

DETERMINING THE DEMOGRAPHIC FACTORS THAT AFFECT CONSUMER ATTITUDES TOWARDS RETRO PRODUCTS

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Abstract

As a result of changing market conditions and increasing competition, it has become important for brands to appeal to the emotions and establish bonds with them from the perspective of producers. Emerged in this context, the concept of retro means re-presentation by producers to consumers of products or services that revive past emotions and longings of individuals when they remember from their past. The study aimed to determine the individual factors that affect attitudes of consumers towards retro products after the concept of retro marketing is examined. The questionnaire, which was developed for the study, was applied to 1036 people. Factor Analysis, Reliability Analysis, T-test Analysis and Anova Test were performed. According to the results of analyses, which were made in order to determine the difference in attitudes of consumers towards retro products in terms of demographic factors, it was found that there is a significant difference in consumer attitudes based on gender, age, educational background and income status. When it comes to the marital status variable, it was concluded that there is no difference in attitudes of consumers towards retro products.

Key Words: *Retro, retro marketing, nostalgia, attitude.*

RETRO ÜRÜNLERİNE YÖNELİK TÜKETİCİ TUTUMLARINI ETKİLEYEN DEMOGRAFİK FAKTÖRLERİN BELİRLENMESİ

Özet

Değişen pazar koşulları ve artan rekabet neticesinde markaların tüketicilerin duygularına hitap ederek onlarla bağ kurabilmesi üreticiler açısından önem arz etmeye başlamıştır. Bu bağlamda ortaya çıkan retro kavramı; bireyin geçmişte sahip olduğu, hatırladığında geçmişe yönelik duygularını ve özlemlerini canlandıran ürün ya da hizmetin üreticiler tarafından tekrar tüketicilere sunulmasıdır. Çalışmada retro pazarlama kavramı incelendikten sonra tüketicilerin retro görünümlü ürünlere yönelik tutumlarını etkileyen

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faktörlerin belirlenmesi amaçlanmıştır. Çalışmaya yönelik hazırlanan anket, İstanbul'da yaşayan ve giyim sektörü tüketicilerinden oluşan 1036 kişiye uygulandı. Faktör Analizi, Güvenirlilik Analizi, T-testi Analizi ve Anova Testi yapıldı. Tüketicilerin retro görünümlü ürünlere yönelik tutumlarında demografik faktörler bağlamında farklılık olup olmadığını belirlemek amacıyla yapılan analiz sonuçlarına göre cinsiyet, yaş, eğitim durumu ve gelir durumuna göre tüketici tutumlarında anlamlı bir farklılık olduğu sonucuna ulaşıldı. Medeni durum değişkenine göre ise tüketicilerin retro görünümlü ürünlere yönelik tutumlarında farklılık olmadığı sonucuna ulaşıldı.

Anahtar Kelimeler: *Retro, retro pazarlama, nostalji, tutum.*

Giriş

New marketing concepts have started to emerge with the postmodern marketing. One of them is retro marketing, which is based on re-presentation of forgotten brands or products by updating and getting back their previous strength. One of the structural properties of people is their longing for the past. Businesses that are aware of this situation and turn it into an advantage present their brands and products with good aspects and positive reminders of past days. As a result of changing market conditions and increasing competition, businesses are now making efforts to appeal to emotions of consumers by means of brands and products. Nostalgia-based communication efforts have been made since the 90s, in order to create emotional bond between consumers and brand.

Brands that have reminded consumers of past and reflect past times and emotions make difference and gain competitive advantage. Performed in line with the brand identity, retro marketing, which prioritize pleasant emotions of the past, presents a perspective based on creating bonds with the past. Introduced by Stephen Brown (2001), the concept of retro marketing is defined as revitalization and re-presentation of past products or services. Retro products are generally the products that remind a past memory, event and shared knowledge and give pleasure to consume. As individuals consume these products, they connect with the past, and this established bond fulfills their longing for the past.

This study was conducted with 1036 consumers consisting of Istanbul-based consumers of clothing industry in order to determine the factors that affect their attitudes towards retro products.

1. Retro And Retro Marketing

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.

Nostalgia is a word of Greek origin and defined as the longing for return to home (Holak and Hevlana, 1998: 217). Nostalgia is associated with the belief that the past was better than the present, and positive feelings towards the past (Davis, 1979: 18). The first important characteristic of nostalgia is that it involves an emotional rather than a cognitive memory. Second characteristic is that past is more mysterious and powerful when remembered involuntarily. Last characteristic is that nostalgic memories have richer and more powerful content than they are in fact. With nostalgia, individuals connect to their childhood and youth (Belk, 1990: 671). Brands try to gain competitive advantage through differentiation by means of nostalgia-based communication efforts. Emerged as the concept of retro, this trend has spread worldwide. Conceptualized for the first time in 2001 by Stephen Brown, retro marketing is defined as "yesterday's tomorrow is today" (Brown, 2001: 6).

