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THE EFFECT OF RETRO-LOOKING PRODUCTS ORIENTED CONSUMER ATTITUDE ON BRAND LOYALTY

Baran Arslan[1] , Abdullah Oz[2]
[1]Harran University, barslan@harran.edu.tr
[2]Harran University, abdullahoz@harran.edu.tr

ABSTRACT

With the rapid development of globalization, the transition was made from industry society to information society. This has profoundly influenced economic and social life, and as a result, marketing practitioners have developed alternative methods of reaching consumers. One of these methods is the concept of retro marketing, which is defined as the presentation of a product or service by the producers to the consumers again, which recreates the feelings and aspirations of the past that the individual possesses and recalls. In the study, after examining the concept of retro marketing, it was aimed to determine the effect of consumers' attitudes towards retro-looking products on brand loyalty. The questionnaire prepared for the study was applied to 1036 people who live in İstanbul and consist of clothing consumers, and after the elimination of questionnaires with errors through reviewing, 1022 questionnaires were analyzed. Regression Analysis, Factor Analysis, Reliability Analysis, t-Test Analysis and Anova Test were performed. As a result of the regression analysis, it was concluded that the attitude towards retro-looking products affects the brand loyalty. According to the results of the analysis made to determine whether there is any difference in the attitudes of the consumers towards the retro-looking products in terms of the demographic factors, it is concluded that there is a significant difference in the consumer attitudes according to the gender, age, education status and income. According to the marital status variable, there was no difference in consumers' attitudes towards retro-looking products. According to the results of analyzes conducted to determine whether there is any difference in the brand loyalty of the consumers in terms of demographic factors, it is concluded that there is a significant difference in brand loyalty according to gender, marital status, age, education status and income.

Keywords: Retro, retro marketing, nostalgia, brand loyalty, attitude.
JEL Codes: M30; M31

1. INTRODUCTION

Transformation from industrial society to information society along with globalization, economic and social life has been influenced in every aspect. Along with all these developments, marketing practitioners have had to develop alternative methods to reach consumers. One of these methods is retro marketing, based on updating and re-introduction of forgotten brands or products and regaining their past power. One of the important structural attributes of people is their longing for the past. Businesses that are well aware of this and turn this into an advantage offer their brands and products with pleasant and positive reminders of past times. In the face of changing market conditions and increasing competition, businesses are now striving to appeal to consumers' emotions through brands and products.

Since the 90's, communication studies based on nostalgia have been made with the aim of creating an emotional bond between consumers and the brand. Markets that remind consumers of the past, reflect the past periods and feelings provide a competitive advantage by making a difference. Retro marketing, which is made in accordance with the brand identity and holds the premonitions of the beautiful feelings of the past, shows a perspective based on linking with the past. The emotional memory on the basis of nostalgia intersects with the intention of brands' addressing emotions of the consumers. Markets aiming to appeal to the consumer mind can also provide brand loyalty through sensuality, past experiences and positive memories and sincerity-based approaches.

The consumer, whose economic and emotional side is handled together and delivered to individual satisfaction, has never got rid of his uneasiness because he has been deprived of sharing his satisfaction and protecting his values. It is the retro marketing approach that provides this satisfaction to consumers who are trying to get rid of today's unhappiness and future worries by taking refuge in nostalgia, which is the expression of past values (Kotler, Kartajava, et al., 2011: 16).

Retro marketing, which was first introduced by Stephen Brown (2001), is defined as the revitalization of a past product or service. Retro products are products that usually remind you of a past memory, event, common life when they are purchased, and enjoyable to consume. As individuals consume these products, they connect with the past, and that connection removes longing for the past.

This study was conducted with the objective of determining the effect of attitudes of 1022 consumers on retro-looking products living in Istanbul, which are consumers of the clothing sector, on brand loyalty.

2. LITERATURE REVIEW

2.1 Retro And Retro Marketing

2.1.1 The Concept of Nostalgia

It is necessary to explain the concept of nostalgia in order to understand the elements of the retro brands and to determine the effects of brand management (Brown et al., 2003: 19). Retro-looking products harmonize the past with the present, combining old forms with superior functions (Brown, 1999: 365). In this sense, nostalgia is utilized in retro studies.

