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**QUẢNG CÁO HOÀI NIỆM VÀ HÀNH VI CÔNG DÂN CỦA KHÁCH HÀNG
TRONG NGÀNH FMCG: NGHIÊN CỨU CƠ CHẾ TRUNG GIAN DỰA TRÊN
THUYẾT TỰ HOÀ HỢP VÀ THUYẾT DANH TÍNH XÃ HỘI**

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Tóm tắt

Trong ngành hàng tiêu dùng nhanh (FMCG) đầy tính cạnh tranh, quảng cáo hoài niệm đóng vai trò như một công cụ chiến lược then chốt để thiết lập các kết nối cảm xúc sâu sắc. Nghiên cứu này khám phá tác động nổi tiếp của các thông điệp hoài niệm đối với sự phát triển tâm lý về Nhận diện Thương hiệu của người tiêu dùng thành thị tại Việt Nam. Dựa trên khung lý thuyết Kích thích - Cơ thể - Phản hồi (S-O-R), nghiên cứu xem xét cách thức các kích thích hoài niệm ảnh hưởng đến phản ứng hành vi thông qua vai trò trung gian của Sự tương đồng về giá trị (Value Congruity) và Kết nối Tự thân - Thương hiệu (Self-Brand Connection). Nghiên cứu định lượng được thực hiện bằng phương pháp PLS-SEM để phân tích dữ liệu từ 389 đối tượng khảo sát. Kết quả khẳng định rằng khi các gợi ý hoài niệm phù hợp với giá trị cốt lõi và ký ức

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cá nhân của người tiêu dùng, chúng thúc đẩy sự chuyển đổi từ nhận thức sản phẩm đơn thuần sang trạng thái nhận diện thương hiệu sâu sắc. Bằng cách đóng vai trò như một kênh định hình bản sắc, sự hoài niệm giúp thương hiệu vượt xa giá trị sử dụng chức năng để trở thành một phần mở rộng ý nghĩa trong danh tính cá nhân. Những kết quả này cung cấp các hiểu biết thực tiễn cho các nhà quản trị để xây dựng mối quan hệ khách hàng bền vững dựa trên bản sắc thông qua việc tận dụng sự cộng hưởng cảm xúc và tính xác thực về văn hóa.

Từ khóa: Quảng cáo hoài niệm, Nhận diện Thương hiệu, Sự tương đồng về giá trị, Kết nối Tự thân - Thương hiệu, Mô hình S-O-R, Ngành hàng tiêu dùng nhanh (FMCG), Việt Nam.

NOSTALGIC ADVERTISING AND CUSTOMER CITIZENSHIP BEHAVIOR IN THE FMCG INDUSTRY: INVESTIGATING THE MEDIATING MECHANISMS BASED ON SELF-CONGRUITY THEORY AND SOCIAL IDENTITY THEORY

Abstract

In the competitive FMCG industry, nostalgic advertising serves as a critical strategic instrument for forging deep emotional connections. This study explores the sequential impact of nostalgic appeals on the psychological development of Consumer-Brand Identification among urban consumers in Vietnam. Within the Stimulus-Organism-Response (S-O-R) framework, the research investigates how nostalgic stimuli influence behavioral responses through the mediating roles of Value Congruity and Self-Brand Connection. A quantitative study was conducted utilizing PLS-SEM to analyze data from 389 respondents. The findings confirm that when nostalgic cues align with the consumer's core values and personal memories, they facilitate a transition from simple product awareness to a profound state of identification. By acting as a channel for identity, nostalgia allows brands to move beyond functional utility and become meaningful extensions of the individual identity. These results provide actionable insights for practitioners to build resilient, identity-based consumer relationships by leveraging emotional resonance and cultural authenticity.

