

FACULTY OF COMMERCE

DISSERTATION RESEARCH PROJECT

INVESTIGATING THE INFLUENCE OF PERSONALITY TRAITS ON PURCHASE INTENTIONS THROUGH BRAND NOSTALGIA AND EMOTIONAL CONNECTION: CASE OF CASTLE LAGER

BY

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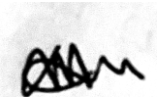
Student signature …  ……. Date …30/08/26……

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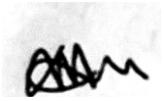
LORRIEN K MUNDOKWEYA  30/08/26
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Dedication

This research is dedicated to my father, all my family members and most tenderly to my late mom Beauty Sekai Munemero and my late grandma Everjoice Mundokweya whose legacies, love and hope have shaped every step of this journey.

ABSTRACT

The study to investigate aimed the influence of personality traits on purchase intentions through brand nostalgia and emotional connection among Castle Lager consumers. The study was driven by the need to understand the effect of consumers' personality traits on their nostalgic feelings towards a brand and on emotional attachment, and the ultimate impact on purchase intentions. The study first explored the impact of the five personality traits on brand nostalgia and emotional connection as well as the impact of brand nostalgia and emotional connection on purchase intentions. The quantitative research approach and causal research design were used to determine relationships among the research variables. A sample of 304 Castle Lager consumers in Harare was used to obtain data. Properly designed questionnaires consisting of validated measurement scales based on studies conducted before were applied. Collected data was analyzed by Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structures (AMOS). The results indicated that openness to experience, conscientiousness, agreeableness and neuroticism were significant and positive predictors of brand nostalgia; however, extraversion was not significant. It was discovered that conscientiousness and extraversion positively and significantly influenced emotional connection while openness, agreeableness and neuroticism had no significant influence. Brand nostalgia was significant and positively influenced purchase intentions, although it was not significant for emotional connection. It was also found that emotional connection had a positive significant effect on purchase intentions. The study results show that there are 2 pathways that influence purchase intention: nostalgia pathway (Openness, Conscientiousness Agreeableness and Neuroticism) and emotional connection pathway (Conscientiousness, Extraversion).The study recommends that Delta Corporation should strengthen nostalgic branding , while developing initiatives that enhance emotional bonds to improve purchase intentions and foster long term customer loyalty.

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I owe the deepest thanks to my father ,Hero Mundokweya , who is truly a hero in my life .His unwavering belief in me, along with his spiritual and moral guidance has been my anchor .To my entire family , thank you for your immense financial support and encouragements.

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CHAPTER I

INTRODUCTION

1.0 INTRODUCTION

This chapter provides an overview of the study by presenting the background to the research, statement of the problem, research objectives and research hypotheses. The chapter also talks about the importance of the study, scope of the study and defines the key concept to the study. The aim of the chapter is to provide a base upon which the study stands by describing why it is important to examine the effect of the personality trait on the intention to purchase based on brand nostalgia and emotional connection.

1.1BACKGROUND OF THE STUDY

Today's marketing landscape has transitioned from product attributes and sales to one where marketing is about experiences that build customer relationships (Pine and Gilmore, 2019). The psychology of consumer behavior has become crucial in the era of growing competition in the market. One of these factors is personality and it has a considerable impact on consumer attitudes, feelings and buying behaviors. The Big Five Personality Theory states that there are five personality dimensions: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (Baker and Kennedy (2023). These characteristics can affect consumers' brand perceptions, the way they interpret marketer messages, and their purchase intentions.

Emotional branding strategies are gaining popularity around the world and are being used by marketers to maintain and enhance relationships with their customers. Brand nostalgia is one such strategy, which involves consumers' sentimental connection to memories and experiences related to a brand Holbrook and Schindler, (2023). Nostalgic marketing can trigger positive emotions, familiarity, and a sense of belonging within the consumer, which can lead to positive brand attitudes. Liu, Wang and Zhao, (2023) research indicates that consumers with nostalgic feelings

tend to develop deeper emotional bonds with brands, which can have a positive impact on their purchasing preferences.

