

Tripathi, Vibhuti; Chandra, Tarunija

## Article

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**The Role of Brand Silence and Nostalgia in Revitalizing Traditional Skincare Products with Advertising and Celebrity Endorsement Strategy as a mediator**

Vibhuti Tripathi and Tarunija Chandra<sup>1\*</sup>

School of Management Studies, Motilal Nehru National Institute of Technology Allahabad,  
India

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<sup>1\*</sup>Corresponding Author

School of Management Studies, Motilal Nehru National Institute of Technology Allahabad,  
Teliarganj, Prayagraj, Uttar Pradesh, India 211004

Mobile No. 91 8535099972

E-mail [tarunija@mnnit.ac.in](mailto:tarunija@mnnit.ac.in)

## **The Role of Brand Silence and Nostalgia in Revitalizing Traditional Skincare Products with Advertising and Celebrity Endorsement Strategy as a mediator**

### **Abstract**

The purpose of this research is to identify the role of brand salience and nostalgia in the revitalization of traditional skincare products present in India. The study also examines the mediating role of advertising and celebrity endorsement strategy on these relationships. Exploratory and confirmatory factor analysis was used to derive and validate the factors, and Hayes PROCESS Macro was used to assess direct-indirect-mediating relationships in SPSS 23. A total of 113 users of traditional antiseptic creams were undertaken via convenience sampling across India. Brand salience and nostalgia played a significant role in influencing customer perceived value and brand loyalty as outcomes of the revitalization of traditional skincare products. Advertising and celebrity endorsement strategy was found to have a significant mediating effect on these relationships. The study contributes to increase brand efficiency for revitalizing mature products in the skin care segment by developing and testing the relationship between different parameters. This study could help managers pay attention to various well-established but bygone brands in the personal care segment. The results would guide marketers to cope with the external challenges that the companies and their brands are facing.

*Keywords:* Brand revitalization, Brand Salience, Nostalgia, Advertising and Celebrity Endorsement Strategy, Perceived Value, Brand Loyalty, Traditional Skincare products

Skincare refers to protecting and enhancing one's physical appearance by seeking various skin health management products such as creams, ointments, powders, serums, etc. The skincare industry is one of the evolving industries with dynamic customer tastes and preferences globally. The Indian skincare industry was worth INR 129.76 billion in 2020 and is expected to project at compound annual growth rate (CAGR) of 8.22 percent from 2021 to 2025 to reach INR 191.09 billion by 2025. Face care products led the skincare industry with 57.22 percent in 2020.<sup>1</sup> The driving force of this growth in India is the presence of young demographics (usually 18-29 years), which constitute 22 percent of total India's population.<sup>2</sup> The economic growth and development of country leads to increase in GDP per capita (1850.00 USD in 2022)<sup>3</sup>, which is reflected in the improvement of living standard and spending patterns of consumers on premium skincare products for healthy lifestyles. These young consumers are driven by a culture of innovation, risk taking, and diversity. Consumer's awareness regarding the versatility of products in same category favorably affects the expansion of skincare market. Today's consumers are more conscious about their skin type and are experimenting with different products to achieve results-driven, ingredient-based, and sustainable skincare to look good and to nurture their physical wellbeing. With the emergence of information technology, consumers have access to all information regarding the availability of products and services across the globe. Factors such as

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<sup>1</sup> Markets, R. (2021). *India Skin Care Market Report 2021: Market Size is Expected to Reach a Value of INR 191.09 Billion by 2025*. [https://www.globenewswire.com/en/news-release/2021/02/26/2183425/28124/en/India-Skin-Care-Market-Report-2021-Market-Size-is-Expected-to-Rreach-a-Value-of-INR-191-09-Billion-by-2025.html#:~:text=The](https://www.globenewswire.com/en/news-release/2021/02/26/2183425/28124/en/India-Skin-Care-Market-Report-2021-Market-Size-is-Expected-to-Rreach-a-Value-of-INR-191-09-Billion-by-2025.html#:~:text=The%20skincare%20products%20market%20was%2CINR%20191.09%20Bn%20by%202025.) skincare products market was,INR 191.09 Bn by 2025.

<sup>2</sup> Express, T. I. (2020). *A roadmap for the young*. [https://indianexpress.com/article/opinion/columns/india-youth-world-leader-soft-skills-jobs-7142263/National-Youth-Day-The-youth-\(18-29-years\)-constitute-22-per-cent,than-the-population-of-Pakistan](https://indianexpress.com/article/opinion/columns/india-youth-world-leader-soft-skills-jobs-7142263/National-Youth-Day-The-youth-(18-29-years)-constitute-22-per-cent,than-the-population-of-Pakistan)

<sup>3</sup> Tradingeconomics.com. (2020). *India GDP per capita - 2021 Data - 2022 Forecast - 1960-2020 Historical - Chart - News*. <https://tradingeconomics.com/india/gdp-per-capita-In-the-long-term%2C-the,according-to-our-econometric-models-The-GDP-per-capita-is,inflation%2C-by-the-total-population.>

frequent occurrences of skin complaints and increasing concerns regarding skin wellbeing drive the growth of the skincare industry in India. In addition, these products increase their accessibility for end-users by having a presence in every pharmacy, drugstore, beauty salon, department store, supermarket, company websites and other online channels are fuelling the growth of the skincare industry in India. One additional factor boosting demand for skin care products is the rising trend of celebrity endorsements.

There are several players in the skincare industry. Biotique is growing at a rate of 35 percent per year and is the market leader in the herbal skincare categories.<sup>4</sup> According to Widell, Oriflame has introduced skin wellness products in the past five years, and the beauty segment accounts for 15 to 20 percent of sales in India.<sup>5</sup> Vicco's portfolio occupies only a 5 percent share in a market turnover of Rs. 10,000 crore.<sup>6</sup> Dabur India grew 35.5 percent in the first quarter of 2021-22, with volume growth of 34.4 percent.<sup>7</sup> Patanjali's personal care segment sales rose by 24.6 percent to Rs. 2,475 crore.<sup>8</sup> Boroline increased its market share to 25 percent. G.D. Pharmaceuticals Private Limited's operating revenues were INR 100 crore-500 crore in 2020.<sup>9</sup> Emami Ltd. reported a 19% drop in net profit for the first quarter of 2020, to Rs. 67 crore. The net profit for last year stood at Rs. 83 crore.<sup>10</sup>

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<sup>4</sup> Times, T. E. (2021). *Biotique to invest Rs 200 cr for doubling capacity.*

