NOSTALGIA MARKETING AS AN EFFECTIVE MECHANISM FOR MAXIMIZING BRAND VALUE: A FIELD RESEARCH FOR LC WAIIKII FASHION STORES GROUP IN IRAQ

Ahmed Dheyaauldeen Salahaldin A, Moamen Ahmed Hussein B

ABSTRACT

Purpose: This research aims to verify the extent of the impact of nostalgia marketing as an effective and modern strategy on the brand value.

Theoretical framework: the research is to shed light on an important and fundamental aspect of marketing, which is fashion marketing, and how stores that are interested in fashion can follow modern and basic strategies in maximizing the value of their brand.

Design/methodology/approach: The researcher targeted a sample of (760) customers who frequent the different branches of LC Waikiki, and used the questionnaire as a means to collect information from customers, and the researcher used (SPSS) program to analyze the data

Findings: The most important thing that has been reached is that nostalgia marketing is an effective and basic strategy for LC Waikiki store branches in Iraq that it uses to maximize the value of its brand and targets people who have specific affection and memories for clothing brands.

Research, Practical & Social implications: The research examines an important basic angle, which is fashion marketing, and because of its effects on the social reality in Iraq, and due to the large number of fashion trades, it has become necessary to find different strategies to implement them in order to reach success.

Originality/value: Examination of a quantitative theoretical framework and data analysis based on advanced statistical methods, and arriving at a set of results for one of the most modern concepts, which is nostalgic marketing.

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RESUMO

Objetivo: Esta investigação pretende verificar o alcance do impacto do marketing de la nostalgia como estrategia eficaz y moderna en el valor de la marca.

Marco teórico: la investigación pretende arrojar luz sobre un aspecto importante y fundamental del marketing, que es el marketing de la moda, y sobre cómo las tiendas que se interesan por la moda pueden seguir estrategias modernas y básicas para maximizar el valor de su marca.

Diseño/metodología/enfoque: El investigador se dirigió a una muestra de (760) clientes que frecuentan las diferentes sucursales de LC Waikiki, y utilizó el cuestionario como medio para recoger información de los clientes, y el investigador utilizó el programa (SPSS) para analizar los datos.

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Concluciones: Lo más importante a lo que se ha llegado es que el marketing de la nostalgia es una estrategia eficaz y básica para las sucursales de la tienda LC Waikiki en Iraq que utiliza para maximizar el valor de su marca y se dirige a las personas que tienen un afecto y recuerdos específicos por las marcas de ropa.

Investigación, implicaciones prácticas y sociales: La investigación examina un ángulo básico importante, que es el marketing de la moda, y debido a sus efectos en la realidad social de Iraq, y debido al gran número de comercios de moda, se ha hecho necesario encontrar diferentes estrategias para aplicarlas con el fin de alcanzar el éxito.

Originalidad/valor: Examen de un marco teórico cuantitativo y análisis de datos basado en métodos estadísticos avanzados, y obtención de un conjunto de resultados para uno de los conceptos más modernos, que es el marketing nostálgico.

Palabras clave: Marketing Nostálgico, Valor de Marca.

EL MARKETING DE LA NOSTALGIA COMO MECANISMO EFICAZ PARA MAXIMIZAR EL VALOR DE LA MARCA: UNA INVESTIGACIÓN DE CAMPO PARA LC WAIKIKI FASHION STORES GROUP EN IRAQ

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1 INTRODUCTION

Marketing stores in the Iraqi market, especially fashion stores, which are considered crowded markets, need to distinguish between competitors to know how to target them effectively. As it is difficult for fashion brands to target current consumers especially Generation Z (previous generation customers) for being “digital customers” (LIM College, 2020). They are constantly online and exposed to a large amount of information and advertisements. Accordingly, consumers, especially in the advanced ages, need a special marketing treatment that helps them find their desires and meet them in an efficient manner.

Therefore, it seems that companies have found that the marketing strategy of nostalgia, which can be an appropriate marketing strategy through which marketers in companies can directly target customers through emotions and memories, as marketing nostalgia is a marketing...
strategy whose main goal is to draw the attention of customers and feelings of nostalgia for the past.

In the fashion world, which is the group of LC Waikiki stores in Iraq, nostalgia has become a prevalent theme that these stores and their various branches increasingly use and in different forms of advertising, where nostalgic elements can be found in the majority of marketing campaigns for these stores (Hartmann & Brunk, 2019). As for the motivation and use of nostalgic marketing, it is expected that the feelings of nostalgia evoked by nostalgia signals in advertising have a direct and effective impact on the purchasing behavior of customers with whom the organization deals or intends to do so in the future. His active position in the companies. Thus, it seems that Nostalgia Marketing is an effective and effective method of marketing on a continuous basis, which is one of the most used marketing strategies in the fashion industry, in the field of food, health and other fields of various companies (Hartmann & Brunk, 2019).

