

Ministère de l'Enseignement Supérieur  
et de la Recherche Scientifique

Ecole Nationale Supérieure de Management  
Koléa



وزارة التعليم العالي و البحث العلمي

المدرسة الوطنية العليا للمناجمت  
القليعة

**Professional master's degree in**  
**Marketing Management**  
**FINAL DISSERTATION**

**The impact of Nostalgia on customer satisfaction:  
Case: Bimo "Galette" Spread**

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**Academic Year 2024/2025**



## Abstract

Nostalgia, often defined as a dual emotion combining melancholy and joy, has seen a significant resurgence and become a powerful tool, particularly in business. Companies increasingly leverage nostalgic connections to evoke consumers' cherished past memories, fostering emotional engagement. In this study, we examine the impact of nostalgia on customer satisfaction, the ultimate goal of marketing, through a quantitative analysis of Bimo's new product, Galette Spread. Data from 252 respondents was collected via questionnaires and analyzed using SPSS software. The results indicate a significant relationship between nostalgia and consumer satisfaction. However, contrary to expectations, emotional attachment and familiarity showed no direct impact on consumer satisfaction.

**Key words:** Nostalgia, marketing, customer satisfaction, emotional connection, consumer behavior, quantitative research.

## Résumé

La nostalgie, souvent définie comme une émotion double mêlant mélancolie et joie, connaît un regain d'intérêt et devient un outil puissant, notamment dans le domaine commercial. Les entreprises exploitent de plus en plus les connexions nostalgiques pour évoquer les souvenirs passés des consommateurs, renforçant ainsi leur engagement émotionnel. Dans cette étude, nous analysons l'impact de la nostalgie sur la satisfaction client, objectif ultime du marketing, à travers une étude quantitative du nouveau produit de Bimo, Galette à tartiner. Les données de 252 répondants ont été collectées via des questionnaires et analysées à l'aide du logiciel SPSS. Les résultats révèlent un lien significatif entre nostalgie et satisfaction client. En revanche, contrairement aux attentes, l'attachement émotionnel et la familiarité n'ont pas d'impact direct sur la satisfaction des consommateurs.

**Mots-clés :** Nostalgie, marketing, satisfaction client, connexion émotionnelle, comportement du consommateur, étude quantitative.

### ملخص

الحنين، الذي يُعرّف غالبًا على أنه عاطفة مزدوجة تجمع بين الشوق والفرح، شهد انتشارًا كبيرًا وأصبح أداة قوية - خاصة في المجال التجاري. تُعزز الشركات بشكل متزايد الروابط الحنينية لاستحضار ذكريات الماضي الجميلة لدى المستهلكين، مما يعزز الارتباط العاطفي. في هذه الدراسة، نبحث تأثير الحنين على رضا العملاء، الهدف النهائي للتسويق، من خلال تحليل كمي لمنتج بيمو الجديد جاليت سبريد. تم جمع البيانات من 252 مستجيبًا من خلال الاستبيانات وتحليلها باستخدام برنامج SPSS. أظهرت النتائج وجود علاقة كبيرة بين الحنين ورضا العملاء. ومع ذلك، وعلى عكس التوقعات، لم يظهر التعلق العاطفي والألفة أي تأثير مباشر على رضا المستهلكين.

**الكلمات المفتاحية:** الحنين، التسويق، رضا العملاء، الارتباط العاطفي، سلوك المستهلك، دراسة كمية.

## ACKNOWLEDGMENTS

All praise and gratitude belong to Allah, by whose mercy and blessings I have been able to complete this work. To Him alone belongs all thanks, from beginning to end, Alhamdulillah.

I would like to extend my deepest appreciation to my esteemed supervisor, Dr. ELMOKRETAR Lamia, for her invaluable guidance and support throughout this research journey. I am truly grateful for her expertise, insightful feedback, and unwavering encouragement, which have profoundly shaped this thesis.

Additionally, I am thankful to Dr. BARKAT Abdelaziz for his meaningful contributions to this work. Sir, your advice and direction have been instrumental in the successful completion of this thesis, and for that, I am immensely grateful.

I am also grateful to Ms. BELAIDI Amina, my mentors during my internship at BIMO. Her guidance and support were invaluable.

I would like to extend my warmest thanks to all the employees at BIMO for the enriching and interesting experience they provided me throughout my internship.

To my family, the greatest blessing of my life, I owe my deepest gratitude. No words or deeds could ever truly repay the love and support you have given me. My beloved mother, the heart and soul of our family.

To my dear sisters, my lifelong companions and partners in every dream; your laughter, encouragement, and heartfelt prayers have been my strength, especially throughout my academic and professional journey.

A special word of thanks goes to everyone who helped make this study possible. Your support and encouragement made all the difference, and I will always be thankful for your generous contributions.

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## LIST OF ABBREVIATIONS AND ACRONYMS

**CSR:** Corporate Social Responsibility.

**EA:** Emotional Attachment.

**FMCG:** Fast-Moving Consumer Goods.

**HACCP:** Hazard Analysis and Critical Control Points.

**IBM:** International Business Machines.

**ISO:** International Organization for Standardization.

**PAD:** Pleasure Arousal Dominance paradigm.

**SARL :** Société A Responsabilité Limitée.

**SPSS:** Statistical Package for the Social Sciences.

# **INTRODUCTION**

Nostalgia, the desire to return to or relive past times, is an important topic of study for scholars and practitioners. The impact of this emotion has been discussed in fields such as anthropology, psychology, and sociology, and is now an ongoing topic in the fields of advertising and consumer behavior. (Pichierri, 2023)(p. 117).

The use of nostalgia in marketing is a new but growing trend that taps into an individual's fondness for a remembered (and somewhat idealized) past. Overall, marketers can use nostalgia not only to improve advertising effectiveness and influence consumers' evaluation of advertising messages, but also to build and strengthen emotional bonds between consumers and companies. Nostalgia can also drive grassroots movements: for example, consumers can be encouraged to demand that companies revive dormant brands. In short, remembering the past can be an effective way for companies to build their brands and increase profits.

The rise of nostalgia marketing strategies, especially during difficult times, highlights the power of remembering the past, although the effectiveness of nostalgia can vary depending on the consumer's mood and situation. Of course, legitimate attempts to positively influence consumer attitudes and intentions also have their drawbacks: For example, romantic memories of the past may lead people to prioritize previously criticized figures (such as sports coaches or politicians), even if current circumstances are less rosy. In some ways, yearning for a glorious past may indicate that they cannot see an alternative for the future. (Pichierri, 2023)(p. 147).

Consumer behavior literature has long shown that marketing communications must evoke emotions to be effective. Nostalgia is one such emotion: it does not simply reflect a tendency to look back at the past, but it also has a significant impact on consumers' thoughts, attitudes, and decision-making processes. Often triggered by a negative current situation, nostalgia provides people with a soothing protection from their current predicament and a valuable fictional refuge from the anxiety of the present.

Overall, nostalgia marketing is a powerful tool that can influence consumers' decisions by rekindling their feelings about the past. Nostalgia marketing differs from other strategies in that it encourages consumers to transcend physical and temporal boundaries to evoke and restore memories that can guide their behavior. Marketers and businesses can benefit from understanding the pros and cons, as can consumers. Recognizing the impact of a simple imaginary journey through an idealized past is the first step toward furthering our

understanding of how our memories shape reality. take advantage of the past in selling products or services. (Pichierri, 2023)(pp. 149–150).

Our research aims to measure the impact of nostalgia on customer satisfaction with Bimo's newly launched "Galette" spread, which is a modern product inspired by an authentic, classic and nostalgic product of the Bimo brand, the famous Bimo Senior Biscuit.

It was structured around four key phases:

- Literature review and conceptual framework: after defining the research theme and assessing its feasibility, we conducted an in-depth documentary analysis of key concepts.
- Data collection: we then carried out a survey using questionnaires to gather insights from our target sample.
- Data analysis and findings: the collected information was systematically reviewed, analyzed, and interpreted to draw meaningful conclusions.
- Recommendations: finally, we provided actionable recommendations to our host organization based on the research findings.

Our study aims to assess the extent to which nostalgia associated with Bimo's Senior biscuit influences consumer satisfaction with the new product (spread) inspired by this brand.

Furthermore, we seek to understand the effectiveness of nostalgic marketing and branding strategies, which rely on iconic products from the past to promote current innovations.

This research is organized into four complementary chapters:

We begin with the research question, where we outline the motivations behind our study, demonstrate the relevance of the topic, and define our research objectives.

The second chapter constitutes the theoretical framework: it includes both the literature review on the fundamental concepts and the development of our conceptual framework.

The methodology follows, detailing the scientific approach adopted, the data collection and analysis tools, and the methodological choices that guide our work.

Finally, the last chapter presents the results and discussions: after an in-depth data analysis, we interpret these results in light of our theoretical framework before formulating practical recommendations.

# **CHAPTER I: CONTEXT AND RESEARCH PROBLEM**

Companies nowadays have come to realize that differentiation is not simply about price and quality, but about the customer experience and the human connection. Today's consumers -more educated and informed than ever- are searching for real, engaged brands that can help foster connections.

## **1. Context and objectives of the research:**

Marketing has accordingly moved toward personalization and long-term engagement using tactics that are more about loyalty, empathy, storytelling, ethics and values. In this marketing environment ruled by emotions, nostalgia emerges as most timeless of tools. Far from being a simple retreat to the past, it has turned into a potent weapon that touches a universal nerve: nostalgia for the emotions preserved in the good old days. Brands are pulling on a powerful psychological lever: re-igniting memories of moments during childhood, adolescence or a shared cultural experience.

Moreover, given to how much our world today is fast-paced with tremendous technological revolutions and societal shifts creating as much opportunity as anxiety, nostalgia has emerged as a powerful emotional refuge. Overwhelmed by the exhausting momentum of innovation and modern instability, consumers subconsciously and increasingly seek comfort in the past, a place that feels familiar, safer, and reassuring.

This profound longing explains why nostalgic marketing resonates so strongly: through evoking positive memories. Brands offer not only products, but also an escape from the chaos of the present. By bringing back retro products, vintage collaborations, or campaigns which appeal on shared cultural memories, emotional branding capitalizes on this seeking for consistency in a changing world. Nostalgia is travel from the past and the future, allowing consumers to navigate uncertainty while cherishing something comforting and enduring. More than a marketing technique, it is a reaction to a rooted human need, to recapture again, for a brief time at least, with a sense of continuity and meaning in a world that often feels beyond our control.

Bimo, one of Algerian's most iconic and authentic brands, deeply rooted the country's social memory. Since decades, Bimo has not only been a biscuit company but also an icon of Algerian culture, evoking remembrance of children's pasts, family, and national heritage. Through its familiar packaging, traditional recipes, and persistent supply in Algerian households which makes it an exemplary study object to see how nostalgia influences consumers' satisfaction.

This study focuses specifically on how the nostalgic power of Bimo Senior biscuits - an iconic product that has accompanied generations of Algerians - influences consumer satisfaction with the brand's newer Bimo Spread product.

## **2. Research question:**

Based on this context, we were able to formulate our research question, which is as follows: « **To what extent does the nostalgia associated with the Bimo Senior biscuit impact customer satisfaction with the new Bimo "Galette" spread?** ».

To better focus our research, we derived the following sub-questions from the research question and the literature review:

- Does familiarity with Bimo Senior biscuits trigger nostalgic emotions that influence spread satisfaction?
- To what extent does emotional attachment to Bimo Senior biscuits shape consumers' perceptions of the Bimo spread?
- Does nostalgia associated with Bimo Senior biscuits significantly enhance consumer satisfaction with the new Bimo spread?
- How does consumers' perception of the Bimo spread influence their overall satisfaction with the product?

## **3. Relevance of the research:**

We conducted research on a timely marketing phenomenon by investigating how nostalgia -a powerful yet underleveraged emotional driver- shapes consumer satisfaction with product extensions. To explore this, we focused on the case of Bimo, Algeria's most authentic biscuit brand, and how nostalgia for its original Bimo Senior biscuits influences satisfaction with its new Bimo Spread. This case study allows us to uncover both theoretical insights (emotional branding, heritage marketing) and managerial practicalities (how legacy brands can innovate without compromising emotional equity).

### **3.1.Theoretical relevance:**

This study contributes to the limited but growing body of research on nostalgia as a marketing tool. Building on (Holak & Havlena, 1998) foundational work -which identified nostalgia as a multi-sensory experience triggered by brands, music, and rituals-

this study adapts their framework to analyze how Bimo's heritage (e.g., taste, packaging, childhood memories) fuels satisfaction with its modern product line.

Their findings on nostalgia intensity and emotional engagement are particularly relevant here, as we measure whether these same psychological mechanisms explain Algerian consumers' attachment to Bimo Senior and their acceptance of the Bimo Spread.

### **3.2. Managerial relevance:**

Recent marketing research confirms nostalgia's business value - studies show that participants exposed to nostalgic advertisements were more willing to pay higher prices for products compared to those exposed to neutral advertisements. (Eloranta, 2022).

Similarly, (Nassef & El-Aziz, 2022) demonstrated a statistically significant positive correlation ( $r=0.435$ ) between nostalgia-themed advertising and buying intentions, confirming that retrospective marketing campaigns substantially impact automobile purchase decisions.

Our findings will complement these studies by referring to other research on this subject providing Bimo's managers with actionable data on how to strategically leverage consumers' emotional connections to the classic Bimo Senior biscuit when promoting the new Spread.

By identifying exactly which nostalgic elements drive satisfaction, we enable smarter product development and targeted campaigns, turning childhood memories into measurable market advantage in Algeria's competitive FMCG sector.

## **4. Organizational Framework:**

In this section, we will introduce the company "BIMO" and its organizational chart.

### **4.1. Company presentation BIMO Group:**

The BIMO Group is considered one of the largest industrial groups specializing in the food industry in Algeria. In 1981, the first factory, called "*Nouvelle Biscuiterie Moderne*" (Bimo for short), was established in the Baba Ali industrial zone.

Thanks to its specialized production unit, Bimo became the national leader in chocolate and vegan chocolate manufacturing in 1986.

In 1997, Bimo reached a major milestone by opening the first cocoa bean processing and transformation unit in Algeria. This unit supplies not only the various units of the Bimo group, but also other national industrial companies. A large portion of its cocoa butter production is exported to Western and Eastern European countries.

The Bimo Group is composed of:

- SARL Biscuiterie Moderne.
- SARL Chocolaterie Bimo: A chocolate-making unit.
- SARL CACAO Bimo: A cocoa bean processing unit.
- SARL Gaufretterie Bimo: A wafer-making unit.

In 1999, Bimo diversified its activities by launching its first wafer production unit in Baba Ali, thus expanding its product range.

**Table 1: Bimo history.**

<b>Year</b>	<b>Event</b>
<b>1981</b>	Creation in the Baba Ali industrial zone, the first factory called “ <i>Nouvelle Biscuiterie Moderne</i> ” or “Bimo” for short.
<b>1986</b>	Creation of a chocolate and vegetable manufacturing unit.
<b>1997</b>	Inauguration of the first cocoa bean processing and transformation unit in Algeria.
<b>1999</b>	The start of production of the Waffle unit in Baba Ali.
<b>2011</b>	The group is committed to a quality improvement process according to the ISO 9001 v 2008 standard.
<b>2017</b>	- Implementation of the HACCP system in the wafer factory. - Transition to ISO 90001 version 2015.
<b>2019</b>	The implementation of the SMSDA ISO 22000 version 2018.

**Source:** Internal document of the Bimo company.

SARL Gaufreterie Bimo is a private Algerian limited liability company specializing in the manufacture and sale of wafers. Founded in August 1999, the company operates nationwide in the food industry.

With a production capacity of 8,500 tons per year, *Gaufreterie* Bimo employs an average of 80 people, including 7 managers. The company has a share capital of 560,000,000.00 DA and achieves an average annual turnover of approximately 2,254,902,979 DA.

Its main customers are wholesalers, catering companies, hotels, supermarkets, and government institutions.

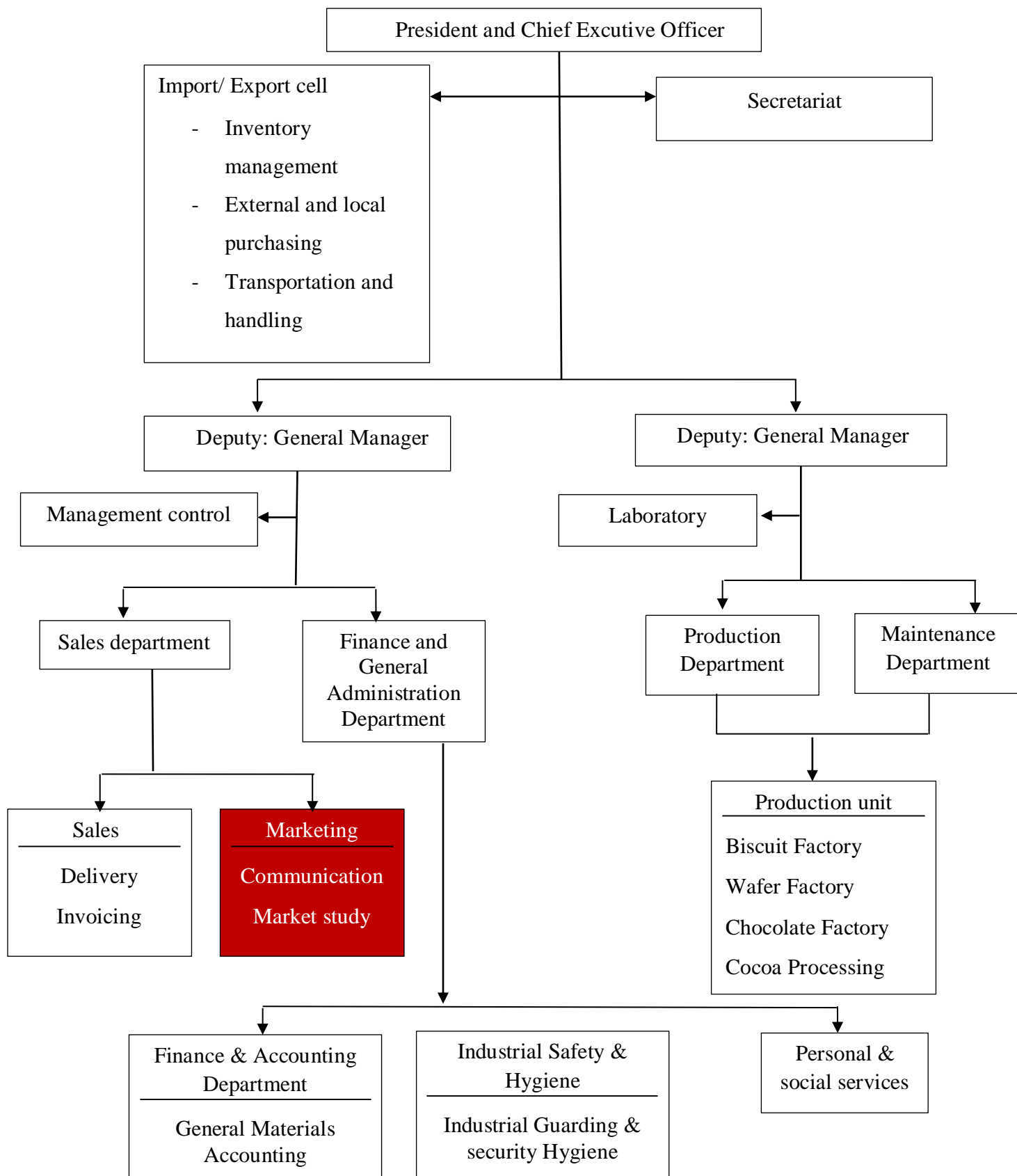
#### **4.2. Customer satisfaction at Bimo:**

Customer satisfaction is Bimo's top priority. Through targeted strategies and dedicated initiatives, the company consistently works to meet and exceed customer expectations. Here's how Bimo delivers on this commitment:

- Prioritizing product excellence, adhering to strict production standards to ensure safety and customer satisfaction.
- Value customer feedback, using insights from suggestions and complaints to drive continuous improvement.
- Offering dedicated customer service, ensuring prompt, professional, and courteous support for all inquiries and issues.
- Regularly measure customer satisfaction through surveys, using insights to enhance strengths, address weaknesses, and improve overall experience.
- Embraces continuous improvement by analyzing customer feedback, survey data, and key metrics to identify and implement enhancements.
- Building trust through reliability, delivering on promises for product quality, timely delivery, and after-sales support to foster lasting customer relationships.

