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EXPLORING
THE ROLE OF NOSTALGIA
IN THE RESTAURANT EXPERIENCE AND ITS REFLECTIONS ON RETURN
PATRONAGE

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Exploring The Role of Nostalgia in The Restaurant Experience and It's
Reflections on Return Patronage

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ABBREVIATIONS

| | |
|---------------------|-----------------------------------|
| BOH..... | Back Of the House |
| FOH..... | Front Of the House |
| F&B..... | Food and Beverage |
| NE..... | Nostalgia Emotion |
| FA..... | Food Aspects |
| SA..... | Service Aspects |
| TA..... | Tangible Aspects |
| LA..... | Location Aspects |
| NP..... | Nostalgia Proneness |
| EV..... | Experiential value |
| WPM..... | Willingness to Pay More |
| RP..... | Return Patronage |
| WOM..... | Word of Mouth |
| FMCG..... | Fast Moving Consumer Goods |

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ABSTRACT

EXPLORING THE ROLE OF NOSTALGIA IN THE RESTAURANT EXPERIENCE AND ITS REFLECTIONS ON RETURN PATRONAGE

Begüm Kızıldemir

Marketing Communications

Supervisor: Assoc. Prof. Dr. Kaan Varnalı, 2016

During the last few years, marketing the nostalgic food items becomes a fashion all around the world. Consumers feel more secure to meet with an old friend that comes with a bunch of memories rather than being introduced to a new one with hundreds of substitutes. Especially, since the junk food industry is getting such a good respond, it cannot be wrong to expect same positive feedback from the restaurant industry as well.

From this point of view, this study will be the first one to relate the nostalgia to the return patronage of restaurant customers with an elaborate contribution of atmospherics as well as consumer behaviors. The main contribution will stem from how this relationship hypothesizes to occur the mediating effect of restaurant.

Briefly, this thesis takes a concise look at the perception of Nostalgia; the factors that affect nostalgic emotions and their comprehensive effects over the restaurant customers' loyalty as well as their willingness to pay more.

The concept of nostalgia has been extensively examined by abounding number of scholars over the years. Therefore, the advancements in the field of marketing, understanding the magnitude of brain and subconscious mind inclined the marketers to another path where they can internalize the influences of nostalgia from a distinctive point of view.

Gastronomy studies related with the marketing recently improved their popularity in Turkey. For this reason, performed studies within this specific field of social science

are still insufficient. This study aims to contribute to the understanding of nostalgic tendency of Turkish restaurant customers.

This study is based on data collected by a survey of 199 restaurant guests. This study employs Factor analyses, Regression analyses, t-test and Cronbach's alpha to investigate the collected data through an Internet web site. (www.freeonlinesurveys.com) Findings indicate the atmospherics have a great influence on the manifestation of the nostalgic emotions, and nostalgically motivated customers feel more satisfied during their dining experience and as a result of this, they develop an increased level of loyalty and willingness to pay more.

Keywords: Nostalgia, restaurant atmospherics, customer satisfaction, experiential value, willingness to pay more, customer loyalty, customer behavior

ÖZET

NOSTALJİ DUYGUSUNUN RESTORAN DENEYİMİ ÜZERİNE ETKİSİ VE TEKRAR ZİYARET NİYETİNE YANSIMALARI

Begüm Kızıldemir

Pazarlama İletişimi

Danışman: Doç. Dr. Dr. Kaan Varnalı, 2016

Nostajik gıdaların pazarlanması dünya genelinde gün geçtikçe popüleritesini arttırmaktadır. Çünkü tüketiciler yüzlerce muadili olan ve bilmedikleri yeni ürünlere şans vermektense, bir zamanlar hayatlarına dokunmuş ürünlere yönelerek kendilerini daha güvende hissederler. Özellikle hızlı tüketilen gıda sektörünün, nostalgik ürün pazarında almış olduğu bu denli olumlu sonuçlar, nostalginin restoran sektöründe de olumlu yönde geri dönüş alacağı görüşünü destekler. Bu bakış açısından yola çıkarak, bu çalışma Türkiyede, nostalginin müşteri sadakatine etkilerini, restoran ortamı (atmosfer) ve müşteri davranışlarını dikkate alarak inceleyen ilk çalışma olacaktır.

Özetle bu çalışmada, nostalji kavramı, nostalji duygusunu etkileyen faktörler ve bunların restoran müşterisinin sadakati ve daha fazla ödeme yapmaya eğimli olması üzerine etkilerini detaylı olarak incelenecektir. Nostalji kavramı yıllar boyu pek çok bilim adamı tarafından derinlemesine incelenmiş olsa da, pazarlama alanındaki gelişmeler ve bu alanda insan beyni ve algının ne denli önem taşıdığına daha fazla açıklık kazanması, pazarlamacıları daha önce üzerinde durmadıkları ve aslında nostaljiyi özgün bir şekilde inceleyebilecekleri farklı bir bakış açısına yönlendirmiştir.

Türkiye’de gastronomi ve pazarlama ortaklığında yürütülen çalışmalar son bir kaç yılda popülerlik kazanmıştır. Bu nedenle, sosyal bilimlerin bu alanında yapılan çalışmalar halen daha yetersiz denilebilecek düzeydedir. Bu çalışma Türk restoran müşterisinin, nostalgik eilimlerinin anlaşılmasına katkı sağlamayı amaçlamaktadır.

Bu tez çalışması 199 restoran müşterisinden alınan ve değerlendirilmesi uygun görülen

anketlerden elde edilen verilerin analizi sonucunda ortaya çıkarılmıştır. Arařtırmaların temelini oluřturan modelin testi regresyon kullanılarak test edilmiřtir. Elde edilen sonuçlarrestoran ortamının, nostaljik duyguları aıęa ıkarma konusunda olduka nem tařıdığını, yemek süresince nostalji duygusunu tecrübeleden müşterielerin restoranda geçirdikleri zaman boyunca daha fazla tatmin olduklarını, bunun sonucunda da daha sadık olduklarını ve daha fazla ödeme yapmaya eğilimli olduklarını göstermiştir.

Anahtar kelimeler: Nostalji, restoran ortamı, müşteri deneyimsel deęer, deha fazla ödeme yapmaya eğimli olmak, müşteri sadakati, müşteri davranışı.

1. INTRODUCTION

There is no doubt that food & beverage and also hospitality related professions are becoming globally more and more popular. And regardless of the type, the intersection of these two trendy professions generally leads to a decision as being a restaurant partner or owning one. Unfortunately a National Restaurant Report (2009), states that 60% of recently opened restaurant businesses come to grief within the first few years and there about 50% of those restaurants fail within the first year (Parsa, Self, King, Bijite 2005). Obviously there are myriad of minor reasons behind these collapses. However, insufficient knowledge of consumer behaviors, underestimating the demographic factors, hiring wrong people and assigning them incompatible tasks, not genuinely understanding the concept of guest, physical environment gaps, inadequate advertising, not following the trends and finally not having a satisfactory knowledge and having a poor concentration on profession itself can be regarded as the primary reasons of failure within the restaurant industry (Jin, Lee, Huffman, 2012). Unfortunately, it cannot be claimed that applying all these requirements will result in success.

The manager or the restaurateur should touch hearts of consumers while performing the necessities of the business itself. At this point, nostalgia factor helps to reach customer and obtain long-term relationship with them. In the hospitality literature there are various types of studies related with the nostalgia. Using nostalgic trends intensively almost like a brand image helps to predict the future success of the restaurant (Chen, Yeh, Huan, 2013).

The Nostalgic market has remodeled from its conventionally recognized consumption exemplary to a recent observational nostalgic impressibility model marked by an adjustment in the way that consumers characterize and discern nostalgia (Shipman, 2011). Comprehending the charm behind the nostalgia and what triggers the particular feeling of seeing something from experienced past, will give a better understanding to the researchers and marketers while they are assessing the effect of these factors on being a loyal customer and consumer behaviors.

Understanding how does nostalgia being perceived varies from the place to circumstances it is being experienced. Depending on the external as well as the internal factors, which orient consumer behaviors, it can be recognized as a good or bad agent. Therefore, before concentrating on consumer behaviors, a definition of nostalgia should be clearly understood.

Nostalgia is a customary approach in marketing (Holak, Havlena, 1992; Stern, 1992). Nostalgia is also defined as a desire (familiar appeal, affirmative approach, or encouraging influence) towards to outside world (places, community or possessions) that were more popular or fashionable or extensively consumed when an individual was younger (Holbrook, Schindler (1991, p330). The other approach defines nostalgia as a set of sensations, which are emerging from encountered daily reflections of an individual's past (Batcho, 1995; Hepper et al., 2012; Holak, Havlena 1998; Sedikides et al., 2008; Sedikides, Wildschut, Baden 2004; Stephan et al., 2012).

The way consumers discern nostalgia phenomenon and the motivation behind nostalgic features (such as nostalgia themed restaurant, clothing or a food item) are not only related with the emotions or the experiences of an individual, but also stimulus exposure from past plays an important role during this phase.

All these associations can be awaked with the supports of atmospherics. Professor Philip Kotler, rigidly supports the idea of utilizing the atmospherics as a tool of marketing. Atmospherics should also be considered as a rewarding approach and he defines atmospherics as implementations which are expected to intensify the intension of buying by designing the facilities around a sentimental theme (Kotler, 1973). On the other hand, Ha and Jang (2012), defines atmospherics as a demand that stimulates consumer's overall contentment; it is propounded that restaurant customer perceive dining as a whole experience.

The topic of this thesis is 'Exploring the role of nostalgia in the restaurant experience and its reflections on return patronage'. The aim of this research is to observe the mediating effect of nostalgia over the experiential values of restaurants as well as the customer loyalty and willingness to pay more with the fictionalized atmospherics (food, service, tangibles and location). Throughout this research, first the concepts that lay the

theoretical groundwork of the thesis will be elaborated upon. Then the hypothesis will be formed. The study will be followed by a section on methodology. Over and above the paper will be concluded with the discussion part.

2. CONSUMER BEHAVIOR IN MARKETING

2.1 Definition of Consumer Behavior

We make an overwhelming amount of decisions on a daily basis. What should I drink? Where should I eat? Which car should I buy? Or just like who makes the best sushi in town? Undoubtedly, there are various types of organizations and firms that provide service to all those different types of aspects. Without any exception, all of these foundations operate with one common purpose; to ensure that they achieve the highest possible income. While these foundations are concentrating on the job itself, they usually skip to consider the factor of the consumer.

Therefore understanding the consumers and the reasons behind their behaviors is so crucial. Before starting a business, an entrepreneur should inure the fact that none of consumers are uniform. They have different expectations, psychology, mindsets, likes as well as dislikes. For this reason, contrasting characters play a substantial role in the way of reflecting their consumption behaviors (Mittal, 2015).

As the marketing literature scrutinized, it is settled that the products are not being solely consumed for their functional benefits; but also for their dignity of expressing the character of the consumer (Levy, Rook, 1999; Sirgy, 1982). Just like a man who owns an iPhone 5s while he sustains his family with a minimum wage (Varnali, 2014).

In order to make certain statements about consumer behaviors, we need to understand the notion of 'consumer'. Consumer is any individual who pays money to receive a service or good to satisfy his/her desires as well as needs (Tek, 1999). In other words, (Solomon, 1996) defines consumer as any individual who benefits from the available goods or services due to his/her inclination. Nonetheless, Hoyer and Macinnis (1997), claims that the attitude of the customer is far beyond consuming the service or the food

itself. It is the response of all influencing circumstances during the process of decision-making.

2.2 Consumer Decision Making Process

Certainly, the consumer behavior forms during the decision making process. For that reason, smart marketers should concentrate on the entire purchasing process rather than observing the final demeanor of the consumer (Ismaoglu, Baris, 2002). It's possible to come to a conclusion about consumer behavior by monitoring the entire decision making-process. Decision making-process, begins with the realization of deficiency and encompass entire post-purchase continuum. The consumer decision-making process should be studied at five different dimensions: Problem recognition, searching alternatives, evaluation of alternatives, purchase and post-purchase evaluation.

2.2.1 Problem Recognition

'Problem Recognition' is the first stage of consumer decision making-process and it starts with perceiving that there is a deficiency between present and desired condition (Hoyer, MacInnis, 1997). This need starts with an unrelieved stress of dissatisfied internal phoneme. The consumer comprehends the need or problem then starts to investigate solutions. Thus, marketers should have a way to expose these incentives and also should be able to trigger either internal or external stimuli. For example; consumer who just moved to a new neighborhood may not know that there is a Thai restaurant at a walking distance until he sees the restaurant flyers. The remaining stages of consumer decision making-process is all about finding a solution and evaluating the experienced conditions about the recognized problem (Odabasi, Baris, 2007).

The internal or external stimuli may trigger the recognition of problem. According to Kotler (2000), the internal stimuli derives from natural needs. To fulfill the hunger or thirst can be given as examples. Therefore, the signs of external stimuli may not be as obvious as the internal ones. For instance, if a friend enrolls to a leisure center and looks healthier than before, the consumer may notice the importance of exercise and allocates personal spare time. At this stage, marketers are responsible for creating desired and appealing life scenarios.

2.2.2 Information Search

The second stage of consumer decision-making process is, 'Searching Alternatives (information) for the aroused problem. Consumers try to gather information as much as they can to fulfill the awakened deficiency of product or service. Briefly, at this stage, consumer gathers all possible alternatives. Of course, the previous experiences and association of ideas play a significant role at this stage. These two determinants constitute a practice called 'the internal information search'. If the internal information search practice has come up short, then the consumer looks for a solution by trying and evaluating the external sources. What is more, remaining dissatisfactory feeling from previous product-service purchases or long decision-making processes (over thinking) may lead the consumer to investigate other options (Blackwell et.al. 2001).

The external sources can be listed as; personal, commercial, public and experiential. The personal sources can be categorized as the sources that are motivated with close friends, family members, relatives or the neighbors. The information that is procured from advertisements, sales representatives or dealers can be a good exemplification of commercial sources. On the other hand, public sources can be listed as the data, which are acquired from newspaper reports and articles. Lastly, experiential sources are comprised of consumer's or their immerse surrounding's examination, revising and the usage of product-service itself. The appreciable percentages of those sources vary from product to product as well as experienced service (Karafikioglu, 2005; Kotler, 2000).

Usually the final decision of the consumer depends on the category of the product or the service but of course at the same time, characteristic features of the consumer. Therefore, daily and casual decisions are generally managed with motivation of internal information search while the other serious decisions are being managed by external information search. For example, a consumer may prefer to buy his/her bread from the local bakery store with a feeling of loyalty and support. Therefore when it comes to such as buying 3D Plasma television, the consumer would love to go and have a look at bigger stores, which have more alternatives to feel more secure.

The leading motivation of searching alternatives is the elimination of internal doubts by being persuaded that the final decision was the best within proffered alternatives.

The marketers should target to lead the consumer experience and decide which is the best internal sourcing for them rather than leading the customer to external sourcing. The only way to assure customer loyalty is to decrease the interest of external sourcing (Odabasi, Baris, 2007).

2.2.3 Evaluation of Alternatives

The third stage of decision making-process is called 'Evaluation of Alternatives'. At this phase, customer chooses one product or service after evaluating entire alternatives within the context of collected information and recalls. Since, there are thousands of substitutes and various ways of advertising for the same product or service in the market place, this stage can be considered as the most confusing and challenging one among all (Soloman, 1996).

In addition, the classification of these alternatives according to their prices, functionality or sustainability is a crucial aspect of alternative evaluation (Blythe, 2000). After the comparison, consumer decides on which is the most essential feature of the product or service. These features can be identified with the objective norms like the cost and performance or the benchmarks can be subjective as prestige, brand, image and trendiness. The considered number of criteria varies from consumer to consumer. It is always easier coming to a conclusion about fast moving consumer goods (FMCG) when it's compared to the rarely merchandised ones (Odabasi, Baris, 2007).

The criteria of the chosen product or service may deal with either descriptions and be qualitative or may consider the numbers and be quantitative. In other words, qualitative data represents observable but not measurable data just like beauty, taste and so on. On the other side, quantitative data represents measurable data including numbers, prices, weights etc. (Blackwell, et al., 2001). With support of qualitative and quantitative measurement, customers align products/services in their mind. Right after the ranking, the consumer compares each and every option (Mowen, 1993).

As a result the consumer are less prone to purchase the things that give temporary satisfactions instead they prefer the most rewarding ones among all the alternatives (Sood, Rottenstreich, Brenner, 2004).

2.2.4 Purchase

The fourth stage of decision making-process is called 'Purchasing'. At this phase, consumer picks the product or service that he thinks is more desirable. Right after selecting the product itself the other aspects are being considered: which restaurant should be chosen, how much money should be spent, or how/when should the service be bought. This stage is also very critical, because even a little instability or confusion may lead the consumer to procrastination or relinquishing the idea of purchasing (Mucuk, 2004). When it is compared to remaining impacts, the financial one is the most threatening risk because it is directly affected by the purchasing power of the consumer.

The purchase decision making stage is also a risky one. Immediate surrounding's dissatisfactory experiences (including the high prices, shipping problems, poor scoop of warranty, inadequate service etc.) may influence the consumer's final decision (Pride, Ferrel, 1995). To give an example, if a friend goes to a Japanese restaurant and doesn't like the taste of food he may abandon the idea of visiting that restaurant although he was planning to visit one day.

2.2.5 Post Purchase Evaluation

The fifth and the last stage of decision making-process is called 'Post-Purchase Evaluation'. The consumer makes a comparison as well as an evaluation between his/her expectations and the product itself after the completion of purchase. The fulfillment of the customer expectation results in satisfaction. On the other hand, frustration of consumer results in dissatisfaction. It should be contemplated that, the content-based recommendation is the most powerful tool of an organization. Especially when the service or product is reflected in the customers' daily dialogues as WOM (word of mouth). However, the dissatisfied customer spreads his/her disappointing experiences way too fast than the positive feedback and more's the pity: substantial percentage of disappointed customers does not repeat their purchase.

In these circumstances, where there is so much dissatisfaction and complaints, the consumer complaints emerge as a crucial issue (Karafakioglu, 2005). What is more, consumers enact differently when the product or the service does not meet their

expectations; such as going into action or standing unresponsively (Odabasi, Baris, 2007). When customers go into action they utter themselves in three different ways; loud reactions, private reactions and also as third party reactions (Blythe, 2000). Loud reactions are the ones where customer comes back and complains. Private reactions are more dangerous than the loud ones, because customer speaks out his anxiety to immediate surrounding. Third party reactions are stated as (the consumer) demanding reinforcement from consumer supporting foundations or chamber of commerce.

Standing unresponsively can be stated as the oblivious attitude of the consumer in relation to discontentment (Odabasi, Baris, 2007). The cost of losing the existing customer is definitely much more sumptuous then finding a new customer. For this reason, successful marketers should concentrate on a facilitating environment where customers can easily deliver their needs, complaints or wishes.

2.3 Factors Affecting Consumer Behavior

The factors affecting consumer behaviors are perceived as the focal point the marketing practices. This approach helps marketers to discern the purchasing tendencies and consumption patterns of customers. Understanding the rationale behind the consumer behaviors make marketers more powerful in their present and future enterprises of determining the needs of the consumer. The primary role of marketing is to understand the needs as well as desires of the consumer and implement analytical and satisfying product or service. Therefore the sole identification and description of consumer needs are not enough. Triggering factors of those needs and desires are also very important to be able to analyze consumer behaviors.

The individual and the non-individual factors can be shown as the influencing and shaping agents of consumer behaviors. In general, the factors that inspire the purchasing intensive of the customer can be categorized in four groups; personal, cultural, social and psychological (Kotler, 2000).

2.3.1 Personal Factors Affecting Consumer Behavior

Personal features are personal to an individual and normally may pertain to people who are from equivalent generation. The personal features that influence consumer behaviors can be listed as income, style of living occupation, age and personality.

The economic income is one of the most crucial and influencing factors of consumers' buying behavior (Solomon, 1996). Along with the customers' economic situation it is used to designate style of living and their social class (Hoyer, MacInnis, 1997). The consumers' revenue has a considerable impact on their purchasing behavior. If the consumers live prosperous life then they will be able to buy the goods without any worries. By contrast, the consumers who have low income will behave more timidly and buy less expensive goods (Kotler, 2000).

Another consideration that has an impact on the customers' buying behavior is the style of living. The style of living can be described as the living manner of an individual in the society. It can be identified with the consumers' likings, ideas, practices etc. and forms their entire way of behaving (Chaney, 1999). In recent years, the style of living designates how merchants access apparel. For instance, how jeans are offered considering diversified target markets with various life styles was predominantly influenced by this (Duff, 2011).

Being another considerable factor influencing the customers buying behavior is the occupation. In spite of the fact that the people who have close or identical jobs, they have different manners, faiths and values therefore they have congener consumption and service/product choices (Zabkar, Brencic, 2004). For instance in a same company, a marketing manager will be buying lounge suits however a rock bottom workman will need an enduring work uniform. At this point the aim of a successful marketer is to ascertain the profession groups relating to the goods they are catering (Kotler, 2000).

The age factor is also very important data for the segmentation of the market by a reason of its influence on consumers buying behavior. It is believed that the people at close ages have similar preferences and mostly they buy and consume congener products/services (Schew, Meredith, 2004). For example, a nostalgia themed restaurant

with 50's concept can intensively attract a person from the babyboomers generation, but at the same time this concept may be so boring to a millennial.

People buy and use up varied goods and trademarks during their lives. At first they consume baby food, baby clothing and toys. As they grow up they spend their money on education, clothing, beauty etc. therefore during the adulthood years they demand more healthy and dietary foods, health insurances or any other related products or services (Kotler, 2000).

Finally personality is a great tool to describe customers' behavior and forecast their consumption preferences. Essentially, personality is not what an individual exhibits but it is exactly the act of an individual in different conditions. Personality has different features such as hegemony, combativeness, self-reliance, being respectful or being compatible under any conditions (Zikmund, d'Amico, 1996). Those features can be practical to designate customer behaviors towards to a specific product or service (Kotler, 2000).

