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Review Article

Nostalgia Marketing Practices and Customer Repeat Purchase of Selected Fast-Moving Consumer Goods Firms in Lagos State, Nigeria

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Abstract: *The Fast-Moving Consumer Goods (FMCG) in Nigeria has been wavering due to low repeat patronage. As such, the study evaluates the effect of nostalgia marketing practices on customer repeat purchase of selected fast-moving consumer goods firms in Lagos State, Nigeria. Cross-sectional survey research design was adopted. The population was 893 management level employees and product distributors across the selected firms. A sample size of 564 was determined using the research advisor's table. Data collected were analyzed using inferential (multiple and linear regression) statistics. Findings revealed that nostalgia marketing practices had significant effect on customer repeat purchase (Adj.* $R^2 = 0.545$; $F (5, 508) = 123.771$, $p < 0.000$). *It was concluded that nostalgia marketing practices influence customer repeat purchase. The recommendation focused on incorporating nostalgia marketing strategies into marketing efforts to enhance customer repeat purchase behavior.*

Keywords: *Customer Repeat Patronage, Fast-Moving Consumer Goods, Nostalgia Marketing Practices.*

I. INTRODUCTION

The Nigerian fast-moving consumer goods firms have adopted different strategic marketing options but trivialized practicing nostalgia marketing to capture customers' attention. This behavior is technically traditional marketing effort without pump-priming the expectations of building the market base. In an ever-growing market like Nigeria, where town and city have culturally induced identity, nostalgia marketing is never far from the headlines. From the rise of the internet age to the dominance of media marketing, the marketing activities that resonate with nostalgic Nigerian consumers are not exhaustive. Hence, there has been a decline in customers' repeat purchase of the products in the Nigerian FMCG sector. This decline in repeat purchase could be attributed to several reasons such as poor customer sensitivity and lack of positioning using nostalgic strategies.

In Lagos State, Nigeria, FCMG firms have witnessed the entrant of newer brands in the market. This has created a fiercely competitive environment for the brands to play and winning the customer to make repeat purchase in a particular brand. The lack of adoption of nostalgic marketing strategies and inadequate understanding of the need for customer lifetime value have created a challenge for the FMCG firms to enjoy customer repeat purchase. While many of the innovations by some FMCG companies appear to be losing appeal from consumers, newer entrants continue to challenge the market by appealing to the cost sentiments of many consumers who cannot afford to pay more at the moment. With inflation at over 11% and the purchasing power parity of Nigerians reduced after the recession era, and with the rise in newer brands reducing the wallet share of big FMCG brands by 13% annually, some top FMCG firms are finding it difficult to ensure a repeat purchase of their customers (KMPG, 2018).

Studies have examined the effect of nostalgia marketing (nostalgia emotions, nostalgia brand positioning, nostalgia equity, nostalgia sensitivity, and nostalgia advertisement) and customer patronage in different research context. Singh et al. (2021) investigated a road less travelled in nostalgia marketing looking at the impact of spiritual well-being on the effects of nostalgic advertisements. Rana et al. (2020) explored promotion through consumer nostalgia and Grebosz-Krawczyk and Pointet (2018) studied the strategy of nostalgic brand experts. The study on experiencing nostalgia through the lens of life satisfaction was carried out by Khoshghadam et al. (2019), Manjusha, Mitra, & Bhooshetty (2021) looked at nostalgia marketing as a game-changer for the toy industry and Youn and Jin (2017) examined reconnecting with the past in social media and the moderating role of social influence in nostalgia marketing on Pinterest. Nevertheless, studies have not investigated the relationship between nostalgia marketing practices (nostalgia emotions, nostalgia brand positioning, nostalgia equity, nostalgia sensitivity, and nostalgia advertisement) and customer repeat purchase of selected fast-moving consumer goods firms in Lagos state, Nigeria which has created a gap in literature requiring research attention by scholars such as Sreejesh et al. (2017), Tham et al. (2017), Natalia and Tesniwati (2021), Mansaray et al. (2018), Potepkin and Firsanova (2017), Kurniawan et al. (2021), Purushothaman (2021).