Keywords: Nostalgic Advertising, Consumer-Brand Identification, Value Congruity, Self-Brand Connection, S-O-R Framework, FMCG Sector, Vietnam

1. Introduction

In the contemporary global marketplace, advertising serves as a critical strategic instrument for the promotion of brand image and product visibility (Chen et al., 2024). Within the Fast Moving Consumer Goods (FMCG) industry, Nostalgic Advertising has attracted significant scholarly attention due to its unique capacity to forge deep emotional connections by utilizing past related cues (Muehling and Pascal, 2011). Marketing practitioners increasingly embed these sentimental cues to ignite consumer interest, establishing nostalgic appeals as a dominant strategy in the modern competitive landscape (Ju et al., 2016). However, the implementation of nostalgia does not consistently yield favorable outcomes. When nostalgic stimuli fail to trigger profound emotional resonance or personal self-referencing, their efficacy in developing a meaningful brand relationship is significantly diminished. Consequently, understanding the

underlying conditions under which Nostalgic Advertising succeeds or fails is paramount for achieving marketing effectiveness.

In a fundamental sense, nostalgia is viewed as a sentimental longing for the past (Holbrook and Schindler, 1991). Previous studies have shown that nostalgic experiences have a major impact on the emotions and behaviors of consumers by improving mood and creating a sense of belonging (Cheung, 2016). Since it is described as a bittersweet emotional state, nostalgia often leads to mixed or ambivalent reactions within the individual (Cheng and Yan, 2023). The psychological results of Nostalgic Advertising are equally conflicting because some researchers find that it encourages positive behavior while others suggest it can trigger negative feelings by focusing too much on the past (Merchant et al., 2013). These varied findings imply that the success of Nostalgic Advertising depends heavily on complex psychological processes inside the consumer. Although earlier literature has looked at factors like gender and a person's tendency to feel nostalgic, the specific identity based paths that allow nostalgia to lead to Consumer Brand Identification remain largely underexplored.

The FMCG sector in Vietnam represents a unique case of rapid transformation driven by urbanization and rising disposable incomes (McKinsey and Company, 2021, NielsenIQ, 2021). Consumers in this emerging economy are frequently overwhelmed by information saturation, which establishes emotional resonance as a vital strategic differentiator (Nguyen and Nguyen, 2020). Because products in this industry are characterized by high turnover and low consumer involvement, building deeper emotional bonds is essential for sustaining long term loyalty. Despite the importance of this sector, limited empirical evidence exists regarding how nostalgia shapes the internal values and emotional bonds that culminate in Consumer Brand Identification. Therefore, this study explores the sequential impact of nostalgic appeals on the psychological development of a shared brand identity among urban consumers within the Stimulus Organism Response framework.

The influence of Nostalgic Advertising on behavioral responses is inextricably linked to the perception of the temporal self. Drawing upon Self Congruity Theory (Sirgy, 1982), it is argued that advertising effectiveness is maximized when the temporal framing of a message aligns with the internal identity of the consumer. This research proposes that Value Congruity and Self Brand Connection function as pivotal mediators that satisfy the inherent desire to connect with the past self. Specifically, when the nostalgic stimulus aligns with the core values and personal memories of the individual, it facilitates a transition from simple product awareness to a profound state of Consumer Brand Identification. Grounded in Social Identity Theory (Tajfel and Turner, 1986), this identification represents a robust psychological bond where individuals define their self worth through their affiliation with a brand that mirrors their own identity. It is thus theorized that Value Congruity and Self Brand Connection constitute the essential psychological mechanism through which nostalgic stimuli are transformed into lasting brand identification.

In light of these considerations, a comprehensive quantitative study was conducted utilizing partial least squares structural equation modeling to analyze data from 389 urban

consumers in Vietnam. This research investigates the intricate pathways through which Nostalgic Advertising influences Consumer Brand Identification via the mediating roles of Value Congruity and Self Brand Connection. By integrating nostalgic appeals with self concept theories, the current study not only advances the theoretical understanding of emotional marketing in emerging economies but also elucidates the specific mechanisms through which nostalgia exerts its psychological effects. Furthermore, the findings provide actionable insights for practitioners in the industry who seek to incorporate nostalgic elements strategically to build resilient and identity based consumer relationships.