2.3.2 Cultural Factors Affecting Consumer Behavior

For the better understanding of affecting cultural factors the investigation should start with the definition of culture. With the most common statement, culture is defined as the entire values, customs and traditions that are transmitted from generation to generation and in a manner of speaking; it's part of every single society. Cultural factors can be classified within three groups; culture, subculture and social class. Luna and Gupta (2001), define culture as the aggregation of traditions, beliefs, religion, regulation knowledge, art and customs of the entire society. What is more, Hofstede and Steenkomp, (1999) propound that individuals learn their own culture from the society.

The effects of culture on the determination of purchasing practices play crucial role and it appears differently in every country. (Park, Jun, 2003). For example, since the Turkish people are known and considered as kinesthetic learners, they prefer to touch and feel while they are making purchasing decisions. For this reason, if someone is

shopping in an open market place in Turkey, it's very common to see 'do not touch' sign right next to peddler (Girişken, 2014)

Culture is a very important aspect for marketers to determine the guest behaviors. Also determining the differences between cultures guides marketers while they are segmenting the market or positioning the product (Keillor, Fields, 1996). Just like it was indicated in that Turkish phrase, 'You cannot sell escargot (snails) in a Muslim district.'

On the other hand, subculture can be defined as the intimate parties within the composite domestic culture (Shipman, 2011). Those intimate parties have so much in common like traditions, customs, likes as well as dislikes (Lenardowicz, Roth, 2001). Also, completely different and contrasting cultures which do not normally have anything but living in very close territory, may start to have similarities in their likes and dislikes after some time (Laroche, Papadopoulos, Heslop, Bergeron, 2003). When Turkey and Greece is considered, it can be easily seen that despite all the rivalry and cultural discrepancy, these two countries share so much in common especially culinary wise. Particularly, Aegean Region Cuisine and Greek cuisine has so many similarities including the names of the dishes. For example, Greeks and Turks prepare cold yoghurt soup with the exact same method. Turks call it as Cacık whereas the Greeks call it Tzatziki.

Social classes definitely exist in every community. For this reason, marketers should carefully consider social classes before they take a marketing action. Normally, the distinctive identifier of the social class is known as possessions therefore the demographics are also influential indicators of social class segmentation (Kotler, 2000). This time, Turkish wedding ceremonies can be discussed considering two different regions; Eastern Anatolia and Marmara. The wealthy strata of Marmara region usually prefer to have palace weddings with an expensive and original menu selections. On the other hand, at the Eastern Anatolia although the family has affluence to choose the most expensive dishes and places, they prefer to get married at countryside with a traditional menu selection.

2.3.3 Social Factors

Social factors are considerably critical during the consumer decision-making process and how that affects the final behavior of the consumer is unquestionable. Social factors that designate consumer behavior consist of four components; reference groups, family, role and status.

Every single individual is surrounded by at least one individual that he can be influenced by. Individuals take other trusted people, groups or organizations as admired examples and they compare themselves with them. In other words, reference groups can be defined as a person or group that mostly positively but also sometimes negatively influence individual's attitudes and behaviors. Reference group can be co-workers, celebrated musicians, actors & actresses, managerial staff at work, relatives or friends.

Generally, reference groups can be scrutinized in two categories as primary and secondary. Primary group consist of family members, close friends and co-workers. Secondary group consist of people who doesn't have straightforward relationship with the consumer. They can be sports teams like Chelsea, associations, committees briefly any group that does not require intimate relationship (Kotler, 2000).

2.3.4 Psychological Factors

The four indicators should be deeply scrutinized in order to understand and orient consumer behaviors; motivation, perception, learning, beliefs & attitudes.

Consumers purchasing behavior is driven by motivation. In other words, it is the statement of the desire that the consumer needs to fulfill to alleviate the personal inquietude. For example, an individual's inspiration of purchasing edible goods only comes out with a feeling of hunger either with an encounter of something that is pretty appetizing. Psychologists Abraham Maslow's hierarchical pyramid of needs is a convincing example to describe motivation for needs (Islamoglu, 2003). As it is shown in Figure 1., consumer's contentment of fulfilling the essential needs to come before the complicated necessities.

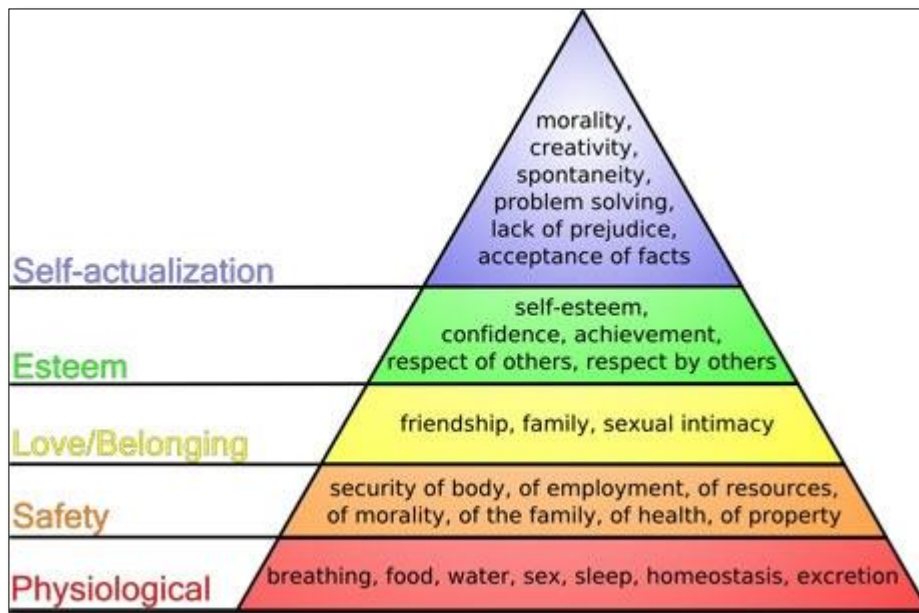


Figure 1. Abraham Maslow's hierarchical pyramid of needs (Source: <http://www.edutopia.org/blog/addressing-our-needs-maslow-hierarchy-lori-desautels>)

The picky mind of humans interprets the external information with the basis of perception. In other words, perception occurs with being subjected to the stimuli that can be perceived through different senses (hearing, smelling, touch, sight, taste). Therefore the association of these different senses is also very important. 1975 Pepsi challenge can be given as a reasonable example to this. Representatives of Pepsi Company challenged mall shoppers to a blindfolded tasting. Without seeing the brand, people were asked to taste and tell which coke tastes better. As a result, although Coca Cola Company had bigger market share, most of the participants indicated that Pepsi tastes better than Coca Cola.

Nowadays, consumers are being bombarded with various types of marketing strategies. When Jack Trout and Al Reis published their book positioning 'The Battle of Your Mind' at 1981, the book considered as a milestone in marketing literature. Authors indicated that every day an average American family is exposed to myriad number of marketing stimuli. 1981, in other words, the times where there is no Internet, no personal pcs, no cell phones or any other substitute. Today, with the development of technology this exposure raised to 5000 ads daily, 188 ads hourly and 3 ads in every minute.

In marketing literature, perception is an enterprise by which a person obtains and devotes content to stimuli and it can be also remarked as data processing. (Hawkins, Neal, Quester, 2004).

According to Hawkins, (2004) the purchasing decision can be made at four different stages; exploring, attention, interpretation and memory.

Nostalgia is an emotion, which has psychological effects. As it is explained in the forthcoming chapters, the intensity of nostalgia proneness determines psychologic influence of these sensations that the individuals experience at different levels. As a result of this, nostalgia and nostalgic emotions falls into the domain the psychological factors, affecting consumer behavior. Next chapter will be in nostalgia and nostalgic emotions.

3. NOSTALGIA EMOTION

3.1 Definition of Nostalgia Emotion

First of all, it should be clearly stated that the customers want more than just food. They want an experience that excites all their senses (taste, smell, sight, hearing, touch). Just like a chef who thinks of his food as a multisensory experience and creates modern dishes or designs modern restaurants with nostalgic touches; the aim of the restaurateurs and the managerial staff is to apply nostalgia from dining room to the service style, staffing and of course to the food within the whole restaurant environment.

Stimulating, nostalgic elements create a theatrical surrounding around food because nostalgia is experiencing the experimented all over again and instead of feeling contriteness, swarming with pleasure of sensations.

More scientifically it is an affectionate longing for the appreciated past. These consequential memories encourage people to share social relatedness especially with the loved ones (Zhou, Wildschut, Sedikides, Shi, Feng, 2014). Sprengler (2009) defines Nostalgia as an awakening of good old memories in individuals' minds. Furthermore, Nostalgia consists of the contradictions of sweet and sour, prosperity and poverty, close and far concepts (Harper, 1996). Besides all these definitions, Nostalgia depends on time sense which is impossible to repeat or bring back (Boym, 2009). Boym also defines nostalgia feeling as being deceived and displaced but also she indicates that it's a love affair between an individual and his fantasy. From another perspective, nostalgia is a feeling of longing that arouses with an object, stage, scent or music (Belk 1990).

Although it is not that easy to explain this approach, for sure it did not slip from the eye of smart marketers and obviously it started to determine trends. For instance, in these days some of the entrenched food companies are launching the food items to the market that previously became a part of consumer's lives. Just like Nestle Company in the Republic of Turkey launched their square 180 g chocolate with the nostalgic packing of 1927. Since the desire for belonging is universal, another crucial example comes from the United States: Almost all of the Americans open up their eyes to new day with a toasted bowl of cornflex. Although, General Mills Company still using the traditional

recipes, most of the Americans will raise the right hand and swear that the older version they were eating in their childhood cannot compare the taste of the brand new ones. As the marketers realized the positive effect of nostalgia, they re-launched their five cereal brands to the market with their old packaging along with a web site to bring old and valuable times back with an Internet promotion (Laselata, Sedikidesi, Vohs, 2014).

Initiative of ignoring new packaging or printing technologies cannot be considered as being close minded but it bolsters to comprehend the impact of nostalgic bonding on buying intentions and product preferences of the consumer. These all other substantial persons and prominent moments from the past encourages the feeling of social relatedness (Zhou, Wildschut, Sedikides, Shi, Feng, 2014). What is more, it would be a true statement to name nostalgia as the regarded and pleasing reactions that one can develop towards previously experienced things which were sentimentally important in the past (Holbrook, Hirschman, 1982). Correspondingly nostalgic bonding is a consumer's history of personal interaction with product during a critical period of preference formation that occurs roughly around age 20 (give or take a few years). This can create a lifelong preference for that object 'to explore the nature and types of nostalgic bonding in greater depth. The present studies pursue an interpretive approach to understanding the role of nostalgia in the consumption experience. Specifically, it applies a collective approach to subjective personal introspection to draw inferences concerning the key types of nostalgic experience' (Holbrook, Shindler 2003).

In today's brand pollution, the marketing strategies that are performed over nostalgia concept deeply influence the buying behavior of the customer and also bring nostalgia kicks over the social, cultural and psychological to light. Including the disused and aged components to the marketing strategies of a feasible financial business is the consequence of appreciating the impact of nostalgia over consumer behavior (Chen, Yeh, Huan 2014).

Gregariously for the first time, Turkish teens who were born in the eighties are now suitable to have memories that can be categorized as nostalgic. i.e.; junk foods: Alaska Frigo, Bonibon, roasted chickpea powder.

Along with such affirmative and delightful affective characteristic, nostalgia has a

boosting effect on commercial sales, and also gives inspiration to marketers to make conducive studies considering its positive effect on consumer purchasing practices.

3.2 Formation of Nostalgia Concept

The root of the word nostalgia originally derived from Greek language. Centuries ago, Nostos (return home) and Algos (longing) words comprise to form a new terminology called “Nostalgia”. Although the philological origin comes from Greek, the word is not adopted from Hellenic language. Over the course of medical literature, it can be seen that the term Nostalgia goes back to late 1600’s (Hofer, 1680). Furthermore, in the 17th century, Nostalgia was treated as a medical sickness just like a common flu and agreed on that visiting Alps, going back home or leech treatments may heal this disease (Boym, 2002).

During the 18th century, doctors failed to find the cause of nostalgia and started to lose hope for cure. They named nostalgia as the hypochondria of the heart (Boym, 2002). Therefore during the 19th century the medical developments were encouraged so that doctors can once again start to believe in the cure for nostalgia (Boym, 2002).

On the other hand, nostalgia went through a dimensional change. As the doctors started to believe that the feeling of nostalgia no longer makes sense related to a place but also encompasses the time. However all the theorists agreed on one thing: Since it’s such a humanistic emotion, it is impossible to contradict that the feeling of nostalgia literally started back in the ancient days and it will exist throughout the human history.

Documented and recorded recourses show that the history of nostalgia definition goes back to late 1600’s. Right after, Alsatian Physician Johannes Hafer, observed common behavioral disorders amongst soldiers, he defined the term nostalgia as a deeply felt longing towards idealized and glorified place (Rousseau, 2010).

Besides the medical and psychological approaches, nostalgia has also become a hot topic in arts and literature since it has been recognized. In the epoch of Homers, Odyssey, the main character struggles for his longing to get back home, and in the other epic poem of John Milton (1608–1674), Paradise Lost; the novel of Marcel Proust, *Le Temps Retrouvé* (Time Regained, 1927); the world wide known song ‘Yesterday’

(September 1965) by the legendary composers Paul McCartney and John Lennon are some of the examples of Nostalgia discussed in literature and art (Hoolbrook, Shindler, 1991).

In the 19th century, nostalgia played the role of corporate identity. By the courtesy of that, it became a heritage rather than being a mysterious phenomenon and during the 19th century the monuments are being restored with a respect to their original image (Boym, 2001). Susceptibility towards history and recent past has emerged during this period. By the late 19th century, nostalgia gained a public mode and place. Nationally memorial symbols were to be found in bibliographies (Boym, 2001).

3.3 Types of Nostalgia

3.3.1 Personal Nostalgia

The state of belonging is the basic motivation of human beings. Besides being a motivation it is also a prominent need (Leary et al., 1995). People can gratify the necessity of belonging by consuming sentimental products (Loveland et al., 2010). Personal nostalgia is making an attribution to an individual's past with a longing of sour and sweet as well as emotional experiences (Eser, 2007). According to Baker and Kennedy (1994), personal nostalgia accommodates the emotional, pleasant and unpleasant memories that were directly experienced in the past.

The priority of every entrepreneur is to have loyal interrelations with their target consumers. There is no doubt that the feeling of belonging expands and turns into nostalgia as soon as consumer finds personal entities. For example; during the 90's, Melody Pops Candy was available almost in every grocery store in Istanbul. Today although the kids of nineties are old enough to ignore lollypop section at supermarket, they still get excited when they come across with that old friend. However it should not be forgotten- the thing that make them feel this way is not the Melody Pops Candy itself, but their individual memories. For that reason firms benefit from the personal nostalgia frequently and they promote their products as a part of their target consumers' personal life stories.

The consumer's intention and interest can be focused on a specific product with a reinforcement of personal nostalgia (Ford, Merchant, 2010).

Marketers are intended to benefit from personal nostalgia by reintroducing the old tastes, packages and commercials from individual's adolescence (Demir, 2008). A reflection from old times is the inclusion of combined memories and various sensations (Merchant, Latur, Ford, Ltour, 2013). Everlasting studies indicate that the reflections from remembered past affects customers food purchase preferences (Loveland et al., 2010).

3.3.2 Interpersonal Nostalgia

There is an interactive relation between individuals and the society they live in. Especially the family members and society circle have an influential role over gaining personal experiences. The practiced nostalgia of an individual based on family members close friends and reference group called as interpersonal nostalgia (Keskin, Memis, 2011). In other words, interpersonal nostalgia refers to sentimental practices based on reminiscences of immediate surrounding. It comprises the cross-generational aspects of the nostalgia itself (Davis, 1979). Therefore demand not be restricted with communication within the family members.

3.3.3 Cultural Nostalgia

As an effective factor the cultural symbols are at least as decisive as individual's personal experiences (Oktay, 1996). Cultural nostalgia encompasses the formation of cultural identity and actualization of a direct experience within influenced group members. Cultural nostalgia is also known as collective nostalgia- the members of a distinct generation can yearn for specific objects that are indigenous to designated period (Keskin, Memis, 2011). The cultural nostalgia can also be expounded as a longing to the past that represents a specific culture (Demir, 2008). For example: a person from Baby boomers generation may recall a lot memories while listening Slowhand-1976 album (Eric Clapton) therefore the same album probably won't mean anything to a Millennial. Collective nostalgia should be restricted with generations. This concept is also commonly used for describing the similar sensations that are being experienced within the members of a specific culture or nationality. In our country (the republic of Turkey) the national and religious holidays reveal collective nostalgia (Eser,

2007).

3.3.4 Virtual Nostalgia

The virtual nostalgia is based in a sense of indirect association. This type of nostalgia is also called historical nostalgia- since apprehending the reality is infeasible; the perception of nostalgia is being reinterpreted (Eser, 2007). The historical nostalgia represents the urge to recede from modern life by getting back to a time in the outlying past observed as preferable to the past (Stern, 1992). The virtual nostalgia is the reconstruction of the longing of the way things used to be and rather than perceiving itself as nostalgia, argues the manifestation of reality and traditions (Boym, 2009).

The abstractions related to old periods and incidents evoke nostalgic feelings. Furthermore, people have always intended to embellish or reconstruct the past that they did not experience personally (Demir, 2008, p32).

Disneyland can be given as a great example to virtual nostalgia. It is defined as a spot between reality and imagination. The Sleeping Beauty Castle, Magic Kingdom or Happiness Kingdom can be shown as the spots where the past and future meet in Disneyland. Furthermore, a visual feast is revealed by the objectification of the pirates, castles, galaxies generate. The presented show with the fireworks and special costumes is the implementation of dreams by this means it contributes to increase the happiness of the participants (Odabaşı, 2004).

3.4 Nostalgia in Terms of Brand

Over time, nostalgia has become a very prominent way of connecting with the target consumer. Nostalgia evokes consumer's memories and, if the methods are correctly applied, builds favorable brand associations. For that reason, in the last few years' companies prefer to address consumer's heart rather than their mind. Relatively performed brain researches have exposed that- collecting data from individual's past, arouses the sensation center of the brain; also the blood pressure and heart beat being prominently increases during nostalgic exposures (Kotre, 1995; Schacter, 1996). These discoveries introduced to the marketers some new expectations- the correctly

constructed sentimental advertising strategies may recall compelling reactions (Muehling, Sprott, Sulta, 2014).

In course of time, consumers evolve many personal interrelations with brands that are connected with their past experiences and they hold these memories in their long-term memory (Braun, 1999; Keller, 1993). For example, a person might be subjected to a brand during his youth at home or any other place (such as watching grand mom while she was making Knorr soup mix or eating Alaska Frigo at the cinema with dad). Individual's corporation with the past sets up a group of linkage to the individual that may ease to facilitate a sentimental reaction (Holak, Havlena, 1998). Thus, modern consumers are willing to identify the products that appeals their emotions (Ar, 2007) It should also be noted that, consumer's mind only welcomes that which pairs with the familiar information or practices (Reis, Trout, 2013). Relatedly, instead of affecting target consumer minds with brand new stimulates, arousing their existing knowledge 'Nostalgic emotions' is more influential. This also helps to maintain emotional associations rather than rationalistic ones. It is contended that target customers are more prone to commemorate personally experienced past more often than substitutionally taught ones, forwhy individually experienced memories are presumed more corresponding and indelible (Bartier, 2011).

The scholars made so many researches related to utilization of nostalgia as a psychographic agent for positioning. Vesey and Dimanche colleagues (2003) investigated the consumer preferences towards to promotion and marketing of cities. As a result they ascertained that the cultural heritage is the principal nostalgic element of this process. Furthermore it is posited that the consumer's affiliation with nostalgic preferences occurs mostly towards to the music, fashion and movies. Thus marketers make consumers realize by featuring the nostalgic commercials (Holak, Havlena, 1998).

The products or services are the objects with symbolic contents. It is emphasized that the symbolic role of the brand is being interpreted by means of ownership, presentation and utilization of symbols to make sense within the consumers (Uzluğ, 2003).

From this perspective, nostalgia marketing is competent to inspire a figment imaginative renaissance of the past, which can be glowingly correlated with a publicized brand (Stern, 1992). Furthermore, sentimental considerations assist to arouse higher recognition of the stressed message, which intensifies the advertisement's demonstrativeness (Braun, Ellis, Loftus, 2002).

Nostalgic branding efforts are plunged into revitalization, brand heritage and utilization of nostalgia constituents (Brown, 2001). From this perspective, it can be contended that the accustomed mottos and packaging evoke beautiful memories from the past. For example, Coca Cola Company aimed to be attracted by the 'baby boomers' by re-launching original green Coca Cola bottles. Popularity of nostalgic Coca Cola bottles came to the light with the consumer's desire to share their delighted memories from past. (Baker, Kennedy, 1994). Also Bayram (holiday) themed Kent candy and chocolate TV commercials, which changed vacationists mind, can be given as a legitimate example- the TV commercials of the Kent candy was so touchy so many people canceled their trip and spend their Bayram holiday with elders instead (Hürriyet, 2009).

3.5 Nostalgia in the Context of Consumption

Over time, consumer nostalgia literature expanded rapidly with the valuable contribution of many scholars, however many questions related to universalization and measurements of sentimental emotions still remain mysterious. Nevertheless, the common agreement is that - along with modernization, living the life in fast lane increased the longing towards to traditions, communal coalescence and composed living conditions of the past (Boym, 2015). In this direction, the establishments started to be inspected to ensure the protection of ethical values and sustainability (Altıntuğ, 2011). From a broader perspective, being a collector (the passion inflicted from nostalgia) is also utilized as searching for innocence before being uncomfortable in someone's own skin. (Oskay, 1999).

