

Araştırma Makalesi/Research Article

EFFECTS OF NOSTALGIA PRONENESS ON CONSUMER-BASED BRAND EQUITY: A CASE STUDY ON THE EASTERN EXPRESS

*NOSTALJİ EĞİLİMİNİN TÜKETİCİ TEMELLİ MARKA DEĞERİ ÜZERİNE ETKİSİ:
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Abstract

Nostalgia refers to individuals' feeling of longing for past periods and the emotional connection between people's past and present. Nostalgia proneness is very important in consumer preferences; it is seen that consumers who have nostalgia proneness reflect these characteristics to their product and service preferences. Consumer-based brand equity is defined as the differentiator brand perception resulting from the comparison of the information of a brand with the information about other brands and the customer response that occurs thereafter. In this study, it is aimed to reveal the effect of the nostalgia proneness on consumer-based brand equity. The scale of nostalgia proneness used in the research consists of one dimension and the scale of consumer-based brand equity used in the research consists of four sub-dimensions which are perceived the image, perceived quality, brand awareness, and brand loyalty. The survey form developed for this purpose was applied to the individuals traveling with eastern express. The study is conducted with valid 415 survey forms. According to the analysis, nostalgia proneness affects the perceived image, perceived quality, brand awareness and brand loyalty which are sub-dimensions of consumer-based brand equity significantly. In addition, nostalgia proneness varies according to age, but it does not differ according to gender, occupation, and region.

Keywords: Nostalgia, Brand, Nostalgia Proneness, Consumer-Based Brand Equity, Eastern Express

Öz

Nostalji, bireylerin geçmiş dönemlere olan özlem duygusunu ve insanların geçmişi ile bugünü arasında duygusal anlamda bağ kurmasını ifade etmektedir. Nostalji eğilimi tüketici tercihlerinde oldukça önemli olup; nostalji eğilimi olan tüketicilerin bu özelliklerini ürün ve hizmet tercihlerine yansıttığı görülmektedir. Tüketici temelli marka değeri ise bir markaya ait bilgilerin, diğer markalar hakkındaki bilgiler ile kıyaslanması sonucunda oluşan farklılaştırıcı marka algısı ve sonrasında meydana gelen müşteri tepkisi olarak tanımlanmaktadır. Çalışmada, nostalji eğiliminin tüketici temelli marka değeri üzerindeki etkisinin ortaya çıkarılması amaçlanmıştır. Araştırmada kullanılan nostalji eğilimi ölçeği tek boyuttan; tüketici temelli marka değeri ölçeği ise algılanan imaj, algılanan kalite, marka farkındalığı ve marka sadakati olmak üzere dört alt boyuttan oluşmaktadır. Çalışma amaçları doğrultusunda oluşturulan anket formu doğu ekspresi ile seyahat eden bireylere uygulanmıştır. Toplamda geçerli 415 anket üzerinden çalışma gerçekleştirilmiştir. Yapılan analizlerin sonuçlarına göre nostalji eğilimi; tüketici temelli marka değerinin alt boyutları olan algılanan imaj, algılanan kalite, marka farkındalığı ve marka sadakatini anlamlı düzeyde etkilemektedir. Nostalji eğiliminin yaşa göre farklılık gösterdiği cinsiyete, mesleğe ve yaşanılan bölgeye göre ise farklılık göstermediği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Nostalji, Marka, Nostalji Eğilimi, Tüketici Temelli Marka Değeri, Doğu Ekspresi

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GENİŞLETİLMİŞ ÖZET

Araştırma Amaçları

Rekabetin her geçen gün arttığı günümüz pazar koşullarında fiziksel özellikler ve ürün isminin bir bütün olarak tüketici algısı olarak tanımlanan tüketici temelli marka değeri oldukça önemli hale gelmiştir. Gümümüzde firmalar tüketici algılarına hitap etmenin ve zaman içerisinde tüketici algılarında meydana gelen değişimi takip etmenin önemini kavramakta; bu doğrultuda hareket etmektedirler. İlk kez 1688 yılında vatanlarından uzakta görev yapan İsviçreli paralı askerlerin vatan özlemleri ile ilgili fiziksel ve psikolojik belirtilerini tanımlamak için kullanılan ve 1990'lı yıllarda pazarlama literatürüne giren nostalji kavramı ile tüketici temelli marka değeri bu bağlamda ilişkilendirilmiştir. Nostalji eğilimi tüketim tercihlerinde ürün ve deneyimler aracılığı ile oldukça önemli bir yer edinmektedir. Nostaljik eğilime sahip bireyler bu eğilimlerini tüketim tercihlerine de yansıtmaktadırlar. Bu durum firmalar açısından dikkate alınmakta ve firmalar tüketici ihtiyaçlarını karşılarken bu doğrultuda hareket etmektedirler.

