

Nostalgia for the Past: The Impact of Retro Advertisements Shared on Social Media on Brand Relationships and Purchase Intentions

Eskiye Özlem: Sosyal Medyada Paylaşılan Retro Reklamların Marka İlişkilerine ve Satın Alma Niyetine Etkisi

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Abstract

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Purpose: The aim of this study is to investigate how retro product advertisements shared on social media influence consumers' perceptions of credibility, quality, and ease of understanding, and how these perceptions affect brand loyalty, brand awareness, and purchase intentions. **Material and Method:** The research was conducted in Karabük, Turkey, and data collected directly from consumers was analyzed using structural equation modeling. The study investigates how advertisements for retro products shared on social media influence consumers' perceptions of credibility, quality, and ease of understanding, and how these perceptions affect purchase intentions through brand loyalty and awareness. **Findings:** The findings indicate that the credibility and understandability of retro product ads positively and significantly affect brand loyalty and awareness, but quality did not have the expected effect. These results highlight the effectiveness of retro marketing strategies for businesses. **Result:** The study reveals that the credibility and ease of understanding of retro product advertisements shared on social media significantly enhance brand loyalty and brand awareness. However, the perceived quality of these advertisements does not show a significant impact on these brand-related outcomes. These findings highlight the importance of focusing on the credibility and clarity of advertisements to strengthen brand relationships.

Öz

Amaç: Bu çalışmanın amacı, sosyal medyada paylaşılan retro ürün reklamlarının tüketicilerin güvenilirlik, kalite ve kolay anlaşılabilirlik algılarını nasıl etkilediğini ve bu algıların marka sadakati, marka farkındalığı ve satın alma niyetleri üzerindeki etkilerini araştırmaktır. **Gereç ve Yöntem:** Araştırma, Karabük, Türkiye'de gerçekleştirilmiş olup, yapısal eşitlik modellemesi kullanılarak tüketicilerden doğrudan toplanan veriler analiz edilmiştir. Çalışma, sosyal medyada paylaşılan retro ürünlerin reklamlarının tüketicilerin güvenilirlik, kalite ve kolay anlaşılabilirlik algılarını nasıl etkilediğini ve bu algıların marka sadakati ve farkındalığı aracılığıyla nasıl satın alma niyetlerini etkilediğini araştırmıştır. **Bulgular:** Bulgular, retro ürün reklamlarının güvenilirliği ve kolay anlaşılabilirliğinin marka sadakati ve farkındalığı üzerinde pozitif ve anlamlı etkiler gösterdiğini, ancak kalitenin beklenen etkiyi yaratmadığını ortaya koymuştur. Bu sonuçlar, işletmeler için retro pazarlama stratejilerinin etkinliğini vurgulamaktadır. **Sonuç:** Çalışma, sosyal medyada paylaşılan retro ürün reklamlarının güvenilirliği ve anlaşılabilirliğinin marka sadakati ve marka farkındalığını önemli ölçüde artırdığını ortaya koymaktadır. Ancak, bu reklamların algılanan kalitesinin bu marka ile ilgili sonuçlar üzerinde anlamlı bir etkisi bulunmamaktadır. Bu bulgular, marka ilişkilerini güçlendirmek için reklamların güvenilirliği ve netliğine odaklanmanın önemini vurgulamaktadır.



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1. Introduction

Social media advertising is a vibrant marketing strategy that empowers brands to engage with their target audiences via social media platforms, facilitating the promotion of their products and services (Kumaradeepan, 2021). This form of advertising is notable for its personalized content delivery based on user interests, demographics, and online behaviours (Dwivedi et al., 2020). Offering higher interaction and feedback opportunities compared to traditional advertising channels, social media advertising enhances understanding of consumer preferences and enables the customization of marketing strategies (Wiese et al., 2020; Göktaş & Gökerik, 2024). Moreover, it leverages innovative approaches like user-generated content (UGC) and influencer marketing to spread among consumers organically, thus increasing brand awareness and loyalty (Hussain et al., 2022). This strategic method fosters ongoing dialogue with current and potential customers through interactive campaigns, establishing a foundation for long-term relationships (Abashidze, 2022). Social media advertising not only allows brands to engage with modern consumers but also provides an effective platform to promote products with nostalgic value, such as retro products. The dynamic and interactive nature of social media platforms makes them ideal for showcasing retro offerings, as they enable brands to craft storytelling and emotional narratives that resonate with audiences on a deeper level. By leveraging the emotional connection that retro products evoke, social media campaigns can amplify the nostalgic appeal, making retro products more relevant and attractive to contemporary consumers.

Retro products offer businesses a way to re-introduce the charm and significance of the past to modern consumers. Characterized by their authenticity, nostalgic value, and ability to connect across generations, these products provide a unique market position that deepens brand loyalty and creates strong emotional connections among consumers (Meyer et al., 2020). Highlighting authenticity and nostalgia,

which significantly impact consumer behaviour, allows brands to differentiate and gain a competitive edge (Braz et al., 2021). The presentation and marketing of retro products allow businesses to develop innovative and flexible marketing strategies while remaining responsive to consumer needs and expectations. Additionally, integrating these products in line with modern values like sustainability and environmental responsibility aids businesses in achieving both economic and social objectives (Jaspert et al., 2021). Successfully marketing retro products requires establishing a strong emotional connection with consumers through storytelling and brand communication, ensuring a unique position in the consumer's mind (Sousa, 2021).

