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DEVELOPMENT AND VALIDATION OF A MULTIDIMENSIONAL SCALE FOR NOSTALGIA PRONENESS IN KUWAIT*

Keywords

*Nostalgia;
Autobiographical
Memories; Nostalgia
Proneness.*

Abstract

The researcher proposes a multidimensional scale that measures nostalgia proneness in Kuwait and shows that the existing nostalgia proneness scale, developed by Holbrook (1993), does not capture the different dimensions of the nostalgia construct that exist in Kuwait. The findings of EFA and CFA confirm the validity of the multidimensional model compared with the unidimensional model. The proposed four dimensions are: (1) personal memories, (2) antiques and history, (3) beautiful past and unattractive future, and (4) homesickness and yearning for childhood periods. This research finding has a theoretical significance for researchers who utilize nostalgic themes in their research and advertise designs in Kuwait.

Introduction

Nostalgia is commonly conceptualized as a sentimental longing for the past and is experienced by almost everyone (Boym, 2001). When people experience a longing for the past, they may become nostalgic to tangible (e.g., social groups, possessions) and/or intangible (e.g., music) stimuli (Davis, 1979). For decades, the usage of nostalgia themes in marketing activities such as advertisings and packages has increased (Stern, 1992). A number of companies have been relying on nostalgic appeals with the hope of strengthening consumers' attitudes toward their brands and enhancing the likelihood of product purchase (Elliott, 2009; White, 2002; Naughton and Vlastic, 1998). It has been shown that nostalgia has the capability to influence consumer behavior both emotionally (Bambauer-Sachse and

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Gierl, 2009; Holak and Havlena, 1998; Batcho, 1995; Davis, 1979) and cognitively (Marconi, 1996; Holbrook and Schindler, 1996; Stern, 1992). In addition, researchers have investigated nostalgia in various contexts, including self-concept (Belk, 1990; Davis, 1979), brand loyalty (Olsen, 1993), brand meaning (Brown *et al.*, 2003), literacy criticism (Stern, 1992), emotions (Holak and Havlena, 1998, 1992), and social identity (Sierra and McQuitty, 2007). These findings suggest that nostalgia is a vital topic in marketing as it influences consumers' purchasing behaviors by reviving products, packages, and even promotions that are associated with the consumers' past.

Throughout the world, nostalgic themes have been used successfully by marketers and Kuwait is no exception. For example, the National Bank of Kuwait (NBK) plays a nostalgic composition called "Hala Hala Zaina" in its advertisements during special occasions in a year. This composition is very much resilient in the minds of many local people in Kuwait. It brings back a lot of fine memories from one's childhood; a time when children collected money from their parents and relatives during special occasions such as Eid and saved the money in their NBK's camel money box. Also, Kuwait Danish Dairy's (KDD) ice cream, one of the most nostalgic products in Kuwait, brings back sweet memories from the past. When KDD changed the old ice cream names and packaging and reintroduced them as 'Blitz' in 2011, the backlash was huge. In fact, many consumers feel that the company should bring back the old names and packaging because these consumers believe that the nostalgic feelings that are associated with the product constitute a big part of their ice cream consumption experience.

Given the wide usage of nostalgia in the marketplace, it is important that researchers utilize a valid instrument to measure its influence. Although nostalgia is often conceptualized as a multidimensional construct (Muehling and Pascal, 2011), researchers to date have not come up with a valid multidimensional scale that captures the different nostalgia dimensions. Past researchers have attempted to measure nostalgia proneness by proposing a unidimensional measure of attitude toward the past or nostalgia proneness (Holbrook and Schindler, 1996; Holbrook, 1993); however, the current researcher believes that Holbrook's scale does not fully reflect on the different dimensions related to the nostalgia construct. For one thing, some researchers agree that this scale does not exactly measure nostalgia proneness (Hallegatte and Marticotte, 2014). Rather, they believe that Holbrook's scale measures the preference for things in the past. Moreover, it has been suggested in the literature that the nostalgia construct may have various

meanings and understandings in different cultures (Sprengler, 2009). What might be nostalgic in one culture may be quite different in another culture. In his book, Sprengler (2009: 1) claims that “there are too many variables at work that inform different understandings and variants of the term, ones that extend beyond disciplinary or methodological parameters and include the contextualizing forces of temporal periods, geographical regions and even smaller cultural constituencies”. Similarly, the current researcher believes that nostalgia proneness is a culture-specific concept that tabs on dimensions that belong to a specific culture. Therefore, this study demonstrates empirically that the proposed nostalgia proneness scale consists of dimensions that are specific to the Kuwaiti culture and they are distinct from the dimensions reflected by Holbrook’s scale.