Türkiye’de ise son dönemlerde turizm açısından oldukça popüler olan doğu ekspresi bu doğrultuda ön plana çıkmaktadır. Çalışmada; Nostaljik bir deneyim olarak nitelendirilen “Doğu Ekspresi” uygulama alanı olarak seçilmiş ve Doğu Ekspresini deneyimlemiş yolcular üzerine bir çalışma gerçekleştirilmiştir. Çalışmada nostalji eğiliminin tüketici temelli marka değeri üzerine etkisi araştırılmıştır. Tüketici temelli marka değeri ise; algılanan imaj, algılanan kalite, marka sadakati ve marka farkındalığı alt boyutları ile temsil edilmiştir. Ayrıca nostalji eğiliminin yaş, cinsiyet, meslek ve yaşadığı bölge kişisel özellikler değişkenine göre değerlendirilmesi amaçlanmıştır.

Araştırma Metodolojisi

Araştırmanın anakütesi tren ile yolculuk etmiş tüm bireylerden örnekleme ise doğu ekspresi ile seyahat eden 415 bireyden oluşmaktadır. Veriler daha önce Doğu Ekspresi ile seyahat etmiş kişilerden bir tesadüfi örneklem yöntemi olan kolayda örneklem yöntemi ile elde edilmiştir. Sonraki aşamada veriler SPSS 20 ve AMOS 23 paket programları ile analiz edilmiştir. Araştırmada yapı geçerliliğini test etmek için *Doğrulamalı Faktör Analizi*’nden faydalanılmıştır. Hipotezleri test etmek için ise; “*Independent Samples t-test*”, ilişkisiz üç ya da daha fazla grubun bir sürekli değişken üzerinde aldıkları puanların karşılaştırılması için kullanılan “*One Way Anova*” testinden ve bir bağımlı değişken ile bir bağımsız değişken arasındaki ilişkiyi incelerken kullanılan “*Simple Linear Regression*” testinden faydalanılmıştır.

Bulgu, Sonuç ve Öneriler

Yapılan analiz sonuçları dikkate alındığında; Nostalji eğiliminin yaş dışındaki demografik özelliklere (cinsiyet, meslek ve yaşanan bölge) göre farklılık göstermediği görülmektedir. Özhan ve Altuğ tarafından yapılan çalışmada nostalji eğilimi çeşitli demografik özellikler dikkate alınarak değerlendirilmiş; araştırma sonucunda nostalji eğiliminin cinsiyete göre farklılık göstermediği ancak yaş faktörüne göre farklılık gösterdiği görülmüştür (2017:11). Bu yönüyle çalışmanın benzer bir çalışma ile aynı sonuçlara ulaşarak; çalışmayı desteklediği söylenebilir. Analiz bulgularına dayanılarak özellikle 26-33 yaş aralığındaki kişilerin nostalji eğilimlerinin daha fazla olduğu sonucuna varılmıştır. Dolayısıyla işletmelerin pazarlama faaliyetlerinde nostalji kavramından yararlanmak istediklerinde farklı yaş gruplarını dikkate alarak hareket etmeleri gerektiği söylenebilir.

Ayrıca ulaşılan bir diğer sonuca göre; nostalji eğiliminin tüketici temelli marka değerinin tüm alt boyutlarının bir yordayıcısı olduğunu göstermiştir. Yapılan araştırmaya göre; nostalji eğilimi tüketici temelli marka değeri alt boyutlarından marka sadakatindeki toplam varyansın %6’sını, marka farkındalığının %6’sını, algılanan kalitenin %3,3’ünü, algılanan imajın %6,9 unu açıklamaktadır. Bu veriler dahilinde nostalji eğiliminin algılanan imaj, algılanan kalite, marka farkındalığı ve marka sadakatini etkilediği söylenebilir.

Çalışma hem kamu hemde özel sektör bazında işletmelere çeşitli stratejik sonuçları sunmaktadır. Bu sonuçlar işletmelerin hem uzun vadeli hemde kısa vadeli planlarında etkin rol alacaktır.

Gelecek çalışmalarda Doğu ekspresi üzerine benzer araştırmaların yapılması süreç dâhilinde ne gibi değişikliklerin yaşandığını ortaya çıkaracaktır. Ayrıca benzer çalışmaların Kurtalan Ekspresi ve Vangölü Ekspresi gibi farklı bir tren seyahatine yönelik yapılması, karşılaştırma olanağı sunacağı gibi faydalı sonuçlara ulaşılmasını sağlayacaktır.

INTRODUCTION

It is important for firms to measure the consumer-based brand equity and to follow the change in this equity over time in today's conditions where competition is high (Avcılar, 2008: 11). In this study, the effect of the nostalgia proneness on the consumer-based brand equity has been examined unlike the studies in the literature which deal with the concept of brand equity from various aspects. Nostalgia is the choice for people, places or objects that are popular or fashionable in childhood or youth before they are born (Holbrook and Schindler, 1991: 330). Nostalgia, which is feeling of both a pleasure and suffering, is the subject of research in consumer behavior and other areas of social sciences (Holak, Havlena and Matveev, 2005: 195). The concept of nostalgia proneness has been studied in this study on the consumers who traveled by eastern express which is popular recently.

