

EXAMINING THE INFLUENCE OF BRAND NOSTALGIA ON BRAND LOYALTY THROUGH THE MEDIATION OF BRAND ATTACHMENT

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ABSTRACT

Keywords:

*Brand nostalgia,
brand attachment,
brand loyalty,
Pakistan*

Marketers have recognized the complexity encompassing the relationship between customers and the brands. The relationship between customers and brands cover various variables. However, certain crucial factors such as brand nostalgia, brand attachment, and brand loyalty have remained relatively unexplored in the current body of literature. These are few of the pivotal variables that need more research. Therefore, the primary objective of this study was to examine the influence of brand nostalgia on brand loyalty through the mediating route of brand attachment. The study employed convenience sampling method to collect the data. The responses were gathered through questionnaires from 550 respondents from different cities of Pakistan. The study employed Smart PLS 3.0 for data analysis. The results revealed that brand nostalgia positively influenced brand attachment and brand loyalty and brand attachment significantly mediated the relationship between brand nostalgia and brand attachment. By introducing and empirically validating a research model that is based on brand nostalgia, brand attachment, and brand loyalty, this study makes a substantial contribution to the existing landscape of consumer-brand dynamics. Beyond its theoretical implications, the research holds practical significance as well. It provides valuable insights for marketers and practitioners striving to cultivate stronger connections between customers and brands. Ultimately, the study uncovers the intricate mechanisms at play in the realm of branding, offering guidance for strategies aimed at bolstering both customer loyalty and brand attachment.

INTRODUCTION

The modern world has experienced epochal advancements regarding complexity of the relationships between consumers and brands. This development has been highlighted by researchers such as Khatoun and Rehman (2021). The complexity of consumer-brand relationship has been emphasized in marketing. It is has emphasized in the literature that

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customers are multifaceted individuals and seek brands that cater to their deepest needs (Shimul et al., 2023). In this context, it is becoming increasingly important for businesses to construct consumer-brand relationships that go beyond simple transactions. Thus companies are focusing on different ways to engage consumers and one such way is to create brand attachment for consumers. Brand attachment is considered as one of the fundamental concepts in the marketing literature (Li et al., 2020) and is also very critical for marketers to measure it. Once consumers develop strong attachment to brands then it leads towards various positive outcomes and consumers develop strong motivations to maintain it (Davis & Dacin, 2022).

Brand attachment leads to an increased likelihood to re-purchase the brands in the future. Brand attachment also plays a pivotal role in enhancing brand financial performance, cultivating brand adoration and ensuring consumer gratification as highlighted by Japutra et al. (2020). The advertising campaigns of different companies like Dior and Mercedes Bens were based on the theme of brand attachment in order to engage consumers and stimulate them to buy the products (Shimul & Phau, 2022). Similarly various other brands like Disney, Apple and Netflix have managed to doubled their revenue in the list of Fortune 500 companies and one of the main reasons behind their success is brand attachment (Davis & Dacin, 2022; Reisinger, 2017).

However, the literature on brand attachment reveals contrasting facts about it. On one hand, it is widely acknowledged in the marketing literature that consumers can develop attachment to various things which include material possessions, public figures, locations, and brands (Ghorbanzadeh & Rahehagh, 2021). However, on the other hand, the reality is that many consumers do not develop strong attachments to particular brands and are prone to switching brands when the associated costs are low and the process is convenient, as identified by (Tobon et al., 2020). Consequently, managers face the pressing task of building and nurturing robust consumer-brand associations (Liu et al., 2020). Establishing brand attachment requires brands to go beyond mere product offerings and connect with customers on a deeper level. Thus it has become important for marketers to identify role of different variables that influence brand attachment.

One of important variables that can influence brand attachment is brand nostalgia. Different companies use nostalgic marketing to attract consumers. The popular examples include the collaboration between Dannijo and Soulboost jewelry. They launched a limited edition of a color changing ring that reflected an individual's mood through thermogenic crystals. This

was a huge success. Other examples include many fashion brands like Giga Hadid, Paul Frank, Swiss Miss etc. and their collaborations with various brands to arouse nostalgic emotions in consumers (Forbes, 2023). Companies also use nostalgia in their advertisements. A popular example is Coca-Cola ad in Pakistan that featured two popular Pakistani singers for the remix version of an old Pakistani film song i.e. “Zalima Coca-Cola” which created a lot of buzz. Regardless of the fact that numerous studies have been executed in the past on the impact of brand nostalgic on consumers’ decision making and evaluations, scant research has been carried out in exploring the impact of brand nostalgia influencing relational outcomes (Youn & Dodoo, 2021). The exploration of the link between brand nostalgia and brand loyalty is important since relationship outcome like brand loyalty occupies top concerns for companies because loyal consumers act as a valuable means of profit for companies.