Given the relative importance of such outcomes, it won't be wrong to claim that the feeling of insecurity towards to future builds up a passion related to successful past memories. Those kind of people stick to their own past and close themselves to all kinds

of progress. As the volume of the change increases the conservativeness of those people increase in direct proportion. For example, Conservative Christianity group Amish from Pennsylvania and Midwest states of America still believe in the simplicity of life and by no means they don't use any technological accommodations of modern life like automobiles, telephone or electricity.

The considerable number of people has worries for the things that the modern life brings along with it. For this reason the society is very open for the experiences that can cherish their good old memories. Briefly, if the old memories are remembered nicely, the feeling of loss is being experienced less influentially (Gabriel, 1993).

From this perspective, the exposition of nostalgic components as a brand image is one option among the other techniques to provide a better communication with the target customers (Reisenwitz, Iyer, Cutler, 2004). Furthermore, the remarkable increase of nostalgic marketing predicated on the connections with the individuals living memory of past which was evoked by artifacts.

The nostalgia sells the longed past out to the yearning customer. From this perspective, the brand's priority should be giving the most rewarding message to the right consumer at a convenient place e.g.: re-launching Alaska Frigo ice-cream with the beginning of summer).

In addition, it can be posited that nostalgia correlates with positive responses – happiness, joy, pleasure, affection, loyalty, love and sensuality. Thereby, the social elements of Maslow's hierarchy of needs (1970) –belonging to a group, trust and acceptance are particularly conformed to nostalgia.

Nostalgia emotion is a search/longing to the past. Does everyone have the same level of longing of past or does this feeling show differences among different people? The next chapter will be about nostalgia proneness and how people who have nostalgia proneness experiences through nostalgic emotion have an impact on overall satisfaction.

4. NOSTALGIA PRONENESS

4.1 Definition of Nostalgia Proneness

The theoretical opinions examined by, among scholars to show the phenomenon of nostalgia proneness. Therefore the snowball reaction caused by Holbrook, who conceived that some individuals feel more prone towards to nostalgic perceptions (Hallegate, Marticote, 2014). Holbrook described Nostalgia proneness as a psychographic variable and even constituted a scale for the measurement at 1993. A year later, Holbrook and Schindler (1994), expanded the definition of nostalgia proneness to a tendency towards to yesterdays.

The capabilities of mental travel facilitate people to experience consequential past experiences (Seehusen, Cordaro, Wildschut, Sedikides, Routledge, Blackhart, Epstude, Vingerhoets, 2013). The nostalgia evokes with the reminiscence of explicit, intimate and individual memories. In contemplation, nostalgically prone person recollects a special moment from the past [e.g., consumed foods or special days (the day of graduation)]. Those types of people are prone to remember their good memories, not the bad ones furthermore, they are even long to go back to the past. Consequently, nostalgically prone individuals usually feel contented with a little aspiration of past.

For many years, the scholars interpreted nostalgia proneness from various perspectives. The nostalgic memories usually entail consequential associations with intimate ones (e.g., family members, friends, co-workers) (Wildschut et al., 2006). Additionally, individual who are substantially keen towards to remember past experiences indicate more intensive prioritization for activities and lyrics of the songs that concentrates social integration (e.g., Bir başkadır benim memleketim, Onuncu Yıl Marşı) (Batcho, DakinNove, Yaworsky, 2008).

On the other hand, the nostalgia proneness can also be observed as something undesirable. Sedikes, Wildchut, Arndt, Routledge (2006), interpret nostalgia proneness as a symptom of emotional dither or melancholy.

As it was explained before nostalgia proneness triggers the appreciation. Restaurant atmospherics play a key role on how people perceive the nostalgic characteristics of the

restaurant and feel satisfied. Therefore, understanding and evaluating the atmospherics and its dimensions will constitute the next chapter.

5. RESTAURANT ATMOSPHERICS

5.1 Definition of Atmospherics

The strong relationship between food and nostalgia has always become a trend topic within the researches of marketers. Whenever these two topics are used in the same sentence, they don't evoke a bit of unpleasant memories but conversely with the positive effect of the feeling itself they trigger the will of purchasing and loyalty. For this reason, when it is needed to describe traditional or nostalgic food item, the term of Comfort food is commonly used. The collected survey results and the focus group studies state that even if the taste of food itself is not personally that admirable (let's say Cotton Candy), as soon as it reminds the good old memories (childhood memories in an amusement park with family members) the participants give positive feedback. Nostalgia is much more than solely looking back; it's an authoritative feeling which has a direct influence on present; that breaks through the negative mood and curtails stress.

Since the nostalgia, in other words the screen memory of the individuals, has such a definite effect on food preferences, it won't be wrong to start to inquire the atmospherics and its components, which triggers the nostalgic emotion that will result in restaurant customer's loyalty in the future. Then what is the meaning of restaurant atmospherics? The atmospherics are the administrable features of the restaurant that take the attraction of the guests as soon as they take a step in.

The major aim of building a compatible atmospherics is to clout the mood of guests and increasing the possibility of obtaining a loyal relationship. Compatibility of the design with the concept arouses definite sentimental feelings and satisfaction on restaurants guests. What is more, this gratification reinforces and facilitates consumer loyalty. To have long lasting relationship with the restaurant guest is the primary approach in managerial and marketing field especially in the hospitality industry (Heung, V, Gu, 2012).

Besides the service and quality of the food, giving a particular attention to restaurant atmospherics, positively influences the satisfaction level of the customer. In addition, the feedback of efficient atmospherics can be observed as affirmative consumer behavior and positive impression of restaurant (Lim, 2010). Belman (1996) also claims that contemporarily, concept and design are the most significant aspect of F&B establishments. Kotler (1973) known as one of most successful trailblazer and in his studies, he has examined the effects of atmospherics as a rewarding tool of marketing.

According to Kotler, (2000) atmospherics should be categorized within five dimensions, which are sight, touch, smell, and hearing and smell sense. Other than Kotler, Bitner (1992) conceived a new concept called as SERVICECAPE. This model works within three aspects of atmospherics; surrounding of ambient, dimensional layout and the service.

As the topic increased in importance within the marketing literature, the researchers initiated to extend the boundaries of atmospherics. For instance, Berman and Evans (1995), appraised the stimuli of atmospherics in totally different dimensions including point of purchase; decorative variables, interior design and most importantly he included the exterior design. What is more, just five years later Turley and Milliman (2000), suggested that the human is also a crucial variable within the atmospheric perceptions.

Moreover, performed studies shows that atmospherics also have direct influences over emotions of customers as well as their expectations (Reimer, Kuehn, 2005; Wall, Berry, 2007). According to regarded marketers and their studies, it won't be wrong to state that especially in restaurant industry the sensory experiences are being sold rather than anything else and it's formalized by atmospherics.

5.2. Factors Affecting Atmospherics

The store's tangible aspects just like the interior and exterior design, theme and decoration, level of the noise, human variables, lamination, temperature, location and the service itself can be shown as the atmospherics of the restaurant therefore according

to the recent researches, the most remarkable components that comprise the restaurant atmospherics can be listed as food, service, tangible aspects and location.

5.2.1 Food

The food should definitely be considered as a critical component within the atmospherics of a nostalgic restaurant. Moreover, it should be considered as one of the most demanding aspects of the dining experience (Namkung, Jan, 2007; Sulek, Hensley, 2004).

Abounding number of empirical studies showed that the food plays an essential role on customer loyalty. Susskind and Chan (2000) claimed that the allegiance of the guest formed upon depending on the quality of the food itself. What is more, Mattila (2001), assumed that the quality of the food is the decisive prognosticator of guest constancy.

On the other hand, if the taste, quality and the appearance of the food consumed is above average, restaurant guests are prone to make more favorable suggestions to their immediate surroundings about the dining experience (Ryu, Han, 2010).

Besides all these definitions, there are various beliefs related to food, which are perceived as satisfying. The most significant factor of food being satisfactory is ensured by the way it is presented as well as how it tastes (Namkung, Jang, 2008). On the contrary, Ha and Jang (2012) suggested the diversity should be considered as the most crucial factor of satisfaction.

As soon as the food ascribes a meaning with the individuals' culture, social life as well as their family traditions, it becomes a crucial aspect-especially, the ones that have a direct connection with the individuals' childhood. These types of food make us who we are and they pass down to generations; carrying our memories. Just like the smell of your grandmother's chicken dumpling soup... Besides arousing millions of different memories, the comfort food may be exceptionally decisive when the individuals need a bounding to their past or when they feel deserted. Long story short the nostalgic food always recalls good memories especially the ones which make us happy.

5.2.2 Service

Mostly, people go out to dine for socializing and to have good time. So it won't be wrong to claim that they can easily adopt nostalgia themed restaurants, which will serve the happy memories unconditionally. Without a doubt, the sense of belonging will be there right away - especially, when it is accompanied with proper service.

The word 'service' derives from the ancient Latin word 'servus', which refers to servant. Therefore in most of the modern languages this word is being used to describe the standardized and sustainable duties to complete the given task within a company. On the other hand when a restaurant or hotel (hospitality) business is considered, this term is used to describe the given service to fulfill the requirements and the needs of guests while they are eating. Food and beverage service should be done within the framework of basic hospitality guidelines, and it also should comprise relaxing the customer psychologically and incline their manners positively.

Conjointly it should also assure to provide the highest income for the operation. The high acquisition of the business as well as the contentment and fidelity of consumer are associated with the quality of service (Sureshchander et al., 2002).

Guests do not visit the restaurants just to saturate their abdomen. Eventually the restaurants are substantial rallying points of the contemporary world. For this reason, the operations, which serve quality food with a sincere, clean and compatible service, will always be on demand while the others are trying to get through the day. Basically the food and beverage service is a three dimensional hierarchy which consists of the guest, operation and staff.

The customer satisfaction and loyalty is the key element of the restaurant success. Since the service personnel perform the most effective and sustainable communication with the guest, they should be extensively trained until they are able to observe the guests mannerism and act accordingly. Furthermore, the service staff should be conscious of the concept of the restaurant and should meet the service requirements. By means of their uniform, attitude, speech, control of service as well as the menu. For example, guests who dine at a rock & roll themed restaurant expects to be served by a waiter who

has more rebellious posture, maybe with more casual clothes or couple of tattoos and piercings on his body.

Along with the physical appearance, the given service is expected to be more dynamic and friendly; therefore when a nostalgia themed restaurant is considered, the uniform and the attitude of the serving staff should be more earnest. Although the general belief encourages that the most important element of restaurant guest satisfaction is the quality (taste, presentation, freshness and variety) of the food itself, the serving staff and the performed service play an important role on the overall pleasure of the customer (Edwards, 2013). Briefly, service is a complimentary factor of conceiving a purposive atmospherics.

Since the quality of service is not tangible, it is pretty hard to be measured. For this reason, within the hospitality literature there are only a couple of scales which measure the quality of service and scientifically most trusted model developed by Parasuraman, Zeithalm, Berry at 1985, is called as SERVQUAL. The scale is intended to understand the service expectations of consumers in order to provide better service (Parasuraman, Zeithalm, Berry, 1988). It involves of 22 questions. The SERVQUAL questions are comprised of a tangible and four intangible constituent parts. These are; physical assets, reliability, responsiveness, assurance and empathy (Palmer, 1998).

The physical assets encompass the decoration and ambience of the restaurant as well as the uniform of the service staff. The reliability part measures how properly and reliably the service is being performed. Responsiveness questions indicate the level of eagerness to assist guests and ensure efficient service. The kindnesses of the staff as well as their ability of conceiving reliance and faith are ensured with assurance party. Finally, empathy indicates the gracious and helpful attitude of the staff towards each and every guest (Kincaid, Baloglu, Mao, Busser, 2010).

5.2.3 Location

The primary intention of an investor is to detect the rapid flow back of the investment. It is sustained that the ideal circumstance can only be provided by the customer satisfaction. As it is stated above, location is one of the most critical components while

building up a successful atmospherics, which results in customer contentment. The qualified location selection in a vying market is crucial to determine the future success of the restaurant (Dock, Song, Lu, 2014). It shouldn't be ignored that, without a wisely chosen location, a business cannot make any profit.

The location of a restaurant is also pivotal to its protracted prosperity, particularly since 25% of restaurant businesses collapse within their first year of operation (Parsa, Self, Nijite, King, 2005). Performed initiative of pinpointing the location and choosing the most convenient premises are two challenging and vital duties of a restaurant owner. They designate the future success (James, Walker, Etzel 1975; Park, 2002; Powers, 1997). Briefly, location has been progressively accepted as the sole and most fundamental component in determining the restaurants' future achievements and acquisition (Ghosh, McLafferty, 1982).

In recent years, intuitive activities gave a place to miscellaneous techniques for better and fundamental determination of the location as well as the possible and prevailing market considerations (Alghanb, Lee, 2011). Information analysis, prediction of sales, consideration of existing demographics (age, gender, education, profession, income, ethnic background, religion) and economic factors in the selected location, anticipated competition and development of the selected location should be considered as new techniques within the checklist (James et al., 1975).

Besides all listed requirements, the constituents of choosing a successful location can be listed as; the population of the neighborhood, price, accessibility, visibility, parking and the harmony of the location with the theme of the restaurant.

The positioning of the restaurant plays a vital role during the location selection process. Positioning can be defined as the categorization of product regarding to its attributes. In other words, how the product is being positioned on consumers' minds in comparison to its competitors is called positioning (Kotler, Marketing Management, 2003). In order to perform this, the neighborhood should be investigated attentively and it should be clearly revealed if the close by shopping malls, offices, hospitals, schools as well as the restaurants are making business or not.

Also the approximate number of residences should be considered. But most importantly with the help of a demographic study, it should be ensured that the neighborhood would positively respond back to this enterprise. As it's mentioned in the proverb, 'you cannot sell a snail in a Muslim neighborhood'. For that reason concerns, demands and needs of the locals play big role. What is more, the rent of the facility shouldn't be any higher than 10 % then the total income.

Does not matter what type of a concept that the restaurant has, it should be accessible. For example a nostalgia themed fine dining restaurant must have a parking spot or at least it should be in walking distance. Or if it's a more casual nostalgia themed restaurant, it should be closed to public transportation.

Visibility is another aspect, which must be considered cautiously. Town squares, crowded avenues, street corners especially the traffic lights should be considered while choosing the location. The traffic lights are particularly stated because the target customer may pass by the car and when they stop by the red light, they'll look around so the restaurant will make an unconscious impression in their mind.

Having a private parking spot is of course an advantage therefore since the crowded metropolises are considered this opportunity may not always be feasible. Therefore as it is mentioned previously, according to the theme and concept of the restaurant, various solutions can be found.

Finally, during the process of choosing a location, the harmony of the location with the theme of a restaurant plays a crucial role. The target customers should accept and embrace your concept. For example, think of a nostalgia themed restaurant, which incorporates the characteristics of 60' and 70's. At this point, definitely a serious research of demographics is required. Because it would be senseless to start running this concept without having an idea about the age mean of the neighborhood, their income, status, education, interest and so on.

5.2.4 Tangible Aspects

Tangible assets should be considered as an important component within the

atmospherics of a nostalgia themed restaurant. The dictionary definition states tangibles as the distinguishable by touch; conspicuous. When it comes to restaurant business it can be defined as each and every asset; restaurant has in material form.

Tangibles are tactile and visible. The tangible assets of restaurant business can immensely diversify concept to concept. Tangibles assets of business can be categorized in two: Ongoing tangible assets and fixed tangible assets. The ongoing ones can be reimbursed anytime. Such as the wines stocked in the restaurant’s cellar can be categorized as ongoing assets and when disposing is considered they don’t go undervalue. On the other hand, fixed assets of the restaurant are contradictory. It is not easy to reimburse and again when disposing is considered, fixed assets lose their value. Examples include chairs and tables.

The scholars are concurred that the tangible aspects of a restaurant significantly influence the overall experience of the guests and their prosperity of being loyal customers (Zeithaml, Bitner, 2003). The capability of substantial environment to influence the final decision and overall attitude of consumer has gained acceptance and recognition within hospitality literature (Stevens et al., 1995). As it is shown in Table 1, the development of tangible aspect field merged from four progressive standpoints (Raajpoot, 2002).

Table 1. Approach of different scholars towards to the tangible aspects

| Baker 1987 | Norman 1998-1992 | Bitner 1992 | Berman and Evans 1995 |
|--|-------------------------|----------------------------------|--|
| Ambient Factors | Visibility | Ambient Conditions | External Variables |
| Design Factors | Mapping | Spatial Layout and functionality | General Interior Variables |
| <ul style="list-style-type: none"> • Aesthetics • Functional | Affordance | Sign, symbol and artifacts. | Layout and Design Variables |
| Social Factors | Constraints | | |
| | Customer Control | | Point of Purchase and Decoration Variables |
| | Knowledge | | |
| | Feedback Mechanism | | |

The first contribution to the literature made by Baker (1987). According to Baker, tangible aspects are influenced by the social factors [e.g., guests, in front of the house (IOH), back of the house (BOH) and Managerial Staff], ambient (e.g.: the odor, lightening and temperature) and design factors. Design factors encompass two factors, which are; functional appearance (e.g., where the kitchen is located, does it facilitate a smooth service during peak hours) and aesthetic appearance (e.g.: the artistry and charm of the restaurant itself) (Raajpoot, 2002).

A psychologist called Donald Norman in 1988 provided the second contribution. He determined assorted components that influence consumers overall satisfaction and named them as; feedback instrument, knowledge capability, supervision of customer, constrain, affordance, mapping and visibility (Raajpoot, 2002).

Combination of all substantial factors to increase the comprehensive customer and staff satisfaction are controlled by a model called SERVICESCAPE and it is propounded by scholar Bitner in 1982. Although her models' dimensions resemble Baker, she particularly concentrated on distinctive and implicit signals whereas Baker concentrates on individuals in environment. Bitner suggests sign, symbol and artifacts, Spatial Layout and functionality, ambient conditions as the three components of SERVICESCAPE (Raajpoot, 2002).

Lastly, the tangible assets are categorized in four dimensions by Berman and Evans in 1995 and listed as external variables (e.g., the neighborhood of the restaurant, available parking area), general interior variables (e.g., odor,, level of noise, color and temperature), layout and design variables (e.g., layout scheme, traffic flow) and the point of purchase and decoration variables (e.g., frames, product demonstration area) (Raajpoot, 2002).

The majority of hypothesis within hospitality literature have been heuristically experimented to clarify the influence of tangible assets on guest perceptions and afterward loyalty. As a result remarkable advancements have been achieved (Norman, 1998). Therefore when it comes to measuring, merely two scales attracted the intention of scholars. These scales are; SERVQUAL and DINESERV. As its stated previously, SERVQUAL and DINESERVE are trusted and commonly used scales scholarly

research. There is a general agreement on their particular limitations as well. Consequently, to minimize the limitations while measuring the effect of tangible aspects within restaurant industry a new model was built by Raajpoot (2002) and it's called as TANGSERV. This model is intended to qualify the tangible standards (e.g., atmosphere such as temperature and music, scheme of restaurant together with architectural aspects and other social agents that endorse physical surrounding (Turley, Milliman, 2000; Bitner, 1992; Wakefield, Blodgett, 1996). All the similarities and differences between SERVQUAL, DINESERVE and TANGSERV are listed down at Table2.

Table 2. Dimensions of Servqual, Dineserve and Tangserve

| SERVQUAL | Dimension |
|---|--|
| <ol style="list-style-type: none"> 1. Should have up-to date equipment. 2. Physical facility should be visually appealing. 3. Employees should be well dressed and appear neat. 4. Appearance of physical facilities should be in keeping with the type of service provided. | <p>Functional Aesthetics Aesthetics Social</p> |
| DINESERVE | |
| <ol style="list-style-type: none"> 1. Has virtually attractive parking areas and building exteriors. 2. Has virtually attractive dining area. 3. Has staff members who are clean, neat and appropriately dressed. 4. Has décor in keeping with its image and price range. 5. Has menu that is easily readable. 6. Has visually attractive menu that reflects restaurant's image 7. Has a dining area that is comfortable and easy to move around in. 8. Has restrooms that are thoroughly clean. 9. Has dining areas that are thoroughly clean. 10. Has comfortable seats in dining room. | <p>Aesthetics Aesthetics Aesthetics Social Functional Aesthetics Functional Functional/Social Functional/Social Social</p> |
| TANGSERV | |
| <ol style="list-style-type: none"> 1. Decorations 2. Building design 3. Dining hall size 4. Seating arrangement 5. Restaurant location 6. Food presentation 7. Food serving size 8. Menu design 9. Food variety 10. Light 11. Crowding 12. Music 13. Dining hall temperature | <p>Aesthetics Aesthetics Functional Functional Functional Product/ Service Product/ Service Product/Service Product/Service Ambient Social Ambient Ambient</p> |

6. EXPERIENTIAL VALUE

6.1. Definition of Experiential Value

Modern studies of value perpetually describe value as an experience which can only be obtained by using a service or product. According to Holbrook value can be define as “interactive relativistic preference experience”. This approach lays stress on the relationship between user and product and from this transaction the standard of value derives. Accordingly scholar Woodall (2003) described value as the “personal perception of advantage arising out of customer association with the offerings of an organization”. Available researches approach the value concept from various perspectives. While some of the studies concentrating on extrinsic factors others are concentrating on intrinsic initiators. However, as it is shown in Figure 2. Holbrook summarizes the system in three dimensions. His approach summarizes the values in three categories; self-oriented values, other oriented values and extrinsic/intrinsic values. From these three dimensions eight values ramify. The efficiency, play, excellence, aesthetics, status, ethics, esteem, spirituality.

| | | Extrinsic | Intrinsic |
|-----------------------|----------|---|--|
| Self-oriented | Active | Efficiency (Convenience) | Play (Fun) |
| | Reactive | Excellence (Quality) | Aesthetics Beauty |
| Other-oriented | Active | Status (Success, Impression, Management) | Ethics (Virtue, Justice, Morality) |
| | Reactive | Esteem (Reputation, Materialism, Possessions) | Spirituality (Faith, Ecstasy, Sacredness, Magic) |

Figure 2. Typology of Consumer Value (<http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=7929>)

Marketing literature has various opinions and point of views to observe the standards of customers' value. . Therefore, the studies of which particularly focuses on experiential value and its reflections on overall consumer satisfaction is not prevalent. The understanding of experiential value depends on the mutual effect of which can be experienced through the personal or environmental cognizance of a product or service. These mutual effects underpin the preferences of the customers (Mathwick et al., 2002).