The concept of nostalgia was first described by Johannes Hofer in 1863 as a "originated from homesickness" (Wilson, 2005: 21). Nostalgia is a Greek based word and is described as a painful longing for returning home (Holak and Havlena, 1998: 217). At the bottom of nostalgia is the belief that the past was better than it is today and the positive feelings of the past (Davis, 1979: 18). When nostalgia is evaluated psychologically, it is expressed as a disease, when it is evaluated from sociological point of view it is expressed as the present reflection of our past life (Baker & Kennedy, 1994: 169). Nostalgia can be described as the preference of an object that is popular in a person's previous life (Holbrook and Schindler, 1991: 330). The first characteristic of nostalgia is related to emotional memory rather than cognitive memory. The second is that when past time is remembered involuntarily, it is mysterious and powerful. Finally, nostalgic memories are richer and stronger in content than they really are. With nostalgia, individuals are linked to their childhood and youth (Belk, 1990: 671). Markets try to gain competitive advantage by differentiating with nostalgia-based communication efforts.

Holak et al., (2006) have divided up nostalgia into 4 categories;

> - *Personal nostalgia:* The link an individual has established with the past directly in connection with his/her memory and experience. The tendency of personal nostalgia is in the form of "good taste" for cultural products and affects consumption options. (Holbrook & Schindler, 1994:414).
> - *Interpersonal nostalgia:* Individuals linking with the past in connection with memories and experiences not originating from themselves, but they heard from family, friends or circles.
> - *Cultural nostalgia:* Festivals are a link to the past through social experiences that affect direct culture, such as Christmas.
> - *Virtual nostalgia:* Individuals linking with the past through social experiences indirectly affecting them such as fairy tales, books, etc.

2.1.2 Retro Marketing

Retro is an English based word, and has meanings such as back, backwards, reverse. The word retro is expressed in marketing as presenting products or services used in the past by bringing them to present. This movement, which emerged as the concept of retro, has spread throughout the world. Retro marketing, conceptualized for the first time by Stephen Brown in 2001, is described as "yesterday's tomorrow, today." More explicitly, "renewal or revival of a product or service of a past period according to the conditions of the current period, which is usually, but not always, updated in terms of performance, character and taste" (Brown, 2001: 6). Retro marketing, on the other hand, conveys these feelings to the people who did not live in those periods while bringing together the consumers longing for the past with the products and services they crave (Demir, 2008: 32). Retro marketing is often described as a revision of a past product or service in terms of function, performance and taste, in accordance with today's conditions (Brown et al., 2003: 20).

Retro marketing is based on the idea that during the purchase, the product of choice having traces of something from the consumer's life. Retro marketing is implemented in three groups (Levinson, 2008:22).

> - *Repro*: It is to reproduce good old products and services. It's much easier to catch the Nostalgia effect. Converse All Star basketball shoes and Harley Davidson Sportster motorcycles are the best representatives of repro

products. In repro, it's simpler to catch the nostalgia effect. As an example, we can give the Historic Collections Group, founded in 1986. This group has established a chain of past-time retro souvenir shops. At seventy retail outlets, historic decorative home furnishings and biblicals are being sold. As a rule, this group of stores are required to be established in prestigious locations (Brown, 2001: 6).

✓ *Retro:* It combines old and new products and services. TAG Heuter brand is currently producing a similar design for a product it produced in the 1930s. In past models, mechanical tongs are used in the watches, but nowadays microchips working with solar energy are used.

✓ *Repro-retro*: It refers to products and services developed starting from repro-retro nostalgia, also referred as neo-nostalgia. Fiat car brand, in the advertisement it has made due to the 110th anniversary, brought a number of models they produced starting from the first production of 1899, until today and provided nostalgia about Fiat.

Brown et al. (2003: 136-140) have based their research on retro marketing on four main themes. These are called the 4A of retro-branding. These are;

o *Allegory (brand story),* are symbolic stories, takes or added metaphors. Successful examples of didactic messages are often found in advertisements. The Marlboro brand has achieved success by reinforcing the story of the masculine, heroic and free cowboy with the film "Magnificent Seven" and commercial work (Singh & Sonnenburg, 2012: 189).

o *Arcadia (Idealized brand society)* re-addresses the utopian sense of past societies and the past world. The past is imposed as a magical and special place. The idealized background is structured with advanced technology. The Brickbuilders name brand community, created by those interested in Lego's history and the stories associated with the brand, shares common rituals and traditions (Tuominen & Kurikko, 2012: 14) and conceptualizes the brand in this way.

o *Aura (brand essence),* the concept of brand essence, is of great importance for brands. This concept, which means individuity or uniqueness, is one of the important characteristics of brand identity. In communication activities related to the brand, consumers create their own brand meaning together by incorporating their past. Retro marketing, besides reinforcing the brand, also prevents companies from being easily imitated by their competitors.

o *Antinomy (brand paradox)* represents contradictions to the rapidly developing scientific and technological process as well as the desire of customers to return to slower, more complex and less stressful days. Although the use of the original Mini Cooper is uncomfortable and vehicle reliability is not high, consumers like the style of the car. The new version of the brand preserves its old style with comfort, reliability and efficacy (Blythe, 2014, p.448).

