



Nostalgic Marketing Strategies and Customers Repurchase Intentions

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Abstract

Purpose: This study aims to examine the influence of nostalgic marketing strategies on customer repeat purchase in the fast-moving consumer goods sector, with a particular focus on Indomie noodles in Asaba, Delta State, Nigeria. Specifically, it investigates the effects of nostalgic emotions, nostalgic brand positioning, nostalgic brand equity, nostalgic sensitivity, and nostalgic advertising on repeat purchase behavior.

Method: A cross-sectional survey was conducted, targeting 893 management-level employees and product distributors from selected FMCG firms. Using the Research Advisor's sampling table, a sample size of 564 respondents was selected. Data were collected using structured questionnaires adapted from validated instruments and analyzed with SPSS (v. 26) and SmartPLS 3.

Result: The findings revealed that nostalgic brand positioning, nostalgic brand equity, nostalgic sensitivity, and nostalgic advertising have significant positive effects on customer repeat purchase. In contrast, nostalgic emotions showed a positive but insignificant effect. The regression model confirmed nostalgic marketing as a strong predictor of repurchase intentions in the FMCG sector.

INTRODUCTION

Nostalgic marketing thrives on evoking comfort, familiarity, and a sense of social belonging by reconnecting consumers with formative experiences. In Nigeria, brands have effectively drawn on cultural references embedded in collective memory to build loyalty and emotional bonds. The iconic Peak Milk campaign featuring Kanu Nwankwo (Papilo) and the famous line "Papilo, I know say one day you go make us proud" illustrates how advertising can transcend products and become a cultural expression of pride and resilience. Similarly, references to Papa Ajasco, Superstory, MTN's early "Y'ello" commercials, and childhood snacks like Gala and La Casera highlight the generational appeal of nostalgia. Indomie's enduring "Mama do good, I like Indomie" jingle further demonstrates how nostalgic cues transform everyday products into symbols of warmth, family togetherness, and repeat patronage.

Since its introduction into the Nigerian market in the late 1980s, Indomie noodles has become one of the most recognized and widely consumed instant noodle brands in the country. Its strong foothold is not only due to affordability and convenience but also to the emotional bonds established through jingles, packaging, and cultural positioning. Over time, the brand has built nostalgic value among Nigerian consumers, who associate it with childhood meals, student life, family rituals, and collective cultural experiences. This nostalgic attachment goes beyond initial

trial purchases, reinforcing loyalty and influencing repeat patronage. In this way, Indomie demonstrates how brand heritage and emotional resonance can sustain consumer preference in a highly competitive environment.

In recent years, firms in Nigeria's fast-moving consumer goods sector have increasingly adopted nostalgia as a strategic tool to differentiate themselves in saturated markets. Marketers deploy product packaging, promotional jingles, and heritage-based storytelling to evoke consumers' personal and shared pasts, thereby fostering emotional connections and customer loyalty (Adesanya & Alabi, 2024; Nwankpa & Egwakhe, 2023). Empirical evidence further indicates that nostalgic marketing contributes to greater brand equity, stronger affective bonds, and higher repeat purchase rates (Daszkiewicz, 2023; Riaz et al., 2022).

However, while prior studies recognize nostalgia as a valuable marketing approach, they often treat it as a single, unified concept. The specific elements that make nostalgia effective such as nostalgic emotion, nostalgic brand equity, nostalgic brand positioning, nostalgic sensitivity, and nostalgic advertising have not been sufficiently disentangled in the Nigerian context. For instance, nostalgic emotion reflects the sentimental longing for the past that fosters comfort and emotional attachment, yet few studies assess its distinct contribution to repeat purchase. Nostalgic brand equity, which captures how brand heritage enhances consumer trust and perceived value, remains underexplored in fast-moving consumer goods. Similarly, nostalgic brand positioning the strategic alignment of brand identity with cultural memory has received little empirical attention. Moreover, consumers' individual differences in nostalgic sensitivity may influence how they respond to nostalgic cues, but this factor is rarely examined in African markets. Lastly, although nostalgic advertising is widely used, it has not been systematically studied regarding its effect on consumer repurchase behavior.

Repurchase intention, defined as a consumer's decision to continue buying the same product after initial trial, is critical for sustaining market share in the fast-moving consumer goods sector. Prior research has demonstrated that customer satisfaction, personality congruence, and perceived quality are central predictors of loyalty and repeat patronage (Saifullah et al., 2020). Similarly, brand equity and perceived value have been found to significantly influence consumer purchase intentions for instant noodle products (Kusuma & Anandya, 2023). In related studies, service quality and entrepreneurial adaptability have also been shown to enhance business competitiveness by reinforcing customer-centered strategies that promote sustained patronage (Prastyawan et al., 2024). These findings reinforce the argument that emotional, perceptual, and service-related dimensions jointly shape repeat purchase behavior, a framework within which nostalgic marketing can play a decisive role.