In summary, Bimo demonstrates a strong commitment to customer satisfaction by consistently delivering high-quality products and ensuring attentive, customer-centric service. The company places great importance on understanding the evolving needs and expectations of its consumers, regularly collecting and analyzing feedback to identify areas for improvement. This proactive approach allows Bimo to adapt its strategies, enhance its offerings, and maintain a competitive edge in the market.

**Figure 1: The organizational chart of BIMO.**



**Source:** Internal document of the Bimo company.

Bimo offers a wide range of quality products, such as biscuits, chocolates, vegecao and wafers.

**Figure 2: some Bimo products.**



**Source:** Developed by author, from Bimo's website.

#### **4.3. General Marketing Department Duties:**

(Moorman & Rust, 1999) developed the first study to analyze the relationship between the marketing department's influence and business performance. These authors verified that the marketing function value (a proxy of influence) contributed significantly to the perception of the company performance. The tasks of the general marketing department at Bimo include the following:

- Design materials and advertising and implement integrated communications.
- Prepare exhibitions and monitor events.
- Identify public relations tools and secure sales with suppliers.
- Make product suggestions.
- Promote product marketing.
- Organize customer interviews to communicate overall product results.
- Provide suggestions for new products, for example.
- Work with distributors to ensure limited quantities within a limited timeframe.
- Orient surveyors, pricing, and product specifications.
- Provide a series of suggestions for new seasons and new social media distances.
- Develop a marketing strategy and select points of sale and product transportation.

#### **4.4.Bimo's identity:**

Company identity refers to the central, distinctive, and enduring traits of an organization, including its mission, vision, and values (Mukherjee & He, 2008). It shapes how stakeholders, such as managers, employees, and customers, perceive and engage with the company, influencing strategic decisions and performance. In the following, we analyze how these principles apply to Bimo's identity.

##### **✓ Mission:**

BIMO is dedicated to delivering high-quality agri-food products that meet customer needs while ensuring competitiveness in both national and international markets. The company strives to uphold its leadership in its industry and actively contribute to the economic growth of the Baba Ali/Birtouta region and Algeria at large.

##### **✓ Values:**

BIMO is guided by a commitment to excellence, superior product quality, customer satisfaction, innovation, integrity, respect for all stakeholders, and social and environmental responsibility. These core values are integral to the company's operations and interactions, ensuring they are upheld in every aspect of its activities.

##### **✓ Vision:**

BIMO aims to become a benchmark in the agri-food sector in Algeria by continuously expanding and diversifying its activities. The company strives to maintain its leadership position in the national market while strengthening its presence in international markets. BIMO is also committed to fostering innovation and staying attuned to the evolving needs of consumers.

##### **✓ BIMO's Corporate Social Responsibility (CSR):**

BIMO is deeply committed to CSR, actively pursuing initiatives that support sustainable development, social and environmental responsibility, and transparent corporate governance. The company focuses on creating sustainable employment opportunities, upholding workers' rights, minimizing its environmental impact, and adhering to ethical business practices. BIMO also fosters stakeholder engagement and dialogue, while playing an active role in the development of local communities.

Moreover, Bimo Industrie Algeria plans to introduce new products to the domestic and export markets. Furthermore, since 2011, Bimo has implemented a quality improvement approach for all of its activities, in compliance with the ISO 9001 version 2008 standard. This initiative aims to guarantee optimal customer satisfaction. In addition, Bimo also manages the supply and marketing of its products through its own distribution network.

In terms of innovation, Bimo continually develops new products to compete with those from elsewhere. The company remains attentive to its customers and emphasizes their satisfaction and loyalty in its business strategy.

Bimo plays an important role in the Baba Ali/Birtouta region, in the province of Algiers, as an industrial powerhouse and major provider of employment. The company has experienced significant growth in its workforce, going from just 30 employees in the early 1980s to nearly 1,800 today.

Finally, Bimo is an Algerian agri-food company that has undergone remarkable growth since its establishment in 1981. Renowned for its diverse product portfolio, unwavering commitment to quality, and innovative spirit, Bimo has emerged as a national leader in the production of biscuits, chocolates, vegecaos, and wafers. As an authentic and trusted brand, Bimo continues to innovate, staying true to its heritage while adapting to the evolving tastes and needs of consumers. This dedication to excellence and forward-thinking has solidified its position as a pioneer in the Algerian agri-food industry.

Therefore, drawing on Bimo's focus on innovation and its strong bond with consumers, my research explores how nostalgia affects customer satisfaction. Specifically, how the nostalgic appeal of Bimo Senior biscuits shapes people's opinions of the new Bimo spread.

Over the years, Bimo has built a reputation for trust and authenticity, and its use of nostalgia fits well with its goal of meeting changing consumer needs while staying a leader in the agri-food industry. This study hopes to offer useful insights that can help Bimo strengthen its market position and connect even more deeply with its customers.

# **CHAPTER II: THEORETICAL FRAMEWORK**

In this section, we will conduct a comprehensive review of the existing literature to support our investigation. This literature review aims to provide a theoretical and conceptual foundation for our research by exploring the key themes, definitions, and previous findings related to nostalgia and nostalgic marketing. By examining how nostalgia has been studied across disciplines, particularly in marketing and consumer behavior, we seek to understand how emotional connections to the past influence brand perception, customer satisfaction, and purchasing decisions. This review will also highlight the strategic use of nostalgic elements in advertising and branding, offering insights into their impact on modern consumers and their effectiveness in building long-term brand loyalty.

## **1. Literature Review:**

Nostalgia, defined as a complex emotional feeling blending joy and sadness, has emerged as a powerful driver in modern marketing strategies. Extensive studies have been conducted to examine the strategic approach of retro-marketing strategies that use elements from the past to activate these emotions and create a strong emotional connection between consumers and brands. This strategy, although not new, is thriving in our current era of socioeconomic turbulence and uncertainty where consumers increasingly seek affective refuge and reassuring in familiar experiences. This section systematically examines the theoretical foundations, strategic applications, and typological variations of nostalgia in marketing contexts.

### **1.1.Theoretical Foundations of Nostalgia Marketing:**

The seminal exploratory review conducted by (Verónica, Matías, & Eva, 2021), provides a comprehensive examination of the interplay between nostalgia, retro-marketing strategies, and neuromarketing approaches, particularly emphasizing their impact on consumer decision-making processes. Retro marketing, the central and generic concept in the study, describes marketing strategies which capitalize on nostalgia to promote products or services. This includes various sub-concepts related to this term marketers and academics often apply such as retro branding, retro packaging, brand revitalization, retro product, retro communication, and retro style; all of which aim to evoke nostalgia and strengthen consumer-brand connections. Among these, retro branding stands out as a strategy where brands leverage their iconicity and heritage to sell new products, maintaining the link with the past.

(Wildschut, Sedikides, Arndt, & Routledge, 2006) provide empirical key evidence for the psychological basis of nostalgia, tapped by retro-marketing strategies. Their seven-study examination reveals nostalgia's essential content (self-centered stories with close others or salvaging life experiences), inducers (unpleasant feelings of loneliness), and processes (toughening social bonds, self-esteem, and positive affect). These findings are in line with marketing literature by explaining why nostalgia appeals are effective: they fulfill consumers' inherent needs for emotional continuity and belonging during uncertain times. As an example, Wildschut et al.'s depiction of nostalgia as a coping mechanism (Study 4) shows how companies employ retro campaigns during crisis periods, and their "redemption sequence" finding (Studies 1–2) shows marketers' re-interpretation of earlier adversities as good tales (e.g., Coca-Cola's "Hilltop" rebirth).

Extending this line of inquiry, (Holak & Havlena, 1998) examine the emotional richness of nostalgia and determine that it is a mixed affective experience characterized by both positive effects (e.g., warmth, joy, affection) and negative associations (e.g., sadness, yearning). Examining 164 nostalgic narratives, their study determines that overarching emotional themes, including tenderness and loss, are strong predictors of nostalgia intensity. The findings of the research underscore the bimodal nature of nostalgia, enjoyable yet infused with a loss component, and point to its importance in advertising, where evoking nostalgia entails balancing positive associations with diffusing possible negative effects. The work employs dimensional PAD<sup>1</sup> as well as discrete emotion paradigms and offers an advanced investigation of the psychological nature of nostalgia.

(Matías, Diego, & Verónica, 2022) define retro marketing, also known as nostalgia marketing, as a strategy that "uses the past to sell in the present." This definition underscores the main idea of linking new products to old, authentic ones in order to create a bridge between the past and the present.

The findings revealed that, out of 34 research articles analyzed for these studies, nostalgia serves as a powerful emotional trigger activating direct and indirect memories that influence consumer attitudes toward brands. These memories evoke a blending of positive emotions (e.g., joy, gratitude) and negative ones (e.g., melancholy) which create complex emotional responses. This mixture of emotions helps strengthen attachment to a brand or product making nostalgia a strong tool for marketers.

Thus, companies adopt retro-marketing strategies, reusing elements from the past such as designs, music, or iconic products to revive memories and forge deep connections with consumers.

The study by (Dijana & Tanja, 2024) explores the current role of retro-marketing, a strategy that leverages elements from the past to create emotional connections with consumers. Using a descriptive conceptual approach, the authors examine key concepts such as nostalgia, retro-marketing strategies, and their emotional and cultural impact, emphasizing that nostalgia, as a feeling linked to positive memories, plays a central role in this approach. It demonstrates how retro-marketing proves particularly effective in times of uncertainty, such as economic crises or pandemics, as it offers a sense of comfort and stability by evoking eras perceived as safer or more stable.

Retro products are often associated with authenticity and superior quality, enhancing their appeal to consumers. It makes a significant contribution to the literature on nostalgia by highlighting the importance of brand modernization, as retro-marketing is not limited to simply reproducing the past; brands often modernize iconic elements while preserving their historical identity. In summary, the study shows how nostalgia has become a powerful strategic tool for standing out in saturated markets, combining emotion, authenticity, and modernization.

The affective potency of nostalgia aligns with (Thomson, MacInnis, & Park, 2005) conceptualization of emotional attachment (EA) as a multi-dimensional construct (affection, passion, connection). While nostalgia evokes bittersweet emotions (Holak & Havlena, 1998), its long-term marketing value lies in its capacity to foster enduring brand attachments, a link underexplored in current retro-marketing literature. Thomson's EA scale provides a validated framework to operationalize this transition from transient nostalgic emotions to stable brand relationships, addressing a critical gap in understanding how nostalgic campaigns translate to sustained loyalty.

Through their study, (Thomson, MacInnis, & Park, 2005) developed and validated a scale to measure consumers' emotional attachment to brands, demonstrating its reliability and predictive power. Their research identified three core dimensions of brand attachment: (1) affection (warmth, friendliness), (2) passion (excitement, delight), and (3) connection (boundedness, attachment), which collectively form a higher-order EA construct.

Through five studies, the authors established the scale's convergent validity by linking EA to behaviors like proximity maintenance and separation distress, discriminant validity by distinguishing it from satisfaction, involvement, and brand attitudes, and predictive validity by showing that EA significantly influences brand loyalty and willingness to pay price premiums. Notably, EA explained unique variance in these outcomes beyond traditional marketing constructs, underscoring its relevance for understanding deep consumer-brand relationships. The study highlights emotional attachment as a distinct driver of long-term brand commitment, particularly for symbolic or high-involvement products.

These findings are corroborated by (Rad, 2024), who shows that nostalgia marketing is specifically impactful during holiday seasons (e.g., Coca-Cola's Christmas ads) and times of uncertainty (e.g., the COVID-19 pandemic). During such periods, consumers tend to seek comfort in familiar and positive memories, which brands can strategically leverage to enhance emotional connections and drive sales.

Moreover, (Oğuz, 2017) investigates the effect of Retro marketing on brand loyalty. The study explores the essence of post-modern marketing concept as it is to produce products aimed at pleasure and desire of consumers and to provide customer satisfaction since the most effective way to create customer loyalty is to make the customer happy. Which is the reason why brands try to appeal to consumers' emotions in strategic ways. Some brands, also try to create a brand image based on nostalgia and identity with nostalgia the thing that makes the basis of retro marketing as the process of creating brand image based on product's heritage or nostalgia. It can help in changing customer's perspective about the product itself and help in making it fashionable and attractive.

In addition, based on previous research (Oğuz, 2017) has inspired the definition of nostalgia as a deep emotional attachment to an idealized past, significantly impacts consumer behavior and brand perception. This connection evokes bittersweet memories, merging emotions of happiness and sorrow, and can enhance brand loyalty, especially during times of change. In the realm of marketing, nostalgia is used to build emotional connections with consumers through retro products, blending past aesthetics with modern functionality. Marketers leverage it across various elements like images, scents, and music to shape consumer preferences and purchasing decisions.

On the other hand, several studies have explored the different forms of nostalgia that companies can harness in their marketing strategies, among which, (Bunch, 2022) analyses

the history of nostalgia at a personal, historical, and collective level where nostalgia is primarily defined as creating a connection to personal experiences or historical time periods, developing a generalized conception for how life was at a certain time. Bunch classify nostalgia into three ways: real nostalgia, simulated nostalgia, and collective nostalgia. Real nostalgia, often referred to as “true nostalgia”, could only be experienced if a person had lived through the experience or has a personal connection. Simulated nostalgia, however, refers to historical nostalgia, that may be evoked because a loved one experienced the events being depicted. Finally, collective nostalgia that is felt through a representation of a culture and is generation-specific.

In summary, these studies make a substantial contribution to the field of nostalgia and retro marketing by demonstrating how brands can effectively leverage nostalgic elements to forge deeper emotional connections with their audiences. By evoking positive memories and emotions, retro marketing not only enhances brand loyalty but also drives consumer engagement and purchasing behavior. However, while the existing research underscores the power of nostalgia, it also highlights the need for further exploration into its psychological and neurological effects. Understanding these underlying mechanisms could provide deeper insights into how nostalgia influences consumer behavior, decision-making and emotional responses, paving the way for more innovative and impactful marketing strategies.

### **1.2. Impact of nostalgia on different generations:**

Researchers have proposed various frameworks to classify generations, with differences in date ranges and labels based on cultural, economic, and technological influences (Dimock, 2019). While no universal standard exists, the most commonly cited classification in academic and business literature includes:

- Traditionalists / Silent Generation (1928–1945).
- Baby Boomers (1946–1964).
- Generation X (1965–1980).
- Millennials / Gen Y (1981–1996).
- Generation Z (1997–2012).
- Generation Alpha (2013–present).

(Maria, Zdenka, & Ingrida, 2020) explored how nostalgia works differently across generations and how retro-marketing exploits nostalgia to establish powerful emotional

connections between consumers and brands. The research reveals that nostalgia has a significant positive impact on loyalty but also it boosts consumer engagement especially among older generations who have experienced the referenced era personally. Meanwhile, younger generations experience “simulated nostalgia” through media and storytelling.

The study used both primary and secondary data sources. For statistical analysis, the Kruskal-Wallis test, Dunn's contrast test, Fisher's exact test, and the Chi-square test of independence were applied.

The findings highlight the importance of nostalgia as a psychological driver that activates pleasant memories and generates positive emotions, thereby strengthening brand attachment and favorably influencing purchasing decisions. The study notes that this strategy appeals to both older generations, who lived through these periods, and younger ones, through "simulated nostalgia" created by narratives or media.

Additionally, (Bunch, 2022), focuses on the positive impact of nostalgia on purchase intention across generational cohorts, including Generation Z, who value authenticity and realness in marketing. This makes retro branding a particularly effective strategy for engaging diverse consumer groups, as it speaks to their interest for genuine connection to the past.

In the same vein, (Alberto Borbolla, Salomón, & Pavél, 2024), explored the relationship between nostalgia, memorable experiences and consumer purchase intentions, with a specific focus on Generation Z and their clothing preferences. The study reveals that memorable experiences play a mediating role between nostalgia and purchase intention, as nostalgia is often triggered by these experiences, which in turn influence consumers' intention to purchase nostalgic products. The research highlights the significance of nostalgic advertising in evoking positive memories and emotions, which can drive purchase intention, particularly among Generation Z consumers. The findings suggest that marketers can effectively leverage nostalgia by creating advertising campaigns that evoke past memories, especially for products like apparel, without needing to invest in new product development.

Likewise, (Oğuz, 2017) analyses the impact of retro-marketing on brand loyalty across generations. Through a descriptive scanning model and a simple random sampling method including 412 respondents from different age groups.