However, when nostalgia is included in a sales pitch, it does not resonate among consumers. The interpretation of nostalgic experiences and formation of emotional bonds to brands is shaped by individual personality traits. For instance, nostalgic messages focusing on social connections and shared experiences might resonate with agreeable and extraverted consumers, whereas consumers who are high in openness to experience may value brands that tie heritage to their modern-day lives Thompson Rees, (2022). The differences indicate that personality variables might have indirect effects on purchase intention via brand nostalgia and emotion.

Nostalgia marketing is an effective approach for brands that aim to resonate with their customers by tapping into a common cultural appreciation and collective memory in Africa. Heritage-based advertising or storytelling is used by established brands to evoke an emotional connection and stay relevant in an ever-evolving and competitive market Akinbode and Oduor, (2022). Nostalgia is a key marketing tool in Zimbabwe where long established brands like Mazoe, Tanganda Tea, and Castle Lager are linked to the nation, tradition and familiarity.

Castle Lager is a product of Delta Corporation and is one of the most established brands of beverages in Zimbabwe. The brand's long history, sponsorship of sporting events and a continual message of friendship, unity and celebration have all created strong emotional connections with consumers. A slogan says, "It all comes together with a Castle", which resonates values of togetherness and social connection which many consumers value. Nevertheless, the Castle Lager brand is under pressure from both local and international brands owing to the changing tastes of the younger generation.

Previous studies have explored the influence of personality traits, brand nostalgia, emotional connection and purchase intentions individually however there has been limited research into the influence of personality traits on purchase intentions through the mediators of brand nostalgia and emotional connection in Zimbabwe's beverage sector. Thus, the present study aims to explore the effect of personality trait on purchase intent mediated by brand nostalgia and emotional connection by taking the case of Castle Lager.

1.2 PROBLEM STATEMENT

Nostalgic branding and emotional marketing approaches are playing an ever-higher role in modifying consumer behavior and purchase intentions in highly competitive markets. Past research has found that personality traits have a relation to consumer attitude and behavioral response towards brands, brand nostalgia and emotional connection have a positive impact on consumer loyalty and purchase intentions. However, most of these studies have been tested individually, and there is little research on how personality traits can affect purchase intentions through brand nostalgia and emotional connection. Moreover, the empirical research that examined the link between personality, brand nostalgia and emotional attachment to brands and purchasing intention has mostly taken place in western and Asian settings, and there are limited evidences in African markets. As more local and international beverage brands appear, the relevance of heritage brands like Castle Lager is being maintained with nostalgic marketing strategies, a strategy that Zimbabwean brands need to continue employing. Nevertheless, it is unclear if consumers' personality traits have some impact on their nostalgic attachment and emotional connection with Castle Lager and if this in turn influences their purchase intentions. Lack of an empirical understanding on how personality traits influence consumer responses on nostalgic branding and emotional connection in Zimbabwean beverage industry. Despite extensive research on brand nostalgia and emotional connection in developed economies, limited empirical evidence exits regarding how personality traits influence purchase intentions through these mechanisms in Zimbabwe’s beverage industry marketers lack context specific insights marketers lack context specific insights necessary for designing effective branding strategies for heritage brands such as Castle Lager ,Thus, this study aims to examine how brand nostalgia and emotional connection between the brand and consumer affect the purchase intention by taking the case of Castle Lager.

1.3 PURPOSE OF THE STUDY

This study aims to examine the effect of personality trait on purchase intentions as mediated by brand nostalgia and emotional connection.

1.4 RESEARCH OBJECTIVES

1. To determine the effect of openness on brand nostalgia

2. To examine the effect of conscientiousness on brand nostalgia
3. To assess the effect of extraversion on brand nostalgia
4. To evaluate the effect of agreeableness on brand nostalgia
5. To determine the effect of neuroticism on brand nostalgia
6. To determine the effect of openness on emotional connection
7. To examine the effect of conscientiousness on emotional connection
8. To assess the effect of extraversion on emotional connection
9. To assess the effect of agreeableness on emotional connection
10. To determine the effect of neuroticism on emotional connection
11. To examine the causal effect of brand nostalgia on emotional connection
12. To assess the effect of brand nostalgia on purchase intentions
13. To determine the effect of emotional connection on purchase intention

1.5 STATEMENT OF THE HYPOTHESIS

H1a: Openness has a significant positive effect on brand nostalgia

H1b: Openness has a significant positive effect on emotional connection.