<https://economictimes.indiatimes.com/industry/cons-products/fashion/-/cosmetics/-/jewellery/biotique-to-invest-rs-200-cr-for-doubling-capacity/articleshow/52818868.cms?from=mdr%3E>

<sup>5</sup> Retailer., I. (2021). *How Biotique's Digital Business is Growing by Over 120 per cent Y-o-Y?*

<https://www.indianretailer.com/interview/retail-people/profiles/indian-customers-have-an-appetite-for-well-crafted-beauty-brands-ishaan-jain.i1697>

<sup>6</sup> Mintlounge. (2021). *Vicco's Sanjeev Pendharkar: The "Sampoorna Swadeshi" Man.*

<https://lifestyle.livemint.com/news/big-story/vicco-s-sanjeev-pendharkar-the-sampoorna-swadeshi-man-111607015206106.html>

<sup>7</sup> Dabur.com. (2021). *Dabur India FMCG business Surges 35.4% in Q1 2021-22.*

<https://www.dabur.com/amp/in/en-us/media/dabur-india-fmcg-business-surges-35-4-in-q1-2021-22>

<sup>8</sup> Dsouza, S. (2021). *Patanjali Ayurved's Net Profit Rises 14% In FY21.*

<sup>9</sup> G.D. PHARMACEUTICALS PRIVATE LIMITED - *Company Profile, Directors, Revenue & More - Tofler.* (2021).

<https://www.tofler.in/g-d-pharmaceuticals-private-limited/company/U24231WB1955PTC022265>

<sup>10</sup> *National, Science, Sports, World, Variety, Education, Estate, Estate, R., Stocks, Forex and Commodities.*,. (2021).

The economic boundaries are blurring globally, resulting in more significant heterogeneity of consumers and markets. Culture of the buyers considerably influences the pattern of consumption and purchase decision-making. Culture is passed on from one generation to the next. Like any country world-wide, Indian culture also demonstrates unique amalgamation of social, religious, and cultural stigmas and stereotypes. Preference for lighter skin tones especially for females leads to the launch of 'Fair & Lovely' in India by consumer goods giant Unilever/Hindustan Lever (HLL). Later, the brand was criticized for being promoted fairness as only aspect of beauty in the Indian environment where diversity of skin tones is prevalent. Keeping in mind the sentiments and emotions of consumers with skin color, HUL evolved its skincare portfolio towards positive vision of beauty by renaming the brand as 'Glow and Lovely'. Celebrity endorsement contributed in transforming the perception of Indian consumers which remains fixated by fairness culture into glowing and smoothing of skin. Several academics have used Hofstede's cultural framework (1980) to better understand heterogeneous markets and consumer behavior. Hofstede's cultural dimension is used by researchers in consumer and marketing contexts, such as, in cross-cultural brand strategies (Roth, 1995), advertising strategies (Alden et al., 1993; Zandpour et al., 1994; Gregory & Munch, 1997), consumer dissonance (Liu & McClure, 2001; Mattila & Patterson, 2004), persuasion (Aaker & Maheswaran, 1997), innovation adoption (Steenkamp et al., 1999), impulsive purchase behavior (Kacen & Lee, 2002), new brand acceptance (Yeniyurt & Townsend, 2003; Singh, 2006), ethical decision making (Blodgett et al., 2001), etc. Hofstede's (1980, 2001) cultural framework is built on the foundation of different customs, beliefs, moral values, and ethics.

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<https://www.thehindubusinessline.com/companies/emami-q1-profit-falls-19-to-67-crore/article32295653.ece>

Some of the original all-purpose skincare creams (*such as Boroline, Vicco, and Boroplus*) have been known for their therapeutic properties for decades. High brand salience and strong nostalgic emotions of consumers have transformed these products into popular brands. Although these creams have been consumer favorites for a long time, they have encountered numerous challenges at some point during their entire product life cycle. This could be viewed as the Hofstede dimension of uncertainty avoidance culture. Uncertainty avoiders tend to be less open to innovation and change and create beliefs and institutions to maintain conformity (Yaveroglu & Donthu, 2002; Tellis et al., 2003; Yeniurt & Townsend, 2003). For instance, acceptance of Boroline among consumers was declined due to its greasy texture, low cosmetic and aspirational appeal, and it was considered obsolete as a day cream. Vicco fell as it continued to hold on to its conservative branding and targeted only young women about to get married. There was also a lack of execution ideas in the themes of advertisements. Both G.D. Pharmaceuticals and Vicco group continued to market their brands without innovative product improvements. They failed to expand the brand into other related product categories that might be more in sync with the younger generation. Similarly, Emami was found to be moderately declined in terms of brand extension in acquiring "She comfort" under the hygiene product category.<sup>11</sup> The Hofstede dimension of short-term orientation reveals that these companies emphasize on temporary stability by respecting for individual tradition than long-term investments for the future. Research suggests that celebrities are increasingly used to promote old and heritage brands for some specific cultures (Praet, 2002; Choi et al., 2005; Lee & Choi, 2012), with special reference to Asian countries. Celebrities have acquired a higher rank in social hierarchies, so, according to Hofstede's power distance belief

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<sup>11</sup> *Why "She" is uncomfortable in Emami's basket of brands.* (2021). <https://www.rediff.com/business/report/why-she-is-uncomfortable-in-emamis-basket-of-brands/20171221.htm>

(PDB) dimension, consumers are more conceivably acclaimed the viewpoint of authority figures, i.e., celebrities (Zandpour et al., 1994).

### **Statement of the Problem**

Farquhar (1989) describes products and brands as two different business environment concepts. 'Product' tenders a utilitarian benefit, whereas 'Brand' is a name, symbol, design, or mark that increases the worth of a product beyond its functional utility. 'Branding' is used to create an emotional bond with products, services, and organizations. Keller & Kotler (2015) defined "Branding is endowing products and services with the power of a brand." Company brand becomes a valuable trait for an organization achieved through the continuous management of reputation, goodwill, and brand name over time (Wansink & Seed, 2001). Bivainiene (2010) highlighted that brands have to go through different stages of the product life cycle, starting with launch, growth, maturity, decline, revival, and lastly, retirement. Perhaps, a brand can rise, collapse, or be replaced by a new and improved version. Similarly, every day, numerous skincare firms are engaged in introducing a variety of skincare products to meet the changing needs of consumers. The intense competition among firms leads to ignorance of long-established brands. This results in a frequent decline or withdrawal due to the shortening of the product life cycle of many brands (Omoare, 2014). Some of the significant causes of brand decline are blurred (i) organizational vision and mission (Dev & Keller, 2014), (ii) frequent shifts in consumer preferences (Chen, n.d.), (iii) failed corporate governance, poor employee attitudes towards work, environmental and competitive measures (Thomas & Kohli, 2009), (iv) loss of products' uniqueness and sentiments from consumers with changing lifestyles (Suresh, 2008), (v) poor brand communication, brands that reject line extension and a poor sales network (Kapferer, 2008), (vi)

poor compliance with their endorsers, weak advertising strategies, and incompetent marketing communication efforts (Becker et al., 2019), etc.