The research explores the essence of postmodern marketing, the approach that prioritizes creating products that serve consumers' desires and pleasures, eventually aiming to boost customer satisfaction. The study states that the most effective way to encourage brand loyalty is through customer satisfaction, as happy customers become loyal customers. For this purpose, brands strategically tug at the heartstrings of consumers, often by creating a brand image on the basis of nostalgia. Through a product's heritage or nostalgic elements, brands are able to reframe consumers' perceptions, making the product appear trendier and more desirable. This is the essence of retro-marketing, which uses nostalgia as a starting point to establish emotional connections and enhance brand identity. Oğuz confirms that retro marketing is a successful brand loyalty tool, particularly with Generation Z, for whom tradition and nostalgia and emotional connection with the past are highly valued. Its effectiveness, however, diminishes when applied to younger generations, since they are more influenced by technology and innovation. This points to generational differences in the appeal of retro-marketing and nostalgia to them, since older generations have greater emotional connections with nostalgic branding compared to their younger generation equivalents.

In short, retro-marketing and nostalgia are powerful sentiments that facilitate strong connections between brands and consumers, though their possibilities vary across generations. Nostalgia powerfully enhances brand loyalty and engagement, particularly across the older generations like Generation X, who possess real lived experience of past periods. Subsequent generations like Millennials (Gen Y) and Gen Z engage vicariously via nostalgia triggered by media, storytelling, and popular culture references that also elicits significant emotional responses. Though retro branding resonates with Gen Z because of their appreciation of originality, its efficacy wanes as one moves to younger generations that prioritize innovation. Marketers must adapt strategies to these generational nuances to maximize the emotional and commercial potency of nostalgia campaigns, fusing retro appeal with forward-looking relevance.

### **1.3.Nostalgia in marketing strategy:**

Nostalgia in marketing refers to a strategic use of themes and/or products from the past in order to create unique emotional responses in customers. As (Bansal, 2022) explains, nostalgia is a psychological phenomenon that brands utilize by aligning their products and/or services with their consumers' positive memories of the past.

Strategic nostalgia campaigns often aim to cultivate deep brand attachments, yet few studies empirically link nostalgic triggers to (Thomson, MacInnis, & Park, 2005) EA dimensions. For instance, retro designs may strengthen ‘connection’ (via shared generational memories), while vintage music elicits ‘passion’, a nuance absent in current typologies. This oversight limits marketers’ ability to tailor nostalgic stimuli to specific EA dimensions for maximal impact.

In their study, (Bunch, 2022) , emphasizes the growing interest among marketers in understanding how nostalgia can harness purchase behavior in consumers. Nostalgia can be a compelling factor in the decision-making process for consumers, as it taps into deep emotions and memories. Connecting with personal, historical, and collective nostalgia, consumers receive powerful stimuli from brands that encourage them to purchase a product. This is particularly effective for brands that have a historical lineage as they have the unique opportunity to capitalize on retro marketing, as a branding strategy. For instance, brands like Coca-Cola have successfully exploited past-themed advertising and retro imagery to evoke feelings of nostalgia and connection to the past.

(Christian, Benjamin J., & Katja H., 2024), corroborate these findings demonstrating how such strategies not only enhance brand identity but also strengthen consumer loyalty by tapping to their emotional ties with the brand’s heritage.

Furthermore, (ORAL, 2021) underlines that the sense of loss caused by the disappearance of meaningful values in life, along with the uncertainties of the future, has driven people to seek comfort in nostalgia, allowing them to relive cherished past memories in the present providing them with feelings of stability and emotional reassurance. Therefore, nostalgia has become a key focus in marketing due to its ability to evoke strong emotions, provide spiritual satisfaction, and generate important economic value. This shift in marketing strategies reflects a broader evolution from a purely transactional approach to one that prioritizes connecting with consumers where modern marketing now strives to engage not only the rational mind of consumer’s but also their emotions and soul creating a more impactful brand experience. Through the reach of nostalgia, brands can establish a sense of belonging and emotional connection, which ultimately translates into consumer participation and loyalty. This approach emphasizes the importance of reaching the psychological and emotional drives underlying consumer conduct, particularly in our time when consumers increasingly seek authentic and meaningful connections with brands.

This theoretical framework gains further nuance through (PIR, 2019)'s conceptual analysis that indicates the importance of nostalgia as a key concept for understanding retro brands and their influence on brand management. The term "nostalgia" stems from the Greek word "*nostos*" (returning home) and "*algos*" (suffering), reflecting a deep longing for the past. Nostalgia encompasses the emotional connections people have with their past experiences, places, and relationships, as well as the feelings tied to those memories. It is often described as an intense yearning or affection for earlier times, highlighting how individuals assign meaning to objects based on their past emotions and experiences. Ultimately, nostalgia represents a desire to revisit and relive the past, creating a strong emotional bond with bygone eras. Due to its profound emotional resonance, nostalgia has gained increasing importance in business and marketing. It has become a compelling tool for marketers given to its ability to evoke powerful emotional responses and influence consumer behavior. Recently, there has been a notable surge in academic interest in nostalgia and its role in shaping consumption experiences. Nostalgia has managed to attract the attention of marketers with the effects of different elements such as music, entertainment and thematic communication, all of which serves product management. In order to effectively uncover nostalgia, marketers intend to capture the memories, experiences and fantasies of consumers. This growing interest in nostalgia reflects its ability to unite the past and the present, giving the consumer a sense of familiarity and comfort in an increasingly uncertain world. By tapping into nostalgia, brands can create meaningful and lasting bonds with their consumers, ultimately driving loyalty and purchase consideration.

A different perspective is offered by (Eloranta, 2022), who examines nostalgia marketing and its effectiveness, particularly in the streaming and gaming industries. The study highlights that nostalgia acts as a powerful emotional tool that enables consumers to reconnect with their past, evoking positive memories and emotions. It also helps individuals rediscover their "authentic self" and fosters social connections, making it a highly effective marketing strategy. The research references experiment showing nostalgia can even reduce consumer's desire for money, shifting their focus toward emotional fulfillment. Streaming platforms, for instance, such as Netflix, Disney+, and HBO Max have successfully capitalized on nostalgia marketing by acquiring rights to classic TV shows and movies. These platforms leverage nostalgic content, to retain existing subscribers and attract new ones, as consumers are naturally drawn to media that reminds them of their past.

Besides, the study brings attention to the fact that participants exposed to nostalgic advertisements were more willing to pay higher prices for products compared to those exposed to neutral advertisements. This finding shows how nostalgia can enhance the perceived value of products and increase consumer spending.

Overall, Eloranta's research highlights the multifaceted role of nostalgia marketing and how it can draw upon emotional experiences, create authenticity, and induce buying behaviors. Tapping onto people's longing for the past, brands can create real engagement and drive business prosperity, particularly in industries where the use of emotional appeal becomes a determining factor.

In line with these findings, both recent and earlier, (Wagner, 2010) has already tackled the role of nostalgia in marketing through a qualitative analysis, examining how brands leverage nostalgic feelings to connect with consumers on an emotional level. The study confirms that nostalgia marketing serves as a highly effective strategy for fostering emotional bonds with consumers. By integrating elements from the past with modern updates, brands can evoke a sense of authenticity and comfort, making them especially appealing during periods of rapid technological advancement and economic instability. This dual approach strengthens brand relevance by tapping into consumers' desire for familiarity and emotional comfort while simultaneously differentiating brands in a competitive market.

Yet, its success depends on how it manages to stay up-to-date with current consumer attitudes and keep in sync with changing cultural trends. While nostalgia provides a strong emotional resonance, it has to be managed with finesse so as not to be seen as retrograde or obsolete. For instance, companies that succeed in combining vintage styles with current innovations can appeal to both the older generations, who are nostalgic about the past, and young consumers, who like a modern take on vintage features. The dual appeal of such companies guarantees that nostalgia marketing is an engaged and reactive strategy.

Building on this psychological framework, (Holak & Havlena, 1998) unpack nostalgia's affective complexity through the analysis of 164 narratives that has empirically validates its bittersweet duality, a synthesis of warmth and joy (positive affect) with melancholy and longing (negative undertones). Their use of both dimensional (PAD) and discrete emotion frameworks reveals that nostalgia's marketing efficacy hinges not on unalloyed positivity but on calibrated emotional ambivalence, where tenderness ( $\beta = 0.42, p < 0.01$ ) and perceived loss ( $\beta = 0.31, p < 0.05$ ) jointly intensify nostalgic responses.

This finding directly informs (Verónica, Matías, & Eva, 2021) retro-marketing paradigm, explaining why campaigns like Coca-Cola's "Hilltop" reboot succeed by pairing uplifting communal imagery with subtle temporal distance ("I'd like to buy the world a Coke again").

In conclusion, Beverley Wagner's work along with previous research indicates the significant marketing role of nostalgia as an influential emotional tool for consumer bonding. Through memory recall, brands can build authenticity, familiarity, and emotional bond, which are all most appealing especially in times of rapid change and uncertainty. The process boosts brand engagement and loyalty and is a credible method of forming long-term consumer connections. However, success should come from a harmony of historical factors with contemporary relevance to blend in with mainstream tastes and cultural trends. Executed properly, nostalgia marketing works with various demographics, offering stability and emotional comfort and giving brands a competitive advantage. Ultimately, nostalgia is an evergreen and lucrative approach to building meaningful connections and assuring success in marketing.

#### **1.4. Positive effect of nostalgia on purchase intention, customer choice and satisfaction:**

(Nassef & El-Aziz, 2022) revealed a significant positive relationship between nostalgic advertisements and consumer purchase intention, with a correlation coefficient of 0.435, indicating that nostalgic advertisements effectively influence consumers' decisions to purchase automobiles. The research shows that these advertisements evoke strong emotional responses, with approximately 70% of respondents agreeing that they fantasized about the past when viewing them. This emotional connection eventually translated into a higher likelihood of purchase intention, highlighting the power of nostalgia in shaping consumer behavior.

Similarly, (Bunch, 2022) states through their study that nostalgic marketing strategies, particularly those involving retro branding, can significantly influence purchase intention by evoking emotional connections to the past. The findings demonstrate that consumers are more likely to purchase products that trigger nostalgic feelings, especially when these products are perceived as high-quality and authentic. Such perception creates a sense of trust and familiarity, reinforcing the emotional tie between consumers and brands.

Moreover, (BOCCO & IMOROU, 2019) have analyzed the concept of satisfaction in their study, defining it as "a value judgment or an opinion that results from the confrontation between the perceived service and the expected service".

It follows from this definition that satisfaction is inherently based on perceptions and expectations. It is a subjective feeling that does not exist in absolute terms but only on a comparative basis. Satisfaction is therefore an evaluation that occurs after the purchase, use, consumption or experience of a product or service, reflecting the alignment, or misalignment, between what consumers anticipate and what they actually receive.

Equally, (ORAL, 2021) conducted a study in Turkey that aimed to explore consumer perceptions of retro marketing and analyze how socio-demographic factors influence these perceptions. The findings suggest that businesses can leverage nostalgia to create a competitive advantage by reintroducing retro products or brands. This strategy not only fulfills consumers' emotional needs but also enhances their overall satisfaction with the brand. It has been shown that nostalgia has several positive effects on consumers, including increased positive affect, self-esteem, social connectedness, and existential meaning. These psychological effects make consumers more likely to prefer nostalgic content and products, and they are willing to pay more for them. As Invalid source specified. indicates, nostalgic advertising yields more favorable attitudes toward the ad and the brand, as consumers associate the positive emotions evoked by nostalgia with the advertised product.

On a similar note, (Muehling & Sprott, 2004) conducted an experimental investigation into how nostalgic advertising influences consumer perceptions and behavioral intentions. Their study established that advertisements incorporating nostalgic elements elicit significantly more positive evaluations from audiences, especially among individuals with higher nostalgia proneness. Through controlled manipulation of nostalgic imagery and messaging in print advertisements, the researchers found that nostalgic content simultaneously improves three key outcomes: (1) attitude toward the advertisement, (2) attitude toward the brand, and (3) likelihood of purchase. These findings highlight the strategic value of emotionally resonant marketing by demonstrating nostalgia's capacity to strengthen affective bonds between consumers and brands.

On the other hand, (Fan, Jiang, & Hu, 2020) suggest that nostalgia influences consumer behavior in unique ways, particularly when feeling nostalgic, consumers are more likely to choose the option that the majority of others prefer. This study serves as valuable complement to previous work bringing to light how nostalgia shapes decision-making processes by aligning consumers with popular choices.

This finding points out the social dimension of nostalgia, demonstrating its ability to foster a sense of belonging and conformity among consumers.

Building on this understanding, (Puspitasari, Saputra, & Casmi, 2024) conducted a study that combined advanced statistical modeling with survey data exploring the role of nostalgia in heritage tourism and aiming to understand how nostalgia marketing influences brand reputation, service quality and premium pricing, as well as how these factors collectively impact customer satisfaction. The findings reveal that nostalgic marketing significantly influences brand reputation and service quality in heritage tourism. The study also examines whether brand reputation and premium moderate the relationship between nostalgia marketing and customer satisfaction, with a special focus on Generation X tourists.

Additionally, (Nwankpa & Egwakhe, 2023) extend this line of inquiry to the Fast-Moving Consumer Goods (FMCG) sector in Lagos State, Nigeria. The objective of this study is to understand how nostalgic marketing strategies such as evoking positive memories and emotions from the past influence customer purchase decisions. The study focuses on five key dimensions of nostalgic marketing: nostalgic emotions, nostalgic brand positioning, nostalgic brand equity, nostalgic sensitivity, and nostalgic advertising. Using a cross-sectional research design, data were collected using a structured questionnaire adapted from an existing instrument, with items measured on a 6-point Likert scale (from "very high" = 6 to "very low" = 1).

In a comparative study between nostalgic and non-nostalgic brands, (Youn & Dodoo, 2021) that nostalgic brands received stronger ratings on the brand personality dimensions of sincerity, excitement, and competence in both studies. In other words, the nostalgic status of brands served as a differentiator to account for the strength of brand personality dimensions. Nostalgic brands also showed stronger brand attachment, self-brand connections, separation distress, relationship quality, and brand engagement behaviors on social media rather than non-nostalgic brands. These findings highlight the utility of nostalgia as a powerful marketing communication tactic that can enhance important brand related outcomes.

In a related vein, research by (Htet, 2024) seeks to explore how Apple's emotional branding strategies influence customer satisfaction and brand loyalty, particularly examining how customer satisfaction acts as a mediator between emotional branding and brand loyalty. The study looks into five main components of emotional branding: sensory experience, relationship cultivation, imagination, vision, and nostalgia and their effects on customer

satisfaction and brand loyalty among Apple smartphone users in Yangon, Myanmar. The research found that nostalgia has a significant positive effect on customer satisfaction particularly through the integration of nostalgic features in software and design showing how much nostalgia is a powerful emotional branding tool that resonates with customers, evoking positive emotions and enhancing satisfaction, which in turn fosters brand loyalty.

Together, these studies underscore the multifaceted role of nostalgia in marketing, demonstrating its power to shape consumer behavior, foster emotional connections, and drive purchasing decisions. By tapping into the emotional resonance of nostalgia, brands can not only meet consumer expectations but also create memorable experiences that strengthen loyalty and competitive advantage. This growing body of research highlights nostalgia as a strategic tool for enhancing consumer satisfaction, building brand attachment, and driving meaningful engagement across diverse industries.

The fact that this topic was already being explored previously highlights its long-standing relevance. This not only reinforces its importance but also suggests that its significance will continue to grow in the coming years. Recent studies often mention that the subject remains underexplored, indicating a gap in the research which presents an opportunity for future studies to uncover new insights and refine the application of nostalgia in ways that resonate with evolving consumer behaviors and cultural trends. With the world changing at an unprecedented pace, people are increasingly drawn to the past for comfort and reassurance, seeking familiarity as a source of stability. This further underscores the need for deeper investigation into nostalgia's impact and its potential applications in marketing and consumer behavior.

Methodologically, the studies presented use a variety of models and techniques to analyze the role of nostalgia in marketing from different perspectives. This diversity of approaches reflects the multidimensional nature of nostalgia and the need to use appropriate methods to capture all of its aspects.

### **1.5.Gaps in existing studies and the position of our research:**

Despite the extensive body of research on nostalgia and retro-marketing, several gaps remain.

First, few studies have focused on the specific context of customer satisfaction, particularly in the case of new product launches. While nostalgia has been proved to foster emotional attachment and purchase intentions, its direct impact on customer satisfaction remain

unexplored. This gap indicates the need to further empirical research and studies that investigate how nostalgia strategically serves to improve customer satisfaction in marketing context.

Second, given the well-established understanding of nostalgia in psychology, recent scholarship has begun to explore its relevance to marketing, suggesting fertile ground for further research on its influence and impact on consumer behavior.

Third, most studies on nostalgia in marketing have focused primarily on literature reviews, thus contributing to enriching theoretical knowledge on the subject.

These studies have provided a better understanding of the psychological and emotional mechanisms underlying the appeal of nostalgia for consumers, as well as its role in creating emotional bonds with brands.

However, there are relatively few empirical studies that concretely explore how nostalgia influences purchasing behaviors or how it can be strategically leveraged in real-world marketing contexts. This gap in empirical research limits our practical understanding of nostalgia as a marketing tool and highlights the need for more field studies to validate existing theories and explore new applications.

In summary, the existing literature underscores the powerful role of nostalgia in shaping consumer behavior, from enhancing brand loyalty to influencing purchase intentions. However, the specific impact of nostalgia on customer satisfaction, particularly in the context of new product launches, remains underexplored. This study aims to make a small contribution to filling these gaps by focusing on customer satisfaction at Bimo Algeria.

The research examines the impact of nostalgia on customer satisfaction with Bimo's new "Galette" spread using a quantitative survey-based methodological approach. This approach diverges from prior literature in three key ways: focusing on a real-world product launch rather than hypothetical scenarios, measuring nostalgia's satisfaction effects empirically, and providing actionable insights for food-industry marketers. By doing so, we bridge the theory-practice divide, offering both academic and practical contributions to the field.

## **2. Theoretical framework:**

In this section, we cover the basics of retro marketing, nostalgia and satisfaction. We begin by defining the key concepts, then explore the different types of nostalgia, and then examine the different dimensions of customer satisfaction.

### **2.1. Epistemological approach:**

This study is grounded in a positivist epistemology, adopting a hypothetico-deductive methodology. The research process begins with a clearly defined problem, followed by the formulation of testable hypotheses. These hypotheses are then empirically examined to deduce their observable implications, validate their reliability, and ultimately draw evidence-based conclusions (Bryman, 2016).

### **2.2. Research concepts:**

In this part of the conceptual framework, we will examine the different theories of nostalgia and customer satisfaction.

