

INVESTIGATION OF THE EFFECT OF RETRO MARKETING ON BRAND LOYALTY OVER GENERATIONS X, Y & Z

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ABSTRACT

The main objective of this study is to investigate the effect of Retro marketing on brand loyalty over generations. Descriptive scanning model was used in the study. This research was conducted among 412 respondents 142 of whom were from Generation Z, 134 were from Generation Y and 136 were from Generation X. Simple random sample was used as a method. Data analysis was done in SPSS 16 package program. In the analysis of the data, descriptive statistics such as frequency, percentage and one way ANOVA and two way ANOVA tests were used. As a result of the research, brand loyalty and Retro marketing perceptions differed from generation to generation. All individuals have the feeling of nostalgia which can affect their relationships with other people, objects and services. However results show that the brand loyalty and Retro marketing perceptions of X generation individuals are higher than Y and Z generations. The fact that they see the similar ads which they see during their youth in different formats makes them increase their brand loyalty. Since nostalgic products remind the individual of a living, an event, a situation in the old history and encourage the individual to buy that product.

Keywords: Nostalgia, Retro Marketing, Retro Brands, Generations

1. INTRODUCTION

The essence of post-modern marketing concept is to produce products aimed at pleasure and desire of consumers and to provide customer satisfaction. By providing customer satisfaction, the most effective way to create customer loyalty is to make the customer happy. That is why brands try to appeal to consumers' emotions in strategic ways. In doing so, some brands try to create a brand image based on nostalgia and a brand identity with nostalgia. These studies are the basis of retro marketing. Retro marketing is a process of creating brand image based on product's heritage or nostalgia. It can help in changing customer's perspective about the product itself and help in making it fashionable and attractive. Stephen Brown coined the term "retro revolution" in which the revival or reinvesting past brands has been an attractive option for the marketers. Firms try to emphasize the positive memories of consumers while creating a brand image based on nostalgia. People want to be happy by remembering the beautiful memories of the past during the difficulties that life brings. These reminiscences can be directed at a turn, a scene, a song, or a product (Alpat, 2010, s. 16). The concept of nostalgia was first described by Holbrook and Schindler (1991) as "a longing or a positive effect on past shakes" and entered the marketing literature (Shields ve Johnson, 2016a, s. 713). According to Brown retro-marketing is never-ending reality (Brown, 2001). Usually the marketers try to glorify the past to the customers and try to evoke fond memories associated with it. These products will be highly modern in terms of the function approach but will be less cared about the modern design approach, also they are more cared about the fun based approach of the product.

2. NOSTALGIA

Nostalgia is a term of Greek origin, formed of the words *nóstos*, which means return(home), and *álgos*, meaning pain, distress. It describes a longing for an idealized past (Boym,2002). In marketing it is especially related to consumer behavior issues, particularly attitude to a brand. The construct of

nostalgia has been the subject of increasing interest. All individuals have the feeling of nostalgia which can affect their relationships with other people, objects and services. Nostalgia is a bittersweet feeling. It comes out of a yearning for yesterday, arousing adoring memories of the past (Werman, 1977). This concept has been relevant and studied since 1990s by marketing researchers in order to shape the structures of consumer preference. Nostalgia is associated with an unreversible memory, especially during times of interruption or loss by some researchers (Hunt & Johns, 2013; Muehling, 2013). Consequently, the feeling of nostalgia can emerge and influence customer loyalty to the prevailing brand. Personal and social nostalgia are not so intertwined with anything outside marketing. The concept of nostalgia has become a growing concern, especially in the context of consumer attitudes towards marketing, as well as advertising and buying intentions (Toledo ve Lopes, 2016, s. 36). Nostalgic products remind the individual of a living, an event, a situation in the old history and encourage the individual to buy that product (Yüksel, 2014, s. 8). Nostalgia must be known in order to understand the elements of the retro brands and to determine the effects of brand management (Brown vd., 2003:19). Retro products harmonize the past with the present by combining old forms with superior functions (Brown, 1999:365). In this context, nostalgia is used when working on retro. Nostalgia; Attracted the attention of researchers in a variety of fields including psychology, anthropology, history and marketing. Marketers have been identified nostalgia as a desire to return to the past through objects, images, scents, music or movies (Belk, 1991:116).