The train which was first used in England and then in Germany in the eighteenth century (Özdemir, 2012: 117) started to be used in Anatolia with the establishment of many railway lines in the last years of the Ottoman state and in the first years of the Republic. After the proclamation of the Republic, the railway lines have reached the eastern provinces and railway lines to connect west and east were established in Anatolia. In this period trains used for passenger and goods transportation. In the following years they became very important in terms of railway tourism activities. (Küçükuşurlu and Saylan, 2008:313).

In the early years, the trains used for passenger and goods transportation have become very important in terms of railway tourism activities in the following years. In the 1870s, it was developed for the purpose of seeing mountain and coastal views.. After 1950s, the tourism branch, which was based on the desire of nostalgia of the old train enthusiasts, started to develop. After the 1980s, more luxury rail services were introduced; train rides have come to the fore to explore new places and have nostalgic experiences(Özgüneş and Bozok, 2008:43).

The proneness of nostalgia, which has a significant effect on consumer preferences, is very important for both consumers and firms. Firms give a high importance to the nostalgia factor which is very important in consumer preferences and affects these preferences. This situation may have a great impact on the brand equity of the firms. Diversification and development of means of transportation reduced the interest in railways in terms of transportation. However, this has led to the importance of railway tourism for consumers who want to have a nostalgic experience.

This study which was carried out to reveal the effect of the nostalgia proneness on the consumer-based brand equity is composed of two parts. In the first part, the theoretical knowledge about the nostalgia proneness and consumer-based brand equity is mentioned. In the second part, research methodology and findings are included.

1. THEORETICAL FRAMEWORK

1.1. Nostalgia

The concept of nostalgia is defined in various forms from the past to the present. It was first used by Johannes Hofer in 1688 to describe the physical and psychological symptoms of the Swiss mercenaries who were away from their homeland (Hepper et al., 2012: 103).

Nostalgia, which is used by Belk, after that it is in the article of Holbrook and Schindler(1995) and the article of Havlena and Holak(2005), has been drawing attention in the marketing literature since the 1990s (Hallegatte and Marticotte, 2014: 84). Nostalgia is found in the marketing literature to indicate reliability and essentialness and longing for past times (Eser, 2007: 126).

Nostalgia, which is defined as "the feeling of longing for the beauty of the past and the gaining of this feeling a predominant state, the passatism and yesterday in today" in the Turkish Language Dictionary, originated from the combination of the word "nostos", meaning "returning home" or "return to homeland", and the word "algos", meaning "suffering" in Greek (Altuntuğ, 2011: 266). Nostalgia establishes a link between people's past and present, and allows for happier times to be represented in the experienced moment

(Gökaliler and Arslan, 2015: 243). Starting from different definitions made by different authors about the nostalgia proneness, Toledo and Ropes (2016: 36) pointed out common elements in all of them as such:

1. Nostalgia is a feeling, emotion, and mood.
2. Nostalgia means a melancholic sense of products, services, people, places, experiences, an ideal past along with brands.

There are several conceptual studies in the literature that deal with nostalgia and marketing together (Eser, 2007; Altuntuğ, 2011; Cui, 2015). In addition to these, there are various studies to reveal the effects of nostalgic packaging design on consumer satisfaction (Chen, 2013); the effects of nostalgic emotions stimulated by advertisements on consumers' brand attitude (Muehling, 2013); the effects of openness to experience personality and nostalgia proneness on product interest and brand loyalty (Özhan, 2015); nostalgic proneness of Turkish restaurant customers (Kızıldemir, 2016); nostalgia and brand relationship with consumer point of view (Sarıççek et al., 2017).

1.2. Consumer-Based Brand Equity

The concept of brand equity, which began to take place in the literature in the 1980s (Walgreen et al., 1995: 26), is defined as the unique effect of brand characteristics on the market in general terms, although it has different definitions (Keller, 1993: 1). Brand equity is analyzed from two perspectives, mainly financial and customer based. When evaluated as a financial perspective, brand equity is measured by the material value of the brand. When evaluated as customer-based, it is composed of consumer's evaluations about the name of the brand (Lassar et al., 1995: 12).

Consumer-based brand equity is expressed as consumer reaction that is evaluated differently from other brands and emerges with brand knowledge (Keller, 1993: 8). In other words, it can be expressed as the perception of the consumer by the combination of the physical properties of the particular product/products with the product's name (Kamakura and Russell, 1990: 10). The three main factors related to the concept of consumer-based brand equity stand out as "brand knowledge", "differentiating effect" and "consumer reaction". Brand knowledge can be explained by brand awareness and brand image. In addition, the relationship between the brand image and brand awareness and the characteristics that come about as a result are evaluated as brand knowledge. Another concept, the concept of differentiating effect, is expressed as a comparison of the brand with the responses given to other brands that are in the same market and respond to the same needs. Consumer response, which is another factor, is defined as consumer perception, preferences and behaviors resulting from marketing campaign activities (such as brand choice, comprehension of the scores obtained from advertisements, reaction to company promotion, or evaluation of a proposed brand extension, etc.) (Keller, 1993: 8).