The customers' sensations originate from their direct or indirect experiences and their consequences throughout their consumption process and this continuum can be defined as the encourage experiential values (Mathwick et al., 2001). Obtained pleasure or achieving the pre-mediated goal are the preconditions of experiential value.

According to the experiential value approach and its dimensions, couple of have analyzed examined for the signification of the corresponding variables. For example Smith and Colgate (2007) stated that experiential can be measured with the level of obtained contentedness of the customer related to a product or service. For this reason, generally the hospitality industry concentrates on sensory values (Babin et al., 1994). Experiential value comprise of two different values. Mathwick (2001) categorizes them as extrinsic and intrinsic values.

An experience of which is rewarding in nature and consequences from accomplishment of an assignment generate extrinsic values (Babin et al., 1994). Consumer statements related to the customer ability or inability to accomplish a job is determined by extrinsic values (Babin et al., 1994). Extrinsic values of an individual involve conceptual aspects of attitude during the evaluation of overall consumption process (Zeithaml, 1988). For instance, the affordable price and introductory incentives may encourage an individual to indigenize an eatery (Park, 2004).

Nonetheless, intrinsic values, such as pleasure, exaltation, attractiveness, escapism, and willingness, are derived from hedonic experiences. In other words intrinsic values are and are more nominative and private (Babin et al., 1994).

In restaurant context, consumer evaluations related to the service competency, service perfection, grace, return on investment and friskiness during the service constitute experiential values (Wu, Liang, 2009). The return on investment can be defined as the value that an individual obtains in return for time, exertion and money invested beforehand (Mathwick et al., 2001). For instance, a person may take asked price and restaurant's menu into consideration during the decision process by comparing the money that he spent to the food that he was served.

Customers' perceptions of values from dining experiences, therefore, can be constructed based on their assessment of both functional and emotional benefits (Ha & Jang, 2010).

As it is clearly stated above, the perceived satisfaction of the customer determines eventual success of the restaurateur. And also the prominent factor of customer satisfaction shapes the consequence of restaurant experience. The customer satisfaction is the basis of marketing studies; it determines the future intentions of the customer – becoming loyal or recommending the service or product to the others.

According to Oliver, customer satisfaction can be defined as the perceived level of fulfillment response to a need or achievement (Oliver, 1997; p13). The customer satisfaction is the complete continuum of the cognitive and emotional purchases and the utilization experiences (Varnali, 2014) and customers should feel special during the dining experience (Oliver 1981).

Customer satisfaction within the restaurant industry can be described as being a returning customer in relation to customer satisfaction (Lee, Hing 1995). Dining satisfaction factor works as a moderator in between the intentions and will of the customer about being loyal during time that spent at the restaurant (Kivela, Inbakaran, Reece, 2000).

Customer experience evaluates how well the expectations of a guest meet regarding food or service provided by the restaurant. Jin, Lee, and Huffman (2012) discuss that the customers should be identified and encouraged to indulge in determination of affective aspects generated during the dining experience. Finally, customer loyalty is

the strong engagement, rather than abandoning the habitual routine with the effect of striking marketing strategies- it is preferably showed by repeating the purchase and supporting a specific item persistently (Oliver, 2010).

The number of academic researches associated with the positive experiences of the customer has been in an expansion starting with the 70's and since then, the concern of consumer experience emerged as a justifiable field of inquisition. Originating from this academic investigation, considerable amount of theories have developed and gained recognition in literature. Previously examined consumer experience studies were not rational enough, they attracted mild attention and excepted ones were substantially limited.

Disconfirmation theory is the prevailing model of consumer comfort and assessment (Weiss, Feinstein, Dalbor, 2004). The emerged difference between the expectations and exerted performance is called disconfirmation (Duman, 2003). Essentially, disconfirmation theory is an ideological allegory of a certain state of nature with its predictable anticipation. Generally, these elements of nature may be recognized less effective than habitual (This is called negative disconfirmation), if it's better than habitual (affirmative disconfirmation), or just as it's predicted (a neutral disconfirmation).

Wowing, hosting them, as guests and giving them more than they expected should be the distinctive power of a successful restaurateur. At this point, to assure this wow effect with a help of nostalgia would be quite logical to perform and makes positive disconfirmation inevitable. Expectancy disconfirmation theory is the most prevalent one to measure customer satisfaction in hospitality literature (Kivela, Inbakaran, Reece, 1999).

The cognitive consumption processes is one of the pivotal components of customer satisfaction researches. Anyhow, it also proposed that the satisfaction of customer could be more sophisticated and comprehensive than the explicating of cognitive evolution (Um, 1987).

Consumer loyalty can be obtained at two different dimensions; behavioral loyalty

approach and intellectual loyalty approach (Yurdakul, 2007). Therefore, other than these two, there is another model that comprises both constituents and called as combinational approach (Bowen, Chen, 2001).

Behavioral loyalty approach emerges from the consumer's intentions of revisiting, repurchasing, recommend as well as their liability to positive advertising and taking the chance of paying more to the establishment (Ha and Jang, 2010).

Performed consumer studies irradiates that the behavioral loyalty is more overwhelming during 60's and 70's (Ruyeter, Wetzelz, 1998). In conjunction with this statement, scholar Tucker (1967) comparatively describes consumer loyalty as buying the brand more frequently than its substitutes. Other than that Chang and Chen (2007), formalize behavioral loyalty as consumer's regular purchases, quantum and as well as their repurchasing possibility. Behavioral loyalty compasses the purchases, which are done within a specific time range (Çilingir, 2006).

Formation of behavioral loyalty is relative and the existence of desired products at intended time and plays a pivotal role during this process. People buy goods and services in order to appease their needs. At the end if they feel contented, they repeat their purchasing and the brand loyalty becomes accomplished (Xia, 2003).

Measuring the loyalty with behaviors is kind of circumscribed approach. With a mere behavioral loyalty concentration, possibility of overseeing the real reason behind the attitude can become a current issue. In other words, there is always a possibility of the behaviors of consumer may be effected or controlled by their immediate surrounding. For Example think of an individual who constantly visit the Japanese restaurant in his her neighborhood. Therefore as soon as another Japanese Restaurant opens, this person may switch to that one.

When it is compared to the behavioral loyalty, intellectual loyalty can be stated as more challenging. Because, at this stage consumer's comparison gets involve to the process. Eventually, consumers compare every single detail of their purchase. At the end of this evaluation, if customer decides that their purchased product or service is better than all remaining substitutes, they become intellectually loyal. The third level of this process

is called as combinational approach. At this stage, customers are aware of what does the establishment provides or takes away from them. After the analyzation all gains and losses, if the customer feels positive towards to establishment, it can be claimed that the consumer loyalty is being achieved.

If people feel satisfied with their experiential value they show their intentions by return patronage, in other words their loyalty to that restaurant. As a result of this the return patronage chapter should be discusses and explained right after experiential value.

7. RETURN PATRONAGE

7.1. Definition of Return Patronage

Notoriously, satisfied customers embrace and love to recommend their positive experiences to the others. And this rewarding word of mouth process (WOM) results in increasing the business volume as well as its endorsement. Although, it seems that gaining consumer loyalty is pretty challenging, the fruitful consequences render this phase of management desirable to inquire.

Correspondingly the key challenge to restaurateurs is to define crucial factors that designate customer loyalty (Oh, 1990). Well than, what is consumer loyalty? What does it take to build a customer loyalty? Especially in restaurant industry where the ruthless competition is on demand within the competitors. Even though there are many definitions, scientifically, consumer loyalty is the amount of persistently received sentimental experience; contentment occupied by characteristics of atmosphere and collected experiential value from either product or service.

When the marketing literature is reviewed, substantial definitions from different scholars can be found for consumer loyalty. Oyman (2002), defines loyalty as the dependence of consumer towards to a product or company. In another definition, the resistance level of customer towards to competitive actions and his/her the commitment level towards to a service or product (Baytekin, 2005). Helm and Höser (1995), describes consumer loyalty as emotionally rooted psychological dependence towards to a brand or supplier.

On the other hand, according to Aaker (1991), loyalty is deepness of consumer's passion and faith towards to a product or service. What is more, Kırkçbir (2007: 62) defines consumer loyalty as the bouquet of concepts that comprises of consumer's sincere fidelity and trust. Finally, Oliver (1997), although there is always a possibility that the situational influences and attempting marketing activities may eventuate in consumer's decision alteration, the profound commitment of the customer can be defined as Consumer Loyalty.

Having a sense of deep loyalty towards to a service or product reduces the risk of dissatisfaction. In full service restaurants the quality of the service and the legibility of the served food influence the consumers' attention of repeat their act of buying and on

the other hand in the fast service restaurants the principal criteria can be claimed as the velocity of the service (Sulek, Hensley, 2004; Clark, Wood, 1998).

The approach of Kivela et al. (2000) is also bring light to the field of return patronage studies by asserting that the favorable word of mouth (WOM) is influenced by affirmative experience and positive attitude as well as the value of apprehending. The implantation of these necessities comes to a conclusion with a greater possibility of customer loyalty.

Particularly in hospitality literature, it is obvious that the received value apprehensions have powerful and straight connections with the customers' contentedness (Lin, Sher, Shih, 2005). Accordingly Lee et al. (2005), considered that especially in restaurant industry received value is a crucial determinant for the designation of customer loyalty and of course intensively perceived consumer contentment works as a efficient impetus for the return patronage (Oliver, 1980). Undoubtedly the return patronage depends on overall satisfaction of the customers (Woodruff, 1997).

The tangible and intangible characteristics (taste of the food, location of the restaurant, kindness of the employees etc.) were found have decisive strong connections with return patronage (Reich et al., 2005). The factors that have been claimed to be associated to return patronage are inclusive of observed value (Zeithaml, 1988) and fulfillment of the customer (Fornell, 1992)

People with a satisfactory experiential value experience reveal their gratification through willingness to pay more and this is why WPM will be explained in the next chapter.

8. WILLINGNESS TO PAY MORE

8.1. Definition of Willingness to Pay More

The literature of service marketing embraces willingness to pay more as a behavioral outcome (Dölarsan, Özer, 2014). Also it can be identified as a crucial tool- to have an idea about potential consumer' WTP is an essential for building price response activities (Völckner, 2008). Consumers recall and benefit from willingness to pay (WTP) as a subjective reference price and that has an impact on their buying decisions (Miyuri, Bettman, 2005).

Correspondingly, the current studies of willingness to pay more are grounded to the quality concept. Furthermore, consumers' willingness to pay more is directly associated with the features of the restaurant-the legibility of served foods, the standards of service and ambient (Gupta, McLaughlin, Gomez, 2007).

Marketing literature shelters various definitions for willingness to pay more. The inclination of willingness to pay more is the reservation price that a customer consented to pay in order to receive a product or service (Homburg et al., 2005; p85). In addition to this, Willingness to pay more can be expounded as the ultimate amount of money that a consumer is willing to pay in return of a service or product (Cameron, James, 1987). Monroe, 1990 defined willingness to pay more as the reservation price from an economist perspective and posited that the formation of reservation price that the customer is agreed to pay is the consequence of the value that he gives to the product or service. For that reason consumer preferences takes a form pursuant to the value that customer expects from a product or service (Kalish, Nelson, 1991; Kohli, Mahajan, 1991).

In keeping with this notion it wouldn't be wrong to indicate- the maximum limit of reservation price that the customer is consented to pay may vary according to the alternatives or the substitutes within the same product or service line. Further, it is also described as the act of ignoring all the increases in price and the persistence of the consumer's desire to buy (Srinivasan et al., 2002; p45).

In addition to the value and profit comparison of economy perspective, marketing

literature emphasizes another point of view- the psychological state of the consumer. Parallel to that, Bolton and Lemon colleagues (1999) pointed out that the consumers continuously evaluate the convenience of the economic benefit level inflicted from usage. This evaluation is called as Payment Equity. In other words this is the comparison of received service to the perceived satisfaction (Bolton, Lemon, 1999; p171).

On the other hand, dissatisfied costumers tend to pay less to offset more fair, accurate and rational environment for themselves (Homburg et al., 2005; p85).

The tendency of the customer towards to paying more is based on the assessment between the price and received product or service (Simonson, Drolet, 2004). The consumer perceptions related to pricing ingenerates according to the subjective apprehensions of received service or product. Since the products or the services vary across the market, ensured satisfaction levels of those products differ from each other.

As result of acquired trust customers decide to pay either premium or minimum price. Consumers pay attention to the composition of the product features and their associations with the appraised pricing (Simonson, Drolet, 2004). Briefly, purchasing intentions are directly associated with the value which was assessed by the consumer. From this perspective it wouldn't be wrong to link the intentions of willingness to pay more to consumer loyalty. As it was defined in the previous chapter customer loyalty is a multidimensional notion. It is also one of the most crucial outcome of the company (Holbrook, 2001). Psychological outcomes of the consumer loyalty are also very important. Relatedly the behavioral dimensions (Zhang, Bloemer, 2008) that function as a predictor of consumer behaviors provide a chance for the companies to predict their customer's prospective behaviors. The prediction of prospective behaviors also provide a long term relationship between the customers and company (Adjei, Clark, 2001).

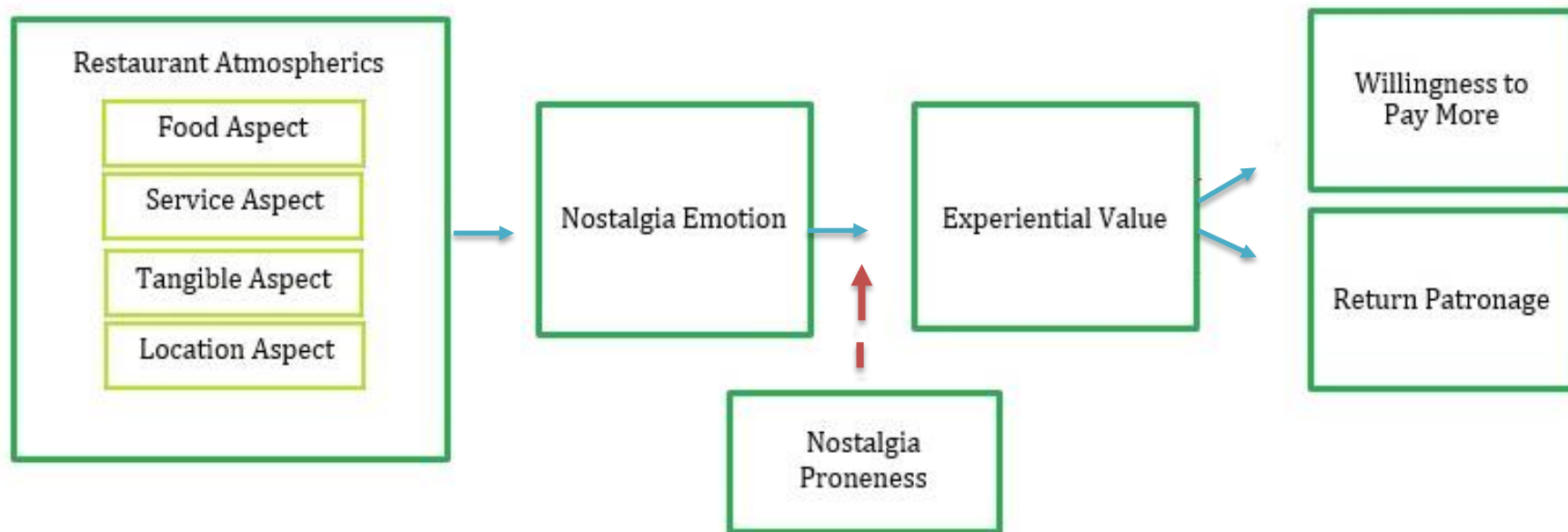
As Zeithalm et al., 1996 pointed out, gaining new customer is always more expensive than keeping the old ones. Furthermore, he ambitiously contended that the long lasting customers are always more determined towards to the company. For this reason, the consumers request supplementary services and also do not object to pay more to the

trusted companies.

9. HYPOTHESIS DEVELOPMENT

This study aims to expose the role of nostalgia in the restaurant experience and its reflections on return patronage as well as willingness to pay more with a conceptual model.

9.1 The Research Model



9.2.1. The effect of restaurant atmospherics on nostalgia emotion

The restaurant atmospherics is one of the most important dimensions of implementing the desired theme. At 1973 Kotler claimed that the atmospherics have a great influence on the FOH environment and that influence affects the cognitive process of the customers. For that reason Kotler is being recognized as being as the inventor of the term atmospherics (Turley and Milliman, 2000). From this point of view the projected expression of nostalgia can only be revealed under the courtesy of atmospherics.

Atmospherics has been identified as the applications to make a design of environments to generate exclusive sensational influence in the customers that increase their purchase possibility (Kotler, 1973). Although the constituents of restaurant atmospherics are approached differently, Turley and Milliman (2000), specified a prevalent inner atmospherics classification that comprises the color selections, music genres, volume levels, temperature, type of lighting and visual layout. Other than that when the atmospherics of a restaurant and its effect on consumer behavior are scrutinized many other studied can be manifested. Such as, crowdedness (Harrel et al., 1980), odor (Spangenberg et al., 1996), music (Milliman, 1982; Bruner II, 1990) colors (Babin at al., 2003), tangibles (Parasuman et al., 1988), location (Chou, Hsu and Chen, 2008; Park and Khan, 2006), service (Taylor, 1994), food (Ladhari et al., 2008).

Among all of these studies when the concept of nostalgia emotion is examined particularly the food, service, tangibles and location aspects are the most scrutinized ones among the scholars. To make it more clear ‘Baylan Pastry’ can be given as an example. Baylan is a very authentic pastry shop in Istanbul. Majority of parents for generation X are very familiar with the dessert *Cup Griye* from Baylan. Including the ones who never tried cup griye feel nostalgia prone towards to store because of the stories that they have listened to either from parents or from their immediate vicinity. Therefore the new generation Baylan pastry shops don’t make the customer feel the same way. Especially when it is compared to the original shop they have no authenticity. First of all, the original store in Kadıköy first opened in 1923 and it is **located** in the old fish bazaar until this day, the **pastries** that they are serving are still handcrafted with old recipes and techniques for instance, instead of buying the caramel they prepare it by themselves. The store remains authentic from the

service style to **service** staff. Finally the **tangibles** are never been changed for years- same furniture, same plates and cutlery.

As it is clearly stated in the example, although they have the same old signature desserts in the menu the deficiency of specified characteristics of the atmospherics, Bebek shop of Baylan never attained the equivalent success. The emphasized indications make it feasible to hypothesize that the atmospherics can have a positive impact on nostalgic emotion

H1: Restaurant atmospherics have a positive influence on nostalgia emotion.

In this thesis the restaurant atmospherics will be addressed in the form of food, service, tangible and location aspects. Therefore Hypothesis 1 is then subdivided into 4 hypotheses.

9.2.2. The effect food aspect on nostalgia emotion

The definition offered in encyclopedia Britannica is ‘Food, material consisting essentially of protein, carbohydrate and fat used in body of an organism to sustain growth, repair, and vital process and to furnish energy’. Besides being maintenance of a life constituent, food is also considered as an integral piece of socializing. Food can be defined as an excessively compacted social factor (Appadural, 1981).

When people socialize they mostly accompany it with food- first date at a café, anniversary celebration at a restaurant, birthday celebration in a pub etc. What is more awesome about the food is its flexibility- simply dish can be served in versatile concepts. For example: The stuffed mussels. Normally it is served on top of a round metal plate with a piece of straw paper at local restaurant Mercan for years therefore the same dish may show up with an elegant presentation and with some fusion touches at Le Sud restaurant in New York. The Hard Rock Café is also another good example to reveal to importance of food. The most significant difference among all its’ competitors is the quality of the food (MacLaurin and MacLaurin, 2000). For that reason when the objective is arousing nostalgic emotion contributed by food cannot be underestimated.

H1 (a): Food aspects have a positive influence on nostalgia emotion

9.2.3. The effect of service aspects on nostalgia emotion

The definition of service that I interpreted by Businessdictionary.com, service is a need value, action, deed or effort perform to satisfy a need or to fill a demand. Besides the stated general specification, service is the presentation of the food (modern, traditional or any other type) that was prepared off the house for the exchange of money. The service of the restaurant is determined by the theme. The quality and convenience of the restaurant service can be described as one of the most significant success factors (Budhwar, 2005). What is more it can also be identified as path breaking components of customer satisfaction in restaurant (Syed et al., 2005). Unsuspectingly the precondition of successful service is to perform characteristics of the concept.

What does a successful service is comprised of? First of all the tangibles, trustworthiness, guarantee, assurance, and empathy are the most important aspects of the restaurant service quality. On the other hand the professional attitude and dexterity of the service personnel, their manners, performance of the staff, improvisational skills of the staff in case of an unexpected exceptions and trustworthiness are the identified six dimensions of qualified service (Gronroos, 1990).

As it is clearly specified above the service quality is strongly related to guest expectations. The customers who visit a themed restaurant (can be any theme-RocknRoll, Nostalgia etc.) have more expectation than any other non-themed establishment. In this circumstances the service expectations as a part of evoking nostalgia emotion becomes very crucial. So it is reasonable to hypothesize that service aspects should have a significant impact on perceptions of the overall nostalgic emotion.

H1 (b): Service aspects have a positive influence on nostalgia emotion

9.2.4. The effect of tangibles aspects on nostalgia emotion

The restaurant atmospherics is discussed in the fifth part of this thesis. One of the most important dimensions of restaurant atmospherics is the tangibles. The definition offered in Wikipedia.com is ‘Tangibility is the attribute of being easily detectable with service’.