#### **2.2.1. Retro marketing:**

Retro marketing has emerged as a powerful strategy, leveraging the emotional pull of nostalgia to create meaningful connections between brands and their audiences.

The full form of Retro Marketing is Retrospective Marketing. The word "retrospective" refers to things of the past. Retro Marketing is done with the help of things customers have witnessed before and about which they still have memories in their mind. Retro Marketing banks on history. It evokes a sense of "been there, done that" in the minds of people.

Retro Marketing works on the premise that the sense of nostalgia, belongingness, familiarity, and memories from the past can assure customers to feel secure and happy, influencing their behavior and decision-making.

When customers come across things of the past, they feel nostalgic and associated memories come to their mind. This nostalgia may lead customers to behave in a particular way. Retro Marketing makes use of this. (Jain, 2021).

As stated by (ASLAN & TARAKÇI, 2023), retro marketing was first conceptualized by Stephen Brown in 2001 and is the renewal and revitalization of a product or service from the past. Therefore, retro marketing refers to the revitalization, design and carrying of a product or service from the past. Unlike companies that focus on offering new and modern products,

retro marketing aims to make consumers feel nostalgic. Products offered in retro marketing are created by combining the versions used in the past with current performance and function standards.

Retro marketing is based on the principle of bringing forgotten products to the consumer. It refers to the revitalization of a product or service that existed in the past in accordance with today's conditions in terms of function and performance.

(ASLAN & TARAKÇI, 2023) reveals how brown (1999) examines retro marketing in three categories. These categories are repro, retro and repro-retro. Repro means that once good products or services are reproduced as before, but the meanings may have changed with the effect of time. Retro is a combination of the old and the new, generally means that products or services are designed in old styles but with new technology. On the other hand, repro-retro is known as "neo-nostalgia" and is the least common form of retro marketing. Repro-retro is related to the nostalgic feelings that a product or service creates in the consumer from the moment it enters the market to the present.

#### **2.2.1.1. The strategy of retro marketing:**

The growing trend of retro-marketing, which significantly influences consumer behavior, has prompted marketers to innovate and refine their techniques and strategies that aligns with the new trend and effectively meet the desires of nostalgic consumers. (Chaigne, 2015) highlights, this nostalgic positioning is reflected across various elements of the marketing mix:

##### **✓ Product:**

When it comes to the product, the core characteristics are often preserved. For instance, the Fiat 500 retains the same iconic design from the 1950s, with modern technologies and features added to enhance its appeal. The goal is to maintain the product's familiar traits to attract consumers and prevent rejection. In some cases, only the packaging is updated. As for packaging, to celebrate its 125th anniversary, Coca-Cola released a special edition box featuring an exact replica of its early 1900s bottles.

##### **✓ Price:**

For nostalgic consumers, price is not the primary factor in their purchasing decisions. They are often willing to pay a premium to relive the comforting memories of the past.

This is particularly true for limited-edition products, where consumers know the item will only be available for a short time and in limited quantities.

✓ **Distribution (place):**

The objective is to create a nostalgic atmosphere that strengthens the connection to the past. This can be achieved by playing special music in stores or dedicating a prominent display area or gondola head to nostalgic products.

✓ **Promotion:**

In promotion, marketers aim to recreate the illusion of the past. This can be achieved by airing new television advertisements that reference historical moments or cultural icons. For example, Dior used this strategy to promote its men's fragrance, *Eau Sauvage*, by featuring a clip from the 1969 film *La Piscine*, starring the iconic French actor Alain Delon and Austrian actress Romy Schneider, both of whom were cultural symbols of their time. This approach centers on a deliberate focus on the past, emphasizing how things were better "back then."

Expanding on the notion of retro marketing, (Verónica, Matías, & Eva, 2021), states that marketers and academics utilize related concepts such as retro products, communication, branding, brand revitalization, style, and packaging.

- ✓ Retro product: refers to a good or service designed to trigger memories and evoke a sense of nostalgia in consumers. These products may or may not meet modern performance or functional standards. Retro elements can be found across a diverse range of product categories.
- ✓ Retro communication: represents a trend in the marketing strategies of many global brands. These campaigns leverage sensory elements to evoke positive nostalgic emotions, fostering a tangible link to the past. By doing so, they highlight the brand's intangible values and evoke feelings of security and calmness in consumers.
- ✓ Retro branding is a marketing approach where a company leverages its iconic status to market new goods while preserving a connection to the past (e.g., Volkswagen New Beetle or Ray-Ban New Wayfarer). The elements of retro branding are authenticity, iconicity, and nostalgia.
- ✓ Brand revitalization: while distinct from retro branding, is closely related. It involves brands leveraging their iconic history to rejuvenate their image in the present, though

it does not emphasize nostalgia as strongly. This approach has been adopted by brands like Fila and Lacoste. Key elements of brand revitalization include credibility, historical significance, and heritage. It is often a strategy used by brands experiencing a decline.

- ✓ Retro style: encompasses the vintage aesthetic applied to products, their packaging (retro packaging), the design of stores and establishments (retro shops), and the communication strategies used for goods or services. This style evokes a sense of nostalgia and timelessness, often appealing to consumers' emotional connections to the past.
- ✓ Retro packaging: design that exploits memories of the past. Its aim is to deliberately create a historical or original impression in the product packaging. "Vintage" packaging is often used for food products and contains images that evoke memories of the past, farms, rural cuisine, fresh or natural ingredients, and traditional cooking methods. Some authors also speak of "nostalgic packaging".

As showed, retro marketing has several meanings. Promoting positive emotions through products, designs, and communications based on past experiences can promote positive attitudes and thus influence consumer behavior.

### **2.2.2. Brand heritage:**

Another significant dimension of this topic pointed out by (Pantoja, Krey, & Wu, 2020) is "Brand heritage". It may be seen as a variation of the larger concept of brand equity in the way that the historical status of older companies is often explicitly linked to their brand identity and consumer appeal. Brand heritage constitutes a facet of a brand's identity, characterized by its historical performance, durability, fundamental principles, utilization of symbols, and a prevailing organizational conviction regarding the significance of its history. Hence, brand heritage must be differentiated from brand history and simple longevity. All "brands have a history" (a past) but only "some have heritage". Brand history comprises a brand's past, and it includes the integrity of its roots and details. Brand heritage surpasses sole antiquity as it clarifies the past and "helps making a brand relevant to the present and prospectively the future". Furthermore, a brand with a heritage is not necessarily a heritage brand. A heritage brand is one with a positioning and value proposition that is based on its heritage. However, historic cues used for marketing purposes must not always reflect the real past of the brand. Sometimes, history is invented, and brands which seem to have a considerable past are in fact of a less illustrious origin which even might be factitious.

Building on this perspective, (Verónica, Matías, & Eva, 2021) argues that, since nostalgic brand positioning requires a strong brand history, retro marketing is not for every brand. If nostalgia positioning is used, the brand must have been available for purchase for a specific time in the lives of the consumers.

### **2.2.3. Nostalgia:**

Historically talking, the word “Nostalgia” was created in the 17th century by Johannes Hofer. Combining the two Greek words “*nostos*” which means returning home, and “*algos*” which means pain or grief, we can draw up the bittersweet feeling that the term reflects. He defined it as “troubles arising from being far from one’s homeland”. (Molero, 2023).

Adding to the historical context, (Chaigne, 2015) claims that despite its relatively recent use in a marketing context, nostalgia is not a new concept and the first references to this phenomenon are from 1668 in the medical research applications made by Johannes Hofer where he diagnosed one of his patients with nostalgia, « a cerebral disease of essentially demonic cause ». It will often be linked to diagnoses of depression, until the fifties where it will begin to be associated with more personal and less pathological emotions.

As noted by (Pantoja, Krey, & Wu, 2020) several definitions and descriptions of nostalgia have emerged in the marketing literature over the past decades. Some authors emphasize the positive emotions evoked by the past, characterizing nostalgia as an emotional state where a person longs for a more perfected or pristine version of a bygone era.

Other authors mention stimuli like objects, scenes, or advertising that may trigger a nostalgic response. Other scholars put a focus on the connection to the "good old times" which are invoked by nostalgia, where it is defined as, in early adulthood, adolescence, childhood, or even before birth, a preference was made for things, people, places, or things that were more frequent, popular, or trendy. In the same vein, brands can elicit nostalgic feelings.

Despite the differences, there seems to be consensus that the phenomenon nostalgia is primarily an emotion, mood, or affective state.

Even though mainly seen as emotion, nostalgia can prompt effects with a cognitive share, like brand attachment and trust, and behavioral effects, like purchase intention. There is also a consensus that nostalgic reflections are predominantly positive. Memories are selective and often filtered through "rose-tinted glasses" in consumer's memory (Holak & Havlena, 1998).

Therefore, the notion of being "bitter sweet" is often attributed to nostalgic feelings. (Pantoja, Krey, & Wu, 2020).

According to (Hoglund & Olsson, 2019), a quote from Pickering & Keightley (2006; 919) testify the different opinions in the field of nostalgia; "*Nostalgia is certainly a response to the experience of loss endemic in modernity and late modernity, but the authors argue that it has numerous manifestations and cannot be reduced to a singular or absolute definition*".

### **2.2.3.1. Different types of nostalgia:**

According to (Chaigne, 2015), Baker and Kennedy (1994) defines three levels of nostalgia:

#### ➤ **Real nostalgia:**

Which is the nostalgia felt by an individual when he is confronted with a memory of a past experience that he lived personally. The fact of having lived it will cause the return to the surface of very specific memories. It happened when the consumer had a direct experience with the product. For example, a forty's years old individual heard today the generic music of a cartoon he was watching when he was a child, he will think back to its childhood memories and emotions.

#### ➤ **Simulated nostalgia:**

Simulated nostalgia is when an individual had an experience with a product but in an indirect way. For example, if a person's father was driving a BMW car when was a child, he will feel nostalgia of that time.

#### ➤ **Collective nostalgia:**

Collective nostalgia does not refer to personal memories but to c symbols that are common to a large number of people (whether in relation to a culture, a generation, etc.). In a marketing context, this type of nostalgia is worth to use since marketers are sure to reach a large number of people. For instance, it can be the nostalgia of « *Les trentes Glorieuses* » period, when the unemployment was low.

Similarly, (Pantoja, Krey, & Wu, 2020) discuss the idea of the existence of different types of nostalgia through the fact that nostalgia is an effect linked to the past. This past can either relate to one's personally lived past or takes people back to a time before their births and therefore is not personally experienced. The longing for the lived past is expressed by personal (or: bonded) nostalgia, whereas cultural or historical references evoke historical

(or: vicarious) nostalgia for a period outside an individual's living memory. Other researchers also define brand nostalgia as "positively valenced past feelings produced by an individual when a perceived old brand has the ability of recalling him positive past memories, lived or learned." (p. 47).

#### **2.2.3.2.Nostalgia in marketing:**

Nostalgia has been discussed frequently in the field of retro marketing and prominent scholars have tried to explain the essence of nostalgia. In the simplest form, as mentioned earlier, nostalgia is a kind of longing for the past, a reminder of "the good old days". However, the contemporary research of nostalgia states that it can take many different forms and have different meanings. So, there is much more to it than just a reminiscence of the past. (Hoglund & Olsson, 2019).

In the line of these findings, (Bansal, 2022), through a study of the impact of nostalgic marketing on the consumer's states that the advertising counterpart of comfort food is nostalgia marketing, which transports customers to a stable and comfortable location they long for.

According to consumer psychology, nostalgia marketing tends to transport consumers back to "the good old days", their carefree and joyful childhood years, free from the troubles of adulthood, while most marketing methods concentrate on the future. When customers are transported back to the period of their recollections, it effectively makes time stand still. Additionally, consumers who experience nostalgia are more likely to be positive about the future.

As per the research, nostalgia marketing techniques give consumers a more genuine, approachable, and relatable perception of firms. Additionally, by reminding customers of their pleasant recollections, marketers frequently establish an immediate connection. (Bansal, 2022), in his paper suggests that companies employ nostalgia marketing techniques to associate their goods and services with sentiments of security and comfort in order to eventually foster audience participation. Since nostalgia marketing mostly depends on a product's capacity to take a customer back in time and influence their purchasing choice, it is an intriguingly original marketing tactic.

#### **2.2.4. Customer satisfaction:**

Customer satisfaction is a major challenge facing companies today, affecting their competitiveness and market sustainability. Many researchers and marketing experts have

studied this concept to understand its determinants and its impact on consumer behavior. These studies have shown that satisfaction is an abstract concept that is difficult to measure and is not a linear phenomenon. There are different definitions of satisfaction. We quote the following:

"Satisfaction is the consumer's fulfillment response... a judgment that a product/service provided a pleasurable level of consumption-related fulfillment" (Oliver, 2010). (p. 32).

(Kotler, Keller, & Manceau, 2015) state that "Satisfaction is an individual's judgment that compares the perceived performance of a good or service upon consumption with their prior expectations. If performance falls short of expectations, the customer is disappointed and dissatisfied. If the two match, they are satisfied. If performance exceeds expectations, they are very satisfied or even delighted".

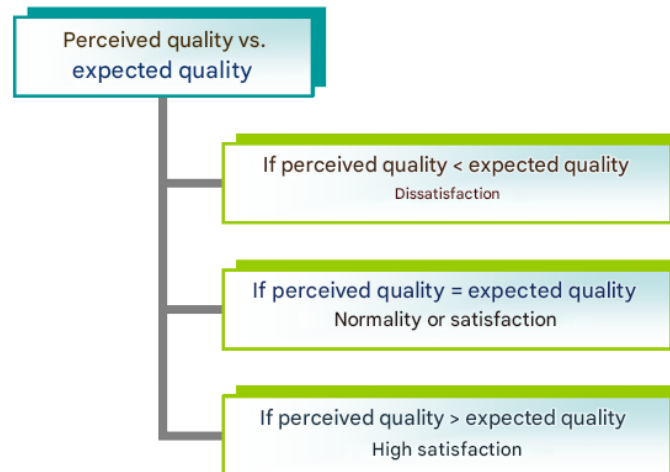
(BOCCO & IMOROU, 2019) explored some definitions of the concept of satisfaction as: a value judgment or an opinion that results from the comparison between the perceived service and the expected service. They claim that it follows from this definition that satisfaction is based on perceptions and expectations. It is a subjective feeling that does not exist in absolute terms but only on a comparative basis. This feeling can only exist if the customer realizes that there has been a service event. Satisfaction is therefore an evaluation that occurs after the purchase, use, consumption or experience of a product or service.

Also, (Ba, 2021) has made an interesting collection of definitions by different authors stating that the following definitions of "satisfaction" are the most widely used, however there is no universally accepted meaning. First, "satisfaction is the customer's perception of the level of satisfaction of his expectations," according to the ISO 9000 standard. "A customer's opinion that results from the gap between his perception of the product or service consumed and his expectations" is another definition. Additionally, it refers to "the customer's positive or negative opinion regarding a purchasing and/or consumption experience." However, according to some studies, "the purpose of the marketing approach is to satisfy customer needs; it expresses the degree of satisfaction provided by the response to a wish." According to some writers, customer happiness is the result of an experience that includes an overall assessment of the business's offerings.

Furthermore, (Le-Tiec, Vérité, & Gauchet, 2015) conducted a comprehensive study in 2015 to assess the satisfaction levels of its beneficiaries and highlights that satisfaction is a process based on three main concepts: comparisons, expectations, and perceptions.

According to this model, when perceived quality is lower than expected quality, dissatisfaction results. Conversely, when perceived quality is higher than expected quality, the user experiences strong satisfaction. Finally, when perceived quality is equal to expected quality, the user experiences simple satisfaction. This model, called the expectation confirmation paradigm, is depicted schematically in the following figure: (p.6).

**Figure 3: The Expectation Confirmation Paradigm.**



**Source :** (Le-Tiec, Vérité, & Gauchet, 2015).

#### **2.2.4.1.Characteristics of satisfaction:**

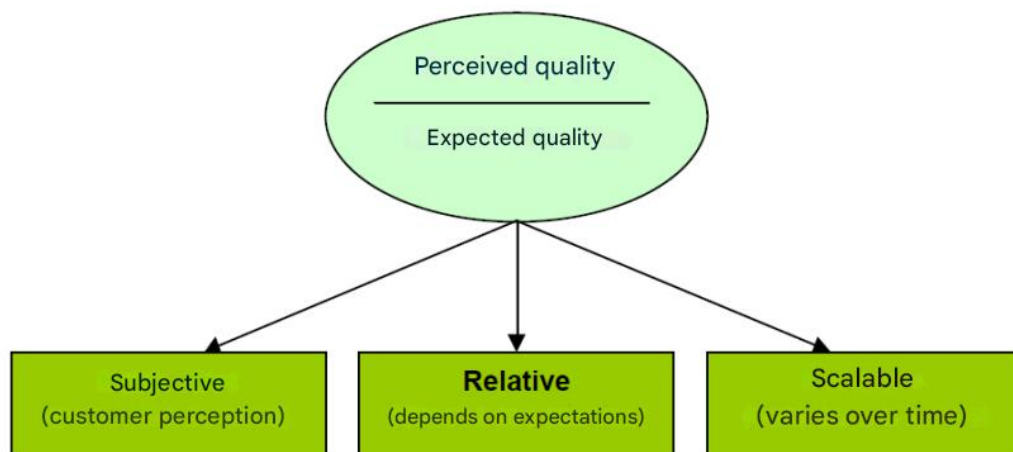
According to (Ba, 2021), literatures often mention the existence of three characteristics of satisfaction: subjectivity, relativity and evaluability.

- Satisfaction is subjective: since every consumer has a unique perspective on the product or service, it depends on their perception of the service, not on the evaluative reality of an experience that results from cognitive processes and integrates emotional elements.
- Satisfaction is relative: when the customer satisfaction varies according to expectations, with a subjective perception, satisfaction also varies according to the experience lived by the consumer and is a baseline before purchase.
- Satisfaction is evolutionary: when client expectations and standards change over time, so does satisfaction, which also changes according to norms and the life cycle of using the product or service. Customers define their expectations based on the current state of the offering. However, as the law of competition encourages suppliers

to improve their relative performance in order to be preferred, this inevitably leads to an evolution in the average level of offerings and therefore in reference standards.

From a marketing standpoint, success is not solely about being superior but about aligning more closely with customer expectations. The three key characteristics, which are presented in the following figure, play a crucial role in shaping how customers evaluate a service. A customer's judgment is not grounded in absolute standards but is instead formed through a process that is inherently subjective, relative to their expectations, and adaptable over time. As a result, even when exposed to the same service experience, individuals will naturally experience varying levels of satisfaction.

