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Developing an emic scale to measure ad-evoked nostalgia in a collectivist emerging market, India☆

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ABSTRACT

Although there has been recent interest in the measurement of advertising-evoked nostalgia, the dimensionality and generalizability of the related scales are restricted to the national/cultural boundaries of Western nations. In the present study, we develop an emic scale to measure ad-evoked personal nostalgia in an important emerging economy, India, refining and purifying the scale with seven separate studies (with a combined sample size of 1823). The resulting scale contains five dimensions: past imagery, physiological reactions, positive emotions, negative emotions and collective nostalgia. In the present study, we follow rigorous scale development procedures, and we also go beyond by comparing the effectiveness of our emic scale with a previous scale developed in France (etic), and subsequently we test our measure in another (culturally-congruent) market – Bangladesh. Our study emphasizes the need for culture-specific measures (emic), and we present important theoretical and managerial insights.

1. Introduction

The concept of nostalgia has been an area of significant research interest over the years (e.g., Brown, Kozinets, & Sherry Jr, 2003; Davis, 1979; Holak & Havlena, 1998; Holbrook, 1993; Merchant, Latour, Ford, & Latour, 2013). Nostalgia has been found to be relevant across age groups, social classes, gender and ethnicity (Greenberg, Koole, & Pyszczynski, 2004). The nostalgic experience comprises cognitive and affective dimensions and is associated with preferences for products and services. It has been shown to influence purchase behaviors (Merchant et al., 2013; Merchant, Ford, Dianoux, & Herrmann, 2016). In practice, the nostalgic appeal has been extensively used in advertising for cola, beer, cereals, insurance and banking (Sullivan, 2009). Owing to its potent role in driving consumer intentions, nostalgic advertising appeals have also been used in different countries. However, the measures of nostalgia and more specifically, nostalgia stimulated by marketing communication, have been sparse, and the ones that have been developed (such as Merchant et al., 2013, or Merchant et al., 2016) were developed in a US context.

In a recent study, Merchant et al. (2013) constructed and validated an ad-evoked nostalgia scale for American consumers. The scale included four dimensions: past imagery, physiological reactions, negative emotions and positive emotions. This scale was able to measure the effects of personal nostalgia on consumer perception and behavior. However, the scale was developed and studied exclusively in the U.S., which raises obvious questions about its applicability in varied cultural settings (Craig & Douglas, 2012). To address the same need, Merchant et al. (2016) used an emic approach to develop an ad-evoked nostalgia scale in France. The investigation led to a two-dimensional construct that consisted of personal memories and cultural nostalgia. In the same study, Merchant et al. (2016) called for more research examining ad-evoked nostalgia in significant emerging markets such as India and China. The present study responds to this call.

Most past research has focused on nostalgia using samples from developed markets such as the U.S., Australia and France. To the best of our knowledge, no research has captured consumer responses to nostalgic advertising in the context of a collectivist emerging Asian market. Thus, we select India as the focal country and follow the standard scale

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development protocols (e.g., Churchill, 1979; DeVellis, 2003 and Homburg, Schwemmle, & Kuehnl, 2015) in the present study. We conduct seven studies to develop and validate an emic scale to measure ad-evoked nostalgia in India (which may be applicable in similar cultures). In the following subsections, we present a review of the relevant literature, which is followed by the details of the seven studies and a discussion of the implications for theory and practice.

2. Literature review

2.1. Nostalgia: definitions and manifestations

Initially, nostalgia was considered as homesickness and an undesirable disease (Hofer, 1934). Subsequently, scholars considered it as a temporally-oriented positive feeling about the past and a negative feeling about the present and future (Davis, 1979). Nostalgia has also been classified as a sad mood that may be stimulated by an object, a scenario, an olfactory cue or even music (Belk, 1990). Holbrook and Schindler (1991) explain nostalgia based on its source and suggest that individuals reflect on their past activities and yearn for their younger days when they are nostalgic.

Nostalgia can be of various types, such as, personal and vicarious. Personal nostalgia is based on the autobiographical experiences and memories of the individual (Brewer & Pani, 1983). These thoughts are self-reflective, salient and generate distinct cognitive reactions (Muehling & Sprott, 2004). Vicarious nostalgia is associated with memories external to a person's life experiences (Goulding, 2002). Vicarious nostalgia is known to have tones of fantasy (Merchant & Rose, 2013), and some scholars feel that this nostalgia is historic in nature (Marchegiani & Phau, 2011). Some individuals may feel more/less nostalgic than others depending on personality traits (Holbrook, 1993). Both personal and vicarious nostalgia could be generated by marketing, to be more specific, by advertising. In this context, ad-evoked personal nostalgia is defined as "*a reflection on the past, comprising of a mix of memories and multiple emotions*" (Merchant et al., 2013, p. 14). While personal nostalgia is about the real and actual "lived" past, vicarious/historical nostalgia focuses on elements outside of the individual's "living memory" (Goulding, 2002). Historical nostalgia uses semantic modes of memory or collective memory (Halbwachs, 1992).

Nostalgia may have cognitive and affective components (Baumgartner, 1992). While the cognitive element is related to past experiences, the affective dimension emphasizes memories that are generated from these experiences. Nostalgia is known to impact consumer purchase decisions for various products and services such as automobiles (Brown et al., 2003), perfumes (Lambert-Pandraud & Laurent, 2010), tea (Holak, Matveev, & Havlena, 2008), food (Loveland, Smeesters, & Mandel, 2010), movies (Holbrook, 1993), songs (Batcho, 2007), arts, entertainment (Schindler & Holbrook, 2003) and prosocial behaviors (Merchant, Ford, & Rose, 2011).

2.2. Measures of nostalgia

The early attempts to measure nostalgia were related to antiquarianism (Taylor & Konrad, 1980) and individual dispositions towards the past (Batcho, 1995; Holbrook, 1993). While Baker and Kennedy (1994) were the first to develop a measure for advertisement related nostalgia, Batcho (1995) was the first to explore personal nostalgia. Subsequently, Pascal, Sprott, and Muehling (2002) developed a scale to measure the nostalgic experience. However, the scale by Pascal et al. (2002) was unable to capture the richness of the cognitive and emotional elements of nostalgia. Most scales developed until around 2010 were either unidimensional (such as Holbrook, 1993; Baker & Kennedy, 1994 or Pascal et al., 2002) or were modifications of Holbrook's (1993) scale. In addition, they failed to cover both the cognitive and affective components of nostalgia induced by marketers in them.

Filling in this gap, Merchant et al. (2013) developed and validated a 34-item scale (four dimensions-past imagery, positive emotions, negative emotions, physiological reactions) to measure ad-evoked nostalgia for U.S. respondents, and later developed a 13-item scale (two dimensions–personal memories and cultural nostalgia) to measure this construct in France (Merchant et al., 2016). It is interesting to note that none of the scales developed in the context of nostalgia have explored this phenomenon in collectivist cultures (namely Asian countries such as India). A summary of the scales developed to measure nostalgia is provided in Appendix A.

2.3. Nostalgia across countries

In a study with data from eighteen countries, Hepper et al. (2014) used an etic perspective and identified nostalgia to be transcendent across cultural boundaries. However, they also found the dimensions, components and triggers of nostalgia to be different across countries and cultures. For example, nostalgia is associated with strong memories in countries such as the U.S., U.K., Australia, Greece, Israel and Netherlands. These memories are continual in nature and related to positive affect. In countries such as Germany, Poland, Turkey and Chile, nostalgia is related to weaker memories. In countries such as China, India and Japan, nostalgia is associated with stronger emotions and lesser cognitive components. Therefore, we can conclude that "*Emotions are universal but their causes and consequences are culturally shaped. A truly emic approach would thus have a greater chance of identifying new features and subtle cultural differences*" (Hepper et al., 2014, p. 744).

This implies that consumers' perceptions and reactions vary across cultural boundaries. Thus, emic measures need to be developed to assess the consumers' responses accurately and effectively. Based on this argument, Merchant et al. (2016) conducted their investigation of ad evoked nostalgia in France and found different and new (from US) dimensions of nostalgia for French consumers. While the US ad-evoked nostalgia scale was a multidimensional construct consisting of *physiological reactions, past imagery, negative and positive emotions*, (Merchant et al., 2013), in the context of the French consumers, the ad-evoked nostalgia scale was a two-dimensional construct consisting of *personal memories* and *cultural nostalgia* (Merchant et al., 2016).

This raises an interesting question, can scales developed in one country be applicable in another? While the etic view suggests that scales and measures are universal, the emic view points out several challenges when using the same instrument in different cultures and contexts (Craig & Douglas, 2012). Some scholars suggest that the basic structure of a construct may be similar, but it needs to be modified to a certain extent to be exclusively applicable to a particular culture. This represents the 'emic' perspective (Malhotra, Agarwal, & Peterson, 1996). Examining both views, recently Ford, West, and Sargeant (2015) found the etic model to have problems related to fit and explanatory power as compared to the emic model. Universals are a great ideal, but the reality is that cultural centering is absolutely necessary when examining complex constructs in a cross-cultural setting.