Recent Nigerian studies also confirm that marketing mix elements product, promotion, price, and place significantly affect purchase decisions (Attih, 2025), and that customer retention strategies strongly influence organizational profitability (Olugbenga & Bamidele, 2024). Despite this evidence, relatively few studies isolate the multidimensional aspects of nostalgia as distinct marketing drivers of repurchase intention in the Nigerian context. Research focusing specifically on instant noodles remains limited, and little is known about smaller urban markets such as Asaba in Delta State.

Asaba provides a unique context. It is a growing city with a diverse consumer base, including students, households, and professionals, where cultural attachment and tradition remain strong. Given Indomie's intense penetration across multiple demographics in Asaba, nostalgic marketing strategies are likely to play a pivotal role in sustaining repeat purchases. Creative advertising strategies that employ historical nostalgia often draw on stories of earlier products, brands, and consumption styles to evoke consumers' empathy for a reconstructed past.

Despite this potential, research on the specific impact of nostalgia's components in shaping consumer purchase behavior remains relatively limited. Recent studies have begun to explore how nostalgic advertising influences consumer perceptions and decisions, showing that the positive emotions and memories evoked by nostalgia make advertising more effective in shifting audience attitudes toward both the advertisement and the brand (Alkhafagi, 2023). Such findings highlight nostalgia's role not only in stimulating emotional engagement and attention but also in

strengthening brand love and brand perceptions, thereby encouraging repeat purchase intentions (Grappi et al., 2024).

This study, therefore, extends prior research by examining the specific elements of nostalgic marketing nostalgic emotion, nostalgic brand equity, nostalgic brand positioning, nostalgic sensitivity, and nostalgic advertising and their individual effects on customer repeat purchase of Indomie noodles in Asaba, Delta State. By doing so, it bridges the conceptual gap in understanding how different facets of nostalgia jointly and separately influence consumer loyalty within Nigeria's fast-moving consumer goods sector.

Statement of the Problem

The Nigerian fast-moving consumer goods sector is highly competitive, with brands constantly seeking innovative ways to retain customers. Although Indomie noodles has maintained a dominant market share for decades, the brand is increasingly challenged by new entrants offering lower prices or differentiated flavors. This heightened competition has made customer loyalty less predictable, particularly as purchasing decisions are influenced by economic pressures, shifting tastes, and the quest for novelty among younger consumers (Attih, 2025).

Nostalgic marketing has been identified globally as an effective tool for strengthening customer attachment to brands by evoking positive memories of the past (Daszkiewicz, 2023). In Nigeria, firms have adopted nostalgia-based strategies through jingles, retro packaging, and heritage-driven advertising, with evidence suggesting these tactics increase brand equity and repeat purchase (Nwankpa & Egwakhe, 2023). However, there is still limited empirical evidence on the direct relationship between nostalgic marketing strategies and repurchase intentions in the context of instant noodles.

Furthermore, most existing Nigerian studies have focused on metropolitan areas such as Lagos and Abuja, leaving smaller but fast-growing cities such as Asaba underexplored. This is a significant gap because consumption patterns in medium-sized urban centers may differ from those in larger cities due to demographic differences, cultural attachments, and income distributions. For instance, consumers in Asaba may be more influenced by cultural storytelling and heritage cues, while those in metropolitan areas may be more responsive to modern advertising techniques (Olugbenga & Bamidele, 2024). Given that repurchase intention is critical to sustaining profitability in the fast-moving consumer goods sector, and that nostalgia represents a potentially powerful yet underutilized marketing strategy, there is a need to investigate how nostalgic marketing strategies influence customer repurchases intentions in Asaba. In the absence of such knowledge, Indomie risks losing its competitive edge and long-standing market dominance.

Nostalgic Marketing Strategies

Nostalgic marketing refers to the use of past-oriented cues that evoke sentimental longing, comfort, and positive memories in order to shape consumer behavior. It involves drawing upon earlier cultural, social, or personal experiences to create emotional resonance that strengthens brand-consumer relationships. Research has shown that nostalgia can significantly influence affective states, such as belonging and self-continuity, which are closely tied to brand trust and purchase-related outcomes (Weingarten & Wei, 2023). In this sense, nostalgic marketing is not merely a creative tactic but a deliberate strategy that aligns with consumer psychology and broader market trends.

The mechanisms underlying nostalgic marketing emphasize its emotional and cognitive impact. When consumers encounter stimuli that remind them of meaningful past experiences, they are more likely to experience a heightened positive effect, which transfers to their evaluations of products or brands. Weingarten and Wei (2023) explain that nostalgic triggers improve consumer attitudes and increase purchase intentions by activating feelings of connectedness and comfort. Similarly, Alkhafagi (2023) demonstrates empirically that nostalgic appeals in advertising positively affect consumers' purchase intentions, confirming the utility of nostalgia as a strategic marketing lever in competitive markets.