However, extensive research has shown that many brands that have been winners in the past still hold the same position due to their continued efforts to benefit consumers (Conlon, 2016). Brand revitalization is conventionally a management process that uses past associations to bring a modernized version of the mature brand back to the market (Dion & Mazzalovo, 2016; Hallegatte, 2014). It strengthens and procures the existing and new sources of brand equity (Keller, 1999). Brand revitalization helps prevent or control the reputation of products or companies at a declining stage in the product lifecycle (Lehu, 2005). Revitalizing a brand also increases customer buying intentions and improves the loyalty of brands facing competitive threats (Chen et al., 2012). Aaker (1991) suggested that revitalizing an existing brand is more economical and less risky than introducing a newer brand, that can charge a company with much higher rate and also whose survival rate is also unpredictable. Perhaps a mature brand is still worth revitalizing because it has trust, integration, and a strong bond with consumers (Gilal et al., 2020a).

Although brand revitalization has proven to be a remedial strategy to revitalize rejected brands (Lehu, 2005), but there is dearth of empirical research that the significance of brand revitalization in reviving the traditional skincare product category. Therefore, this research aimed at an empirical assessment of the role of brand salience and nostalgia in revitalizing traditional and long-established skincare antiseptic creams. Furthermore, the study explored the total, direct, and indirect impact of brand salience and nostalgia on the revival of skincare antiseptic creams in the presence of advertising and celebrity endorsement strategy as an intervening variable. To fulfill these research objectives, following research questions are formulated:

**RQ1:** Do brand salience and nostalgia play a significant role in revitalizing traditional skincare products?

**RQ2:** Does advertising and celebrity endorsement strategy mediate between brand salience and nostalgia and the revitalization of traditional skincare products?

To find out the answers to the above questions, we conducted a survey with the users of various skincare antiseptic creams in India. The remaining paper is divided into following sections: In section 2, we discussed the theoretical background of variables. Section 3 elaborates on research methodology. Section 4 discussed the empirical results. Section 5 suggested some managerial implications. Finally, section 6 discussed the conclusion and limitations followed by suggestions for the future.

## **Theoretical Background and Hypotheses Development**

### **Role of Brand Salience in Brand Revitalization**

Brand salience is conceptualized as the prominence of a particular product or brand in consumers' minds (Alba & Chattopadhyay, 1986). Brand salience can be calculated as the sum of trust, relevance, importance, and customer experience with that particular brand (Chekalina et al., 2018). Brand salience leads to brand development by giving consumers the ability to remember and recognize the brand in alternative situations (Keller et al., 2008). Salience positively impacts selected brands among the options considered, where many brand alternatives are available to consumers (Macdonald & Sharp, 2000). Keller (1999) believes that reversing the misfortunes of a failing brand must begin with brand salience. Wansink & Deshpande (1994) found that companies must make their efforts to increase brand awareness to save them from accumulating dust in the pantry. Castelo-Branco (2016) discussed the importance of brand awareness and knowledge in reviving automobiles regarding FAMEL Motorcycles. Florea et al. (2018) investigated the effect

of brand salience on fans' reactions towards the resurrected brand related to sports organization, in which ticket purchase, merchandise purchase, and endorsement were the behavioral outcomes. Here, the resurrection movement was taken as the moderator and brand relationships as the mediator.

### **Role of Nostalgia in Brand Revitalization**

Brands associated with consumers of earlier times usually evoke strong nostalgic emotions (Guzman & Paswan, 2009; Holak & Havlena, 1998). Nostalgia drove consumers toward old and happier days, which resulted in positive perceptions of lost brands (Putrevu, 2014). Brand revitalization is based on consumers' affinity for nostalgic emotions for the past and the search for brand legitimacy (McDermott, 2008; Shetty et al., 2014). The existing literature identified nostalgia as an essential contributor to reviving a rejected brand (Brown et al., 2003; Thomas & Kohli, 2009, Cattaneo & Guerini, 2012). Nostalgia is a momentary sentiment that excites customers' attention to the object they used to hold back from the old days (Muehling et al., 2004; Sierra & McQuitty, 2007). This arousal could motivate consumers to evaluate the lost brand and bring it back (Cohen & Andrade, 2004; Puccinelli et al., 2015). Companies use consumer nostalgia to evoke classic old brand elements to help consumers remember the positive feelings of time-honored brands (Jiaxun et al., 2007). Existing literature has shown the importance of nostalgia in brand revitalization. For example, Davari et al. (2017) demonstrated the moderating role of nostalgia in Millennials' participation in the brand resurrection movement using social media. Hallegatte et al. (2018) identified the role of retro-branding in influencing the behavioral intentions of the audience (in terms of attending purposes, willingness to pay, and positive word of mouth) towards the music industry. Additionally, nostalgia proneness was taken as a mediating variable. Gilal et al. (2020b) investigated the role of nostalgic advertising (in terms of personal, historical,

and cultural) in influencing consumers' engagement in bringing the faded brands back to the present era. They compared these relationships with non-nostalgia advertisements.

### **Customer Perceived Value as an Outcome of Brand Revitalization**

The value perceived by the customer is the combination of tangible and intangible attributes about usage situations (Monroe, 1990). Zeithaml (1988) defined perceived customer value as an evaluation of the effectiveness of a product or service by the consumer based on what is given and what is received. It is a differentiating factor for competitive advantage in modern marketing practices. It triggers customer satisfaction, leading to brand development (Agarwal & Teas, 2001). Thus, customer perceived value is a direct precursor to consumer buying behavior (Dodds et al., 1991; Monroe & Chapman, 1987). When choosing a product, a customer examines the value of the product. The product that is, of course, the choice is the product that offers the most value to the customer. This evaluation summarizes several evaluation angles, consisting of values relating to products, services, images, and personnel (Kotler & Keller, 2009). Attipoe (2017) examined the effect of brand revitalization on achieving customer-based brand equity (CBBE) in FMCG sector of Nestle Ghana Limited. The components of CBBE included (Brand Awareness, Brand Association/Image, Perceived Brand Quality, and Brand Loyalty). In the study, customer perceived value was taken as the mediator.

