisar o anúncio, eu acho que ele: "1 – Não influenciará em nada meus hábitos de compra de produtos sustentáveis. "   | After analyzing the video, I think it: "1 - It will not influence in any way my habits of buying products of this brand." 7 - It will influence my habits of buying products of this brand. " |

Fonte: search data com based on Galvão (2013).

## 4 Analysis and Discussion of Results

### 4.1 Sample characterization

A total of 147 respondents were interviewed, whose profile was identified by analyzing the following variables: gender, age, level of education, city where they live and economy class.

When observing the profile of the respondents, it is verified that respondents are predominantly women, representing 65% of the respondents, the other 35% of the sample, is composed of men.

As to the age of the interviewees, it is observed that the majority of the sample is concentrated in the range of 18 to 30 years, a young public that corresponds to 57% of respondents and who is more familiar with the internet access, through which the questionnaire was applied. Interviewees aged 31-40 represent 18% of the sample, followed by 12% of respondents aged 41-50, 8% aged 50 or older, and 5% under 18.

Regarding the level of schooling of the interviewees, the findings indicate that 3, 43% of the sample is made up of people with incomplete higher education, while 29% of respondents have completed higher education, 25% have completed high school and 3 % completed only elementary education.

As for the locality of the interviewees, it is observed that 65% of the sample is formed by residents of Ubatuba. In sequence, 14% of the respondents are from Caraguatatuba, 12% from Ilhabela and 9% from São Sebastião.

The punctuation system used to determine the economic class of the interviewees was ABEP's Critério Brasil (2015). According to this criterion, the heterogeneity of the sample is evidenced with respect to the socioeconomic profile of the respondents. The predominant social class of respondents is class C1, with 27% of the sample, followed by classes B2 (26%), C2 (21%), D-E (12%), B1 (9%) and A (5%).

### 4.2 Analysis of evoked nostalgia

According to Solomon (2011), among the types of relationships that a person can develop with a product is the nostalgic connection in which the object serves as a link with a "self" of the past. On this, Hawkins et al. (2007) explain that marketers are particularly interested in associating their brands and products with positive feelings generated by past consumer events. However, Holak and Havlena (1998) recall that the nostalgic response is difficult to predict by combining positive and negative emotions that vary according to the memory evoked.

Thus, this construct seeks to analyze only the degree of nostalgia evoked by the advertisements used in the data collection instrument. This is the starting point for studying the reflexes of the nostalgic response, if observed, in consumer behavior. Their effects on respondents' loyalty, buying intent and emotions will be analyzed individually in other constructs.

**Table 8**

Evoked Nostalgia Construct Means

| Items   | average (%) |
|---|-------------|
| The product reminds me of the past.                   | 87          |
| The product helps me remember nice memories.          | 84          |
| The product makes me feel nostalgic.                  | 77          |
| The product reminds me of a previous time.            | 90          |
| The product makes me think about when I was younger.  | 87          |
| The product evokes good memories.                     | 89          |
| The product is part of a pleasant memory of the past. | 86          |

|   |           |
|---|-----------|
| The product brings back memories of good times of the past. | 86        |
| The product reminds me of the good old days.                | 86        |
| The product reminds me of good times of the past.           | 85        |
| <b>Total Mean of Evoked Nostalgia</b>                       | <b>86</b> |

Fonte: search data.

Table 8 shows that an average of 86% agreement was obtained when analyzing the variables of the evoked nostalgia. Through this result, it is possible to state that people re-experience aspects of the past directly or indirectly through products, advertisements or advertisements. Considering the studies by Lasaleta, Sedikides and Vohs (2014), which show that nostalgic feelings increase people's willingness to pay more for desired objects, companies are advised to appropriate this type of strategy with attention to consumer responses, to enhance the positive emotions of the nostalgic experience and avoid associations with painful memories of the target audience.