In the studies that have been carried out by Yoo and Donthu (2001:1), Avcılar (2008:1), Yapraklı and Polatcan (2009: 273), Taşkın and Akat (2010: 1), the consumer-based brand-equity model used by Aker (1991) and Keller (1993) has been used and the concept has been examined in four sub-dimensions. These dimensions are expressed as brand awareness, brand association, perceived quality, and brand loyalty. The concept of brand association, which is one of the dimensions of consumer-based brand equity, is expressed as a concept directly related to brand image concept and complementing brand image concept. The concept of the brand image is formed by the connotations that come together in the consumer mind (Aaker, 1991: 109). In this respect, while evaluating the consumer-based brand equity in 2018, Çetinsöz and Karakeçili gave place to the brand image concept instead of the brand association concept. In this context, consumer-based brand equity has been evaluated as perceived brand image, perceived quality, brand awareness and brand loyalty (Çetinsöz and Karakeçili, 2018: 132).

The concept of brand image consists of the rational and emotional perceptions of one's about the brand (Peltekoğlu, 2007: 584). In addition to these factors, beliefs and associations also take place in the concept of brand image (Samsa and Gelibolu, 2015: 287). To put it briefly, one's perceptions about the brand constitutes the image of the brand as a result of comparison of the brand with the competitor brands (Yalçınkaya, 2006: 7).

In 1991, Aaker defined the concept of perceived quality as the manner in which consumers perceive superior aspects of products or services over the competing brands when compared to other products and services available in the market (Toksarı and İnal,2011: 77).

Brand awareness is a concept that is formed by combining the concepts of brand recognition and brand recall (Yılmaz, 2007: 592). Briefly, brand awareness can be expressed as the power of the brand's taking part in consumer memory.

The concept of brand loyalty (Türker and Türker, 2013: 52), which is also called "brand commitment" and "brand dependency" in the article, is to search for the same brand every time and try to be a constant customer even when competitor brands in the market offer lower prices(Polumbo and Herbing, 2000: 116).

Studies have been examined and no study has been found to examine the relationship between nostalgia proneness and consumer-based brand equity. In this direction, a gap has been identified in the literature. As a field of application, the study was carried out on the eastern express which is considered to be important both in terms of consumer-based brand equity and nostalgia proneness.

2. RESEARCH METHODOLOGY

2.1. Objective and Limitations of the Research

The aim of the study is to measure whether the nostalgia proneness differs according to the demographic characteristics and whether the nostalgia proneness affects the consumer-based brand equity. In this direction, an online questionnaire was applied to the consumers using the eastern express via social media.

2.2. Population and Sampling Frame

In 2017, the Eastern Express(www.ntv.com.tr.) carrying an average of 300,000 passengers has a very important position in terms of tourism. This direction, the study consists of all individuals who traveled by train, while the sample consists of individuals who traveled by eastern express. Where the population is uncertain, the following formula is taken into account (Kalbakhami,2003: 60).

$$n = \frac{\pi \cdot (1-\pi)}{\left(\frac{e}{2}\right)^2} = \frac{0,5 \cdot (1-0,5)}{\left(\frac{0,05}{1,96}\right)^2} = 384,1$$

Accordingly, the minimum sample size was calculated as 384 in the 0.95 confidence interval with an error margin of 0.05. In this direction, over the minimum sample size of the study, 435 consumers were surveyed. Twenty questionnaires from the collected surveys were not evaluated due to insufficient and unhealthy information sharing. The study was conducted on a total of 415 surveys.

2.3. Data Collection and Analysis

Data were obtained through a physical questionnaire on persons using eastern express between 16.04.2018 and 01.07.2018, and through online survey via social media on people using eastern express in earlier days. The surveys carried out on social media were applied especially groups which consist of people who had traveled by eastern express on instagram and facebook. At the next stage, the data were analyzed with SPSS 20 and AMOS 23 packet programs.

2.4. Measurement of Research Variables

The "Southampton Nostalgia Proneness" scale included in the questionnaire for the study was developed by Routledge et al. (2008: 138-139) as five items and the new seven-item scale with two items added afterward included in the work of Barrett and others in 2010. The scale was used by Özhan (2015: 247) and Morgül (2017: 7). In addition, the scale used by Boo et al. (2009: 223), Çetinsöz and Artuğer (2013: 206) and Çetinsöz and Karakeçili (2018:132-133) were used for the "Consumer-Based Brand Equity" scale which is an another scale used in the study.

The questionnaire used in the study consists of four questions of the "Personal Characteristics" variable, seven questions of the "Nostalgia Proneness" scale and 15 questions of the "Consumer-Based Brand Equity" scale. Consumer-Based Brand Equity consists of perceived image, perceived quality, brand awareness and brand loyalty sub-dimensions.

2.5. Research Hypotheses and Model

In the study, "Nostalgia Proneness" and "Consumer-Based Brand Equity" scales were included in the research model. Nostalgia proneness is examined in one dimension and consumer-based brand Equity is examined in four dimensions. In this context, the research model is shown in Figure 1.