A notable trend is the increasing importance of social search, with 24% of consumers aged 18-54 turning to social media to search for brands more frequently than using traditional search engines. This figure rises to 36% among Gen Z. This shift highlights the evolving role of social platforms in influencing purchase decisions and brand discovery (HubSpot, 2023). Moreover, the engagement with micro-influencers reveals a strategic pivot in influencer marketing, with 80% of influencer marketers collaborating with creators having fewer than one hundred thousand followers due to their ability to foster tight knit, engaged communities, offering a more cost-effective and authentic marketing approach compared to celebrity endorsements (HubSpot, 2023). The global digital landscape also offers a broader context for understanding social media's impact, with significant portions of the population remaining unconnected. Despite high internet adoption rates in many regions, nearly 2.85 billion people worldwide are not online, presenting both a challenge and an opportunity for expanding digital access and engagement (DataReportal, 2023). Additionally, overall online time has been declining, suggesting a shift towards more purposeful and quality-focused online interactions (DataReportal, 2023). The effectiveness of social media marketing is further exemplified through brand case studies. For instance, Simpli.fi's utilization of employee advocacy post-

rebranding led to a significant return on investment, showcasing the power of leveraging internal networks for brand messaging. Atlassian's focus on social listening and engagement highlights the importance of being part of broader industry conversations, enhancing brand presence and relevance. Meanwhile, Casey's integration of social media with customer service platforms significantly improved response times, enhancing customer satisfaction and experience (Sprout Social, 2023).

The primary objective of this study is to explore the impact of social media advertisements for retro products on consumers' brand relationships and purchase intentions. Specifically, the research examines how the presentation of retro products on social media influences consumers' perceptions of credibility, quality, and ease of understanding, and how these perceptions, in turn, affect purchase intentions through mediators such as brand loyalty and brand awareness. The motivation for conducting this study stems from the limited research on the role of retro advertising in the digital marketing landscape, particularly in relation to social media platforms. Unlike previous studies, which have primarily focused on the general influence of retro products on consumer behavior, this research addresses the specific effects of credibility, quality, and ease of understanding of retro advertisements. Moreover, the findings of this study offer unique insights by revealing that while the credibility and ease of understanding of these advertisements significantly enhance brand loyalty and awareness, the perceived quality does not exhibit the expected influence. These results contribute to the existing literature by offering a nuanced understanding of how retro marketing strategies can be effectively employed in social media contexts to shape consumer perceptions and behaviors.

Conducted in Karabük, Turkey, the study gathered data directly from consumers and analyzed it using the AMOS statistical program through structural equation modelling. This method allowed for a comprehensive examination of the relationships between

independent variables, mediators, and the outcome of purchase intentions. The research model detailed how the credibility, quality, and understandability of retro products shared on social media interact through mediators like brand loyalty and awareness and the impact of this interaction on purchase intentions.

2. Social Media Advertisement

Social media advertising has become a cornerstone of contemporary digital marketing strategies, offering brands unparalleled opportunities to engage with their target audience, enhance brand awareness, and boost sales. Leveraging the extensive user base and sophisticated targeting options of social media platforms, this method provides unique reach and engagement potential (Pelet & Ettis, 2022; Kumaradeepan, 2020). The strength of social media advertising lies in its ability to deliver personalized ad content based on user's interests, demographics, and online behaviours, offering advertisers the chance to reach their audience in more direct and meaningful ways (Bhadauria et al., 2022; Đuričanin et al., 2021). This tailored approach significantly enhances the effectiveness of advertising campaigns, fostering a deeper connection between consumers and brands.

Through various strategies like content marketing, influencer marketing, and user-generated content, social media advertising helps cultivate positive brand perceptions, forge deeper connections with the brand, and ultimately influence purchasing decisions. Its potential to enhance brand loyalty and customer engagement makes it an integral part of today's marketing strategies (Putra et al., 2024; Novianti & Erdiana, 2020; Fernandes et al., 2024; Gökerik, 2024). Moreover, it aims to captivate users with interactive formats such as images, text, videos, live streams, and stories, effectively conveying the brand message and encouraging interaction with the ad content (Tuten, 2023; Chinchanachokchai & de Gregorio, 2020). Integrating these diverse and interactive strategies enriches the consumer experience and solidifies the brand's presence in the digital marketplace.

The effectiveness of advertising campaigns can be measured through various metrics, enabling brands to optimize their ad strategies and maximize marketing ROI. In this context, effective use of social media advertising is crucial for brands to gain a competitive edge and achieve sustainable success in the digital era (Abashidze, 2022; Dolega et al., 2021). As a valuable tool for brands, social media advertising offers the opportunity to reach a broad and diversified audience, tell the brand story effectively, and positively impact consumer behaviour (Maio et al., 2020; Winter et al., 2021; Gökerik et al., 2018). Consequently, the success of social media advertising hinges not only on presenting creative content but also on redefining how brands interact with consumers.

In today's digital marketing landscape, social media advertising holds central importance. It is a valuable tool for brands to reach a wide and varied audience, effectively tell the brand story, and positively influence consumer behaviour. As a dynamic and ever-evolving field, it necessitates continuous innovation and creativity in advertising strategies (Maio et al., 2020; Kong & Fang, 2024; Bowo et al., 2024; Gökerik, 2024). In this process, the effective use of social media advertising helps brands gain and maintain a competitive advantage in the digital age, leading to sustainable success.

In conclusion, the effectiveness of social media advertising in the digital age is multifaceted, relying on a blend of creativity, personalization, and strategic engagement to resonate with consumers. Brands that leverage these elements in their social media advertising campaigns will likely achieve greater success in building brand equity, engaging consumers, and driving purchase intentions. As such, social media advertising continues to be an indispensable tool in the digital marketer's arsenal, offering a dynamic platform for brands to connect with their audience in meaningful and impactful ways (Pelet & Ettis, 2022; Chu et al., 2023; Tabaeian et al., 2023).