### 4.3 Analysis of the degree of attitudinal loyalty

For Shimp (2002), winning consumer loyalty is one of the major goals of brand management. Kotler and Keller (2012) explain that this loyalty depends on the formation of lasting impressions in the minds of consumers. Within the attitudinal approach - which, according to Hawkins et al. (2007), is associated with predispositions that define the favorable or unfavorable way in which people react in relation to a certain object or aspect of the environment - it can be said that this construct considers the consumer's commitment, his preference, his feelings and beliefs positive in relation to the brand, its predisposition to recommend it to third parties and its intentions in remaining to buy it, despite offers of competing brands.

**Table 9**

Construct Averages Degree of Attitudinal Loyalty

| Items  | Average (%) |
|--|-------------|
| I really appreciate the branding of the product featured in the advertisement.                                 | 76          |
| The branding of the product featured in the advertisement is not as good as I thought it was. (-1)             | 82          |
| I like the brand of the product presented in the advertisement.  | 87          |
| I would recommend the brand of product featured in the advertisement to my friends.                            | 77          |
| I consider myself loyal to the brand of the product presented in the advertisement.                            | 53          |
| I will continue to consume the brand of the product presented in the advertisement for a long time.            | 65          |
| I often consider the possibility of changing the brand of the product presented in the advertisement. (-1)     | 67          |
| In my next purchases I will certainly consider buying the brand of the product presented in the advertisement. | 63          |
| <b>Total Mean of Attitudinal Loyalty</b>   | <b>71</b>   |

Fonte: search data.

In the evaluation of the degree of attitudinal loyalty of the sample set, the mean of agreement with the variables analyzed was 71% (Table 9). This result shows that consumers are predisposed to act favorably towards the brand of the products presented in the advertisements. However, businesses need to work for these predispositions to result in behavior, offering nostalgic experience as an emotional benefit to the consumer.

### 4.4 Analysis of perceived persuasion intent

Among the functions that advertising can perform is the function of persuading the target audience (Shimp, 2002). On this, Bock, Furtado and Teixeira (2008) explain that companies often use emotional resources to associate certain social values with their products and services, persuading the client more for the field of subjectivity than for the objectivity of information.

**Table 10**

Construct Averages Degree of Attitudinal Loyalty

| Items  | Average (%) |
|--|-------------|
| Advertising has a strong appeal to change my attitude towards the brand of the product.              | 51          |
| The advertisement was created to convince me of the brand's value of the product.                    | 71          |
| The advertising seems very invasive.   | 27          |
| While I saw the advertisement, I thought it was very obvious that she wanted to persuade the client. | 58          |
| <b>Average Total Perceived Persuasion Intent</b>   | <b>52</b>   |

Fonte: search data.

Since nostalgic encouragement encourages consumers to revisit the past in an attempt to establish an emotional connection with them, it is important for companies to examine whether this form of persuasion is being perceived by the client and even if it is troubling him. Therefore, the variable of this construct that evaluates the intrusive nature of advertising is particularly relevant. In this variable, the degree of disagreement of the respondents was 86%, while the overall intention mean of the construct was 52%, more than half of the sample, indicating that the public perceived the intention of the advertisement to convince it of the brand's value, but did not feel uncomfortable with the nostalgic stimulus (Table 10).

#### 4.5 Purchase intent analysis

Engel, Blackwell and Miniard (2000) explain that maintaining a favorable attitude towards a given product is often a prerequisite for one's intention to buy it. Kotler (2011) complements that the decision of purchase of the consumer is formulated from the degree of its involvement with the object in question. This involvement, in turn, depends on the consumer's perception that the product, brand or advertisement is relevant or interesting (Hawkins et al., 2007).

**Table 11**

Averages of the Construct Intention to Purchase

| Items   | Average (%) |
|---|-------------|
| The next time I see the products of this brand presented in the advertisement, I will certainly buy them. | 54          |
| The probability that I would consider buying products of this brand is: (not likely / very likely).       | 76          |
| My desire to buy products of this brand is: (very low / very high).                                       | 68          |
| <b>Average Total Purchase Intention</b>   | <b>66</b>   |

Fonte: search data.