Apart from this, despite the increased acknowledgment regarding the significance of the role played by brand nostalgia in terms of shaping customers’ attitudinal and behavioral outcomes, there exists a notable research gap concerning the intricate relationships among brand nostalgia, brand attachment and brand loyalty (Banerjee & Shaikh, 2022; Chen et al., 2020; Hemsley-Brown, 2023). Ghorbanzadeh and Rahehagh (2021) also stated that there is little research on the role of emotional constructs like brand attachment and its impact on brand loyalty. Besides this, there exists little knowledge about the mediating role of brand attachment in the context of branding (Shimul & Phau, 2023). Most of the previous studies have found a positive link between different variables and brand loyalty but the underlying mechanism such as brand attachment have received less attention in the literature (Li et al., 2020). Therefore, researchers have expressed a strong need to study the mediating role played by brand attachment in inflecting the link between different variables of branding (Ahmad & Akbar, 2023; Tran & Chang, 2022).

Considering the aforementioned arguments, the present study seeks to improve the existing literature on three important branding variables i.e. brand nostalgia, brand attachment and brand loyalty and the intricate relationships among them. In particular, the current research focuses on the role of brand nostalgia in creating brand attachment and brand attachment as an underlying mechanism in affecting the relationship between nostalgic emotions and brand loyalty. Through the analysis of above mentioned variables, the current research endeavors to deliver a deeper understanding and a more thorough grasp of the mechanisms that underlie brand loyalty. This research insight can hold significant importance for marketers to foster strong ties with the customers. The paper is organized as follow: It begins with literature

review comprising of background theory, conceptualization of constructs and research hypotheses, it then discusses methodology including measures and data collection. It then proceeds to explain data analysis and findings. It then proceeds to discuss findings and implications and concludes with limitations and future research directions.

LITERATURE REVIEW

Underpinning Theory

Attachment theory is a psychological framework that investigates the mechanisms behind individuals' relationships with their caregivers and the bond they share with them in their early stages of childhood development. It was initially proposed by British psychologist Bowlby (1969) and later expanded upon by Ainsworth (1969) other researchers. According to attachment theory, consumers have a natural drive to seek proximity and develop secure bonding with primary caregivers, typically parents or caregivers, during infancy and early childhood. These attachments serve as a strong backing for individuals to embark on a journey, regulate their emotions, and seek solace and assistance during times of distress (Fearon & Roisman, 2017). Attachment theory enjoys immense popularity in the domain of marketing to understand consumer behavior (Hemsley-Brown, 2023). In the field of marketing, attachment theory proposes that consumers can develop strong emotional bonding and attachments with various brands in a similar way as individuals develop attachments towards their care givers. When consumers develop an attachment to a brand, they experience a sense of trust, familiarity, and emotional connection. This attachment goes beyond functional aspects and becomes more about the emotional satisfaction and identity associated with the brand. The present research is based on attachment theory to advance the understanding and applicability of it regarding the linkages among brand nostalgia, brand attachment and brand loyalty.

"Nostalgia," which was initially deemed as a medical condition, has evolved from being an ailment to becoming a common practice within the industry (Rana et al., 2022). The dynamics of the connection between consumers and brands are affected by brand nostalgia, which has been recognized as an important factor (Banerjee & Shaikh, 2022). Brand nostalgia refers to an affirmative affective bond that consumers develop with brands from their yesteryear (Sedikides et al., 2015) and is rooted in the rich history of consumer behavior (Weingarten & Wei, 2023). Consumers tend to associate themselves either as users of a brand during its prime years or as part of a community of brand users (Saju et al., 2018). Havlena and Holak (1996) categorized nostalgia into four different categories covering personal,

interpersonal cultural and virtual nostalgia. According to previous scholars, nostalgia plays a crucial function in the decision-making journey of consumers (Sotelo-Duarte, 2022). Consumption of nostalgia-related products has the power to take consumers to their past covered with full of memories which makes them delighted. Nostalgia also fulfills consumers' social needs of belongingness and connectedness. Furthermore, Ghazali et al. (2019) discovered that nostalgia also acts as a driving force for individuals to engage in various activities. Sedikides et al. (2015) also contended that nostalgic emotions have the power to subside unfavorable emotions like a sense of personal discontinuity and enhances self-congruency.