However, when the subject is restaurant industry the atmospherics can be both tangible and intangible. When a customer buys a dish in the restaurant he takes under the possession of a tangible good, therefore when the same individual purchases a service is totally a different case because of the intangible aspects of performance.

Since all the products (either a good or a service) have tangible and intangible components (Shostack, 1977), it would be wrong not to embrace it as a part of restaurant atmospherics especially the tangible ones. It has been thoroughly examined within the literature that the tangible aspects of the restaurant atmospherics (music, décor, color, illumination etc.) can be effective in determining the consumer's loyalty (Wakefield and Blodgett, 1994).

There is no doubt that the customers attention is first caught by tangible aspects. The tangibles of a restaurant atmospherics have a substantial impact on customer loyalty. For example when a customer is passing by a nostalgia themed restaurant his emotions cannot be evoked with the food or service but the interest can be aroused with tangible features. Internalizing these outcomes lead me to discuss the third subdivision of hypothesis 1.

H1 (c): Tangible aspects have a positive influence on nostalgia emotion

9.2.5. The positive effect of location aspects on nostalgia emotion

When the restaurant atmospherics are considered the location is one topic of which was not commonly debated. Some of the scholars do not even consider location as a part that topic. Apparently designating the location as a topic that will be discussed under the roof of atmospherics will be the distinctive difference of this study.

The origin of the word location dates back to an astounding 16th century terminology based on a Latin word 'Locare'. Therefore the modern definition offered in Oxford dictionaries.com refers to ' A place or position'.

Especially in the restaurant industry location is the corner stone of success. Of course deciding upon a restaurant location comprises allowance of some criteria such as expenses, accessibility, tension from competitors, suitable demographics (subculture), an

the density of customer flow and the concentration (Austin et.al., 2005; Park and Khan, 2006). Austin et al. (2006), finalize that the location is a crucial matter for both customers and owners in the process of location selection (Tzeng et al., 2002).

Since the selection of location plays such a critical role of its powerful effects I then settled the entirety of my research with an assumption of location being as a component of atmospherics. I firmly believe that if the location used as a dimension of atmospherics, the consequences will be rewarding to evoke nostalgia emotion. For example *Vizcaya Museum and Gardens* known as one of the most historic places in South Miami. The place welcomes everyone but mostly the nostalgia prone individuals. As a result of this if a restaurateur ever decides to open up a nostalgia themed restaurant in Miami, primarily this location should be considered. People who come and visit Vizcaya are surrounded with the nostalgia emotion. Right after their tour moral certainty of awaking a desire to eat in nostalgia themed restaurant is highly conceivable.

This consideration prompted the development of the 4th subdivision of the Hypothesis 1 and it is propounded that the location is within the components of restaurant atmospherics and it has a positive influence on arousing the nostalgia emotion.

H1 (d): Location aspects have a positive influence on nostalgia emotion

9.2.6: The mediating effect of NE on the relationship between restaurant atmospherics and experiential value

Briefly emphasized indications make it feasible to hypothesize that the nostalgia emotion mediates the positive impact of restaurant atmospherics on experiential value. Since the restaurant atmospherics are explained in four dimensions, Hypothesis 2 is therefore subdivided into 4 hypotheses and they will be explained step by step.

Consumer apprehension of value originates from experiences and it is also the expected consequence of consumption process that comprises interactive relations- direct and indirect (Mathwick et al., 2001). The experiential value can be obtained through accomplished intentions or the experiences (Babin et al., 1994). The extrinsic and intrinsic

are different types of value as they are constituted by the concepts of the value (WU, Liang, 2009).

Extrinsic values are obtained on the ground of experiences. Extrinsic values are comprised of consumer statement over the capacity to accomplish a given task (Babin et al., 1994). For instance, a consumer may prefer a restaurant due to the modest pricing implementations and impulsion of promotions (Park, 2004).

Additionally intrinsic values are more personal when it's compared to the extrinsic values. Moreover they derive from hedonic experiences (Hirshman, Holbrook, 1982). Intrinsically motivated consumers enact more interested in emotional aspects.

Briefly in the hospitality context, consumer's evaluation of competence of the service and service perfection are called as experiential values. Since the experiential value is based on a personal experiences and emotional aspects, it can be highly relatable with restaurant atmospherics. Especially with a positive moderating effect of nostalgia emotion the intended goals (return patronage and willingness to pay more) can be achieved.

Nostalgia emotion is defined as 'a sentimentality for the past, typically for a period or place with a happy personal associations' at wikipedia.com. Individuals frequently experience the emotion of nostalgia related with their delighted memories of past (Reisewitz et al., 2004). Predominantly if customer feels nostalgia emotion, he is more prone to evolve favorable sensations such as feeling mirthful (Holbrook, Shindler, 1991, 1994). Eventually that favored sensational responses conduce back as loyalty. (Kim, Moon, 2009).

The inspected studies of customer behavior props that the nostalgia emotion mostly comprises the individual nostalgia that contains heartwarming memories (Holak, Havlena, 1998). When individuals have pleasurable memories of past they act more prone to eulogize the past (Sedikides et al., 2004). For example: listening to music relevant to an individual's past may make him feel joyful even he is feeling all-alone.

By integrating the survey results collected from online participants and theoretical researches the sequent hypothesis H2 is suggested;

H2: NE mediates the relationship between RA and experiential value (EV)

9.2.7: The mediating effect of nostalgia emotion on the relationship between food aspects and experiential value

Can a food item really promote the experiential value positively? Can we use a dish as a tool for perception management? The answer of these questions is yes. The assertion may seem pretty daring however the food is also a great constituent to procure intended desires. Even the same dishes can take the form of different concepts just like a regular burger. It can be something very authentic with a Sloppy Joe's style, it can be something very casual with Mc Donald's style or it can be something very elegant with a Michelin Star restaurant style.

Since the aim of this thesis is to observe the mediating effect of nostalgia, food should be scrutinized as an indicator of nostalgia. It is accredited that the smell or the taste of food is a great reminder of past. That is one of the reasons why organic food concept became so popular in the last few years. Besides the health concerns, consumers value the reminder of picking a strawberry from grandmother's backyard.

From this point of view, the consensus is built amongst the people who tends to show higher level of interest seeing the food items that touched their past. For that reason, a restaurateur can bolster up the experienced 'experiential value' by using the served dishes as a nostalgia element in his restaurant. Thus the hypothesis H2 (a), using nostalgia emotion as a mediating effect to consolidate the relationship between food aspects and return patronage is proposed.

H2 (a): NE mediates the relationship between FA and EV

9.2.8: The mediating effect of nostalgia emotion on the relationship between service aspects and experiential value

People visit nostalgia themed restaurants with a desire of feeling the nostalgic components during their dining. With a fulfillment of previously stated service necessities customers may be more inclined to essay better experiential value. People are more inclined to recall yesterday experiences more pleasantly than the present (Sedikides et al, 2004).

Feeling more appreciated about the rare (in this case it is the nostalgia themed restaurants) things can be explained with ‘ the rule of the few’ (Cialdini, 2001). Individuals are more prone to excessively rate rare items and highly appreciate them. For this reason, they are willing to pay a fortune for a bowl of soup in Tuğra Restaurant at Çırağan Palace Kempinski due to the scarcity of these types of restaurants. Therefore the customers of these type restaurants are not only paying for the taste, interior design or the location. As soon as they step in, theatrical show starts. The hosts and waiters are welcoming the guests with chic but traditional clothes. Their attitude and posture make the customers feel like as they are loyals of Ottoman Empire.

H2 (b): NE mediates the relationship between SA and (EV)

9.2.9: The mediating effect of nostalgia emotion on the relationship between tangible aspects and experiential value

Accordingly it was not hard to propound that the nostalgia emotion mediates the relationship between tangible aspects and experiential value.

In compatible with the committed brain examinations vitalization in neural system is a fundamental form of emotions (Bogozzi et al., 1999) Tangibles (the decoration color illumination etc.) are being govern to generate the desired emotions.

The intensity of tangibles stimulated by nostalgia increase the impact of pleasure on experiential value. For example, the layout of the restaurant’ Tarihi Cumhuriyet Meyhanesi’ can be given as a good example. High ceilings with wood engravings, the windows from floor to the ceiling, old Istanbul pictures on the walls, cozy lighting and the use of bricks make the customers feel as if they have traveled back through time to the 1920’s.

Comprehension of this mentality and believing that the tangible aspects are crucial constituents of experiential value, the third subdivision of hypotheses is therefore proposed. The mediating effect of nostalgia emotion positively shapes the relationship between tangible aspects and experiential value.

H2 (c): NE mediates the relationship between TA and (EV)

9.2.10: The mediating effect of nostalgia emotion on the relationship between location aspects and experiential value

Final subdivision of H2 is constituted with the location aspects. As it was specified earlier, location has been gradually postulated as the base and most essential integral of forecasting the future success of the restaurant (Ghosh, McLafferty, 1982).

Location is a decisive component for the future success of the restaurant. Its significance induced me to consider it as apart of atmospherics. It's also highly expectative to observe stronger contribution of nostalgia emotion when the atmospheric factors are attached to the restaurant atmospherics. As soon as the customer steps in that specific location he will overflow with nostalgic emotions (i.e., Haydarpaşa railroad terminal). As a result of this customers become conditioned to feel nostalgia and exhibit more satisfaction.

Briefly, the powerful influence of nostalgia emotion lead me to debate the 4th subdivision of hypothesis 2. Which is as follows; nostalgia emotion mediates the relationship between location aspect and experiential value.

H2 (d): NE mediates the relationship between LA and (EV)

9.2.11: The moderating effect of nostalgia proneness on the relationship between nostalgia emotion and experiential value

Nostalgia proneness is a basic need of belongingness. It can also be described as the accumulation of positive past memories (Seehusen et al., 2013). Most importantly, nostalgia proneness is a sensational suspense or constant enervation caused by the longing towards to the long-awaited past (Sedikides et al., 2006).

Although the nostalgia emotion is a part of being existent, people do not constantly being exposed to it. Especially when the modern world constantly occupies us more with the futuristic considerations (i.e., when will they be launching iPhone 7, will there be a cancer

cure in our lifetimes etc.). It shouldn't be forgotten that the rarity and nonexistence are always valuable. Since we do not have chance to turn back time, we appreciate more about our past and feel more nostalgia prone towards to it.

As it is propounded earlier, when experiential value constitutes a strong relationship with the nostalgia emotion, the results are favorable. Apparently, nostalgia prone people are always more inclined to feel nostalgia emotion for this reason it is reasonable to hypothesize that the nostalgia proneness has a moderating effect on the relationship between nostalgia emotion and experiential value.

H3: The moderating effect of NP in the relationship between (NE) and (EV)

9.2.12: The mediating effect of experiential value on the relationship between nostalgia emotion and willingness to pay more

The satisfied customers feel the rewarding outcome of their exchange and they are considerably motivated with an eager to pay more (i.e., tipping the waiters more than 10 %) because paying more will be still concluded in a fair ratio of output to input (Balton, Lemon, 1999).

In the same way, when the customers are not satisfied, they don't show any interest of willingness to pay more. When they don't spend more they feel more comfortable and do not feel that they are being ripped off. The bottom line is the tendency of customer's willingness to pay more is emphasized when they are contented vice versa if they feel unsatisfied or misled they anticipate to spend more.

Considering the previous indications, nostalgia emotion can be remarked as something desirable and longed. People feel satisfied when they are exposed to their affirmative past (i.e., sour gummy bears from their childhood). Most importantly when they feel satisfied they are conformed to paying more. This consideration led me to hypothesis 4; experiential value strongly mediates the relationship between nostalgia emotion and willingness to pay more

H4: EV mediates the relationship between (NE) and (WPM)

9.2.13: The mediating effect of experiential value on the relationship between nostalgia emotion and return patronage

Return patronage describes customer behaviors emphasizing fidelity to and publicity of the establishment's concerns beyond personal interests (Bettencourt, 1997). Customer contentedness patronize the formation of return patronage. In other words it maintains the constitution of customer loyalty (i.e., recommending perpetually or repurchasing) (Sun, Lin, 2010)

Return patronage is observed when people feel satisfied. Correspondingly, nostalgia emotion aids in the creation of satisfaction. As soon as a customer finds something related with his sense of self he embraces it. For example, the people who live away from their hometown are more solicitous about regional products. Switzerland is known as the land of chocolate but still a Turkish person show exaggerated attention when he come across with the Turkish chocolate brand Ülker in a grocery store due to its power of reminding old memories. On this basis it is hypothesized that experiential value mediates the relationship between nostalgia emotion and return patronage.

H5: EV mediates the relationship between (NE) and (RP)

9.3 Data Collection

The data for this study is collected with an online, self-administered cross-sectional survey method, conducted between June 2015 and October 2015. The www.freeonlinesurveys.com website is employed to collect data from the participants. The questions are posted in three different forms; 5-point Likert Scale, Comments and Multiple-choice. The evaluation for Likert Scale questions are ranged from 1 “totally disagree” to 5 “totally agree”. 263 questionnaires were used for item purification and pre-test. A sum of 199 questionnaires was used in the main survey.

Descriptive statistics of the sample

Descriptive statistics for the participant were gender, marital status, age, education, income and work.

9.3.1 Gender

The participants for the survey consist of males and females, as shown in Table 3, 51 % of the respondents are males and 49% of the respondents are females.

Table 3. Gender distribution of participants.

| | Frequency | Percent |
|--------|-----------|---------|
| Female | 98 | 49% |
| Male | 101 | 51% |

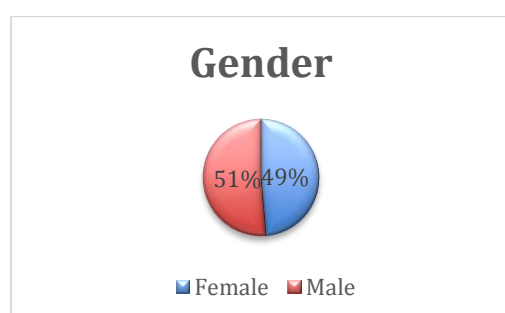


Chart 1. Gender distribution of participants.

9.3.2 Marital Status

Of all the respondents in this survey, as shown in Table 4, 42% are married, 54% are single, 0% are widowed and 4% are divorced.

Table 4. Marital status of participants.

| | Frequency | Percent |
|----------|-----------|---------|
| Married | 84 | 42% |
| Single | 107 | 54% |
| Widowed | 0 | 0% |
| Divorced | 8 | 4% |

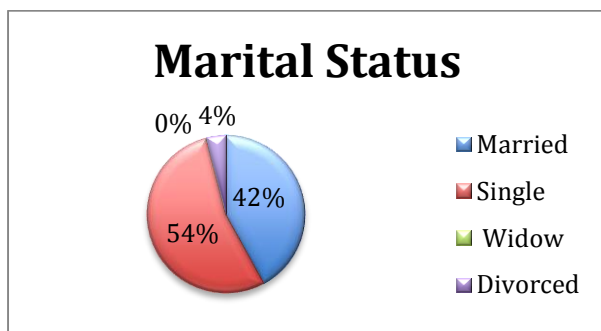


Chart 2. Marital Status of participants.

9.3.3 Age

As shown in Table 5, the ages represented in the figure ranges from 17 to 66.

Table 5. Age distribution of participants.

| Age | Frequency | Cumulative Percent |
|-------|-----------|--------------------|
| 16-27 | 108 | 54.27% |
| 28-38 | 41 | 20.60% |
| 39-49 | 30 | 15,07% |
| 50-67 | 20 | 10,05% |

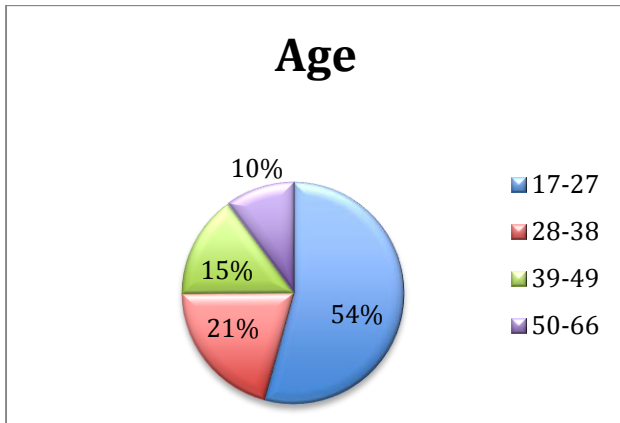


Chart 3. Age distribution of participants.

9.3.4 Education

Of all the respondents in this survey, as shown in Table 6., 1% are from Primary School graduates , 1% are from middle school , 46% have High School diploma, 31% undergraduate, 16% graduate and 5% postgraduates.

Table 6. Education distribution of participants.

| | Frequency | Percent |
|----------------|-----------|---------|
| Primary School | 1 | % 1 |
| Middle School | 2 | % 1 |
| High School | 94 | %46 |
| Undergraduate | 62 | %31 |
| Graduate | 31 | %16 |
| Postgraduate | 9 | %5 |

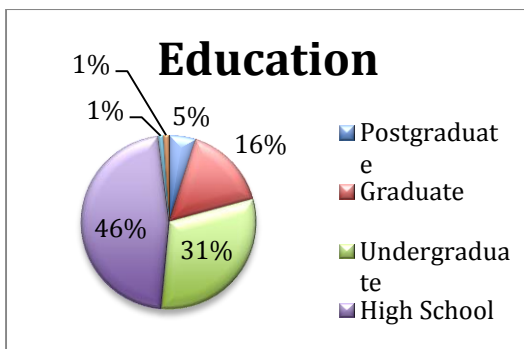


Chart 4. Education distribution of participants

9.3.5 Income

As shown in Table 7, the sample figure and diagram comprised of 199 respondents whom 34% earn less than 2,000TL income, 25% earn 2,000-5,000TL, 26% earn 5,000-10,000TL, 11% earn 10,000-15,000TL and 5% earn more than 15,000TL.

Table 7. Income status of participants.

| | Frequency | Percent |
|---------------|-----------|---------|
| >2,000 | 68 | 34% |
| 2,000-5,000 | 49 | 25% |
| 5,000-10,000 | 52 | 26% |
| 10,000-15,000 | 22 | 11% |
| <15,0000 | 9 | 5% |

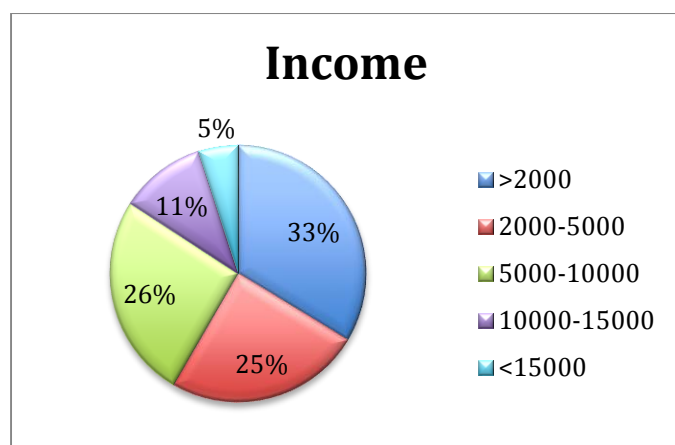


Chart 5. Income Status of participants.

9.3.6 Work

The participants of the survey consist of public workers, academics, private sector personnel, freelancers, unemployed or looking for a job, housewives, retired, students, other sectors and the subjects who cannot work because of disability and or handicapped. As the results are shown in table 8, 3% of the respondents are public workers, 5% of the respondents are academics, 20% of the respondents are private sector personnel, 13% of the respondents are freelancers, 2% of the respondents are unemployed or looking for a job, 2% of the respondents are housewives, 5% of the respondents are retired, 49% of the

respondents are students, 3% of the respondents are from other sectors however there were no respondents of which who cannot work because of disability and or handicapped.

Table 8. Profession distribution of participants.

| | Frequency | Percent |
|---------------------------------|-----------|---------|
| Public workers | 6 | 3% |
| Academics | 10 | 5% |
| Private sector personnel | 39 | 20% |
| Freelancers | 25 | 13% |
| Unemployed or looking for a job | 3 | 2% |
| Housewives | 4 | 2% |
| Retirees | 9 | 5% |
| Students | 97 | 49% |
| Other sectors | 6 | 3% |

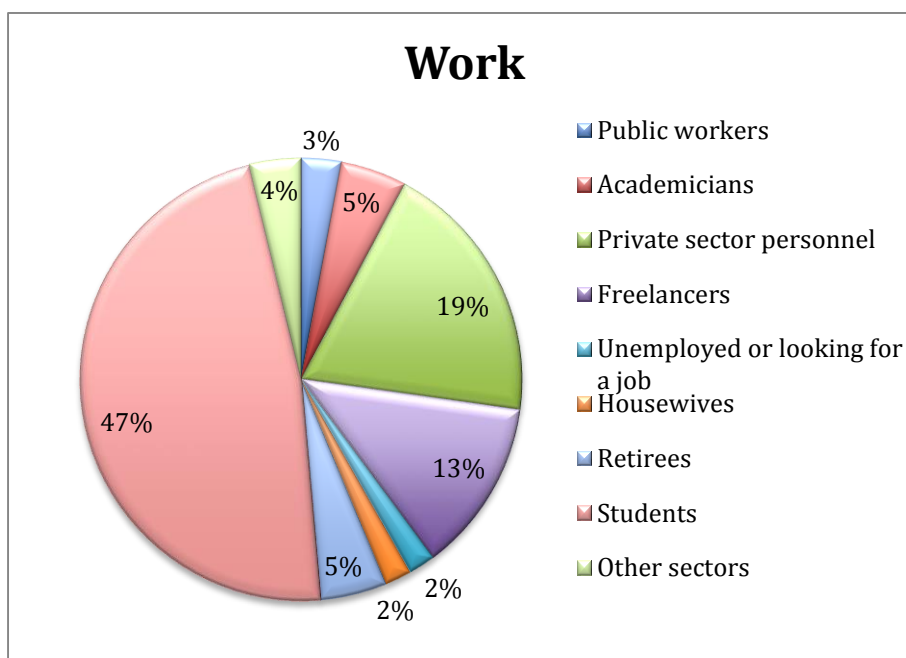


Chart 6. Profession distribution of participants.