The history of a company is an important variable of the historical brand identity (Gardh, 2009: 27). Retro-labeling studies based on the brand heritage are making great contributions to the brand identity. The brand history, which is the size of the brand identity, is very important in a retro campaign (Urde et al., 2007: 4). This is why the majority of companies want to emphasize their past and known expertise (Ogechukwu, 2013: 29). Familiar packaging and slogans remind the brand's past and remind individual and collective the memories and beautiful days of consumers (Brown et al., 2003: 20).

Retro marketing has become an important strategy element for marketing practitioners to awaken sleeping brands and to emphasize the long history of brands that still carry on their lives. In particular, marketing practitioners are eliminating the risks of entering with a new brand, taking advantage of past experiences of brands and building new strategies on consumers' existing attitudes. As a result, to the contrary of modern marketing, Retro marketing has brought a different dimension to the marketing literature because it has an effect prolonging the product life cycles or initiating these cycles in repetition. Despite a few criticisms, retro products reflect an irresistible effect of nostalgia on the consumers, and thus making a significant contribution to the product's memorability (Dağdaş, 2013:54)

2.2 Brand and Brand Loyalty

2.2.1 The Concept of Brand

When the historical process is examined, the brand was considered as a factor differentiating only the name or the product, but as a result of the connection between consumer and product increasingly gaining importance, it began to include the concepts of "benefit", "value perception", "idea in consumer mind" (Tunç, 2007:11).

Brand concept, which has an important place in marketing, is defined as the sum of the personality, presentation and performance that the product or service creates in the mind of consumer (Dayal, Landesberg and Zaisser, 2000: 42). American Marketing Association defines brand as a name, a term, a mark, a symbol or a design, or a combination thereof, which enables a company or a group of goods and services to be distinguished from its competitors' goods and services (Ünlü, 2005: 27). A brand is an element that signals the consumer about characteristics of the product and protects them

from the competition that will try to sell products that seem to be the same both the consumer and the manufacturer (Bozkurt, 2004: 109). In accordance with the Decree Law on Protection of Trademarks in force in our country, "Provided they ensure distinguishing goods or services of an enterprise from another enterprise's goods or services, including person names, especially words, shapes, letters, numbers and any marks such as shapes or packaging of goods that are displayed by drawing or expressed in similar way, published and reproduced by printing" are referred to as brand (Decree Law No 556, 1995: article 5). The brand includes the whole of the material and intangible values of the business as well as the name, logo, or symbol (Toksari, 2010: 1). Murphy (1990) suggests that the brand is made up of certain privileges granted to the physical product and person. Jones and Bonevac (2013) states that a brand can also be created without a name, a mark, a symbol or a logo. Ertuğrul and Demirkol (2007) indicate that the brand arouses the desire to own a product and Yaraş (2005) states that it increases the awareness for the business in the market.

The brand also summarizes the functional and emotional properties of the product from the customer's point of view, helping to recall the information in the memory and to assist the purchase decision process. As it also provides quality guarantee, it reduces the risk that the customers undertake (Erciş, Yapraklı and Can, 2009: 158).

In today's marketing process, it is seen that different meanings, feelings and messages attributed to the product are transferred to consumers through the brand. The brand has ceased from being the name given to the product and became a meaning that represents the whole institution and bears messages to the minds. The attitudes and approaches of the consumers towards the brand have vital importance for the businesses and their efforts to develop and maintain long-term relationships have brought concepts like brand loyalty to literature.

2.2.2. The Concept and Importance of Brand Loyalty

The concept of loyalty has entered into the marketing literature with the concept of 'brand loyalty' (Kotler, 2003: 197). Introduced into the literature by Copeland for the first time in 1923 with the notion of "brand insistence" (Fournier and Yao, 1997: 451). The concept of brand loyalty was most widely used by Day in 1969, and Jacoby conducted studies supporting it in 1971 (Jensen and Hansen, 2006: 442). After 1980s, it became one of the subject which the marketers concentrated on (Duffy, 2005: 284; Pitta et al., 2006: 421).