2. Literature Review

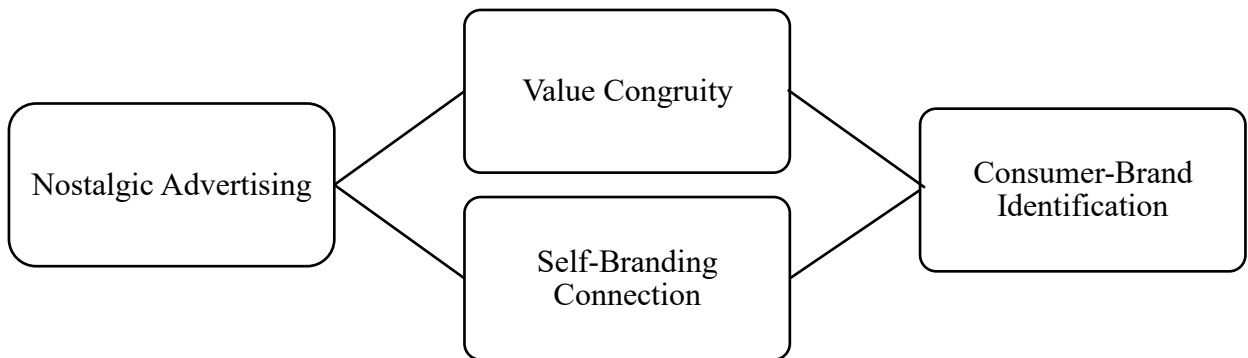


Figure 1: Social Identity theory

Source: The Research team

2.1. Nostalgic Advertising

Nostalgic Advertising is identified as the intentional employment of historical cues and stories to generate sentimental feelings and build positive perceptions of a brand (Muehling and Pascal, 2011). Since the 1960s, this marketing practice has transitioned through three specific phases of development. The first phase focused on personal nostalgia where simple cues from the past were used to trigger individual memories of family and childhood (Stern, 1992, Holbrook and Schindler, 1991). During the 1990s and 2000s, there was a transition toward collective nostalgia which utilized common cultural symbols to offer social bonds during the era of rapid globalization (Marchegiani and Phau, 2012). In the modern age of digital overload and social instability, marketing has shifted toward experiential nostalgia. This current stage relies on immersive narratives and vintage styles to rebuild the emotional spirit of the past while meeting the needs of consumers for belonging and continuity (Hepper et al., 2012, Keller, 2003).

The strategic use of nostalgia provides important psychological and commercial and cultural benefits. From a psychological perspective, nostalgic appeals improve the mental state of consumers by encouraging feelings of warmth and comfort and self coherence while decreasing the sense of isolation (Wildschut et al., 2006, Hepper et al., 2012). These internal states result in commercial advantages such as better brand perceptions and higher purchase

intentions and stronger consumer engagement (Dharmasaputro et al., 2021). Additionally, advertisements that stay true to the values of a brand are seen as more authentic which motivates consumers to become active advocates within their personal networks (Gökerik, 2024, Zaman et al., 2025). On a cultural level, nostalgia acts as a stabilizing element that reinforces shared identities and understanding between generations during periods of fast social transformation (Puspitasari et al., 2024).

Despite these advantages, the success of Nostalgic Advertising is limited by several significant challenges. Since nostalgia is highly personal, certain references might be meaningful to one group but irrelevant or confusing to another especially across different cultures or age groups (Srivastava, 2025, Ju et al., 2016). Furthermore, if nostalgic cues appear forced or superficial, consumers may interpret the message as a form of manipulation which harms trust and brand equity (Mukhopadhyay, 2024, Heinberg et al., 2019). Younger consumers often lack the direct life experiences required for historical cues to be truly effective (Lefi et al., 2024). Finally, the long term success of these strategies may weaken over time because repeated exposure can lead to emotional wear out which requires marketers to constantly innovate to keep the message relevant (Jun et al., 2022).