The utilization of nostalgia marketing techniques has seen an increase in recent years, with remakes, reboots, and retro themes becoming prevalent not only in entertainment but also in products such as automobiles and fashion. This raises the question of why nostalgia is considered valuable, and the answer lies in its numerous positive effects, particularly from a marketing standpoint. For instance, consumers who experience nostalgia are willing to pay more for products, and they exhibit a clear preference for nostalgic content and products (Nijman et al., 2019). However, the mixed emotional nature of nostalgia prompts the question of whether it should be perceived as a positive or negative emotion. Studies examining nostalgic recollections indicate that both the recollections and the associated feelings are generally positive. However, more frequent experiences of nostalgia have been linked to lower well-being (Sedikides & Wildschut, 2016; Yang & Liu, 2017).

Nostalgia proves advantageous to marketers as it consistently and reliably triggers consumers' senses (Merchant et al., 2013; Muehling & Sprott, 2004; Muehling et al., 2014). While research primarily focuses on auditory and visual stimuli to evoke nostalgia (Barrett et al., 2010; Barrett & Janata, 2016), scents (Reid et al., 2015) and tastes (Hwang & Hyun, 2013) have also been found to reliably elicit nostalgia. The likelihood of a trigger evoking nostalgia is influenced by its level of arousal, familiarity, autobiographical relevance, and emotion-provoking nature (Barrett et al., 2010; Reid et al., 2015; Wildschut et al., 2006). Among these factors, the autobiographical salience of the trigger, indicating its significance in one's personal history, plays a major role in determining the intensity of the nostalgic response (Barrett et al., 2010; Reid et al., 2015).

II. LITERATURE REVIEW

This section presents the concept, theory and empirical discussions on nostalgia marketing practices and its dimension (nostalgia emotions, nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising) and customer repeat purchase.

A) Nostalgia Marketing Practices

Youn and Dodoo (2002) defines nostalgia marketing as a marketing strategy that capitalizes on consumers' positive memories of the past to promote a product or service. This approach is commonly used to evoke feelings of nostalgia, comfort, and a connection to earlier time periods. The goal of nostalgia marketing is to elicit nostalgic sentiments in consumers (Shin & Jeong, 2022) (Baltezarevi & Mili, 2021). Nostalgia marketing can be categorized into two types: personal and historical. Each category has a distinct influence on the formation of consumers' brand attitudes when exposed to advertisements. Personal nostalgia relates to an individual's personal experiences from the past, while historical nostalgia refers to a time period preceding the individual's birth. In a study conducted by Muehling (2013), fictitious advertisements were created to manipulate the type and level of nostalgia for a non-existent camera brand, allowing the researcher to test participants' brand attitudes while controlling for the preceding brand attitude variable. The results revealed that both forms of nostalgia had a positive impact on consumer brand attitudes. Interestingly, a significant amount of personal nostalgia was observed among participants exposed to the historical nostalgia advertisement, which raised discussions regarding the psychological explanation (Muehling, 2013).

According to Wen, Qin, and Liu (2019), nostalgia emotions (NE) evoke feelings of familiarity, comfort, and security. These emotions can trigger both cognitive and emotional responses. Cognitive responses involve thoughts and can lead to a longing for the past, while emotional responses are based on feelings and can also result in a yearning for the past. Nostalgia is characterized as a sentimental or melancholic longing for the past and has both emotional and cognitive components (Merchant et al., 2019). Furthermore, nostalgia is not limited to an individual's personal past but can also encompass the collective experiences of a group or society. Various events or stimuli such as music, people, locations, and scents can evoke nostalgic feelings, which can be either pleasant and warm or sad and longing (Jain et al., 2019). Nostalgic emotions often arise from a sense of isolation but tend to end positively as individuals recall feelings of intimacy and comfort associated with a specific place or people (Wen et al., 2019).

Nostalgic brand positioning, as described by Heinberg et al. (2020), refers to a marketing strategy that aims to elicit positive emotional responses by establishing connections with the past. It involves crafting a brand positioning statement that encompasses the target market and how the organization wants its brand to be perceived by consumers, based on research and data (Cui, 2015). Brand positioning, according to Lee, Kim, and Won (2018), involves designing a company's offering and image to occupy a unique position in the minds of the target market. Nostalgia brand positioning, as defined by Klein et al. (2019), entails management's efforts to modify consumers' perceptions of a product or service based on past experiences.