Jacoby (1971) describes brand loyalty as the realization of repetitive purchasing behavior from a brand's products or services, and emphasizes that this behavior is a function of psychological process (Jensen and Hansen, 2006: 442). In their study, Jacoby and Chestnut (1978) describe brand loyalty (in making purchasing decisions and evaluations) as exhibiting a psychological process function over time (Fournier and Yao, 1997: 452-453). Oliver (1997) describes loyalty as a commitment to re-purchase in the future, even with potential marketing activities that may affect the preferred product or service, situational influences and behaviors (Lim, 2005: 17; Barringer, 2008: 37; McMullen and Gilmore, 2008: 1085).

Dick and Basu interpret brand loyalty as the relationship between the attitudes of people to an organization (brand, store, service, dealer) and purchasing behavior, and group the associated customer profile in 4 categories (Dick and Basu, 1994:100-102):

1. *Loyal Customers:* Customer group with positive attitude and high purchasing behavior.
2. *Secretly Loyal Customers:* Group with exceedingly positive attitude but with low purchasing behavior.
3. *Artificially Loyal Customers:* Customer structure with low attitude but high purchasing behavior.
4. *Non-Loyal Customers:* Customer group with low level attitude and purchasing behavior.

Brand loyalty is a time-dependent, psychological and natural process. It should not be expected to take place in a short time (Duffy, 2005: 286). Kurtz argues that brand loyalty is realized in 3 (three) stages (Kurtz, 2008: 379). The first stage is brand recognition: the stage of getting to know the brand and its products in the market. The differences from other brands, the advantages they provide, will be understood in this process. The second stage is to start and prevail over the many ways in which brand preference is compared to competitors. The third stage is brand insistence: a situation that is insistent on brand acquisition. Commitment is real.

Brand loyalty is closely related to concepts such as competition, profitability, cost, the ability to maintain the brand's existence. Challenging competitive conditions, increasing customer expectations, customers affecting each other positively or negatively by sharing their opinions and suggestions makes brand loyalty an important concept. Together with the richness of mass communication channels, consumers are able to quickly hear a sales application that they find useful for them, and to give up quickly on the products and brands they have chosen over the years to take advantage of these advantages. Losing customers in dynamic market conditions is inevitable. The reduction of this ratio as much as possible seems to be among the main objectives of the businesses. Brand loyalty is an important tool in keeping customers. Protecting acquired gains and acquiring new acquisitions is closely related to the client potential of the business, and there

is a positive relationship between the client and the profitability (Bowen and Chen, 2001: 215-Leverin ev Liljander, 2006: 235). It is argued that even a small increase in the percentage of loyal customers will result in a high profitability for the company and even a 5% progress in customer loyalty can lead to a profit increase of up to 80% (Çatı and Koçoğlu, 2008: 168).

The Aaker offers a 5-component way to build brand loyalty and maintain the obtained brand loyalty (Aaker, 1991:50). These are;

- ✓ *Improve Customer Rights*: The brand must strive to find solutions to the problems that customers face and must bear some costs. Customers look for a reason to change the company or brand. Approaches that may cause this must be avoided.
- ✓ *Be Close to Customers*: It is beneficial for brand managers to have contact and be in communication with customers periodically. Organizing customer meetings or providing seasonal opportunities for them to easily let their voice heard provides benefit in securing brand loyalty.
- ✓ *Assess and Manage Customer Satisfaction*: It is seen that customer satisfaction is continuously assessed in periods. Customer satisfaction research plays an important role in identifying and remedying institutional deficiencies.
- ✓ *Make Investment to Solve Customer Problems*: Increasing the quality of service provided, finding new ways to solve customer problems and investing in this area are helping to expand the brand in other areas as well as causing brand loyalty.
- ✓ *Provide Extra Benefits*: The small extras that customers do not expect, but will like them, offer great advantages in brand loyalty.

Mao summarizes the factors that constitute brand loyalty under 4 main items as brand reputation, brand image, customer satisfaction, internal branding (influence of employees) (Mao, 2010:215):

- ❖ *Brand Reputation*: The level of prestige the brand has achieved in the market affects the approach to the brand and accompanying purchasing behavior.
- ❖ *Brand Image*: The positive aspects of all selected markers in the brand building phase affect brand loyalty.
- ❖ *Customer Satisfaction*: Positive effect in the quality and presentation of product or service is higher than the effect caused by only brand concept.
- ❖ Internal Branding-Influence of Employees: Customer satisfaction is the underlying factor of brand loyalty. One of the important factors that are effective in customer satisfaction is positive approach of employees.