2.2. Theoretical Framework

2.2.1. Nostalgic Advertising and Value Congruity

Within the Stimulus Organism Response framework, nostalgic cues function as environmental stimuli that trigger Self Congruity as an internal cognitive and affective reaction. In contrast to traditional perspectives, contemporary evidence suggests that nostalgic experiences actively catalyze identity alignment by encouraging consumers to find similarities between brand imagery and their own internal self schema (Dai et al., 2025). By using identity based roles and enduring values such as authenticity, nostalgic communication helps the brand to be absorbed emotionally into the extended self. This process is utilized to align the symbolic story of a brand with the personal value system of a consumer.

H1: Nostalgic Advertising enhances Value Congruity

2.2.2. Nostalgic Advertising and Self-Brand Connection

Self-Brand Connection is defined as the symbolic internalization of a brand within the self concept of a consumer. It is argued that nostalgic appeals strengthen Self-Brand Connection by leveraging temporal cues that encourage emotional resonance and self referential processing (Srivastava et al., 2019). By acting as a channel for identity, nostalgia allows individuals to project their personal life stories onto the brand narrative (Muehling and Sprout, 2004). Through this integration, the brand is enabled to move beyond functional utility and become a core part of the individual identity. Consequently, Nostalgic Advertising promotes long term brand relevance through the activation of evocative memories.

H2: Nostalgic Advertising positively influences Self-Brand Connection

2.2.3. Value Congruity and Consumer-Brand Identification

It is widely recognized that individuals naturally favor brands that are reflective of their internal self concepts and personal value systems (Sirgy, 1985). When such Value Congruity is achieved, the brand gains a significant degree of psychological depth which facilitates a more robust identity alignment for the consumer. Because the perception of congruence is established as a fundamental precursor to Consumer - Brand Identification, it follows that brands representing compatible values possess a greater capacity to achieve deep identification with their target audience (Stokburger-Sauer et al., 2012). Through this process, the brand ceases to be a mere commercial object and instead becomes a meaningful extension of the individual's own identity.

H3: Value Congruity positively influences Consumer-Brand Identification

2.2.2.4 Self-Brand Connection and Consumer-Brand Identification

Consumers frequently utilize brands as symbolic instruments to represent either their current or their aspirational identities. It is argued that this symbolic function enables individuals to reinforce their own self concept through the process of brand consumption (Escalas and Bettman, 2005). When such bonds are sufficiently strong, the brand is integrated into the identity of the consumer which leads to a state of psychological engagement (Van der Westhuizen, 2018). Because this type of engagement is fundamentally connected to the broader process of identification, it is suggested that Self-Brand Connection serves as a vital precursor to Consumer Brand Identification. By functioning as a bridge between the self and the brand, this connection allows the brand to move beyond its functional role and become a meaningful part of the individual.

H4: Self-Brand Connection positively influences Consumer-Brand Identification

3. Results

3.1. Descriptive analysis

The summary statistics show that the final sample includes 389 respondents, with a higher proportion of females (70.4%) than males (29.6%). Regarding age distribution, the sample is relatively young. Most participants fall within the 18–24 age group (70.4%), followed by those aged 25–34 (14.9%), 35–44 (6.4%), and 45 years or older (3.6%), while 4.6% are under 18. This pattern indicates that the study primarily reflects younger individuals, who tend to be more engaged with online platforms and more regularly exposed to advertising content.

Regarding occupation, most respondents are students (66.3%), followed by employees or official workers (13.9%), freelancers (11.6%), and business owners (6.9%), while housewives account for only 1.3% of the sample. With respect to monthly income, the majority of participants earn under 20 million VND (73.3%), followed by 21–40 million VND (14.1%) and 41–60 million VND (8.2%). Only a small proportion of respondents report higher income

levels, including 1.3% earning 61–80 million VND and 3.1% earning over 80 million VND per month.

In terms of education level, nearly half of the respondents have below a bachelor’s degree (49.6%), while 38.8% hold a bachelor’s degree, 10.5% possess a master’s degree, and 1.0% have a PhD or higher qualification. Overall, the sample is characterized by young, student-dominated respondents with relatively moderate income and education levels.