The positive attitude of individuals towards a product or service will likely lead to more purchases. As Schiffman has defined, "Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment)," and "Attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment" (www.nptel.ac.in, Erişim Tarihi: 25/04/2017).

Retro is a word of English origin and means retroactive. In marketing, the term "retro" is expressed as re-presenting past products or services by updating them to today. Retro marketing causes to meet consumers who are longing for the past with the products and services they long for, and transfers these emotions to individuals who lived those times (Demir, 2008: 32). Retro marketing is defined as revising a past product or service

according to today's conditions in terms of function, performance and taste and presenting it accordingly (Brown et al., 2003: 20).

The idea underlying the retro marketing is that it traces something from the consumer's life in the product choice throughout the purchase. In practice, retro marketing is categorized under three groups (Levinson, 2008: 22).

- *Repro*: Means reproduction of products and services that were good in the past. It is easier to catch the nostalgia. Converse All Star basketball shoes and Harley Davidson Sportster motorcycle are the best examples of repro products.
- *Retro*: Means combining old and new products and services. TAG Heuer is now produces a similar design of a product that it had produced in the 1930s. Mechanical escapement was used in the watches of old model, while solar-powered microchips are used today.
- *Repro-retro*: Repro-retro, also called as neo-nostalgia, refers to products and services that are developed starting from nostalgia. In the advertisement created due to 110th anniversary of its automobile brand, Fiat presented several models they developed starting from their first production in 1899 until today and made nostalgia about Fiat from past to present.

Brown et al. (2003: 136-140) based their study of retro marketing on four main subjects. These are called 4A of retro branding. Allegory (brand story) is essentially symbolic stories, narratives, or extended metaphors. Successful examples that have didactic messages can be seen widely in advertisements. With arcadia (idealized brand community), utopian sense of past worlds and communities is evoked. The past is expressed as a magical and special place. As far as possible, idealized past is structured with advanced technology. Aura (brand essence), which refers to authenticity, is an important part of brand identity. And aura is associated with the stance perceived with authenticity. Antinomy (brand paradox) refers to the paradoxes related to the desire of customers to return to slower, less complicated and less stressful days due to fast developing scientific and technological process.

Past of a company, i.e. its history, is an important variable of brand identity (Gardh, 2009: 27). Retro branding, which is based on brand heritage, makes great contributions to brand identity. As a dimension of brand identity, brand history is very important in a retro

campaign (Urde et al., 2007: 4). This is because majority of companies want to underline their pasts and known specialties (Ogechukwu, 2013: 29). Known packages and mottos remind the brand heritage and individual and collective memories and good days of consumers (Brown et al., 2003: 20).

2. Research Methodology

2.1. Purpose of Study

The purpose of this study is to determine the demographic factors that affect attitudes of consumers of clothing industry living in Istanbul towards retro products. The study is a descriptive research since it researches whether their attitudes towards retro brands are affected by considering demographics of consumers who participated in the survey.

2.2. Sampling Process

The study universe consists of clothing industry consumers who are residents in Istanbul. 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.

2.3. Data Collection Method and Tool

The questionnaire consists of two 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 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.

2.4. Research Model and Hypotheses

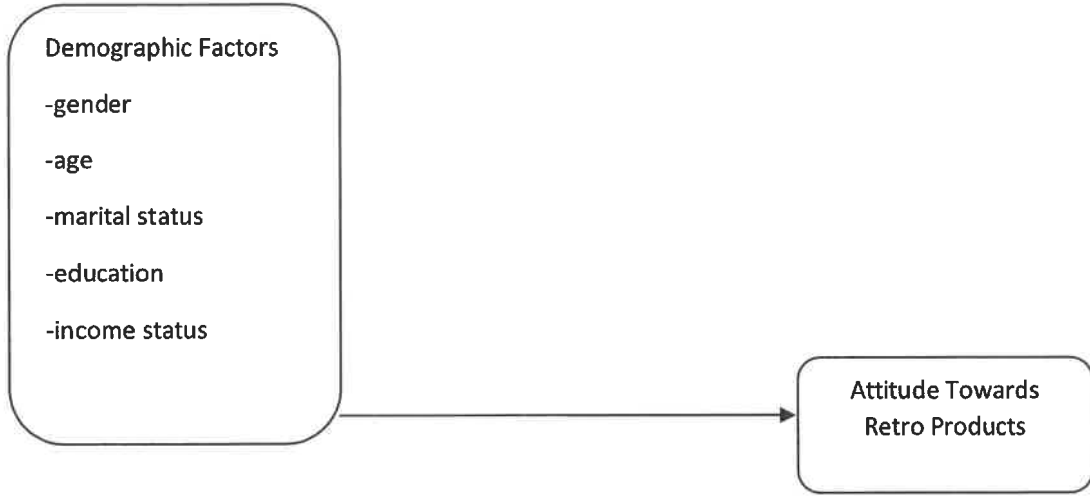


Figure 1. Research Model

The hypotheses that were developed in line with the model and purpose of study are as follows:

H₁: There is a statistically significant difference among the demographic factor groups in the context of attitude towards retro products.

