COLLEGE OF POSTGRADUATE STUDIES
2022/2023 PhD Thesis Abstract

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RT: **Nostalgia Marketing Practices and Customer Brand Affinity of Selected Fast Moving Consumer Goods Firms in Lagos State, Nigeria**
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AB: In this era of multiplicity of strategies to gain customer's brand affinity, the Nigerian Fast Moving Consumer Goods (FMCG) firms have witnessed shifting customers preferences, digital disruption, cultural diversity, and price sensitive customers. The highly competitive market makes it difficult for FMCG brands to differentiate themselves and build customers affinity to their brands. Different strategic marketing options have been adopted but trivialized practicing the right strategies to capture customers' brand affinity. Despite the efforts made by the FMCG firms to ensure that marketing practices are implemented, especially using nostalgia strategies, customers' affinity towards the brands of FMCGs in Nigeria has been wavering; as it is observed that there is low repeat patronage, poor perception of the brand, as well as purchase intention and patronage. Different studies have examined the relationship between nostalgia marketing practices and consumer brand affinity, with mixed findings. This study investigated the effect of Nostalgia marketing practices on customer brand affinity of selected FMCG firms in Lagos State, Nigeria.

A survey research design was adopted. The population was 893 management level employees and product distributors across the selected firms. A sample size of 564 was determined using the Research Advisor's table. Adapted and validated questionnaire was used for data collection. Cronbach's alpha reliability coefficients for the constructs ranged from 0.78 to 0.95. A response rate of 91% was achieved. Data collected were analyzed using

descriptive and inferential (multiple and hierarchical regression) statistics at 5% level of significance.

Findings revealed that Nostalgia marketing practices had significant effect on customer brand affinity in selected fast moving consumer goods firms in Lagos State, Nigeria ($Adj.R^2$ = 0.64, $F(5, 507)$ = 179.22, $p < 0.05$). Specifically, nostalgia marketing practices had significant effect on customer repeat purchase ($Adj.R^2$ = 0.55, $F(5, 508)$ = 124.70, $p < 0.05$), customer perception ($Adj.R^2$ = 0.45, $F(5, 510)$ = 86.70, $p < 0.05$), consumer purchase intention ($Adj.R^2$ = 0.49, $F(5, 510)$ = 99.37, $p < 0.05$) and customer patronage ($Adj.R^2$ = 0.49, $F(5, 509)$ = 98.30, $p < 0.05$). The effect of Nostalgia marketing practices and customer brand affinity was significantly moderated by customer relationship management (β = 0.35, ΔR^2 = 0.26, ΔF = 3819.37, $p < 0.05$), competitive intelligence (β = 0.33, ΔR^2 = 0.25, ΔF = 3444.06, $p < 0.05$); and jointly moderated by customer relationship management and competitive intelligence (β = 0.33, ΔR^2 = 0.12, ΔF = 44.50, $p < 0.05$).

The study concluded that nostalgia marketing practices improved customer brand affinity in selected fast moving consumer goods firms in Lagos State, Nigeria. The study recommended that management of Fast Moving Consumer Goods firms should incorporate nostalgic themes, customer relationship management framework and competitive intelligence to improve customer brand affinity.

Keywords: Competitive intelligence, Customer brand affinity, Customer patronage, Customer purchase intention, Customer relationship management, Customer repeat purchase, Nostalgia marketing practices

Word Count: 447