3. Retro Marketing

Retro marketing is significant among today's marketing strategies, rejuvenating past periods'

product, service, or brand values to appeal to consumers' nostalgic feelings (Pir, 2019). This approach aims to establish a deeper, emotional connection between the brand and the consumer by leveraging the brand's past successes and heritage, emphasizing values such as authenticity, sincerity, and permanence, thereby strengthening consumers' connections with the past (Gajanova & Zdenka, 2020). Retro marketing has the potential to enhance brand loyalty by activating consumers' positive memories and emotions, especially appealing to those who yearn for a certain era or wish to combine the products of those times with the innovations of the modern era (Scola & Gordon, 2019; Broučková et al., 2019). This approach also underscores offering products and a story and experience to the consumer, thereby aiming to create an emotional bond between the consumer and the brand.

The implementation forms of the retro marketing strategy include the reuse of old logo and packaging designs, the modern interpretation of advertising campaigns from past periods, or the re-launch of popular products. These methods allow brands to reconnect with their history and roots, creating an image of originality and reliability in consumer perception and enabling consumers to develop a personal and emotional relationship with the brand (Sousa, 2021; Magaouda & Minniti, 2019). In this context, retro marketing strategies help brands build a timeless brand image by bridging the past and the future.

Retro marketing allows brands to revitalize their past successes by offering consumers a sense of nostalgia. Moreover, retro marketing strategies assist brands in expanding their consumer base. Products or campaigns featuring elements from past periods attract both older consumers and younger generations curious about the past. This dual attraction bridges different age groups, enhancing brand visibility and preference across a broad demographic spectrum (Saralaya et al., 2023; Kilis et al., 2022). Thus, as a multigenerational approach, retro marketing becomes an effective strategy

allowing brands to expand their current and potential consumer bases.

Retro marketing is a strategic approach that enables brands to revitalize their past successes and heritage, establishing a meaningful and emotional connection with consumers. This approach offers authenticity, sincerity, and permanence while reinforcing the brand's position in the consumer's mind and allowing access to a wide consumer base (Ugwuoke, 2023; Ahlberg et al., 2020; Çevik & Yorulmazlar, 2021; Dwyer et al., 2020). This in-depth strategy allows brands to reconnect with their history and build strong, emotional bonds with consumers, fostering sustainable loyalty.

In conclusion, retro marketing emerges as a compelling and nuanced strategy that taps into the power of nostalgia and heritage, fostering a profound and emotional connection between brands and their consumers. By strategically leveraging the nostalgic elements and historical milestones of a brand, marketers can celebrate the legacy of their products and significantly enhance brand loyalty, purchase intentions, and overall consumer engagement. The effectiveness of this approach is well-documented across various studies, underscoring its value as an indispensable component of contemporary marketing strategies. This method appeals to a broad demographic spectrum, encompassing both older generations who experienced the brand's earlier days and younger audiences drawn to the allure of the past, thus reinforcing the brand's timeless image and deepening relationships with consumers (Filiz et al., 2023; Alkhafagi, 2023; Scola et al., 2022; Erkan et al., 2019).

4. Method

4.1. Research model

This study is a quantitative, correlational research aiming to determine the relationships between the credibility, quality, and easy to understand of retro product advertisements shared on social media and the concepts of brand loyalty and brand awareness, as well as to examine the effect of these brand relationships on purchase intention. This study was granted

ethical approval by the Karabuk University Social Sciences and Humanities Scientific Research and Publication Ethics Committee on 01/03/2024, document number E. 322819, allowing the conduct of the research.

In the initial segment of the questionnaire deployed within the study, a meticulously structured classification scale was employed to ascertain the demographic attributes of the participants, encompassing gender, age, educational attainment, frequency of internet usage, predominant social media platforms utilized, online shopping habits, and the frequency at which participants encountered nostalgic products on social media platforms. The subsequent section of the questionnaire incorporated interval scale statements, meticulously crafted to gauge participants' perceptions regarding the credibility, quality, and easy understanding of retro-themed products disseminated via social media and their impact on brand awareness, brand loyalty, and purchase intentions. These evaluative statements were rigorously grounded in the theoretical frameworks and empirical findings delineated in seminal works by Cheung et al. (2008), Park et al. (2007), Dihn and Mai (2015), Yoo and Donthu (2001), Alhaddad (2015), and Coyle and Thorson (2001), ensuring a comprehensive assessment of the phenomena under investigation. Data collection was meticulously executed through face-to-face survey techniques, employing a convenience sampling method, engaging a total of 241 participants during the initial week of March 2024. The robust sample size, exceeding fivefold the number of statements within the survey, aligns with the methodological recommendations Brown (2015) and Tabachnick and Fidell (2013) posited for ensuring analytical adequacy and statistical validity. In the study, individuals who were unfamiliar with retro products were provided with four examples prior to completing the survey to ensure they had adequate information on the subject. In the culmination of the data collection and analysis phase, all posited hypotheses were subjected to rigorous scrutiny by applying Structural Equation Modeling (SEM) within the AMOS 20

statistical software package. This analytical endeavour facilitated the construction of a comprehensive research model, as depicted in Figure 1, encapsulating the intricate

relationships and dynamics at play between retro marketing elements and consumer behavioural outcomes.