As shown in Table 11, the purchase intention obtained an average of 66% of the respondents' agreement, with 54% of them saying that they will buy products of the brand presented in the advertisement in their next purchase, 76% of them considered high the likelihood of buying products of the brand and 68% expressed a high desire to acquire them.

In this sense, companies must activate consumer involvement with marketing stimuli that convince them that the product offered is relevant to their needs, values and self-concept.

#### 4.6 Analysis of emotions

Hawkins et al. (2007) explain that emotions are strong and relatively uncontrollable feelings that affect behavior. They can be positive or negative and can be triggered by environmental events or by internal processes, such as mental images. About this, the authors say that products and brands that generate positive emotions increase consumer satisfaction and loyalty.

**Table 12**

## Constructions Averages Emotions

| Items                         | Average (%) |
|-------------------------------|-------------|
| Unhappy / happy               | 88          |
| Annoyed / Pleasurable         | 83          |
| Unsatisfied / satisfied       | 82          |
| Melancholic / contentment     | 83          |
| Desperate / hopeful           | 74          |
| Bored / relaxed               | 84          |
| Depressed / content           | 84          |
| Negligible / important        | 71          |
| Restricted / free             | 79          |
| <b>Total Mean of Emotions</b> | <b>81</b>   |

Fonte: search data.

When analyzing the variables of the Emotions construct, we sought to associate the nostalgic stimulus with other positive emotions that it can trigger. The overall mean of respondents' agreement to this construct was 81% (Table 12). This result demonstrates that nostalgic stimulation often results in a positive emotional response. Given this information, companies can reinforce the emotional benefits of their offerings by emphasizing the promise of a nostalgic experience that will allow the consumer to escape the times of crisis and enjoy pleasurable emotions.

#### 4.7 Stress analysis

According to Baker and Kennedy (1994), nostalgia involves a certain amount of sadness due to the perception of an irretrievably lost past. Because of this, it is also necessary to analyze the negative emotional responses associated with the nostalgic experience, in order to identify if marketers are making good use of this type of stimulus.

**Table 13**

## Constructions Averages Emotions

| Items                                       | Average (%) |
|---|-------------|
| Seeing the advertisement, I felt frantic.   | 50          |
| Seeing the advertisement, I felt tense.     | 21          |
| Seeing the advertisement I felt agitated.   | 35          |
| Seeing the advertisement, I felt terrified. | 24          |
| Seeing the advertisement, I felt rushed.    | 37          |
| <b>Total Stress Mean</b>                    | <b>33</b>   |

Fonte: search data.

In the percentages obtained in the stress dimension, it is observed that respondents showed low level of nervousness, tension, agitation, fear and haste when exposed to the nostalgic stimulus. The overall mean of evaluation of this construct was 33%, which shows that the negative effects of the nostalgia of the respondents were minimized in the assisted advertisements (Table 13).

#### 4.8 Analysis of consumer perception of advertising

Kotler (1998) attributes to advertising the power to create strong, positive, and exclusive brand associations. Churchill and Peter (2012) add that advertising can encourage customer loyalty as it creates or enhances perceptions of quality or reliability of a particular product or brand. Thus, this construct seeks to analyze the consumer's perception of the characteristics of the advertisements used, as well as the influence of these advertisements on their beliefs and attitudes towards the brand.