Table 1. Demographic Characteristics of Respondents

Demographic Characteristics of Respondents (N = 389)			
Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	115	29.6
	Female	274	70.4
Age	Under 18	18	4.6
	18–24	274	70.4
	25–34	58	14.9
	35–44	25	6.4
	45 and above	14	3.6
Occupation	Student	258	66.3
	Employee/Official worker	54	13.9
	Freelancer	45	11.6

Demographic Characteristics of Respondents (N = 389)			
Variable	Category	Frequency (n)	Percentage (%)
	Business owner	27	6.9
	Housewife	5	1.3
Monthly Income	Under 20 million VND	285	73.3
	21–40 million VND	55	14.1
	41–60 million VND	32	8.2
	61–80 million VND	5	1.3
	Over 80 million VND	12	3.1
Education Level	Below bachelor's degree	193	49.6
	Bachelor's degree	151	38.8
	Master's degree	41	10.5
	PhD or higher	4	1.0

Source: The Research team

3.2 Measurement Model Assessment

The measurement model's reliability and convergent validity were evaluated through analysis of outer loadings, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). Following Hair et al. (2019), items with outer loadings of at least 0.708 are regarded as satisfactory, as this level indicates that over 50% of the variance in an observed item is accounted for by its underlying latent construct. Most indicators satisfied this criterion. However, one item (VC5) showed a loading below the recommended cutoff and was therefore eliminated to enhance overall measurement quality. After its removal, the model was re-estimated, and the updated results showed acceptable loadings across all constructs.

Internal consistency was additionally examined using Cronbach's alpha and composite reliability (CR). Cronbach's alpha values across the constructs ranged between 0.851 and 0.918, exceeding the commonly accepted threshold of 0.70 and indicating strong reliability. Likewise, composite reliability values fell between 0.893 and 0.932, well above the recommended benchmark, demonstrating robust internal consistency among the items.

Convergent validity was evaluated using the average variance extracted (AVE). All constructs reported AVE values above 0.50, spanning from 0.576 to 0.654, indicating that each latent variable accounts for more than half of the variance in its associated indicators. Overall, these findings confirm that the constructs exhibit adequate reliability and convergent validity.

Table 2. Reliability and Convergent Validity

Constructs	Cronbach's Alpha (CA)	Composite Reliability (CR)	AVE
Consumer-Brand Identification (CBI)	0.868	0.904	0.654
Nostalgic Advertising (NA)	0.918	0.932	0.577
Self-Brand Connection (SBC)	0.851	0.893	0.626
Value Congruity (VC)	0.877	0.905	0.576

Note: CA = Cronbach’s Alpha; CR = Composite Reliability; AVE = Average Variance Extracted.

Source: Processed data results gathered from SmartPLS 4.

Discriminant validity was then evaluated using the heterotrait–monotrait (HTMT) ratio. As reported in Table 4.2.2, all HTMT values are lower than the suggested cutoff of 0.90, demonstrating sufficient discriminant validity across the constructs. The highest HTMT value occurred between Value Congruity (VC) and Self–Brand Connection (SBC) at 0.889, which remains within the acceptable limit. This finding indicates that while these constructs are theoretically related, they are empirically distinguishable. Overall, the results support that the measurement model possesses adequate reliability, convergent validity, and discriminant validity.

Table 3. Heterotrait–Monotrait Ratio (HTMT) Matrix

Constructs	CBI	NA	SBC	VC
CBI	—			
NA	0.555	—		
SBC	0.831	0.666	—	
VC	0.795	0.788	0.889	—

Source: Processed data results gathered from SmartPLS 4.

3.3 Structural Model Assessment

Following the validation of the measurement model, the structural model was analyzed to investigate the relationships between the constructs. The initial step focused on testing multicollinearity through the Variance Inflation Factor (VIF). The inner VIF values for the predictors of Consumer–Brand Identification (CBI) were 2.473 for both Self-Brand Connection (SBC) and Value Congruity (VC). These figures are substantially below the widely used cutoff value of 3, suggesting that multicollinearity is not a significant concern within the model.