### **Brand Loyalty as an Outcome of Brand Revitalization**

Aaker (1991) defined brand loyalty as the long-term commitment and systematic purchases of the same brand by an individual or a group of customers. Keller (2009) conceptualized brand loyalty as the commitment to re-sponsor a preferred brand or product and raises consumers' commitment towards the brand, thus making them more resistant to prefer alternative brands.

Uddin & Akhter (2012) describe loyalty as a function that is influenced by a psychological process expressed over time by an individual or group concerning to availability of alternative brands to buy back the particular brands. What is striking is a significant correlation with brand loyalty, which guides consumers when making purchasing decisions between different brands with the same reputation (Brewer & Zhao, 2010; Nguyen et al., 2011). A strong brand image stimulates a sustainable relationship with consumers, consequently stimulating purchase intentions (Jacoby & Kyner, 1973). Wang & Wu (2012) suggested that keeping a loyal customer is more profitable for the business than acquiring new customers. Nassimi et al. (2015) investigated the impact of brand rejuvenation on customer attitudinal and behavioral loyalty regarding the Bank of Mellat, Iran. Therefore, from reviewed literature, following relationships are hypothesized:

Hypothesis H1: (a) Brand Salience; and (b) Nostalgia plays a positive and significant role towards Customer Perceived Value as outcomes of the revitalization of traditional skincare products

Hypothesis H2: (c) Brand Salience; and (d) Nostalgia plays a positive and significant role towards Brand Loyalty as an outcome of the revitalization of traditional skincare products

### **Mediating Role of Advertising and Celebrity Endorsement Strategy**

In this modern era, celebrity endorsement has become an essential form of communication tool. The celebrity endorsement strategy is referred to as part of a marketing communication program in which a public figure uses its image to support and represent the qualities and benefits of a brand (Friedman & Friedman, 1979; Winterich et al., 2018). Celebrities are also referred to as reference groups that significantly influence an individual's evaluations and purchase intentions (Min et al., 2019). Characteristics of a celebrity, such as personality, likability, and trustworthiness, play an essential role in influencing the consumers. Emphasis has been given to creating a positive attitude towards purchase intentions of certain products through the attractiveness and credibility of celebrities (Farrell et al., 2000; Hung, 2014). Today, companies employ celebrity support

strategies to stimulate their sales revenue (Lee & Thorson, 2008). For instance, G.D. Pharmaceuticals renewed its advertisements by introducing more modern and contemporary brand personalities such as Vidya Balan, Raima Sen, and Sakshi Tanwar. Keller et al. (2008) found that if brand salience is determined by more frequent and repetitive advertising, this could trigger the recall and recognition of consumer purchasing decisions. Spry et al. (2011) explained the relationship between brand awareness and endorsers using an associative network memory model. The model suggests that celebrity support becomes an added note in consumers' minds that aids brand recall and recognition. Shani & Sandler (1991) suggested that brand recall and recognition are strongly stimulated by the congruence between celebrities and brands. Advertising is relatively more likely to arouse nostalgia for self-tied thoughts and positive feelings that positively affect audience attitudes (Chou & Singhal, 2017; Muehling & Pascal, 2011). It has been shown that elements of nostalgia in an advertisement are more likely to appeal to older consumer segments than younger ones (Guzel & Yolbulan Okan, 2016). The company has renewed the nostalgic jingle of Vicco ads by launching Alia Bhatt as a youth icon. Dean (1999) discussed how celebrity endorsement can promote perceived qualities by communicating a unique product identity. Emami Limited established Boroplus through trustworthy and prominent endorsers such as Amitabh Bacchan, Kareena Kapoor Khan, Vipasha Basu, Kangana Ranaut, and Kriti Sanon. Researchers stated that celebrity involvement has a significant impact on customer perceived value and increases attitudinal and behavioral loyalty; as a result, generate repeat purchase intention (Yen & Teng, 2015; Baniya, 2017). Prior research has given the significance of advertising and celebrity endorsement in brand revitalization. For example, Andrews & Kim (2007) highlighted the importance of brand revitalization in durable consumer industries (with reference to automobiles and electronics). The significant determinants of the study were product improvement, warranty

programs, third-party appraisals, and advertising communications. Ndlela & Chuchu (2016) highlighted the importance of celebrity endorsement advertising in influencing the purchase behavior of young South African consumers. Rahman (2018) highlighted the importance of celebrity endorsements in increasing brand awareness of TV advertisements. Khan et al. (2019) identified the effects of celebrity endorsement, perceived quality, and loyalty in influencing the purchase intentions of young adults in Karachi, Pakistan. The study also identifies the mediating effects of brand awareness, recall, and loyalty on these factors. Parayitam et al. (2020) investigated the role of celebrities in consumers' buying behavior in rural areas of India and also examined the mediating role of perceived risk between celebrity endorsements and perceived quality and value. Gilal et al. (2020a) examined the impact of three types of endorsers (celebrity, CEO, and expert) on the participation of consumers in the brand resurrection movement through achieving self-brand connection, perceived product attachment, and source credibility. Jaffari & Hunjra (2017) investigated that celebrity endorsement has a significant mediating impact on celebrity characteristics (i.e., Credibility, Familiarity, Celebrity Brand/ Product Congruence, and Celebrity Clutter) on consumers' Purchase Intentions. Kamel (2020) assessed the mediating role of celebrity endorsement in the relationship between green advertising and the intention of Egyptian millennials towards environmental behaviors for tourist destinations. Previous studies reported that advertising strategies positively influence revitalization by generating trust, affection, and long-term consumer loyalty to the brand (Kim & Ko, 2012) and strengthening business-customer relationships (Dhaoui, 2014). Some researchers have highlighted the role of celebrities in engaging customers and reviving traditional brands (Merchant & Rose, 2013; Dion & Mazzalovo, 2016; Pradhan et al., 2016). Therefore, from reviewed literature, following relationships are hypothesized:

Hypothesis H3: Advertising and Celebrity Endorsement Strategy significantly mediates between (a) Brand Salience and Customer Perceived Value; (b) Nostalgia and Customer Perceived Value as outcomes of the revitalization of traditional skincare products

Hypothesis H4: Advertising and Celebrity Endorsement Strategy significantly mediates between (c) Brand Salience and Brand Loyalty; (d) Nostalgia and Brand loyalty as outcomes of the revitalization of traditional skincare products