Strategic implementation of nostalgic marketing occurs through diverse approaches that reflect consumer preferences and cultural contexts. Daszkiewicz (2023) identifies practices such as the revival of retro packaging, reintroduction of historic logos, and the use of advertising narratives that reference earlier cultural touchpoints. These strategies are effective because they create a sense of familiarity and authenticity, thereby enhancing consumer trust and strengthening brand positioning. Zhuang (2023) illustrates this process with the case of the 'White Rabbit Creamy Candy' brand, which successfully renewed consumer interest by employing nostalgic cues that reconstructed emotional connections with its heritage. The brand's revival highlights how nostalgia can serve as a resource for emotional differentiation and the creation of symbolic value.

The effectiveness of nostalgic marketing depends on authenticity and cultural relevance. Appeals that align with a brand's genuine heritage are more likely to foster positive consumer responses, while inauthentic uses of nostalgia may undermine credibility and trust. Audience differences further moderate the impact of nostalgic strategies, with generational and cultural variations shaping the extent to which consumers connect with nostalgic cues (Daszkiewicz, 2023; Weingarten & Wei, 2023). Firms should ensure that nostalgic marketing strategies not only draw on heritage but also align with consumers' expectations of authenticity. Empirical evidence shows that when brand heritage and nostalgia are leveraged together, they increase perceived brand authenticity, which in turn strengthens consumer engagement and brand ownership (Kumar & Kaushal, 2024).

Nostalgic Emotions

Nostalgic emotions are affective responses evoked when consumers recall cherished events, people, or experiences from their personal or cultural past. These emotions typically include warmth, tenderness, longing, and social connectedness, often carrying a bittersweet quality that blends comfort with a sense of loss (Weingarten & Wei, 2023). In consumer behavior, such emotions function as psychological resources that help individuals cope with uncertainty, foster positive evaluations of familiar products, and strengthen brand relationships. Neurocognitive and psychological studies document how nostalgia enhances authenticity and well-being, thereby promoting stronger consumer-brand bonds and increasing the likelihood of consumption-related behaviors (Kelley et al., 2022; Wildschut & Sedikides, 2023). For fast-moving consumer goods like Indomie noodles, nostalgic emotions are frequently triggered by sensory cues such as taste, aroma, and jingles. Consumers in Asaba often associate Indomie with shared family meals, student life, or community events, making these emotions both personally meaningful and socially embedded. These emotional connections predispose consumers to repeat purchase, as nostalgia strengthens perceptions of familiarity and reduces the desire to explore alternatives. By leveraging cultural references, intergenerational storytelling, and consistent product quality, marketers can cultivate nostalgia to reinforce loyalty and increase repurchase intent.

Nostalgic Brand Positioning

Brand positioning refers to how a product is deliberately placed in consumers' minds relative to competitors. Nostalgic brand positioning emphasizes heritage, longevity, and continuity, appealing to consumers' life stories and cultural identities. Research demonstrates that nostalgic positioning strengthens brand love and enhances loyalty by embedding products into consumers' autobiographical memories (Grappi et al., 2024). Unlike purely functional positioning, nostalgia adds symbolic and emotional value, helping differentiate brands in saturated markets. Indomie's marketing in Nigeria consistently highlights its identity as a generational brand. Parents who grew up eating Indomie now pass it on to their children, creating an intergenerational continuity that rivals that of those without a similar heritage. In Asaba, where cultural traditions and family bonds remain strong, positioning based on nostalgia provides a competitive advantage by reinforcing trust and reliability. This dual role makes nostalgic positioning both a defensive strategy against competitors and an offensive strategy to sustain consumer loyalty in the highly competitive FMCG industry.

Nostalgic Brand Equity

Brand equity is the additional value a brand commands beyond its functional utility, reflected in trust, loyalty, awareness, and willingness to pay. Nostalgic brand equity arises when consumers' positive memories, consistent brand experiences, and cultural heritage converge to shape stronger associations with a product. Empirical research confirms that nostalgia enhances brand equity dimensions — such as affective attachment, perceived quality, and consumer advocacy — which, in turn, predict stronger repurchase intentions (Grebosz-Krawczyk, 2020; Xia et al., 2021). For Indomie, nostalgic brand equity is grounded in decades of dominance in Nigeria's instant noodle market. Many consumers in Asaba associate the brand with childhood meals, boarding-school experiences, or family rituals. This cultural embeddedness positions Indomie as more than just a convenience food: it is a marker of continuity and identity. Even in contexts where competitors offer lower prices, Indomie's nostalgic brand equity reduces perceived risk and strengthens trust, encouraging consumers to remain loyal. Such nostalgic equity effectively shields Indomie against competitive encroachment in saturated FMCG markets.