The model’s explanatory capability was assessed using adjusted R² statistics. The findings indicate that the model accounts for 56.2% of the variance in Consumer–Brand Identification (R²adj = 0.562), 50.0% in Value Congruity (R²adj = 0.500), and 35.2% in Self–Brand Connection (R²adj = 0.352). Overall, these results point to a moderate degree of explanatory power in accounting for the relationships among the constructs.

Hypothesis testing was performed using a bootstrapping approach with 5,000 resamples. The findings show that every hypothesized path in the model is positive and statistically significant at the 0.001 level. In particular, Nostalgic Advertising (NA) exerts a substantial positive effect on Value Congruity (VC) with a standardized coefficient of $\beta = 0.708$, and also on Self-Brand Connection (SBC) with $\beta = 0.594$. In addition, Consumer-Brand Identification (CBI) is significantly predicted by both Self-Brand Connection ($\beta = 0.442$) and Value Congruity ($\beta = 0.355$). Overall, the results offer empirical confirmation for each of the proposed hypotheses in the research framework.

Table 4. Hypothesis Testing Results

Hypothesized Relationships	Beta (β)	p-value	Result
NA \rightarrow VC	0.708	0.000	Supported
NA \rightarrow SBC	0.594	0.000	Supported
SBC \rightarrow CBI	0.442	0.000	Supported
VC \rightarrow CBI	0.355	0.000	Supported

Source: Processed data results gathered from SmartPLS 4.

4. Discussion & Implications

4.1. Discussion

First, the empirical results of this research verify that Nostalgic Advertising (NA) has a meaningful and constructive effect on Value Congruity (VC) and Self-Brand Connection (SBC). This is in line with the theoretical basis which suggests that nostalgic cues prompt individuals to perceive similarities between brand visuals and their own personal belief structures (Holbrook, 1993). Self-Congruity Theory (Sirgy, 1982) provides a lens for this mechanism, maintaining that buyers are instinctively drawn to brands that reflect their own self-identity and fundamental values. Within the Vietnamese FMCG sector, NA acts as an essential emotional link, employing recognizable cultural symbols to overcome rational resistance and trigger profound emotional resonance (Muehling & Pascal, 2011). These findings reinforce the idea that NA is a strategic tool for developing authentic sentimental bonds in a saturated and competitive market.

Second, the study indicates that VC and SBC represent foundational prerequisites for the development of Consumer-Brand Identification (CBI). Based on Social Identity Theory (Tajfel & Turner, 1979), individuals define their self-worth through associations with entities that represent their own values. The evidence suggests that when a brand successfully echoes a consumer's core beliefs through VC and establishes a personal bridge via SBC, a strong psychological bond is forged (Bhattacharya & Sen, 2003). As consumers identify with the brand, they incorporate it into their social persona, leading to enhanced emotional dedication (Escalas & Bettman, 2003). These internal psychological states effectively transition a commercial product into a symbolic partner, establishing a lasting CBI that protects the relationship from competitive threats and market volatility.

Finally, this research highlights the utility of the S-O-R framework in clarifying how memories of the past shape consumer identification. NA serves as the initial Stimulus (S) that activates internal psychological Organism (O) states—specifically the duo of VC and SBC—which ultimately leads to the Response (R) of Consumer-Brand Identification. Although forging deep emotional bonds in low-involvement sectors remains a complex task, the data clearly supports the role of nostalgia in facilitating long-term identification. This study proves that nostalgic warmth can be strategically utilized to cultivate a resilient brand community through the lens of sustained identification.

4.2. Theoretical Implications

The findings of this research offer several significant contributions to the existing literature on consumer psychology and brand management.