Nostalgia sensitivity, as discussed by Hussain and Alhabash (2021), refers to an individual's ability to identify various factors that contribute to different reactions to nostalgia. These factors may include age effects, gender differences, childhood experiences, event repetition frequency in the past, and the duration since the last encounter with a particular event. Nostalgia sensitivity is characterized by a preference for objects (products, people, events, places) that were popular during one's younger years. Individuals who idealize the past and frequently experience nostalgia are more likely to exhibit higher nostalgia sensitivity (Hussain & Alhabash, 2021).

According to Chen et al. (2021) nostalgia brand equity refers to consumers' overall impressions, beliefs, and emotions regarding a brand. It encompasses consumer-based brand equity, which is shaped by the consumer's perception of the brand and the brand's marketing activities. Brand equity includes emotional and cognitive predispositions towards the brand, with higher levels of brand equity reflecting more complex psychosocial relationships with the brand. Nostalgia brand equity, as emphasized by Veloutsou et al. (2020), is based on the symbolic nature of trust that consumers place in a brand. This trust fosters a relationship between the brand and its consumers, leading to brand loyalty and a willingness to consider purchasing new products or services from that brand in the future.

According to Ju et al. (2017) nostalgia advertisement is one that evokes a sense of longing for past people, places, and things. Similarly, advertising refers to the strategies and techniques employed to trigger old memories of products, services, ideas, or causes in order to persuade the public to respond in a specific way to the marketed offering (Ju et al., 2018). Nostalgia advertising, in particular, is a type of marketing communication that utilizes sponsored messages to promote or sell a product, service, or concept by capitalizing on past events (Lammersma & Wortelboer, 2017). This study adopts this definition, focusing on the emotional responses of consumers triggered by nostalgic advertising, which can aid in recalling pleasant memories from the past (Ju et al., 2016). Nostalgia advertising is a powerful marketing approach that aims to sell a product or service to a targeted audience by evoking nostalgia and memories of the past. It serves as an effective tool for establishing a strong emotional connection between a brand and its audience, leading to increased customer retention and brand loyalty (Ju et al., 2017).

B) Customer Repeat Purchase

Customer repeat purchase refers to a customer's proclivity to return to a specific company following an initial trial period (Nwiepe & Ateke, 2016). Customer repeat purchase is the act of customers returning to purchase the same or similar products from the same company. This type of activity is an important part of any company’s sales and marketing strategy as it allows brands to build customer loyalty and create a positive customer experience. Companies use a variety of techniques to encourage customer repeat purchase such as discounts, loyalty programs and special offers (Skippari et al., 2017). Customers who engage in repeat purchases are those who experience cognitive, intellectual, and physical satisfaction with the company's offering, which could be a product that surpasses their expectations. Repeat purchases can be defined as when a customer places another order with the same organization or when a consumer buys the same brand again (Mathur & Gupta, 2019). Sometimes, repeat business is referred to as "re-patronage intents," indicating the intention of an individual to continue patronizing a particular service organization (Mathur & Gupta, 2019).

Customer repurchases hold great importance for all businesses as they ensure increased profits. This occurs when individuals consciously seek out solutions that fulfill their needs, despite encountering certain obstacles in their pursuit of personal desires (Adiele & Grend, 2016). It explains why humans can develop strong attachments to objects and other individuals (Adiele & Etuk, 2017). According to Ahmed et al. (2013), factors such as the physical environment, service excellence, and product quality can all influence repeat purchases. Setian et al. (2013) also found that product quality, service quality, the surrounding environment, and consumers' perception of value all have an impact on their intentions to continue patronizing a business. Repeat business can lead to increased revenue, market share, and business expansion (Nwokah & Adiele, 2018).

C) Empirical Review

Several studies have explored the impact of nostalgia marketing on customer repeat purchases, yielding diverse findings (Cheng and Yan, 2022; Fan et al., 2020; Hallegatte et al., 2018; Lasaleta et al., 2014; Li et al., 2019; Wen et al., 2019). Some studies, such as Wen et al. (2019), concluded that nostalgia has a positive influence on brand trust and consumer retention. Lasaleta et al. (2014) found that nostalgia emotions significantly and positively affected consumers' repeat purchases. Fan et al. (2020) provided initial evidence that nostalgia marketing practices increased consumers' preference and repeat purchases for non-distinctive products, reducing their desire for differentiation in subsequent choices. Rana et al. (2020) highlighted the different interpretations of nostalgia marketing between business management and psychology fields, emphasizing its impact on customer repurchase. Chung (2019) found that consumers in a mindset of remembering happier times are more likely to make repeat purchases and showed an increased desire to purchase the same brand again. Cheng and Yan (2022) observed a small, positive impact of nostalgic messages on recurrent patronage, especially when the advertised product had high hedonic values and a connection to personal memories. Li et al. (2019) revealed that both personal and historical nostalgia evoked positive emotions and had a significant effect on consumer repurchase. Harvey (2017) emphasized the effectiveness of nostalgia marketing in provoking emotions and evoking memories for customer repeat purchases. Khoshghadam et al. (2019)