The following section discusses the steps taken to develop and validate the proposed nostalgia proneness scale. The procedures employed are adapted from the scale development procedure identified by DeVellis (2003), Nunnally and Bernstein (1994), and Byrne (2006).

Literature Overview

For decades, nostalgia has been examined by researchers from a wide variety of disciplines including consumer behavior (e.g., Muehling *et al.*, 2014; Holak and Havlena, 1992; Davis, 1979). A number of researchers have attempted to come up with definitions for nostalgia. For example, in consumer behavior literature, nostalgia is known as an evocation (Davis, 1979), a mood (Belk, 1990), a preference (Holbrook and Schindler, 1991), an emotion (Bellelli, 1991), an emotional state (Stern, 1992) or more generally, an affective reaction (Divard and Robert-Demintrond, 1997). In 1972, the American Heritage Dictionary defined nostalgia as a longing for things, persons or situations that are not present. However, the definition proposed by Holbrook and Schindler (1991) has become the conceptual reference for nostalgia in the literature (Kessous and Roux, 2008). Holbrook and Schindler (1991: 330) define nostalgia as “a longing for the past or a yearning for yesterday”...” or a preference (general liking, positive attitude, or favorable affect) toward objects (people, places, or things) that were common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood, or even before birth).”

This individual preference not only shows cognitive thinking or affect toward favorable places or people, but also behavioral aspects such as buying items that are associated with historical events or personal memories. Some individuals may

have higher propensity for nostalgia than others (Batcho, 2007; Batcho, 1995) and may be attached to various objects that are associated with their lives. These individuals may have an urge to relive those experiences by purchasing items, going to places, or even thinking about events that remind them of those experiences. Past research shows that consumers get nostalgic about the following: people and events from their past, objects (like toys, cloths, foods, etc.), family rituals (like Thanksgiving and Christmas), birthdays, festivals, sporting events, loved ones, school, friends, places visited, activities, music, TV shows/movies, and the house in which they grew up (Merchant *et al.*, 2011). These experiences could have a great influence on the consumer's nostalgia intensity (Reisenwitz *et al.*, 2004).

In a tangential manner, some researchers have shown that nostalgia influences a range of consumer reactions important to marketing and advertising including self-concept, brand loyalty, brand meaning, the human senses, attitude formation, cognition and memory processes, consumption preferences, literacy criticism, collective memory, and emotions (Muehling *et al.*, 2014; Marchegiani and Phau, 2010; Muehling and Sprott, 2004; Naughton and Vlasic, 1998) regardless of age, gender, social class or other social groupings (Greenberg *et al.*, 2004). For example, Pascal *et al.* (2002) examined individuals' responses to nostalgic ads and observed a positive relationship between a nostalgic ad and attitudes toward the ad, brand attitudes, and purchase intentions; with attitudes toward the ad mediating the effects of nostalgia on brand attitudes and purchase intentions. Also, Muehling and Sprott (2004) extended the previous researchers' findings by providing useful insights into consumers' thought processes and attitudinal responses to nostalgia-themed advertising. They provided empirical evidence to support the claim that an advertisement with a nostalgic theme is capable of promoting nostalgic thoughts in consumers. Moreover, Marchegiani and Phau (2010) showed a positive increase in the number of nostalgia-related thoughts, attitude towards the vadvertising, attitude towards the brand, and purchase intention as personal nostalgia rises. Based on these researchers, nostalgia is an important factor that can affect consumer behavior both cognitively and emotionally. Recently, Muehling *et al.* (2014) show that the effect of nostalgia on purchase intentions and brand attitude is most pronounced for those who have had some past personal association with the advertised brand.