Brand attachment reflects consumers' affective and cognitive connection to a particular brand (Yang et al., 2022). The affective elements in brand attachment consist of affection and connection, whereas cognitive elements consist of brand-related self-perceptions (Park et al., 2010). It represents and signifies an expansion of one's identity linked intricately to the brand. Notably, the strength of this connection can vary, with stronger attachments eliciting more intense feelings of contentment, reliance, and dedication. It also serves critical function for modern enterprises to bask in the success. It enables customers to distinguish the core brand from its competitors while granting them social assistance as well as confidence in their abilities. Moreover, brand attachment fosters repeated purchases, customer loyalty, and positively impacts companies' profits (Hwang et al., 2019). Brand attachment fosters a strong commitment within individuals, leading to the creation of long-lasting associations between companies and consumers. This bond plays a crucial role in enhancing consumer lifetime value and driving increased profitability for the brand (Ku & Lin, 2018).

Effectively managing marketing strategies is crucial for businesses aiming to cultivate healthy and harmonious connections with their customers. It serves as a source of customer fulfillment and consumer allegiance. Brand loyalty can be referred as a strong and steadfast dedication to repeatedly purchase and use a specific brand in the upcoming times (Oliver, 1999). This commitment remains steadfast even in the face of external factors, such as situational influences and marketing initiatives, which may attempt to sway consumers towards other options. As a result, brand loyal customers consistently engage in repetitive purchasing behavior, sticking to their favored brands. Customer retention is a fundamental factor in boosting a firm's profitability. However, the focus goes beyond retention, as loyalty takes center stage with the goal of creating and maintaining perpetual relationships and bonding between companies and their clients (Hwang et al., 2019). Brand loyalty holds

significant importance as even a slight increase in the number of loyal customers can greatly enhance profitability. In order to stand out and improve their position, marketers continually explore innovative approaches to deliver unique experiences that set their offerings apart from competitors and foster greater customer loyalty (Torres et al., 2022).

Brand nostalgia and brand Attachment

The previous researchers have identified different antecedents of brand attachment like corporate branding, brand personality (Ugalde et al., 2023), brand associations (Karagiorgos & Kouthouris, 2023) and brand experience (Bidmon, 2017). Researchers have revealed that nostalgic memories have the ability to evoke positive emotions, alleviate boredom and anxiety, reduce materialistic desires, and foster interpersonal relationships (Juhl et al., 2020; van Tilburg et al., 2019). Attachment theory proposes that consumers develop emotional connections with a brand through a cognitive process that involves beliefs, sentiments, and feelings (Mikulincer & Shaver, 2007). Consumers develop emotional attachments to a brand when they experience feelings of calmness and tranquility elicited by nostalgic emotions (Li et al., 2019).

Nostalgia creates positive emotions and also enables customers to develop a deeper affective connection to a brand. Nostalgic memories that are related with a brand can evoke feelings of happiness, joy, and sentimental value. As a result, consumers build a strengthened emotional affinity with the brand, resulting in increased attachment to a brand. Multiple studies have provided evidence that consumers possess stereotypes regarding the origins of brands, and these stereotypes influence their perception and evaluation of products (Huaman-Ramirez et al., 2019). Marketing practitioners use various nostalgic cues to grab the attention of consumers like themes, images and jingles (Khoshghadam et al., 2019). Nostalgia connects past with present of the consumer, allowing consumers to relive positive experiences and forge a more profound relationship with the brand, paving way for brand loyalty and brand advocacy.

Based on the above arguments, it is assumed that:

H1: Brand nostalgia has a significant positive impact on brand attachment.