found a positive effect of nostalgia marketing dimensions on repeat purchases, especially for low-involvement product categories, where nostalgic music outperformed non-nostalgic music. Jian et al. (2021) discovered that travel constraints positively influenced tourist nostalgia, destination attachment, and return intentions. They also found that nostalgia fully mediated the effects of travel constraints on destination attachment and revisit intention. The relationship between nostalgia and customer loyalty was highlighted by Youn and Dodoo (2021), who demonstrated the impact of brand nostalgia on brand personality dimensions, purchasing behavior, and repeat purchases. Rana et al. (2021) proposed a conceptual framework and research agenda to further explore nostalgia in marketing. Despite these findings, Hallegatte et al. (2018) suggested a nuanced explanation, indicating that the combination of the past and present for a retro brand can influence consumer repeat purchases in various ways, particularly when consumers are more susceptible to experiencing nostalgia. However, this study did not provide conclusive evidence regarding the specific dimensions of customer brand affinity influenced by nostalgia marketing practices. Considering the preceding, it was hypothesized that:

Ho_1: Nostalgia marketing practices has no significant effect on customer repeat purchase of selected fast-moving consumer goods firms in Lagos state, Nigeria.

D) Theoretical Review

This study is based on the assimilation-contrast theory, initially proposed by Sherif et al. (1958), which explains the psychological mechanisms underlying customer retention. The theory suggests that these mechanisms influence a consumer's behavior towards a brand. According to the theory, consumers engage in cognitive comparisons between their expectations of a product and its perceived performance, which ultimately affects their brand loyalty. These expectations are influenced by a nostalgic understanding of how the product should function. The theory assesses consumers before and after product usage. If the product performance falls within the customer's range of acceptance, even if it falls short of expectations, the discrepancy is disregarded, leading to assimilation and acceptance. If the performance falls within the customer's range of neutrality, minimal change occurs. On the other hand, if the performance falls within the rejection range, contrast occurs, highlighting the discrepancy and rendering the product or service unacceptable. The theory suggests that customer loyalty is determined by the gap between expected and actual performance. To avoid cognitive dissonance, consumers adjust their perceptions of a product to align it with their expectations.

The assimilation-contrast theory proposes that a consumer's current beliefs serve as an internal reference point against which persuasive attempts are evaluated. If an anchor is credible and aligns with the consumer's beliefs, it is assimilated and influences attitudes and behavior. If the discrepancy between the anchor and the consumer's beliefs is too large, it is rejected and has no effect. Hovland et al. (1957) presented the assimilation-contrast theory as an alternative explanation for relationships within the disconfirmation model. According to this paradigm, satisfaction is determined by the size of the gap between expected and perceived performance. Based on their perceptions, consumers either approve or reject a product. The theory of assimilation builds upon Festinger's (1957) cognitive dissonance theory, where consumers compare their product expectations with perceived performance. If there is a mismatch, cognitive dissonance arises.

The theory assumes that consumers are motivated to modify their expectations and perceptions of product performance to reduce dissatisfaction. They can achieve this by distorting their expectations to align with perceived performance or by downplaying the significance of the experienced disconfirmation. However, Peyton et al. (2003) argue that the assimilation theory has some flaws. Firstly, it assumes a connection between expectations and satisfaction without specifying how expectation disconfirmation contributes to satisfaction or dissatisfaction. Secondly, the theory assumes consumers are sufficiently motivated to adjust their expectations and perceptions, but does not elaborate on the factors driving this motivation.