2.4. The need for a new scale

In recent times, cross cultural studies have burgeoned. Such studies mainly focus on the diversity of contexts and the particular phenomenon in question. Importantly, these studies are replications and extensions of the research originally conducted in one specific cultural context (Douglas & Nijssen, 2003). It is also observed that such studies employ constructs and scales that were developed in another context. The differences that are consequently observed, are often attributed to the "cultural" factors. This entire process may suffer from flaws such as the lack of equivalence in scales, construct and measurement units (Van de Vijver & Leung, 1997). Thus, it is crucial to establish equivalences of these three elements when they are used to gather data from different cultures (Malhotra et al., 1996).

Behavioral phenomenon, that includes consumer behavior maybe

expressed in unique patterns in countries that are characterized by different socio-cultural background and values. Thereby, similar phenomenon may be manifested in different ways in different countries as "relevant constructs will be unique to a given country" (Douglas & Craig, 1983, p. 133). On the other hand, countries with similar socio-cultural and behavioral patterns (that are demonstrated a priori) may enable the use of "etic" or "culture-free" measures (Elder, 1976). Literature in cross cultural research differentiates between the "emic" measures (that are meaningful within a cultural context), and the "etic" measures (that are generalizable across cultures or have similar interpretations globally) (Breslin, 1976; Douglas & Craig, 1983). The use of culture influenced measures as etic measures across different cultural context may create "pseudo etic traps" thereby violating the basic paradigms of cross cultural research (Sekaran, 1983).

Comparisons can surely be made between two contexts; however, reasonable conclusions can be drawn only when the constructs are shown to be equivalent. That is, whether the focal construct has the same meaning and significance in different cultures. This is vital especially when the measured construct is culturally embedded (Douglas & Nijssen, 2003). Scalar equivalence may answer the question of whether a response to a given scale is equivalent or has the same meaning and interpretation across contexts (Malhotra et al., 1996). This would require two individuals from different cultures with the same perceptions on the same variables and who score them the same way on a measurement scale. However, even scalar invariance misses the point of contextual salience, which is vital in the case of cross-cultural studies (Bhalla & Lin, 1987). This implies that scalar invariance (even though statistically useful and achieved) may lead to misleading inferences. The main concerns, that have come out through these discussions are concerned with the content validity and stability of a scale that is adopted "as-is" in a subsequent study in a different country. In this context, Engelland, Alford, and Taylor (2001) note that while in some studies, the practice of borrowing scales appears to work well, there are instances where the same practice may lead to problems with respect to psychometric properties of the scale.

Hence, researchers have suggested extreme caution while using a scale that was developed in another country (etic) "as is" in a different cultural context. Thus, it is often argued that an extension or replication study may not work (Van de Vijver & Leung, 1997) as borrowed scales are charged with the perils of being developed in a particular context. Such blind replications may lead to misleading and inaccurate results, alternative explanations (that are not close to reality), miss out on important information/constructs and limit the usefulness of the entire research (Malhotra et al., 1996). In addition, scholars have identified that scales and measurements translated into different languages raise issues about the contextual meanings of the various words involved (Van Goozen & Frijda, 1993).

Keeping this in mind, we argue that the dimensions generated in Western individualistic contexts (Appendix A) will potentially not hold up in Eastern collectivist contexts. The reasons behind this are multiple. The first reason is theoretical, as nostalgia has been found to be a culture laden phenomenon that varies in meaning across countries (Hepper et al., 2014). The second reason is from the measurement point of view as the scales to measure ad evoked nostalgia did not hold even for another developed nation (i.e. France as in Merchant et al., 2016). Thereby, we argue the case for the development of the scale from scratch. Hence, the present research aims to contribute to the measurement of ad-evoked nostalgia by developing an emic scale to measure ad-evoked personal nostalgia in an emerging collectivist market - India.

3. Methodology: overview and choice of country

India provides an interesting context for such an endeavor for two reasons. First, it has an ancient culture and traditions but at the same time is a young democracy (it became independent in 1947). Second, it has a more recent history of globalization (post 1990) compared to other Asian countries. India is the world's third largest economy and 11th largest country in terms of Gross Domestic product (GDP). Further, India has the second fastest growing sector, i.e., services at the CAGR (compound annual growth rate) of 9% (PwC, 2014). India is thus one of the most promising destinations for FDI (Foreign Direct Investment) in the world after the U.S. and China (Fingar, 2015). Indian consumers' habits, lifestyles, tastes and preferences are also evolving. At the same time, Indian consumers follow historical significance (Schultz & Jain, 2015), traditional values and culture (Atwal & Khan, 2009) as influenced by social upbringing and familial relationships (Schultz & Jain, 2013). Urbanization, economic development, and increased aspirations are interpreted through the lens of traditional values and teachings, which profoundly influences consumers' attitudes. Considering these cultural realities, it is reasonable to expect differences in the way consumers process nostalgic advertising in India.

The scale development procedure followed the guidelines suggested by researchers such as Churchill (1979), DeVellis (2003) and Homburg et al. (2015). We also draw inference from the latest scale development papers (such as Garaus & Wagner, 2016; Barbopoulos & Johansson, 2017; Papadas, Avlonitis, & Carrigan, 2017; Ford, Merchant, Bartier, & Friedman, 2018; Suter, Borini, Floriani, da Silva, & Polo, 2018; Aiken, Bee, & Walker, 2018). While we found most studies to stop at the nomological validity test, we added extra studies to achieve more rigor, and validity beyond the national boundary of India. Details of our procedure is presented in Table 1. In study 1, a review of the existing literature was conducted along with a set of nine qualitative focus groups. The analysis at this stage led to the understanding of the possible dimensions of ad-evoked personal nostalgia and an exhaustive list of seventy-seven (77) items was generated. In study 2, an exploratory factor analysis (EFA) of the items from study 1 (N = 523) was conducted. The EFA results revealed ad-evoked nostalgia to be a five-dimensional construct (past imagery, physiological reactions, positive emotions, negative emotions and collective nostalgia). Subsequently, in study 3, a confirmatory factory analysis (CFA) was conducted on data collected from 200 respondents. The CFA resulted in a final list of twenty-four (24) items loading on five factors. In study 4, this five dimensional ad-evoked nostalgia scale was tested in a nomological network of antecedents and consequences (N = 196). In study 5, scale norms were developed, demonstrating how this new scale helps differentiate between nostalgic and non-nostalgic ads (N = 327). In study 6, the Indian scale was compared to the French ad evoked nostalgia scale and illustrated that the Indian scale had better predictive power in India (N = 220). Finally, in study 7, the Indian scale is tested in a culturally similar (to India) country (in this case, Bangladesh) and the dimensional structure was found to be the same and predictive ability to be similar to the Indian scale (N = 287).

4. Study 1: item generation

The objectives of the qualitative study were three: (1) to enhance the understanding of personal nostalgia evoked by ads; (2) to identify any dimensions not captured by the current literature; and (3) to generate an exhaustive list of items for the nostalgia scale.

4.1. Procedure

A set of nine nostalgic print ads were developed (three for each city) along with the use of two existing TV ads to induce ad-evoked nostalgia. A diverse set of product categories were included in the study including cola (Thums Up), motorcycles (Hero Honda), condiments, nonprofits and theme parks [an example of the TV ad utilized is available at https://www.youtube.com/watch?v=uYSullIMRU4; sample press ads are presented in Appendix B]. A set of nine focus groups were conducted in Kolkata, Hyderabad and Delhi (three in each city). A total sample of seventy (70) individuals were interviewed (51% male, mean

Table 1
Summary of Studies (N = 1823, 6 cities, 19 ads).

Study: Nature of study (city[a])	Sample size (all non-student)	Stimuli	Objectives	Outcome
1. Literature review; Qualitative (Kolkata, Delhi and Hyderabad)	9 focus groups: 70 consumers	Two TV and nine prints ads (cola, motorcycles, condiments, nonprofits, theme park).	Explore dimensions and generate list of items	5 dimensional construct, 77 items generated
Quantitative	5 expert judges	N.A.	Content validity: how well each item represented its respective dimension	65 items retained
2. Quantitative (Kolkata and Mumbai)	523	One TV and one print ads (cola and condiments)	EFA: Scale refinement	5 factors, 38 items retained
3. Quantitative (Kolkata)	200	Two TV ads (motorcycles and cola)	CFA	5 dimensional construct, 24 items. Acceptable reliabilities of sub-scales, and fit
4. Quantitative (Nagpur)	196	Two TV ads (motorcycles and cookies)	Nomological validity	Scale related to theoretical antecedents and consequences
5. Quantitative (Hyderabad)	327	Six TV ads (three nostalgic and three non-nostalgic ads) (cookies, condiments and motorcycles)	Scale norms	Scale norms developed
6. Quantitative (Kolkata)	220	Two TV ads (cookies and cola)	Scale Uniqueness	India scale dimensional structure has better fit, more predictive power
7. Quantitative (Bangladesh)	287	Two TV ads (cola and phone)	Generalizability	Same dimensions with good fit observed, similar effects on outcome variables

[a] Notes: Kolkata is located in the eastern part of India, Delhi is the national capital and is central, Mumbai and Nagpur are on the western part and Hyderabad is in the south.

age 31 years). These cities were selected for their historical, geographical and cultural diversity. Delhi is the capital of the country, located in the northern part and has experienced different eras of rulers both before and after British rule. Kolkata is known for its linkages to the colonial past, is considered as the cultural capital of the country and is in the eastern part of India. Hyderabad is located in the southern part of India and has emerged to be a large cosmopolitan city only in the last few decades because of its information technology hub.