Brand nostalgia and brand loyalty

Individuals with a sense of nostalgia may develop favorable perceptions of a brand. When people feel nostalgic about a brand, they tend to recall its positive aspects more easily and may overlook any negative experiences they had with it. Consequently, individuals who harbor nostalgic memories towards a brand are likely to perceive it as better than it actually

was. Moreover, if these individuals have a nostalgic bias towards the brand, which leads to more positive emotions and memories associated with it, it can be expected that they will also hold more positive attitudes towards the brand in its original, unchanged form compared to those who do not experience nostalgia towards the brand (Shields & Johnson, 2016b). Different researchers have examined the relationship between nostalgia and loyalty intentions in the tourism sector. Verma and Rajendran (2017) found that historical nostalgia affects tourist loyalty intentions. Marketers strategically leverage nostalgia to grab the attention of their consumers by leveraging older memories from consumer' past. Nostalgic marketing gives fruitful results to some marketers because it evokes a sense of passion and authenticity in the audience, making the advertisements and campaigns more appealing. Coca-Cola responded to the requests of its customers by bringing back a small-scale supply of its famous drink "Surge," which resulted in positive image and loyalty among Coca-Cola fans (Rana et al., 2020). Businesses and professionals in different industries like hospitality, tourism, and leisure industry strive to craft experiences that leave customers with positive nostalgic memories. By doing so, they aim to boost verbal recommendations and foster consumer devotion (Bergs et al., 2020; Smit and Melissen, 2018).

Based on the principles of experiential marketing, nostalgia marketing aims to stimulate senses and evoke emotions, which are closely linked to consumer behavior. Although intangible, sensory interactions can trigger profound feelings, leading consumers to desire to relive positive experiences. These psychological experiences foster a strong connection between individuals and brands, as nostalgia is deeply personal. When emotions, rooted in memory, forge a bond between consumers and organizations, it tends to result in favorable attitudes, increased brand trust (Valta, 2013), positive word-of-mouth communication (Youn & Jin, 2017), brand loyalty, and ultimately, purchase behavior (Hungenberg et al., 2020). Thus it is hypothesized:

H2: Brand nostalgia has a significant positive impact on brand loyalty.

Brand Attachment and brand loyalty

Brand attachment plays a vital role in consumers' decisions. Consumers are open to committing their time and resources for the brands they get emotionally connected to. This emotional attachment goes beyond mere satisfaction with a product or service and creates a strong affinity and loyalty towards the brand. Brand attachment leads to positive attitudinal as well as positive behavioral outcomes. (Kumar & Nayak, 2019) found that brand attachment leads to repurchase intentions and actual purchases. Brand attachment also improves brand

believability and customers' sense of gratification (Dwivedi et al., 2018). Loyalty is one of important outcomes of relationship marketing. Consumers who forger a deeper affiliation with a brand are inclined to maintain and nurture a strong bond with the brand and this instills feelings of comfort, joy, and a sense of safety within them (So et al., 2013).

Shahid and Farooqi (2019) proposed that the presence of brand attachment plays a significant role in helping individuals make a purchasing decision when faced with numerous brand options. Brand attachment positively impact cognition and decreases customers' switching behavior as it makes them resistant towards competitors' products and services (Frasquet et al., 2017; Hwang et al., 2019). Brand attachment boosts up consumers' frequency of visits, times of visits, and their spending (Hwang et al., 2019). This attachment fosters a sense of emotional well-being and consumer-brand relationship leading to a higher likelihood of brand loyalty.

Thus it is hypothesized:

H3: *Brand attachment has a significant positive impact on brand loyalty.*

Mediating role of brand attachment

In a study by Lim et al. (2020), it was discovered that brand attachment plays a crucial role as a mediator between materialism and utilitarian value, and compulsive buying. This finding highlights the significance of examining the psychological attachment consumers have with a brand, as it directly influences their purchasing behavior. Understanding this attachment becomes particularly essential in consumer studies. Moving on to the domain of destination marketing, when individuals are repeatedly exposed to certain places through films and other media, it triggers an affective and symbolical attachment to those locations. As a result, this emotional connection, known as "city attachment", can significantly impact travelers' behaviors and help advance the overall equity of the destination's brand (Jawahar et al., 2020). Existing research suggests that developing a strong brand attachment has a positive impact on consumer loyalty and brand equity (Boateng et al., 2020). This emotional bonding imbues consumers with a feeling of affiliation, safety, and delightedness leading them to desire a long-term and committed relationship with the brand (Shimul, 2022). This leads them to articulate their favorable brand encounter with others and also refer the brand to other consumers (Japutra et al., 2019).