E) Research Conceptual Model

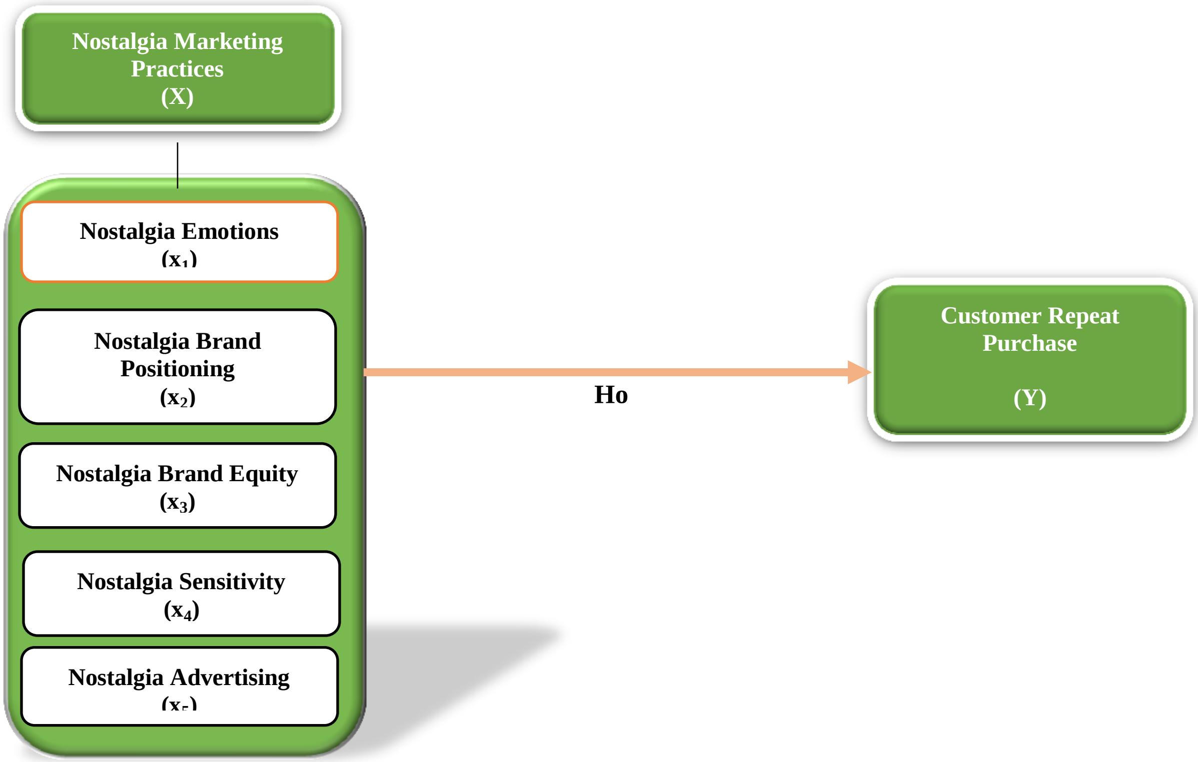

Figure 1: Conceptual Model (Nostalgia marketing practices and Customer repeat purchase)

The figure above presented the conceptual model based upon the review of literature and it showed the effect of nostalgia marketing practices (nostalgia emotions, nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising) on customer repeat purchase.

III. METHODOLOGY

The study adopted cross-sectional survey research design. The population was 893 management level employees and product distributors across the selected firms in Lagos, Nigeria. A sample size of 564 was determined using the research advisor's table. By using this table, the researcher was able to choose an appropriate sample size that ensures that the study results are statistically significant and accurate.

Adapted and validated questionnaire was used for data collection. The questionnaires were adapted from existing instruments and was used to collect data relating to both dependent and independent variables. Each variable's question item was designed on a 6-point-type Likert scale of Very High (VH) = 6, High (H) =5, Moderately High (MH) = 4, Moderately Low (ML) = 3, Low (L) = 2 and Very Low = 1. The justification for using a six-point scale is that it encourages participants to consider the question more carefully and make a choice that either leans positively or negatively (Bouchra & Amina, 2019). Human perceptions are rarely neutral, and the six-point scale helps account for this reality.