The discussions were moderated by two researchers and were audio recorded. The focus group questions started from general views on nostalgia (such as what do consumers understand about nostalgia, when do they feel nostalgic, etc.), and then moving to specific reactions evoked by nostalgic advertisements. Reactions were ascertained for each of the five ads (three press ads and two TV ads), one at a time, and the order of the ads was rotated across the groups. Each focus group was conducted in the local language for about an hour and was transcribed and later translated into English. There was no reason to venture beyond these three focus groups in each location as theoretical saturation was found at the conclusion of the three studies. Two coders independently analyzed the transcripts and segregated the words/phrases into coherent themes. Once the coding was complete, the inter-coder agreement was measured through Cohen's Kappa for each theme and each location (five themes across the three locations). The Kappa values for all the tests (15 in total) were found to be above 0.75 that could be considered as good (Fleiss, 1981) and indicated that the items could be used for further analysis.

4.2. Findings

The findings revealed a new dimension of ad-evoked nostalgia that the authors identified as “collective nostalgia,” that is related to the sharing of nostalgic feelings and thoughts with people related (or even unrelated) to the nostalgic event or time period. The other four dimensions of ad-evoked nostalgia (past imagery, positive emotions, negative emotions and physiological reactions) found in prior U.S. studies (see, Merchant et al., 2013) were also found valid in the Indian case. However, several of the manifestations (items) relating to these constructs were new and different when compared to the U.S. scale (e.g., So many memories came to my mind, I felt like my body was loose, and Melancholy). Thus, five dimensions were found for personal nostalgia evoked by advertisements with 62 manifestations that were identified through the focus groups: past imagery, physiological reactions, positive emotions, negative emotions and collective nostalgia. The previous measures of ad evoked nostalgia were reflective (Merchant et al., 2013; Merchant et al., 2015). In our case, the qualitative study identified manifestations of ad evoked nostalgia that were connected to common themes and were interchangeable. In addition, the construct of nostalgia could exist independently, even in the absence of the manifestations that we identified. Thereby, drawing support from previous literature on measures of ad evoked nostalgia (Merchant et al., 2013; Merchant et al., 2015) and using knowledge on the characteristics of reflective measures (Coltman, Devinney, Midgley, & Venaik, 2008), we propose our measure to be reflective.

4.3. Content validity

Content validity was ensured through a discussion of the 77 items (62 from focus groups and 15 from past literature) across a panel of five expert judges that included three senior faculty members in marketing, one faculty member from sociology and one advertising executive (who often conducted consumer tests involving emotional ads). The panel was asked to provide their opinion on two aspects. First, they were asked to give their opinion on the 77 items as to the extent of their representation of the different dimensions of ad-evoked nostalgia. Only those items that were classified as representative or highly representative were retained (Zaichkowsky, 1985). Second, they were

also asked to provide their opinion on the appropriateness of the five dimensions that were represented by the different sets of items (based on the FGD outcomes). Based on the discussions, sixty-five (65) items were retained (50 from FGD and 15 from past literature) that covered the five themes out of the 77 in the complete pool.

5. Study 2: item refinement (EFA)

5.1. Procedure

After being exposed to the nostalgic ad (either a print (Homemade Recipes) or a TV ad (Thums Up)), the subjects responded to the 65 items that were developed in study 1. For items related to past imagery and collective nostalgia, respondents were asked to indicate how likely they were to agree or disagree with each of the statements (using a scale of 1 to 5). For items related to physiological reactions and negative/positive emotions, respondents were asked to indicate to what extent they felt each of the following (again using a scale of 1 to 5). Data were collected from a sample of 523 respondents across two cities (Kolkata and Mumbai), and 51% of the respondents were men, and the average age was thirty-nine years.

5.2. Findings

Exploratory factor analysis (principal components analysis with varimax rotation) was run and resulted in a five dimensional solution (72.4% explained variance). Statistical criteria for item retention were: (1) item-to-total correlations above 0.50, (2) an average inter-item correlation above 0.30 and (3) a rotated factor loading above 0.50 (see Spector, 1992). Subsequently, thirty-eight (38) items were retained from the original list of 65 (Refer to Appendix C).

6. Study 3: reliability and dimensionality (CFA)

6.1. Procedure

Data were collected from 200 respondents from Kolkata (52% were men, average age was 40 years). Subjects were exposed to one of the two nostalgic TV commercials (Thums Up and Hero Honda motorcycles). The subjects then responded to the 38 items shortlisted in study 2.

6.2. Findings

Confirmatory factor analysis was run using AMOS 22. Items with low standardized loadings (below 0.50) and cross correlations with other items were dropped. The final five dimensional model indicated good model fit [χ^2(df) = 527.43(265), GFI = 0.92, AGFI = 0.87, CFI = 0.93, TLI = 0.92, IFI = 0.93, RMR = 0.08, RMSEA = 0.071, χ^2/df = 1.99] as per guidelines given by Hair Jr, Sarstedt, Hopkins, and Kuppelwieser (2014). This resulted in a final list of 24 items, where all standardized factor loadings were found significant ($p < 0.05$). The Cronbach's alphas, AVE (average variance extracted) and CR (composite reliability) coefficients for each of the dimensions were consistently within recommended ranges (Clark & Watson, 1995; Fornell & Larcker, 1981). The final scale items, factor loadings and construct reliabilities are presented in Table 2.

Discriminant validity was assessed by comparing the shared variance (squared correlation) between each pair of constructs against the AVE for those two constructs (Fornell & Larcker, 1981). Discriminant validity is demonstrated when the AVE (average variance extracted) for each construct is higher than the shared variance between the constructs. For all dimensions of the ad-evoked personal nostalgia scale, the AVE was higher than the variance they shared with one another.

Several alternative measurement models were also examined (Anderson & Gerbing, 1988) to identify the dimensionality of the factor structure. Model 1 is the base model with all five factors correlated to each other. Model 2 is the same five-factor model (as in model 1) with the exception that the factors are uncorrelated. Model 3 is a single factor model where all items (24 items) are loading to a single factor. Model 4 considers ad evoked nostalgia as a second-order factor where the five dimensions are first-order factors. Model 5 is a third-order factor model with past imagery and collective nostalgia loading onto one factor (named as cognitive factor) and negative emotions, positive emotions and physiological reactions loading onto another factor (named as affective factor). The cognitive and affective factors (now second order factors) subsequently load onto a single nostalgia factor (i.e. third order). We first checked for the model fit for each model using the fit indices and the chi-square/df values. Base on the absolute values, all the alternate models exhibited worse fit than the base model (Table 3). Following this, we performed a more rigorous test for relative difference in chi-square/df of each alternative model with our base model (as performed earlier by Merchant et al., 2013, 2016). Based on the combined inferences, we selected the model with five first-order factors as our focal model and treated ad-evoked nostalgia scale as a five-dimensional scale where the sub-scales were handled separately.

Table 2
Item loadings and scale reliability.

Construct/Item	Standardized loadings
Past imagery (AVE = 0.72, CR = 0.95, α = 0.93)	
So many memories came to my mind	0.92
A lot of thoughts came to my mind	0.86
I thought of bygone days	0.84
Images were coming one after another[a]	0.84
I thought of sweet memories	0.84
Detailed past memories came to my mind	0.84
I relived the moment[a]	0.80
Physiological reactions (AVE = 0.68, CR = 0.91, α = 0.88)	
My voice choked	0.93
I felt like my body was loose	0.83
I was heavily breathing	0.82
I closed my eyes	0.79
There were tears in my eyes[a]	0.74
Positive emotions (AVE = 0.64, CR = 0.90, α = 0.95)	
Joy	0.86
Pleasant[a]	0.81
Calm[a]	0.81
Happy	0.79
Negative emotions (AVE = 0.68, CR = 0.90, α = 0.85)	
Pain	0.88
Anxiety[a]	0.86
Melancholy	0.81
Regret[a]	0.79
Collective nostalgia (AVE = 0.51, CR = 0.81, α = 0.89)	
I felt like immediately getting in touch with my family	0.75
I felt like sharing my feelings with friends	0.74
Our community grew up with those memories	0.74
I would like others to also experience what I am feeling right now	0.62

[a] Common to the Merchant et al. (2013) U.S. scale.

7. Study 4: nomological validity

In this study, the ad-evoked personal nostalgia scale is tested in a nomological network of theoretically related antecedents and consequences (see Fig. 1). The evidence of nomological validity is demonstrated by the ability of a construct to relate to its theoretically derived antecedents and consequences (Iacobucci, Ostrom, & Grayson, 1995). The relevance of testing for nomological validity is given by Lynch (1983) as: "*It is possible that despite a demonstrated lack of generalizability of theoretical relationships across contexts, multiple measures of an individual construct taken within each context might all load on a common factor*" (p. 110). Thus, while studies 1–3 ascertained parts of

Table 3
Testing alternate models.