Based on the above facts, Shimul and Phau (2023) tested the mediating role of brand attachment and found that brand attachment mediates the relationship between brand self-congruence and advocacy. When consumers actively involve themselves with a brand, they

often develop affective resonance with it. These emotional bonds, in turn, significantly influence their intentions to make future purchases of the brand. Thus, brand attachment has also been found to mediate the relationship between brand engagement and brand purchase intentions (Kumar & Nayak, 2019). Brand attachment is found as mediating variable affecting the association between brand experience and word of mouth (Gómez-Suárez & Veloso, 2020).

Thus it is hypothesized:

H4: Brand attachment mediates the relationship between brand nostalgia and brand loyalty

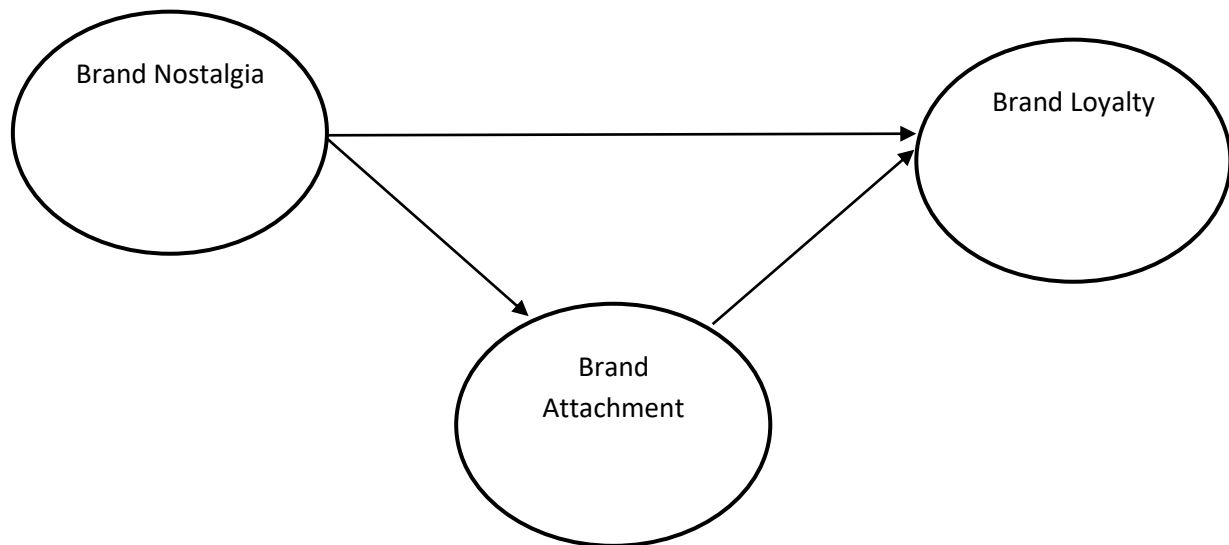


Figure 1: Research Model

METHODOLOGY

Measures

The current study adopted measures from already established scales. The three item scale for brand nostalgia and the three item scale for brand attachment were adopted from Banerjee and Shaikh (2022). The four item scale for brand loyalty was adopted from Ghorbanzadeh and Rahehagh (2021). All items were measured on a 7-point Likert scale for 1 being strongly disagree to 7 being strongly agree.

Data Collection

The population of the present study consists of all consumers who use one or more brands in their daily lives. The study involved cross-sectional design to collect responses. The present study utilized convenience sampling to collect data and the questionnaires were distributed in educational institutions and mall intercepts in three urban hubs of Pakistan i.e. Islamabad, Lahore and Karachi because most of the national and international brands have their presence in these cities which means that consumers residing in these cities are well aware about different brands (Irshad et al., 2020). Previous scholars had also chosen university students

for their studies on brand attachment as they have enough knowledge about different brands and show attachment towards different brands (Davis & Dacin, 2022). Malls were chosen because most of the luxury and other brands have their presence in malls and consumers visit the malls to buy their preferred brands (Shetty & Fitzsimmons, 2022). The methodology used in the current study of selecting the preferred brands is consistent with the methodology used by Banerjee and Shaikh (2022) and Shields and Johnson (2016). Following their methodology, the survey questionnaire sought to capture respondents' memories of brands that had a meaningful presence in their lives and were currently in use. Given the study's objective of assessing nostalgia based on consumers' genuine experiences with brands, it was crucial to elicit responses pertaining to real brands rather than fictional ones. Thus participants were specifically asked to select the focal brands themselves, ensuring a personal connection to the chosen brands.