Nostalgic Sensitivity

Nostalgic sensitivity, also referred to as nostalgia proneness or trait nostalgia, captures the degree to which individuals are predisposed to nostalgic feelings. Some consumers respond more readily and intensely to nostalgic cues due to psychological traits, age, or cultural orientation (Wildschut & Sedikides, 2023). Measurement research has developed reliable scales to capture individual differences, showing that nostalgic sensitivity moderates how marketing appeals influence consumer responses. Studies further suggest that older cohorts exhibit stronger personal nostalgia, while younger consumers may engage with transgenerational or collective nostalgia when cultural symbols are salient (Hussain & Alhabash, 2020). In Asaba, this implies that Indomie's nostalgic strategies may resonate differently across demographic groups. Adults may be moved by advertisements that evoke their personal childhood experiences with Indomie. In contrast, university students and younger consumers may respond more to cultural jingles, retro packaging, or community-based campaigns. Understanding nostalgic sensitivity thus enables marketers to segment audiences more effectively and tailor nostalgic appeals to maximize repurchase intentions across diverse consumer groups.

Nostalgic Advertising

Nostalgic advertising refers to the tactical use of retro visuals, jingles, slogans, and storytelling elements designed to evoke memories of earlier times. Empirical evidence shows that nostalgic advertising strengthens ad attitudes, enhances brand love, and directly influences repurchase intention, with effects observed across cultural contexts (Grappi et al., 2024; Masoga et al., 2024). Notably, advertising that activates meaningful social or familial memories is more effective than appeals that rely solely on aesthetic retro cues. Indomie has a long history of nostalgic advertising in Nigeria, most famously through the jingle "Mama do good, I like Indomie." Such campaigns have embedded the brand deeply in collective memory, making it difficult for competitors to displace. In Asaba, where radio and television jingles remain culturally influential, nostalgic advertising can play a crucial role in reinforcing habitual consumption. By reviving earlier campaigns while adapting them to contemporary contexts, Indomie can sustain emotional connections and secure repeat purchases among both older and younger consumer cohorts.

Customers' Repurchase Intentions

Repurchase intention is defined as the likelihood that a consumer will repurchase the same product after an initial purchase. It is a key indicator of loyalty, particularly in the FMCG sector where switching costs are low and competition is fierce. Marketing research consistently identifies trust, satisfaction, emotional attachment, and brand equity as strong predictors of repurchase intention (Xia et al., 2021; Li et al., 2020). In such contexts, nostalgia functions as a heuristic that reduces uncertainty, enhances familiarity, and fosters habitual repurchase (Weingarten & Wei,

2023). Nigeria is one of the world's largest consumers of instant noodles, ranking among the top 10 globally (BusinessDay, 2024; World Instant Noodles Association, 2025). The Guardian (2023) reports that many Nigerians consume two to three packets daily, illustrating the product's deep integration into household routines. In Asaba, Indomie's strong nostalgic associations with family meals and social identity amplify its ability to sustain high levels of repurchase intention. Investigating the link between nostalgic marketing strategies and consumers' repurchase intentions in this context is therefore both theoretically significant and practically relevant for brand managers. When advertisements successfully stimulate consumers' imaginative participation in a bygone era, they can foster positive beliefs about the product's relevance, value, or necessity (Hartmann & Brunk, 2019). Such beliefs, although largely subjective and emotionally driven rather than objectively verifiable, are influential in shaping favorable responses and enhancing persuasion. In this way, nostalgic advertising contributes to the development of positive attitudes that directly influence purchase intentions (Nguyen et al., 2021). Ultimately, advertisements that embed nostalgia can recreate a "golden age"

The hypothesis that nostalgic emotion positively affects customer repeat purchases is grounded in the idea that nostalgia elicits affective responses that strengthen emotional bonds between consumers and brands. When a brand successfully evokes sentimental memories, warmth, and a sense of connection to one's past, it transcends functional value and enters the realm of emotional significance. This attachment enhances perceived authenticity and trust, fostering satisfaction and loyalty. Consequently, consumers are inclined to repurchase not merely for utilitarian reasons but also to re-experience the positive emotions associated with the brand, thereby reinforcing repeat purchase behavior.

H1: Nostalgic emotion has a positive effect on customer repeat purchases.