Model	Details	χ^2	df	χ^2/df	$\Delta\chi^2$/df[a]	CFI	TLI	IFI	RMSEA
1	Base Model (five factors correlated)	527.43	265	1.99		0.93	0.92	0.93	0.071
2	Five factors uncorrelated	802.48	275	2.92	275.04 (10)	0.86	0.84	0.86	0.098
3	Single factor model	1961.94	275	7.13	1434.50 (10)	0.54	0.50	0.55	0.176
4	Second order model (five factors; nostalgia)	1961.94	275	7.13	1434.50 (10)	0.54	0.50	0.55	0.176
5	Third order model (cognitive, affective; nostalgia)	1961.94	275	7.13	1434.50 (10)	0.54	0.50	0.55	0.176

[a] $\Delta\chi$/df significant at $p < 0.001$.

construct validity, the absence of nomological validity would imply that the measured construct failed to demonstrate external validity (Lynch, 1983). Hence, the nomological validity of the scale was tested by adding theoretically relevant antecedents and consequences with an a-priori idea about the direction of the signs in those relationships. However, before we proceed to develop the hypotheses of the nomological model, we present nostalgia as a psychological construct in its theoretical net of antecedents and consequences. According to Dickinson and Erben (2006), nostalgia is a culturally derived emotion, having both positive and negative manifestations. Some of these manifestations could be homesickness (Sedikides, Wildschut, Arndt, & Routledge, 2008) or longing for the past (Sedikides & Wildschut, 2018). The nature of the construct remains to be in fuzzy fields, as the highly representative features (fond, sensory cues and positive feelings) are closer to the construct than the lesser representative ones (negative feeling for the longing for a place or having the wish to go back into the past) (Rosch, 1975). Researchers agree that nostalgia is a multi-dimensional as a construct that can connect two different selves: the past and the present (Sedikides et al., 2008).

How an individual looks back into the past and adjusts his/her situational involvement also plays a role in evoking nostalgic reactions. Nostalgia could also be triggered by loneliness (Routledge, Sedikides, Wildschut, & Juhl, 2013; Wildschut, Sedikides, Arndt, & Routledge, 2006; Zhou, Sedikides, Wildschut, & Gao, 2008) as lonely people who did not have social support generated more longing-ness for and event or place because of certain triggers (Russell, 1996). Even narratives (both externally and internally induced) may lead to nostalgia (Sedikides & Wildschut, 2018). In terms of motivational consequences, nostalgia may lead to goal pursuit (Cheung, Sedikides, & Wildschut, 2017). An individual may strive to achieve their goals that are mostly intrinsic, by augmenting meaning into their life when he/she is nostalgic (Cheung et al., 2017). In such cases, the positive affect generated through nostalgia can be mobilized to take care of the negative feelings, if adopted strategically. Using this as the backbone, we develop the nomological model for ad-evoked nostalgia in our study.

7.1. Antecedents

7.1.1. Interdependent self-construal

Independent self-construal reflects an individual's unique abilities, traits, preferences and interests that are differentiated from social context and group affiliations (Markus & Kitayama, 1991). On the other hand, the concept of interdependent self-construal is based on the premise that every individual is in a network and is connected to others (Singelis, 1994). Individuals with high interdependent self-construal have their 'self' shaped by the abstract traits, abilities and preferences of the group or society to which they belong (Cross, Bacon, & Morris, 2000). At any given point in time, the human memory activates only a subset of the self (either independent or interdependent (Markus & Kunda, 1986)). This activation (of the independent or the interdependent self) in a consumption situation can influence consumer judgments and behaviors (Aaker & Lee, 2001; Ahluwalia, 2008). Since the independent self is more related to the individual abilities, the focus is on the personal consumption and not on the need to feel connected to others. On the other hand, for a consumer with an active interdependent self, there would be a strong need to belong (Leary, Tambor, Terdal, & Downs, 1995). Nostalgic advertisements may offer the means by which an individual can achieve this sense of belonging (Merchant

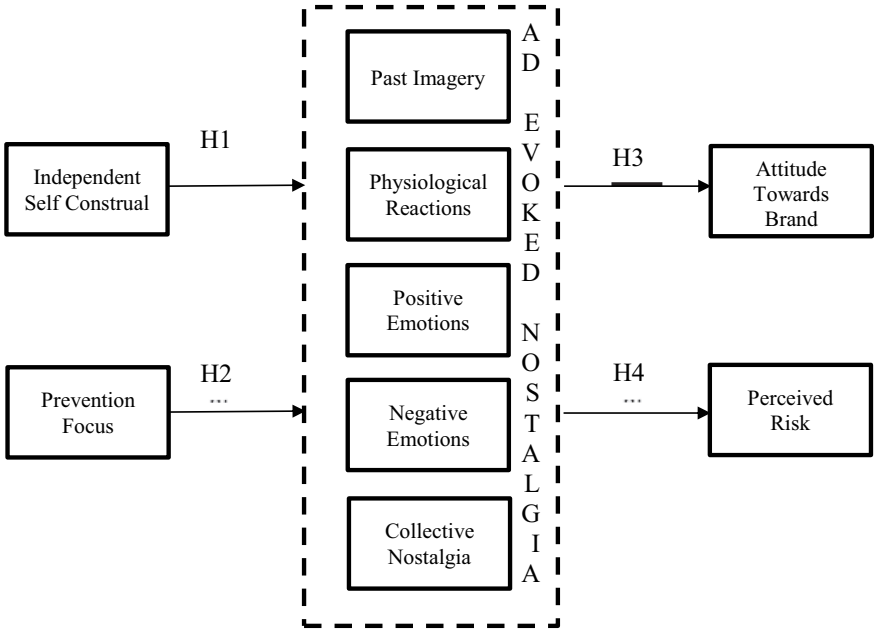


Fig. 1. Ad-evoked nostalgia in a nomological network of related constructs.

et al., 2013). In this regard, Wildschut et al. (2006) suggested that nostalgia can assimilate positive memories of close relationships into present working models of the self (in this case interdependent self), which in turn boosts the feelings of connectedness. Accordingly, the activation of the interdependent self should produce a stronger interest in nostalgic products than the activation of the independent self due to an activated goal to belong to. Thereby, higher levels of interdependent self-construal would result in higher levels of ad-evoked nostalgia (as they are related to past connections and affiliations). As a result, the following hypothesis is offered:

H1. Higher levels of interdependent self-construal will result in higher levels of ad-evoked nostalgia.

7.1.2. Prevention regulatory focus

Higgins (1997) promoted the two distinct regulatory systems that govern how people pursue goals: promotion focus and prevention focus. Individuals with promotion focus are sensitive to the presence or absence of favorable outcomes (e.g., gains and non-gains), are approach motivated, and have an orientation to pursue accomplishment and growth consistent with their ideal state (Camacho, Higgins, & Luger, 2003; Higgins, Roney, Crowe, & Hymes, 1994). On the other hand, individuals with a prevention focus orientation are more sensitive to the presence or absence of negative outcomes (losses and non-losses), are avoidance motivated, and have an orientation towards safety or prudence that is consistent with their ideal state (Higgins, Shah, & Friedman, 1997). In addition, the behavior and decision of repeated consumption in the future could be influenced by a consumer's subjective perception of time (Morwitz, 1997). Perceived time for the past could be helpful to explore the consumer's judgment on nostalgia (Taylor, 1991). Thereby, it is argued that higher levels of prevention focus would result in higher levels of ad-evoked nostalgia since nostalgia would provide the comfort of familiarity. Therefore, the following hypothesis is offered:

H2. Higher levels of prevention focus will result in higher levels of ad-evoked nostalgia.

7.2. Consequence

7.2.1. Attitudes towards brand

According to the affect transfer models of persuasion (MacKenzie, Lutz, & Belch, 1986), an experience of nostalgic feelings stimulated by nostalgic appeals in advertisements can influence the judgment process of a consumer and thereby lead to the formation of positive attitudes. Thus, nostalgic advertisements are expected to positively affect consumers' attitudes towards the advertisement and the brand (Merchant et al., 2016; Muehling & Sprott, 2004; Reisenwitz, Iyer, & Cutler, 2004). Thus, a mental image evoked by nostalgic advertising is expected to predominantly affect the consumers' attitude towards the product in a positive manner (Babin & Burns, 1997; Bone & Ellen, 1992; MacInnis & Price, 1987; Sujan, Bettman, & Baumgartner, 1993). Nostalgic advertisements are known to generate strong consumer attitudes towards the advertised brand (Priester, MacInnis, & Park, 2007) as they may bring back emotionally-charged mental images of past consumption (which may or may not be brand specific). These images can favorably influence present/future consumption of the advertised brand (Bambauer-Sachse & Gierl, 2009). As a result, the following hypotheses are presented:

H3. Higher levels of ad-evoked nostalgia will result in positive attitude towards the brand (AB).

7.2.2. Perceived risk

Perceived risk is a widely researched topic in consumer behavior (Chang & Tseng, 2013; Lee & Song, 2013; Park, Han, & Park, 2013). Perceived risk can be defined as, "*the subjective belief that there is some probability of suffering a loss in pursuit of a desired outcome*" (Pavlou & Gefen, 2004, p. 41). High-perceived-risk individuals need relatively more compelling arguments in favor of the brand/product before they decide on purchase/consumption (Kim, Ferrin, & Rao, 2008). Interestingly, recent psychology research (Zauberman, Ratner, & Kim, 2009) found that consumers treasure (and store) nostalgic memories as a resource that can be used in the future to enhance well-being. Thereby, it hints to the futuristic effects of nostalgia. This implies that positive nostalgic memories associated with past consumption may reduce at least the psychological and social risks associated with future consumption. The following hypothesis is therefore offered:

H4. Higher levels ad-evoked nostalgia will result in lower levels of perceived risks associated to the product.