This research aims to shed light on the relationship between nostalgic marketing and the brand value of the LC Waikiki group of stores in Iraq, and from this point of view (Zhang, 2015) explained that the brand value is the main driver in any company, which refers to the general perception of the consumer and his feeling towards the brand, so customers must know and remember the brand image, and to do this, some companies, including LC Waikiki, They applied nostalgic marketing to help current and potential customers recall their brand information and image in their memory, thus maximizing its value.

2 LITERATURE REVIEW

Today's global market is unreasonably dense with customers as well as buying possibilities in relation to a vast spectrum of brands that are infinite in the market, along with the development of the global fashion sector in particular to become one of the largest, most competitive and crowded consumer groups and new brands appear daily (Van Veckhoven, 2020). Thus, it is of paramount importance for fashion brands to stand out among competitors and to convey excellence through creative strategies of nostalgic marketing (Van Veckhoven, 2020), and therefore it is necessary to recognize these terms as:

2.1 Nostalgia Marketing

Nostalgia is an emotional state through which the individual seeks to return to the past and remember past events, and therefore the customer’s nostalgia is a kind of intense emotion towards the things that represent the value of the customer in the past, and thus this emotional
state is exploited by marketers and work to link it creatively and achieve it in a way that suits and Company Health (Thareja & Jain, 2019). It can be said that the customer's nostalgia is related to the people and places in which he is located and which are of value to him (Holbrook & Schindler, 1991) and the customer's nostalgia can be through several directions, a) personal nostalgia is exercised through memory and personal experiences; b) personal nostalgia is a personal experience that can be practiced by parents, friends and other relatives; c) cultural nostalgia, which is a collective style and memory, and d) virtual nostalgia through audio, video, written materials, and other indirect experiences (Holak et al., 2006).

On the other hand, nostalgia marketing aims to serve people who have a similar mouth and who have common memories to enjoy, but with different experiences and according to society, culture and environment (Muehling & Sprott 2004). Based on this, it can be said that marketing nostalgia is closely related to consumer behavior, and accordingly consumer behavior is classified according to nostalgia through marketing It is divided into three sections (Rubo, 2015): Level 1: Emotional: where nostalgia can be represented in the past by a situation in which people determine the extent of their inner thoughts, which can be formed by dealing directly or indirectly with the service, level 2: Cognitive: where people are affected by psychological means that give a positive or negative reaction towards the service used, and level 3: Behavioral: This is a basic and crucial stage of nostalgia for the past, as people start feeling nostalgic feelings for the past and realize the real work.

Figure 1. Relationship of nostalgia with consumer behavior

It must be mentioned that marketing nostalgia has been tried in different industries, especially in the fashion and food industry, and the integration of nostalgic marketing into the fashion industry has proven to be successful, as consumers' feeling of nostalgia led to wearing vintage clothes (Cervellon et al., 2012), as well as Nostalgic marketing mechanisms have been successful in restaurants, where customers are more attracted to restaurants that bear the character of nostalgia (Wen et al., 2019).

2.2 The Strategic Approach to Nostalgia Marketing

Studies that dealt with the issue of nostalgic marketing have grown and developed recently, and this topic has become of interest to marketers as an effective entrance to their retro marketing strategies or old brand (Youn & Jin, 2017). For example, a group of well-known international brands such as Maggi Noodles and PepsiCo have used a nostalgic marketing strategy in their marketing strategies in which they seek to enhance their marketing position towards competitors (Muehling & Pascal, 2011), and took advantage of This strategy is in the delivery of promotional and advertising messages, and this targeting enters from the premise that marketers seek to benefit from the cherished memories of consumers about the past (Merchant et al., 2016). On the other hand, a group of researchers warned against dealing negatively with the branches of nostalgia (Barrett et al. 2010) And they addressed this warning on the grounds that the look to the memories that customers carry varies from one customer to another, and therefore their responses to this strategy differ according to their memories (Barrett et al., 2010). This was confirmed (Verplanken, 2012) when he asserted that negative treatment of nostalgic themes, foundations and strategies of nostalgia, such as anxiety and sadness, take into account the special situation of people who do not have particularly positive feelings. In particular, it requires the achievement of positive and meaningful outcomes from advertising related to nostalgia (Sierra & McQuitty, 2007), which in turn depends primarily on the positive state of mind of customers and mutual marketers (Khoshghadam et al., 2019).