3. RETRO MARKETING

Those who are interested in history know that many things that are supposed to be new are not really new at all. They are caused by the fact that what was made in the past is carried out with a different packaging, style or technique. It is also possible to present new ideas with old packages. Thus, a variety of innovations can be produced from the two-way meeting of the new and the ancestor. Marketing re-empowers innovation with its retro concept (Brown, 2001b:3-4). Due to its descriptive difficulties Retro has been examined in three main categories in the direction of stated aims (Brown, 1999:365):

1. Repro
2. Retro,
3. Repro-Retro

Repro is to reproduce objects that were beautiful in the past. Retro, unlike repro, combines new and old. For example, the TAG Heuer watch brand produces a similar design for the product it produced in the 1930s. However, while a mechanical tong is used in the past, nowadays solar powered microchips are used (Haynes, 1998:47). On the other hand, Repro-Retro stands for developed products starting from nostalgia. Repro-retro is also called Neo-nostalgia. The rise of retro marketing is set to market with an interesting dilemma. On the one hand, marketers are constantly using retro products for product differentiation with strong brand identities of today's marketing environment requirements (Aaker, 1996:74). On the other hand, attempts are made to obtain a certain market share by removing imitations of retro products (Franklin, 2002:102). Especially with the development of technology, products manufactured by the first producer of a product can be easily imitated. This also affects the enterprise that produces products in retro style. But it is easier to differentiate retro-branded products from their counterfeiters. Another criticism for retro marketing is that it contradicts modern marketing understanding. As a result, marketing research is carried out in the direction of complaints related to marketing to reveal innovations (Anderson, 1994:15). On the other hand, studies have shown that retro products that become permanent can be safely chosen by customers because they have been tried, established and tested (Wright ve Crimp, 1995:86). Another criticism of retro marketing is that the retro-current epidemic may be a paradigm that encourages modern marketing (Brown, 1999:373). As people's ages change their consumer habits change either voluntarily or reluctantly. People are able to buy products on the basis of their role. An example of this is the way a working person dresses according to the working style of the workplace. The person will then have

to keep up with the new life by leaving a number of products that she has been wearing since her childhood. Retro marketing may not be appropriate for every product, service or market type in every sector. Retro marketing is only suitable for global brands with strong brand value (McCole, 2004: 534). Retro marketing has become an important strategy element for marketing practitioners to awaken sleeping brands and to emphasize the long history of brands that still carry on their lives. In particular, marketing practitioners are removing the risks of entering with a new brand by building new strategies on the consumer's existing attitudes, taking advantage of the past experiences of brands. Retro marketing, contrary to modern marketing concept, has an influence that prolongs product life periods or initiates these periods from repetition. Therefore, it has brought a different dimension to marketing literature. Despite a few criticisms, retro products reflect an irresistible effect of nostalgia on consumers, thus making a significant contribution to the product's mental stability.