10. VALIDITY AND RELIABILITY

10.1 Cronbach's Alpha

Table 9. Cronbach's Alpha Table

| Factor | Cronbach's Alpha |
|-------------------------|-------------------------|
| Nostalgia Proneness | .661 |
| Food Aspect | .761 |
| Service Aspect | .584 |
| Tangible Aspect | .751 |
| Nostalgia Emotion | .788 |
| Experiential Value | .810 |
| Willingness to pay more | .789 |
| Return Patronage | .717 |

The internal reliability of the measures is assessed by Cronbach's Alpha. Cronbach's Alpha values should be greater than 0.50 (Hair et al., 2010).

The examination from the illustrated Table 9, shows all of the alphas are greater than 0.50, providing evidence for internal reliability.

10.2 Factor Analysis

Table 10. Communalities

| | Initial | Extraction |
|------------------------|---------|------------|
| Nostalgiaproneness-a | 1,000 | ,669 |
| Nostalgiaproneness-b | 1,000 | ,701 |
| Nostalgiaproneness-c | 1,000 | ,641 |
| Nostalgiaproneness-d | 1,000 | ,600 |
| Nostalgiaproneness-e | 1,000 | ,523 |
| Nostalgiaproneness-f | 1,000 | ,509 |
| Nostalgiaproneness-g | 1,000 | ,519 |
| Foodaspects-a | 1,000 | ,677 |
| Foodaspects-b | 1,000 | ,614 |
| Foodaspects-c | 1,000 | ,628 |
| Serviceaspects-a | 1,000 | ,668 |
| Serviceaspects-b | 1,000 | ,612 |
| Serviceaspects-c | 1,000 | ,614 |
| Tangibleaspects-a | 1,000 | ,722 |
| Tangibleaspects-b | 1,000 | ,591 |
| Tangibleaspects-c | 1,000 | ,612 |
| Locationaspect-a | 1,000 | ,641 |
| Locationaspect-b | 1,000 | ,666 |
| Locationaspect-c | 1,000 | ,617 |
| Nostalgiaemotion-a | 1,000 | ,731 |
| Nostalgiaemotion-b | 1,000 | ,730 |
| Nostalgiaemotion-c | 1,000 | ,706 |
| Nostalgiaemotion-d | 1,000 | ,717 |
| Nostalgiaemotion-e | 1,000 | ,784 |
| Nostalgiaemotion-f | 1,000 | ,635 |
| Nostalgiaemotion-g | 1,000 | ,551 |
| Experientialvalue-a | 1,000 | ,690 |
| Experientialvalue-b | 1,000 | ,688 |
| Experientialvalue-c | 1,000 | ,691 |
| Experientialvalue-d | 1,000 | ,662 |
| Experientialvalue-e | 1,000 | ,667 |
| Willingnesstopaymore-a | 1,000 | ,594 |
| Willingnesstopaymore-b | 1,000 | ,799 |
| Willingnesstopaymore-c | 1,000 | ,791 |
| Returnpatronage-a | 1,000 | ,728 |
| Returnpatronage-b | 1,000 | ,739 |
| Returnpatronage-c | 1,000 | ,613 |

Table 11. Rotated Component Matrix^a

| | Component | | | | | | | | |
|------------------------|-----------|-------|------|------|---|------|---|------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Returnpatronage-a | ,705 | | | | | | | | |
| Nostalgiaemotion-e | ,695 | | | | | | | | |
| Nostalgiaemotion-b | ,692 | -,409 | | | | | | | |
| Tangibleaspects-c | ,691 | | | | | | | | |
| Experientialvalue-a | ,687 | | | | | | | | |
| Nostalgiaemotion-d | ,685 | | | | | | | | |
| Returnpatronage-c | ,677 | | | | | | | | |
| Nostalgiaemotion-a | ,650 | | | | | | | | |
| Returnpatronage-b | ,645 | | | | | | | | |
| Locationaspect-a | ,632 | | | | | | | | |
| Foodaspects-b | ,629 | | | | | | | | |
| Locationaspect-b | ,626 | | | | | | | | |
| Experientialvalue-c | ,625 | | | | | | | | |
| Experientialvalue-b | ,619 | | | | | | | | |
| Nostalgiaemotion-f | ,604 | -,441 | | | | | | | |
| Tangibleaspects-a | ,603 | | | | | | | | |
| Nostalgiaemotion-g | ,602 | | | | | | | | |
| Willingnesstopaymore-b | ,599 | | | ,507 | | | | | |
| Locationaspect-c | ,597 | | | | | | | | |
| Tangibleaspects-b | ,590 | | | | | | | | |
| Foodaspects-c | ,580 | | | | | | | | |
| Experientialvalue-e | ,564 | | | | | | | | |
| Serviceaspects-a | ,541 | | | | | | | | |
| Nostalgiaemotion-c | ,539 | -,533 | | | | | | | |
| Willingnesstopaymore-a | ,537 | | | | | | | | |
| Willingnesstopaymore-c | ,532 | | | ,438 | | | | | |
| Foodaspects-a | ,530 | | | | | ,454 | | | |
| Experientialvalue-d | ,521 | | | | | | | | |
| Serviceaspects-b | ,521 | | | | | | | ,407 | |
| Nostalgiaproneness-d | ,506 | | | | | | | | |
| Nostalgiaproneness-g | ,470 | | | | | | | | |
| Nostalgiaproneness-a | ,453 | | ,440 | | | | | | |
| Serviceaspects-c | ,429 | | | | | | | | |
| Nostalgiaproneness-c | | | | | | | | | |
| Nostalgiaproneness-b | | | ,491 | | | | | | |
| Nostalgiaproneness-f | | | ,411 | | | | | | |
| Nostalgiaproneness-e | | | | | | | | | |

The result of this factor analysis as shown in Table 11, unfortunately reveals that the items did not load to their latent factors as expected. Although many attempts were applied with several eliminations still a better result could not be gained. The pilot tests and item purification attempts have also been conducted unfortunately the results did not differ. Admittedly, the rest of the analysis were conducted based on these poor findings.

10.3. Descriptives of Variables in the Research Model

Table 12. Inter Correlations Table

| | N | Mean | Std. Derivation | Inter Correlations | | | | | | | | |
|----------------------------|-----|------|-----------------|--------------------|-----|-----|-----|-----|-----|-----|-----|----|
| | | | | NE | FA | SA | TA | LA | NP | EV | M | RP |
| Nostalgiaemotion (NE) | 199 | 3.61 | .85 | 1 | | | | | | | | |
| Foodaspect(FA) | 199 | 3.85 | .78 | .59 | 1 | | | | | | | |
| Serviceaspect (SA) | 199 | 4.08 | .57 | .38 | .42 | 1 | | | | | | |
| Tangibleaspect (TA) | 199 | 3.94 | .73 | .49 | .40 | .54 | 1 | | | | | |
| Locationaspect (LA) | 199 | 3.88 | .79 | .55 | .52 | .45 | .59 | 1 | | | | |
| Nostalgiaproneness (NP) | 199 | 3.89 | .51 | .44 | .50 | .43 | .46 | .41 | 1 | | | |
| Experientialvalue (EV) | 199 | 4.10 | .56 | .50 | .41 | .56 | .64 | .50 | .39 | 1 | | |
| Willingnesstopaymore (WPM) | 199 | 3.68 | .82 | .47 | .44 | .48 | .50 | .43 | .45 | .50 | 1 | |
| Returnpatronage (RP) | 199 | 3.97 | .67 | .55 | .45 | .52 | .53 | .49 | .50 | .72 | .56 | 1 |

When inter-correlations table is scrutinized it is seen that the strongest interrelation of nostalgia emotion is constituted with food aspect ($r= 0.59$). This was an expected consequence. Therefore, even big cities do not have that much nostalgia themed restaurant. For example, it doesn't matter which city you go, if you want to eat rustic Italian food, you can at least find five substitutes in the same district. However, the concept of nostalgia themed restaurant which serves the foods from the past around a nostalgia theme is not that prevalent. As a result of this when the customers find a place that they can experience the covetable nostalgia and feeling of belonging, they engage it and food becomes the most substantial factor. For this reason, the strongest interrelation of nostalgic emotion constitutes with food.

On the other hand, when inter-correlations table examined it is seen that the weakest interrelation of nostalgia emotion is constituted with service aspects ($r= 0.38$). Videlicet, utilization of nostalgic components of service aspects such as; offering gueridon service, presenting the menu on straw paper or the old style uniform selection for the personnel is not sufficient enough to generate nostalgic emotions if the people doesn't have sentimental values. Especially in Turkish culture. The waiter is responsible for presenting the menu to the guest and overall service including serving the food. Although the friendly and elucidative approach of the service staff has a strong contribution on final experiential values, the nostalgia emotion primarily stimulated with food not with the service.

When the food aspects column is scrutinized, it is seen that the strongest interrelation of food aspect is constituted with location aspects ($r= 0.52$). It means that- the foods that are presented in nostalgic location are being highly regarded by the consumers who have nostalgia seeking tendencies. People in general wants to feel the nostalgia as soon as they steps in the neighborhood and consolidate those feelings with a nostalgia themed restaurant. For instance, a group of tourist who visit Sultanahmet district, are generally scheduled to see many historic places such as Topkapi Palace, Sultananhmet Mosque, etc. For that reason, they are more inclined to go and eat in nostalgic Ottoman Cuisine rather than dining at a modern restaurant, such as molecular themed restaurants. For better clarification, the trendy gourmet tours can be given as a pinpoint example. In the recent years, chefs from Spain determine gastronomy trends of the world. A participant who will spend a week in different cities of Spain and taste assorted dishes will motivate himself differently towards each and every city. The day he is going to experience a restaurant in

Madrid, he will expect to be hosted in modern and astonishing restaurant. Therefore, the day that he's going to experience a classical restaurant in a small Spanish village, he will be concentrated to see more rustic dishes. The selection of the location, in this case especially targeting the ones which have historical values ease the communication via food and establish strong mutual relations.

Contrary to the public perception, food aspects do not strongly interrelates with tangible aspects ($r= 0.40$). Beyond any doubt the tangible aspects of the restaurants are so important for the fact of completing the whole atmospheric theme of the restaurant. Therefore, as soon as the customers are served, their instincts come into play and all their concentration canalizes to the plate itself. As a result, their attention is cut off from the outside world. The selection of the ingredients (hand made noodles), cooking techniques (using stock that took twelve hours instead of using bouillon), plate presentation (carved vegetables), flavor and the temperature of the food accompanied by a selection of the plates that the food is going to be served becomes the most important aspect of the guests. At this point tangible aspects have the weakest influence to change the expectations or the experiences of the customers about what they are eating.

It is seen that the strongest interrelation of service aspect is constituted with experiential values ($r= 0.56$). This was also an expected consequence. Therefore the experiential factors have direct influence on provided service. If the customers feel that the overall dining experience was successful, they are more intended to indicate that the service of the restaurant was also prospering. A phrase one should always remember, 'The first impressions are the most lasting' and the customers' consideration starts as soon as they step into the restaurant. Most importantly, the first impression determines the final satisfaction of the guest and that designates customers' experiential value. If the service aspects are not being supported with the overall experiential value, it does not matter if the service has high standards, at the end of the day customers won't be satisfied and leave the restaurant discontentedly.

The weakest interrelation of service aspect is constituted with nostalgia proneness ($r= 0.43$). This is also an expected consequence. It wouldn't be rational to expect that all customers of a nostalgic themed restaurant have high tendency towards nostalgia. They may visit the restaurant just to experience a new and rare concept, for the taste of a long

awaited dishes or for the invitation of a friend. Therefore they would still expect to be hosted with a satisfactory service around the nostalgia theme and this has nothing to do with being a nostalgia prone person. As a result, weakest interrelation is associated with nostalgia proneness.

When the tangible aspects column is scrutinized, it is seen that the strongest interrelation of tangible aspects is constituted with experiential values ($r= 0.64$). If the customers spend good time in the restaurant, they are more inclined to see the tangible features and appreciate it. Also satisfying restaurant experiences make tangibles more substantial. For example inadequately hosted customers of a Rock and Roll café may not be able to see the outstanding features of the café. The place can even be rated as one of the best with its tangible characteristics even than without a pleasurable dining experience; tangibles are not enough to fascinate the clientele.

The weakest interrelation of tangible aspect is also constituted with nostalgia proneness ($r= 0.50$). The customers do not have to be strongly nostalgia prone to appreciate the tangibles within the restaurant. For that reason contribution of nostalgia proneness is not indispensable.

It is seen that the strongest interrelation of location aspect is constituted with experiential value ($r= 0.50$). If the customers feel that they can experience something unique, the location aspects can be shaped easily. The restaurant El Bulli can be an enlightening explanation. Although the restaurant is located in a very isolated location the target consumers are willing to make reservations in advance (two to three years) and to spend a small fortune for a dining experience that last only few hours

The weakest interrelation of location aspect is constituted with nostalgia proneness ($r= 0.41$). This is also an expected result. The basic understanding of psychology will be enough to clarify this result. The customers do not need to be nostalgia prone in order to be satisfied of the location of a restaurant. If the restaurant is designed around a specific theme in a very unique and accessible location, the attention of the any customer can be aroused.

When inter-correlations table is scrutinized it is seen that the strongest interrelation of nostalgia proneness is constituted with return patronage ($r= 0.50$). This is a natural consequence. If the customers feel that they can fulfill their needs (in this case, nostalgia themed restaurant) they demonstrate loyalty. In other words, nostalgia prone people have more desire towards the things from their past and once they have enjoyed as a result, their return patronage levels increase.

On the other hand, when inter-correlations table examined it is seen that the weakest interrelation of nostalgia proneness is constituted with experiential value ($r= 0.39$). If an individual has a tendency towards to nostalgia his judgments won't change easily. Especially if he is repeating his visit solely to experience the nostalgia. Eminönü fish-bread sellers can be given as a good example. Since it is a touristic district, they sell sandwiches at a premium price moreover the customers are not being hosted with high standards. Although the over all experience is not pleasing, people still go there and eat as if they are nostalgia prone.

It is seen that the strongest interrelation of experiential value is constituted with return patronage ($r= 0.72$). As it was stated in Maslow's hierarchy of needs (1943), deficiency of basic needs hinder progressing more on to meet higher expectations. Such as if a person is hungry, he won't be expecting to see a fascinating restaurant that is constructed around a theme. A simple sandwich will be enough to satisfy.

The weakest interrelation of experiential value is constituted with willingness to pay more ($r= 0.08$). Finally, willingness to pay more only and highly associates with return patronage ($r= 0.56$).

11. HYPOTHESIS TESTING

In order to test hypothesis 1a, which posits a positive effect of food aspect on nostalgic emotion a linear regression analysis is performed. As shown in Table 9, the food aspect was significantly related to nostalgia emotion ($t= 10.31, p < .001$). Thus, hypothesis 1a is fully supported. The test the hypothesized mediation effect of nostalgic emotion on the relationship between atmospheric characteristics and NE, three successive regression analyses were conducted for each of the atmospheric characteristic that related significantly to nostalgia emotion (Baron, Kenney, 1986). First, I assessed the mediating effect of nostalgia emotion (NE) on the relationship between food aspects (FA) and experiential value (EV): (1) As shown in Table 9, FA was significantly related to NE ($t= 10.318, p < .001$); (2) As shown in Table 10, FA was significantly related to experiential value (EV) ($t= 6.33, p < .001$); (3) and as shown in Table 11, when NE was introduced to relationship, the effect of FA did remain to be significant but with a smaller effect size, ($t= 2.27, p < .05$), revealing a partial mediation effect. Thus, hypothesis 2a is partially supported.

11.1.1 Food aspect->nostalgia emotion

Table 9. Regression analysis, the effect of food aspects over nostalgia emotion

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| Food Aspects | .641 | .062 | .592 | 10.31 | .000 |

a. Dependent Variable: nostalgia emotion

b. R^2 : 0.35

Food aspect->experiential value

Table 10. Regression analysis, mediating effect of food aspects over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Food Aspects | .297 | .047 | .412 | 6.33 | 0.00 |

a. Dependent Variable: experiential value

b. R^2 : 0.16

11.1.2 Food aspect + nostalgia emotion -> experiential value

Table 11. Regression analysis, mediating effect of food aspects and nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Food Aspects | .124 | .054 | .171 | 2.27 | .024 |
| Nostalgia Emotion | .271 | .050 | .406 | 5.37 | .000 |

a. Dependent Variable: experiential value

b. R^2 : 0.27

In order to test hypothesis 1b, which posits a positive effect of service aspect on nostalgic emotion a linear regression analysis is performed. As shown in table 12, food aspect was significantly related to nostalgia emotion ($t= 5.80, p < .001$). Thus, hypothesis 1b is fully supported. To test the hypothesized mediation effect of nostalgic emotion on the relationship between atmospheric characteristics and NE, three successive regression analyses were conducted for each of the atmospheric characteristic that related significantly to nostalgia emotion (Baron, Kenney, 1986). First, I assessed the mediating effect of NE on the relationship between service aspects (SA) and EV (1) As shown in Table 12, SA was significantly related to NE ($t= 5.80, p < .001$); (2) As shown in Table 13, SA was significantly related to EV ($t= 9.69, p < .001$); (3) and as shown in Table 14, when NE was introduced to relationship, the effect of SA did remain to be significant but

with a smaller effect size ($t = 7.45, p < .001$), revealing a partial mediation effect. Thus, hypothesis 2b is partially supported.

11.1.3 Service aspect->nostalgia emotion

Table 12. Regression analysis, the effect of service aspects over nostalgia emotion

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Service Aspects | .562 | .097 | .382 | 5.80 | .000 |

- a. Dependent Variable: nostalgiaemotion
- b. $R^2 : ,14$

Service aspect-> experiential value

Table 13. Regression analysis, mediating effect of service aspects over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Service Aspects | .558 | .058 | .568 | 9.69 | .000 |

- a. Dependent Variable: experiential value
- b. $R^2 : 0.32$

11.1.4 Service aspect + nostalgia emotion -> experiential value

Table 14. Regression analysis, mediating effect of service aspects and nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Service Aspects | .431 | .058 | .438 | 7.45 | .000 |
| Nostalgia Emotion | .227 | .039 | .340 | 5.77 | .000 |

- a. Dependent Variable: experientialvalue
- b. $R^2 : 0.42$

In order to test hypothesis 1c, which posits a positive effect of tangible aspect on nostalgic emotion a linear regression analysis is performed. As shown in Table 15, tangible aspect was significantly related to nostalgia emotion ($t= 7.92, p < .001$). Thus, hypothesis 1c is fully supported. To test the hypothesized mediation effect of nostalgic emotion on the relationship between atmospheric characteristics and NE, three successive regression analyses were conducted for each of the atmospheric characteristic that related significantly to nostalgia emotion (Baron, Kenney, 1986). First, I assessed the mediating effect of NE on the relationship between tangible aspects (TA) and EV: (1) As shown in Table 15, TA was significantly related to NE ($t= 7.92, p < .001$); (2) As shown in Table 16, TA was significantly related to EV ($t= 11.98, p < .001$); (3) and as shown in Table 17, when NE was introduced to relationship, the effect of TA did remain to be significant but with a smaller effect size ($t= 8.81, p < .001$), revealing a partial mediation effect. Thus, hypothesis 2c is partially supported.

11.1.5 Regression/tangible aspect->nostalgia emotion

Table 15. Regression analysis, the effect of tangible aspects over nostalgia emotion

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Tangible Aspects | .570 | .072 | .492 | 7.92 | .000 |

- a. Dependent Variable: nostalgiaemotion
- b. R^2 : 0.24

Regression/tangible aspect-> experiential value

Table 16. Regression analysis, mediating effect of tangible aspects over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| Tangible Aspects | .502 | .042 | .649 | 11.98 | .000 |

- a. Dependent Variable: experiential value
- b. R^2 : 0.42

11.1.6 Tangible aspect + nostalgia emotion -> experiential value

Table 17. Regression analysis, mediating effect of tangible aspects and nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Tangible Aspects | .408 | .046 | .527 | 8.81 | .000 |
| Nostalgia Emotion | .165 | .040 | .248 | 4.14 | .000 |

- a. Dependent Variable: experientialvalue
- b. R^2 : 0.46

In order to test hypothesis 1d, which posits a positive effect of location aspect on nostalgic emotion a linear regression analysis is performed. As shown in Table 18, tangible aspect was significantly related to nostalgia emotion ($t= 9.36, p < .001$). Thus, hypothesis 1d is fully supported. The test the hypothesized mediation effect of nostalgic emotion on the relationship between atmospheric characteristics and NE, three successive regression analyses were conducted for each of the atmospheric characteristic that related significantly to nostalgia emotion (Baron, Kenney, 1986). First, I assessed the mediating effect of NE on the relationship between location aspects (LA) and EV: (1) As shown in Table 18, LA was significantly related to NE ($t= 9.36, p < .001$); (2) As shown in Table 19, LA was significantly related to EV ($t= 8.09, p < .000$); and as shown in Table 20, when NE was introduced to relationship, the effect of LA did remain to be significant but with a smaller effect size (0.00), ($t= 4.47, p < .05$), revealing a partial mediation effect. Thus, hypothesis 2d is partially supported.