First, this study addresses a notable gap in marketing research by empirically testing the sequential relationship between nostalgic stimuli and consumer identification within the specific cultural context of Vietnam. While prior scholarship has often focused on the connection between nostalgia and transactional outcomes like brand loyalty (Ju et al., 2016), this inquiry clarifies how nostalgia serves as a strategic mechanism for identity construction. By establishing the path from Nostalgic Advertising (NA) to Consumer-Brand Identification (CBI), the study provides empirical validation for the integration of Self-Congruity Theory (Sirgy, 1982) and Social Identity Theory (Tajfel & Turner, 1979) within the domain of modern advertising.

Second, the data identifies Value Congruity (VC) and Self-Brand Connection (SBC) as the primary mediators in the research model. The significant relationship observed between NA and VC suggests that nostalgia is most effective when it signals shared ethical or cultural principles (Marchegiani & Phau, 2012). This highlights that for contemporary Vietnamese consumers, the alignment of personal and brand values is a fundamental requirement for deep psychological engagement. The study thus extends the application of Value Congruity into the nostalgic emotional sphere, proving that memories of the past are most powerful when they resonate with the core values of the consumer.

Finally, the research confirms that Consumer-Brand Identification (CBI) represents the ultimate psychological outcome in this model. In accordance with the social identity paradigm (Bhattacharya & Sen, 2003), the findings demonstrate that nostalgia fosters a sense of belonging, leading consumers to perceive their own identity as being intertwined with the identity of the brand (Escalas & Bettman, 2003). By establishing this specific pathway, the study enriches the understanding of how emotional resonance from the past can be transformed into a resilient psychological bond in the present, moving beyond passive consumption toward a deeper state of brand identification.

4.3. Practical Implications

The results of this study offer several actionable insights for marketing practitioners and managers in the Vietnamese FMCG sector to transform sentimental attachments into deep psychological brand identification.

First, authenticity must remain the cornerstone of any nostalgic communication strategy. Brands are encouraged to move beyond superficial visual cues and instead invest in narratives that reflect the genuine life histories and cultural heritage of the target audience. In the Vietnamese market, ensuring that nostalgic appeals are perceived as sincere is essential to avoid the skepticism often directed at mass market advertising (NielsenIQ, 2021). This approach is consistent with the successful storytelling observed in campaigns for brands such as MILO or Hao Hao which successfully triggered emotional resonance among consumers.

Second, because Value Congruity is identified as a dominant driver of brand identification, managers should ensure that nostalgic campaigns emphasize enduring virtues such as local sourcing or communal heritage. By highlighting these shared values, brands can foster a deeper Self-Brand Connection. This is particularly relevant in the Vietnamese context where consumers increasingly prioritize brands that demonstrate a clear commitment to national identity and traditional family values (McKinsey & Company, 2021). Marketers should evaluate their campaigns not just on reach but on how effectively the symbolic narrative of the brand aligns with the personal value systems of their consumers.

Finally, firms should leverage digital platforms to facilitate the transition from passive consumption to deep identity alignment (Chen et al., 2024). Since Consumer-Brand Identification is the ultimate goal in this framework, firms should invite customers to share personal histories or memories related to the brand. Such initiatives make the brand an integral part of the social identity of the individual. By focusing on these emotional and relational mechanisms, FMCG companies can build resilient brand communities where consumers feel a profound sense of belonging and identification which provides a unique competitive advantage in a highly volatile market (Kantar Worldpanel, 2022).

5. Limitation and future research

Despite its contributions, this study has limitations that suggest avenues for future inquiry. First, the digital survey methodology resulted in a sample skewed toward Generation Z and

Millennials. Since nostalgia resonance varies by age (Muehling & Pascal, 2011), future studies should employ stratified sampling to include older cohorts. Second, the focus on the Vietnamese FMCG industry may limit generalizability. Cross-cultural and cross-sectoral (e.g., technology) research is needed to validate the model's robustness in other contexts. Third, the quantitative S-O-R framework may not fully capture the sensory and "affective textures" of nostalgia; thus, mixed-methods or qualitative approaches are recommended to uncover deeper archetypes. Finally, as a cross-sectional study, it offers only a temporal snapshot. Longitudinal designs should be utilized to assess the decay rate of nostalgic effects and their long-term impact on customer citizenship.

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