H_{1a}: There is a statistically significant difference in terms of gender factor in the context of attitude towards retro products.

H_{1b}: There is a statistically significant difference in terms of marital status factor in the context of attitude towards retro products.

H_{1c}: There is a statistically significant difference in terms of educational status factor in the context of attitude towards retro products.

H_{1d}: There is a statistically significant difference in terms of age factor in the context of attitude towards retro products.

H_{1e}: There is a statistically significant difference in terms of income status factor in the context of attitude towards retro products.

2.5. 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 1036 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. 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.

2.6. Research Findings

When we look at demographic characteristics of participant individuals, 528 (51%) of participants are women and 508 (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 (33.5%). Age distribution of participants is as follows: 212 (19.8%) are within the age range of 18-25, 284 (27.5%) within the age range of 26-35, 256 (25%) within the age range of 36-45, 138 (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, 689 (66.5%) are married and 347 (33.5%) are single.

Table 1. Demographic Characteristics of Participant Consumers

	Frequency	Percentage		Frequency	Percentage
Gender			Educational Status		
Female	528	51	Primary School	194	18,7
Male	508	49	High School	211	20,4
Total	1036	100	University	347	33,5
			Postgraduate	200	19,3
			Doctorate	84	8,1
			Total	1036	100
Age			Monthly Income		
18-25	212	20,5	1000 TL and less	84	8,1
26-35	284	27,4	1001-1500 TL	174	16,8
36-45	256	24,7	1501-2000 TL	146	14,1
46-55	138	13,3	2001-2500 TL	228	22
56 and older	146	14,1	2501-5000 TL	275	26,5
Total	1036	100	5001 TL and higher	129	12,5
			Total	1036	100
Marital Status					
Married	689	66,5			
Single	347	33,5			
Total	1036	100			

2.7. 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.

Table 2. 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.			
	Retro matches my personality.	,761		
	Retro products attracts me more than modern products.	,750 ,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

2.8. Testing of Hypotheses

The independent-samples t-test was made for each factor to measure whether there is difference in attitudes of participants towards retro products by their gender. As a result of t-tests that were made by gender, it was found that the attitudes in sub-factors "fashion", "nostalgia", "personal motivation" and "old-new" in the attitude scale for retro products show difference by gender of participants. Hypothesis H_{1a} is supported.

Table 3. Results of t-Test on Attitude Towards Retro Products by Gender

		N	Mean	T	Sig
Retro	emale	528	2,9980	6,422	,000
	ale	508	2,7705		
Fashion	emale	528	3,1765	6,422	,000
	ale	508	2,6999		
Nostalgia	emale	528	3,1266	7,169	,001
	ale	508	2,6220		
Personal Motivation	emale	528	1,9615	6,765	,004
	ale	508	2,3767		
Old-New	emale	528	3,4120	7,824	,003
	ale	508	2,9595		
Luxury	emale	528	3,1869	1,020	,160
	ale	508	3,0472		

The independent-samples t-test was made for each factor to measure whether there is difference in attitudes of participants towards retro products by their marital status. As a result of t-tests that were made by marital status, it was found that the attitudes in all sub-factors in the attitude scale for retro products do not show difference by marital status of participants. Hypothesis H_{1b} is rejected.

Table 4. Results of t-Test on Attitude Towards Retro Products by Marital Status

		N	Mean	T	Sig.
Retro	married	689	2,8797	,674	,500
	single	347	2,9094		
Fashion	married	689	2,9250	,449	,882
	single	347	3,0480		
Nostalgia	married	689	2,8500	,516	,587
	single	347	2,9958		
Personal Motivation	married	689	2,1500	,279	,606
	single	347	2,0833		
Old-New	married	689	3,1000	,987	,655
	single	347	3,3229		
Luxury	married	689	3,4000	1,041	,356
	single	347	3,0278		

The Anova Test was made for each five factors to measure whether there is difference in attitudes of consumers towards retro products by their educational status. As a result of Anova tests that were made by educational status, it was found that attitudes towards retro products in the dimensions "fashion", "nostalgia", "personal motivation", "old-new" and "luxury" in the scale show difference by educational status of participants. Hypothesis H_{1c} is supported.