## **Research methodology**

### **Sample Characteristics**

A pilot survey was conducted, and then analytical techniques were applied to test the relationship strength between the variables. A self-administered questionnaire was designed and classified into demographic profile, consumption and spending on traditional skincare antiseptic creams, and items related to independent, mediating, and dependent variables. Technique of Convenient sampling was used to collect the data. Users of traditional antiseptic creams were taken as the unit of analysis. To confirm the suitability of the questionnaire, we asked respondents an open-ended question to provide a list of skincare creams that they found useful for their skin. The responses confirmed that most of the respondents used Boroline (30 percent), and 40 percent preferred Boroplus. The remaining respondents used Vicco (2 percent), Patanjali Borosafe, Himalaya, and Nivea (3 percent each), Ponds, and Vasaline (2 percent each), and other creams of their choice. A total of 113 responses (58 percent of men and 42 percent of women) were obtained. The data was collected across India, and most respondents were from Rajasthan (54 percent). In respect of age group, most of the respondents were under the age group of 25–35 (i.e., 66 percent). Consumption and spending patterns showed that 59 percent of respondents were regular buyers of antiseptic creams, while 53 percent were not. The majority of respondents (66 percent) spend less than Rs. 500/-, and medium package sizes were the most preferred quantities (56 percent) to buy

antiseptic cream. Results also showed that most respondents (61 percent) used these antiseptic creams to help retain moisture and softness (see Table 1).

**Table 1** Sample Characteristics and usage pattern of traditional skincare antiseptic creams

<b>Demographic profile of respondents</b>	<b>N</b>	<b>Percentage</b>
<b>Gender</b>		
Male	65	58
Female	47	42
<b>Age</b>		
<18	1	1
18-24	18	16
25-34	74	66
35-44	13	11
45-54	3	3
>55	3	3
<b>Place</b>		
Rajasthan	60	54
Uttar Pradesh	29	26
Maharashtra	4	4
Delhi	8	7
Gujarat	1	1
Tamil Nadu	1	1
Assam	1	1
Madhya Pradesh	2	2
West Bengal	1	1
Karnataka	1	1
Manipur	1	1
Punjab	1	1
<b>Consumption and Expenditure on antiseptic creams</b>		
<i>Are you a regular buyer of traditional antiseptic cream?</i>		
Yes	59	52
No	53	39
May be	10	9
<i>How much do you spend monthly on buying traditional antiseptic creams?</i>		
Nil	15	13
<Rs. 500/-	75	66
Rs. 501-1000/-	9	8
Rs. 1001-5000/-	1	1
>Rs. 5000/-	1	1
Not prefer to answer	12	11
<i>Which pack size of traditional antiseptic creams do you usually purchase?</i>		
Sachet (10g)	7	6
Small pack (20-30g)	41	37
Medium pack (40g-80g)	57	56
Large pack (< 80g)	7	6
<i>What factors influence you to use traditional antiseptic creams?</i>		
Retain moisture and softness	69	61
Remove dryness of skin	67	60
Treat chapped lips	50	45
Treat cracked heels	31	28
Treat acne	24	21
None of these	9	8

### *3.2 Tools and Techniques*

Exploratory Factor Analysis was carried out with the help of IBM SPSS 23. To determine the adequacy of data for factor analysis, KMO (Kaiser-Meyer-Olkin) and Bartlett's sphericity test (BTS) were used. For inclusion, 0.50 was used as the cut-off value to include items with the highest factor loads (Hair et al. 1998). Eigen values greater than one was used to extract reliable factors with a total explained variance of 60.01 percent, which was above the threshold of 60 percent (Hair et al., 2014). Cronbach's  $\alpha$  was used to measure the appropriateness of a set of items to one-dimensional latent constructs (Nunnally, 1978). To measure the convergent validity of the items, the average variance extracted (AVE) of a value greater than 0.5 was considered. To assess the discriminant validity, the Fornell–Larcker (1981) criterion was used in which the square root of AVE and the correlation of the respective constructs were compared. Confirmatory Factor Analysis (CFA) was conducted to measure the validity of the constructs. Commonly reported indices to report goodness of fit in CFA include  $\chi^2/df$  with a standard range of 1.0–2.0 and an acceptable range  $\leq 5.0$  (Hair et al., 2005). A good fit is indicated by an RMSEA within the range of 0.05 and 0.08 (Browne & Cudeck, 1992). A GFI value ranging between 0.90 and 0.95 is considered a reasonable fit, and between 0.95 and 1.00 is considered a good fit (Byrne, 2001; Kline, 2005).

The factors were extracted and derived from previous literature. Eight items under independent variables were deduced to two factors with a KMO value of 0.832 and explained a variance of 75.50 percent. Factor 1 and Factor 2 consisted of four items each. The factors were named "Brand Salience (BS)" and "Nostalgia (N)". Five items under the mediating variable were deduced to 1 factor with a KMO value of 0.827 and an explained variance of 64.76 percent. The factor was named "Advertising and Celebrity Endorsement Strategy (ACES)." Eight items were deduced to two factors with a KMO value of 0.945 and explain 71.03 percent of the variance. The

factors were named "Customer Perceived Value (CPV)" and "Brand Loyalty (BL)" as outcomes of the revitalization of traditional skincare products. All of the extracted factors had Cronbach's  $\alpha$  greater than 0.7 indicating sufficient construct reliability. The result indicated that the square roots of all AVEs (in the range from .788 to .872) for each equivalent construct were greater than the off-diagonal correlation (in the range from .440 to .827). Therefore, the findings suggest sufficient discriminant validity (Table 3). The results of EFA and CFA are shown in Table 2.

**Table 2** Results of Exploratory and Confirmatory Factor Analysis

Item description of 'Traditional antiseptic creams'	References	Factor Loadings	AVE	C.R.	Cronbach's $\alpha$ Value
<b>Independent variables</b>					
<i>Brand Salience (BS)</i>					.860
BS1 I remember the jingle/tune of traditional antiseptic creams		.641			
BS2 The traditional antiseptic creams first come in my mind when I am going to purchase a beneficial product for my skin	<i>(Adapted from, Castelo-Branco, 2016; Florea et al., 2018)</i>	.788	.622	.866	
BS3 I can quickly recognize traditional antiseptic creams by the color of their packaging		.831			
BS4 I can easily identify traditional antiseptic creams among alternative creams available in the stores		.875			
CFA Model goodness of fit indices CFA model indices results, CMIN/ $\chi^2$ = 3.378, p = 0.034, NFI = 0.871, CFI = .987, GFI = 0.970, RMSEA = 0.079					
<i>Nostalgia (N)</i>					.900
N1 The traditional antiseptic creams reminds me of past memories		.794			
N2 The traditional antiseptic creams cream drift me to the times when I was younger	<i>(Adapted from, Davari et al., 2017; Gilal et al., 2020b)</i>	.875	.699	.731	
N3 The traditional antiseptic creams reminds me of some pleasant memories of my childhood		.900			
N4 I have sentiments associated with traditional antiseptic creams		.769			
CFA Model goodness of fit indices CFA model indices results, CMIN/ $\chi^2$ = 1.480, p = 0.022, NFI = 0.941, CFI = .978, GFI = 0.987, RMSEA = 0.065					
<b>Mediating Variable</b>					.863
<i>Advertising and Celebrity endorsement strategy (ACES)</i>					
ACES1 I like the advertisement related to traditional antiseptic creams		.680			
ACES2 Advertisements of traditional antiseptic creams are eye catching	<i>(Adapted from, Parayitam et al., 2020; Gilal et al., 2020a)</i>	.698			
ACES3 I remember the celebrities who endorsed traditional antiseptic creams		.792	.702	.864	
ACES4 Celebrities used in the advertisement of traditional antiseptic creams are believable		.741			