Although a significant progress has been made in the past four decades to establish the theoretical understanding of nostalgia influence, little development

has been made to the nostalgia construct as an instrument. Throughout the years, a number of researchers have acknowledged that nostalgia may consist of several orders and types. For example Davis (1979) argued that there are three orders of nostalgia: first order (simple), second order (reflexive), and third order (interpreted) nostalgia. He claimed that the first-order nostalgia is based on individual's perceptions that "things were better "then" than "now," while the second- and third-order nostalgia are characterized by more critical and introspective evaluations by individuals; that is, challenging their own nostalgic recollections (reflexive nostalgia) or questioning their own reactions to the nostalgia itself (interpreted nostalgia). Extending Davis's categorizations of nostalgia, Stern (1992) identifies two distinct forms of nostalgia: personal and historical nostalgia (Marchegiani and Plau, 2010; Stern, 1992). Personal nostalgia deals with autobiographical memory or self-referencing/personal connections (Sheen *et al.*, 2001; Conway and Fthenaki, 2000; Conway and Pleydell-Pearce, 2000; Neisser, 1988; Brewer, 1986; Robin, 1986; Tulving, 1972) and an idealized past, not necessarily a happy childhood, based on a personal perspective (Stern, 1992). Historical nostalgia, on the other hand, deals instead with collective memory and can be generated from a time the respondent did not experience directly, even before birth (Zelizer, 2008; Pennebaker *et al.*, 1997; Halbwachs, 1992). For most individuals, these memories are most often associated with the age of twenty, or "the age of preference" (Schindler and Holbrook, 2003). In addition to Davis's (1979) and Stern's (1992) categorizations of nostalgia, Baker and Kennedy (1994: 171) introduced the notion of a "collective nostalgia" -- a yearning for a past representing "a culture, a generation, or a nation. Given previous researchers' categorizations of nostalgia and things that might be associated with it and linked to individuals, it is logical to argue that a valid multidimensional scale is very much needed in order to capture these different categorizations. The current researcher has sorted the previous nostalgia categorizations into the following dimensions: 1) personal memories and experiences, 2) antiques and history, 3) beautiful past and unattractive present, and 4) homesickness and yearning for childhood period. These dimensions will be used in this study to develop a nostalgia proneness scale.

Previous researchers have used a 20-item index of attitude toward the past or nostalgia proneness (Holbrook and Schindler, 1996; Holbrook, 1993) to measure the nostalgia construct; however, the current researcher believes that this scale does not capture the different dimensions associated with the nostalgia construct in Kuwait. Therefore, this research is intended to supplement previous researchers'

claims about the different nostalgia categorizations and provide an alternative multidimensional scale that captures the different dimensions associated with nostalgia in Kuwait.

Study 1: Scale Development

The purpose of this section is to develop a multidimensional scale that contains items for each of the dimensions of nostalgia construct. In order to generate items that would measure the construct of interest, the researcher has performed a review of the nostalgia literature to draw a clear definition of the construct. For the purpose of this research and based on the literature review, nostalgia proneness is defined as an individual difference regarding a person's susceptibility to express yearning for the past and associate feelings with personal memories and experiences, antiques and history, and childhood period. A list of 94 items that reflect on each concept mentioned in the literature about nostalgia is made. The large number of items is intended to allow for sufficient discrimination among items and include all possible measures of the construct (DeVellis, 2003). All items are generated and designed with the specific measurement goal in mind; that is, to be comprehensive in order to include every item that taps on the nostalgia construct. The items are phrased both positively and negatively. However, the number of negatively phrased items is designed to be fewer than those of the positively phrased ones. Most of the negatively phrased items do not make a lot of sense. Therefore, these items are eliminated from the initial list. The rest of the negatively phrased items in the list are then reverse coded during the analysis. Now that the items have been generated, the suitability of the items is rated by the experts in order to check the content validity of these items. Content validity is an important step in the scale development procedure (Byrne, 2006; DeVellis, 2003; Nunnally and Bernstein, 1994).