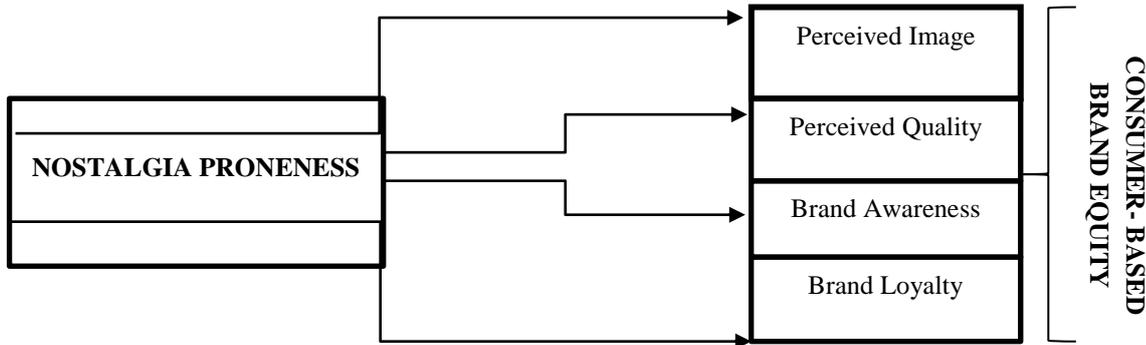


Figure 1. Research Model

The study generally consists of the following hypothesis.

H_1 : Nostalgia proneness differs according to demographic characteristics.

H_{1a} : The nostalgia proneness differs according to gender.

H_{1b} : The nostalgia proneness varies with age.

H_{1c} : The nostalgia proneness differs according to the occupation.

H_{1d} : The nostalgia proneness differs according to the region.

H_2 : Nostalgia proneness affects consumer-based brand equity.

H_{2a} : Nostalgia proneness affects the perceived image dimension of the consumer-based brand equity.

H_{2b} : Nostalgia proneness affects the perceived quality dimension of consumer-based brand equity.

H_{2c} : Nostalgia proneness affects the brand awareness dimension of consumer-based brand equity.

H_{2d} : Nostalgia proneness affects the brand loyalty dimension of consumer-based brand equity.

3. FINDINGS AND ANALYSIS

3.1. Descriptive Analysis

Frequency analysis of descriptive statistics was carried out within the scope of analysis and age, gender, occupation, living area variables were examined.

When the data in *Table 1* are examined, it is seen that the average 65% of the individuals participating in the study are between the ages of 18-25. In addition, an average of 26% of these individuals are between the ages of 26-33 years. That is, when the average age is examined, about 90% of the individuals participating in the study are between the ages of 18-33. On the other hand, an average of 9% is included in the age group of 34 years and over.

Table 1.Frequency and Percent Distribution of Demographic Variables

		N	%	
Age	18-25	270	65	
	26-33	109	26,3	
	33+	36	8,7	
Gender	Female	194	46,7	
	Male	221	53,3	
Occupation	Student	216	52	
	Officer	59	14,2	
	Teacher	34	8,2	
	Pensioner	6	1,4	
	Housewife	5	1,2	
	Others	95	22,9	
	Region of Residence in Turkey	Eastern Anatolia	174	41,9
		Southeast Anatolia	42	10,1
Mediterranean		42	10,1	
Blacksea		26	6,3	
Marmara		48	11,6	
Aegean		25	6	
Central Anatolia		58	14	

It is seen that average number of persons participating in the study is 47% female and 53% male. In addition, half of the average proportion of the individuals involved in the study is the students. Also, it is seen that on average, 14% are civil servants, 8% are teachers and 3% are retired and housewives. It is seen that the individuals living in the eastern provinces constitute the majority (42%) of the individuals who participated in the study based on the region they live in. On average, 14% of the individuals involved in the study live in Central Anatolia, 12% in Marmara, 10% in the Mediterranean, 10% in Southeast Anatolia, 6% in the Aegean region and 6% in the Black Sea Region.

3.2. Reliability Analysis

In the research, reliability coefficients were calculated by taking Cronbach Alpha values into account. When the Cronbach Alpha coefficient is in the range of 0,00-0,40 it is not reliable, it is low in reliability between 0,40-0,60, it is moderate in reliability between 0,60-0,80 and if it is between 0,80-1, 00 it shows that it has high reliability. Generally, it is desirable that the Cronbach Alpha values are greater than 0.70 (Coşkun et al., 2015: 126).

Table 2.Reliability Values of Nostalgia Proneness Scale

Scales	Cronbach Alpha Value
Nostalgia Proneness	0,855

When the reliability analysis data in Table 2 are examined, it is seen that the scale of the nostalgia proneness ($\alpha = 0,855$) has high reliability.