4. RETRO BRANDS

One common technique to differentiate brands in marketing is tagging them as “modern” or “classic”. Modern brands position themselves as contemporary, new, exciting, forward-looking, and with cutting-edge features/technology (De Chernatony & Cottam, 2006). For example, Apple ads focus on its products' efficiency, sleek design, and speed. Gap (the clothing brand), or Knoll (the furniture brand), emphasizes cool and modern designs. In contrast, classic (traditional) brands focus on their strong connections with the past and convey permanence, stability, nostalgia, heritage, and “... are rich with both personal and communal associations” (Brown, Sherry, & Kozinets, 2003, p. 20; Thompson, Pollio, & Locander, 1994). For example, Coca-Cola ads focus on regional traditions and Macy's communications emphasize strong connections with the past. Such brands position themselves as traditional, established, and long honored. That does not mean that classic brands never change. They do naturally evolve and adapt to ever changing market conditions. However, their core remains the same. For example, to keep up with recent trends in sustainable consumption, in 2009, the Coca-Cola Company (2014) began using 100% recyclable bottles made partially from plant-based materials; however, its logo, can and bottle design, and taste have remained much the same. Certain brands (i.e., retro brands) blend the seemingly opposing values of modern and classic. A retro brand is an authentic reproduction of a past brand that blends modern and updated features and classic and traditional elements (Holak, Matveev, & Havlena, 2007; Thompson & Arsel, 2004). Retro brands are characterized by scientific and future-looking themes, while bringing about a sense of connection with past times (Brown et al., 2003). Various authors describe Retro brands as a harmony of past and present (Brown, 1995, 1999, 2001; Hightower, Brady, & Baker, 2002), a re-packaging of past times (Holak et al., 2007; Thompson & Arsel, 2004) and brand resurrections with invented traditions (Beverland & Luxton, 2005; Brown et al., 2003; Leigh, Peters, & Shelton, 2006). Consider the TAG Heuer Targa Florio watch, inspired by the Heuer Flieger watches of the 1930s. The TAG Heuer watch draws its look from the 1930s original but has been updated with state-of-the-art technology. With its perfect melding of classic and modern elements, the TAG Heuer watch serves as an ideal example of a retro brand (Brown et al., 2003).

5. GENERATION

Generation concept states communities formed by people who are born at the same time and influenced by the social, economic, cultural, political events and dominant values of the time they lived. They have changed to a certain extent by influencing their societies with their thoughts and actions as much as they are affected by the society they live in every generation.

(Uçkan, 2007). As this change reveals the differences between the generations; some of the effects of the change were also maintained through other generations. Believing that human life is dynamic and every generation comes to the world with a mission to change the world, various actions are constantly accelerating this change. With this change being necessary and useful; the human being's concern for existence and the world of meaning need to rely on visual and abstract values that connect the past and the future that do not change around it.

5.1. Generation X (1965-1980)

The Generation X, beyond the functional features of the product, has the characteristic of being the first generation to determine its identity by area and brand with the influence of emotional ties. Generation X, which does not lose faith in traditional values, draws a consumer profile that is based on feelings (Uçkan, 2007; İzmirlioğlu, 2008:53; Tuna, 2002; Kotler, vd., 2011:42).

5.2. Generation Y (1981-2000)

Generation Y, which shaped the consumer society, It is the first generation that transforms into consumer identity and is commemorated with consumption. Generation Y who considers shopping as a contributor to the Internet, who makes his own decisions and considers consumption as a fun game has become a consumption object by symbolizing itself, resulting in alienation of both himself and the society (İzmirlioğlu, 2008:53; Yüzbaşıoğlu, 2012).