7.3. Procedures

Prevention promotion/regulatory focus was measured with 11 items from Higgins et al. (2001), and independent/interdependent self-construal with 11 items from Cross et al. (2000). The refined ad-evoked nostalgia scale was retained from study 3. The scale to measure brand attitudes (3 items) was used from Pecheux and Derbaix (1999) and La Ferle and Choi (2005). Perceived risk (only overall risk; 6 items) was adopted from Stone and Grønhaug (1993). Care was taken to assess the construct validity for these scales in an Indian context. Data were collected from 196 respondents from the city of Nagpur in India. The sample was balanced in gender (52% of the respondents were men) and the average age was 37 years. The respondents were invited to assemble at an auditorium of a prominent business school in the city. Once assembled, they were first briefed about the study and asked to complete the questions related to the antecedents. Post briefing, the participants divided in two groups were shown one out of two nostalgic TV ad (Hero Honda motorcycles and Sunfeast biscuits) (refer to links to the ads in Table 6). Subsequently, the participants were asked to complete the questions related to ad-evoked nostalgia, followed by the rest of the questions.

7.4. Findings

7.4.1. Confirmatory factor analysis

First, a confirmatory factor analysis of the complete measurement model was run using AMOS 22.0. As per Anderson and Gerbing (1988), convergent validity of constructs is indicated by large and significant standardized loadings of the indicators on their respective constructs. Thus, at this stage, 5 items were dropped (one from perceived risk and two each from prevention focus and self-construal) based on standardized factor loadings of < 0.50 and items cross-loading on multiple constructs. The model fit for the retained items was assessed to be good based on major fit indices [Model fit: $\chi^2(df) = 1781.22(878)$, GFI = 0.91, AGFI = 0.88, CFI = 0.92, TLI = 0.91, IFI = 0.90, SRMR = 0.061, RMSEA = 0.045, $\chi^2/df = 2.03$]. The AVEs were above 0.60 and CR of all constructs was over 0.70 as per the guidelines proposed by Chin (1998). Thus, the convergent validity of the study constructs was ensured. The discriminant validity of the study constructs was assessed by comparing the shared variance (squared correlation) between each pair of constructs with the AVE for those two constructs as per suggestions by (Fornell & Larcker, 1981). Discriminant validity is demonstrated when the AVE for each construct is higher than the shared variance between the constructs. The AVE for each of the five dimensions of ad-evoked personal nostalgia scale was found to be higher than the variance they share with any of the other constructs in the nomological network. In addition, all the other constructs of the model exhibited appropriate levels of discriminant validity (refer Table 4).

Table 4
Discriminant validity (constructs in the nomological model).

	SC	PF	PI	PR	PE	NE	CN	AB	RI
SC	(0.57)	*0.37*	*0.33*	*0.32*	*0.22*	*0.26*	*0.36*	*0.14*	*0.17*
PF	0.14	(0.42)	0.46	*0.36*	*0.17*	*0.17*	*0.32*	*0.17*	*0.00*
PI	0.11	0.21	(0.62)	*0.64*	*0.47*	*0.46*	*0.56*	*0.17*	*0.40*
PR	0.10	0.13	0.41	(0.56)	*0.48*	*0.56*	*0.58*	*0.48*	*0.26*
PE	0.05	0.03	0.22	0.23	(0.52)	*0.65*	*0.36*	*0.30*	*0.37*
NE	0.07	0.03	0.21	0.31	0.42	(0.54)	*0.51*	*0.36*	*0.42*
CN	0.13	0.10	0.31	0.34	0.13	0.26	(0.56)	*0.53*	*0.33*
AB	0.02	0.03	0.03	0.23	0.09	0.13	0.28	(0.60)	*0.20*
RI	0.03	0.00	0.16	0.07	0.14	0.18	0.11	0.04	(0.69)

Notes: AVE of the construct is presented on the diagonal, numbers to the left of the diagonal represent shared variance between constructs, number to the right of the diagonal represent inter factor correlation; SC = Interdependent self-construal, PF = Prevention focus, PI = Past imagery, PE = Positive emotions, NE = Negative emotions, PR = Physiological reactions, CN = Collective nostalgia, AB = Attitude towards the brand, RI = Perceived risk.

7.4.2. Structural model

The nomological network was tested using structural equations modeling in AMOS 22.0, and exhibited a good fit to the data [χ^2(df) = 2131.86(1486), GFI = 0.94, AGFI = 0.90, CFI = 0.88, TLI = 0.87, IFI = 0.89, SRMR = 0.05, RMSEA = 0.047, χ^2/df = 1.44]. A detailed examination of the squared multiple correlations for the endogenous constructs showed that this model explained: 34% of the variance in physiological reactions; 72% of the variance in past imagery; 22% of the variance in positive emotions; 37% of the variance in negative emotions and 54% of the variance in collective nostalgia; 53% and 44% of the variance in AB and perceived risk respectively. Next, we discuss the individual hypothesis one by one (also refer to Table 5). Since we had five dimensions of ad-evoked nostalgia, each hypothesis would be discussed with respect to all of these dimensions as parts of the same hypothesis.

The effects of the consumer's interdependent self-construal (H1) was found to have a significant positive effect on all five nostalgia dimensions. However, for prevention regulatory focus (H2), the positive effects were observed only on physiological reactions, past imagery and collective nostalgia but not on the emotions (both positive and negative). On the consequences side, past imagery, physiological reactions and collective nostalgia had a significant positive effect on attitude towards the brand (H3). Past imagery, positive and negative emotions had a significant impact on perceived risk while the effects of physiological reactions and collective nostalgia were not found significant (H4). The details for the path analysis are reported in Table 5.

8. Study 5: scale norms

Study 5 was conducted to develop scale norms, i.e. whether the new scale can effectively differentiate between nostalgic and non-nostalgic ads.

8.1. Procedures

One nostalgic and one non-nostalgic TV ad were utilized for each of three brands (Sunfeast biscuits, Laxmi pickles and Hero Honda motorcycles), thus six ads were used in total (links to the ads are presented in Table 6). Data were collected in Hyderabad in India from 327 respondents. The sample was balanced in gender (54% of the respondents were men) and the average age was thirty-eight (38) years. Respondents were invited to assemble at an auditorium of a prominent business school in the city in two separate batches (nostalgia ads; non nostalgia ads). Once assembled, they were first briefed about the study and were randomly allocated to one out of three rooms. Once they settled in their respective rooms, they were shown one of the nostalgic/non-nostalgic ads and were then instructed to respond to the ad-evoked nostalgia scale. They were then asked to choose between a ₹300 ($5) gift card for the advertised brand or a generic gift card that could be used to buy any product.

8.2. Findings

Items related to each of the dimensions of ad-evoked nostalgia were summed and averaged separately. As expected, the nostalgic ad for each brand scored significantly higher than the non-nostalgic ad on each dimension of the nostalgia scale. Means and results of the one-way ANOVA are presented in Table 6. A multiple discriminant analysis was run with choice as the dependent variable (1 = gift card for the focal brand, 0 = generic gift card). The five dimensions of advertising-evoked personal nostalgia were included as the independent variables in the discriminant model. The analysis revealed one discriminant function, and all of the four variables had acceptable levels of loading on the discriminant function (loading > 0.40). The Wilks λ for the discriminant model was statistically significant [λ = 0.96, χ^2 (df) = 14.8(5), $p < 0.05$]. Further analysis also showed that the discriminant function predicted brand choice significantly better than chance (Press's Q = 6.19, $p < 0.05$). Thereby, we could infer that our scale could successfully distinguish between nostalgic ads and non-nostalgic ads, as well as influences brand choice.

Table 5
Results of the path analysis.

Antecedents						Consequences					
Hypothesis	Path			Std. β	t value	Hypothesis	Path			Std. β	t value
H1	SC	→	PI	0.14	2.39**	H3	PI	→	AB	0.41	3.31**
		→	PR	0.19	2.39**		PR	→	AB	0.37	2.93**
		→	PE	0.14	1.72*		PE	→	AB	*0.14*	*0.34*
		→	NE	0.19	2.42**		NE	→	AB	*0.22*	*0.48*
		→	CN	0.27	3.48**		CN	→	AB	0.46	3.53**
H2	PF	→	PI	0.24	3.27**	H4	PI	→	RI	−0.42	−2.09**
		→	PR	0.21	2.49**		PR	→	RI	*−0.20*	*−0.89*
		→	PE	*0.03*	*0.38*		PE	→	RI	−1.73	−2.17**
		→	NE	*−0.02*	*−0.25*		NE	→	RI	2.16	2.53**
		→	CN	0.19	2.48**		CN	→	RI	*−0.30*	*−1.33*

Notes: SC = Interdependent self-construal, PF = Prevention focus, PI = Past imagery, PR = Physiological reactions, PE = Positive emotions, NE = Negative emotions, CN = Collective nostalgia, AB = Attitude towards the brand, RI = Perceived risk.