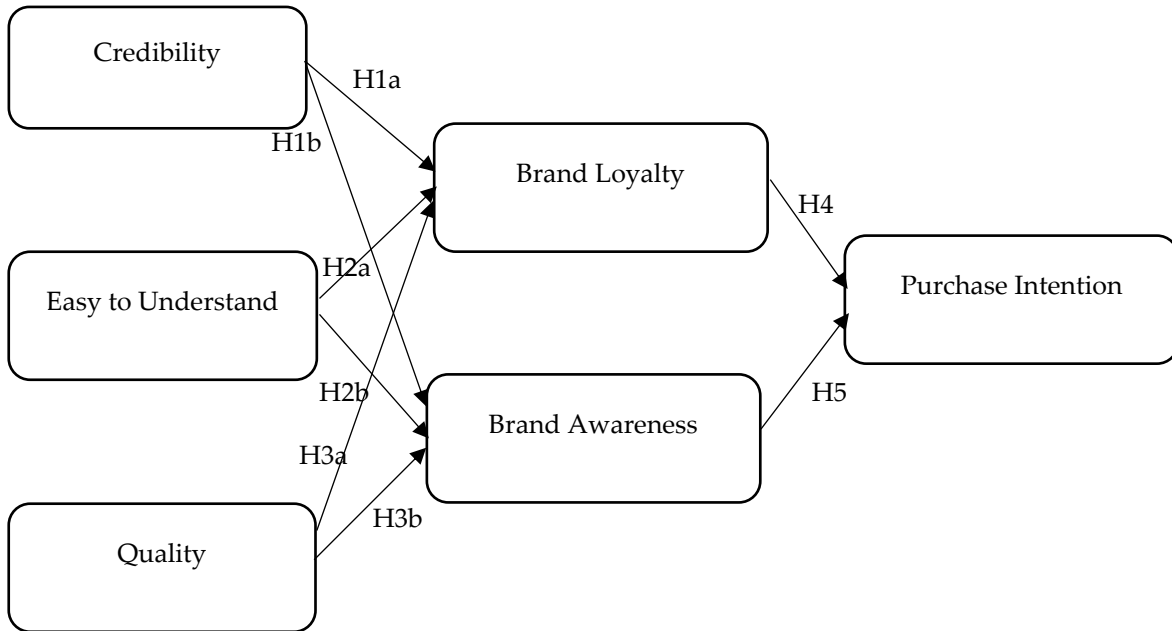


Figure 1. Research Model

4.2. Hypotheses Development of the Research

In a study conducted by Kumaradeepan et al. (2023), the relationship between consumers' perceptions and their purchasing intentions on social media was examined. The research found that social media significantly influences brand loyalty through factors such as entertainment, interaction, trust, electronic word of mouth (e-WOM), and online engagement. This study provides insights into how the credibility of social media advertisements can affect brand loyalty through consumer perception and purchasing intention. Another study by Ali and Shaiq (2023) investigated the impact of social media marketing on consumer brand loyalty and brand-switching decisions. This study demonstrated that the frequency of interaction with a brand on social media increases brand loyalty and reduces the likelihood of brand switching, supporting the positive relationship between the credibility of social media advertisements and brand loyalty. Gensler et al. (2013) conducted a study on the impact of social media on brand management. This study

highlights that consumers have become significant authors of brand stories through social media, and companies should pay attention to these consumer-generated brand stories. It presents a different perspective on how the credibility of social media advertisements could effectively influence brand awareness and loyalty. Siriwardana and Hewapathirana (2022) examined the impact of social media strategies on e-brand trust. The research found that social media marketing activities increase trust in the brand, satisfaction, and consequently, brand loyalty. Similarly, this study provides information on how the credibility of social media advertisements can affect consumers' trust in a brand, which in turn, may indirectly increase brand loyalty. Zhang (2023) investigated the effect of social media marketing activities on consumer behaviour. This study shows how marketing efforts on social media can shape consumers' perceptions of a brand and their purchasing decisions, emphasizing that positive perceptions of a brand can enhance brand awareness and loyalty.

Okazaki and Taylor (2013) addressed theoretical challenges and future orientations in the context of international advertising on social media. This study provides theoretical foundations on how social media usage can affect brand image and consumer perceptions. The credibility of social media advertisements has the potential to strengthen brand image on these platforms, which can lead to indirect effects on brand awareness and loyalty. Lastly, Alrubaian et al. (2019) examined the reliability of information on online social networks. The study indicates that the reliability of information sources critically impacts users' decision-making processes. The credibility of social media advertisements is thought to influence consumers' trust levels in a brand and, consequently, brand loyalty and awareness. These studies form a crucial foundation for understanding the impact of the credibility of social media advertisements on brand loyalty and awareness. The interactions and trust on social media platforms illustrate how relationships with brands can be deepened, and consumer loyalty to brands can be enhanced. In this context, hypotheses H_{1a} and H_{1b} have been formulated.

H_{1a}: There is a positive and significant impact of the credibility of retro product advertisements shared on social media on brand loyalty.

H_{1b}: There is a positive and significant impact of the credibility of retro product advertisements shared on social media on brand awareness.

Research examining the effects of social media marketing activities on brand loyalty and awareness has shown that the ease of understanding retro product advertisements plays a significant role. A study by Bilgin (2018) reveals that social media marketing activities have a noticeable effect on brand image and loyalty, with the clearest impact on brand awareness. This suggests that the understandability of retro product advertisements can enhance brand awareness and image, thereby increasing brand loyalty. Ismail (2017) and Gholamveysy et al. (2023) found that social media marketing activities have a meaningful impact on brand loyalty through brand and value awareness. These

studies similarly support the notion that understandable retro advertisements on social media can positively affect brand loyalty by increasing brand awareness. Research by Saydan and Dülek (2019) and Erdogmus and Çiçek (2012) demonstrates that social media advertising awareness positively affects brand differentiation and loyalty. These studies confirm that understandable retro advertisements on social media can increase loyalty by engaging with consumers through relevant and appealing content. Ebrahim (2020) provides significant findings on how social media marketing activities affect brand loyalty through brand trust and value. Collectively, these studies' theoretical framework supports that the ease of understanding retro product advertisements shared on social media positively influences brand image, trust, and value awareness, thereby enhancing brand loyalty and awareness among consumers.