**Figure 4: The three characteristics of satisfaction.**



**Source :** (Le-Tiec, Vérité, & Gauchet, 2015)

#### **2.2.4.2. Dimensions of satisfaction:**

Satisfaction dimensions are characteristics of a service experience. The fact that satisfaction is multidimensional makes it possible for an organization to choose the most suitable dimensions for it which it may wish to evaluate. Among the most commonly cited dimensions in the literature are courtesy, empathy, security, cost, promptness, confidentiality, speed, and service accessibility. These elements collectively shape how customers perceive and evaluate a product/ service.

However, (Ba, 2021) indicates that there are four types of dimensions of customer satisfaction with a service:

- ✓ Dissatisfaction dimensions: If the dimensions are perceived as inadequate, the customer will be highly dissatisfied, but any improvement beyond an adequate threshold will have no impact.
- ✓ Satisfaction dimensions: The dimension's existence significantly improves satisfaction, whereas its removal has minimal effect.
- ✓ Critical dimensions: These dimensions are both satisfaction and dissatisfaction dimensions. Their absence has a considerable negative impact on satisfaction, but their presence has a big positive impact.
- ✓ Linear dimensions: A change in the delivery of these dimensions will proportionally affect customer satisfaction. (pp. 9-10).

#### **2.2.4.3.Measuring customer satisfaction:**

As per (Laib & Maouche, 2017), measuring customer satisfaction enables organizations to pinpoint the factors that contribute to either satisfaction or dissatisfaction among customers. By prioritizing these factors based on their impact on overall satisfaction, businesses can assess how their products, services, or company performance compare to competitors or previous periods. This process also helps identify key areas for improvement to enhance customer experience. Implementing a customer satisfaction measurement system allows the company to:

- Assess the adequacy of its service portfolio to the needs of targeted customer segments;
- Continuously evaluate the suitability of each service, each bundle of services, to customer expectations;
- Estimate the image value associated with its service offerings;
- Position itself in relation to competitors;
- Detect malfunctions in its operational processes;
- Measure the effectiveness of the quality actions it has undertaken.

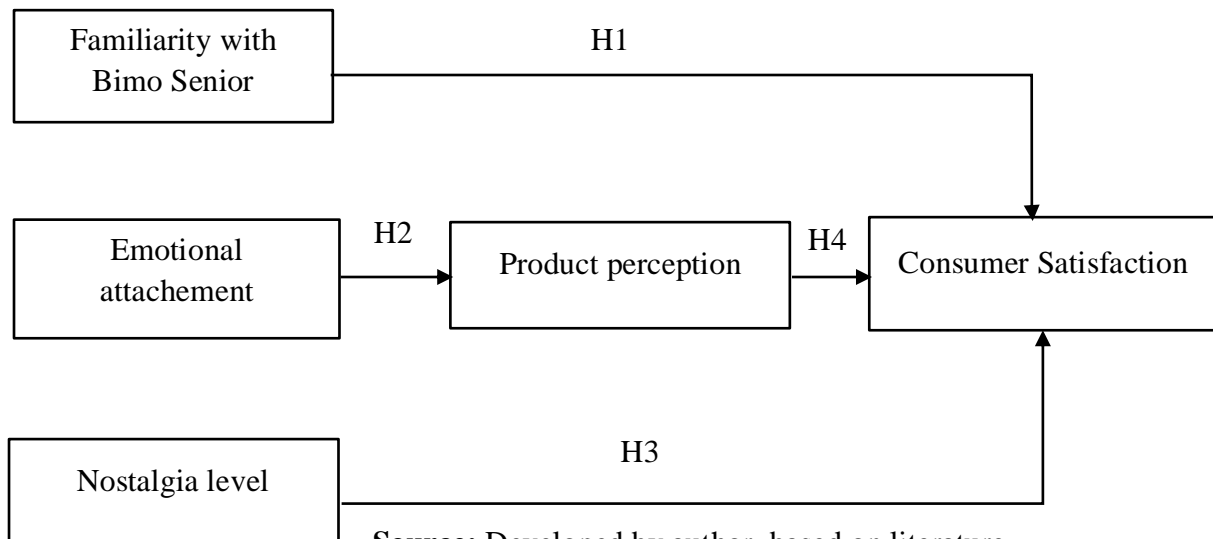
This chapter, which explored the themes of nostalgia and customer satisfaction, provided a deeper understanding of their fundamental and key concepts. Indeed, customer satisfaction is a critical component of a company's success, playing a vital role in its growth and sustainability. As such, every stakeholder must remain fully dedicated to fulfilling their responsibilities in this regard.

Additionally, nostalgia has emerged as a powerful emotional driver that can influence customer satisfaction, as it connects individuals to positive past experiences, fostering loyalty and emotional engagement with the brand. Together, these elements highlight the importance of both emotional and functional factors in shaping a company's relationship with its customers.

### 3. Research model:

Following our literature review and the development of the conceptual framework, we created a theoretical model based on emotional response, emotional attachment, product perception, nostalgia level and their influence on consumer satisfaction. The research model is presented in the following figure.

**Figure 5: Research model**



**Source:** Developed by author, based on literature.

### 4. Hypotheses:

The study by (Wildschut, Sedikides, Arndt, & Routledge, 2006) investigates the content, triggers, and functions of nostalgia in seven methodologically diverse studies. Nostalgia was most frequently triggered by negative mood and social exclusion, suggesting that it serves as a coping mechanism. The findings position nostalgia as an adaptive, chronic emotion that increases psychological strength through recollections of pleasant and positive experiences in the past.

Moreover, (Thomson, MacInnis, & Park, 2005) has tested and validated a measure of consumers' emotional attachment to brands.

The scale showed convergent validity and significant reliability. Further, by being different from closely related concepts, it also had discriminant validity and predictive validity. It suggests that emotional attachment is extremely significant in customer commitment and brand management policies in that it can be a very predictive indicator of brand loyalty and willingness to pay premium prices.

Furthermore, through their study, (Muehling & Sprott, 2004) compared nostalgic and non-nostalgic ads to see how they affected consumer reactions. The results demonstrate how nostalgia can evoke pleasant, self-referential memories while preserving brand-related cognitive engagement, which lends credence to its efficacy in advertising emphasizing how persuasive nostalgia can be in marketing.

According to (Holak & Havlena, 1998), nostalgia is a complex, mixed affective response, combining positive emotions such as warmth, joy, affection, and gratitude with negative emotions like sadness and a desire to return to the past. The findings of this research highlight nostalgia's bittersweet nature and states that its impact on satisfaction stems from its complex emotional blend, not merely recognition of familiar past stimuli. The study demonstrates that while familiarity may trigger nostalgia, the resulting emotions, not familiarity itself, drive consumer responses making it a nuanced and multifaceted emotional phenomenon.

Based on our review, we propose the following hypotheses:

**H1:** Familiarity with Bimo Senior biscuits trigger nostalgic emotions that influence new spread satisfaction.

**H2:** Consumers with a strong emotional attachment to the Bimo Senior biscuit perceive the spread more positively.

**H3:** The higher the level of nostalgia experienced, the greater the consumer satisfaction.

**H4:** Product perception positively influences consumer satisfaction with the nostalgic product.

These hypotheses aim to explore the interplay between familiarity, emotional attachment, nostalgia, and product perception in shaping consumer satisfaction with the new Bimo spread. By examining these psychological and perceptual factors, the study seeks to better understand how nostalgic associations with Bimo Senior biscuits influence consumer responses to a related product. This comprehensive approach allows for a deeper analysis of satisfaction drivers in nostalgic marketing contexts.

**Table 2:** Summary table of hypotheses.

Hypothesis	Independent Variable (IV)	Dependent Variable (DV)	Theoretical Basis
H1	Familiarity with Bimo Senior	Consumer satisfaction	(Holak & Havlena, 1998) ; (Oliver, 2010)
H2	Emotional attachment	Product perception	(Thomson, MacInnis, & Park, 2005) ; (Muehling & Spratt, 2004)
H3	Nostalgia level	Consumer satisfaction	(Wildschut, Sedikides, Arndt, & Routledge, 2006)
H4	Product perception	Consumer satisfaction	(Oliver, 2010)

**Source:** Developed by author, based on literature.

Together, four hypotheses establish a comprehensive framework to investigate how nostalgia, triggered by familiarity and emotional attachment, along with product perception, contributes to consumer satisfaction. Anchored in the context of the iconic Bimo Senior biscuits and their newly inspired spread, the study seeks to uncover the psychological mechanisms behind consumer responses to nostalgic branding strategies. The integration of both emotional and cognitive dimensions allows for a multidimensional understanding of satisfaction, extending beyond basic product evaluation to include affective memories and personal brand connections.

This theoretical structure is not only rooted in previous literature but also tailored to the case of Bimo, offering practical implications for brand managers seeking to revive legacy products or introduce nostalgia-driven extensions. The addition of the fourth hypothesis, focusing on product perception, further strengthens the model by linking emotional resonance to tangible product experience. Through this, the research aspires to bridge the gap between emotional marketing and measurable consumer outcomes.

The next chapter will describe the methodological tools employed to examine these hypotheses, detailing the research design, data collection process, sample characteristics, and analytical techniques used to ensure the validity and reliability of the findings.

# **CHAPTER III: METHODOLOGICAL FRAMEWORK**

In this chapter, we present the methodology adopted to conduct this research. We will outline the research type, data collection methods, measuring instruments, experimental design, and sampling strategy, followed by the procedures for data processing and analysis. By detailing these components, we aim to clarify the methods and tools used to achieve our research objectives and address the central research problem.

## **1. Methodological approach:**

In order to achieve our objective of studying the impact of nostalgia on customer satisfaction, we will adopt a quantitative research approach based on the distribution of a structured questionnaire. This method allows for the collection of standardized data from a broad sample of respondents, enabling us to analyze patterns, relationships, and statistical correlations between key variables such as emotional attachment, product perception, and satisfaction. The quantitative approach is particularly well-suited for testing hypotheses and drawing generalizable conclusions within the framework of nostalgic marketing research.

## **2. Data collection methods and tools:**

To successfully conduct our study, we must collect relevant and reliable data to properly conduct this research.

We opted for a quantitative research method using an online questionnaire. This approach will allow us to quantify and measure the relationships between the different variables studied.

### **2.1. Questionnaire:**

The questionnaire was administered in three languages: English, Arabic, and French, in order to accommodate the linguistic diversity of participants and to ensure comprehensive participant understanding. It is structured as follows:

- **Screening questions:** This section contains two filter questions designed to retain only those who are familiar with Bimo Senior Biscuit and have already consumed it (as a child or teenager), as well as a question that serves to introduce the notion of nostalgia associated with this biscuit. These are closed-ended, dichotomous (yes or no) questions.
- **Nostalgia and emotional connection:** This section contains four questions that use a 5-point Likert scale (from 1 = 'Strongly disagree' to 5 = 'Strongly agree') to measure

the level of nostalgia. Respondents indicate their level of agreement with a statement by choosing a position on the scale, allowing for a quantitative assessment of their perception or attitude. It has also, a fifth, optional, open-ended question about memories associated with Bimo senior biscuit in order to reinforce the input related to the level of nostalgia.

- **Introduction and evaluation of the new product:** This section begins with a closed (yes or no) question introducing the new product in order to identify people who have already tried it and who are familiar with to continue the survey. The four questions that follow are used for the evaluation of this product combining a multiple-choice question and three questions in the form of a Likert scale (5 points) in order to see what are their thoughts about this product compared to the original product in terms of sensory attributes and nostalgic aspect.
- **Behavioral intent and feedback:** This section contains four questions; the first three are presented in a form that follows a Likert-type scale structure, presenting respondents with five ordered response options that capture increasing intensity of their purchase intention, from Definitely not to Definitely. Like traditional Likert scales, it quantifies subjective attitudes (here, repurchase likelihood) into analyzable ordinal data, while using behavioral anchors instead of agreement-based phrasing. Meanwhile, the last, fourth question in an open-ended one that allows respondents to suggest insights on improving nostalgic products for Bimo.
- **Respondent Identification:** The last section contains couple of questions to characterize the respondents. The descriptive questions in this questionnaire cover age and gender.

## 2.2. Measurement scales used:

To assess our variables, we employed validated measurement scales drawn from established literature, ensuring their relevance and reliability within the context of our study. These scales were carefully selected based on their frequent use in similar research exploring consumer behavior, emotional attachment, and product perception in nostalgic marketing.

This approach allowed us to capture nuanced responses from participants while maintaining methodological rigor. All items were measured using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree", providing consistency across the dataset for statistical analysis. The adapted scales are presented in the table below.

**Table 3: Measuring scales.**

Variables		Items sample	Source
Familiarity	Satisfaction	- It reminds me of the original Bimo Senior biscuit.	(Holak & Havlena, 1998)
Emotional attachment	Perception	- I feel emotionally attached to the Bimo brand.	(Thomson, MacInnis, & Park, 2005) ; (Muehling & Sprott, 2004)
Nostalgia level	Satisfaction	- Eating Bimo Senior makes me feel nostalgic.	(Wildschut, Sedikides, Arndt, & Routledge, 2006) ; (Oliver, 2010)
Perception	Satisfaction	- The Galette Spread's flavor matches my expectations.	(Oliver, 2010)

**Source:** Developed by author, based on literature.

### 3. Sampling:

In this section, we will present the study population, the sampling method used, and the sample size.

#### 3.1. Study population:

The study targets Algerian internet users across various age groups and genders who actively engage with social media platforms (including Instagram, Facebook, and email).

#### 3.2. Sampling method:

We employed a convenience sampling method (a non-probability approach) to select participants, distributing the questionnaire online via Google Forms across social media platforms to capture a diverse sample of the population.

#### 3.3. Sample size:

Based on comparable studies in this field like, (Htet, 2024); (Oğuz, 2017); (Nwankpa & Egwakhe, 2023), a target sample size between 200-500 was deemed appropriate to achieve statistical reliability while accommodating resource and time constraints, therefore, with 252 responses, this study meets the median sample requirements observed in prior literature while ensuring adequate power for analysis which provides a margin of error of  $\pm 6\%$  at 95% confidence level (using Cochran's formula for unknown populations).

#### **4. Practical modalities of the survey:**

This section outlines the timeline of the survey implementation and describes the methodology used to administer the selected questionnaire.

##### **4.1. Survey Period:**

Data collection extended from April 18, 2025, to April 28, 2025. Thus, the operation lasted a total of 10 days.

##### **4.2. Mode of administration:**

The questionnaire was administered online, mainly through social media such as Instagram, Facebook and email.

##### **4.3. Data Processing and Analysis Method:**

After administering the questionnaire and entering the data, we used IBM SPSS version 27 software to process and analyze the collected data.

First, we will conduct a descriptive analysis of the data.

Next, we will perform reliability checks for variables including missing values, normality test and linearity diagnostics for parametric tests.

Finally, we will test our hypotheses through an independent Samples t-test for emotional response; a spearman's correlation for emotional attachment and perception, and lastly both Pearson's correlation and linear regression for nostalgia.

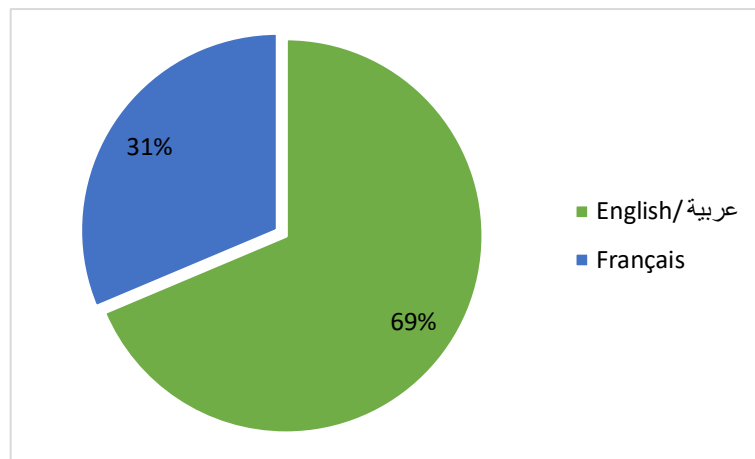
# **CHAPTER IV: ANALYSIS AND DISCUSSION OF RESULTS**

In this chapter, we will focus on the analysis and discussion of the results obtained from our quantitative study.

### 1. Sample description:

Participants could choose between English & Arabic, or French versions of the questionnaire. Analysis revealed a predominant preference for English/Arabic versions (n=173, 69%) compared to French (n=79, 31%), as visually presented in Figure 6.

**Figure 6: Language choice.**

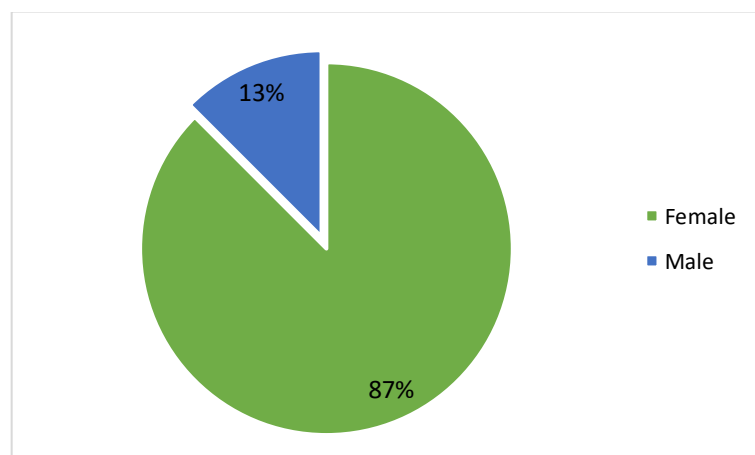


Source: Author using Excel.

- **Respondent profiles:**

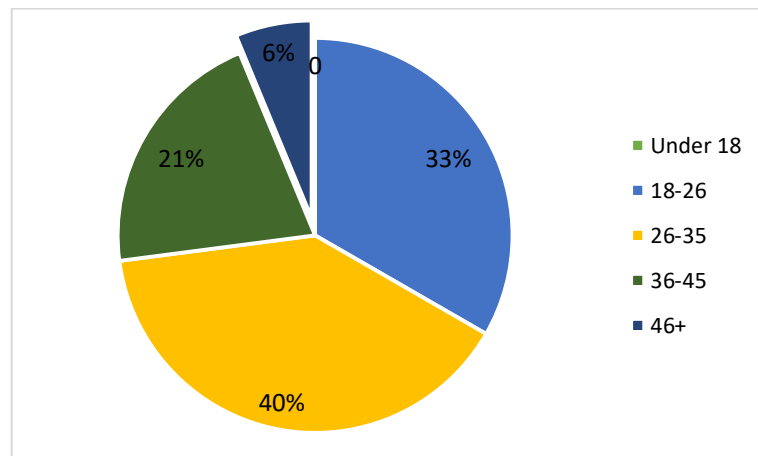
According to the pie charts below, most of the survey respondents are women (87%), aged between 26 and 35 (40%).