The hypothesis that nostalgic brand positioning has a positive effect on customer repeat purchases draws from the principle that strategically embedding heritage, tradition, and cultural symbolism within a brand's identity fosters more substantial consumer-brand alignment. When consumers perceive that a brand reflects shared historical experiences or cultural continuity, it enhances relatability, credibility, and personal significance. This perception cultivates trust and emotional commitment, motivating consumers to remain loyal and engage in repeat purchasing to maintain a connection with a brand that represents enduring familiarity and authenticity.

H2: Nostalgic brand positioning has a positive effect on customer repeat purchases.

The hypothesis that nostalgic brand equity positively affects customer repeat purchases is grounded in the notion that brands with historical depth and consistent quality are perceived as more trustworthy and valuable. Nostalgic associations enhance brand equity by linking emotional memory with perceived reliability, thus reinforcing consumers' confidence and satisfaction. This combination of affective attachment and cognitive evaluation fosters brand preference and loyalty, driving continued patronage and stronger repurchase intentions.

H3: Nostalgic brand equity positively affects customer repeat purchases.

The hypothesis that nostalgic sensitivity positively affects customer repeat purchases is based on the idea that individuals with heightened sensitivity to nostalgic stimuli respond more strongly to cues that evoke personal or collective memories. These consumers derive emotional gratification from nostalgia-infused marketing, which strengthens their attachment to the brand. Their predisposition to sentimental reflection amplifies brand connection and satisfaction, encouraging repeat purchase as a means of re-engaging with emotionally meaningful experiences.

H4: Nostalgic sensitivity has a positive effect on customer repeat purchases.

The hypothesis that nostalgic advertising has a positive effect on customer repeat purchases is predicated on the premise that advertisements invoking familiar imagery, music, or narratives foster emotional resonance and memory retrieval. Such nostalgic appeals heighten affective engagement and brand recall, allowing consumers to associate the brand with comfort, trust, and

continuity. This emotional reinforcement not only enhances positive brand attitudes but also stimulates behavioral loyalty, as consumers are motivated to repurchase to relive the pleasant experiences embedded in nostalgic advertising.

H5: Nostalgic advertising positively affects customer repeat purchases.

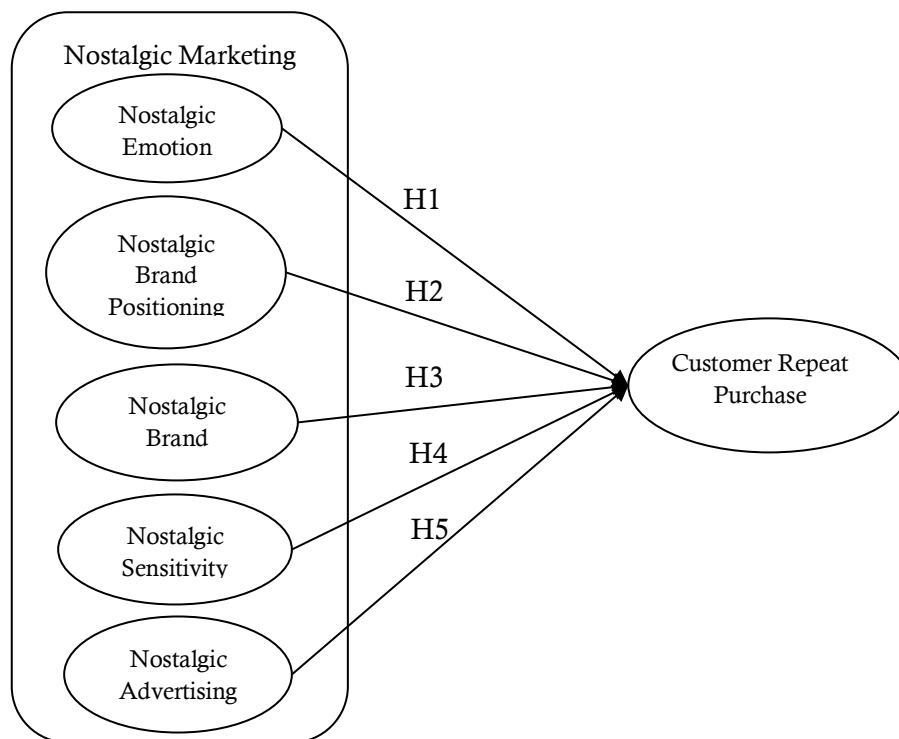


Figure 1.
Research Model

RESEARCH METHODS

This study adopted a cross-sectional survey design. The target population comprised 893 management-level employees and product distributors across selected fast-moving consumer goods firms in Delta State, Nigeria. Using the Research Advisor’s sampling table, a sample size of 564 was determined to ensure statistical representativeness.

A structured questionnaire was adapted from validated instruments. Items measuring both the independent and dependent variables were recorded on a six-point Likert scale (Very High = 6 down to Very Low = 1), omitting a neutral midpoint to reduce neutrality bias, consistent with the argument that forced-choice formats encourage respondents to take clearer positions (Zhang et al., 2023). The data were collected from 26th of March 2025 to 6th of August 2025.