ACES5 The presence of celebrities make the advertisement of traditional antiseptic creams interesting								.828
CFA Model goodness of fit indices CFA model indices results, CMIN/ $\chi^2$ =4.234, p = 0.001, NFI = 0.782, CFI = .814, GFI = 0.924, RMSEA = 0.085								
<b>Dependent variables: Revitalization of traditional antiseptic creams</b>								
<i>Customer Perceived Value (CPV)</i>								.877
CPV1 I feel that traditional antiseptic creams is a reliable product for me								.774
CPV2 In my opinion, the antiseptic cream has now become more of a 'Skin care cream' than an 'Antiseptic cream'	(Adapted from, Attipoe, 2017)							.784
CPV3 I feel like I am getting more emotionally connected with traditional antiseptic creams than I was before								.636 .762 .885
CPV4 In my opinion, traditional antiseptic creams has improved their utility than before								.818
CPV5 I trust the company that makes traditional antiseptic cream								.874
CFA Model goodness of fit indices CFA model indices results, CMIN/ $\chi^2$ =2.577, p = 0.024, NFI = 0.763, CFI = .922, GFI = 0.954, RMSEA = 0.083								
<i>Brand Loyalty (BL)</i>								.893
BL1 I will continue to buy traditional antiseptic creams								.902
BL2 I would prefer traditional antiseptic creams more than I prefer before	(Adapted from, Attipoe, 2017)							.866
BL3 I would like to recommend traditional antiseptic creams to others								.948 .707 .904
BL4 Even if other creams have the same attributes, I would prefer to buy traditional antiseptic creams								.606
CFA Model goodness of fit indices CFA model indices results, CMIN/ $\chi^2$ =0.282, p = 0.000, NFI = 0.989, CFI = 1.000, GFI = 0.997, RMSEA = 0.020								

**Table 3** Correlation and Discriminant Validity

S.No.	Variables	Mean	SD	BS	N	ACES	CPV	BL
1	BS	3.75	1.00	<b>(.788)</b>				
2	N	3.29	1.05	.440**	<b>(.836)</b>			
3	ACES	3.28	.886	.492**	.489**	<b>(.837)</b>		
4	CPV	3.49	.814	.522**	.487**	.589**	<b>(.872)</b>	
5	BL	3.48	.906	.531**	.396**	.521**	.827**	<b>(.840)</b>

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 3.3 Analyzing total, direct and indirect effects of hypotheses

The mediation effect is observed through total, direct, and indirect effects. The total effect indicates how alteration in an independent variable is related to the dependent variable. The direct effect is the extent to which alteration in an independent variable significantly impacts the dependent variable in the absence of a mediator. The indirect effect is the extent to which alteration in the

independent variable would change the dependent variable in the presence of a mediator. Conditional process modeling (PROCESS macro) enables us to conduct mediation analysis (Hayes Model 4) in SPSS 23 to assess the total, direct and indirect effect of the advertising and celebrity endorsement strategy on brand salience, nostalgia, customer perceived value, and brand loyalty.

The results show that BS has a positive and significant direct effect on CPV ( $\beta = .205, t = 3.003, p = .003$ ) at 0.05 significant levels with a t-value greater than 1.96. This supported hypothesis H1a. N has a positive and significant direct effect on CPV ( $\beta = .245, t = 3.740, p < .05$ ) at 0.05 significant levels with t- value greater than 1.96. This supported hypothesis H1b. BS has a positive and significant direct effect on BL ( $\beta = .301, t = 3.738, p < .05$ ) at 0.05 significant levels with a t-value greater than 1.96. This supported hypothesis H2c. N has a positive but non-significant direct effect on BL ( $\beta = .084, t = 1.093, p = .276$ ) at 0.05 significant levels with a t-value greater than 1.96. This has unsupported hypothesis H2d.

Further analysis is done to analyze the role of ACES as a mediator. Evaluation of mediation (see Table 4) is done using bias-corrected bootstrapping.

The results indicated that the indirect effect of BS on CPV via ACES ( $ab = .1019$ ) at ACES: 95% Boot (CI) [LL = .0328, UL = .1978] no zero occurred in between. Total and direct effects remained significant at ACES: 95% Boot (CI) [LL = .1713, UL = .4442, and LL = .0700, UL = .3417]. No zero occurred in between. This indicated a statistically significant mediation, and supported H3a. The indirect effect of N on CPV via ACES ( $ab = .0956$ ) at ACES: 95% Boot (CI) [LL = .0365, UL = .1672] with no zero in between. Total and direct effects remained significant at ACES: 95% Boot (CI) [LL = .1153, UL = .3752 and LL = .0205, UL = .2788]. No zero occurred in between. This indicated a statistically significant partial mediation, and supported H3b. The indirect effect of BS on BL via ACES ( $ab = .0946$ ) at ACES: 95% Boot (CI) [LL = .0284, UL =

.1917] no zero occurred in between. Total and direct effects remained significant at ACES: 95% Boot (CI) [LL = .2401, UL = .5528, and LL = .1419, UL = .4619]. No zero occurred in between. This indicated a statistically significant mediation, and supported H4c. The indirect effect of N on BL via ACES (ab = .0887) at ACES: 95% Boot (CI) [LL = .0241, UL = .1731] with no zero in between. However, the total effect was found to be significant at ACES: 95% Boot (CI) [LL = .0237, UL = .3217] no zero occurred in between, and direct effect remained non-significant at ACES: 95% Boot (CI) [LL = -.0682, UL = .2361] zero occurred in between. This indicated a statistically significant mediation, and supported H4d. The results of mediation analysis can be seen in figure 1(a, and b).