As for marketing nostalgia as an effective strategy, the marketing strategy for nostalgia is creative and innovative steps to create a distinctive emotional state for customers, as many studies confirm that nostalgia has many mental benefits, such as: improving mood, reducing stress, increasing self-esteem and make people feel that they are living prosperous periods younger than their real age (Sedikides et al., 2015), This is what he affirmed (Lammersma & Wortelboer, 2017) that marketing nostalgia is an effective strategy for arranging advertising programs and disengaging with other parties, as by following this strategy helps the customer to avoid and control many ineffective advertising noises.
2.3 The Importance of Nostalgic Marketing

Several studies, including (Katherine, 2013), described marketing nostalgia as an important tool for the marketer to achieve specific goals and objectives. Given the rapid spread of retro styles and products, it has become of paramount importance for business organizations to understand this trend and adapt themselves to market conditions. In his paper, (Friedman, 2017) addressed that nostalgia as a marketing tool preferred and exploited by a number of companies to implement their branding activities in the contemporary market, and proceeded from this view that the use of nostalgia is to make people in general delve into their past and thus enable them to connect with their brands.

(Hartmann & Brunk, 2019) argue that corporate branding and marketing efforts are fundamentally related to magic. The purpose is to turn the ordinary into something special, so companies are increasingly using oldies to promote their products or service brands, and they come up with three different ways to create magic and the same is based on the following nostalgic approaches: a) Re-creation (symbolic return to a past) b) Re-enactment (reflexive mediation of the present by retrospective brands and practices) and c) Re-appropriation (clear interpretations of the past).

2.4 Dimensions of Nostalgia Marketing

In global and domestic markets, recent trends in nostalgia marketing have attempted to exploit the current social, economic and political conditions and consumers’ perception of flashbacks as happier and less complex in life. Due to the understanding of the prevalence of nostalgia, various market research studies have been conducted (Gineikiene & Diamantopoulos, 2017) and based on the results of these studies, the group’s effects can be deduced from the dimensions that can represent marketing nostalgia for the past, and we can address some of these propositions, as it is seen that the dimensions of marketing nostalgia are represented by a) personal nostalgia: which is related to the personal experience of the individual and the stories stored in his memory, b) interpersonal nostalgia: relating to one’s indirect experiences, memories, etc. that may come from parents, shared experiences and memories, c) cultural nostalgia: described as group memories, and d) virtual nostalgia: relating to books, videos, and indirect experiences of a group and memories (Gurav, 2020).

In a related context, (Wen et al., 2019), through their research paper on feelings of nostalgia and its positive impact on brand trust, they see that marketing nostalgia consists of four dimensions: (interpersonal nostalgia, family nostalgia, personal nostalgia. , and Atmosphere nostalgia). As a result of many studies, we see that there is a clear and
comprehensive agreement about the constituent dimensions of nostalgia marketing, which are as follows: (Gurav, 2020) (Katija 2017) (Merchant et al., 2016)

Table 1. The dimensions of nostalgia marketing and its concepts

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nostalgia for Character</td>
<td>Parents, family friends, and friends can evoke the warmth of good old memories. These personalities are a major motivator of consumer behavior which is best used by commercial organizations in developing new products.</td>
</tr>
<tr>
<td>Nostalgia for Events</td>
<td>Everyone has some unforgettable tales or good old memories of a special day or time. It includes school days, festivals, engagements, weddings, birthday celebrations, etc. and these events serve as a source of energy and positive vibes.</td>
</tr>
<tr>
<td>Collective Nostalgia</td>
<td>It refers to a group that has the same memories shared by all members of the group. Which may affect them equally or differently, and this may be a specific event, a specific festival, or a particular game.</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2022)

Although there is no complete and clear agreement about the dimensions of nostalgia marketing, but the researcher relied on the most commonly used and measured dimensions by (Holbrook,1991) (Muehling & Sprott 2004) (Cui, 2015) (Wen et al., 2019) in identifying the dimensions of nostalgia marketing and thus adopting them in the current research, The dimensions are: a) Atmosphere nostalgia, b) Interpersonal nostalgia, c) Family nostalgia, and d) Personal nostalgia.

2.5 Brand Value

Brand value can determine the ability of a company's brand to carry out its activities in specific and overlapping means that allow marketing officials or others to achieve the company's long, medium and short-term goals (Srivastava et al., 1998). It can also be said that brand value revolves around the brand's ability to offer the best to its customers, and thus compete with the brands of other competitors (Mcgrath, 2005). The value of the brand can also determine the brand's eligibility to be able to compete in the market, and this is, of course, determined by the customers' demand for a specific brand without other brands (Powell & Powell, 2004) (Lavie et al., 2007). In addition, the brand value that suits the business customer companies must be geared towards building the capacity of the business customer company (Webster, 2000). Also, when brands integrate the functional aspects of their company's operations as well as their social aspects, They can create and create distinct value that meets the needs and desires of customers (Fahey et al., 2001).

Here it is necessary to address the emotional aspects of brand value, which reflects the degree of emotional acceptance that the brand can offer to its customers and pioneers, and the
value it provides to consumers through which the brand acquires an appropriate market share of the market, which can be considered equity for shareholders (Gupta et al., 2008).