Table 1: Sources of Items and Questionnaire Structure

S/N	Sub-Variables	Sources of Items
	Nostalgia Marketing Practices	
1	Nostalgia emotions	Akgün, Senturk, Keskin, & Onal (2020); Wen, Qin, & Liu (2019).
2	Nostalgia brand positioning	(Harborth & Pape (2020).
3	Nostalgia brand equity	Alpaslan, SAMSA, & MERİÇ (2019); Grebosz-Krawczyk (2020).
4	Nostalgia sensitivity	Jowsey, Wei, & Rahman (2014)
5	Nostalgia advertisement	Ju, Jun, Dodoo, & Morris (2017); Khan & Hussainy (2018).
6	Customer repeat purchase	Ahmad, Jun, Khan, Abdullah, & Ghauri, (2016); Shalehah, Trisno, Moslehpour, & Cor, (2019).

Source: *Developed by the Researcher for the Study (2022)*

A pre-test of the questionnaire was conducted for the first population using 10% of the sample size from other respondents with similar characteristics with the population of the study. This process was to help improve the questionnaire, enhance its readability, and minimize the chances of errors and misinterpretation. This was also done to evaluate the relevance and proper understanding of the research questions. The pilot study was conducted using Nestle Nigeria and regular customers who have been with the organisations for not less than 5 years. For the management staff of Nestle Nigeria, 28 copies of the questionnaire were distributed, while for the customers, 28 copies of the questionnaire were distributed.

This study tested for the internal consistency and reliability of the instrument. The smart PLS 3 software was used to test for reliability of the study. The threshold for a reliable research instrument is Cronbach's alpha value of 0.7 (Ngwiri, 2016). The Cronbach alpha value to show the reliability of the instrument was between the range of 0.7 to 0.9. The research instrument was administered after the reliability and validity were established. There were 516 completed usable copies of the research instrument, representing 91%. SPSS version 26 was used to analyses the inferential statistics. The inferential statistical method that was used was multiple linear regression analysis. The justification for using inferential statistics is that it shows the important effect of the independent or predictor variables on dependent or outcome variables (Sethi, Kaur, & Wadera, 2018). The multiple linear regression method of analyses was used to analyse the data and test the hypothesis.

Econometric model specification of the study

Y = f(X)
Y = Dependent Variable
X = Independent Variable
Where:
Y= Customer Repeat Patronage (CRP)
X = (x_1, x_2, x_3, x_4, x_5)
x_1 = Nostalgia Emotion (NE)
x_2 = Nostalgia Brand Positioning (NBP)
x_3 = Nostalgia Brand Equity (NBE)
x_4 = Nostalgia Sensitivity (NS)
x_5 = Nostalgia Advertisement (NA)
The functional relationships and regression equations for the hypotheses is restated:

Hypothesis

CRP = f(NE, NBP, NBE, NS, NA)

$CRP = \alpha_0 + \beta_1 NE + \beta_2 NBP + \beta_3 NBE + \beta_4 NS + \beta_5 NA + \mu_i$ ---------------------------- *Regression equation*

In line with the hypothesis formulated, it was expected that the variables of nostalgia marketing would have significant effect on customer repeat purchase. The regression model expectation of the study was denoted statistically as stated; reject if $\beta1$- $\beta5$ >0 and $p \leq 0.05$ H0 otherwise accept. This study adhered to established research ethical norms and standards. As such, the respondents' anonymity and data manipulation were safeguarded.

IV. RESULTS AND DISCUSSIONS

The researchers distributed 530 questionnaires to the participants, out of which 516 were completed and returned, forming the basis for the analysis. According to Mugenda and Mugenda (2003), this response rate of approximately 97.4% from the employed population in the study is considered outstanding. The authors consider a response rate of 50% as acceptable, 60% as fine, and anything above 70% as excellent. In this study, the response rate of 91% was deemed excellent, thus allowing the researchers to proceed with data analysis. The data was analyzed using multiple linear regression to test the following hypothesis:

Table 2: Summary of multiple regression between nostalgia marketing practices and customer repeat purchase of selected fast-moving consumer goods firms in Lagos state, Lagos State, Nigeria

N	Model	B	Sig.	T	ANOVA (Sig.)	R	Adj. R^2	F (5, 508)
	(Constant)	0.266	0.143	1.467	0.000^b	0.741^a	0.545	123.771
	Nostalgia emotions	0.065	0.181	1.338				
	Nostalgia brand positioning	0.228	0.000	4.180				
	Nostalgia brand equity	0.348	0.000	7.232				
	Nostalgia sensitivity	0.115	0.018	2.337				
	Nostalgia advertisement	0.197	0.000	4.109				