H_{2a}: There is a positive and significant impact of easy-to-understand retro product advertisements shared on social media on brand loyalty.

H_{2b}: There is a positive and significant impact of easy-to-understand retro product advertisements shared on social media on brand awareness.

Gancho (2017) examined how the evolution of social media has become a crucial marketing tool for brands. The study emphasizes that high-quality content offered through social media can increase brand awareness, boost sales, and build long-term relationships with customers. Wasserbauer (2023) discussed the impact of billboard advertisements and social media on brand awareness. The research shows how the quality of social media advertisements can affect consumers' ability to recognize and remember a brand. Alkhoms and Alnsour (2013) investigated the effect of social media marketing on the quality of customer relationships. The study indicates that high-quality social media content can enhance customer satisfaction, trust, and loyalty, which is thought to strengthen brand loyalty indirectly. On the other hand, Zhang (2023) researched the effect of social

media marketing activities on consumers' purchasing behaviours. The study demonstrates how the quality of social media advertisements can shape consumers' perceptions of a brand and their purchasing decisions. Tuten (2023) discussed how social media marketing strategies can enhance businesses' brand awareness, highlighting how high-quality content and innovative social media strategies can help brands more effectively connect with their target audiences. Okazaki and Taylor (2013) examined the theoretical challenges and future orientations of international advertising on social media. The research provides theoretical foundations on how the quality of social media advertisements can affect brand image and awareness in different cultural contexts. Finally, Siriwardana and Hewapathirana (2022) investigated the impact of social media strategies on e-brand trust. The study shows that high-quality marketing activities on social media can increase consumers' trust in a brand, strengthening brand loyalty and awareness. All these studies demonstrate how the quality of advertisements shared on social media can deepen consumers' relationships with a brand and enhance brand loyalty and awareness. Based on the insights from these studies, the hypotheses H_{3a} and H_{3b} have been formulated.

H_{3a}: There is a positive and significant impact of the quality of retro product advertisements shared on social media on brand loyalty

H_{3b}: There is a positive and significant impact of the quality of retro product advertisements shared on social media on brand awareness.

Studies on the effects of brand loyalty and awareness on consumer purchase intention have revealed significant findings supporting the positive and meaningful relationships between these variables. The study by Yuliasih et al. (2021) indicates that the marketing mix (4P) significantly impacts brand loyalty, which in turn increases purchase intention, highlighting the critical role of marketing strategies in influencing consumer behaviour. Kumaradeepan et al. (2023) and Shahid et al. (2017) have explored the effects of social media and brand awareness on consumer perception

and purchase intention, respectively, and how these effects mediate brand loyalty. Junarsin et al. (2022) examined the indirect effects of brand preference and consumer trust on purchase intention within the context of green marketing, while Hollebeek (2011) proposed a triadic conceptual framework consisting of activation, identification, and absorption dimensions for consumer brand engagement. The study by Zhang and Weihua (2009) addressed various factors in forming brand loyalty. Rohra and Sharma (2016) investigated the impact of consumers' passion for a brand on loyalty and purchase intention. Colmenares and Saavedra (2007) presented a theoretical examination of the brand loyalty concept, discussing loyalty as both an attitude and behaviour. Tartaglione et al. (2019) provided a framework better to understand the relationship between brand loyalty and purchase intention. Finally, Taylor and Baker (1994) dealt with the impact of service quality and customer satisfaction on purchase intention, uncovering these variables' roles in forming consumer purchase intentions. These studies demonstrate the significant and positive effects of brand loyalty and awareness on consumer purchase intention, offering strategic insights for marketers. Based on these studies, the following hypotheses, H₄ and H₅, have been formulated.

H₄: There is a positive and significant impact of brand loyalty on purchase intention.

H₅: There is a positive and significant impact of brand awareness on purchase intention

5. Findings

Table 1 presents a comprehensive demographic profile of the participants, indicating a diverse range of gender, age, education level, and social media habits. Notably, the gender distribution shows a slight predominance of female participants (56.8%) over males (43.2%). The age distribution is skewed towards younger participants, with the majority (47.7%) between 18 to 30 years, suggesting the study may particularly reflect younger demographics' social media usage and internet shopping behaviours. Education levels are predominantly at the Bachelor's degree level

(55.2%), indicating a relatively well-educated sample. Social media usage patterns reveal a significant engagement, with most participants using social media between 1 to 3 hours daily (46.5%) and Instagram being the most popular platform (49%). Online shopping habits vary, with a notable frequency of shopping more than 15 times per year (32%), highlighting the importance of the Internet in participants' consumer behaviours. The frequency of

encountering nostalgic products on social media suggests varied exposure, with a majority sometimes seeing nostalgic products (56.4%), indicating the potential influence of social media on nostalgic purchasing tendencies. This demographic and behavioural profile provides a valuable context for understanding the impacts of social media on consumer behaviour, particularly among younger, educated demographics.