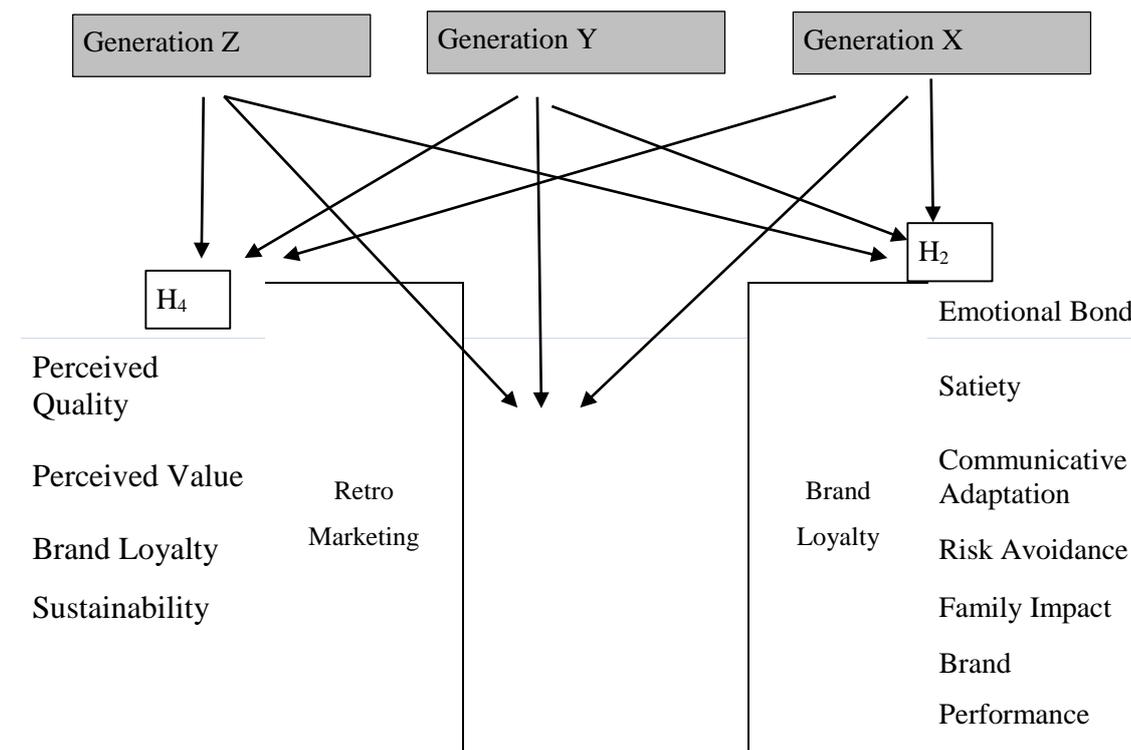
5.3. Generation Z (After 2000)

The Generation Z, which is very comfortable to live with all over the world, draws a profile that is dependent on technology, hasty, internationally dominated and creative. It has multiple attention and multiple decision making skills, wants everything quickly and consumes instantly. (Tuna, 2002; Yüzbaşıoğlu, 2012; İzmirlioğlu, 2008:50). Z generation draws a profile that can be described as a pure consumer by focusing on a personalized, individual and image-based consumption in each subject. In terms of education and economics, the Generation Z, which is better equipped than the other generations, wants to take every desired product immediately, consume it immediately and then aim for new consumption experiences. The Generation Z, who live very fast in time and want to fit a lot into this speed, want fun, functional, imaginative, original and simple products (Yüzbaşıoğlu, 2012). New consumers focus not on learning but on forgetting, loyalty and self-sacrifice, selfishness, immediacy and instant gratification (Firat&Shultz 11, 1997:186).

6. METHOD

6.1. Modeling and Hypotheses of Research

Descriptive scanning model was used in the study. The data obtained through the questionnaire was analyzed. In this study, the research model within scales was constructed as following.



The research hypothesis is as following:

H₁: Retro marketing effects brand loyalty.

H₂: Generation diversity effects brand loyalty.

H₃: Both Retro marketing and generational diversity are effective on brand.

H₄: Generation difference effects Retro marketing.

The universe of the research is the students and staff of the Gelisim University. According to Yazicioglu and Erdoğan (2004), 384 people constitute a reliable number for the infinite universe at the 5% sample rate. It was aimed to reach at least 384 people in this research. This research was conducted among 412 respondents 142 of whom were from Generation Z, 134 were from Generation Y and 136 were from Generation X. Simple random sample was used as a method. The brand loyalty scale, Molla (2010), was created by using a doctoral study which consists of six sub-dimensions. The Cronbach's alpha coefficient, which is the reliability coefficient for the scale subscales, is given as following. For the emotional bond 0,774, for satisfaction 0,727, for communicative adaptation 0,812, fir riskiest avoidance 0,831, for family influence 0,794, and for brand performance has been identified as 0,789.