According to Hair et al. (2017), there is a ten times rule for minimum sample size i.e. there should be at least 10 observations for each indicator. The present study had ten items. Hence the minimum sample size must be 100. However for better representation of data, a sample size of 630 was chosen. A total of 630 questionnaires were distributed of which 80 were discarded due to missing responses. Thus, 550 responses were considered for statistical analysis.

ANALYSIS

Table 1: Demographic Profile

	Frequency	Percent
Gender		
Male	270	49%
Female	280	51%
Age		
15-25	64	12%
26-35	270	49%
36-45	150	27%
46 above	66	12%
Qualification		
Intermediate	75	14%
Becholors	120	22%
Masters	140	25%
MS/Mphil	160	29%
PhD and above	55	10%
Income		
Less than 50,000	165	30%
50,000 to 100000	275	50%
Above 100000	110	20%

Table 1 shows the results of demographic analysis. Of the sample collected, 270 were male and 280 were females. Majority of the respondents fell in the age category of 26-35 years i.e.

49% followed by 35-45 years i.e. 27%. Majority of the respondents had MS/MPhil degree i.e. 29% followed by Masters degree i.e. 25%. The highest percentage i.e. 50 of the respondents had the income between RS. 50,000- RS. 100000.

Table 2: Assessment of the measurement model

	Loading	alpha	CR	AVE
Nostalgia	0.88 0.92 0.85	0.86	0.91	0.78
Brand attachment	0.93 0.78 0.87	0.84	0.90	0.74
Brand Loyalty	0.93 0.88 0.89 0.92	0.91	0.95	0.82

Smart PLS 3 was used to test the measurement and structural model. As shown in table 2, cronbach's α coefficients for all constructs exceeded the threshold of 0.7, ranging from 0.86 to 0.91. This fulfilled the criterion of internal consistency as proposed by Fornell and Larcker (1981). Regarding convergent validity, the factor loadings of the items ranged from 0.85 to 0.93. Additionally, the composite reliability (CR) values for all variables exceeded 0.7. Moreover, the average variance extracted (AVE) values for all the variables were more than 0.5.

Table 3: Discriminant Validity

Constructs	Brand Nostalgia	Brand Attachment	Brand Loyalty
Brand Nostalgia	<i>0.78</i>		
Brand Attachment	0.55	<i>0.74</i>	
Brand loyalty	0.51	0.69	<i>0.82</i>

For discriminant validity as shown in table 3, the square root of the AVE for each variable was higher than the cross-correlations with other variables. Thus, the requirement of discriminant validity was also met.

Table 4: Results of Hypotheses

Hypothesis	β	P value	Results
H1: Brand nostalgia> brand attachment	0.62	0.000	Supported
H2: Brand nostalgia> brand loyalty	0.59	0.00	Supported
H3: brand attachment>brand loyalty	0.75	0.00	Supported
H4: brand nostalgia> brand attachment>brand loyalty	0.45	0.000	Supported

To test the hypothesized relationships, a bootstrapping procedure was performed with 5,000 bootstrap samples. The results revealed that all hypotheses were supported. As shown in Table 4, results demonstrate that brand nostalgia is positively related to brand attachment ($\beta=0.62$,

$p < 0.001$) and brand loyalty ($\beta = 0.59$, $p < 0.001$), hence H1 and H2 are supported. The findings indicate that brand attachment has a positive significant effect on brand loyalty ($\beta = 0.75$, $p < 0.001$). Thus H3 is also supported. Moreover, the results showed that brand attachment played a significant mediating effect in the relationship between brand nostalgia and brand loyalty ($\beta = 0.45$, $p < 0.001$). Thus H4 is also accepted.