**Figure 7: Gender**



Source: Author using Excel.

**Figure 8: Age**



Source : Author using Excel.

## 2. Univariate Descriptive Analysis:

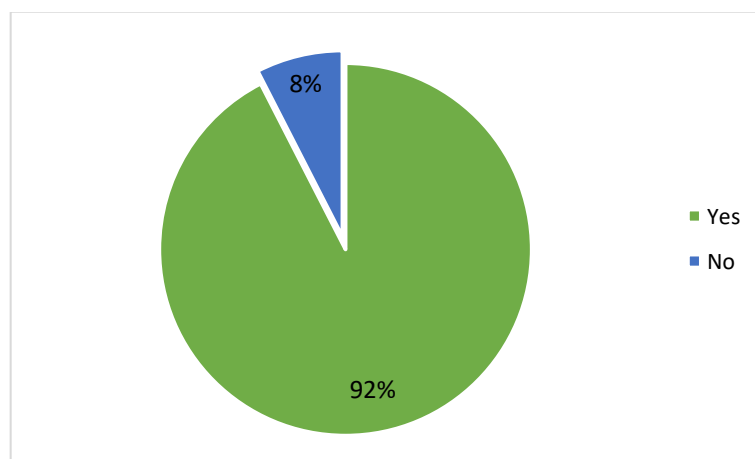
In this section, we will present the results of the univariate analysis of our research.

### 2.1. Bimo Senior Biscuit Knowledge :

*Are you familiar with Bimo Senior Biscuits?*

For the first question, which asked about knowledge of Bimo Senior Biscuits, we received a score of 99.2% of respondents who were familiar with them.

**Figure 9: Familiarity with Bimo Senior biscuit**

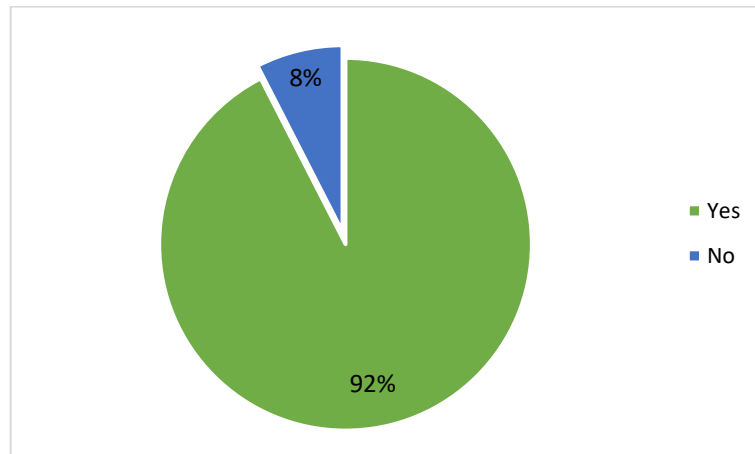


Source: Author using Excel.

*Did you consume Bimo Senior biscuits during your childhood/teen years?*

92% of respondents consumed Bimo Senior Biscuits during their childhood/adolescence, as illustrated in the graph in the figure below.

**Figure 10: Consumption of Bimo senior biscuit during childhood/adolescence**

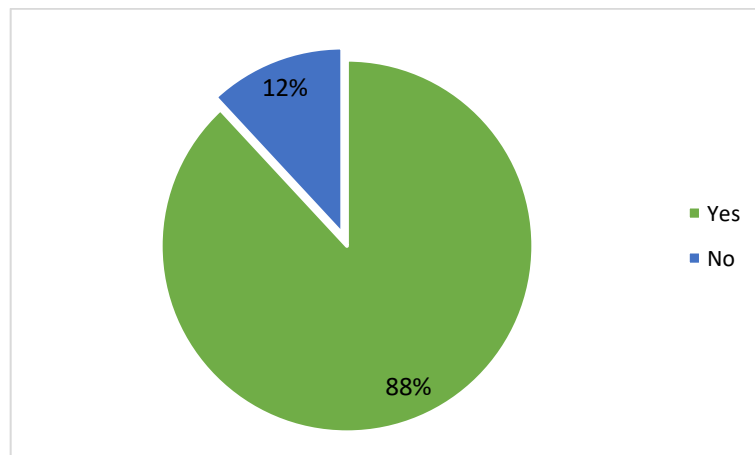


**Source :** Author using Excel.

*Do you feel nostalgic about Bimo Senior biscuits?*

When comes to feeling nostalgic, according to the following graphic, the majority of our audience (88%) have feelings of nostalgia for Bimo Senior biscuit.

**Figure 11: Feeling nostalgic to Bimo Senior biscuit**

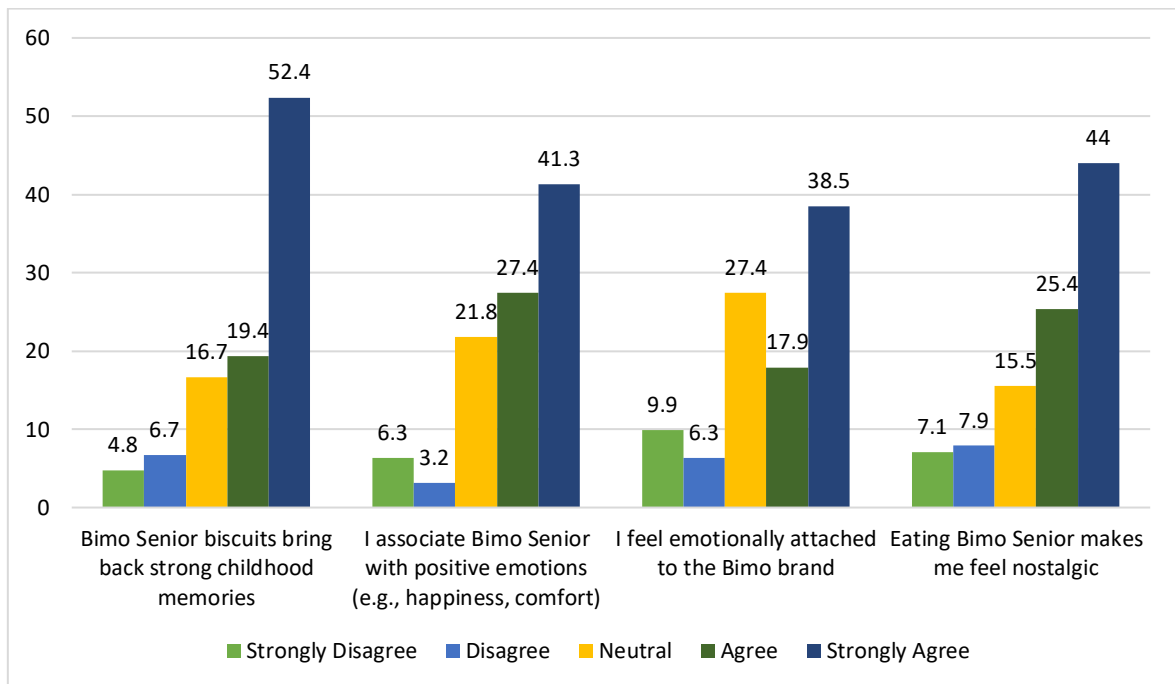


**Source:** Author using Excel.

## **2.2. Nostalgia measurement and emotional connection to Bimo Senior biscuit:**

The graph in Figure 12 below illustrates the overall impressions of nostalgic feelings and emotional attachment to the Bimo Senior biscuit and Bimo brand. After asking respondents to indicate their level impressions about some expressions using a Likert scale, we notice that the majority of respondents have strong nostalgic feelings for the Bimo senior biscuit besides being emotionally attached to Bimo as a brand.

**Figure 12: Overall impressions of emotional attachment to Bimo brand**



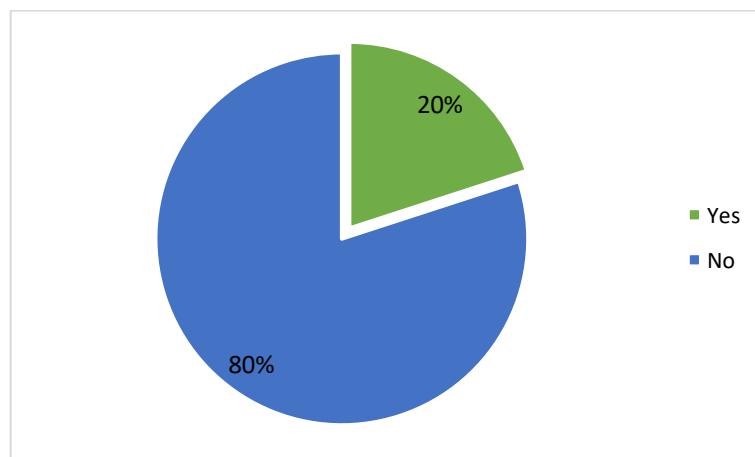
**Source:** Author using Excel.

**2.3. New product (Bimo Galette Spread) introduction and evaluation :**

*Have you tried the new Bimo “Galette” spread?*

According to the following graph, we see that there is a minority of respondents (20%) who are familiar with the newly launched spread by Bimo.

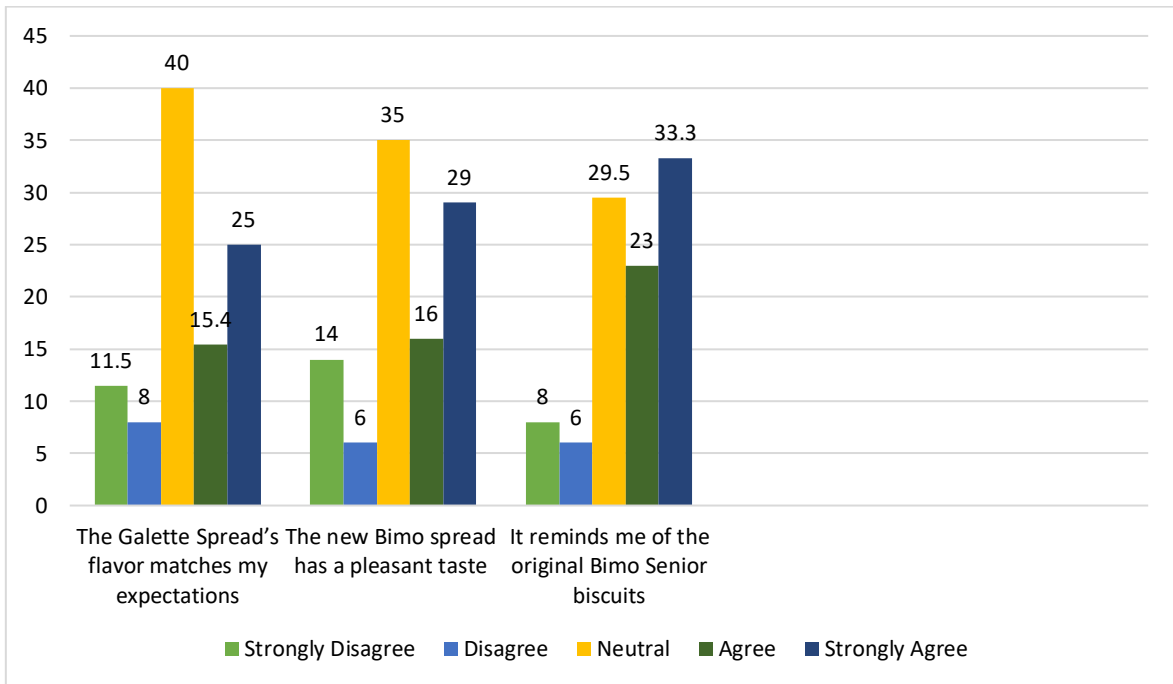
**Figure 13: Introducing the new spread by Bimo.**



**Source:** Author using Excel.

Respondents who had already tried this product were asked to give a positive attitude towards it. According to the following graph, we see that the majority of them responded neutrally, and some agreed.

**Figure 14: New product evaluation**



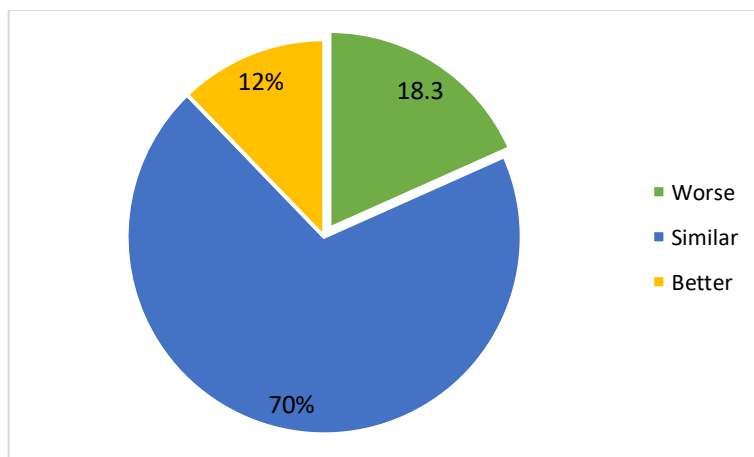
**Source:** Author using Excel.

**2.4. Comparative assessment between the two products (Bimo Senior biscuit VS new Bimo spread):**

*How does Galette Spread compare to the original biscuits?*

After filtering out respondents who are familiar with the new Bimo spread and have already tried it, we positioned a comparative question in the form of a Likert scale to see how this product is perceived compared to the authentic product. According to the results of figure 15 presented in the graph below, we see that most agreed that the spread is very similar to the biscuit (70%).

**Figure 15: Comparative assessment**

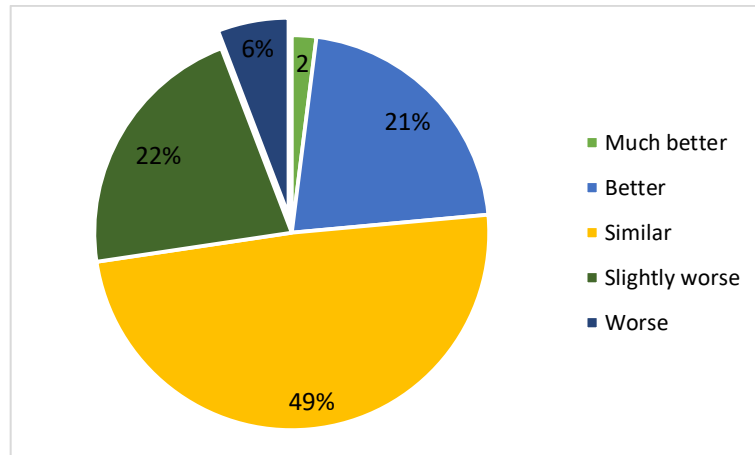


**Source:** Author using Excel.

*Is the Bimo spread as nostalgic as you expected?*

As per the graph in Figure 16 below, nearly half of most respondents (49%) find that the new Bimo spread is similar to the original Bimo biscuit in terms of the nostalgic aspect.

**Figure 16: Bimo spread nostalgic perception.**

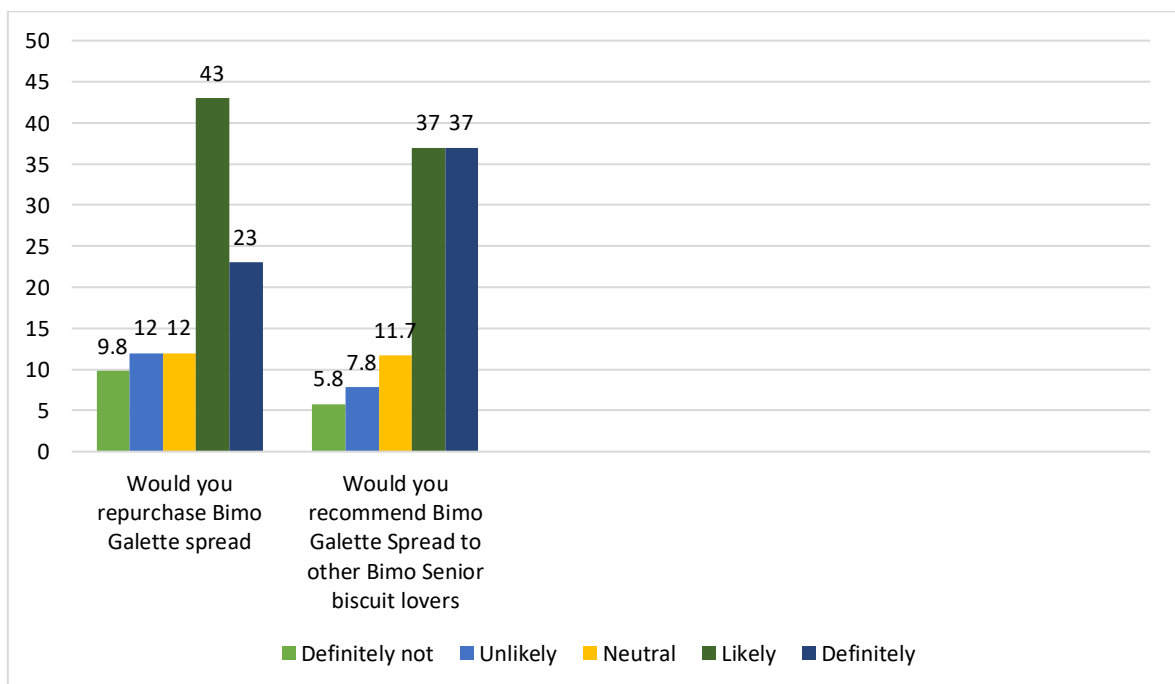


Source: Author using Excel.

### 2.5. Behavioral intent and feedback:

According to the graph in Figure 17 below, most respondents express a significant intention to repurchase the new Bimo spread while another important share showed their wiliness to recommend it to other Bimo Senior biscuit lovers.

**Figure 17: Behavioral intent and feedback**



Source: Author using Excel.

### 3. Preliminary data suitability checks:

Before analyzing the data collected from our sample, it is essential to verify its suitability for multivariate tests. Including missing values, outliers and scales' reliability, as well as analysis-specific assumptions (e.g., reliability for scales, linearity for correlations, multicollinearity for regression).