Table 3.Reliability Values of Consumer-Based Brand Equity Scale

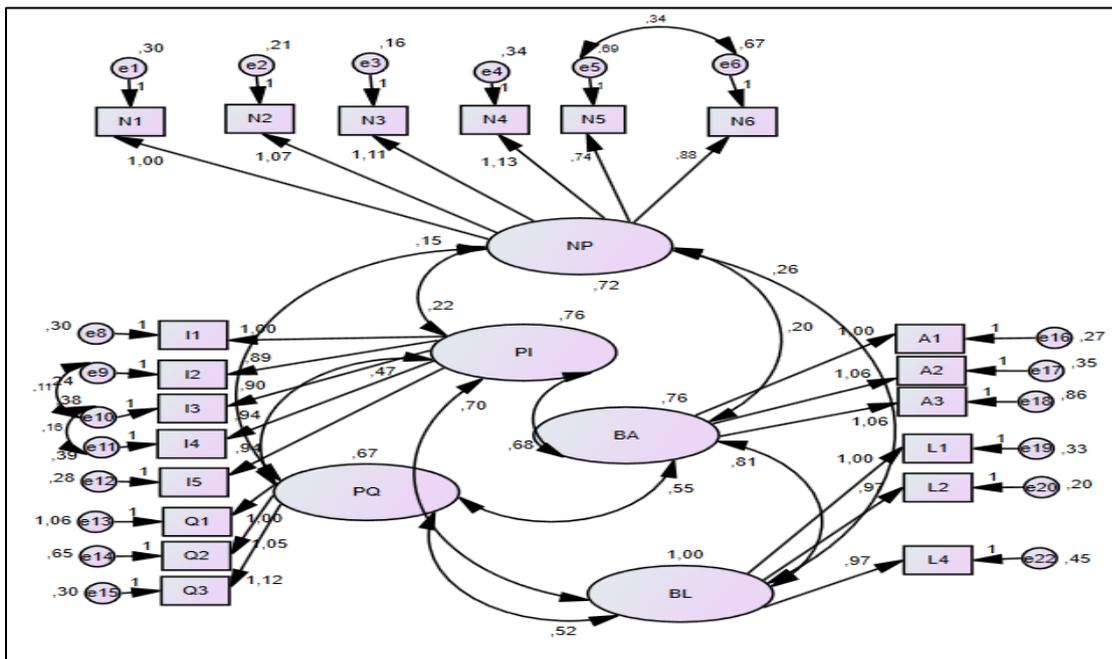
Scales	Cronbach Alpha Value
Consumer-Based Brand Equity	0,944
Perceived Image	0,923
Perceived Quality	0,789
Brand Awareness	0,824
Brand Loyalty	0,908

When the reliability analysis data in Table 3 are examined, it is seen that the consumer-based brand equity scale ($\alpha = 0.944$) has high reliability. It is seen that the sub-dimensions of consumer-based brand equity; the perceived image dimension ($\alpha = 0.923$), brand awareness dimension ($\alpha = 0.824$) and brand loyalty dimension ($\alpha = 0.908$) have high reliability while the perceived quality dimension ($\alpha = 0.789$) has moderate reliability.

3.3. Interpretative Statistics Analysis

Confirmatory factor analysis was carried out at the first stage of the analysis of the research's interpretive statistics. Factor analysis is expressed as an analysis based on construct validity for different purposes or samples in scale development or adaptation studies (Çokluk et al., 2014: 177). In factor analysis, there are two basic classifications. These classifications are evaluated as confirmatory and exploratory factor analysis. Exploratory factor analysis is mostly used to test construct validity of newly constructed scales. *Confirmatory factor analysis* is performed to test whether a previously discovered scale is similar to the sampling with which the study was conducted (Meydan and Şeşen, 2011: 21). In short, confirmatory factor analysis is an analysis that is used to measure whether a previously tested construct validity scale is appropriate for different situations such as language, culture, and sample group to be adapted (Seçer, 2015: 172).

Also, during the testing of hypotheses the "Independent Samples t-test" used to compare the scores of two unrelated groups on a continuous variable, the "One Way Anova" test (Seçer, 2015: 59-73) used to compare scores on a continuous variable of three or more unrelated groups, "Simple Linear Regression" test (Coşkun et al., 2015: 233) used to examine the relation between the dependent variable and an independent variable.



(NP=Nostalgia Proneness, PI= Perceived Image, PQ=Perceived Quality, BA=Brand Awareness, BL=Brand Loyalty)

Figure 2.Confirmatory Factor Analysis of the Research

Confirmatory factor analysis was applied in accordance with the validity study of the scale. Within the analysis data, N7 and L3 questions were extracted and not evaluated.

Table 4.Defination of Item of Nostalgia Proneness and Consumer-Based Brand Equity

No	Defination of Item	Variable
1.	Nostalgia is valuable to me.	NP
2.	Remembering my nostalgic experiences is important to me.	
3.	Feeling nostalgic is meaningful to me.	
4.	I tend to feel nostalgic.	
5.	I experience constantly nostalgia.	
6.	I often remember my nostalgic experiences.	
7.	The eastern express has a relaxing atmosphere.	PI
8.	The eastern express offers a very nice trip to see the scenic beauty.	
9.	The eastern express offers a trip which has historic importance.	
10.	During the excursion with the eastern express, historical sites and artifacts are worth seeing.	
11.	During the excursion with the eastern express, the scenic beauties are worth seeing.	
12.	The prices of the products offered in the eastern express are appropriate.	PQ
13.	The food and beverage portions of the eastern express have high quality.	
14.	The eastern express offers high quality accommodation.	
15.	I'm aware of the attractiveness of the eastern express.	BA
16.	The eastern express offers high quality facilities to evaluate your leisure time.	
17.	When I think vacation, the eastern express comes to my mind immediately.	
18.	I intend to use the eastern express again in the future.	BL
19.	I suggest the eastern express to other people.	
20.	The eastern express offers a trip that I can choose for my next holidays.	