In a related context, brand value is a representation of what a brand can embody for a particular organization. Thus the brand value here represents the sale or exchange value of the brand. The value of a trademark may vary depending on who owns it, because owners may have the ability to obtain more or less potential value according to their ability to benefit from the ownership of the trademark. In (Fig. 2), I presented two types of levels for brand value: the current level and the privatable level (Raggio & Leone, 2007).

Elsewhere, the concept and development of an understanding of brand value for some researchers came from separating the Terms of brand ownership and brand value. We find that most of the studies that dealt with brand value have always focused mainly on brand ownership. Brand equity instead of brand equity. Therefore, it is possible to separate these two concepts by illustrating a simplified model of brand value, and this (Fig. 3) illustrates this (Tiwari, 2010).
2.6 Benefits of Enhancing Brand Value

Business owners and corporate owners in general seek to enhance the value of their brand, and this is what many marketing literature referred to as a basic premise for enhancing the value of the brand (Lynch & de Chernatony, 2004). The findings of (Lynch and de Chernatony, 2004) reflect the positives of creating value for the brand by consumers and customers, and thus they seek to shed light on corporate managers in clarifying and highlighting the value of their brand from the inside and outside through the sales team that undertakes this task (Glenn et al., 2007).

In the same context, achieving a higher value for the brand leads to the ability of this brand to enter more competitive markets and thus the ability to reserve a better market position among the competitors (Cui et al., 2014). In various important studies, the effectiveness offered by the brand was tested as a measure of brand distinction This is what was found in the study (Berthon et al., 2007) to clarify the extent to which the brand can affect the profitability of the company and its recognition and reservation for a distinct market position, and then (Paik, 2010) also shed light on the effectiveness of the brand, using a model Brand ownership that depends on customers, and linking it to the performance provided by the brand in the different competitive market.

2.7 The Impact of Nostalgic Marketing on Brand Value

To answer the important and fundamental question in this research, which is how and why nostalgia marketing works in brand value, there are numerous studies that have looked at consumer behavior, and focus in shopping strategies, taking into account the focus on their inner feelings which is a powerful way to do this (Pascal et al., 2012), and some studies also concluded that nostalgia in marketing increases the attitude of brands and intent to buy and thus enhance their value in the market (Pascal et al., 2012).

Here, it can be said that when the consumer has positive feelings and attitudes towards the promotional and advertising campaigns that he is frequently exposed to, it also positively affects their feeling towards the brand (Pascal et al., 2012). Thus, positive feelings towards advertising lead to a positive attitude towards the brand, thus increasing the value of the brand, as well as consumers who have a greater affinity towards nostalgia reveal more positive attitudes towards things that are nostalgic (as reported in (Wen et al., 2019). According to (Muehling, 2013), nostalgic advertising leads to more positive evaluation of brand and advertising by consumers, nostalgia stimuli in advertising elicit more positive branding and advertising attitude than traditional advertising (Muehling, 2013).
On the other hand, the ultimate goal of nostalgic marketing seeks to create a strong bond between the company’s customers and the brand that belongs to that company, and this goal is the result of a challenge that many brands are unable to make their customers remember their brand image just because customers don’t interact with it enough that you can easily remember the brand image (Hiscock, 2001). A brand's consumer attitude is shaped by imaginative ideas (Muehling, 2013), because nostalgia itself refers to an "imagined past" (Muehling, 2013, p. 101). A brand attitude influenced by nostalgia is generally positively considered. Moreover, (Harvey, 2017) asserts that nostalgia also increases the consumer's purchase intent as it tempts to reward him with good memories from the past. Another claim is that advertising of nostalgia affects the cognitive and emotional consumer behavior of a brand and thus leads to desire to buy (Khan & Hussainy, 2018). Therefore, it is hypothesized that advertisements with nostalgic stimuli have a greater influence on purchase intent and brand attitude (Khan & Hussainy, 2018).

With high competition in global as well as local markets, brands struggle to compete to get the most attention from customers as well as for market share, (Corus, 2002) added, “The image of a recognized and trusted brand makes people confident that the company can be relied upon,” and in order to deliver brand image of customers and increase their value, the company needs advertising. Strategic use of advertising technology can provide an important advantage. In the study (Consoli, 2010) he raised an important point, which is how can purchasing decisions be considered the result of a careful analysis of the behavioral and emotional aspects of customers? He concluded that there is a possibility of integrating emotion into purchasing decisions and effectively in the brand strategy to achieve positive results. From this we can arrive at a basic hypothesis of the research:

H1: There is a significant correlation of nostalgia marketing with brand value.
H1-1: There is a significant correlation to the dimensions of nostalgia marketing with the dimensions of brand value.

H2: Nostalgia marketing has a significant impact on brand value.
H2-1: The dimensions of nostalgia marketing impact the dimensions of brand value.