Retro marketing scale was created by using Sally Samih Baalbaki's doctoral study "Consumer Perceptions Of Brand Equity Measurement: A New Scale". The scale consists of four sub-dimensions. Cronbach's Alpha coefficient, which is the reliability coefficient for scale sub-dimensions, is given as following. For perceived quality 0,781, for perceived value 0,762, for brand loyalty 0,753 and for sustainability has been identified as 0,702. Data analysis was done in SPSS 16 package program. In the analysis of the data, descriptive statistics such as frequency, percentage and one way ANOVA and two way ANOVA tests were used.

6.2. Findings Related to Descriptive Statistics

Table 1. Descriptive Statistics by Generations

		Generation Z (under the age of 21)		Generation Y (22-37 age)		Generation X (Over the age of 38)	
		f	%	f	%	f	%
Gender	Female	73	54,4	74	55,2	76	55,9
	Male	69	48,6	60	44,8	60	44,1
	Total	142	100,0	134	100,0	136	100,0
Education	Bachelor's degree	142	100,0	125	93,3	131	96,3
	Post graduate	-	-	9	6,7	5	3,7
	Total	142	100,0	134	100,0	136	100,0
Marital status	Single	142	100,0	33	24,6	32	23,5
	Married	-	-	101	75,4	104	76,5
	Total	142	100,0	134	100,0	136	100,0

The 54,4 % of generation Z, 55,2 % of generation Y and 55,9 % of generation X are woman who participated in the survey. 93,3 % percent of generation Y, 96,3 % of generation X and the all

participants of generation Z are bachelor's degree graduates. Besides while all the participants of generation Z are single, 75,4 % of generation Y and 76,5 % of generation X are married.

6.3. Perceptions of Brand Loyalty by Generation Variance

Table 2. Generation Perception Differences According to Brand Loyalty

		Average	F	p
Emotional connection	Generation Z	24,59	5,321	0,000
	Generation Y	22,38		
	Generation X	33,03		
Satiety	Generation Z	19,09	4,651	0,000
	Generation Y	18,23		
	Generation X	24,74		
Communicative Compliance	Generation Z	10,04	5,238	0,000
	Generation Y	10,11		
	Generation X	12,91		
Reliance Avoidance	Generation Z	7,07	4,025	0,000
	Generation Y	7,04		
	Generation X	7,95		
Family Impact	Generation Z	6,72	3,954	0,000
	Generation Y	6,08		
	Generation X	7,94		
Brand Performance	Generation Z	10,29	4,312	0,000
	Generation Y	9,30		
	Generation X	14,02		

When brand loyalty perception was examined according to generation difference, a statistically significant difference was found between brand loyalty sub-dimensions and generations ($p < 0,05$). Tukey test was performed on Post Hoc tests to determine the source of the difference. In all sub-dimensions of brand loyalty, the perception of X is higher than the perception of Z and Y. This suggests that X is more loyal to the brand.

6.4. Retro Marketing Perceptions by Generation Variance

Table 3. Differences in Generation Perception Based on Retro Marketing Perception

		Average	F	p
Perceived Quality	Generation Z	15,34	4,521	0,000
	Generation Y	15,15		
	Generation X	21,96		
	Generation Z	26,95	4,638	0,000

Perceived Value	Generation Y	26,50		
	Generation X	28,17		
Brand Loyalty	Generation Z	24,21		
	Generation Y	28,90	3,964	0,000
	Generation X	37,86		
Sustainability	Generation Z	15,20		
	Generation Y	16,45	4,329	0,000
	Generation X	18,64		

When the retro marketing perception was examined according to generation difference, a statistically significant difference was found between retro marketing sub-dimensions and generations ($p < 0,05$). Tukey test was performed on Post Hoc tests to determine the source of the difference. In all sub-dimensions of retro marketing, the perception of the Generation X is higher than the perception of the generation Z and Y. This shows that the X generation is more interested in Retro marketing.