11.1.7 Location aspect->nostalgia emotion

Table 18. Regression analysis, the effect of location aspects over nostalgia emotion

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| LocationAspects | .597 | .064 | .555 | 9.36 | .000 |

- a. Dependent Variable: nostalgia emotion
 b. R^2 : 0.30

Location aspect-> experiential value

Table 19. Regression analysis, mediating effect of location aspects over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| LocationAspects | .358 | .044 | .500 | 8.09 | .000 |

- a. Dependent Variable: experientialvalue
 b. R^2 : 0.25

11.1.8 Location aspect + nostalgia emotion -> experiential value

Table 20. Regression analysis, mediating effect of location aspects and nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Location Aspects | .226 | .051 | .315 | 4.47 | .000 |
| Nostalgia Emotion | .222 | .047 | .332 | 4.71 | .000 |

- a. Dependent Variable: experientialvalue
 R^2 : 0.32

The growing body of research has supported to examine the moderation effect within the variables. In order to implement this analyze the mean variables of nostalgia emotion and nostalgia proneness are multiplied and a new factor is constituted. Therefore constitution of new regression along with independent variables (Nostalgia Emotion and Nostalgia Proneness) resulted significant. That result showed me- the new factor formed with the multiplication of NE and NP does comprise a moderation effect. Thus, hypothesis 3 is rejected.

11.1.9 Nostalgia Emotion + Nostalgia Proneness + NE x NP > Experiential Value

Table 21. Regression analysis, Moderating effect of nostalgia proneness on the relationship between nostalgia emtion and return patronage

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| Nostalgia Emotion | .854 | .199 | 1.281 | 4.297 | .000 |
| Nostalgia Proneness | .731 | .180 | .662 | 4.066 | .000 |
| NEXNP | -.152 | .051 | -1.154 | -2.992 | .003 |

- a. Dependent Variable: experientialvalue
- b. R^2 : 0.32

Regression/Nostalgia Emotion-> experiential value

Table 22. Regression analysis, mediating effect of nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Nostalgia Emotion | .338 | .041 | .507 | 8.25 | .000 |

- a. Dependent Variable: experientialvalue
- b. R^2 : 0.25

Nostalgia Emotion -> Willingness to Pay More

Table 23. Regression analysis, mediating effect of nostalgia emotion over willingness to pay more

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Nostalgia Emotion | .456 | .061 | .472 | 7.50 | .000 |

- a. Dependent Variable: willingness to pay more
b. R^2 : 0.22

11.1.10 Nostalgia Emotion+ Experiential Value -> Willingness to Pay More

Table 28. Regression analysis, mediating effect of nostalgia emotion and experiential value over willingness to pay more

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Nostalgia Emotion | .281 | .066 | .291 | 4.24 | .000 |
| Experiential Value | .516 | .099 | .356 | 5.19 | .000 |

- a. Dependent Variable: willingness to pay more
b. R^2 : 0.31

To test the hypothesized mediating effect of EV on relationship between NE and return patronage (RP), three successive regression analyses were conducted for NE and RP that related significantly to EV (Baron, Kenney, 1986). First, I assessed the mediating effect of EV on the relationship between NE and RP: (1) As it is shown in Table 24 NE was significantly related to EV ($t= 8.25, p < .000$); (2) As shown in Table 25 NE was significantly related to RP ($t= 9.29, p < .000$); (3) as shown in Table 26 when EV was introduced into the relationship, NE remained significant but with a smaller effect size ($t= 4.54, p < .000$), revealing a partial mediation effect. Thus, hypothesis 5 is partially supported.

Nostalgia Emotion-> Experiential value

Table 24. Regression analysis, mediating effect of nostalgia emotion over experiential value

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| Nostalgia Emotion | .338 | .041 | .507 | 8.25 | .000 |

c. Dependent Variable: experiential value

d. R^2 : 0.25

Nostalgia Emotion -> Return Patronage

Table 25. Regression analysis, mediating effect of nostalgia emotion over return patronage

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------------|-----------------------------|------------|---------------------------|------|------|
| | B | Std. Error | Beta | | |
| 1 Nostalgia Emotion | .438 | .047 | .552 | 9.29 | .000 |

a. Dependent Variable: returnpatronage

b. R^2 : 0.30

11.1.11 Nostalgia Emotion+ Experiential Value -> Return Patronage

Table 26. Regression analysis, mediating effect of nostalgia emotion and experiential value over return patronage

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| nostalgia_emotion | .194 | .043 | .245 | 4.54 | .000 |
| experiential_value | .720 | .064 | .605 | 11.22 | .000 |

a. Dependent Variable: returnpatronage

b. R^2 : 0.57

11.2 Summary Table for Hypothesis

Table 32. Summary Table for Hypothesis

| Hypothesis | Hypothesized Relationship | t-values | Result |
|------------|--|----------|---------------------|
| H1a | The positive effect of Food Aspects on Nostalgia Emotion | 10.31 | Supported |
| H1b | The positive effect of Service Aspects on Nostalgia Emotion | 5.81 | Supported |
| H1c | The positive effect of Tangible Aspects on Nostalgia Emotion | 7.92 | Supported |
| H1d | The positive effect of Location Aspects on Nostalgia Emotion | 9.36 | Supported |
| H2a | Nostalgia Emotion Mediates the relationship between Food Aspects and Experiential Value | 2.27 | Partially Supported |
| H2b | Nostalgia Emotion Mediates the relationship between Service Aspects and Experiential Value | 7.45 | Partially Supported |
| H2c | Nostalgia Emotion Mediates the relationship between Tangible Aspects and Experiential Value | 8.81 | Partially Supported |
| H2d | Nostalgia Emotion Mediates the relationship between Location Aspects and Experiential Value | 4.47 | Partially Supported |
| H3 | Nostalgia Proneness moderates the relationship between Nostalgia emotion and Experiential Value | -2.992 | Rejected |
| H4 | Experiential Value mediates the relationship between Nostalgia Emotion and Willingness to pay more | 4.24 | Partially Supported |
| H5 | Experiential Value mediates the relationship between Nostalgia Emotion and Return Patronage | 4.54 | Partially Supported |

12. IMPLICATIONS AND CONCLUSION

12.1 Discussions and Suggestions

Growing interest and swift to the retro marketing in today's society due to global consumption culture, has lead the consumer's interaction to the nostalgia themed restaurants. Concomitantly, the academic research has also showed an increase in this field of hospitality literature particularly the ones that are concentrated on consumer satisfaction, consumer loyalty, consumer intentions and willingness to pay more. This research examines the favorable results of the subject to pave the way for more elaborate national and international studies.

Conducted studies showed that Nostalgia is a highly elaborate and an emotional element. Therefore, when the subject is nostalgia themed restaurant many other components are also involved and makes it even more difficult to explain. For that reason, in order to explain the intricacies of nostalgia themed restaurant requires an in depth analysis of emotions and psychology. It is highly amenable to the atmospheric features of the restaurant environment, demographic factors, and lifestyles but mostly to the national culture. The ongoing food wars between Greece and Turkey can be given as a good example to clarify the statement. Both countries make claims about the origins of the shared foods like gyro, stuffed mussels, feta etc. as no concessions were underlined.

From this point of view, this study aims to provide a road map for restaurateurs, culinary academicians and marketers by considering the positive and negative reactions of restaurant guests when they are imposed to nostalgic stimulus during their dining experience.

This study identifies the interpretation of the nostalgia themed restaurant customers that live in Istanbul. The observation of nostalgia proneness and evaluating the contribution of restaurant atmospherics to enlighten the understanding of nostalgia themed restaurants is the main purpose of this study. When the hospitality literature in Turkey is scrutinized it is understood that there is not a single existing study that concentrates on the final behavioral intentions of nostalgia themed restaurant customers. Likewise, the number of the international studies in this specific field of hospitality literature is still very limited.

For this reason besides filling the gaps, this thesis will also open the way of more elaborate studies.

Nostalgia prone customers are more inclined to experience nostalgic stimulus. The analyzed survey results showed that the 74, 87% of the participants were between the ages of 16-38. Although the maximum age of the participants is not considered elderly, their tendency towards to nostalgia proneness was higher than expected. Especially when they were asked questions about their childhood they showed more than 70% indication of longing. Seeing that the age is not an obstructing factor for experiencing nostalgia proneness, it can be counted as an encouraging result. Therefore it means that the inclination of nostalgia can be created within any age group with successful marketing. The other conspicuous contribution was coming from the content of the nostalgia proneness questions. They were mostly related with personal compartments (i.e., I frequently think about my childhood). The high level participation of selfhood is a promising start for the creation of customer satisfaction and loyalty. The most important outcome of this data is the importance of furnishing nostalgia evoking factors with personal components in order to obtain desired outcome.

The statistical evaluation of the results that was collected for this dissertation, demolished all the startup idea (The nostalgia prone people are more impressed by nostalgia themed restaurants compared to the ones who don't have nostalgia proneness) and revealed the fact that they are more selective so they don't satisfy with the theme easily. This founding was never discussed before in the hospitality literature. I firmly believe that many marketers and scholars may benefit from the consequences of bringing this outcome to the light.

It is believed that when an entrepreneur opening up a themed restaurant, the most important target audience are strict fans of the theme itself. For instance, nostalgia prone individuals for a nostalgia themed restaurant such as hippies from a 1950's going to a psychedelic themed restaurant. However, this study showed me that the strict fans or the prone individuals have exaggerated expectations. As a result, to make them feel satisfied is not that easy especially when it's compared to the people who have normal likes or dislikes. For example: In 1980, John Lennon was murdered

by his fan Mark Chapman, who said in an interview “ I thought that by killing him, I would acquire his fame.”

By taking this perspective into consideration, it indicates that before opening up a restaurant, the market investigation shouldn't be based on fans who are obsessed giving bias information. The motivation of ordinary individuals will result in better assumption about general likes, dislikes and expectations. Also the hospitality or marketing scholars may obtain better results from focus group studies or questionnaires.

The evaluation of the survey results indicated that the customers believe in that the type of the food served within the restaurant has a great influence on evoking their nostalgia emotion. Briefly, when customers come across a food item that they used to consume during their childhood, positive memories rouse up (Nestle Wafers, 1927). This is a significant indicator to reveal the influence of food all by itself as well as being a major motivator for creating nostalgia concept. Besides being a life source, food is also consumed for its psychological impacts. Therefore people also feel satisfied when they eat some of the food items (i.e., Chocolate is good for mind, body and spirit. Also eating elderberries used as mood enhancers). For that reason, coming across food items especially the long awaited cravings associate with positive memories instead of negative ones (i.e., Seeing a warm milk with a Nutella spread French toast may evoke the intimate childhood ritual).

The service is embraced as an important trigger for evoking the nostalgia emotion. Three questions were addressed to the participants in order to evaluate the significance of the service itself. The evaluation of survey results indicated that this assumption is supported. Therefore the contribution of the participants were above 80% by fielding the questions either with 'agree' or 'strongly agree' choice. The only divergence is observed when they were asked if they feel nostalgia prone with the supportive and helpful attitude of the service staff. Actually the results were not that discouraging but there was a sharp decrease from 80 % commitment to 60%. This consequence makes it more reasonable to discuss the helpful attitude of the service staff within another topic, not under the frame of restaurant atmospherics.

The scholars agreed on the important influence of tangibles during the process of evoking nostalgia emotions. Therefore the collected survey results supported that assertion one more time. With 90% trust, they propound that it is a moral certainty to evoke stronger nostalgia emotions if the restaurant is also tangibly supported. Starting from the beginning of this study, it is assuredly stated that the tangibles are highly personal components. However, the participant clashed over with that idea. On the third question they were asked if it's important to find something from oneself for arousing the nostalgia emotion. The responses were still corresponding but with a little decrease on the overall percentage. At this point, it is believed that the disagreement may possibly be arising from the unreliability of the question itself. Everybody has a different personal nostalgia and it's impossible for a restaurant to embody limitless personal expectations. For that reason, participants may ask if they feel nostalgia when they are exposed to stimuli that are indigenous to shared culture (i.e., paintings of paper marbling on the restaurant walls).

As it was stated earlier the location aspects are not usually debated within the context of restaurant atmospherics. However, the results of the present research supported the idea that the location should be utilized as a significant component of restaurant atmospherics. For example, it would not be a smart idea to open a Techno dance club in the heartland of Blues in Memphis, Tennessee. The customers should be attracted with the nostalgia emotion as soon as they walk in the neighborhood. The initially reinvigorated feeling of nostalgia will result in better contentment about the nostalgic features of restaurant itself.

Especially when it is compared to the Americans, it is believed that the Turkish people are more inclined to eat at home rather than dining at a restaurant. They mostly eat out when there is something special like the celebrations, meetings or gatherings. However, the collected data is contradicted with this assertion. The majority of the participants were from Generation Y in other words, the Millennials. They affirmatively replied the question of 'do you frequently eat outside?' The 99.44% of supportive approach is a reliable evidence that the Turkish restaurant industry will develop much faster than before in the following years. During this development process people will embark on a quest of finding new concepts with familiar tastes. At this point, the different restaurant themes such nostalgia themed restaurant will stand out and will make an impact amongst the culinary community. If concepts are being successfully operated, the customer

satisfaction and loyalty will be achieved. Consensus is universal; the satisfied customers will most likely return and does not behave timidly about paying more.

When people choose to visit a themed restaurant, they do it with a specific intention- in this case it is experiencing the nostalgia emotion. The experiential value comprises everything that is related to tangible and intangible dining requirements of the customers. Therefore, without offering a satisfying experiential value loyalty and willingness to pay more intentions cannot be expected. The results of this research shows that the participants who are satisfied with time that they are spending within the restaurant of their choice, show more loyalty and tend to pay more for nostalgia themed restaurants

When willingness to pay more intentions are discussed, abstaining attitude of the customer made its presence felt. Therefore, the willingness to pay more intentions were still higher than expected with 60% percent average. On general, people to pay extra money to some specific brands such Louis Vuitton, Prada or Armani. Since they perceive these brands as a tool to reflect their personality and feeling of privilege even hearing the sales campaigns makes them feel disappointed. But the same assumption cannot be made about fast-moving consumer goods or restaurants unless they are not recognized worldwide. Therefore 60% of willingness to pay intention can be considered as an encouraging outcome. At this point, most important effort falls into marketers. Making the customers feel like they get something so exclusive may increase the willingness to pay more inclinations of the customers.

12.2 Limitations

This study is restricted with the Internet users from Istanbul. 74 % of the participants were between the ages of 16 to 38. Therefore the age range between 39 to 66 were under represented. Since nostalgia concept is highly relevant to experience. Every new day brings new experiences that enriches individuals' past memories, this particular age range may be more prone to nostalgic emotions. This makes it inevitable to make new studies with elder participants for the clarification of effects of nostalgia on WPM and RP factors.

The results of this study will provide a better understanding of associational bounding of restaurant atmospherics with the nostalgia factor in future studies. From this point of view,

the effects of nostalgic emotion can be observed better if the studies can be applied to elder participants with different backgrounds. In the same vein, constitution of different restaurant groups can be beneficial. For example in small cities the feeling of belonging, appropriation and collective beliefs preponderate. As a result of this when the nostalgic components are used with the association of supportive restaurant atmospherics, better WPM and RP practices can be observed- conserving attitude of Gaziantep citizens when the subject is their Baklava, in the same manner relationship between Berlin citizens and Berliner.

When the participants were asked to choose a nostalgia themed restaurant, Tarihi Sultan Ahmet restaurant outdistanced the other fourteen opponents. The 21% of the participants indicated that this restaurant is the only place that evokes nostalgia feeling. However, Tarihi Sultan Ahmet Köftecisi turned into a franchise restaurant chain in the last decade. This fact brought me into doubt about they conceived the ones that reside in almost every shopping mall or the original store. Future studies should take this fact into consideration when they compile restaurant list.

In addition to that, the multiple choice restaurant list will to be constituted with the consideration of gathering the oldest restaurants of Istanbul. But besides being old, it is difficult to claim that those restaurants are the most visited ones. There is no doubt that the great majority of the people know the names of these restaurants by heart, yet it is not enough to generate a personal belonging. To avoid this problem, following studies may refrain from utilizing a restaurant list. Instead the participants should be encouraged to think about a restaurant that they feel most intimate. On the other hand, further studies can also be applied through the Internet in other countries. Singapore and China can be a good destination to start where they have already potential studies about the nostalgia themed restaurants integrated with restaurant atmospherics.

Another suggestion can be the implementation of focus group studies with a congener questionnaire within the baby boomer generation (between the ages ranging from 51- 68). So that there are closer interactions, influences of shared past and the effects of nostalgia in restaurant industry can then be better understood.

Finally, this questionnaire is transmitted to participants at four stages. First two applications were through a pilot survey. In the first one, 97 participants took part in the survey and in the second one 83 participant played a significant role for finalization of the intended questionnaire. The third survey assessed with the utilizable answers of 180 participants. Still, the factor analyses results did not produced the desired factor solutions. To overcome this problem, another round of study was conducted on item wordings and several interviews were conducted on item wordings and several interviews were conducted with prior respondents. In order to achieve a more robust factor solution, the survey was conveyed to another group of 199. However the still the items did not load as expected. It seems that a restaurant atmospherics scale should be developed for Turkish context.

12.3 Conclusion

The affect of nostalgia on the assessment of return patronage, willingness and intentions to pay more of a restaurant guest was examined in this study. Restaurants are retail places where individuals decide to establish a mutual relation with free will and as a result become loyal or demonstrate the willingness and intentions to pay more, so that the relation between nostalgia and final commitment was studied in detail with a field research in the department of Marketing Communication at Istanbul Bilgi University. Nostalgia proneness was highly regarded during this study. To question the effect of atmospherics over nostalgia emotion on assessment in restaurant customer behaviors, statistical analyses were also implied.

Consequently, research focusing on the relationship between nostalgia and thematic restaurants has swiftly becoming popular therefore the existing academic studies on the gastronomy literature on nostalgia themed restaurants and its effects on customers final behaviors is fairly in sufficient and fragmented. The compatible body of literature entrammels an extensive structure that thoroughly clarifies and foresees customer's proneness about nostalgia and their final behavioral disposition.

This master's thesis contributes to three significant line of vision within the relevant literature. First, location should be considered within the restaurant atmospherics, which is also influential for determining the final nostalgia tendency of the customers. Secondly,

senility is not the provision of nostalgia motivation. Younger individuals can also appreciate nostalgia and can act upon it desirably with a successful marketing. Third and final, the nostalgia emotion under the thumb of nostalgia proneness has a positive effect on the final experiential values of the customer.

These three pedestals have been placed at the heart of this study as a rewarding suggestion. This study has also constituted predictive functions for generating nostalgia emotion and combining them together with restaurant as a new concept, which in turn are found to be important predictors for future success of the restaurant.

Based on these findings, the essence of success in today's restaurant business is to accept that the customers expect to be treated individually and as they step into the restaurant they want to find and feel constituents related to themselves. However it is worth mentioning every fascinating aspect and at the same time is not toilsome and that can only be implemented by the utilization of psychological considerations. Such as delivering something that fits communities prevalent value judgments both in ways of emotional and behavioral way.

This study discloses even though the sample group consists of young people carefully managed atmospherics can provide tendency and loyalty towards to nostalgia themed restaurants.

Marketing the nostalgia in a restaurant environment is unlikely to become completely recognized, as a research area until its theoretical structure is sturdy. On this basis, this thesis and asserted interpretations of its consequences aim to make a contribution to this theoretical framework of hospitality literature and also pave the way for prospective studies by providing insights to restaurateurs that would ease their quest of comprehending the behavior of restaurant customers.

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Seminars

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Girişken (2014) : MCOM 504 Neuromarketing, Istanbul Bilgi University

14. APPENDICES

Appendix A

Sayın Katılımcı, İstanbul Bilgi Üniversitesi, Markaokulu bünyesinde gerçekleştirilen bir araştırmanın parçası olan bu anket, kapsamında restoran sektöründe nostaljik duyguların nasıl yaratıldığını ve bu nostaljik duyguların Türkiye bağlamında restoranlara ne tür faydaları olduğunu açığa çıkarmayı amaçlamaktadır. Paylaşacağınız bilgiler sadece bu akademik çalışma kapsamında kullanılacak ve başka kişi, kurum veya kuruluşlarla hiçbir şekilde paylaşılmayacaktır. Desteğiniz için teşekkür ederim.

1. Bu bölümdeki sorular nostalji duygusuna olan yatkınlığınızı ölçmeyi amaçlamaktadır. Lütfen soruları aşağıdaki ölçeği kullanarak yanıtlayınız.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|------------|-------------|------------------------|
| Sıklıkla çocukluğuma dair anılarımı düşünürüm. | | | | | |
| Eski güzel günleri özleyorum. | | | | | |
| Mazisi olan yerler ve kişiler benim için önem taşır. | | | | | |
| Çocukluğumdan beri hayatımda olan gıdaları tüketmekten keyif alırım. | | | | | |
| Üzgün hissettiğim zamanlarda, geçmişi düşünür ve mutsuzluğumdan arınırım | | | | | |
| Eskiye dair olumsuz anılardan sonra olumlu olanları hatırlamaya eğilimliyimdir. | | | | | |
| Eski anılarımdan bahsetmek beni mutlu eder. | | | | | |

2. Dışarıda yemek yer misiniz?

| | |
|-------|--|
| Evet | |
| Hayır | |

3. Aşağıdaki uzun yıllardır hizmet vermekte olan restoranlar arasında en sık gittiğiniz bir restoranı seçiniz.

| | |
|---|--|
| Hacı Abdullah (1888) | |
| Develi Restoran (1921) | |
| Tarihi Sultan Ahmet Köftecisi (1920) | |
| Tarihi Karaköy Balıkçısı Griffin (1923) | |
| Beyti Restaurant (1945) | |
| Kanaat Lokantası (1933) | |
| Kadıköy Yahyalı Fehmi Lokantası (1919) | |

| | |
|-----------------------------|--|
| Beyoğlu Saray (1949) | |
| Boğaziçi Borsa (1950) | |
| Filibe Köftecisi (1893) | |
| Hacı Abdullah (1888) | |
| Hünkar (1950) | |
| Baylan (1923) | |
| Cumhuriyet Meyhanesi (1923) | |
| Diğer | |

Bir önceki soruda diğer şikkını işaretlediyseniz lütfen şehir ve restoran adı belirtiniz.

4. Yukarıda seçmiş olduğunuz restorana en son gittiğiniz zamanı ve yediğiniz yemeği hatırlayınız. Bu restoranda yaratılmaya çalışılan ambiyansı (temayı) bir kaç kelime ile tasfir etmeye çalışınız.