3 METHODOLOGY

Today’s crowded global market, brands struggle to compete to get the most attention from customers as well as to gain market share and the image of a recognized and trusted brand makes people confident about the reliability of the company (Corus, 2002), also due to its use to present a brand image to customers, these companies need advertising, and the strategic use of advertising technology can provide an important advantage. A study by him (Consoli, 2010)
showed how buying choices and decisions are the result of careful analysis of rational and emotional aspects. Brand strategy to achieve positive results. In a related context, the fashion market in Iraq is one of the active markets through which fashion brands offer an incredible amount of purchasing possibilities regarding a large variety of products, and in recent times the fashion industry in Iraq has developed into one of the largest, competitive and crowded consumer groups that New brands appear in it daily, therefore, it is of paramount importance for fashion brands to stand out among competitors and convey the reasons for their uniqueness with the help of effective marketing strategies. Marketing nostalgia is a suitable marketing strategy for effective marketing as it offers a wide range of advantages, so the main question here is (Does nostalgia marketing strategy have a role in maximizing the brand value of LC Waikiki branch group in Iraq?). Although it is worth noting here that the group of branches of LC Waikiki Fashion in Iraq targets all age groups, including the elderly, who are considered the category that marketing with nostalgia seeks to target directly, and this is what the researcher relied on to determine the extent to which this company can exploit The nostalgic marketing strategy that focuses on maximizing the value of its brand, and the (Figure 4) illustrates this, knowing that the company's official website in Iraq was relied upon to obtain this information (https://www.lcwaikiki.ma/ar).

Figure 4. Targeting LC Waikiki Fashion Group in Iraq for different age groups, including the elderly

Source: (https://www.lcwaikiki.ma/ar)
And to clarify the answer to a question that is constantly raised in the literature and studies of the brand, which is how and why marketing with nostalgia works to maximize the value of the brand? This research sheds light on many opinions and studies that dealt with and analyzed consumer behavior in the context of nostalgia. When you focus on consumer behavior in the context of marketing, focusing on their feelings is a very effective way to do so.

3.1 The Conceptual and Practical Model

The research builds a theoretical model of the association and impact of nostalgia marketing with brand value. At the level of variables and the level of dimensions, this model shows a set of basic and sub-factors that increase the clarification of the extent to which they can affect the dimensions of nostalgia marketing in the dimensions of brand value, and the (Figure 5) shows that:

3.2 Data Collection

The researcher relied on the questionnaire as a basic tool for collecting information. The questionnaire included three axes. The first axis included general information about the respondent (Gender, Age, Education, and Monthly income) (Table 3), and the second axis included questions related to the variables investigated, which the researcher relied on a group of sources to determine them. Customers who deal with LC Waikiki clothing store in its various branches in Iraq, as LC Waikiki is one of the important fashion stores in Iraq, which covers a wide range of customers. It was established in 1988 in Istanbul, and it has (1024) branches spread in (47) countries, and the researcher relied in his research on the branches spread in Iraq only, There are (19) The researcher was able to communicate with only (10) branches (Figure 6) shows a map of the spread of these branches in Iraq) branches distributed in different
governorates in Iraq, and the researcher targeted customers who frequent these branches by not filling out a questionnaire directly or via e-mail. The research sample consisted of (760) customers and a total of (50) customers from nearly each branch, to give an initial perception about the extent to which these stores target customers in a way that raises their nostalgia for the past and thus the possibility of maximizing their brand. As for the details of the research sample, table (2) Explains it.

### Table 2. LC Waikiki clothing store branches and locations in Iraq

<table>
<thead>
<tr>
<th>Branch</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al-Mansour Mall</td>
<td>Baghdad - Al-Mansour - Near Abo Jaffar Sqaure</td>
</tr>
<tr>
<td>Al- Nakheel Mall</td>
<td>Baghdad - Palastine street A- Nakheel Baghdad</td>
</tr>
<tr>
<td>Zaiwna Mall</td>
<td>Baghdad, Zaiwna</td>
</tr>
<tr>
<td>Babylon Mall</td>
<td>Baghdad, Main Street</td>
</tr>
<tr>
<td>Baghdad Mall</td>
<td>Baghdad, Harthya</td>
</tr>
<tr>
<td>Aljadrya Mall</td>
<td>Baghdad, Aljadrya</td>
</tr>
<tr>
<td>Ishtar Mall</td>
<td>Baghdad, Al-Shaab Street</td>
</tr>
<tr>
<td>Zayoona</td>
<td>Baghdad, Alrubaece Street</td>
</tr>
<tr>
<td>Cairo Mall</td>
<td>Baghdad, Nidaa Mosque</td>
</tr>
<tr>
<td>5 Star Mall</td>
<td>Baghdad, Adhamiya, Dhubbat Street.</td>
</tr>
<tr>
<td>City Mall</td>
<td>Najaf- Aljawahiry street</td>
</tr>
<tr>
<td>Karbala</td>
<td>Karbala, TBI bank Sanater Store, Al-sanater Street</td>
</tr>
<tr>
<td>Fallujah Mall</td>
<td>Anbar, Al-Kamaliyat Street.</td>
</tr>
<tr>
<td>Family Mall</td>
<td>Erbil, Hawler, 100 meter road</td>
</tr>
<tr>
<td>Kirkuk</td>
<td>Al-Junhuriya Street</td>
</tr>
<tr>
<td>City Centre</td>
<td>Sulaymaniyah</td>
</tr>
<tr>
<td>Grand Bazaar</td>
<td>Sulaymaniyah</td>
</tr>
<tr>
<td>BDC Mall</td>
<td>Hila, Bab Al-hussein</td>
</tr>
<tr>
<td>Family Mall</td>
<td>Duhok, Duhok-Zakho, Way Kurdistan Region</td>
</tr>
</tbody>
</table>