**Table 4** Total, direct and indirect effect of Brand Salience and Nostalgia on revitalization of the traditional antiseptic creams via Advertising and Celebrity Endorsement strategy as mediator

Input	Output	Path for Boroplus	$\beta$	SE	<i>t</i>	<i>p</i>	LLCI	ULCI	Decision	Result
BS	CPV	BS -> ACES (path a)	.3011	.0761	3.9571	.0001	.1503	.4519	Supported	Statistically significant Mediation
		ACES -> CPV (path b)	.3385	.0804	4.2126	.0001	.1792	.4977	Supported	
		BS -> CPV (path c)	.3077	.0688	4.4712	.0000	.1713	.4442	Supported	
		BS -> CPV (path c')	.2058	.0685	3.0034	.0033	.0700	.3417	Supported	
		Indirect Effect of ACES	.1019	.0423			.0328	.1978	Supported	
N	CPV	N -> ACES (path a)	.2825	.0725	3.8962	.0002	.1388	.4261	Supported	Statistically significant Mediation
		ACES -> CPV (path b)	.3385	.0804	4.2126	.0001	.1792	.4977	Supported	
		N -> CPV (path c)	.2453	.0656	3.7400	.0003	.1153	.3752	Supported	
		N -> CPV (path c')	.1497	.0652	2.2964	.0236	.0205	.2788	Supported	
		Indirect Effect of ACES	.0956	.0334			.0365	.1672	Supported	
BS	BL	BS -> ACES (path a)	.3011	.0761	3.9571	.0001	.1503	.4519	Supported	Statistically significant Mediation
		ACES -> BL (path b)	.3141	.0947	3.3182	.0012	.1265	.5017	Supported	
		BS -> BL (path c)	.3965	.0789	5.0245	.0000	.2401	.5528	Supported	
		BS -> BL (path c')	.3019	.0807	3.7389	.0003	.1419	.4619	Supported	
		Indirect Effect of ACES	.0946	.0423			.0284	.1917	Supported	
N	BL	N -> ACES (path a)	.2825	.0725	3.8962	.0002	.1388	.4261	Supported	Statistically significant Mediation
		ACES -> BL (path b)	.3141	.0947	3.3182	.0012	.1265	.5017	Supported	
		N -> BL (path c)	.1727	.0752	2.2968	.0235	.0237	.3217	Supported	
		N -> BL (path c')	.0840	.0768	1.0934	.2766	-.0682	.2361	Unsupported	
		Indirect Effect of ACES	.0887	.0394			.0241	.1731	Supported	

Note: SE: Standard Error; LLCI: Lower Level Confidence Interval; ULCI: Upper Level Confidence Interval; a, b, c' represents direct path; c represents total path.

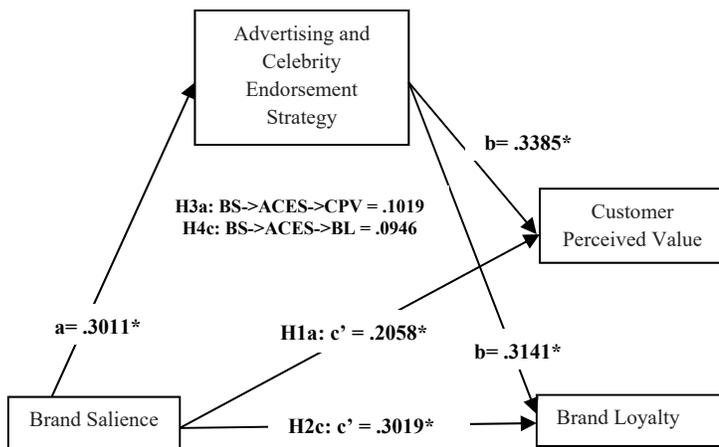


Figure 1a

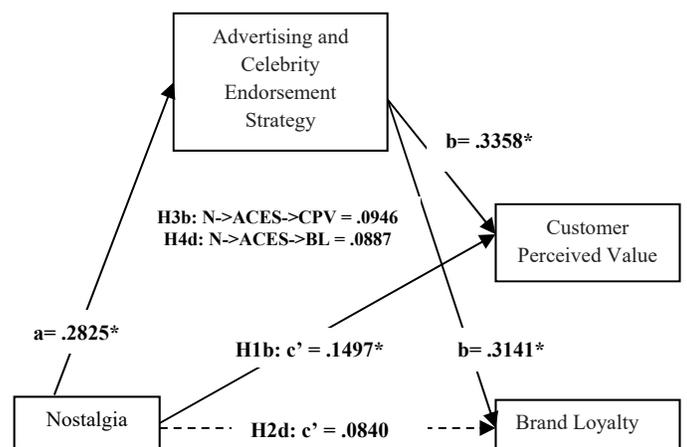


Figure 1b

Figure 1(a and b) Result of mediation analysis

—————> Significant effect  
 - - - - -> Non-significant effect

Mediation through PROCESS macro (Model 4). Fig. 1a shows the effect of Advertising and Celebrity endorsement strategy on Brand saliency and Customer Perceived Value, Brand Saliency and Brand Loyalty. Fig. 1b shows the effect Advertising and Celebrity Endorsement Strategy on Nostalgia and Customer Perceived Value; Nostalgia and Brand Loyalty

## Findings and Discussions

This paper adopts a novel attempt to identify the role of brand saliency and nostalgia in revitalizing traditional skincare products. An exploratory factor analysis was used to derive the items, and a confirmatory factor analysis was done to check construct validity and reliability. In addition, advertising and celebrity endorsement strategy was introduced as mediator to test its total, direct and indirect effects on brand saliency and nostalgia, customer perceived value, and brand loyalty for traditional skincare antiseptic creams. The traditional skincare antiseptic creams were complementary in terms of awareness, association with past memories, advertising and celebrity endorsements, perceived value, and loyalty of customers.

The result shows that brand salience plays a positive and significant role in influencing customer perceived value and brand loyalty as outcomes of the revitalization of traditional skincare products. This supports the hypothesis by suggesting that the popularity of long-established skincare creams has become ingrained in users' lifestyles and buying habits, so they don't think so long before becoming consumers again and again. Alamro & Rowley (2011) suggest that awareness increases brand preference. Once consumers have a positive perception of a brand value, they are more likely to make repeat purchases with little to no foresight, which builds a sense of loyalty. The respondents in our study also have a high level of brand awareness and would easily remember the tune and recognize the old skincare creams by their packaging color among various alternative brands. That could be the reason for their repeat purchase. The findings of our study are in line with the results given by Castelo-Branco (2016), which show that brand awareness directly leads to the revitalization of declined brands. The results are slightly different from the findings of Florea et al. (2018), who took the resurrection movement as a moderating variable in influencing brand salience and fans' responses towards sports organizations.