3. RESEARCH METHODOLOGY

3.1. The Purpose of Study

The purpose of the research is to determine the effect of the attitudes of consumers residing in Turkey towards retro branding on brand loyalty. The study is a descriptive research since it researches whether their attitudes towards retro brands affect their brand loyalty by considering demographics of consumers who participated in the survey.

3.2. Sampling Process

The study universe consists of clothing industry consumers who are residents in Turkey. Sampling method is convenience sampling, one of the non-probability sampling methods. Primary data required for the study were gathered by means of online survey. The surveys were conducted between 20.10.2016 and 20.11.2016.

3.3. Data Collection Method and Tool

The questionnaire consists of three sections. The first section includes a 19-item scale, which measures retro tendency and was developed by Ursavaş and Gümüş in 2015 and presented at the 20th National Marketing Congress. The second section includes a 14-item scale adapted from brand loyalty scales developed by Cooper-Martin (1993) and Back and Parks (2003). The third section includes five demographic questions about gender, age, marital status, education and income status of participants. 5-point Likert scale is used in the scale of attitude towards retro products.

3.4. Research Model and Hypotheses

The hypotheses that were developed in line with the model and purpose of study are as follows:
H_1: Consumers' attitudes towards retro products affect brand loyalty.
H_2: There is a statistically significant difference among the demographic factor groups in the context of brand loyalty.
H_{2a}: There is a statistically significant difference in terms of gender factor in the context of brand loyalty.
H_{2b}: There is a statistically significant difference in terms of marital status factor in the context of brand loyalty.

H_{2c}: There is a statistically significant difference in terms of educational status factor in the context of brand loyalty.

H_{2d}: There is a statistically significant difference in terms of age factor in the context of brand loyalty.

H_{2e}: There is a statistically significant difference in terms of income status factor in the context of brand loyalty.

H_3: There is a statistically significant difference among the demographic factor groups in the context of attitude towards retro products.

H_{3a}: There is a statistically significant difference in terms of gender factor in the context of attitude towards retro products.

H_{3b}: There is a statistically significant difference in terms of marital status factor in the context of attitude towards retro products.

H_{3c}: There is a statistically significant difference in terms of educational status factor in the context of attitude towards retro products.

H_{3d}: There is a statistically significant difference in terms of age factor in the context of attitude towards retro products.

H_{3e}: There is a statistically significant difference in terms of income status factor in the context of attitude towards retro products.

FIGURE 1: Research Model
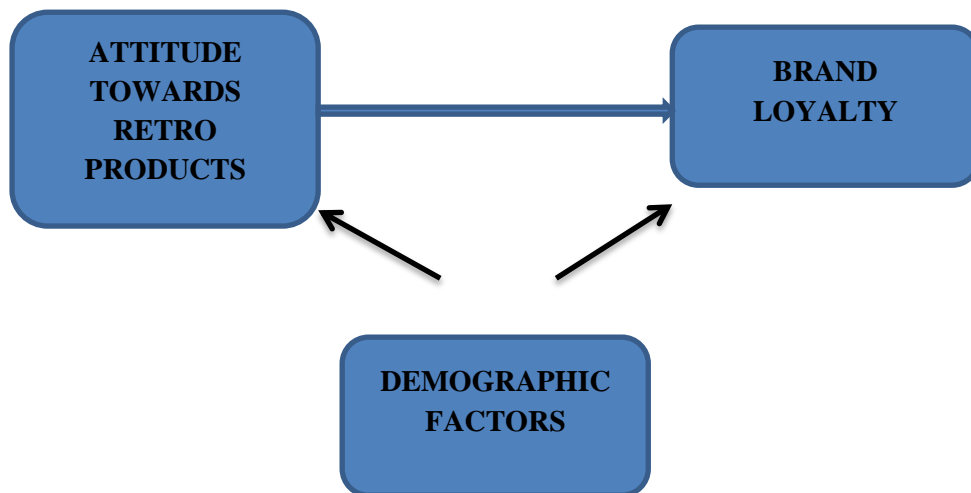
3.5. Data Analysis