Table 1 outlines the sub-variables and their indicators used to measure the influence of nostalgia on customer repeat purchase behavior. Nostalgic emotions capture how consumers emotionally connect with brands that remind them of the past, as evidenced by indicators such as emotional connection, warmth, sentimentality, and recollections of youthful experiences. Nostalgic brand positioning reflects how brands use heritage themes, traditional symbols, and historical identity to appeal to consumers’ memories. Nostalgic brand equity focuses on the trust, perceived quality, and loyalty derived from a brand’s long-standing presence and nostalgic associations.

Table 1.
Justification for Constructs and Questionnaire Structure

Sub-variable	Indicator
Nostalgic emotions	<ul style="list-style-type: none"> • Emotional connection to past experiences, • Feelings of warmth and happiness from memories, • Sentimental attachment to the brand, • Recollection of childhood or youthful experiences, • Positive emotions evoked by brand use
Nostalgic brand positioning	<ul style="list-style-type: none"> • Use of traditional symbols or heritage themes, • Brand identity linked to past experiences, • Product design reflecting historical style or legacy, • Emphasis on cultural or historical values, • Communication highlighting the brand's long history.
Nostalgic brand equity	<ul style="list-style-type: none"> • Trust based on brand longevity, • Perceived high quality due to legacy, • Added value from nostalgic associations, • Willingness to pay a premium due to nostalgia, • Strong brand loyalty from nostalgic appeal.
Nostalgia sensitivity	<ul style="list-style-type: none"> • Frequency of reflecting on past experiences, • Emotional responsiveness to past-related cues, • Preference for products that evoke memories, • Attraction to nostalgia-themed content or advertisements, • v. Personal value placed on reliving past moments.
Nostalgic advertisement	<ul style="list-style-type: none"> • Use of old music, visuals, or themes in advertisements, • Familiar or old-fashioned imagery in advertising campaigns, • Emotional appeal of nostalgic advertising content, • Increased consumer interest due to nostalgic elements, • Influence of nostalgic advertisements on purchase decisions.
Customer repeat purchase	<ul style="list-style-type: none"> • Frequency of repeat buying behavior, • Intention to repurchase the same brand, • Loyalty and reduced tendency to switch brands, • Willingness to recommend the brand to others, • Purchase decisions influenced by prior satisfaction.

Nostalgic sensitivity represents consumers' tendency to be emotionally responsive to past-related cues and their preference for products or advertisements that evoke memories. Nostalgic advertisement emphasizes the use of old visuals, music, and emotional storytelling that trigger consumers' memories and influence their buying behavior. Finally, customer repeat purchase is measured through indicators such as repurchase intention, loyalty, willingness to recommend, and purchase behavior driven by past satisfaction. Together, these indicators provide a concise framework for examining how nostalgic factors encourage continued customer patronage.

A pilot study using 10 percent of the sample size was conducted with respondents from Nestle Nigeria and long-term customers, to enhance instrument clarity and reliability. Cronbach's alpha values ranged between 0.7 and 0.9, exceeding the 0.7 threshold ((Durak et al., 2024; Thomas, 2023). Data were analyzed using SPSS (v.26), while SmartPLS 3 was used for measurement validation. Hypotheses were tested at a 5 percent significance level.

The regression model was specified as:

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

Where:

CRP = Customer Repeat Purchase

NE = Nostalgic Emotion

NBP = Nostalgic Brand Positioning

NBE = Nostalgic Brand Equity

NS = Nostalgic sensitivity

NA = Nostalgic Advertisement

RESULTS & DISCUSSION

Based on data processing, descriptive statistics are presented in Table 2.

Table 2.

Respondents' Demographic Characteristics		
Variable	Frequency	Percentage (%)
Gender (Male)	322	57.1
Gender (Female)	242	42.9
Age (18–30 years)	210	37.2
Age (31–40 years)	174	30.9
Age (41–50 years)	118	20.9
Age (51 and above)	62	11.0
Education (Diploma)	84	14.9
Education (Bachelor)	281	49.8
Education (Postgrad.)	199	35.3

Table 2 shows the demographic profile of respondents by gender, age, and education. Males (57.1%) slightly outnumber females (42.9%). Most respondents (37.2%) were aged 18–30 years, indicating a youthful sample. In terms of education, the majority held a bachelor's degree (49.8%), followed by postgraduate qualifications (35.3%) and diplomas (14.9%), indicating that most respondents were well educated.