Note: The information was obtained through the official website of the LC Waikiki Group in Iraq (https://www.lcwaikiki.ma/ar/). Source: Prepared by the authors (2022)

With regard to the nature and characteristics of the researched sample, this sample varied in terms of percentages according to the variables of the questionnaire, and the table (3) illustrates this.

![Figure 6. Distribution map of LC Waikiki fashion branches in Iraq](source)

Source: Prepared by the authors (2022)
3.3 Variable Measurement

The researcher sought to measure the research variables in an accurate and consistent manner with the research sample, as the marketing variable was measured by nostalgia marketing (NM) through four dimensions: a) Atmosphere nostalgia (AN), b) Interpersonal nostalgia (IN), c) Family nostalgia (FN), and d) Personal nostalgia (PN). These dimensions were determined based on (Wen et al., 2019). As for the brand value (BV), it was measured based on (Li et al., 2021), which dealt with three dimensions: a) Brand awareness (BA), b) Brand reputation, and c) Brand loyalty (BL).

4 RESULT
4.1 Measurement Validation

In order to reach actual and accurate results, the reader will be surprised by the research, and in order to build real conclusions, the researcher used SPSS and AMOS to conduct a set of tests that would determine the quality and acceptability of the research data for analysis, including (Kaiser-Meyer-Olkin (KMO), Bartlett test, NNFI CFI, GFI, AGFI, $\chi^2$/df, RMSEA), Tables (4) (5) show the results.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Characteristics description</th>
<th>Frequency</th>
<th>Respondent rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>433</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>327</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Under 20</td>
<td>40</td>
<td>5.2</td>
</tr>
<tr>
<td></td>
<td>20–30</td>
<td>66</td>
<td>9.6</td>
</tr>
<tr>
<td></td>
<td>31–40</td>
<td>97</td>
<td>12.7</td>
</tr>
<tr>
<td></td>
<td>41–50</td>
<td>110</td>
<td>14.4</td>
</tr>
<tr>
<td></td>
<td>51–60</td>
<td>205</td>
<td>26.5</td>
</tr>
<tr>
<td></td>
<td>Above 60</td>
<td>248</td>
<td>31.6</td>
</tr>
<tr>
<td>Age</td>
<td>Less than High school</td>
<td>77</td>
<td>10.1</td>
</tr>
<tr>
<td></td>
<td>High school</td>
<td>107</td>
<td>14.2</td>
</tr>
<tr>
<td></td>
<td>Junior college</td>
<td>87</td>
<td>11.4</td>
</tr>
<tr>
<td></td>
<td>Bachelor</td>
<td>406</td>
<td>53.4</td>
</tr>
<tr>
<td></td>
<td>Master’s degree or above</td>
<td>83</td>
<td>10.9</td>
</tr>
<tr>
<td>Education</td>
<td>500,000 ID</td>
<td>101</td>
<td>13.4</td>
</tr>
<tr>
<td></td>
<td>600,000 -1000,000 ID</td>
<td>264</td>
<td>34.7</td>
</tr>
<tr>
<td></td>
<td>Above 1000,000 ID</td>
<td>395</td>
<td>51.9</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2022)
Table 4. KMO and Bartley spherical test results

<table>
<thead>
<tr>
<th>Variable</th>
<th>KMO</th>
<th>XX²</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nostalgia Marketing (NM)</td>
<td>0.893</td>
<td>4251.773</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Value (BV)</td>
<td>0.859</td>
<td>324.887</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2022)

From the results of Table (4), we note that the values of (KMO) have increased from (0.70) and this confirms that the sample that was used to answer the research scale is a sufficient and appropriate sample, as well as the significance of these values, which were values of (Sig.) less than (0.05).

The measurement model shows good agreement (Table 5), (NNFI) (0.943, 0.912), (CFI) (0.962, 0.922), (GFI) (0.904, 0.940) is greater than the recommended limit of 0.9, (AGFI) (0.874, 0.889), χ²/df (2.951, 2.445) and RMSEA (0.043, 0.044), They are all values of the permissible limit, which meet the quality of the research scale, which makes it amenable to analysis and testing of hypotheses (Hair et al. 2014).