After the elimination of incomplete and incorrectly completed surveys upon the evaluation as a result of survey conducted under the study, it was found that there are 1022 surveys which are suitable for analysis. The data obtained as a result of surveys were analyzed using the SPSS software package. Factor Analysis was used in order to research unidimensionality of scale in the study. Cronbach Alpha Test was used to determine reliability. T-test was made in order to determine whether there is a difference among the groups of gender and marital status in terms of attitude towards retro products and brand loyalty. Anova Test was used in order to determine whether there is a significant difference among the groups of age, total monthly income and educational status in terms of attitude towards retro products and brand loyalty. Regression Analysis was used to measure the relationship between brand loyalty and attitude towards retro products,

3.6. Research Findings

When we look at demographic characteristics of participant individuals, 521 (51%) of participants are women and 501 (49%) of participants are men. It is observed that educational status of participant consumers is at a high level. The group with highest percentage is consumers who are university graduates (33.9%). Age distribution of participants is as follows: 202 (19.8%) are within the age range of 18-25, 281 (27.5%) within the age range of 26-35, 256 (25%) within the age range of 36-45, 137 (13.3%) within the age range of 46-55, and 146 (14.4%) within the age range of 56 and older. In terms of income status, those who have an income between 2501-5000 TL have the highest percentage (26.5%). When we look at marital status of survey participants, 681 (66.6%) are married and 341 (33.4%) are single.

Table 1: Demographic Characteristics of Participant Consumers

	Frequency	Percentage		Frequency	Percentage
Gender			**Educational Status**		
Female	**521**	**51**	Primary School	**191**	**18,7**
Male	**501**	**49**	High School	**207**	**20,3**
Total	**1022**	**100**	University	**347**	**33,9**
			Postgraduate	**198**	**19,4**
			Doctorate	**79**	**7,7**
			Total	**1022**	**100**
Age			**Monthly Income**		
18-25	**202**	**19,8**	1000 TL and less	**78**	**7,6**
26-35	**281**	**27,5**	1001-1500 TL	**172**	**16,8**
36-45	**256**	**25**	1501-2000 TL	**146**	**14,3**
46-55	**137**	**13,3**	2001-2500 TL	**226**	**22,1**
56 and older	**146**	**14,4**	2501-5000 TL	**271**	**26,5**
Total	**1022**	**100**	5001 TL and higher	**129**	**12,7**
			Total	**1022**	**100**
Marital Status					
Married	**681**	**66,6**			
Single	**341**	**33,4**			
Total	**1022**	**100**			

3.7. Reliability of Research and Factor Analysis

The KMO value (0.891), which tests suitability of data set about attitude towards retro products for factor analysis, is a suitable and perfect value to make factor analysis. Since the Bartlett test significance value, which serves the same purpose as above, is 0,00 and meets the condition of being $p<0.05$, it was decided that the data are suitable for factor analysis. As a result of factor analysis, which was made to measure the factors that affect attitudes of consumers towards retro products, the statements used in the scale are gathered under five dimensions.

The KMO value (0.898), which tests suitability of data set about brand loyalty for factor analysis, is a suitable and perfect value to make factor analysis. Since the Bartlett test significance value, which serves the same purpose as above, is 0,00 and meets the condition of being $p<0.05$, it was decided that the data are suitable for factor analysis. As a result of factor analysis, which was made to measure the factors that affect brand loyalty, the statements used in the scale are gathered under three dimensions.

Tablo 2: Factor Analysis and Reliability Analysis on Brand Loyalty Scale

Factor	Items	Load Values	Variance Extracted %	Cronbach's Alpha (,871)
Cognitive Loyalty	When buying a clothing item I always consider the "X" brand much more than other brands.	,819	28,241	,824
	We pay more attention to the "X" brand than other brands.	,817		
	Compared to other brands, brand "X" gives me a high level of product quality.	,778		
	No clothing brand offers better products than the "X" brand.	,763		
	I believe that the "X" brand offers more benefits than other clothng brands.	,686		

Emotional Loyalty	I feel unhappy if I have to buy another brand from the "X" brand.	,796	26,589	,851
	I feel better when I use the "X" brand.	,792		
	The "X" brand excites me more than other brands.	,748		
	I love the "X" brand more than any other brand.	,657		
	I feel myself attached to the "X" brand over other brands.	,651		
Conative Loyalty	It is more important for me to buy the "X" brand than to buy another brand of clothing.	,831	13,716	,701
	I see the "X" brand as my first purchase option.	,819		
	I want to keep using the "X" brand.	,771		
	Even if other brands sell their products at cheaper prices, I still buy the "X" brand.	,760		