Table 1.
Demographic Features of the Participants

	Frequency	Percentage (%)
Gender		
Female	137	56,8
Male	104	43,2
Age		
18 – 30	115	47,7
31 – 42	73	30,3
43 – 55	37	15,4
55 and above	16	6,6
Education Level		
Elementary School	4	1,7
Secondary Education	27	11,2
Associate degree	35	14,5
Bachelor's Degree	133	55,2
Postgraduate	42	17,4
How often do you use social media each day?		
0 – 1 hour	42	17,4
1 – 3 hours	112	46,5
3 – 5 hours	51	21,2
5 hours and above	36	14,9
Which social media tool do you use the most?		
Instagram	118	49
Facebook	43	17,8
X (Twitter)	16	6,6
Youtube	52	21,6
Tiktok	7	2,9
Snapchat	5	2,1
How often do you shop via the internet?		
Never	14	5,8
Maximum 5 times a year	19	7,9
Maximum 10 times a year	48	19,9
Maximum 15 times a year	83	34,4
More than 15 per year	77	32
How often do you see nostalgic products on social media?		
Never	56	23,2
Sometimes	136	56,4
Frequently	35	14,5
Always	14	5,8

During the testing process of the research model, Structural Equation Modeling (SEM) was employed as a critical method for estimating the model. This approach is essential in assessing the relationships between research hypotheses and plays a significant role in determining the

model's accuracy. SEM allows for testing theoretical structures and manages the complexity of relationships between variables. The use of this method, suggested by Bentler and Chou (1987), has laid the foundation for the

reliability and validity of the model, following their recommendations.

Firstly, assessing the reliability and validity of the measurement tools used in the study is crucial for verifying the robustness of the research model. While evaluating convergent validity, metrics such as Composite Reliability (CR) and Average Variance Extracted (AVE) were utilized. These metrics test the strength of relationships between items and the integrity of the measurement structure. Achieving the minimum threshold values recommended by Fornell and Larcker (1981) indicates that the model possesses an acceptable level of convergent validity. The study reported CR values ranging between 0.736 and 0.851 and AVE values between 0.475 and 0.644. These results exceed the acceptability thresholds mentioned by Hair et al. (2010), thus proving the reliability and validity of the study's measurement structure.

Furthermore, evaluating factor loadings is also important. The minimum factor loading criterion of 0.30, established by Stevens (2002), determines the significance and contribution of variables within the model. In this study, factor loadings for all variables ranged from 0.59 to 0.96, indicating that the model well represents the measurement items and is effective in testing the research hypotheses. Due to the low factor loadings, the items PI5, Q1, BL3, and BA4 were excluded from the analysis. Formulating measurement statements based on previous studies further enhances the reliability and validity of the work. As a result of the validity and reliability tests conducted within the research, a measurement set comprising 19 items, excluding demographic statements, was used. This process demonstrates that the research was conducted with a high level of methodological rigour and that its findings are reliable.

Table 2.
Factor Loadings, CR and AVE Values

Variables	Items	Factor Loadings	CR	AVE
Credibility	C1	0.682	0.851	0.590
	C2	0.758		
	C3	0.840		
	C4	0.785		
Easy to Understand	EU1	0.815	0.835	0.561
	EU2	0.691		
	EU3	0.810		
	EU4	0.667		
Quality	Q2	0.961	0.769	0.638
	Q3	0.593		
Brand Loyalty	BL1	0.773	0.783	0.644
	BL2	0.831		
Brand Awareness	BA1	0.637	0.736	0.483
	BA2	0.763		
	BA3	0.680		
Purchase Intention	PI1	0.664	0.783	0.475
	PI2	0.630		
	PI3	0.713		
	PI4	0.744		

In the realm of quantitative research, particularly within the structural equation modelling framework, Confirmatory Factor Analysis (CFA) plays a pivotal role in testing the validity of hypothesized factor structures underlying observed variables. This paper underscores the complexity and necessity of

utilizing multiple fit indices to ascertain the adequacy of CFA models. Beyond the traditional Chi-Squared statistic, which is sensitive to sample size, the study emphasizes the importance of considering a suite of fit indices, including the Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI),

Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). These indices serve distinct purposes, from comparing model fit relative to a baseline model to adjusting for model complexity and estimating the error of approximation in the population.

The nuanced analysis provided herein, supplemented by adjustments detailed in Table 3, offers a comprehensive overview of the fit indices resulting from CFA, thereby guiding researchers in validating the structural accuracy of their models.

Table 3.
 CFA Final Goodness of Fit Index Results

Indexes of Fit	Proposed Criteria	Acceptable Criterion	Results
X ² /Df	1:3	3:5	1.499
GFI	≥ 0.90	0.90 ≥ 0.80	0.922
AGFI	≥ 0.90	0.90 ≥ 0.80	0.888
CFI	≥ 0.95	0.95 ≥ 0.90	0.967
RMSEA	< 0.05	0.08 ≥ 0.05	0.046

Table 3 presents the final goodness of fit index results from a Confirmatory Factor Analysis (CFA). The indices included are Chi-square/df (X²/Df), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA), along with proposed criteria, acceptable criterion, and the results achieved in your analysis. Each index's result falls within the acceptable or proposed criteria range, indicating a good fit between the model and the observed data. Specifically, the Chi-square/df ratio is well within the recommended range, suggesting a good model fit. The GFI and AGFI values are close to or above the acceptable threshold, indicating that the model accounts for significant variance. The CFI is above the recommended level, suggesting a good model fit, and the RMSEA value is below the threshold, indicating a good fit with minimal error. These indices suggest that your model strongly fits the observed data.