Table 5. Search scale quality tests

<table>
<thead>
<tr>
<th>Variable</th>
<th>NNFI</th>
<th>CFI</th>
<th>GFI</th>
<th>AGFI</th>
<th>χ²/df</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nostalgia Marketing (NM)</td>
<td>0.943</td>
<td>0.962</td>
<td>0.904</td>
<td>0.874</td>
<td>2.951</td>
<td>0.043</td>
</tr>
<tr>
<td>Brand Value (BV)</td>
<td>0.912</td>
<td>0.922</td>
<td>0.940</td>
<td>0.889</td>
<td>2.445</td>
<td>0.044</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2022)

4.2 Research Hypothesis Tests

After confirming the quality and conformity of the research scale to the application, the research hypotheses will be tested, which consists of two basic hypotheses and two sub-hypotheses, one related to the effect and the other related to the correlation between the research variables.

4.2.1 Correlation hypothesis test (H1, H1-1)

Correlation hypothesis test (Person). To make sure that the hypothesis can be proven or rejected and the alternative hypothesis accepted, the table (6) shows that.
When looking at the results of the table (6), we find that almost all the correlations between the research variables are significant, and this confirms that there is a significant correlation between the research variables, as the correlation between nostalgia marketing and the brand value amounted to (0.711). This is a strong correlation at a significant level (0.01), and this confirms that the level of achieving a higher value for the brand of the LC Waikiki group of stores in Iraq is related to the extent to which these branches are able to work according to strategies that help them target the memories owned by customers that bring them back to the past. Which helps them retrieve events that may be associated with the purchase currency, thus achieving the purchase intention to reach a higher brand value. These results lead to the acceptance of the hypothesis (H1) and the sub-hypothesis (H1-1).

### 4.2.2 Impact hypothesis test (H2, H2-1)

In order to test the impact hypotheses and confirm the validity of the second and second sub-hypothesis, we will use the multiple linear regression coefficient, as well as extracting \( R^2, F, \text{Sig.}, P, \beta, t \). The table (7) illustrates this.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Paths</th>
<th>( \beta )</th>
<th>t</th>
<th>P-value</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2</td>
<td>AN &gt;&gt;&gt; BV</td>
<td>0.221</td>
<td>3.781</td>
<td>0.000</td>
<td>( R^2 = 0.532 )</td>
</tr>
<tr>
<td></td>
<td>IN &gt;&gt;&gt; BV</td>
<td>0.185</td>
<td>2.860</td>
<td>0.002</td>
<td>( F = 97.054 )</td>
</tr>
<tr>
<td></td>
<td>FN &gt;&gt;&gt; BV</td>
<td>0.201</td>
<td>3.557</td>
<td>0.000</td>
<td>( \text{Sig.} = 0.000 )</td>
</tr>
<tr>
<td></td>
<td>PN &gt;&gt;&gt; BV</td>
<td>0.287</td>
<td>4.110</td>
<td>0.000</td>
<td>( \text{Tabular} F = 3.92 )</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tabular ( t = 2.05 )</td>
</tr>
</tbody>
</table>

Note: The model is significant when P-value < 0.05. Source: Prepared by the authors (2022)