#### 3.1. Missing values:

Before proceeding with the analysis, it is crucial to deal with missing values using different methods. In our study, as the questionnaire was administered in an English/Arabic version and a French version, responses were harmonized in a process that involved creating unified variables by mapping equivalent Likert-scale items, preserving raw values from both language datasets to prevent data loss. Original values from both language datasets were preserved in the new variables to ensure no data loss occurred during synchronization.

Missing data analysis revealed Q10 and Q13 had high missing rates (80%) because they were contingent on product trial. These variables were analyzed only for the subset of users who tried the spread (N=52 for Q10, N=49 for Q13). All other variables had complete data (N=252).

**Table 4: Missing Data Overview**

Variable	Missing %	Reason	Analysis sample
Q9 (flavor expectations)	80%	Conditional on Q9=" Yes"	N=52
Q13 (Comparison)	80%	Conditional on Q9=" Yes"	N=49
All others	0%	Complete responses	N=252

**Source:** Developed by author from SPSS outputs.

#### 3.2. Tests of normality and Quasi-normality of the data:

To pursue the analysis, normality and quasi-normality was assessed for all variables involved in parametric hypothesis testing (nostalgia Q12; emotional attachment Q6; perception Q13; familiarity in Q9; satisfaction Q10 & Q11). Other variables reported in univariate analysis were excluded from normality checks as they weren't used in parametric tests. (**Appendix B**).

The assessment of normality through Shapiro-Wilk tests revealed that all variables significantly deviated from normality ( $p < .001$ ).

However, variables Q6, Q10, Q11, and Q12 (Shapiro-Wilk statistics  $> 0.85$ ) were treated as quasi-normal and retained for parametric analyses, supported by visual inspection of Q-Q plots and skewness/kurtosis values within the acceptable range of  $\pm 2$  (Field, 2018).

In contrast, Q13 (Shapiro-Wilk = 0.678) exhibited pronounced non-normality, necessitating non-parametric alternatives. The skewness and kurtosis analysis further clarified these patterns:

Variables such as '49' (skewness = -1.082, kurtosis = 0.366) and both instances of '252' (skewness = -0.649 to 1.490) exceeded twice their standard errors, confirming significant deviations. Only '52' (skewness = -0.272) approached symmetry, aligning with its quasi-normal status. Q9, being categorical, was excluded from normality testing.

These findings underscore the importance of combining statistical tests (e.g., Shapiro-Wilk) with descriptive metrics (skewness/kurtosis) and visual tools (Q-Q plots) to guide analytical decisions. For robust results, parametric tests were restricted to quasi-normal variables, while non-parametric methods were applied elsewhere.

### **3.3. Linearity diagnostics for parametric tests:**

Linearity tests confirmed statistically significant relationships between nostalgia for the original product (Q12) and both dimensions of satisfaction with the new spread where both flavor expectations (Q10) and pleasant taste (Q11) showed a value of  $p < .001$ . These results indicate that nostalgia explains 39% of the variance in flavor alignment and 46% of the variance in perceived taste pleasantness, supporting the use of linear regression for hypothesis testing. (**Appendix C**).

## **4. Hypothesis testing:**

In this section, we will conduct hypothesis testing using parametric and non-parametric methods, selected based on variable types and distributional properties.

For binary-group comparisons (Q9: trial status), we apply:

- Independent samples t-tests to compare satisfaction (Q10/Q11) between those who tried vs. did not try the product.

For ordinal/non-normal variables (Q13), we use:

- Spearman's rank correlation to assess monotonic relationships with emotional attachment (Q5).

For continuous, quasi-normal variables (Q10/Q11/Q12), we employ:

- Pearson's correlation to quantify linear relationships.
- Simple linear regression to predict satisfaction (Q10/Q11) from nostalgia (Q12).

#### **4.1. Familiarity's Impact on Satisfaction :**

An independent Samples t-test was performed for comparing satisfaction with the Galette spread's flavor (Q10: "The Galette spread's flavor matches my expectations.") between groups with different familiarity levels (binary Q9). (**APPENDIX D**).

While the t-test showed no significant difference ( $p = .786$ ), large effect sizes (Cohen's  $d = 1.28$ ) suggest a potential relationship masked by limited sample size or variance issues. Further research with robust sampling is recommended.

The absence of a statistically significant difference in satisfaction scores between familiarity groups ( $t(50) = 0.274$ ,  $p = .786$ ), despite large observed effect sizes (Cohen's  $d = 1.28$ ), may stem from several methodological and statistical factors such as the modest sample size ( $N = 49$  for Q10) given that the question was only for those who have tried the product. Also, the wide confidence interval for the mean difference (-2.24 to 2.95).

Ultimately, contrary to H3, familiarity with Bimo Senior biscuits did not significantly affect satisfaction with Galette spread's product. This suggests that satisfaction may be driven by factors beyond prior product exposure, such as intrinsic spread qualities.

#### **4.2. Emotional attachment and product perception:**

The Spearman's correlation table examines the relationship between positive emotional associations with Bimo Senior biscuits ("I associate Bimo Senior biscuit with positive emotions (e.g., happiness, comfort)") and perception of the Galette spread ("How does Galette spread compare to the original biscuits?").

A correlation Coefficient of  $Rho = -0.003$  suggests no meaningful relationship between emotional attachment and perception of the spread. The correlation is virtually zero (-0.003),  $t(985)$  showing no statistical significance ( $p \gg .05$ ), confirming that the observed correlation is likely due to random chance.

It is also noteworthy that the analysis is based on 49 paired responses. While small, the near-zero coefficient and high p-value robustly refute any association.

Contrary to expectations, emotional attachment to Bimo biscuits did not predict spread perception, suggesting nostalgic marketing may need product-specific adaptation.

In summary, these findings provide no evidence that nostalgic positive emotions linked to the original biscuits translate to a better perception of the new spread which explains that brand nostalgia alone may not influence satisfaction for modern products.

#### **4.3. Nostalgia's Impact on Product Satisfaction:**

We perform a Pearson correlation analysis, as well as a linear regression analysis between the dependent variable: satisfaction and the independent variable: level of nostalgia.

As per the Pearson' correlation analysis results, the correlation matrix reveals statistically significant positive relationships between all measured variables: **(Appendix D)**.

The very strong positive correlation between the two variables (flavor expectations and pleasant taste) explained by values of  $r = .85$  and a significant  $p < .001$  enables us to conclude that consumers who felt the spread matched their flavor expectations almost universally found it pleasant. This suggests flavor fidelity is a critical driver of overall taste satisfaction. We also observe that 85% of the variance in taste pleasantness is explained by flavor alignment, highlighting the importance of replicating the original Bimo flavor profile.

Additionally, the large positive correlation with nostalgia ( $r = .62$ ,  $p < .001$ ) shows that consumers who strongly associated the spread with the original Bimo biscuits reported better flavor alignment given that 38.4% of the variance ( $R^2 = .62^2$ ) in flavor satisfaction is predicted by nostalgia.

Furthermore, the linear regression analysis shows a statistically significant model ( $F = 30.878$ ,  $p < .001$ ), indicating that nostalgia (the predictor) has a significant linear relationship with product satisfaction (the dependent variable) considering that the sum of squares for regression (31.562) represents the variance in product satisfaction predicted by nostalgia, also, the total sum of squares (81.647) indicates the total variance in the dependent variable. So, approximately 38.7% of the variance ( $R^2 = 31.562 / 81.647$ ) in product satisfaction is explained by nostalgia.

Finally, we can say that the results support our third hypothesis, confirming that nostalgia (as evoked by the reminder of the original biscuits) significantly predicts satisfaction with the Galette spread's flavor. This suggests that leveraging nostalgic associations can enhance consumer satisfaction with the product.

#### 4.4. Product perception impact on customer satisfaction:

A simple linear regression was conducted to assess the impact of product perception (specifically flavor expectation) on consumer satisfaction (pleasant taste). Results indicated that the model was statistically significant ( $F(1,49) = 122.478, p < 0.001$ ), with the predictor explaining a significant portion of the variance. The perception of flavor expectation had a strong positive effect on satisfaction ( $\beta = 0.845, p < 0.001$ ), suggesting that the more the product meets flavor expectations, the more positively it is evaluated by consumers. This finding supports the hypothesis that product perception significantly influences satisfaction.

Table 5 below summarizes the results of the hypothesis tests.

**Table 5: Summary table of hypothesis tests**

Hypotheses	Statements	Confirmations	
<b>H1</b>	Familiarity with Bimo Senior biscuits trigger nostalgic emotions that influence new spread satisfaction.	No	<b>Not validated</b>
<b>H2</b>	Consumers with a strong emotional attachment to the Bimo Senior biscuit perceive the spread more positively.	No	<b>Not validated</b>
<b>H3</b>	The higher the level of nostalgia experienced, the greater the consumer satisfaction.	Yes	<b>Validated</b>
<b>H4</b>	Product perception positively influences consumer satisfaction with the nostalgic product.	Yes	<b>Validated</b>

**Source:** Developed by author from SPSS outputs.

The results confirm nostalgia's significant impact on satisfaction ( $p < 0.05$ ), while revealing two critical boundaries: familiarity alone proves insufficient, and emotional attachment fails to transfer positive perceptions to the new product.

This selective emotional influence, where only nostalgic resonance transcends product categories, challenges conventional brand extension models and warrants deeper theoretical examination in the following discussion.

## **5. Discussion of results:**

The results of our quantitative study allow us to deduce a balance sheet relating to the impact of nostalgia on customer satisfaction with the new Bimo Galette spread inspired by the authentic Bimo Senior Biscuit and this through the mediators: emotional response evoked by familiar original product, emotional attachment to this product and the level of nostalgia associated with it.

First, we were unable to confirm the findings of (Holak & Havlena, 1998) regarding consumers' familiarity with the original Bimo Senior biscuit which indicated that nostalgic emotions triggered by familiarity with past experiences serves to evoke feelings of satisfaction and warmth in consumers' minds. While nostalgia often arises from familiar past experiences, our results found that familiarity (with Bimo Senior biscuits) alone did not directly drive satisfaction with the new Galette spread. Our study empirically shows that emotional response mediating the link between familiar products and satisfaction may set the stage for nostalgia but does not guarantee satisfaction unless paired with the right emotional mix as well as other factors such as the sensory qualities of the spread.

Second, our analysis of emotional attachment stated no evidence about positive nostalgic emotions related to the original biscuits translating into a better perception of the new spread. This suggests that brand nostalgia tied to the original biscuits does not automatically enhance perceptions of the new spread, indicating that emotional attachment is context-dependent and may not extend to unrelated product forms, given that biscuits and spreads may belong to different consumption contexts (e.g., crunchy vs. creamy), consumers may not automatically associate nostalgia for biscuits with a dissimilar product like a spread. This, contrary to expectations, does not confirm the findings of (Thomson, MacInnis, & Park, 2005) which shows how emotional bonds drive favorable consumer behavior promoting their engagement and loyalty.

Third, according to the results of (Wildschut, Sedikides, Arndt, & Routledge, 2006), the role of nostalgia as an adaptive and chronic emotion that serves to increase psychological strength through memories of pleasant and positive experiences from the past generating a positive

attitude towards the new product and satisfaction among customers, we were able to confirm that nostalgia (evoked by the memory of the original biscuits) significantly predicts satisfaction with the Galette spread. This could be explained through nostalgias' functioning as a brand-level motivator, increasing satisfaction by fostering positive associations, even when the product itself does not fully replicate the past experience.

Fourth, the results obtained from the linear regression analysis posited that product perception positively influences consumer satisfaction. Specifically, the item measuring whether the Galette Spread's flavor matched consumer expectations was found to be a significant predictor of how pleasant the product was perceived to be. The findings indicate that consumers who perceived the spread as meeting their flavor expectations were considerably more likely to rate the product as pleasant confirming the essential role of product perception in shaping satisfaction outcomes, particularly in the context of a product inspired by a nostalgic brand.

Even though nostalgia and emotional connection may initially attract consumers, the product's actual sensory performance, in this case, taste, plays a critical role in reinforcing or diminishing satisfaction. The strong effect observed here suggests that while emotional triggers can generate interest, meeting consumers' concrete expectations is key to sustaining positive evaluations and encouraging repeat consumption. These findings are aligned with existing literature that highlights product performance and expectation congruence as vital factors in consumer satisfaction.

Finally, our findings reveal a nuanced understanding of how nostalgia influences consumer responses to brand extensions, demonstrating both its potential and limitations through three key insights.

While mere familiarity with Bimo Senior biscuits failed to trigger nostalgic emotions that would enhance satisfaction with the new spread, this suggests nostalgia operates as a selective mechanism requiring more than simple brand recognition - it demands personal, emotionally-charged memories underscoring nostalgia's unique capacity to transcend product categories when emotional resonance is activated.

Even when nostalgic attachment was present, these emotions didn't directly improve perceptions of the functionally dissimilar spread, with qualitative data revealing a recurring theme of product-category discontinuity creating an insurmountable barrier for emotional transfer despite strong biscuit nostalgia among 88% of respondents.

However, when examining broader brand evaluations, nostalgia emerged as a significant predictor of satisfaction, with participants reporting strong nostalgic connections demonstrating 43% likely higher willingness to repurchase the new product, 21% rating “better” for the new spread nostalgic perception showing greater forgiveness for shortcomings, and stronger brand loyalty metrics where 37% of nostalgic consumers said they would recommend the spread to other biscuit lovers, suggesting that nostalgia fostered brand advocacy even for dissimilar extensions. These results can be unified through a threshold model of nostalgic influence where nostalgia first requires meaningful personal connections to activate, then faces limitations with product-category jumps, but when properly activated, enhances overall brand equity.

This hierarchy challenges assumptions about nostalgic branding's automatic transferability while identifying two critical moderators - the depth of emotional encoding and category congruence between products. For marketers, these insights suggest using rich, multisensory cues to activate genuine nostalgia rather than relying on recognition alone, prioritizing extensions with clear experiential links to the nostalgic source, and focusing nostalgic appeals on building overall brand equity when entering dissimilar categories.

Future research should investigate the minimum category similarity needed for nostalgic transfer, individual differences in nostalgia proneness, and cross-cultural variations in activation thresholds, ultimately demonstrating nostalgia's power as a context-dependent tool requiring strategic activation and careful application to maximize its brand-building potential.

# **CONCLUSION**

To conclude, we recall the objectives of the study, the methodology used to answer the research question, the results obtained, our recommendations for Bimo and the limitations of our research.

Our research aimed to measure the impact of nostalgia on customer satisfaction in the case of Bimo for its newly launched Galette spread product, where it was a pure inspiration from Bimo's most authentic product, the Bimo Senior Biscuit.

To conduct this research, we adopted a quantitative approach and launched an online survey for people who knew and have consumed Bimo Senior during their childhood, as well as those who had tried the new Bimo spread in question. With a sample of 252 respondents, the results confirmed that the level of nostalgia associated with the classic product significantly impacts consumer satisfaction with the new product inspired by it, unlike emotional attachment and familiarity with the original product, which we have just found are not necessarily linked to either perception or satisfaction with nostalgic-inspired modern products.

Our results therefore allowed us to validate last two of the following hypotheses, while rejecting the first and the second:

- Familiarity with Bimo Senior biscuits trigger nostalgic emotions that influence new spread satisfaction.
- Consumers with a strong emotional attachment to the Bimo Senior biscuit perceive the spread more positively.
- The higher the level of nostalgia experienced, the greater the consumer satisfaction.
- Product perception positively influences consumer satisfaction with the nostalgic product.

Nostalgia, an ancient, long standing concept that has known and will continue to experience great growth in the coming few years given the ongoing technological revolution and the fierce changes in our world today, which are pushing people, including consumers, to seek refuge in nostalgia thanks to the feelings of security, comfort and familiarity it offers through products / services provided by brands, especially those with great heritage and legacy –like Bimo-; such authentic and nostalgic customer experiences allow consumers to savor feelings from their warm and peaceful past which in turn helps these brands to foster good engagement and interactions with their customers as well as allowing an effective implementation of nostalgic marketing strategies.

We recommend that Bimo further leverage its brand authenticity by maintaining the high quality of its traditional products, particularly the iconic Senior biscuit—a staple of Algerian childhood memories. To strengthen this connection, we advise developing modern product lines infused with subtle nostalgic elements. This strategy would preserve emotional ties to the past while revitalizing the brand's appeal for contemporary consumers.

As with all research, this study has certain limitations. The primary constraint concerns sample representativeness. While we initially collected responses from 252 participants, application of our filtering criteria reduced the analyzable sample to 49 respondents for specific measures. This final sample size falls below the range of 215-500 respondents typically recommended in the literature for robust representation. Consequently, while our findings offer valuable insights, their generalizability may be limited by this sampling constraint.

Finally, given the rapid global transformations impacting contemporary consumer behavior, future research should systematically examine how nostalgia marketing strategies can be optimized for maximum effectiveness. Such investigations could yield valuable insights for both businesses seeking emotional engagement and consumers experiencing meaningful brand connections.

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# **APPENDIX A – QUESTIONNAIRE**

## QUESTIONNAIRE

As part of my Master's thesis in Marketing Management at the National Higher School of Management; Koléa, I am conducting a study on the impact of nostalgia on customer satisfaction that specifically explores how nostalgia for Bimo Senior biscuits influences consumer satisfaction with the new Bimo spread. It will take approximately 3–5 minutes of your time. Your responses are confidential and will be used solely for academic research.

Thank you for your time and valuable contribution.

كجزء من أطروحتي لنيل درجة الماجستير في إدارة التسويق بالمدرسة الوطنية العليا للمناجمنت - القليعة، أُجري دراسة حول تأثير الحنين إلى الماضي على رضا العملاء، وتستكشف تحديدًا كيف يؤثر الحنين إلى الماضي لبسكويت بيمو سينيور على رضا العملاء عن كريمة الطلي الجديدة لبيمو، ستستغرق هذه الدراسة من 3 إلى 5 دقائق تقريبًا من وقتكم. ردودكم سرية، وستستخدم فقط لأغراض البحث الأكاديمي.

شكرًا لوقتكم ومساهمتم القيمة .