5.1. Structural Model Tests

Table 4 comprehensively looks at the path analysis model's fit with the dataset, following confirmatory factor analysis. The Chi-Square/df ratio, falling at 2.173, indicates an excellent fit within the ideal range of 1 to 3, signifying that the model's assumptions are well-aligned with the observed data. Though slightly below the proposed criteria, the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI) values still fall within acceptable ranges, suggesting that the model adequately represents the data structure. The Comparative Fit Index (CFI) value at 0.917 indicates a good comparative fit to the null model. The Root Mean Square Error of Approximation (RMSEA) value is slightly above the more stringent proposed criteria but within the acceptable limit, indicating a satisfactory error approximation. These indices collectively affirm the model's adequacy, providing a reliable framework for understanding the relationships within the dataset while also hinting at potential areas for refinement to achieve an even better fit.

Table 4.
 Path Analysis Goodness of Fit Index Results

Indexes of Fit	Proposed Criteria	Acceptable Criterion	Results
X ² /Df	1:3	3:5	2.173
GFI	≥ 0.90	0.90 ≥ 0.80	0.886
AGFI	≥ 0.90	0.90 ≥ 0.80	0.846
CFI	≥ 0.95	0.95 ≥ 0.90	0.917
RMSEA	< 0.05	0.08 ≥ 0.05	0.070

Upon examining the hypothesis test results for the path analysis, it is observed that six

hypotheses were supported while two were rejected. The findings reveal the significant

impact of retro product advertisements shared on social media on brand relationships and indirectly on purchase intentions. Specifically, the credibility of retro product advertisements shared on social media has a positive and significant effect on both brand loyalty ($\beta = 0.26$) and brand awareness ($\beta = 0.20$), supporting hypotheses H_{1a} and H_{1b}. The easy-to-understand retro product advertisements shared on social media also show a positive and significant relationship with brand loyalty ($\beta = 0.45$) and

brand awareness ($\beta = 0.50$), thus supporting H_{2a} and H_{2b}. However, the quality of retro product advertisements shared on social media had a positive but nonsignificant relationship with brand loyalty ($\beta = 0.26$) and brand awareness ($\beta = 0.79$), leading to the rejection of H_{3a} and H_{3b}. Lastly, brand loyalty ($\beta = 1.64$) and brand awareness ($\beta = 0.36$) positively and significantly affected purchase intentions, supporting H₄ and H₅. These analysis results are detailed in Table 5.

Table 5.
Structural Equation Model Hypothesis Test Results

Hypotheses	Standard Errors	t-value	P value	Result
H _{1a} There is a positive and significant impact of the credibility of retro product advertisements shared on social media on brand loyalty.	0.054	4.855	.000	Accept
H _{1b} There is a positive and significant impact of the credibility of retro product advertisements shared on social media on brand awareness.	0.076	2.690	.007	Accept
H _{2a} There is a positive and significant impact of easy-to-understand retro product advertisements shared on social media on brand loyalty.	0.080	5.654	.000	Accept
H _{2b} There is a positive and significant impact of easy-to-understand retro product advertisements shared on social media on brand awareness.	0.105	4.776	.000	Accept
H _{3a} There is a positive and significant impact of the quality of retro product advertisements shared on social media on brand loyalty	0.034	.779	.436	Reject
H _{3b} There is a positive and significant impact of the quality of retro product advertisements shared on social media on brand awareness.	0.059	1.332	.183	Reject
H ₄ There is a positive and significant impact of brand loyalty on purchase intention.	.275	6.000	.000	Accept
H ₅ There is a positive and significant impact of brand awareness on purchase intention	.142	2.594	.009	Accept

6. Conclusion and Discussion

The impact of retro product ads shared on social media on consumers' brand relationships and purchase intentions was explored. The study investigated how these ads influence consumers' perceptions of credibility, quality, and understandability and how these perceptions, through brand loyalty and awareness, affect purchase intentions. It also aimed to shed light on the role of nostalgia in modern marketing strategies and consumer behaviour. Conducted in Karabük, Turkey, using the AMOS statistical program for structural equation modelling, it allowed for a comprehensive examination of the relationships between independent variables, mediators, and the outcome of purchase intention.

The study's findings indicate that there are positive and meaningful relationships between the credibility and understandability of retro

product advertisements and brand loyalty and awareness. In particular, the credibility and understandability of advertisements significantly enhance brand loyalty and awareness, while the quality of advertisements has a positive but insignificant effect on brand loyalty and awareness. Moreover, it has been determined that brand loyalty and awareness positively and significantly affect consumers' purchase intentions. These results demonstrate that retro product advertisements significantly impact consumers' brand perceptions and behaviours. While the credibility and understandability of advertisements strengthen consumers' relationships with the brand, the lack of the expected impact of quality on these relationships emphasizes the importance of brands developing strategies to enhance perceived quality. Additionally, the strong effect of brand loyalty and awareness on purchase intentions implies that brands can shape

consumer behaviours by targeting these two factors. These findings offer important insights for marketers and brand managers. Retro-marketing strategies can be an effective tool to increase consumers' loyalty to and purchase intentions toward brands. However, the success of these strategies depends on how the advertisements are perceived, particularly in terms of credibility and understandability. Therefore, it is recommended that brands consider these factors when planning retro advertising campaigns and seek ways to strengthen consumers' perceptions of quality.