6.5. Basis and Common Effects of Brand Difference and Retro Marketing on Brand Loyalty

Table 4. Fundamental and Common Effects of Band Variation and Retro Marketing on Emotional Bonding

Dependent Variable	Independent Variable	Square Average	F Value	Result
Emotional Bond	Perceived Quality	342,21	4,215	0,000
	Perceived Value	351,24	5,634	0,000
	Brand Loyalty	469,23	4,635	0,000
	Sustainability	361,52	5,548	0,000
	Generation Difference	2450,52	6,056	0,000
	Generation Difference x Perceived Quality	861,52	5,698	0,000
	Generation Difference x Perceived Value	812,85	5,148	0,000
	Generation Difference x Brand Loyalty	946,51	4,953	0,000
	Generation Difference x Sustainability	882,27	4,139	0,000

It was found that generation gap and retro marketing affect emotional bond perception when the basic and common effects on emotional connection are examined ($p < 0,05$). The interest of the generation X members on Retro marketing also affects the emotional bond perceptions, which are the brand loyalty sub-dimensions, positively.

Table 5. Growth Distinction and Retro Marketing Basic and Common Factors of Saturation

Dependent Variables	Independent Variables	Square Average	F Value	Result
Satiation	Perceived Quality	354,21	4,521	0,000
	Perceived Value	362,52	4,635	0,000
	Brand Loyalty	395,63	5,964	0,000
	Sustainability	348,31	6,521	0,000
	Generation Difference	2543,05	5,364	0,000
	Generation Difference x Perceived Quality	865,21	4,569	0,000
	Generation Difference x Perceived Value	874,32	4,518	0,000
	Generation Difference x Brand Loyalty	892,25	5,658	0,000
Generation Difference x Sustainability	841,26	5,843	0,000	

When the baseline and joint effects of generation and retro marketing were examined, it was found that generation gap and retro marketing affects satisfaction perception ($p < 0,05$). Generation X affects consumers' satisfaction with Retro marketing positively, which is the brand loyalty sub-dimension.

Table 6. Fundamental and Common Effects of Communicative Adaptation in Gender Distinction and Retro Marketing

Dependent Variable	Independent Variables	Square Average	F Value	Result
Communicative Adaptation	Perceived Quality	354,21	4,562	0,000
	Perceived Value	362,52	4,841	0,000
	Brand Loyalty	328,51	5,320	0,000
	Sustainability	395,74	5,324	0,000
	Generation Difference	2548,68	4,954	0,000
	Generation Difference x Perceived Quality	862,54	4,059	0,000
	Generation Difference x Perceived Value	856,31	5,324	0,000
	Generation Difference x Brand Loyalty	849,67	6,548	0,000
Generation Difference x Sustainability	853,28	6,059	0,000	

When the basic and common effects of communicative adjustment of generation and retro marketing were examined, it was determined that generation gap and retro marketing affects the perception of communicative adaptation ($p < 0,05$). The interest of X generation individuals on Retro marketing affects positively the perceptions of communicative adaptation, which is the brand loyalty sub-dimension.

Table 7. Fundamental and Common Effects of Band Variation and Retro Marketing on Risk Avoidance

Dependent Variable	Independent Variables	Square Average	F Value	Result
Risk Avoidance	Perceived Quality	354,56	4,563	0,000
	Perceived Value	384,25	4,215	0,000
	Brand Loyalty	381,32	6,524	0,000
	Sustainability	394,58	6,568	0,000
	Generation Difference	2548,06	7,025	0,000
	Generation Difference x Perceived Quality	865,02	4,563	0,000
	Generation Difference x Perceived Value	845,32	5,054	0,000
	Generation Difference x Brand Loyalty	897,23	5,628	0,000
Generation Difference x Sustainability	871,38	6,521	0,000	

When the baseline and cooperative effects of risk differentiation and retro marketing on risk avoidance were examined, it was found that generation gap and retro marketing affected the risk avoidance perception ($p < 0.05$). The interest of generation X individuals on Retro marketing affects risk avoidance perception positively, which is the brand loyalty sub-dimension.