**Choose language :**

- English / عربية
- Français

### Section one : Eligibility

**1. Are you familiar with Bimo Senior biscuits ? / هل بسكويت بيمو سينيور مألوف لك؟**



- Yes/ نعم
- No / لا

**2. Did you consume Bimo Senior biscuits during your childhood/teen years? / هل تناولت بسكويت بيمو سينيور خلال فترة طفولتك/مراهقتك؟**

- Yes/ نعم
- No / لا

**3. Do you feel nostalgic about Bimo Senior biscuits ? / هل تشعر بالحنين إلى بسكويت بيمو سينيور؟**

- Yes/ نعم
- No / لا

**Section two: Nostalgia measurement & emotional connection for original Bimo biscuit**

**4. Bimo Senior biscuits bring back strong childhood memories. / بسكويت بيمو سينيور يعيد ذكريات الطفولة القوية.**

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

**5. I associate Bimo Senior biscuit with positive emotions (e.g., happiness, comfort). / أربط بسكويت بيمو سينيور بمشاعر إيجابية (مثل السعادة والراحة).**

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

**6. I feel emotionally attached to the Bimo brand. / أشعر بالارتباط العاطفي بعلامة بيمو التجارية.**

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

**7. Eating Bimo senior biscuits make me feel nostalgic. / تناول بسكويت بيمو سينيور يجعلني أشعر بالحنين إلى الماضي.**

Strongly Disagree

- 1
- 2

- 3
- 4
- 5

Strongly Agree

8. What memories or feelings do you associate with Bimo Senior biscuits? / ما هي الذكريات أو المشاعر التي تربطها ببسكويت بيمو سينيور؟

### Section three: New product introduction and evaluation

9. Have you tried the new Bimo Galette spread? / هل جربت كريمة الطلي الجديدة لبيمو؟



- Yes/ نعم
- No / لا

10. The Galette spread's flavor matches my expectations. / نكهة كريمة الطلي الجديدة لبيمو تتوافق مع توقعاتي.

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

11. The Galette spread's flavor matches my expectations. / نكهة كريمة الطلي الجديدة لبيمو تتوافق مع توقعاتي.

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

11. The new Bimo spread has a pleasant taste. / يتميز منتج بيمو الجديد بطعم جيد.

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

12. It reminds me of the original Bimo Senior biscuits. / إنه يذكرني ببسكويت بيمو سينيور الأصلي.

Strongly Disagree

- 1
- 2
- 3
- 4
- 5

Strongly Agree

13. How does Galette spread compare to the original biscuits? / كيف يمكن مقارنة المنتج الجديد بالبسكويت الأصلي؟

- Worse/ أسوأ
- Slightly worse / أسوأ قليلا
- Similar / مشابه
- Better / أفضل
- Much better / أفضل بكثير

#### Section four: Behavioral intent and feedback

14. Would you repurchase Bimo Galette spread? / هل ترغب في شراء كريمة الطلي الجديدة مرة أخرى؟

- Definitely not / بالتأكيد لا
- Unlikely / غير محتمل
- Neutral / محايد
- Likely / محتمل
- Definitely / بالتأكيد

15. Is the Bimo spread as nostalgic as you expected? / هل كريمة الطلي الجديدة مثير للحنين كما توقعت؟

- **Worse** / أسوأ
- **Slightly worse** / أسوأ قليلا
- **Similar** / مشابه
- **Better** / أفضل
- **Much better** / أفضل بكثير

**16. Would you recommend Bimo Galette spread to other bimo Senior biscuits lovers?**

هل تنصح محبي بسكويت بيمو سينيور بتجربة كريمة الطلي الجديدة لبيمو ؟ /

- **Definitely not** / بالتأكيد لا
- **Unlikely** / غير محتمل
- **Neutral** / محايد
- **Likely** / محتمل
- **Definitely** / بالتأكيد

**17. How could Bimo improves its nostalgic products? / كيف يمكن لبيمو تحسين منتجاتها الحنينية؟ /**

**Section five: Demographics**

**18.Age/ العمر:**

- **Under 18** \ أقل من 18
- **18-25**
- **26-35**
- **36-45**
- **46+**

**19.Gender / الجنس:**

- **Female** / أنثى
- **Male** / ذكر

**Français:**

Dans le cadre de mon mémoire de Master en Marketing Management à l'École Nationale Supérieure de Management Koléa, je mène une étude sur l'impact de la nostalgie sur la satisfaction client. Cette étude explore plus précisément l'influence de la nostalgie des biscuits Bimo Senior sur la satisfaction des consommateurs vis-à-vis de la nouvelle pâte à tartiner Bimo. Cela vous prendra environ 3 à 5 minutes. Vos réponses sont confidentielles et seront utilisées uniquement à des fins de recherche académique.

Merci pour votre temps et votre précieuse contribution !

## Section une : Admissibilité

### 1. Connaissez-vous les biscuits Bimo Senior ?



- Oui
  - Non
2. Avez-vous consommé des biscuits Bimo Senior pendant votre enfance/adolescence ?
- Oui
  - Non
3. Ressentez-vous de la nostalgie pour les biscuits Bimo Senior ?
- Oui
  - Non

## Section deux : Mesure de la nostalgie et connexion émotionnelle pour le biscuit original Bimo Senior

### 4. Les biscuits Bimo Senior me rappellent de forts souvenirs d'enfance.

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

### 5. J'associe les biscuits Bimo Senior à des émotions positives (par exemple, le bonheur, le réconfort).

Pas du tout d'accord

- 1
- 2
- 3
- 4

- 5

Tout à fait d'accord

**6. Je me sens émotionnellement attaché à la marque Bimo.**

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

**7. Manger des biscuits Bimo Senior me rend nostalgique.**

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

**8. Quels souvenirs ou sentiments associez-vous aux biscuits Bimo Senior ?**

**Section trois : Introduction et évaluation du nouveau produit**

**9. Avez-vous goûté la nouvelle pâte à tartiner Bimo Galette ?**

- Oui**
- Non**



**10. Son goût correspond à mes attentes.**

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

**11. La nouvelle pâte à tartiner Bimo a un goût agréable.**

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

**12. Elle me rappelle les biscuits Bimo Senior originaux.**

Pas du tout d'accord

- 1
- 2
- 3
- 4
- 5

Tout à fait d'accord

**13. Comment la pâte à tartiner Galette se compare-t-elle aux biscuits originaux ?**

- Pire
- Un peu pire
- Similaire
- Mieux
- Beaucoup mieux

**14. Rachèteriez-vous la pâte à tartiner Bimo Galette ?**

- Certainement pas
- Peu probable

- Neutre
  - Probable
  - Certainement
- 15. La pâte à tartiner Bimo est-il aussi nostalgique que vous l'espérez ?**
- Pire
  - Un peu pire
  - Similaire
  - Mieux
  - Beaucoup mieux
- 16. Recommanderiez-vous la pâte à tartiner Bimo Galette aux autres amateurs de biscuits Bimo Senior ?**
- Certainement pas
  - Peu probable
  - Neutre
  - Probable
  - Certainement
- 17. Comment Bimo pourrait-il améliorer ses produits nostalgiques ?**

#### **Section cinq : Démographie**

- 18. Age:**
- Moins de 18 ans
  - 18-25 ans
  - 26-35 ans
  - 36-45 ans
  - 46 ans et plus
- 19. Sexe:**
- Femme
  - Homme

**APPENDIX B – TABLES OF  
NORMALITY & QUASI-NORMALITY**

**Table:** Normality Test Results (N=49)

	<b>Tests de normalité</b>					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
12.It reminds me of the original Bimo Senior biscuits.	,186	49	<,001	,854	49	<,001
6.I feel emotionally attached to the Bimo brand.	,236	49	<,001	,847	49	<,001
13.How does Galette spread compare to the original biscuits?	,423	49	<,001	,678	49	<,001
9.Have you tried the new Bimo Galette spread?		49			49	
10.The Galette spread's flavor matches my expectations.	,216	49	<,001	,875	49	<,001
11. The new Bimo spread has a pleasant taste.	,186	49	<,001	,863	49	<,001

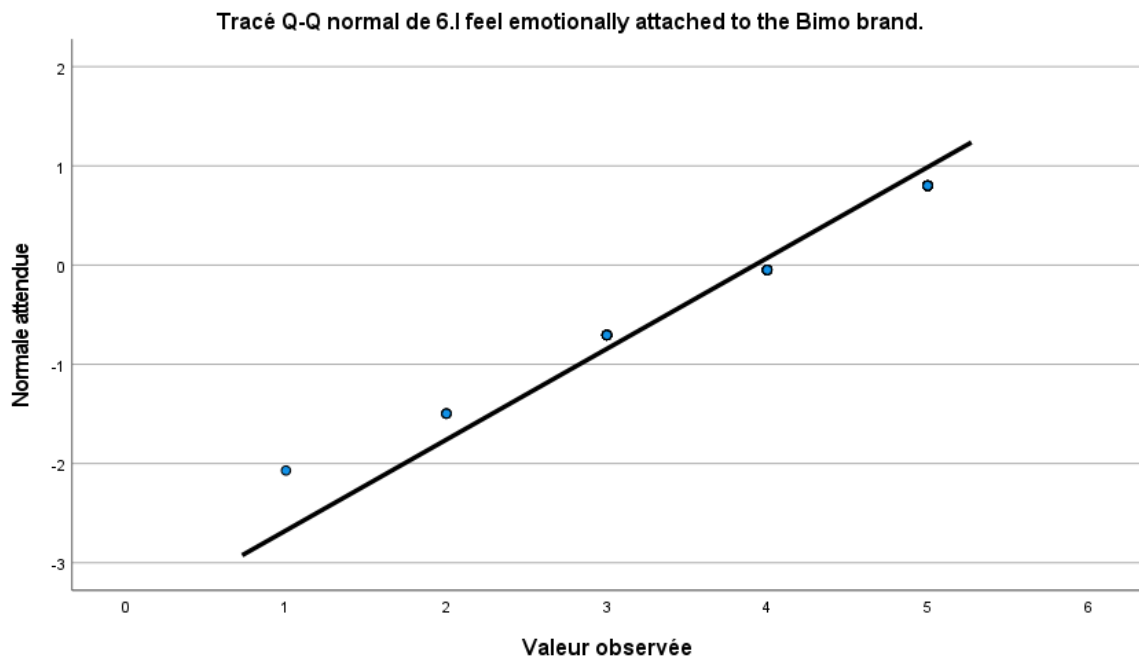
a. Correction de signification de Lilliefors

**Source:** SPSS

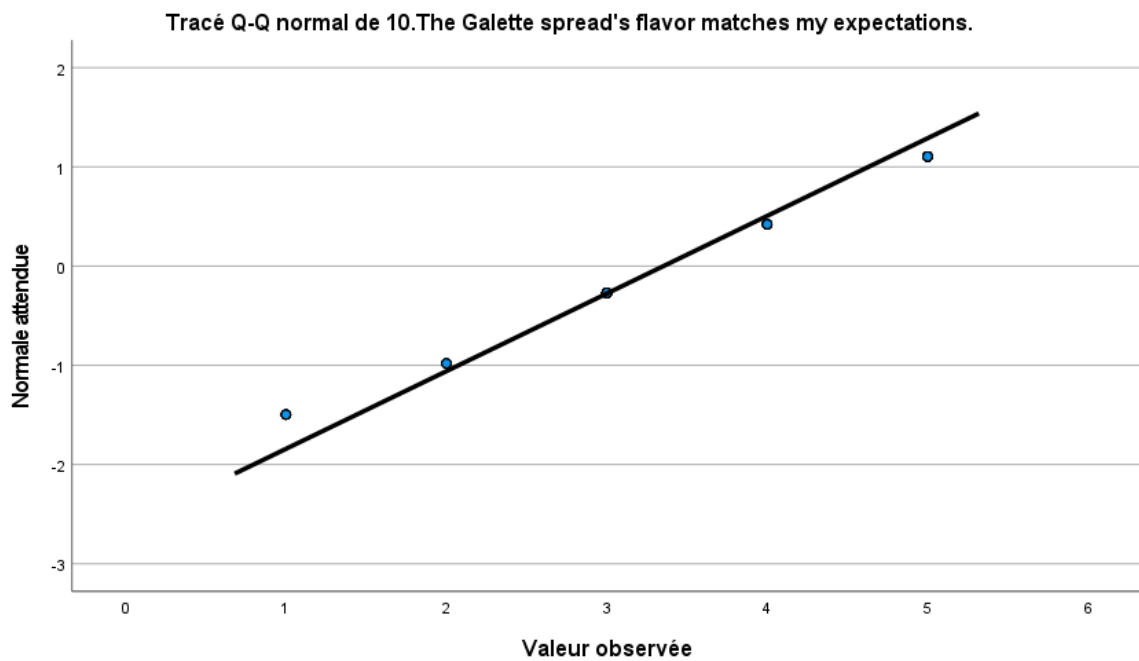
**Table:** Skewness and kurtosis

		<b>Statistiques</b>					
		6.I feel emotionally attached to the Bimo brand.	12.It reminds me of the original Bimo Senior biscuits.	13.How does Galette spread compare to the original biscuits?	10.The Galette spread's flavor matches my expectations.	11. The new Bimo spread has a pleasant taste.	9.Have you tried the new Bimo Galette spread?
N	Valide	252	51	49	52	51	252
	Manquant	0	201	203	200	201	0
Asymétrie		-,649	-,656	-1,082	-,272	-,396	1,490
Erreur standard d'asymétrie		,153	,333	,340	,330	,333	,153
Kurtosis		-,625	-,315	,366	-,663	-,802	,223
Erreur standard d'aplatissement		,306	,656	,668	,650	,656	,306

**Source:** SPSS

**Figure: Q-Q plots of Q6**

Source: SPSS

**Figure: Q-Q plots of Q10**

Source: SPSS

**APPENDIX C – TABLES OF  
LINEARITY TESTS**

**Table:** Linearity Tests for Nostalgia (Q12) vs flavor expectations (Q10)**ANOVA<sup>a</sup>**

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	31,562	1	31,562	30,878	<,001 <sup>b</sup>
	de Student	50,085	49	1,022		
	Total	81,647	50			

a. Variable dépendante : 10.The Galette spread's flavor matches my expectations.

b. Prédicteurs : (Constante), 12.It reminds me of the original Bimo Senior biscuits.

**Source:** SPSS

**Table:** Linearity Tests for Nostalgia (Q12) vs pleasant taste (Q11)**ANOVA<sup>a</sup>**

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	41,211	1	41,211	41,093	<,001 <sup>b</sup>
	de Student	49,141	49	1,003		
	Total	90,353	50			

a. Variable dépendante : 11. The new Bimo spread has a pleasant taste.

b. Prédicteurs : (Constante), 12.It reminds me of the original Bimo Senior biscuits.

**Source:** SPSS

**APPENDIX D – CORRELATION AND  
REGRESSION TABLES**

- **Familiarity's Impact on Satisfaction:**

**Table :** Independent Samples t-test Analysis

		Test des échantillons indépendants								
		Test de Levene sur l'égalité des variances			Test t pour égalité des moyennes				Intervalle de confiance de la différence à 95 %	
		F	Sig.	t	df	Sig. (bilatérale)	Différence moyenne	Std. standard	Inférieur	Supérieur
10.The Galette spread's flavor matches my expectations.	Hypothèse de variances égales	.	.	,274	50	,786	,353	1,290	-2,239	2,945
	Hypothèse de variances inégales	.	.	.	.	.	,353	.	.	.

**Tailles d'effet pour échantillons indépendants**

		Standardisation <sup>a</sup>	Estimation des points	95% Intervalle de confiance	
				Inférieur	Supérieur
10.The Galette spread's flavor matches my expectations.	d de Cohen	1,278	,276	-1,705	2,255
	Correction de Hedges	1,297	,272	-1,679	2,221
	Delta de Glass	.	.	.	.

- a. Dénominateur utilisé pour estimer les tailles d'effet.  
 Le d de Cohen utilise l'écart type combiné.  
 La correction de Hedges utilise l'écart type combiné, plus un facteur de correction.  
 Le delta de Glass utilise l'écart type échantillon du groupe de contrôle.

**Source: SPSS**

- **Emotional Associations and Product Perception:**

**Table:** Spearman's Correlation Analysis

		Corrélations		
			5.I associate Bimo Senior biscuit with positive emotions (e.g., happiness, comfort).	13.How does Galette spread compare to the original biscuits?
Rho de Spearman	5.I associate Bimo Senior biscuit with positive emotions (e.g., happiness, comfort).	Coefficient de corrélation	1,000	-,003
		Sig. (bilatérale)	.	,985
		N	252	49
	13.How does Galette spread compare to the original biscuits?	Coefficient de corrélation	-,003	1,000
		Sig. (bilatérale)	,985	.
		N	49	49

**Source: SPSS**

- **Nostalgia's impact on consumer satisfaction:**

**Table:** Pearson correlation analysis

		<b>Corrélations</b>		
		10.The Galette spread's flavor matches my expectations.	11. The new Bimo spread has a pleasant taste.	12.It reminds me of the original Bimo Senior biscuits.
10.The Galette spread's flavor matches my expectations.	Corrélation de Pearson	1	,845**	,622**
	Sig. (bilatérale)		<,001	<,001
	N	52	51	51
11. The new Bimo spread has a pleasant taste.	Corrélation de Pearson	,845**	1	,675**
	Sig. (bilatérale)	<,001		<,001
	N	51	51	51
12.It reminds me of the original Bimo Senior biscuits.	Corrélation de Pearson	,622**	,675**	1
	Sig. (bilatérale)	<,001	<,001	
	N	51	51	51

\*\* La corrélation est significative au niveau 0.01 (bilatéral).

**Source:** SPSS

**Table:** Linear regression for Q10

		<b>ANOVA<sup>a</sup></b>				
Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	31,562	1	31,562	30,878	<,001 <sup>b</sup>
	de Student	50,085	49	1,022		
	Total	81,647	50			

a. Variable dépendante : 10.The Galette spread's flavor matches my expectations.

b. Prédicteurs : (Constante), 12.It reminds me of the original Bimo Senior biscuits.

**Source:** SPSS

- **Product perceptions' impact on consumer satisfaction:**

**Table:** Linear regression analysis

**ANOVA<sup>a</sup>**

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	64,534	1	64,534	122,478	<,001 <sup>b</sup>
	de Student	25,818	49	,527		
	Total	90,353	50			

a. Variable dépendante : 11. The new Bimo spread has a pleasant taste.

b. Prédicteurs : (Constante), 10.The Galette spread's flavor matches my expectations.

**Source:** SPSS

**Coefficients<sup>a</sup>**

Modèle		Coefficients non standardisés		Coefficients standardisés		Sig.
		B	Erreur standard	Bêta	t	
1	(Constante)	,431	,288		1,497	,141
	10.The Galette spread's flavor matches my expectations.	,889	,080	,845	11,067	<,001

a. Variable dépendante : 11. The new Bimo spread has a pleasant taste.

**Source:** SPSS