(NP=Nostalgia Proneness, PI= Perceived Image, PQ=Perceived Quality, BA=Brand Awareness, BL=Brand Loyalty)

If the Normed Fit Index (NFI) is above a value of 0.90 it is an acceptable value, and if it is above 0.95, it shows a perfect fit. In addition, if the Chi-square/Degree of Freedom (CMIN / DF) value is less than 5, it means an acceptable fit, and if it is less than 3, it means the fit is perfect. If the Comparative Fit Index (CFI) value is above 0.95, it indicates acceptable fit, and if it is above 0.97, it indicates perfect fit. Goodness of Fit Index (GFI) value, indicates acceptable fit if it is above 0.85, if it is above 0.90 it indicates perfect fit. When the Root Mean Square Residual (RMR) value is less than 0.08 it implies acceptable fit, if it is less than 0,05 it implies perfect fit. If Root Mean Square Error of Approximation (RMSEA) value is smaller than 0.08, it indicates acceptable fit, if it is smaller than 0,05 it indicates perfect fit (Shreiber et al., 2006:330; Meydan and Şeşen,2011:32-37; Çapık,2014:199). In this regard, the fit indexes of the model are given in Table 4.

Table 5. Model Fit Indexes Used in Confirmatory Factor Analysis

Coherence Indices	Values of Model	Good Fit	Acceptable Fit
CMIN/DF	2,918	CMIN/DF≤3	1≤CMIN/DF≤5
RMSEA	0,068	RMSEA≤ 0,05	RMSEA≤ 0,08
NFI	0,932	NFI≥0,95	NFI≥0,90
CFI	0,954	CFI≥0,97	CFI≥0,095
GFI	0,90	CFI≥0,90	CFI≥0,85
RMR	0,046	RMR≤0,05	RMR≤0,08

When the fit indexes were examined, it was seen that CMIN / DF, GFI and RMR values had an excellent level of fit, and RMSEA, NFI and CFI values had an acceptable level of fit. The model is acceptable in this state.

3.4. Testing Hypotheses

H_1 : The nostalgia proneness differs according to the demographic characteristics.

H_{1a} : The nostalgia proneness differs according to gender.

Table 6.Examination of the Nostalgia Proneness by Gender

Variable		n	\bar{X}	S.s	T
Nostalgia	Female	194	3,89	0,86	0,316
	Male	221	3,86	0,92	

As a result of the t-test to measure whether the nostalgia proneness differs according to gender, the difference between the samples for the independent samples was found to be insignificant ($t_{413}=0,316$, $p=0,752$, $p>0,05$). So the nostalgia proneness does not show a significant difference according to gender.

H_{1b} : The nostalgia proneness varies with age.

Table 7. Examination of the Nostalgia Proneness by Age

	Age	n	\bar{X}	S.s	sd	F
Nostalgia	18-25	270	3,77	0,93	2/412	6,046
	26-33	109	4,10	0,77		
	34 and over	36	3,99	0,78		

As a result of the One Way Anova test to measure whether the nostalgia proneness differs according to age, the difference between the groups was significant ($F_{412}=6,049$, $p=0,003$, $p<0,05$). In other words, it can be said that the nostalgia proneness varies according to age. Of the multiple comparison tests, the "Tukey" test was performed to determine which groups differ, and it was seen that the nostalgia proneness differed significantly between individuals aged 18-25 years and 26-33 years. It was seen that the arithmetic average of the individuals in the age range of 18-25 years is $\bar{X} = 3,77$, and the arithmetic average of the individuals in the age range of 26-33 years is $\bar{X} = 4,10$. According to this data, it can be said that the nostalgia proneness of individuals between the ages of 26-33 is more.

H_{1c} : The nostalgia proneness differs according to the occupation.

Table 8. Examination of the Nostalgia Proneness According to Occupation

Occupation	n	\bar{X}	S.s	sd	F
Student	216	3,80	0,90	6/408	1,273
Pensioner	6	3,83	0,98		
Teacher	34	3,80	1,06		
Housewife	5	3,47	0,62		
Officer	51	4,07	0,75		
Others	95	3,97	0,88		

As a result of the One Way Anova test to measure whether the nostalgia proneness differs according to the occupation, the difference between the groups is not significant ($F_{408}=1,273$, $p=0,269$, $p>0,05$). In other words, it can be said that the nostalgia proneness does not vary according to occupation.

H_{1d} : The nostalgia proneness differs according to the region.