The result shows that nostalgia plays a positive and significant role in influencing customer perceived value and brand loyalty as outcomes of the revitalization of traditional skincare products. This supports the hypothesis by suggesting that consumers are often more emotionally attached to the brands that connect them with the imagery of a particular time, place, or experience and that long-established brands often promise an immediate return in the form of happy memories and comforts that new brands can't keep up with. The benefits of reviving earlier deleted brands through nostalgic ads can increase sales, improve brand image, posit a positive brand attitude, increase buying intentions, and improve the overall performance of the organization (Lasaleta et al., 2014; Thomas & Kohli, 2009). Respondents in our study felt nostalgic about traditional

skincare creams in terms of memories of past product use and the amount of feelings associated with the products. The results also indicated that they have been more emotionally attached to these creams for a very long time. Respondents also perceive these creams as skincare creams rather than just antiseptic creams. The relationships proved in our study are similar to those of Gilal et al. (2020b), who have demonstrated the direct effect of nostalgia advertisements on consumers' engagement in bringing the faded brands back to their present era. Our findings differ from Davari et al. (2017), who used nostalgia as a moderating variable in consumer participation in the brand resurrection movement via social media. However, our results align with Niemelä (2019), who suggested a direct and significant impact of nostalgia on the brand revitalization of iconic brands through consumer participation on social media. The findings of our study also differ from the model explained by Attipoe (2017), who suggested that brand revitalization through achieving customer perceived value leads to brand loyalty as a component of CBBE.

The results suggest that advertising and celebrity strategy is significantly mediated between brand salience, nostalgia, customer perceived value, and brand loyalty. This supports the hypothesis by arguing that to outsmart each other, organizations use celebrities and experts as a revitalization strategy to increase the effectiveness of their advertising (Winterich et al., 2018; Phua et al., 2018). A celebrity endorsement is a proficient marketing communication tool used by companies to increase the perceived value of their brand to their customers. Consumers with higher power distance belief (PDB) towards celebrities express favorable evaluations for TV advertisements. It is assumed that an amiable brand personality can increase brand recall and recognition value for products with high consumer engagement (Spry et al., 2011). Organizations also focus on understanding the importance of nostalgia in their advertising to convince customers to buy the product rather than with their hard-earned cash. It is believed that nostalgic advertising

in the past induces higher perceived self-continuity than advertising in the present (Ju et al., 2016). Brands backed by an attractive and trustworthy personality can develop positive attitudes and sustainable relationships that encourage consumers to make repeat purchases. Companies are constantly engaged in transforming their ads through contemporary brand personalities to instantly impact their brands, increase brand awareness, and create nostalgic elements that help build the perceived value and brand loyalty of these antiseptic creams (Biswas et al., 2006). Marketers introduce attractive and credible celebrities in their advertisements that have the know-how to engage with the audience and create a strong brand reputation (Hakimi et al., 2011). The respondents in our study liked the advertisements for traditional skincare creams and found the visual representation of the advertisements very noticeable. They feel that skincare creams have become more popular with advertising conversion than before. Respondents remembered the celebrities featured in the ads, found them credible, and paid attention to the ads when they were on the television screen. Our results are in line with Jaffari & Hunjra (2017), who investigated that celebrity endorsement has a significant mediating impact on celebrity characteristics and consumers' Purchase Intentions; and also with Kamel (2020), who assessed the mediating role of celebrity endorsement in the relationship between green advertising and the intention of Egyptian millennial towards environmental behaviors in tourist destinations. Our findings differ slightly from those of Parayitam et al. (2020), who used celebrity endorsements as an independent variable and purchasing behavior as an outcome variable, and from Gilal et al. (2020a), who explained the direct relationship between endorsers and brand revitalization.

### **1. Managerial implications**

Current research has broadened the understanding of how customers think, perceive, and react to old and traditional brands. With the inclusion of advertising and celebrity endorsement strategies

and examining them concurrently, the relative contributions of each dimension in the direct-indirect relationships are shown. Brand managers may potentially use current research findings to strongly influence their potential consumers. The results may provide valuable guidance for overcoming marketing challenges and increasing brand recovery efficiency. There are several products in the skincare industry that have relevant brand equity but have long been left dormant because they have gone unnoticed by marketers. In particular, companies should take heed to the timing of launch and re-launch, the level of exposure, and the hype surrounding the brand that no longer exists. Marketers should focus more on awareness to develop and reinforce an instinctive preference for a brand and its products. Nostalgia gives a sense of continuity and meaning as we get older. Nostalgia is another dimension in which organizations resonate with positive memories and beloved ideas from the past. This study would guide marketers to understand why consumers ask for old and traditional products or brands and design their revitalization strategies accordingly. Mediation analysis found that advertising and celebrity endorsement strategies are visible means of building consumers' brand awareness and nostalgia for skincare products. Therefore, managers should have more modern, contemporary brand personalities, prior knowledge, experience, and excitement about the past brands to transform the advertisements with time to make them more attractive in an ever-changing environment. A celebrity brand endorsement can influence the entire process by reminding consumers about the good times they earlier had with the forgotten brands.

### **Conclusion, Limitations and Future Research**

This study examined the role of brand salience and nostalgia in influencing customer value and brand loyalty to revitalize traditional skincare products in India. The results of the analysis are summarized as follows: Brand awareness and nostalgia play a positive and significant role in influencing customer perceived value and brand loyalty as the outcomes of the revitalization of

traditional skincare products. Second, advertising and celebrity endorsement strategy significantly mediated these relationships. The limitations and future recommendations are as follows: First, data collection is limited. For more comprehensive results, this study can expand the sample size to increase the generalizability of the results. In addition, the geo-demographic profile of the respondents can be more standardized. Overby et al. (2005) have shown that consumer favorable perception from expenditure to consumption of any commodity varies across cultural values (i.e., Collectivism). Additionally, collectivistic consumers found to exhibit strong brand loyalty than individualists (Yoo, 2009). But, no variable related to culture is found in existing brand revitalization literature. Therefore, the research provides a scope to empirically validate the mediating role of cultural dimensions in the consumption behavior of personal care products. Future research can also be extended by using other influencer marketing communication tools as mediators (e.g., sales promotions, in-person sales, direct marketing, and social media). Further, these relationships can also be tested in different sectors such as consumer electronics, beauty stores, beverages, retro music, etc.

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