The results of this study provide valuable insights into how nostalgic marketing influences customer repeat purchase in the fast-moving consumer goods sector, with specific reference to Indomie noodles in Asaba, Delta State, Nigeria. The regression model (Table 3), which explained 63.4 percent of the variance in customer repeat purchase, confirms that nostalgic marketing is a strong determinant of consumer loyalty in this context. Among the dimensions of nostalgic marketing examined, nostalgic brand positioning, nostalgic brand equity, nostalgic sensitivity, and nostalgic advertising emerged as significant predictors of repeat purchase. In contrast, nostalgic emotions showed a positive but statistically insignificant effect.

Interestingly, nostalgic emotions, while positive, did not, on their own, significantly predict repeat purchase. This suggests that emotional triggers alone may be insufficient to drive repurchase intentions unless reinforced by strong brand positioning, equity, or advertising strategies. This aligns with Weingarten and Wei (2023), who observed that nostalgic triggers enhance consumer attitudes most effectively when embedded in consistent brand strategies. Nostalgic emotions did not significantly influence customer repeat purchase because emotional responses, though positive, tend to be transient and do not necessarily translate into sustained buying behavior. In the context of fast-moving consumer goods such as Indomie noodles, consumers are more influenced by practical factors such as product quality, taste, availability, and price than by emotional sentiments. While nostalgic feelings may create temporary affection toward a brand, they are insufficient to drive consistent repurchase decisions without the support of strong brand

positioning, trust, and perceived value. Furthermore, nostalgic emotions are highly subjective and vary across individuals depending on their personal experiences and associations with the brand. Hence, for nostalgia to effectively influence repeat purchase, it must be reinforced by strategic brand communication and enduring value propositions that transform emotional attachment into loyal purchasing behavior.

Table 3.
Regression Results of Nostalgic marketing on Customer Repeat Purchase

Predictor Variable	Beta (β)	t-Statistic	Sig. (p-value)
Nostalgic Emotions (NE)	0.072	1.221	0.223
Nostalgic Brand Positioning (NBP)	0.314	5.672	0.000
Nostalgic Brand Equity (NBE)	0.298	5.401	0.000
Nostalgic sensitivity (NS)	0.185	3.112	0.002
Nostalgic Advertising (NA)	0.261	4.873	0.000

R² = 0.641
Adj. R² = 0.634
F-Statistic = 91.32, p < 0.000

The finding that nostalgic brand positioning significantly predicts repeat purchase behavior reinforces the argument that strategically aligning brand identity with consumers' cultural and personal histories can foster enduring loyalty. Indomie's generational appeal in Nigeria, which has positioned it as a household staple across different cohorts, highlights how consistent nostalgic positioning can secure a competitive advantage. This is consistent with Grappi et al. (2024), who found that nostalgic positioning strengthens brand love and enhances consumers' long-term engagement with products. Nostalgic brand positioning significantly predicts repeat purchase behavior by connecting consumers' past experiences with their current consumption choices, thereby strengthening brand attachment and loyalty. By emphasizing heritage, tradition, and continuity, a nostalgic brand positioning creates a sense of familiarity and trust, encouraging consumers to remain committed to the brand. In the case of fast-moving consumer goods such as Indomie noodles, a brand positioned around shared cultural memories and long-standing identity fosters emotional reassurance and brand preference. This alignment between consumers' personal histories and the brand's narrative enhances perceived authenticity and reliability, thereby motivating repeat patronage. Therefore, nostalgic brand positioning effectively sustains consumer loyalty by reinforcing emotional and cognitive associations that influence consistent buying behavior.

Similarly, nostalgic brand equity was found to exert a strong, positive influence on repeat purchases. This demonstrates that the cumulative effect of positive brand associations, cultural embeddedness, and consistent product quality plays a central role in sustaining consumer loyalty. These findings corroborate earlier studies by Grebosz-Krawczyk (2020) and Xia et al. (2021), which emphasize that nostalgia enhances brand-equity dimensions such as affective attachment, perceived quality, and advocacy, thereby strengthening consumers' willingness to repurchase. Nostalgic brand equity significantly predicts repeat purchase behavior because it reflects the accumulated trust, perceived quality, and emotional value that consumers associate with a brand over time. When a brand successfully integrates nostalgic elements into its identity, consumers tend to view it as enduring, reliable, and deeply connected to their personal or collective past. This emotional and cognitive attachment enhances the brand's perceived worth, making consumers more likely to remain loyal and continue purchasing. In the context of fast-moving consumer goods such as Indomie noodles, nostalgic brand equity fosters a sense of continuity and dependability, differentiating the brand from competitors. Consumers who perceive substantial nostalgic equity believe the brand has consistently delivered satisfaction over the years, which reinforces both trust and habitual buying. Moreover, nostalgic brand equity enhances emotional resonance, turning positive memories into brand loyalty and repeat purchases. Thus, high

nostalgic brand equity serves as a stable foundation for maintaining long-term consumer relationships and repeat purchase behavior.