Table 9. Examination of the Nostalgia Proneness by Region

Region	n	\bar{X}	S.s	sd	F
Eastern Anatolia	174	3,86	0,91	6/408	1,99
Southeastern Anatolia	42	3,65	1,01		
Mediterranean	42	3,76	0,81		
Blacksea	26	3,82	1,03		
Marmara	48	4,24	0,66		
Aegean	25	3,85	0,92		
Central Anatolia	58	3,89	0,81		

The difference between the groups is not significant as a result of the One Way Anova test to measure whether the nostalgia proneness differs according to the region ($F_{408}=1,987$, $p=0,066$, $p>0,05$). In other words, it can be said that the nostalgia proneness does not vary according to the region.

H_2 : The nostalgia proneness affects consumer-based brand equity.

H_{2a} : The nostalgia proneness affects the perceived image dimension of consumer-based brand equity.

Table 10. Simple Linear Regression Analysis of the Perceived Image Prediction

Variable	B	St.Error	β	t
Constant	3,269	0,184	-	17,758
Nostalgia	0,256	0,046	0,263	5,533

As a result of simple linear regression analysis, it is concluded that the nostalgia proneness is a significant predictor of the perceived image ($R=0,263$, $R^2=0,069$, $p=0,000$, $p<0,05$). When the data are examined, the nostalgia proneness explains 6.9% of the total variance of the perceived image.

H_{2b}: The nostalgia proneness affects the perceived quality dimension of consumer-based brand equity.

Table 11. Simple Linear Regression Analysis of the Perceived Quality Prediction

Variable	B	St.Error	β	T
Constant	2,700	0,216	-	12,476
Nostalgia	0,205	0,054	0,183	3,774

As a result of simple linear regression analysis, it is concluded that the nostalgia proneness is a significant predictor of perceived quality ($R=0,183$, $R^2=0,033$, $p=0,000$, $p<0,05$). When the data are examined, the nostalgia proneness explains 3.3% of the total variance of the perceived quality.

H_{2c}: The nostalgia proneness affects the brand awareness dimension of consumer-based brand equity.

Table 12. Simple Linear Regression Analysis of Brand Awareness Prediction

Variable	B	St.Error	β	T
Constant	2,782	0,211	-	13,210
Nostalgia	0,272	0,053	0,245	5,129

As a result of simple linear regression analysis, it was concluded that the nostalgia proneness was a significant predictor of brand awareness ($R=0,245$, $R^2=0,060$, $p=0,0000$, $p<0,05$). When the data are examined, the nostalgia proneness explains 6% of the total variance of brand awareness.

H_{2d}: The nostalgia proneness affects the brand loyalty dimension of consumer-based brand equity.

Table 13. Simple Linear Regression Analysis of Brand Loyalty Prediction

Variable	B	St.Error	β	T
Constant	2,796	0,218	-	12,847
Nostalgia	0,303	0,055	0,263	5,539

As a result of the simple linear regression analysis, it was concluded that the nostalgia proneness is the result of a significant predictor of brand loyalty ($R=0,263$, $R^2=0,069$, $p=0,0000$, $p<0,05$). When the data are examined, the nostalgia proneness explains 6% of the total variance of brand loyalty.

CONCLUSION

This study in which the effect of the nostalgia proneness on the consumer-based brand equity was investigated, people who traveled by eastern express was surveyed online survey via social media. In the study, it was examined whether the nostalgia proneness differs according to the demographic characteristics. In the study conducted by Özhan and Altuğ (2017:11), the nostalgia proneness was evaluated by considering various demographic characteristics and it was seen that the nostalgia proneness did not differ according to the gender but it showed difference according to the age factor. In the study conducted, it is seen that there is no difference with regard to the demographic characteristics (gender, occupation and region) except than the age. Based on the findings of the analysis, it was concluded that people in the age range of 26-33 years have more nostalgia proneness. Therefore, it can be said that when companies want to make use of the concept of nostalgia in their marketing activities, they should act by considering different age groups. It has also been shown, according to another result, that it is a predictor of all sub-dimensions of consumer-based brand equity. According to the conducted research, the nostalgia proneness explains 6% of total variance in brand loyalty, 6% of brand awareness, 3.3% of perceived quality, 6.9% of perceived image of consumer-based brand equity sub-dimensions. In accordance with these data, it can be said that the nostalgia proneness influences perceived image, perceived quality, brand awareness, and brand loyalty.

The study aimed to measure whether or not the nostalgic proneness of the passengers of eastern express affected the consumer-based brand equity of the eastern express. It is important for the future plans of the firm that the nostalgia proneness is influential on which dimensions of consumer-based brand equity. Also; nostalgia proneness was evaluated in terms of age, gender, occupation and region factors.

The repetition of the research at a later time will reveal the changes in the elapsed time. In addition, the repetition of the research for a different train journey, such as the Kurtalan Express and the Vangözü Express, will provide useful results as well as the possibility of comparison. In addition, future studies can be conducted with regard to the rate of meeting the expectations of consumers who travel by the eastern express. and satisfaction levels of them.

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