Two marketing researchers are identified as experts in the nostalgia literature. They are provided with the definition of the construct and then asked to review the initial list of items to confirm that the items measure the construct of interest. The reviewers have also evaluated the items' clarity and conciseness to eliminate items that have wording problems. The review by the experts have led to some changes in wording and content, which allow for a better explanation of the construct. In addition, the experts have recommended including the existing 20-item nostalgia scale (Holbrook and Schindler, 1996; Holbrook, 1993) in order to provide support that the existing scale does not tap on the different nostalgia factors. This content-

validity process has resulted in refining the list of items to arrive at a total of 103 items (including Holbrook's 20-item scale).

Method

Participants. An initial sample is chosen to complete the first questionnaire. The sample consists of 99 participants enrolled in three undergraduate marketing courses at a Kuwaiti university. They are enrolled in the course and have volunteered to complete the questionnaire for the possibility of earning extra course credit. No information about the study is provided prior to the questionnaire session.

Measures. The scale instrument consists of 103 statements. Participants are required to respond to each item on a Likert scale ranged from 1 (strongly disagree) to 7 (strongly agree). The scale items are translated from English into Arabic and then back-translated into English. The translated scale is reviewed by two bilingual experts in the field for content validity. The instructions encourage participants to evaluate the statements based on their feeling at that particular point in time.

Results and Discussion

Item Analysis. An exploratory factor analysis (EFA) is conducted using SPSS for the initial sample of 99 participants. The principal component analysis is used to extract factors and scree plot is used to determine the number of factors. Although a common rule of thumb is to accept all eigenvalues greater than 1.00 when determining the number of factors, it has been determined that a more accurate procedure is to analyze the scree plot and identify the elbow (DeVellis, 2003; Nunnally and Bernstein, 1994). The scree plot indicated that only four factors exist. In addition, the researcher assumes that these factors are unrelated; so, the varimax rotation method is applied to the four factors. The four factors explain 39.65% of the variance and have eigenvalues of 20.84, 9.34, 6.38, and 4.27, respectively.

It is suggested in the literature's scale development to keep items that have unique loadings above 0.5 on each of the suggested factors and eliminate items that are cross-loaded and have close meanings to avoid redundancy in the scale (DeVellis, 2003; Nunnally and Bernstein, 1994). As a result of this elimination process, only items with high loading on the intended factors and low loading on the other factors are included. It is determined that 15 items load significantly on the first factor, 19 items load significantly on the second factor, 4 items load

Table 1
Item Reduction (1st EFA)

No.	Items
1.	Seeing pictures of my childhood elicits pleasant memories
2.	I love to collect antiques because they elicit feelings from the good old days
3.	In the future, people will have even better lives*
4.	I often feel happy when I think of my childhood
5.	Remembering the past times I spent with my friends and family brings back enjoyable memories
6.	History involves a steady improvement in human welfare
7.	Seeing photographs of my family brings back fond memories
8.	I must admit it's getting better, better all the time*
9.	Listening to songs from my childhood brings back good memories
10.	Souvenirs of my past trips help me relive pleasant events
11.	Watching family vacations on video brings back happy memories
12.	The happiest times in my life are when I lived with my parents
13.	Compared to our parents, we've got it good*
14.	Seeing pictures of my past trips makes me relive those enjoyable events
15.	I often like to visit historical places
16.	Recalling my school days makes me feel happy
17.	Collector's items to me symbolize the good old days
18.	Wondering around in a museum brings back feelings from the good old days
19.	I often think about the good old days when I see historical events
20.	I enjoy reading history books because they bring back feelings from the past
21.	I often feel homesick when I leave home
22.	I like to be reminded of the times in my life when I was in school
23.	Technology change will ensure a brighter future*
24.	Eating at restaurants to which I used to go with my friends and family brings back good memories
25.	I often feel lonesome when I see things that remind me of close relatives and friends
26.	Some of my favorite movies are from the 70's, 80's, and 90's
27.	Antiques evoke a time, place, or person that I enjoy
28.	Seeing things that are linked to places from my past makes me feel happy
29.	Recalling personal memories evokes a feeling of security
30.	Modern business constantly builds a better tomorrow*
31.	Buying antiques makes me happy
32.	Old-style clothes are more appealing to me than modern-style clothes
33.	Remembering my grandmother's food elicits pleasant memories
34.	I love to think about Christmas when I was a child
35.	I wish I could relive my past
36.	When I was younger, I was happier than I am today
37.	Thinking back to my high-school days makes me feel bittersweet
38.	Sometimes, I wish I could return to the womb
39.	I often feel bittersweet when I think about my hometown
40.	Old movies are more enjoyable to me than modern movies
41.	Seeing my grandparents' collections and significant possessions elicits pleasant feelings
42.	I feel lonesome when I am away from home or relatives

* Reverse coded items

significantly on the third factor, and 4 items load significantly on the fourth factor, which brings the total to 42 items, see Table 1.