Previous research on retro marketing and consumer behaviours has been examined for the study's literature background. Retro marketing is defined as using products or advertisements that evoke nostalgic feelings in consumers by bringing the charm of past eras into current marketing strategies. In this context, a study conducted by Brown, Kozinets, and Sherry (2003) demonstrated how consumers' perceptions of retro products, through nostalgic emotions and a longing for the past, could enhance brand loyalty. Additionally, Schindler and Holbrook (2003) indicated that nostalgia could positively affect purchase intentions and strengthen consumer connections with the past. On the other hand, research focusing on the impact of retro advertisements on consumer perceptions and behaviours has shown how such advertisements can increase brand awareness and consumer loyalty. Muehling and Spratt (2004) emphasized that retro advertisements generate strong emotional impacts on consumers, increasing their brand loyalty. These studies suggest that factors like credibility, understandability, and quality play a significant role in the effectiveness of retro advertisements. Finally, research on the effectiveness of retro advertisements highlights their positive effects on consumers' brand loyalty and purchase intentions. It concludes that retro advertisements can strengthen brand relationships and influence consumer behaviours. This literature background offers a synthesis of existing research on retro marketing and consumer behaviours, aiming to identify gaps and provide directions for future research.

The study's findings were matched against the outcomes of existing research. Hypotheses H1a and H1b accept a positive and significant relationship between the credibility of retro product ads and brand loyalty and awareness. These findings align with the study by Nassef and El-Aziz (2022), which indicated that nostalgic advertisements and brand heritage positively affect consumer purchase intention. Studies like those by Alalwan (2018) and Lee et al. (2017) also found that social media ads enhance consumer purchase intention through factors such as performance expectancy, hedonic motivation, and interaction, supporting hypothesis H1b. Hypotheses H2a and H2b posit that the understandability of retro product ads positively affects brand loyalty and awareness. The study by Schivinski and Dabrowski (2016) showed that user-generated social media content positively affects brand equity and attitude, emphasizing the importance of understandability. While hypotheses H3a and H3b claimed the positive effects of quality on brand loyalty and awareness, the study refuted these. This finding partially aligns with Kumar et al. (2016), which suggested that firm-generated content significantly impacts consumer behaviours. However, these effects vary based on factors such as experience, technology knowledge, and social media usage. Hypotheses H4 and H5, acknowledging the positive and significant effects of brand loyalty and awareness on purchase intention, were confirmed. This aligns with the study by Godey et al. (2016), which found that social media marketing efforts significantly affect brand preference, price premium, and loyalty, supporting hypotheses H4 and H5. In conclusion, the studies' general findings demonstrate that retro product ads shared on social media can significantly affect consumers' relationships with the brand and their purchase intentions. The results of your hypotheses are largely consistent with existing literature, highlighting the potential of social media as a powerful marketing tool.

6.1. Theoretical Contributions

This study enriches the existing literature on consumer-brand relationships by providing empirical evidence on the impact of social media advertisements for retro products on brand loyalty and purchase intentions. Findings contribute to the body of knowledge by illustrating how nostalgia-driven advertising strategies can leverage social media platforms to foster stronger connections between consumers and brands. By integrating theories of nostalgia marketing with social media dynamics, this research offers a nuanced understanding of the mechanisms through which retro advertising influences consumer perceptions of credibility, quality, and ease of understanding. Furthermore, the study extends the theoretical framework of nostalgia marketing by demonstrating the mediating role of brand loyalty and awareness in shaping purchase intentions, thereby providing a comprehensive model that captures the complexity of consumer-brand interactions in the digital age.

6.2. Practical Contributions

From a practical standpoint, our research offers valuable insights for marketers and brand managers aiming to harness the power of nostalgia within social media contexts. The demonstrated effectiveness of retro advertisements in enhancing brand loyalty and purchase intentions underscores the potential of nostalgic elements as a strategic tool in digital marketing campaigns. Additionally, identifying key factors influencing consumer response to retro advertisements on social media provides a guideline for developing targeted marketing strategies that resonate with consumers' nostalgic sentiments. Our findings suggest that marketers can significantly improve brand-related outcomes by prioritizing credibility and ease of understanding in retro product advertisements. Consequently, this study highlights the benefits of integrating retro marketing strategies in social media campaigns and offers actionable recommendations for optimizing such strategies to achieve desired marketing objectives.

7. Limitations and Future Studies

This study extensively investigates the impact of retro product advertisements shared on social media on brand relationships and purchase intentions. However, it acknowledges certain limitations that should be considered when generalizing its scope and results. Firstly, the research sample being from Karabük may limit the direct applicability of findings in different cultural and socioeconomic contexts. Secondly, although the study covers a broad spectrum of social media platforms, each platform's unique user interaction and content presentation could affect ad perceptions differently, suggesting more detailed studies on specific platforms could refine these findings. Thirdly, the quantitative nature might limit the exploration of emotional and psychological responses to retro ads, hinting that future qualitative studies could deepen understanding. Lastly, the study's timing restricts measuring long-term effects, indicating variables like brand loyalty and purchase intention could change over time and require longitudinal follow-up studies.

For future research, it is recommended to extend the investigation of retro product ads on social media across diverse cultural settings to assess the universality of the current findings. In-depth analyses tailored to the unique characteristics of each social media platform could refine marketing strategies further. Utilizing qualitative methods such as interviews could yield deeper insights into consumer reactions to retro ads. Moreover, exploring the long-term impacts of these ads and how emerging technologies can be integrated into marketing strategies merits attention. These avenues are anticipated to enrich the literature with more nuanced understandings of consumer engagement and the effectiveness of nostalgia-driven advertising.

8. Statement of Research and Publication

Ethics

The scales used in this study were applied by considering the approval of Karabük University's Social Sciences and Humanities Scientific Research and Publication Ethics

Committee on 01/03/2024, document number E. 322816.

9. Authors' Contribution to the Article

This study was carried out by Assist. Prof. Dr. Mehmet GÖKERİK and alone.

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10. Statement of Interest

This research is not subject to any conflict of interest.

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