Table 5. 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			
Fashion					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55,333	4	13,833	13,298	,000
Within Groups	1057,905	1017	1,040		
Total	1113,237	1021			
Nostalgia					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60,265	4	15,066	14,404	,000
Within Groups	1063,736	1017	1,046		
Total	1124,001	1021			
Personal Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	34,193	4	8,548	10,760	,000
Within Groups	807,934	1017	,794		
Total	842,127	1021			
Old-New					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,757	4	1,939	2,751	,027
Within Groups	717,038	1017	,705		
Total	724,796	1021			
Luxury					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41,248	4	10,312	12,599	,000
Within Groups	832,391	1017	,818		
Total	873,640	1021			

The Anova Test was made for sub-factor to measure whether there is difference in attitudes of consumers towards retro products by their age. As a result of Anova tests that

were made by age, it was found that attitudes towards retro products in the dimensions "fashion", "nostalgia", "personal motivation", "old-new" and "luxury" in the scale show difference by age of participants. Hypothesis H_{1d} is supported.

Table 6: Results of Anova Test on Attitude Towards Retro Products by Age

	Sum of Squares	df	Mean Square	F	Sig.
Gruplar Arası	29,380	4	7,345	20,663	,000
Between Groups	361,517	1017	,355		
Within Groups	390,898	1021			
Fashion					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	66,205	4	16,551	16,076	,000
Within Groups	1047,032	1017	1,030		
Total	1113,237	1021			
Nostalgia					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	63,714	4	15,928	15,278	,000
Within Groups	1060,287	1017	1,043		
Total	1124,001	1021			
Personal Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60,808	4	15,202	19,787	,000
Within Groups	781,319	1017	,768		
Total	842,127	1021			
Old-New					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27,785	4	6,946	10,135	,000
Within Groups	697,011	1017	,685		
Total	724,796	1021			
Luxury					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	89,693	4	22,423	29,089	,000
Within Groups	783,947	1017	,771		
Total	873,947	1021			

The Anova Test was made for each sub-factor to measure whether there is difference in attitudes of consumers towards retro products by their income status. As a result of Anova

tests that were made by income status, it was found that attitudes towards retro products in the dimensions "fashion", "nostalgia", "personal motivation", "old-new" and "luxury" in the scale show difference by income status of participants. Hypothesis H_{1e} is supported.

Table 7. 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			
Fashion					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	94,058	5	18,812	18,753	,000
Within Groups	1019,179	1016	1,003		
Total	1113,237	1021			
Nostalgia					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23,179	5	4,636	4,279	,001
Within Groups	1100,822	1016	1,083		
Total	1124,001	1021			
Personal Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	99,534	5	19,907	27,236	,000
Within Groups	742,592	1016	,731		
Total	842,127	1021			
Old-New					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40,146	5	8,029	11,915	,000
Within Groups	684,649	1016	,674		
Total	724,796	1021			
Luxury					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43,360	5	8,672	10,612	,000
Within Groups	830,280	1016	,817		
Total	873,640	1021			

Conclusion and Evaluation

Retro marketing is one of popular trends in today's marketing world. A great number of manufacturing businesses offer retro products for consumers in line with this trend. Attitudes and perspectives of consumers towards retro products are not exactly known. This is because there is limited number of studies conducted in local and foreign literature on this subject. This study aims to determine the factors that affect attitudes of consumers of clothing industry living in Istanbul towards retro products. The study is a descriptive research since it researches whether their attitudes towards retro brands are affected by considering demographics of consumers who participated in the survey.

As a result of analyses that were made in line with research hypotheses, attitudes of consumers towards retro products show difference by their gender, income, educational status and age but their attitudes towards retro products do not show difference by their marital status. These findings are very important for businesses to define strategies related to their retro marketing practices.

Retro marketing practices are becoming increasingly important as one of the postmodern marketing strategies. Under today's highly competitive market conditions, businesses that want to gain competitive advantage must attach importance to retro marketing practices, besides other marketing strategies.

By its nature, people always feel loyalty to their past. Life experiences in the past, the will to go down memory lane and the power of past events always affect people. For these reasons, businesses must offer continuous retro marketing practices for their customers.

Businesses may benefit from the customers' longing for the past in their advertisements and promotions, brands, all marketing activities, packages and their relations with the customers.

Since the number of studies conducted on retro marketing practices is limited, it is believed that this study will contribute to the literature and serve as a guide marketing practitioners and academicians. Conducting this study in different countries and on consumers from different industries with a larger sample universe will provide benefit in terms of comparison and generalization.

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