KMO = 0,898 Total Variance Extracted = 68,546

Tablo 3: Factor Analysis and Reliability Analysis on Attitude Scale for Corporate Social Responsibility Projects

Factor	Items	Load Values	Variance Extracted %	Cronbach's Alpha (,892)
Fashion	Retro products match the lifestyle that I chose.	,831	35,116	,874
	I prefer retro products over modern products.	,782		
	I pay more to a retro product than to a modern product.	,779		
	I would buy a retro product soon.	,761		
	Retro matches my personality.	,750		
	Retro products attracts me more than modern products.	,744		
Nostalgia	I feel that I embrace my past when using retro products.	,846	14,818	,852
	Retro makes me live good old days even today.	,787		
	Retro does not bring back good old days but brings the spirit of those times.	,743		
	Retro is important as it reminds me who I am.	,719		
	Retro products make me feel safe.	,707		
Personal Motivation	Using retro products arouses suspicion in me.	,751	8,374	,891
	Retro products are of no use.	,719		
	Retro products cause disappointment.	,716		
Old-New	Retro is the combination of old and new.	,751	6,471	,728
	Retro means being independent of time.	,628		
Luxury	Retro products are expensive.	,793	6,210	,785
	Retro products are luxury products.	,755		
	Retro products creates the perception that they are tailor-made.	,619		

KMO = 0,891 Total Variance Extracted = 70,989

3.8. Testing of Hypotheses

First Hypothesis Test

An F test was conducted to determine that the regression model was statistically valid, that is, a meaningful model (F=4,365, p=0.001<0,05), and the model was found to be significant to the test result. Since the model is meaningful, other conclusions of the regression analysis can be assessed.

Tablo 4: Regression Analysis Results for Determining the Effect of Consumers' Attitudes Towards Retro Products on Brand Loyalty

	R2	R2 Adjusted	F	Sig. F (p)	Beta	SEB	t	Sig.t(p)
Model 1	0,21	0,16	4,365	,001				
(Constant)					3,514	,210	16,771	,000
Fashion					,039	,048	,823	,411
Nostalgia					,042	,044	,950	,342
Personal Motivasyon					,068	,042	1,613	,107
Old-New					,189	,043	4,413	**,000**
Luxury					,046	,037	1,246	,213

A t-test was conducted to test whether the regression coefficients differ from zero. Because of the "old-new" factor of p = 0,000 <0.05, consumers' attitudes towards retro-looking products are influenced by brand loyalty. The H1 hypothesis is supported.

Second Hypothesis Test

Tablo 5: Results of t-Test on Attitude Towards Retro Products by Gender

		N	Mean	T	Sig.
Retro	**Female**	521	,2,9980	6,422	,000
	Male	501	2,7705		

The independent-samples t-test was made to measure whether there is difference in attitudes of participants towards retro products by their gender. Since p= ,000 < ,005 as a result of the t-test by gender, it was found that there is difference among participants in terms of attitude towards retro products by their gender. Hypothesis H2a is supported.

Tablo 6: Results of t-Test on Attitude Towards Retro Products by Marital Status

		N	Mean	T	Sig.
Retro	**Married**	681	2,8797	,674	,500
	Single	341	2,9094		

The independent-samples t-test was made to measure whether there is difference in attitudes of participants towards retro products by marital status. Since p= ,500 > ,005 as a result of the t-test by marital status, it was found that there is not difference among participants in terms of attitude towards retro products by marital status. Hypothesis H2b is rejected.

Tablo 7: Results of Anova Test on Attitude Towards Retro Products by Educational Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15,948	4	3,987	10,814	**,000**
Within Groups	374,950	1017	,369		
Total	390,898	1021			

Since the value that was found as a result of Anova test on educational status is p=0,000<0,05, it was found that attitudes of participants towards retro products differ by their educational status. Hypothesis H2c is supported.

Tablo 8: Results of Anova Test on Attitude Towards Retro Products by Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29,380	4	7,345	20,663	**,000**
Within Groups	361,517	1017	,355		
Total	390,898	1021			

Since the value that was found as a result of Anova test on age status is p=0,000<0,05, it was found that attitudes of participants towards retro products differ by their age status. Hypothesis H2d is supported.

Tablo 9: Results of Anova Test on Attitude Towards Retro Products by Income Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12,214	5	2,443	6,554	**,001**
Within Groups	378,684	1016	,373		
Total	390,898	1021			

Since the value that was found as a result of Anova test on income status is p=0,001<0,05, it was found that attitudes of participants towards retro products differ by their income status. Hypothesis H2e is supported.