Item Reduction. To further reduce the number of items, a second independent sample of 200 participants from the same subject pool is obtained. An EFA is conducted for the second sample with 42 items. The four factors (combined) explain 58% of the variance and have eigenvalues of 6.6, 3.6, 2.3, and 2 respectively. In addition, items that have unique loadings above 0.5 on each of the remaining four factors are kept and those that have a cross loading of 0.3 and

Table 2
Total Variance Explained and Rotated Factor Loading Matrix (VARIMAX)

No.	Items	Factor 1	Factor 2	Factor 3	Factor 4	Commun- alities
1.	Seeing pictures of my childhood elicits pleasant memories	0.862				0.681
2.	I often feel happy when I think of my childhood	0.821				0.744
3.	Remembering the past times I spent with my friends and family brings back enjoyable memories	0.820				0.682
4.	Seeing photographs of my family brings back fond memories	0.774				0.607
5.	Listening to songs from my childhood brings back good memories	0.648				0.429
6.	Souvenirs of my past trips help me relive pleasant events	0.648				0.525
7.	Watching family vacations on video brings back happy memories	0.643				0.547
8.	Seeing pictures of my past trips makes me relive those enjoyable events	0.607				0.530
9.	Seeing things that are linked to places from my past makes me feel happy	0.579				0.510
10.	Recalling personal memories evokes a feeling of security	0.536				0.567
11.	Collector's items to me symbolize the good old days		0.825			0.513
12.	Wondering around in a museum brings back feelings from the good old days		0.824			0.727
13.	I often think about the good old days when I see historical events		0.821			0.713
14.	I enjoy reading history books because they bring back feelings from the past		0.735			0.552
15.	Some of my favorite movies are from the 70's, 80's, and 90's		0.721			0.429

Cont/ Table 2
Total Variance Explained and Rotated Factor Loading Matrix (VARIMAX)

No.	Items	Factor 1	Factor 2	Factor 3	Factor 4	Commun- alities
16.	Antiques evoke a time, place, or person that I enjoy		0.678			0.713
17.	Buying antiques makes me happy		0.592			0.552
18.	I must admit it's getting better, better all the time*			0.788		0.711
19.	Compared to our parents, we've got it good*			0.776		0.595
20.	Technology change will ensure a brighter future*			0.681		0.800
21.	Modern business constantly builds a better tomorrow*			0.510		0.465
22.	I often feel homesick when I leave home				0.885	0.604
23.	I often feel lonesome when I see things that remind me of close relatives and friends				0.824	0.425
24.	I feel lonesome when I am away from home or relatives				0.755	0.636
Cronbach's alpha		0.90	0.87	0.72	0.82	

* Reverse coded items

Note: n = 200.

above are eliminated; thus only 24 items are retained, see Table 2. The interpretation of the four factors is presented as follows:

- Factor 1 - Personal Memories and Experiences ($\alpha = 0.90$): Items that have high loadings in this factor reflect personal memories that an individual had in the past when young. These memories can be retrieved when people remember events and places that they have visited or seen their souvenirs, photographs, and gifts. The importance of such things makes people feel happy and relive those pleasant events.
- Factor 2 - Antiques and History ($\alpha = .87$): Items that have high loadings in this factor focus on historical events, antiques, and collector's items. Individuals who have high ratings for these items usually yearn for an idealized or sanitized version of an earlier time period (Stern 1992).
- Factor 3 - Beautiful Past and Unattractive Present ($\alpha = .72$): This type of nostalgia expresses the desire to retreat from contemporary life by returning to a time in the distant past viewed as superior to the present. All items that load in this factor represent those items taken from Holbrook's 20-item scale. The rest of Holbrook's 20-item scale do not load in any of the other factors. This proves that the existing nostalgia scale does not reflect all factors of the nostalgia construct.