DISCUSSION

The present study aimed to examine the relationships among brand nostalgia, brand attachment and brand loyalty. The results of the study revealed a significant positive impact of brand nostalgia on brand attachment. This means that when individuals experience nostalgia for a particular brand, it leads to a stronger attachment to that brand. In put it in another way, the affective link related with nostalgic emotions affects consumers in a way that they build a stronger bond and long-term loyalty in support of the brand. This finding is consistent with past studies (Li et al., 2019). Another finding of the current study showed a significant positive impact of brand nostalgia on brand loyalty. This reflects that when consumers feel nostalgic towards a brand, it builds their loyalty towards a brand which leads to a greater probability of repeat buying and ongoing brand liking. This finding is also congruent with past studies (Bergs et al., 2020).

The present study also revealed a positive association of brand attachment with brand loyalty. This finding is also consistent with previous studies in which it has been found that brand attachment increases consumers loyalty in terms of increase in their share of wallets and visits etc. (Hwang et al., 2019). The findings also revealed that brand attachment mediates the relationship between brand nostalgia and brand loyalty which is a new finding. Previous studies had found the mediating role played by brand attachment between brand congruence and brand advocacy (Kumar & Nayak, 2019) and brand experience and word of mouth recommendations (Gómez-Suárez & Veloso, 2020).. However, no study had been carried out regarding the mediating role of brand attachment between brand nostalgia and brand loyalty. Thus this presents new finding in the literature.

THEORETICAL AND PRACTICAL IMPLICATIONS

Theoretically, this present study stands as one of the pioneering attempts to construct a conceptual model exploring how brand attachment influences the transition from brand nostalgia to brand loyalty. Brand attachment serves as a bridge that translates the positive feelings and emotional bond generated by brand nostalgia into a deeper commitment and preference for the brand. Thus this finding contributes to our understanding of the

psychological processes that underlie consumer behavior. It highlights the role of brand attachment as a mediator, shedding light on how consumers' emotional connections and memories with a brand influence their loyalty.

Improving brand attachment based on brand nostalgia can be a powerful strategy for businesses. Nostalgia evokes positive emotions and connects people with pleasant memories, making them more likely to form a strong attachment to a brand. Marketers should identify the key demographics and age groups that are most likely to respond positively to nostalgic marketing. They can leverage brand heritage, create nostalgic content, foster emotional connections and provide excellent services to customers. Marketers should also increase customer loyalty through brand nostalgia by incorporating nostalgic elements into advertisements, such as music, imagery, or cultural references from a specific era. This can create an emotional connection with their target audience and reinforce loyalty. They can also design loyalty programs that incorporate nostalgic elements, such as collectible items, rewards inspired by past trends, or exclusive access to events reminiscent of a bygone era. This encourages customers to engage with their brand on a long-term basis. They can also offer personalized experience to customers by using customer data that tap into customers' nostalgic preferences. They can also share user-generated nostalgic content through social media.

Marketers should develop a clear, powerful and persuasive brand identity that strikes a chord with their target consumers. They should clearly elaborate their brand's values, mission, and personality, and consistently communicate them across all touchpoints. This helps customers connect with their brand on a deeper level and fosters loyalty. They can also create emotional connections by telling compelling stories that evoke emotions and align with their brand values. Use storytelling techniques to engage customers and make them feel connected to their brand's purpose and mission.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

In this section, several potential avenues are presented for future researchers to expand upon the current study. Firstly, the data collection for this study was conducted using a cross-sectional survey research methodology. There is a need for longitudinal studies that examine how brand attachment develops and evolves over time. Understanding the temporal dynamics of brand attachment can provide insights into the stability of attachments, changes in attachment strength, and the factors that influence attachment formation and maintenance. The study has been carried out in Pakistan. In future, exploring cross-cultural differences in

brand attachment can shed light on the universality versus cultural specificity of attachment processes and the impact of cultural factors on attachment formation and expression.

The present study did not account for a specific industry or brand. Thus in future, researchers can focus on specific industries. The study considered only three variables. Future researchers should consider more antecedents of brand attachment and its outcomes as well. Moreover, the moderating role of different variables like personality should be examined in future to explore how it affects the relationship among different variables and brand attachment.

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