516	Predictors: (Constant), Nostalgia advertisement, Nostalgia emotions, Nostalgia brand equity, Nostalgia Brand Positioning, Nostalgia sensitivity
	Dependent Variable: Customer repeat purchase

Source: *Researchers' Field Survey, 2023*

A) Interpretation

The outcomes of the multiple regression analysis examining the impact of nostalgia marketing practices on customer repeat purchases of fast-moving consumer goods companies in Lagos State, Nigeria are presented in Table 2. The findings indicate that nostalgia brand positioning ($\beta = 0.228$, $t = 4.180$, $p < 0.05$), nostalgia brand equity ($\beta = 0.348$, $t = 7.232$, $p < 0.05$), nostalgia sensitivity ($\beta = 0.115$, $t = 2.337$, $p < 0.05$), and nostalgia advertising ($\beta = 0.197$, $t = 4.109$, $p < 0.05$) have a positive and significant impact on customer repeat purchases in the selected fast-moving consumer goods firms in Lagos State, Nigeria. This suggests that factors such as nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising are important considerations in the context of the workplace, as they contribute to an increase in customer repeat purchases.

Furthermore, the strong positive relationship between nostalgia marketing practices and customer repeat purchases is supported by an R value of 0.741. The coefficient of multiple determination (Adj R2 = 0.545) indicates that approximately 54.5% of the variation in customer repeat purchases in the selected fast-moving consumer goods firms can be accounted for by the components of nostalgia marketing practices, while the remaining 45.5% of the variation is attributed to other variables. The following statements represent the predictive and prescriptive nature of the multiple regression models:

$$\mathbf{CRP = 0.266+0.065NEM+0.228NBP+0.348NBE+0.115NS+0.197NA+U_i} \quad \text{----} \quad \textbf{Eqn(i) (Predictive Model)}$$
$$\mathbf{CRP = 0.266 + +0.228NBP+0.348NBE+0.115NS+0.197NA+U_i} \quad \text{---} \quad \textbf{Eqn (ii) (Prescriptive Model)}$$

Where:

CRP = Customer repeat purchase
NEM = Nostalgia emotions
NBP = Nostalgia brand positioning
NBE = Nostalgia brand equity
NS = Nostalgia sensitivity
NA = Nostalgia advertisement

Furthermore, the regression model reveals that if nostalgic marketing practices remain unchanged (held constant at zero), customer repeat purchase would be 0.266%, indicating a positive effect. In the predictive model, it was observed that among all the variables, only nostalgia emotions had a positive but insignificant impact, leading the company's management to disregard this variable and exclude it from the prescriptive model. The outcomes of the multiple regression analysis in the prescriptive model demonstrate that by enhancing each unit of the other variables related to nostalgia marketing practices (i.e., nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising), customer repeat purchases would increase by 0.22, 0.34, 0.115, and 0.197, respectively, and vice versa. This implies that an increase in nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising would result in a higher rate of repeat purchases by customers of the designated firms producing fast-moving consumer goods in Lagos State, Nigeria.

Moreover, the F-statistics (df = 5, 508) = 123.771 at $p = 0.000$ ($p < 0.05$) indicate that the overall model is statistically significant in predicting the effect of the components of nostalgia marketing practices on customer repeat purchases. This suggests that nostalgia marketing practices, excluding nostalgia emotions, are significant determinants of the customer repeat purchase rate in the selected fast-moving consumer goods firms in Lagos State, Nigeria. The findings underscore the importance for manufacturers of fast-moving consumer goods to prioritize the development of nostalgia marketing practices, specifically focusing on nostalgia brand positioning, nostalgia brand equity, nostalgia sensitivity, and nostalgia advertising, as means to enhance customer repeat purchase. Consequently, the null hypothesis (H0) stating that nostalgia marketing practices have no impact on customer repeat purchase is refuted.

B) Discussion of Findings

The aggregated results of multiple regression analysis for hypothesis one showed that nostalgia marketing practices (nostalgia emotion, nostalgia brand positioning, nostalgia, nostalgia brand equity, nostalgia sensitivity, nostalgia advertisement) have positive and significant effect on customer repeat purchase in selected fast moving consumer goods firms in Lagos State, Nigeria (Adj. R2 = 0.545; $F(5, 508) = 123.771$, $p < 0.000$). Thus, the combination of the independent sub variables was significant in predicting customer repeat purchase in selected fast moving consumer goods firms in Lagos State, Nigeria. Put differently, nostalgia emotion, nostalgia brand positioning, nostalgia, nostalgia brand equity, nostalgia sensitivity, nostalgia advertisement combined have statistically significant effect on customer repeat purchase in selected fast moving consumer goods firms in Lagos State, Nigeria.