5. Please indicate the extent to which you agree with the statement below about the foods of the restaurant you picked.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|------------|-------------|------------------------|
| Bu restorandaki yemekler çocukluğumda tükettiğim yemekler demektir.. | | | | | |
| Bu restorandaki yemekler güzel anılarımı canlandırır. | | | | | |
| Bu restorandaki yemekler bana ailem ve arkadaşlarımla geçirdiğim keyifli zamanları hatırlatan nostaljik yemeklerdir | | | | | |

6. Yukarıda seçmiş olduğunuz restorandaki servis şekli ile ilgili aşağıdaki ifadelere katılma derecenizi bildiriniz.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|--|-------------------------|--------------|------------|-------------|------------------------|
| Bu restoranın servis şekli temasına uygundur (a la carte, table d'hote, self servis, ocakbaşı gibi). | | | | | |
| Bu restoranın personeli temasına uygun üniforma/ kıyafet giyer. | | | | | |
| Bu restoranın personelinin misafire yardımcı olma eğilimi yüksektir. | | | | | |

7. Yukarıda seçmiş olduğunuz restoranın ambiyansını oluşturan somut kavramlar ile ilgili aşağıdaki ifadelere katılma derecenizi bildiriniz.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|--|-------------------------|--------------|------------|-------------|------------------------|
| Bu restoranın iç ve dış dekorasyon kullanımı teması ile uyumludur. | | | | | |
| Bu restoranda çalan müzikler teması ile uyumludur. | | | | | |
| Müşterilerin bu restorana adım attıkları andan itibaren kendilerine dair bir şeyler bulabilirler | | | | | |

8. Yukarıda seçmiş olduğunuz restoranın fiziksel konumu ile ilgili aşağıdaki ifadelere katılma derecenizi bildiriniz.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|------------|-------------|------------------------|
| Bu restoranın bulunduğu yöre her yönüyle arzu edilen temayı destekler (Eminönü balık ekmek, Beyoğlu Cumhuriyet Meyhanesi). | | | | | |
| Bu restoranın bulunduğu yörenin fiziksel ambiyansı arzu edilen temayı destekler (çocukluğumun geçtiği sokak, üniversite kampüsümün bulunduğu bölge vb). | | | | | |
| Bu restoranın bulunduğu yörenin sosyal ambiyansı arzu edilen temayı destekler. | | | | | |

9. Seçmiş olduğunuz restoranda yaşadığınız deneyimleri düşünerek 9,10,11 ve 12. sorulara yanıt veriniz.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|------------|-------------|------------------------|
| Bu restoranı ziyaret ettiğim zaman, yalın hayatın dinginliğini hissederim. | | | | | |
| Bu restoranı ziyaret ettiğim zaman, içsel bir keşfe çıkarırım. | | | | | |
| Bu restoranı ziyaret ettiğim zaman, çocukluğumu tekrar gözden geçiririm. | | | | | |
| Bu restoranı ziyaret ettiğim zaman, eskiye dair çağrışımlar yaşarım. | | | | | |
| Bu restoranı ziyaret ettiğim zaman, geçmiş zamandaki anılarım canlanır. | | | | | |
| Bu restoranı ziyaret ettiğim zaman, eskiden herşeyin daha iyi olduğunu hissederim | | | | | |
| Bu restoranı ziyaret ettiğim zaman, zamanın değiştiğini hissederim | | | | | |

10. Deneysel deęerler dikkate alındığında,

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|--|-------------------------|--------------|------------|-------------|------------------------|
| Genel olarak bu restoranın atmosferi başarılıdır. | | | | | |
| Genel olarak bu restoranın dekorasyonu başarılıdır | | | | | |
| Genel olarak bu restoranda geçirdiğim zamandan haz alırım. | | | | | |
| Genel olarak bu restoran hijyenik bir restorandır. | | | | | |
| Genel olarak bu restoranda ödediğim paranın karşılığını alırım | | | | | |

11. Lütfen bu bölümdeki soruları aşağıdaki ölçeęi kullanarak yanıtlayınız.

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|------------|-------------|------------------------|
| İnsanlar genellikle bu tarz bir restoranı tercih ederler. | | | | | |
| Bu tarz bir restoranda yemek yemek için normal bir restorana kıyasla daha fazla bir tutar ödemeyi kabul edebilirim. | | | | | |
| Genel olarak insanlar da bu tarz bir restorana daha fazla para ödemeyi göze alırlar. | | | | | |

12. Lütfen bu bölümdeki soruları aşağıdaki ölçeęi kullanarak yanıtlayınız

| | Kesinlikle Katılmıyorum | Katılmıyorum | Kararsızım | Katılıyorum | Kesinlikle Katılıyorum |
|--|-------------------------|--------------|------------|-------------|------------------------|
| Bu restorandaki tecrübelerime dayanarak buraya daha sıklıkla geleceęimi söyleyebilirim. | | | | | |
| Bu restorandaki tecrübelerime dayanarak bu restoranı başkalarına tavsiye ederim. | | | | | |
| Bu restorandaki tecrübelerime dayanarak, restorana gitmek istediğimde ilk tercihimin bu restorandan yana olacağını söyleyebilirim. | | | | | |

15. Cinsiyetiniz nedir?

| | |
|-------|--|
| Kadın | |
| Erkek | |

16. Medeni durumunuz nedir?

| | |
|------|--|
| Evli | |
|------|--|

| | |
|----------|--|
| Bekar | |
| Dul | |
| Boşanmış | |

17. Yaşınız nedir?

18. En son mezun olduğunuz okul?

| | |
|---------------|--|
| İlkokul | |
| Ortaokul | |
| Lise | |
| Üniversite | |
| Yüksek Lisans | |
| Doktora | |

19. Aylık geliriniz nedir?

| | |
|----------------|--|
| <2000 tl | |
| 2000-5000 tl | |
| 5000-10000 tl | |
| 10000-15000 tl | |
| >15000 tl | |

20. Çalışma durumunuz nedir?

| | |
|--|--|
| Kamuda ücretli çalışıyor | |
| Akademisyen | |
| Özel sektörde ücretli çalışıyor | |
| Kendi hesabına çalışıyor | |
| İşsiz / iş arıyor | |
| Ev Hanımı | |
| Emekli | |
| Öğrenci | |
| Yaşlılık ve engeli sebebi ile çalışmıyor | |
| Diğer | |

Appendix B

Dear participants, this questionnaire is part of a conducted study at Istanbul Bilgi University, Markaokulu. This questionnaire aims to reveal the creation of nostalgic feelings in the restaurant industry and benefit from those feelings within the context of Turkey. The information in this study will remain confidential and the responses will not be shared in any way with the academic institutions, organizations and or participants. Thank you for your support.

1. The questions in this section is intended to measure your tendency to the nostalgia.

Please answer the questions by using the following scale.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| I constantly think about my childhood. | | | | | |
| I miss good old days. | | | | | |
| Commemorative places and people are important to me | | | | | |
| Old radio programmes and television shows were better when they are compared to the new ones. | | | | | |
| I enjoy eating the foods that has been in my life since my childhood. | | | | | |
| Looking through old photographs fills me with joy. | | | | | |
| Whenever I feel down I comfort myself with past memories | | | | | |
| I am inclined to remember the positive past memories rather than the negative ones. | | | | | |
| To speak of my past memories makes me happy. | | | | | |

2. Do you eat outside?

| | |
|-----|--|
| Yes | |
| No | |

3. Please pick up one of the long lasting restaurants below that you prefer to go to

| | |
|---|--|
| Hacı Abdullah (1888) | |
| Develi Restoran (1921) | |
| Tarihi Sultan Ahmet Köftecisi (1920) | |
| Tarihi Karaköy Balıkçısı Griffin (1923) | |
| Beyti Restaurant (1945) | |
| Kanaat Lokantası (1933) | |
| Kadıköy Yahyalı Fehmi Lokantası (1919) | |
| Beyoğlu Saray (1949) | |

| | |
|-----------------------------|--|
| Boğaziçi Borsa (1950) | |
| Filibe Köftecisi (1893) | |
| Hacı Abdullah (1888) | |
| Hünkar (1950) | |
| Baylan (1923) | |
| Cumhuriyet Meyhanesi (1923) | |
| Other | |

If you answered the previous question as others please indicate the name and city of the restaurant that you prefer to go.

4. Remember the last time you have visited the restaurant that you have chosen above. Please write down the names and describe the dishes that you can recall from the restaurant's menu in few words.

5. Please indicate the extent to which you agree with the statement below about how does the meals served in the restaurant you picked arouses the nostalgia feelings.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| The foods in this restaurant reminds me the ones that I ate when I was a kid. | | | | | |
| The foods of this restaurant bring back past memories. | | | | | |
| The foods in this restaurant are the nostalgic ones reminding me of the good past memories that I have shared with family and friends. | | | | | |

6. Please indicate the extent to which you agree with the statement below about how does the service in the restaurant you picked arouses the nostalgia feelings.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| The service style in this restaurant is compatible with its theme. | | | | | |
| The uniform of the personnel is compatible with the theme of this restaurant. | | | | | |
| The personnel of this restaurant has integrity for the best service and happiness of the clientele. | | | | | |

7. Please indicate the extent to which you agree with the statement below about how does the tangibles in the restaurant you picked arouses the nostalgia feelings.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| The utilization of interior and exterior decoration is compatible with the theme. | | | | | |
| The use of the music is compatible with the theme. | | | | | |
| As soon as the customers step into the restaurant they find something that reminds them of personal experiences. | | | | | |

8. Please indicate the extent to which you agree with the statement below about how does the location in the restaurant you picked arouses the nostalgia feelings.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| The location of this restaurant supports its covetable theme (Fish and bread at Eminönü, Cumhuriyet Meyhanesi at Beyoğlu). | | | | | |
| The physical ambience of this restaurant's location supports its covetable theme (The neighborhood of which you grew up, the distinct of the university campus). | | | | | |
| The social ambience of this restaurant's location supports the covetable theme. | | | | | |

9. Now, please think about the restaurant that you picked at 7th question and consideringly answer the 9th, 10th, 11th and 12th questions.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| When I dine in at the nostalgic-themed restaurant, I feel the serenity of simple life. | | | | | |
| When I dine in at the nostalgic-themed restaurant, I feel searching for some feeling within me. | | | | | |
| When I dine in at the nostalgic-themed restaurant, I feel revisiting my childhood | | | | | |
| When I dine in at the nostalgic-themed restaurant, I feel the memories in the life of past era | | | | | |
| When I dine in at he nostalgic-themed restaurant, I remember something from past | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| When I dine in at he nostalgic-themed restaurant, I feel the past is better. | | | | | |
| When I dine in at he nostalgic-themed restaurant, I feel the changing of the time. | | | | | |

10. Considering the experiential values,

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| After my dining experience, I think the restaurant's overall environment was successful. | | | | | |
| After my dining experience, I think the restaurant's style of design was successful. | | | | | |
| After my dining experience, I think the restaurant's enjoyment was successful. | | | | | |
| After my dining experience, I think the restaurant's enjoyment was successful. | | | | | |
| After my dining experience, I think the restaurant was good value of money. | | | | | |

11. Please answer the questions in this section using the following scale.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| People in general should purchase '...' products | | | | | |
| I should be willing to pay more '...' products. | | | | | |
| People in general should be willing to pay more for '...' products. | | | | | |

12. Please answer the questions in this section using the following scale.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| After my dining experience, I think I will revisit more often. | | | | | |
| After my dining experience, I think I will recommend others to come | | | | | |
| After my dining experience, I think I will make it my first choice | | | | | |

13. What is your gender?

| | |
|--------|--|
| Female | |
| Male | |

14. What is your marital status?

| | |
|----------|--|
| Married | |
| Single | |
| Widow | |
| Divorced | |

15. Please indicate your age?

16. Please indicate which of the following bands your highest level of education?

| | |
|----------------|--|
| Primary School | |
| Middle School | |
| High School | |
| Undergraduate | |
| Graduate | |
| PhD | |

17. Please indicate which of the following bands your total monthly personal income falls into?

| | |
|----------------|--|
| <2000 tl | |
| 2000-5000 tl | |
| 5000-10000 tl | |
| 10000-15000 tl | |
| >15000 tl | |

18. Please indicate your occupation

| | |
|---------------------------------|--|
| Public workers | |
| Academics | |
| Private sector personnel | |
| Freelancers | |
| Unemployed or looking for a job | |
| Housewives | |
| Retirees | |
| Students | |
| Others | |

Appendix C:

The subject of my master thesis is exploring the role of nostalgia in the restaurant experience as well as the customer satisfaction and return patronage. Since I've decided to use the quantitative research method in my study, I've made an extra qualitative study with Dilistan Shipman to empower my contentation. Mrs. Shipman is 50 years old, with a marketing PhD. She is the head coordinator of Culinary Arts Department, at Istanbul Bilgi University. Besides that, she works as an owner manager at Delicco Smoked Salmon Company. I've interviewed with Mrs. Shipman at my office in Krek building on 19.11.14 around 17:00 p.m.

I have chosen Mrs. Shipman because she is old enough to have a nostalgic bonding towards objects and atmospherics. Furthermore she has thirty years of experience and still works in the restaurant industry. Since she has a PhD. degree at marketing, she knows the expectations of restaurant guests very well. She follows and applies new trends in the restaurants that she has worked and closely observes the guest reactions towards them.

I arranged the appointment with her two days prior to our meeting and she has agreed for our conversation to be recorded.

PART I: Below are the questions that were asked during the interview.

1. When you go to a restaurant as a customer, what do you want to experience, in other words what are your expectations?
2. When people come to the restaurant that you work for, what do you want you them to experience?
3. What makes a restaurant successful?
4. Do you think that choosing a theme and running your restaurant around that theme brings success to the restaurant?
5. If you had a chance to open up your own restaurant, would you like to shape it around a specific theme? If yes, what would that theme be?
6. What is nostalgia?
7. Does nostalgia evokes positive or negative feelings on you?

8. Do you think, deciding on your target customer and communicating with them via the things of which are indigenous to their generation is a smart model to apply in the restaurant industry?
 - If you decide to address generation Y, do you think that would obstruct your other potential customers like baby boomers, generation X or generation Z?
 - Do you think there is a nostalgic theme restaurant model, which embrace all generations?
9. Do you think, the nostalgic components of a restaurant effects to the customer's return patronage?
 - Why?
 - For how long?

PART II: Quotations and Abstract of the interview

The evaluation of the research results is done by interpreting the answers of Mrs. Shipman who was asked thirteen questions during the fifty-two minutes of interview.

Question 1: When you go to a restaurant as a customer, what do you want to experience, in other words what are your expectations?

-Mrs. Shipman: I guess the most important thing is the effective communication. There is no doubt that, a sincere communication makes everything more attractive and more likeable. For example: Think of a modest restaurant. Normally people go there just for the sincere sharing not for the food or anything else.

On the other hand, the atmosphere is also very important and what I mean by atmosphere is the music, compliance of the colors inside the restaurant, interior design, warm greeting by the personnel, flavor of your dish, mannerism of the waiters, as well as the other staff, hygiene of the restaurant, harmony of guests.

Succinctly, every single restaurant experience is a journey for me. As I enter the door, I want feel that I am special.

Question 2: When people come to the restaurant that you work for, what do you want you them to experience?

- **Mrs. Shipman:** Every single guest should be observed separately. The restaurant personnel should be able to read the feelings of the guest and reach them professionally. Let's say that you are greeting a guest that is upset, it wouldn't be proper to raise an exaggerated laugh. By doing so, it certainly will not make your guest happy contrariwise it will definitely irritate your guest while you're expecting a sincere smile.

Question 3: What makes a restaurant successful?

- **Mrs. Shipman:** Standardization should be the core principle of the restaurant. In order to maintain a long-term relationship every single guest should receive a standard service. Guests arrive with a set of expectations, as a restaurateur, if you don't fulfill their, expectations they will not come back. Other than the service quality, the taste of the food should be standardized as well. Including the plate presentations. You just cannot say that the chef made the soup a little bit spicier today although it is not written on the menu.

Furthermore, as I mentioned previously, atmosphere related issues are so critical. But of course, financial and marketing knowledge (including social media) of the managers, the professional knowledge of the staff, demographic factors (like age, gender, income, ethnic background, location etc.), communication skills, ability of using body language are also very important to make a restaurant business successful.

Question 4: Do you think that choosing a theme and running your restaurant around that theme brings success to the restaurant?

- **Mrs. Shipman:** Harmony is the most important thing. And what I mean by harmony is the synergy of the food and the atmosphere itself. If the balance between these two components is estimated correctly, the theme restaurant can be successful. But still, restaurant business is very risky. Because people can be easily bored of thematic concepts. For example I wouldn't like to greet a crocodile every time I go out (Laughs and refers to rainforest café - London) But besides the exaggerated examples of thematic restaurant

concepts, there are some unique examples which touches the heart of the guests and creates 'It's me effect' at the first sight. People feel belonging and that feeling creates long-term relationship.

But still, I would not personally take that risk; theme restaurants are too restrictive for me. i.e; Hard Rock café, although I like their American Burgers a lot, I don't like to go there because I am not a big fan of rock music.

Question 5: If you had a chance to open up your own restaurant, would you like to shape it around a specific theme? If yes, what would that theme be?

- **Mrs. Shipman:** No I would not like to shape my restaurant around a specific theme. I would like to welcome everyone with a good understanding of full service and tasty foods.

Question 6: What is nostalgia?

- **Mrs. Shipman:** (Smiles and takes a deep breath) Nostalgia is the combination of many good things that've been doing in past. Now I remember all of them with a big smile on my face without an exception. i.e; Like cassette and pencil or the sound of Commodore 64.

Question 7: Does nostalgia evokes positive or negative feelings on you?

- **Mrs. Shipman:** Nostalgia always evokes positive feelings on me. Of course everybody has good and bad memories in the past. But the word of nostalgia always reminds me the good ones. For example recently I had experienced something related to that. When I was a child there was a marshmallow brand called Eti Puf. By the way I have always hated the taste of Eti Puf marshmallow but I do not know how come, I remember every single detail of its shape, types (strawberry, vanilla, and cocoa), packaging and even more its sharp smell by heart. Anyways, couple of weeks ago I was invited to a cocktail tasting. As I tried one of the cocktails, everything stopped for a second and my childhood came back with all my memories. Because the cocktail smelled just like Eti Puf to me.

Question 8: Do you think, deciding on your target customer and communicating with them via the things which are indigenous to their generation is a smart model to apply in the restaurant industry?

- *If you decide to address generation Y, do you think that would obstruct your other potential customers like baby boomers, generation X or generation Z?*
- *Do you think there is a nostalgic theme restaurant model which embrace all generations*

Mrs. Shipman: Deciding on your target customer and communicating with them via the things, which are indigenous to their generation confines, the potential customer. If your aim is to gather Generation Y, you automatically eliminate rest of the generations. And also I believe it's not that realistic to create a concept which embrace all generation conversely this multi integration effort will result in too much confusion. For that reason, I still believe that nostalgia can be incooperated with the restaurant model but cannot have the leading role. Service, food and beverage excellence should be the core structure of the restaurant.

Question 9: Do you think, the nostalgic components of a restaurant effects to the customer's return patronage?

- *Why?*
- *For how long?*

- **Mrs. Shipman:** Yes it effects. Decision process is emotional. For that reason, customer's emotions which were touched by nostalgia will be predominant during the decision making process. Yes the emotions of the customer is also influential.

Most frequently used words are listed below:

| | |
|-------------------------------|-----------------------------------|
| Atmosphere | (+)(+)(+)(+)(+)(+)(+)(+)(+)(+) |
| Experience/knowledge of staff | (+)(+)(+)(+)(+)(+)(+) |
| Communication Quality | (+)(+)(+)(+)(+)(+)(+)(+)(+)(+) |
| Tasty Food | (+)(+)(+)(+)(+)(+)(+)(+)(+)(+)(+) |
| Music | (+)(+)(+)(+)(+) |
| Emotional bonding | (+)(+)(+) |
| Memories | (+)(+)(+) |
| High Expectations | (+)(+)(+)(+)(+)(+) |
| Standardization | (+)(+)(+)(+) |
| Harmony | (+)(+) |
| 5 senses | (+)(+) |
| Positive Feelings | (+)(+) |
| Limitations | (+)(+)(+)(+)(+) |
| It's me effect | (+)(+) |
| Brand equity | (+) |
| Trust | (+)(+) |
| Warm greeting | (+)(+)(+)(+) |
| Colours | (+) |
| Financial factors | (+) |
| Interior design | (+) |
| Body Language | (+)(+) |
| Word of mouth | (+) |
| Marketing | (+) |
| Demographics | (+)(+)(+) |

Conclusion and Suggestions

Nowadays, the environment of the restaurant industry is getting more and more competitive. In order to be a remedy for the open sores of this sector, a successful restaurateur should always look for creative innovations other than being satisfied with the invariable principles.

Mrs. Shipman is a very esteemed and trusted professor of mine. Therefore, during my interview, I've realized that we look at the sector from totally different perspectives. She is a little timid towards new ideas. She is also wary about the idea of harming or forestalling the most powerful components of hospitality, food quality and communication. Unfortunately she is not the only one. Majority of the people in our sector, is not looking forward to welcome new ideas. That's why I believe in using nostalgia as a powerful tool to adjust into substantial bases. It is a new concept but at the same time it is something that's instilled deep within our hearts. To integrate nostalgic components to the ossified rules of hospitality will create a long term relation with the customers. While they are entertained they will also feel the feeling of belonging as well as satisfaction.

In my study I am planning to create a nostalgia-dominated atmosphere and its components. I approached this new idea by suggesting nostalgic themed restaurant. Therefore, although the word of nostalgia inevitably warms up Mrs. Shipman heart, she was undoubtedly against to the idea of creating a theme restaurant.

This study has demonstrated that I needed to integrate the nostalgic components into the restaurant concept with an alternative method other than adjusting it by changing the theme or naming it as a nostalgic themed restaurant.