- Factor 4 - Homesickness and Yearning for Childhood Period ($\alpha = .82$): The items highly loaded on this factor idealizes the personally remembered past and the desire to return to the childhood period. The locus of memory is the sentimentalized home of one's childhood recollected in adult life as the font of warmth, security, and love (Stern, 1992).

The internal consistency of the 24-item scale is tested and found to be of an acceptable level of internal consistency (Cronbach's $\alpha = .81$). According to Nunnally and Bernstein (1994), this internal consistency reliability is satisfactory.

Study 2: Construct Validation

The scale that emerged as the result of Study 1 successfully indicates four kinds of nostalgia confirming the researcher's claim that nostalgia is a multidimensional construct in the selected population. As the goal of the current research is to create a general valid scale measuring nostalgia proneness, it is necessary to test the scale reliability and validity across different validation samples.

Method

Subjects and Procedure. An independent sample of 289 participants from the same sample pool is used for the confirmatory factor analysis (CFA). Of this sample, 21% are male and 79% female. Ages range from 18 to 24 years ($M = 19.55$, $SD = 1.95$). The 24-item scale is incorporated into the questionnaire.

Results and Discussion

An important task in any statistical analysis is to analyze skewing and kurtosis of a data set first. It is suggested in the literature's scale development that a data set with normal distribution, with skewing of less than 3, and with kurtosis of less than 5 is a perfect situation. A preliminary analysis has shown that the skewing of the 289 samples is less than 3 and the kurtosis is less than 5. The reliabilities of the four factors are: factor 1 = 0.90, factor 2 = 0.88, factor 3 = 0.76, factor 4 = 0.84, and all four factors = 0.82. The four-factor model explains 60% of the variance. In the next section, the construct convergent and discriminant validity are tested using the guidelines recommended by Anderson and Gerbing (1988).

Convergent validity. Convergent validity is assessed by determining whether each indicator's estimated pattern coefficient on its posited underlying construct factor is significant (Anderson and Gerbing, 1988). A CFA is performed using EQS for the four-factor model and the fit indices are found to be within the

Table 3
Indicators' Coefficients and Reliabilities

Construct	Indicators	Loadings	AVE	Cronbach's alpha
Factor 1	V1	0.52*	0.55	0.91
	V2	0.76*		
	V3	0.69*		
	V4	0.66*		
	V5	0.62*		
	V6	0.72*		
	V7	0.82*		
	V8	0.61*		
	V9	0.70*		
	V10	0.77*		
Factor 2	V11	0.74*	0.58	0.88
	V12	0.81*		
	V13	0.80*		
	V14	0.71*		
	V15	0.52*		
	V16	0.76*		
	V17	0.61*		
Factor 3	V18	0.63*	0.52	0.77
	V19	0.66*		
	V20	0.87*		
	V21	0.79*		
Factor 4	V22	0.89*	0.75	0.83
	V23	0.63*		
	V24	0.95*		

* Statistical significance at 0.05 level; Goodness-of-fit indices (n = 289): CFI = 0.92; SRMR = 0.07; RSMEA = 0.05.

acceptable levels (CFI = 0.92, SRMR = 0.07, RMSEA = 0.05). Also, all indicator's coefficients are statistically significant ($p < .05$), see Table 3.

Discriminant validity. Discriminant validity is assessed by constraining the estimated correlation indicators among the factors to 1.0 and then perform a chi-square difference test on the values obtained for the constrained and unconstrained models (Anderson and Gerbing, 1988; Joreskog, 1971). This test should be performed for one pair of factors at a time, rather than as a simultaneous test of all pairs of interest (Anderson and Gerbing, 1988). Thus, a series of CFA's are performed to compare the chi-square of the proposed four-factor model (unconstrained) with that of several alternative models (constrained). Four