Through the results of the table (7), we find that the value of \( F \) reached (97.054), which is greater than its tabular value at the level of freedom (1,759), and this confirms the significance of the regression model and therefore the significance of the effect hypothesis (H2), and
regarding the value of \( R^2 \) it reached (0.532) and this confirms that the dimensions of nostalgia marketing explains the percentage (53%) of the changes that occur in the value of the brand, and regarding the values of \( \beta \) it reached in succession (0.221, 0.185, 0.201, 0.287) and this confirms that the change of one unit in the dimensions of marketing nostalgia leads to a change in the value of the brand with the value of (22%, 18%, 20%, 28%) over straight. With regard to hypothesis (H2-1), it is possible to prove its validity or not through the results of the table (8), which give a visualization about this hypothesis through multiple linear regression.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Paths</th>
<th>( \beta )</th>
<th>( t )</th>
<th>P-value</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2-1</td>
<td>AN &gt;&gt;&gt; BA</td>
<td>0.021</td>
<td>0.634</td>
<td>0.663</td>
<td>( R^2 = 0.295 )</td>
</tr>
<tr>
<td></td>
<td>IN &gt;&gt;&gt; BA</td>
<td>0.193</td>
<td>2.364</td>
<td>0.008</td>
<td>( F = 6.783 )</td>
</tr>
<tr>
<td></td>
<td>FN &gt;&gt;&gt; BA</td>
<td>0.092</td>
<td>1.034</td>
<td>0.082</td>
<td>( \text{Sig.} = 0.002 )</td>
</tr>
<tr>
<td></td>
<td>PN &gt;&gt;&gt; BA</td>
<td>0.087</td>
<td>0.956</td>
<td>0.442</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AN &gt;&gt;&gt; BR</td>
<td>0.224</td>
<td>2.942</td>
<td>0.001</td>
<td>( R^2 = 0.447 )</td>
</tr>
<tr>
<td></td>
<td>IN &gt;&gt;&gt; BR</td>
<td>0.301</td>
<td>4.667</td>
<td>0.000</td>
<td>( F = 78.003 )</td>
</tr>
<tr>
<td></td>
<td>FN &gt;&gt;&gt; BR</td>
<td>0.295</td>
<td>3.020</td>
<td>0.000</td>
<td>( \text{Sig.} = 0.000 )</td>
</tr>
<tr>
<td></td>
<td>PN &gt;&gt;&gt; BR</td>
<td>0.226</td>
<td>2.966</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AN &gt;&gt;&gt; BL</td>
<td>0.311</td>
<td>4.842</td>
<td>0.000</td>
<td>( R^2 = 0.390 )</td>
</tr>
<tr>
<td></td>
<td>IN &gt;&gt;&gt; BL</td>
<td>0.229</td>
<td>3.005</td>
<td>0.000</td>
<td>( F = 61.906 )</td>
</tr>
<tr>
<td></td>
<td>FN &gt;&gt;&gt; BL</td>
<td>0.163</td>
<td>2.056</td>
<td>0.035</td>
<td>( \text{Sig.} = 0.000 )</td>
</tr>
<tr>
<td></td>
<td>PN &gt;&gt;&gt; BL</td>
<td>0.192</td>
<td>2.334</td>
<td>0.009</td>
<td></td>
</tr>
</tbody>
</table>

Note: The model is significant when P-value < 0.05

Source: Prepared by the authors (2022)
Figure 7. The effect between the dimensions of nostalgia marketing and the brand value dimensions

The results of the table (8) give a set of ideas, foremost of which is the impact of the dimensions of nostalgia marketing in brand awareness, which shows that the value of (F) that was calculated is slightly higher than its tabular value, in addition to that the value of \( R^2 \) reached 0.295, and this confirms that the percentage of \( 29.5\% \) Changes in brand awareness can be explained in terms of the nostalgic marketing dimension. As for the second part of the table (8) it shows the results, the effect of the dimensions of nostalgia marketing on the brand reputation, which seems to be that the value of (F) reached 78.003, which is greater than its tabular value and this confirms the significance of the regression model, and at the same time the value of \( R^2 \) reached 0.447 This confirms that a proportion \( 44.7\% \) of the changes that occur in the brand reputation can be explained in terms of the dimensions of nostalgic marketing.

The last part of the table (8) shows the results of the effect of the nostalgic marketing dimensions on Brand loyalty, in which the value of (F) shows its amount 61.906, which is greater than its tabular value and therefore the significance of the regression model. Regarding the value of \( R^2 \) it reached 0.390 which indicates that changes What occurs in Brand loyalty
can be explained in terms of the nostalgic marketing dimension nd the amount (39%). These results, to which the table (8) refers, give clear evidence for the acceptance of the hypothesis (H2-1) which confirms the significance of the effect of nostalgic marketing dimensions on the dimensions of brand value.

Figure 8. The model research Result

Source: Prepared by the authors (2022)

5 CONCLUSIONS

The nostalgic marketing strategy is one of the modern strategies that companies follow to advertise their goods and services. Perhaps the fashion industry is one of the most important sectors targeted by this strategy. Effective to move towards introducing customers to the clothes you are advertising in a manner targeting their affection and for certain age groups.

In the same context, LC Waiki’s use of this strategy resulted in a higher and greater value for its brand, and this is evident through the levels of correlation and impact that the research reached, which expressed a clear employment and exploitation of LC Waiki’s group of branches in Iraq for nostalgic marketing strategies. The past to enhance the brand value of this group.

If the researcher targeted a sample of customers, it led to important results, given that the customer is the owner of the purchase decision, and he is the one who focuses all marketing activities on him, and therefore he is considered the decision-maker in the possibility of enhancing the value of a particular brand or not, and accordingly the research concluded that the majority of customers are from The old ages who are targeted by LC Waikiki Group in the markets through the marketing strategy of nostalgia, as a strategy that targets the memories and emotions owned by the elderly and those who are nostalgic for old models and fashion that they seek to target to achieve their desires and thus enhance the brand value of this group.
The results of the impact and correlation reached by the researcher can be exploited by the LC Waikiki group more optimally in the future, targeting wider segments of customers and more comprehensive age groups, so that the fashion advertisements for this group reach faster, whether it is traditionally or through videos through social media, which it increases the chances of this group in the market, creating a larger market share and achieving a sustainable competitive advantage.

REFERENCES


1. https://www.lcwaikiki.ma/ar/