* $p < 0.10$.

** $p < 0.05$.

Table 6
Scale norms.

Brand→	Sunfeast biscuits			Laxmi pickles			Hero Honda motorcycles		
Ad-evoked nostalgia ↓	NOST (N = 55)	NON-NOST (N = 56)	F-Value*	NOST (N = 54)	NON-NOST (N = 53)	F-Value*	NOST (N = 53)	NON-NOST (N = 56)	F-Value*
PI	4.40	1.72	3925.46	4.47	1.66	4979.43	3.54	1.52	1493.32
PR	3.92	1.55	2471.23	4.18	1.78	2229.12	3.58	1.69	1209.60
PE	3.53	2.97	24.78	3.92	2.94	102.36	2.98	2.44	14.49
NE	3.56	1.53	654.47	3.59	1.46	757.03	3.54	1.46	571.70
CN	4.54	2.04	4084.00	4.49	1.82	4844.83	4.57	1.86	5627.01

Link to ads: Sunfeast biscuits [nostalgic: https://www.youtube.com/watch?v=yCY87ird_4E; non-nostalgic: https://www.youtube.com/watch?v=GyqhoycFPtk];
Laxmi pickles [nostalgic: https://www.youtube.com/watch?v=QseruCsUCF8; non-nostalgic: https://www.youtube.com/watch?v=CArXsZlpm30];
Hero Honda motorcycles [nostalgic: https://www.youtube.com/watch?v=jGfe5O0ztOw; non-nostalgic: https://www.youtube.com/watch?v=WVbZDIfKP2I].
* F-values are significant at $p < 0.05$.

9. Study 6: scale uniqueness

The objective of study 6 was to examine the applicability of scales from developed nations in developing ones (Douglas & Nijssen, 2003; Malhotra et al., 1996; Van de Vijver & Leung, 1997). To this end, we conducted a study to test: a) whether our scale would have a comparatively better fit than an ad-evoked nostalgia scale from a developed nation (in our case France), and b) whether the Indian scale would have more predictive power than its Western counterpart.

9.1. Procedures

Past research has shown that nostalgia-evoking advertisements enhance favorable attitudes towards the advertised brand (Baumgartner, Sujan, & Bettman, 1992) and purchase likelihood (Merchant et al., 2013; Reisenwitz et al., 2004). Hence we used these two variables as consequences of ad-evoked nostalgia in study 6. Two TV ads were selected using pre-tests (Titan watch and Thums Up cola) - (links to the ads are presented in Table 7). These ads were able to trigger nostalgia. Data was collected from 220 respondents in the city of Kolkata (49% Male; mean age = 37 years) using similar procedures as in studies 4 and 5. Once the respondents were shown the ad, they were asked to fill out the questionnaire that had the Indian scale followed by the French scale (or the other way around). The randomization was to remove bias occurring from the position of the scale in the questionnaire.

Table 7
Scale comparison: Indian vs. French Version.

Relationship			Std. β	t value
Model with Indian and French Scale				
PI	→	AB	0.58	6.49***
PR	→	AB	−0.13	−1.90*
PE	→	AB	−0.01	***−0.17***
NE	→	AB	0.20	2.76***
CN	→	AB	0.33	4.03***
PI	→	PN	0.55	6.14***
PR	→	PN	0.07	***1.10***
PE	→	PN	0.21	2.94***
NE	→	PN	0.21	2.98***
CN	→	PN	0.40	4.66***
FRN1	→	AB	0.01	***0.06***
FRN2	→	AB	−0.04	***−0.31***
FRN1	→	PN	−0.01	***−0.08***
FRN2	→	PN	−0.10	***−0.83***
Model with French Scale Only				
FRN1	→	AB	−0.30	−1.91*
FRN2	→	AB	0.27	***1.63***
FRN1	→	PN	−0.30	−1.93*
FRN2	→	PN	0.21	***1.34***

Notes: PI = Past imagery, PR = Physiological reactions, PE = Positive emotions, NE = Negative emotions, CN = Collective nostalgia, AB = Attitude towards the brand, PN = Purchase Intention; *p < 0.10; **p < 0.05; ***p < 0.01, figures in bold italics mean non-significant.
Watch: https://www.youtube.com/watch?v=Vl_4IOWd4UI.
Cola: https://www.youtube.com/watch?v=50Pk_qCJ3Bg.

9.2. Findings

Exploratory factor analysis of the French scale (13 items from Merchant et al., 2016) indicated a poor structure and yielded a stable solution after removal 4 items (Appendix D1). However, the factor structure was very different from that of the original scale (i.e. two items belonging to dimension 1 of Merchant et al. (2016) were loading onto dimension 2 in our case). Hence we named the dimensions as FRN1 and FRN2. The confirmatory factor analysis of the 9-item, two-dimensional solution had a satisfactory fit, but low factor loadings and average variance extracted were found (Appendix D2). On the other hand, the Indian scale had the same dimensional structure as in the previous studies.

We then ran two path models. The first one had both the Indian and the French scales as independent variables and attitude towards the brand (AB) and purchase intentions (PN) as the dependent variables. The results indicated a reasonable fit [χ^2(df) = 1021.73(679), GFI = 0.93, AGFI = 0.90, CFI = 0.93, TLI = 0.90, IFI = 0.90, SRMR = 0.06, RMSEA = 0.07, χ^2/df = 1.50]. The dimensions of the India scale were mostly found to have significant effects on AB (except PE) and PN (except PR). However, the French scale dimensions were not found to have any significant effect on either AB or PN (Table 7). In the combined model the percentage variance explained of AB and PN were 51% and 57% respectively. To verify that the findings were not because of the presence of the India scale items, we re-ran the model with only the French scale as the independent variable (last four rows of Table 7). In this case, we found FRN1 to have a significant effect on AB and PN but only at the 10% significance level. FRN2 still did not have any significant effect on either dependent variable. In addition, the percentage variance explained of AB and PN were both 5, i.e. significantly less than the previous case. Thereby, we conclude that our scale was more relevant in the cultural context of India than the etic French scale.

10. Study 7: scale generalizability

Continuing the argument raised in Section 2.4, we argue that scales may not be replicated in different cultural contexts (say West to East) (Bhalla & Lin, 1987; Mullen, 1995), but they could be replicated across similar cultural milieu (countries having similar socio-cultural background) and this would increase the generalizability of the measure. Thereby, we conducted study 7, where we replicated our scale in a culturally-similar country, Bangladesh. Bangladesh was a part of

Table 8
Bangladesh data: confirmatory factor analysis.

Construct/Item	Standardized loadings
Past imagery (AVE = 0.65, CR = 0.93, α = 0.93)	
So many memories came to my mind	0.82
A lot of thoughts came to my mind	0.84
I thought of bygone days	0.79
Images were coming one after another	0.81
I thought of sweet memories	0.76
Detailed past memories came to my mind	0.80
I relived the moment	0.80
Physiological reactions (AVE = 0.74, CR = 0.93, α = 0.93)	
My voice choked	0.84
I felt like my body was loose	0.85
I was heavily breathing	0.91
I closed my eyes	0.85
There were tears in my eyes	0.85
Positive emotions (AVE = 0.71, CR = 0.90, α = 0.91)	
Joy	0.83
Pleasant	0.84
Calm	0.83
Happy	0.87
Negative emotions (AVE = 0.71, CR = 0.91, α = 0.90)	
Pain	0.89
Anxiety	0.86
Melancholy	0.78
Regret	0.83
Collective Nostalgia (AVE = 0.66, CR = 0.88, α = 0.88)	
I felt like immediately getting in touch with my family	0.83
I felt like sharing my feelings with friends	0.78
Our community grew up with those memories	0.81
I would like others to also experience what I am feeling right now	0.82

Mobile Phone: https://www.youtube.com/watch?v=ISzjbz1VZ68.
Cola: https://www.youtube.com/watch?v=NN-XJS1K5EM.

undivided India in the colonial period and still now has the same official language as one of the Indian states (West Bengal). Research has found ethnic and cultural similarity between India and Bangladesh (Fearon, 2003). In addition, there are multiple similarities between India and Bangladesh in terms of religion, language, festivities, food, history, literature, lifestyle, and sports. Hence, we argue that it would serve as a good market to test the generalizability of our scale.

10.1. Procedures

We utilized all the 24 items of the Indian scale as well as AD and PN as the consequences of ad-evoked nostalgia (similar to study 6). Two TV ads were selected using pre-tests (Samsung phone and Coca Cola) (links to the ads are presented in Table 8) that trigger nostalgia. Data was collected from 287 respondents in the city of Dhaka, the capital of Bangladesh (53% Male; mean age = 38 years) with the help of a market research firm, but using similar procedures as in the previous studies.