Tablo 10: Results of t-Test on Brand Loyalty by Gender

		N	Mean	T	Sig.
Retro	**Female**	521	2,8365	3,058	**,002**
	Male	501	3,0326		

The independent-samples t-test was made to measure whether there is difference in brand loyalty of participants by their gender. Since p= ,002 < ,05 as a result of the t-test by gender, it was found that there is difference among participants in terms of brand loyalty by their gender. Hypothesis H3a is supported.

Tablo 11: Results of t-Test on Brand Loyalty by Marital Status

		N	Mean	T	Sig.
Retro	**Married**	681	3,0380	2,874	**,004**
	Single	341	2,8465		

The independent-samples t-test was made to measure whether there is difference in brand loyalty of participants by marital status. Since p= ,004 < ,05 as a result of the t-test by marital status, it was found that there is difference among participants in terms of brand loyalty by marital status. Hypothesis H3b is supported.

Tablo 12: Results of Anova Test on Brand Loyalty by Educational Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17,753	4	4,438	4,747	**,001**
Within Groups	950,886	1017	,935		
Total	968,639	1021			

Since the value that was found as a result of Anova test on educational status is p=0,001<0,05, it was found that brand loyalty of participants differ by their educational status. Hypothesis H3c is supported.

Tablo 13: Results of Anova Test on Brand Loyalty by Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30,565	4	7,641	8,284	**,000**
Within Groups	938,074	1017	,922		
Total	968,639	1021			

Since the value that was found as a result of Anova test on age status is p=0,000<0,05, it was found that brand loyalty of participants differ by their age status. Hypothesis H3d is supported.

Tablo 14: Results of Anova Test on Brand Loyalty by Income Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31,881	5	6,376	6,916	**,000**
Within Groups	936,758	1016	,922		
Total	968,639	1021			

Since the value that was found as a result of Anova test on income status is p=0,000<0,05, it was found that brand loyalty of participants differ by their income status. Hypothesis H3e is supported.

4. CONCLUSION AND EVALUATION

Retro marketing is one of the important concepts of today's marketing world. A large number of manufacturers are offering retro products to consumers in this direction. The attitudes and perspectives of the consumers towards retro-looking products are not known precisely. The reason for this is the low number of studies on domestic and foreign literature related to this subject. In this research, the objective is to determine the effect of attitudes of clothing sector consumers' residing in Turkey towards retro-looking products on brand loyalty. It is also the objective of the study to determine whether consumers' attitudes towards retro-looking products and brand loyalty differ in the context of demographic factors. In this study, the type of research is descriptive research because it is examined whether attitudes towards retro-looking products are influential on brand loyalty, taking into account the demographic factors of consumers participating in the survey.

As a result of regression analysis in line with research hypotheses, it is concluded that "Old-New" factor of attitude sub-factors for retro-looking products has an effect on consumers' brand loyalty. As a result of the analyzes made to determine whether brand loyalty differs in terms of demographic factors, it is concluded that consumers have a significant difference in brand loyalty according to gender, marital status, age, education status and income. Analyzes to determine whether the attitude toward retro-looking products differ in terms of demographic factors have resulted in a significant difference in consumers' attitudes according to gender, age, educational status and income, but not in marital status. These findings are crucial for strategies that businesses determine for retro marketing applications.

Retro marketing practices are becoming increasingly important as one of the postmodern marketing strategies. In today's market conditions where competition is intense, businesses wishing to gain competitive advantage should pay attention to applications for retro marketing together with the other marketing strategies. People are always devoted to their past, due to their nature. The past experiences, the desire to remember the past and the power of events in the past have always influenced people. For these reasons, businesses must make their retro marketing practices continuous for their customers.

Because of the intense competition in the global market conditions, the companies are required to link consumers to their own brands and develop strategies accordingly, in order to be able to continue their existence, increase their market share and gain competitive advantage. As businesses develop these strategies, they need to consider the factors that influence brand loyalty. For this reason, efforts to determine the factors affecting brand loyalty are of great importance. Businesses may benefit from the longing for their customers' past in advertising and promotions, brands, all marketing events, packaging, relationships established with customers, etc.

It is thought that this study can contribute to the literature and can guide the marketing practitioners to the academicians as the studies about retro marketing applications are few. It will be useful to make comparison and generalization if the research is made with different sample masses in different countries, different regions and different sectors on consumers.

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