Nostalgic sensitivity also emerged as a significant determinant of repeat purchase intentions, indicating that individual predispositions toward nostalgic experiences shape consumers' responses to marketing cues. This finding suggests that some consumers are more inclined to connect with nostalgic appeals, making them more likely to repeat purchases when such cues resonate with their personal or collective memories (Wildschut & Sedikides, 2023). Nostalgic sensitivity significantly predicts repeat purchase behavior because consumers who are more emotionally responsive to nostalgic cues tend to develop stronger attachments to brands that evoke meaningful past experiences. Such individuals derive psychological comfort and a sense of continuity from consuming familiar products, which reinforces habitual purchasing. In the case of Indomie noodles, nostalgia-sensitive consumers are more likely to associate the brand with positive childhood or family memories, enhancing emotional loyalty and repeated patronage. This heightened affective connection translates nostalgic appeal into consistent buying behavior, making nostalgic sensitivity a key psychological driver of customer retention.

The results also show that nostalgic advertising significantly influences repeat purchase, supporting the view that emotionally charged campaigns rooted in cultural heritage and past experiences can effectively strengthen consumer loyalty. Indomie's enduring jingles, particularly the widely recognized "Mama do good, I like Indomie," demonstrate the power of advertising to embed brands in collective cultural memory (Riaz et al., 2022; Masoga et al., 2024). Nostalgic advertising significantly predicts repeat purchase behavior because it effectively evokes emotional memories, strengthening consumers' attachment to a brand. By incorporating familiar symbols, old jingles, past imagery, or cultural references, nostalgic advertising triggers feelings of warmth, comfort, and trust, which enhance brand recall and preference. Such advertisements not only capture attention but also reinforce long-term emotional connections, prompting consumers to repurchase out of familiarity and positive sentiment. In the context of Indomie noodles, nostalgic advertising reminds consumers of shared experiences and cultural moments associated with the brand, thereby reinforcing its relevance across generations. This emotional resonance transforms advertising from mere persuasion into a reaffirmation of identity and continuity, motivating consumers to maintain their purchasing habits. Hence, nostalgic advertising sustains repeat purchase behavior by linking emotional memory with brand loyalty and consumer satisfaction.

Overall, the findings affirm the managerial implication that nostalgic marketing represents a powerful tool for sustaining consumer loyalty in the FMCG sector. By embedding products into consumers' autobiographical and cultural narratives, firms can strengthen brand trust, equity, and continuity, thereby fostering repeat patronage even in highly saturated markets.

CONCLUSION

This study concludes that nostalgic marketing significantly predicts customer repeat purchase in the FMCG sector, particularly for Indomie noodles in Asaba, Nigeria. While nostalgic emotions showed no significant effect, nostalgic brand positioning, brand equity, nostalgic sensitivity, and nostalgic advertising strongly influenced repurchase behavior. The research contributes to consumer behavior literature by demonstrating the integrative role of nostalgic marketing in sustaining loyalty and offers practical insights for FMCG marketers to design nostalgic strategies that resonate with consumer experiences.

The findings of this study enhance theoretical understanding of nostalgic marketing by demonstrating its significant influence on customer repeat purchase behavior. The results show that nostalgic brand positioning, brand equity, nostalgic sensitivity, and nostalgic advertising are strong predictors of consumer loyalty, supporting theories linking emotional attachment and memory-based associations to sustained purchasing behavior. The study further refines affective and relationship marketing theories by showing that nostalgic emotions alone do not drive repeat purchases unless reinforced by brand trust, value, and a consistent identity, underscoring the combined emotional and cognitive dimensions of nostalgic marketing. Practically, the findings provide valuable insights for managers in the fast-moving consumer goods sector. They highlight

the importance of incorporating nostalgic elements into branding, advertising, and communication strategies to strengthen consumer attachment and encourage repeat patronage. Brands such as Indomie can build on shared cultural memories and heritage to foster loyalty and differentiate themselves in competitive markets. Understanding nostalgic sensitivity also enables marketers to target consumer segments more effectively by designing campaigns that resonate with generational and emotional experiences, thereby enhancing long-term engagement and retention.

However, the study has certain limitations. Its focus on a single location and product category limits the generalizability of the results, while the use of self-reported data may introduce bias. The cross-sectional design also restricts conclusions about causality over time. Future research should expand its geographical scope and include multiple FMCG brands to improve generalizability. Longitudinal or experimental studies help establish causal relationships and track changes in nostalgic influence over time. Qualitative or mixed-method approaches could provide deeper insights into how consumers interpret nostalgic cues. At the same time, future models could also examine moderating factors such as culture, age, and product involvement to explain variations in nostalgic marketing's impact on repeat purchase behavior.

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