10.2. Findings

Exploratory factor analysis indicated a five-factor stable structure for the nostalgia scale with 76% of the variance explained (Appendix E). The confirmatory factor analysis reconfirmed the five-dimensional structure of ad-evoked nostalgia that was found in India with high standardized factor loadings and good model fit [χ^2(df) = 389.93(241), GFI = 0.90, AGFI = 0.88, CFI = 0.97, TLI = 0.96, IFI = 0.97, SRMR = 0.05, RMSEA = 0.04, χ^2/df = 1.62]. The results of the path analysis also indicated a reasonable fit [χ^2(df) = 658.43(390), GFI = 0.90, AGFI = 0.87, CFI = 0.96, TLI = 0.95, IFI = 0.96, SRMR = 0.07, RMSEA = 0.05, χ^2/df = 1.81]. The dimensions of ad-evoked nostalgia were found to have significant effects on AB (except PE and NE) and on PN (except for PR) (Table 9). The percentage variance explained of AB and PN were 38% and 27% respectively. These results were similar to the findings from study 6. Thereby, we propose that our scale is also applicable to countries with similar cultural context as India yielding similar predictive power.

Table 9
Bangladesh data: path analysis.

Relationship			Std. β	t value
PI	→	AB	0.17	1.81*
PR	→	AB	0.18	1.91*
PE	→	AB	0.02	***0.32***
NE	→	AB	0.10	***1.55***
CN	→	AB	0.24	3.75***
PI	→	PN	0.19	2.02**
PR	→	PN	−0.00	***−0.01***
PE	→	PN	0.22	3.16***
NE	→	PN	−0.20	−2.89***
CN	→	PN	0.25	3.92***

Notes: PI = Past imagery; PR = Physiological reactions, PE = Positive emotions, NE = Negative emotions, CN = Collective nostalgia, AB = Attitude towards the brand, PN = Purchase Intention; *p < 0.10; **p < 0.05; ***p < 0.01, figures in bold italics mean non-significant.

11. Theoretical implications

The current investigation was aimed at developing a reliable and valid scale to measure ad evoked nostalgia in an emerging collectivist market: India. To this end, a series of seven studies were conducted employing qualitative and quantitative techniques resulting in a five dimensional emic scale. This scale was found to be reliable and valid. The study makes several theoretical contributions.

First, the present study addresses the debate on the issue of replicating scales constructed (and validated) in one cultural context to another. Findings from the present study imply that scales may be culture laden and thereby may not be applicable if the cultures are very different from each other (as found in study 6). Thereby, simple replication of a scale in a different context may lead to findings that may result because of the scale not being applicable rather than the presence or absence of relationships (as found in study 6). However, scales could potentially be replicated across countries that have similar cultures (as found in study 7). In such cases, they may have similar predictive power as the original scale. Thus, a researcher interested in a measurement study must first consider the cultural context where he/she wants to conduct his/her research. This would guide the decision on the replication of an existing scale, or creation of a new scale. Of course the level of similarity across the cultures involved would be important to assess, and it would always be important to qualitatively examine construct equivalence in the new cultural context to ensure applicability first before attempting to use a scale in its exact format.

Second, the study identifies a new dimension of ad-evoked nostalgia, namely, collective nostalgia, in addition to those found by Merchant et al. (2013) for the existing four dimensions of the U.S. scale. The desire to share the nostalgia with family, friends and neighbors as reflected in the collective nostalgia dimension reflects the collective nature of the Indian society (and similar societies as found in study 7). To note, this point is actually manifested in the cola ads used in study 6 and 7. This finding adds to the evolving literature related to meaning, process and the experience of nostalgia and nostalgic advertising (Ford et al., 2018; Hepper et al., 2014; Merchant et al., 2013; Merchant et al., 2016), and re-emphasizes that advertising-evoked states, such as nostalgia, can be universal even though its nuances and components may be significantly culturally influenced.

Third, it was found that interdependent self-construal positively impacts ad-evoked nostalgia (study 4, H2). This implies that people who are more socially-connected would have higher levels of nostalgia

through advertisements. Interestingly, the interdependent self-construal was found to have the highest effect size on the collective nostalgia dimension. However, the prevention/regulatory focus construct was not found to have any significant effect on the emotions dimensions (both positive and negative) (study 4, H2) (Higgins et al., 1997). The results may be explained with the rationale that the sense of loss/non-loss may be affecting the thoughts and physiology of the consumer, but they may be at par with the expected state of mind and thus not really contributing to the generation of emotions. At the same time, the thoughts and physiological reactions are providing stimuli to the consumer to think about a larger group (collective nostalgia) in an effective manner.

Fourth, the findings on the consequences of ad-evoked nostalgia support the existing literature with regard to affect-transfer models of persuasion (MacKenzie et al., 1986) (study 4, H3 and H4). In most cases, it was found that the dimensions of ad-evoked nostalgia affect the attitude towards the brand and perceived risk. Specifically, past imagery and positive emotions were found to reduce perceived risk while negative emotions were found to increase the same. This provides support for the view that consumers (Zauberman et al., 2009) may treasure nostalgic imagery and related emotions. A marketer may thus be able to reduce the risks that may deter formation of buying intentions with the effective use of nostalgic imagery. Thereby, nostalgia-evoking ad imagery may create a positive influence on the consumer without the need for compelling arguments in favor of the product/brand being advertised.

There were some interesting contradictions (such as physiological reactions not affecting attitude towards the brand or perceived risk); however, careful observations reveal some explanatory possibilities. For example, physiological reactions are bodily manifestations (such as a choking of the voice) of nostalgia. The same may not affect perceived risk, since Pavlou and Gefen (2004) explain that perceived risk is a belief structure that has more to do with psychology than physiology. Last but not the least, the effects of the dimensions of nostalgia on its outcome measures (such as AB and PN) were very similar in India and Bangladesh. This implies that consumers in countries with similar cultures may behave similarly to nostalgia triggers in advertisements. This supports the concept of country clusters potentially having similar orientations towards nostalgia (Hepper et al., 2014).

12. Managerial implications

This research provides five useful managerial implications. These are: 1) the study develops a tool to measure ad-evoke nostalgia in collectivist cultures (studies 1–7); 2) the same tool would allow the marketer to segment the market based on the receptiveness of nostalgic appeal (study 5); 3) the findings also advise the marketer to select the message content in a nostalgia ad (studies 4–7); 4) the results provide guidelines on the effective use of appeals in the nostalgic ad (study 6); and 5) the findings also suggest a new dimension generated in collectivist countries (i.e. collective nostalgia) and its role in marketing strategy in the era of social media (studies 1–7). In the following paragraphs, we elaborate upon all these implications.

First, this study provides the marketer with an effective tool to measure ad-evoked nostalgia that can be used to test nostalgic ad copy in India and similar collectivist cultures (that are close to India). The novelty of the present study lies in the additional dimension of nostalgia (i.e. collective nostalgia) that was not observed in the nostalgia scales for developed nations. Second, the scale could be used to segregate the target market based on the evoked nostalgia levels. Advertisers are advised to target consumers who have experienced the brand in their childhood for maximum effect. Third, the findings indicate that ads can evoke negative nostalgic emotions. Thus, advertisers are advised to assuage the negative emotions associated with nostalgic advertising since those will have adverse consequences on the advertised brand. For a marketer, it may be prudent to use a nostalgic appeal as something that ends on a positive note or leads to some gain (as against a sense of loss). For example, the ads for cola in study 6 and study 7 (refer to notes below Tables 7 and 8) start on a negative note but end on a positive one. Such ads would reduce the negative emotions and thereby their effect on the consumer attitudes. Fourth, perceived risks associated with a product/brand could be a major deterrent that can prevent the target audience from buying the product even when there is positive affect towards the brand (Kim et al., 2008). This study suggests that a strategic use of nostalgic appeals can actually assuage perceived risk perceptions thereby facilitating purchase. Thus, if the marketer is launching a new product or a product with a higher price than average (the watch brand in study 6 was priced higher than the average), a nostalgic appeal could be used to reduce the perceived risk and increase acceptance. Lastly, the collective nostalgia (CN) component allows the marketer to understand whether the nostalgic ad is effectively able to create positive word-of-mouth as this dimension is related to the sharing of thoughts and feelings. The presence of CN (in India and Bangladesh) and its relatively stronger effect on attitudes towards the brand (Tables 6, 7 and 9) and purchase intentions (Tables 7 and 9) provides an opportunity. Given the high prevalence of social media usage in developing nations, a nostalgia-evoking ad may generate more buzz on social media (our scale items suggest a possible social interaction post nostalgia affect). This may help the brand to reach its target audience faster than using a traditional means of communication.

13. Limitations

This study, just like any other, has its limitations. First, self-reported measures were utilized. Physiological reactions could be more accurately measured using biomedical devices. In addition, emotions could also be more accurately measured using neuro-behavioral devices. Future studies would be well advised to use measures such as eye tracking and biometrics to get additional insight. Second, the current investigation focused on India (and Bangladesh), and future research should extend to other emerging and frontier markets since it is imperative to understand ad-induced nostalgia in various contexts and settings. In addition, since we had two countries very similar in socio-economic backdrop, they may not fully represent “eastern cultures”. Thus future studies should explore the same phenomenon in countries such as China and Japan. It is also possible that the location for data collection were in some ways not completely generalizable to other centers of industry and commerce in the country. Third, the present study could also be extended to other emotional appeals such as fear, anger and happiness. Lastly, while the present research supports the theory of nostalgia affecting consumers positively, it also highlights the differences in the nature of the nostalgia construct across cultural boundaries raising important issues for cross-cultural researchers and practitioners.