Table 4
Correlations Among the Four Factors of Nostalgia Proneness

	Factors	Factor 2	Factor 3	Factor 4
Factor 1	1			
Factor 2	0.27	1		
Factor 3	-0.28	-0.22	1	
Factor 4	0.34	0.25	-0.18	1

competing models are examined: single-factor, two-factor, three-factor, and four-factor models. An initial test using CFA procedures show that the single-factor, two-factor, and three-factor models do not fit very well compared with the four-factor model. Hence, it is decided to conduct two CFA's to compare a single-factor model (constrained) with a four-factor model (unconstrained). First, a single-factor model with the 24 items is tested using EQS. It is determined by examining the fit-indices that this model fits poorly: CFI = 0.65, SRMR = 0.14, RMSEA = 0.11. Next, a four-factor model with the 24 items is tested and is found to fit much better compared with a single-factor model. The fit-indices of the four-factor model are: CFI = 0.92, SRMR = 0.07, RMSEA = 0.05. A chi-square difference test using the Satorra-Bentler scale is computed to compare the two models (constrained vs. unconstrained) and is found to be significant ($p < 0.01$). Therefore, it is concluded that the nostalgia construct consists of four related, but distinct factors, see Table 4.

Conclusion

The objectives of the current research are three folded: (1) to develop a valid, reliable scale that measure nostalgia proneness, (2) to prove that the existing nostalgia proneness scale, developed by Holbrook (1993), does not fully reflect the different nostalgia dimensions that exist in Kuwait, and (3) to confirm that a multidimensional model fit is better than a unidimensional model. This research identifies four independent factors that correspond to the nostalgia proneness construct. These factors are: personal memories, antiques and history, beautiful past and unattractive future, and homesickness and yearning for childhood period. More importantly, the individual reliabilities of these factors and the overall reliability of the scale are very desirable (factor 1 = 0.91, factor 2 = 0.88, factor 3 = 0.77, factor 4 = 0.82, and all four factors = 0.82). In addition, it has been shown that the existing nostalgia proneness scale (i.e., Holbrook, 1993) only measures a single-factor nostalgia. All items of that scale load on factor 3 only (i.e.,

beautiful past and unattractive future), which verifies the researcher's earlier concern that the existing scale does not represent the different nostalgia factors in Kuwait. Furthermore, a comparison between the four-factor model and single-factor model shows that the four-factor model fits much better, thus supporting the notion that the nostalgia construct consists of four domains (i.e., all four factors have low correlations with one another).

Limitations and Future Research

Although a number of researchers have indicated that adults may be more likely to experience nostalgia than younger people (Sierra and McQuitty, 2007; Holbrook and Schindler, 1996; Batcho, 1995; Holak and Havlena, 1992; Davis, 1979), some researchers have found no significant correlation between age and nostalgia (Holbrook and Schindler, 1996; Holbrook, 1993). In general, the researcher argues that it is appropriate to use a younger sample for studying the effects. In particular, a number of prior researchers have successfully employed student samples to demonstrate the effects of nostalgia on marketing outcomes (e.g., Muehling *et al.*, 2014; Chou and Lien, 2010; Evans *et al.*, 2010; Wildschut *et al.*, 2010; Praxmarer and Gierl, 2009; Batcho, 2007; Muehling and Sprott, 2004; Pascal *et al.*, 2002; Baker and Kennedy, 1994; Holbrook, 1993). The general position of these researchers is that people of any age would have prior experiences about which they can become nostalgic. While older consumers may have more experiences to draw upon, younger people still have many experiences that can be reflected upon in a nostalgic manner. Indeed, marketers have apparently discovered that younger consumers may respond in a nostalgic manner (whether personal or historical types of nostalgia; Stern, 1992) given that these nostalgic themes are often used for products marketed to younger consumer groups. A side benefit of using this sample is that it provides a homogeneous population that is appropriate for theory testing (Calder *et al.*, 1981). To have further confidence in the stability of these results, additional replications are encouraged that employ a varying response groups with variations in age, culture, and education.

Furthermore, the newly developed multidimensional scale is able to explain only 58% of the variance, which indicates that participants might not have tapped on other potential nostalgia factors. The researcher believes that a broader demographic group might identify more of the nostalgia factors and hence would explain more of the variance. Another limitation of this scale development research is the small sample size. However, practical experiences suggest that

scales have been successfully developed with smaller samples. Therefore, subject variance might not be a problem in this scale development. Finally, the nomological validity of the scale remains to be tested with constructs that are related but distinct from nostalgia in order to investigate both the theoretical and empirical relationships between those constructs.

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