Table 8. Basic and Common Effects on Family Impact of Gender Distinction and Retro Marketing

Dependent Variable	Independent Variables	Square Average	F Value	Result
Family Impact	Perceived Quality	354,69	4,123	0,000
	Perceived Value	325,21	4,586	0,000
	Brand Loyalty	317,82	4,965	0,000
	Sustainability	382,48	5,159	0,000
	Generation Difference	2561,38	6,357	0,000

Generation Difference x Perceived Quality	879,25	5,852	0,000
Generation Difference x Perceived Value	874,23	4,963	0,000
Generation Difference x Brand Loyalty	896,45	4,147	0,000
Generation Difference x Sustainability	852,17	4,951	0,000

When the basic and cooperative effects of generation and retro marketing on family influence were examined, it was determined that generation difference and retro marketing affect family perception ($p < 0,05$). The interest of generation-X individuals to Retro marketing also affects family efficacy perceptions, which is a brand loyalty sub-dimension, positively.

Table 9. Fundamental and Common Effects of Brand Difference and Retro Marketing on Brand Performance

Dependent Variable	Independent Variables	Square Average	F Value	Result
Brand Performance	Perceived Quality	345,62	5,852	0,000
	Perceived Value	365,25	6,967	0,000
	Brand Loyalty	378,95	7,058	0,000
	Sustainability	341,56	6,456	0,000
	Generation Difference	2549,63	6,354	0,000
	Generation Difference x Perceived Quality	854,63	6,125	0,000
	Generation Difference x Perceived Value	869,51	5,894	0,000
	Generation Difference x Brand Loyalty	825,45	5,851	0,000
	Generation Difference x Sustainability	874,69	4,964	0,000

When the basic and common effects of brand difference and retro marketing on brand performance were examined, it was determined that generation difference and retro marketing affect brand performance perception ($p < 0,05$). The interest of generation-X individuals on Retro marketing positively affects the brand performance perception which is the brand loyalty sub-dimension.

7. RESULTS

In this research, Retro marketing and brand loyalty relation were examined according to generation differences. As a result of the research, brand loyalty and Retro marketing perceptions differed from generation to generation. H1, H2, H3 and H4 hypotheses were accepted in the study. According to this, the brand loyalty and Retro marketing perceptions of X generation individuals are higher than Y and Z generations. According to Kotler (2012) X-generation has not lost its commitment to traditional values and is consuming it in the direction of its emotions. This raises the Retro marketing perception of the X generation. Y and Z generations are more open to technology and innovation. They have become shopping enthusiasts through the Internet. Immediate purchasing and immediate consumption of the Y and Z generations affects the perceptions of loyalty negatively (Yüksekobili, 2013, Steel, 2014, Adıgüzel et al., 2014). Also being sensitive to innovations may be reducing Retro marketing perceptions (İzmirlioğlu, 2008, Yaşa and Bozyiğit, 2012, Altundağ, 2012). The fact that Retro marketing perception of X generation is higher in comparison to the other generations also increases the perception of brand loyalty based on Retro marketing. X-generation individuals are more affected than Retro marketing in comparison to the Y and Z generation individuals, and Retro marketing increases brand loyalty of X-generation individuals. The fact that they see the similar ads which they see during their youth in different formats makes them increase their brand loyalty. According to Gürbüz (2015) Y and Z generations have grown in technology age, makes them have low perception of loyalty. Thus, their innovative structures are high. This reduces the loyalty of consumption habits (Costanza et al., 2012; Adıgüzel et al., 2014; Kerse, 2016).

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