Appendix A. Scales used to measure nostalgia in marketing research

Sl. no.	Author	Year	Country	Name of scale	Dimensions used	No. of Items	Reliability (α)
1	Ford, Merchant, Bartier and Friedman	2018 [online]	Belgium	Brand nostalgia	Positive brand nostalgia; Brand oldness	21	0.97*; 0.94*
2	Ford, Merchant, Bartier and Friedman	2018 [online]	USA	Brand nostalgia	Positive brand nostalgia; Negative brand nostalgia; Brand oldness	20	0.94*; 0.95*; 0.91*
3	Baldwin, White and Sullivan	2017	USA	Nostalgia scale	Personal experience; Popular culture; Society; Childhood	16	76; 0.87; 0.90; 0.78
4	Merchant, Ford, Dianoux and Herrmann	2015	France	Ad-evoked nostalgia	Personal memories; Cultural nostalgia	13	0.93; 0.82
5	Cho	2014	USA	Nostalgia scale for sport tourism	Sports team; Environment; Socialization; Fan identity; Group identity	39	0.83; 0.79; 0.88; 0.94; 0.93
6	Merchant and Rose	2013	USA	Vicarious Ad-evoked nostalgia	Fantasies about past eras; emotions	16	0.91; 0.95
7	Merchant, Latour, Ford and Latour	2013	USA	Ad-evoked nostalgia	Past imagery; Physiological reactions; Positive emotions; Negative emotions	34	0.93; 0.93; 0.92; 0.93
8	Marchegiani and Phau	2011	Australia	Personal nostalgia scale	Uni-dimensional	6	0.87
9	Evans, Hart, Cicale and Sherrell	2010	USA	Nostalgia scale	Nostalgia-Traditional; Nostalgia-Progress	8	0.80; 0.83
10	Routledge, Arndt, Sedikides and Wildschut	2008	USA	Southampton Nostalgia scale	Uni-dimensional	5	0.92
11	Marchegiani and Phau	2007	Australia	Historical Nostalgia Scale	Uni-dimensional	5	0.70
12	Marchegiani and Phau	2007	Australia	Personal Nostalgia Scale	Uni-dimensional	6	0.87
13	Pascal, Sprott and Muehling	2002	USA	Evoked nostalgia	Uni-dimensional	10	0.96
14	Rindflesich, Freeman and Burroughs	2000	USA	(Modified) Holbrook Nostalgia scale (2-factor solution)	Product nostalgia; Life nostalgia	8	0.76; 0.75
15	Rousseau and Venter	2000	South Africa	Consumer Nostalgic Preference scale	Consumer nostalgic preference; Vintage/antiques propensity	18	0.77; 0.77
16	Rousseau and Venter	1999	South Africa	(Modified) Holbrook Nostalgia scale (2-factor solution)	Nostalgia; Progressiveness	20	0.77; 0.74
17	Zimbardo and Boyd	1999	Canada	Zimbardo and Boyd's Time Perspective Inventory (ZTPI)	Past negative; Present hedonistic; Future; Past positive; Present fatalistic	56	0.82; 0.79; 0.77; 0.80; 0.74
18	Batcho	1995	USA	Individual nostalgia Inventory	Cognitive-emotional aspects; Socio-cultural experience; child-hood experience; Individual social circle; Social elements	20	0.78**; 0.84***
19	Baker and Kennedy	1994	USA	Nostalgia Intensity towards Ad	Uni-dimensional	5	0.89
20	Holbrook	1993	USA	Nostalgia Scale	Uni-dimensional	8	0.78
21	Taylor and Conrad	1980	Canada	Disposition Towards Past	Conservation; Interest; Heritage; Experience	48	0.86; 0.87; 0.84; 0.79

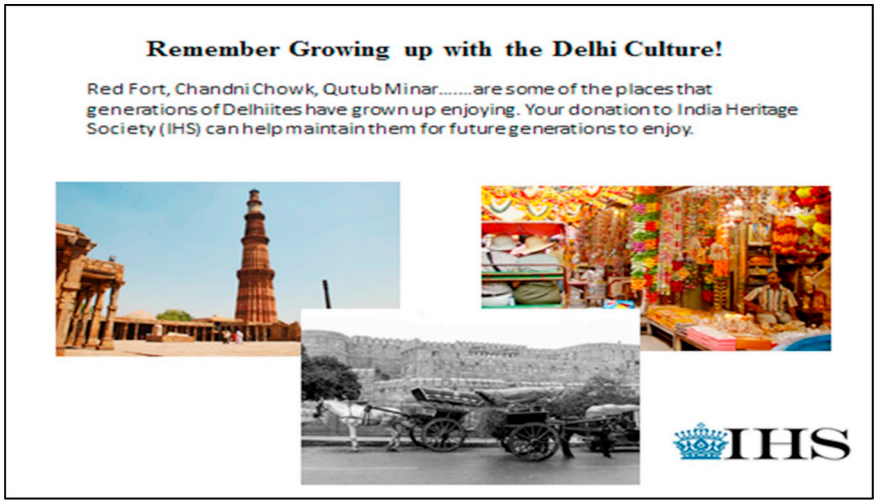
Note: * = composite reliability; ** = split-half reliability; *** = test retest reliability.

Appendix B. Sample print ads

Theme park

Condiments

Nonprofits



Appendix C. Exploratory factor analysis

Items	Ad-evoked nostalgia dimensions				
	Past imagery	Physiological reactions	Positive emotions	Negative emotions	Collective nostalgia
PI3	0.668				
PI5	0.672				
PI7	0.673				
PI8	0.708				
PI9	0.635				
PI10	0.686				
PI11	0.588				
PI13	0.561				
PI14	0.715				
PI15	0.703				
PR3		0.701			
PR4		0.736			
PR5		0.752			
PR6		0.730			
PR7		0.732			
PR8		0.762			
PR9		0.718			
PR10		0.714			
PR11		0.653			
PR15		0.698			
PR18		0.786			
PE1			0.668		
PE2			0.640		
PE3			0.559		
PE4			0.665		
PE5			0.563		
PE6			0.575		
NE1				0.713	
NE2				0.728	
NE3				0.750	
NE5				0.679	
CN1					0.923
CN3					0.831
CN4					0.830
CN5					0.817
CN6					0.826
CN7					0.831
CN8					0.824

Note: PI = Past Imagery; PR = Physiological Reactions; PE = Positive Emotions; NE = Negative Emotions; CN = Collective Nostalgia.

Appendix D

D1
Exploratory factor analysis: French scale.

Sl. no.	Item	Loadings	
		Factor 1 (FRN1)	Factor 2 (FRN2)
2	I remembered some childhood memories	0.55	
3	I thought about some past things that I liked	0.74	
4	I thought about the past	0.80	
5	I remembered some past moments in life	0.71	
6	The ad took me to my past	0.55	
8	I thought about my youth		0.52
9	This made me think of a bygone era in my life		0.63
12	I thought about our traditions		0.80
13	The ad made me think of the traditional character of our society		0.76

Notes: Variance Extracted = 51%; 4 items removed.

D2
Confirmatory factor analysis: French scale.

Construct/Item	Std. loading
FRN 1 (AVE = 0.38, CR = 0.75, α = 0.74)	
I remembered some childhood memories	0.564

(*continued on next page*)

D2 (*continued*)

Construct/Item	Std. loading
I thought about some past things that I liked	0.658
I thought about the past	0.666
I remembered some past moments in life	0.688
The ad took me to my past	0.475
FRN 2 (AVE = 0.36, CR = 0.69, α = 0.69)	
I thought about my youth	0.558
This made me think of a bygone era in my life	0.639
I thought about our traditions	0.612
The ad made me think of the traditional character of our society	0.583

Appendix E. Exploratory factor analysis: Bangladesh data

Item	Dimensions of Nostalgia					Consequences	
	Past imagery	Physiological reactions	Positive emotions	Negative emotions	Collective nostalgia	Attitude towards brand	Purchase intention
PI3	0.811						
PI1	0.794						
PI4	0.788						
PI5	0.785						
PI6	0.773						
PI7	0.750						
PI2	0.743						
PR4		0.808					
PR5		0.794					
PR2		0.792					
PR1		0.787					
PR3		0.779					
NE3			0.890				
NE1			0.865				
NE4			0.858				
NE2			0.816				
PE3				0.875			
PE4				0.867			
PE1				0.844			
PE2				0.826			
CN4					0.844		
CN1					0.821		
CN3					0.819		
CN2					0.785		
AB1						0.889	
AB2						0.856	
AB3						0.802	
PN1							0.895
PN2							0.886
PN3							0.870

Note: Variance Explained = 76%; PI = Past Imagery; PR = Physiological reactions, PE = Positive emotions, NE = Negative emotions, CN = Collective nostalgia, AB = Attitude towards the brand, PN = Purchase Intention.

Appendix F. Discriminant validity: Bangladesh data

	PI	PR	PE	NE	CN
PI	0.65				
PR	0.52	0.74			
PE	0.06	0.05	0.71		
NE	0.03	0.03	0.16	0.71	
CN	0.14	0.13	0.08	0.07	0.66

Note: PI = Past Imagery; PR = Physiological reactions, PE = Positive emotions, NE = Negative emotions, CN = Collective nostalgia; AVE of the construct is presented on the diagonal, off-diagonal values represent shared variance between constructs.

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