**Table 14**

## Construct averages Consumer Perception in Relation to Propaganda

| Items   | Média (%) |
|---|-----------|
| In relation to video and sound: (The quality is bad and I could not correctly analyze the commercial / The quality is very good and I was able to analyze the commercial correctly. | 89        |
| Concerning the understanding of video assisted: (He does not properly present the product brand / He duly presents the product brand).  | 89        |
| After analyzing the video, I think: (It did not influence my opinion on the brand of the product / Influenced my opinion on the brand of the product).                              | 54        |
| After analyzing the video, I think it: (It has not changed my attitude towards the brand of the product / It has changed my attitude towards the brand of the product).             | 53        |
| After analyzing the video, I think it: (It will not influence my habits of buying products of this brand / It will influence my habits of buying products of this brand).           | 60        |
| <b>Average Total Consumer Perception in Relation to Advertising</b>   | <b>69</b> |

Fonte: search data.

Analysis of the data collected showed a degree of agreement of 69% for this construct (Table 14). This means that most respondents were influenced by the message with nostalgic appeal. It is up to the organizations to develop other strategies to reach the 31% that showed little involvement with the communication.

## 5 Final Considerations

This study aimed to understand the effects of the feeling of nostalgia on consumer behavior, especially regarding their loyalty to a particular brand. Therefore, it was necessary to analyze the level of emotional intensity associated with the nostalgic response, as well as the reflexes of this stimulus in the perception, purchase intention and attitudes of the client. From this, it was possible to make inferences about the proposed research problem: does the sense of nostalgia affect consumer loyalty to the brand?

The first step of this work was to consult the marketing literature to conceptually base the researched constructs: product, brand, advertisement, theories of consumer behavior and nostalgia. The literature review of this last construct resorted predominantly to the international literature due to the scarcity of national scientific material on the subject. Based on this observation, an opportunity for study relevant to the academic field was also identified.

Descriptive empirical research allowed us to divide the sample by sex, age group, educational level, city and economic class. There was a predominance of respondents (65%), 18-40 years old (75%), incomplete higher education (43%), Ubatuba residents (65%) and those in class C (48%).

The instrument used in data collection independently observed the individual's propensity for nostalgic feeling, noting that 86% of the sample reacted to this stimulus with memories of past times. Then, the loyalty and the attitudes towards the brand of this consumer exposed to the nostalgic stimulus were investigated. The result revealed a degree of attitudinal loyalty and high purchase intent, equivalent to, respectively, 71% and 66% of the sample. This means that consumers responded to the nostalgic experience with commitment and preference for the brand and willingness to recommend it to third parties and to remain buying it.

In this study the ambivalence of the nostalgic feeling - either tender and warm, sometimes painful and melancholic - and the care that must be taken with this type of marketing stimulus was emphasized in this study. The nostalgic approach employed by Johnson & Johnson, Faber Castell and Volkswagen Brasil in their advertisements, as demonstrated in this study, obtained a satisfactory emotional response from the target audience, since the mean of positive emotions obtained corresponds to 81% of the sample, that only 33% of the respondents showed some reaction of stress to the stimulus.

Note that nostalgia is a powerful tool in convincing consumers to let go of money and



decide to buy or even pay more for something. In times of crisis, this stimulus emerges as a chance for escapism, which explains the current success of such actions by companies that are identifying in nostalgic feeling a way of resisting time.

In practice, the considerations of this study can be observed in the successful re-launch of old products such as Bubbalo banana flavor, fever in the 1990s; in the success of reruns and remakes in the entertainment industry, such as the Netflix film collection and the re-recording of the classic "Professor Raimundo's School" by Globo in partnership with Canal Viva; in the creation of new products and services that combine the feeling of familiarity and nostalgia for modern technologies, such as the Pokémon GO game, launched for smartphones; in the viralization of Facebook souvenirs and lists with nostalgic content in Internet portals like Buzzfeed; and so on. All the mentioned initiatives start from the principle of awakening in the consumers the desire to 'kill a nostalgia' consuming products and services.

Finally, for future studies, it is suggested to analyze other scenarios to evaluate the effects of nostalgia on consumer behavior, such as a case study on relaunching a product that contains nostalgic appeal or approach the role of influences social and environmental factors in this type of relation between brand and consumer.

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