Conceptually, nostalgia marketing is a marketing technique that appeals to consumer's feelings of nostalgia to promote a product or service. This technique is often used to evoke positive feelings of nostalgia that create a strong emotional connection with a product or brand (Youn, & Dodoo, 2021). Common nostalgia marketing practices include using powerful images, music, and stories from the past to create a strong emotional connection with consumers. Other common practices include creating a sense of nostalgia by using vintage packaging, logos, and fonts, bringing back classic products and campaigns, and connecting to events from the past (Hartmann & Brunk, 2019).

Due to the fact that many brands successfully target customers through nostalgia, nostalgia itself is seen as a prominent aspect utilised for promoting and moulding brands and products (Hartmann & Brunk, 2019). Additionally, it is anticipated that the nostalgic emotions created by the advertisement's nostalgic signals will positively influence consumer repeat purchase, supporting the notion that nostalgia marketing is an extremely successful advertising tactic. Consequently, nostalgia marketing appears to be a suitable technique for efficient marketing and is frequently referred to as one of the most popular marketing methods now used in the fashion business as well as the entertainment, technology, and food sectors (Hartmann & Brunk, 2019). Van Veckhoven (2020) asserts that one of the keys to effective marketing is the development of compelling visual assets, such as product images or videos, such as video campaigns that show the product in use for consumers who can only evaluate it online. As a result, employing videos for marketing is a common strategy in the nostalgic fashion industry.

The findings of this study align with the Assimilation-Contrast Theory, particularly in the context of consumer behavior and the impact of nostalgia on consumer perceptions, attitudes, and behaviors. Nostalgia marketing practices involve strategically incorporating nostalgic elements, such as past icons, vintage aesthetics, and sentimental memories, to establish emotional connections with consumers and evoke feelings of nostalgia (Zhang et al., 2017). On the other hand, the Assimilation-Contrast Theory is a cognitive psychological concept that explains how individuals assimilate or contrast new information based on their existing mental representations or attitudes. There are various ways in which nostalgia marketing practices and the Assimilation-Contrast Theory can interact (I et al., 2017). Nostalgia marketing practices may lead consumers to integrate new products or brand messages into their existing nostalgic memories or attitudes.

Consistent with Wen et al. (2019), the empirical findings of this study indicate the presence of interpersonal nostalgia, familial nostalgia, and personal nostalgia. Among these, nostalgia emotion has a significant positive impact on brand trust and brand attachment. Brand trust also has a significant positive effect on brand attachment and partially mediates the influence of nostalgia emotion on brand attachment. Lasaleta et al. (2014) conducted six experiments to explore the effects of nostalgic sentiments. By presenting nostalgic or non-nostalgic advertisements or by prompting participants to write nostalgic or non-nostalgic autobiographical texts, the level of nostalgia was manipulated. The study revealed that participants were willing to pay a higher price for a product after exposure to a nostalgic advertisement, and evoking nostalgic emotions reduced their desire for money. These results were explained by the theory of social connectedness, suggesting that a decreased desire for money may increase a person's inclination to purchase products when experiencing nostalgic emotions, driven by a desire to connect with social groups.

V. CONCLUSION AND RECOMMENDATION

The study concluded that nostalgia marketing practices had positive and significant effect on customer repeat purchase in selected fast moving consumer goods firms in Lagos State, Nigeria. This means that using nostalgia marketing techniques, such as invoking positive memories or emotions from the past, can encourage customers to make repeat purchases of FMCG products in Lagos State. The study recommended that fast-moving consumer goods firms should consider incorporating nostalgia marketing strategies into their marketing efforts to enhance customer repeat purchase behavior. Since the study focused on examining the effect of nostalgia marketing on customer repeat purchase, further studies can investigate the effect of nostagia marketing practices on customer patronage in selected FMCG firms in Lagos, Nigeria. Also, management should incorporate local cultural elements such as traditional festivals, customs, and ceremonies in their marketing campaigns to evoke a sense of nostalgia among consumers.

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