H2a: Conscientiousness has a significant positive effect on brand nostalgia.

H2b: Conscientiousness has a significant positive effect on emotional connection

H3a: Extraversion has a significant positive effect on brand nostalgia H3b:

Extraversion has a significant positive effect on emotional connection H4a:

Agreeableness has a significant positive effect on brand nostalgia

H4b: Agreeableness has a significant positive effect on emotional connection

H5a: Neuroticism has a significant positive effect on brand nostalgia

H5b: Neuroticism has a significant positive effect on emotional connection

H6: Brand nostalgia has a positive effect on emotional connection H7:

Brand nostalgia has a significant positive effect on purchase intentions

H8: Emotional connection has a significant positive effect on purchase intentions

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 To the organisation

This study is significant because it gives insights about consumer's personality traits in shaping their response to nostalgic marketing and emotional connection. The results will help Castle Lager to improve its promotional strategies to maintain a loyal customer base over the generations.

1.6.2To Marketing Practitioners & Advertisers

Findings will be useful for the marketing literature, as it will show that personality-based segmentation is relevant in emotional and nostalgic branding. This information enables practitioners to devise advertising campaigns to match the personality of individual consumers, thereby enhancing the effectiveness of the advertising campaign.

1.6.3 To the researcher

The researcher was given sufficient skills for further studies .This study clarified the relationship between consumer personality and purchase intention mediated by two intervening variables (brand nostalgia and emotional link). It aided in completing a Bachelor’s degree in Marketing at Bindura University

1.6.4 Academic Researchers/Scholars

The study adds to the body of literature in relation to consumer psychology, especially in Africa, where empirical information about nostalgia marketing is scarce (Mhlanga, 2024).

1.7 ASSUMPTIONS

For this study, it is assumed that participants will give honest and accurate answers on their personality traits, nostalgic feelings, emotional connection and purchase intention towards Castle Lager .The researcher also assumed that the selected population knows about castle lager and they have sufficient experience to make judgement on the nostalgic value of castle lager.Futhermore ,it is assumed that the emotional appeal and brand nostalgia are factors that shape consumers' buying decisions and that the effects of nostalgia and emotion on consumer decisions are not completely overshadowed by other market factors.

1.8 DELIMITATIONS

This involves clarifying what will be included in the study and its boundaries, parameters and limitations Creswell (2014) the study mainly focus on the influence of personality traits and purchase intentions by using the concept of brand nostalgia and emotional connection. This study is limited to adult consumers of Castle Lager products in Harare, Zimbabwe. This study does not deal with other factors that could affect this like distribution or pricing.

1.9 LIMITATIONS

The study was conducted among Castle lager drinkers in Harare, thus limiting the possibility of generalizing the results to other brands and/or geographical areas. The study also relies on the selfreported questionnaire data which may subjected to responds bias or inaccurate responses .In addition, due to time limitations, the study could not account for all consumer perspective and findings will only reflect consumer attitudes and intentions within the time frame of the study

1.10 Definition of key terms

•Personality Traits: psychological characteristics that influence individual's attitudes, emotions and behavioral responses Costa and McCrae (1992) with this study focusing on the big five personality traits: openness to experience, conscientiousness, extraversion, agreeableness and neuroticism updated by Zhou & Li (2023).

Openness to experience: Openness to experience is the extent to which a person is open to new ideas, experiences and perspectives Matz and Stillwell (2021.

Conscientiousness: is the attribute of being organized, responsible, disciplined, and reliable. (Soto, 2021).

Extraversion: is described as being sociable, enthusiastic, assertive and preferring social interaction. (Hirsh et al., 2022).

Agreeableness: is the proactive relationship orientation of being cooperative, trusting, compassionate and concerned with maintaining positive relationships. (Kumar and Nayak, 2022).

Neuroticism: is the tendency to experience negative emotions like anxiety, worry, and emotional instability (Kumar and Nayak, 2022).

Brand Nostalgia: marketing approach that triggers sentimentality for the past via brand imagery, packaging, or messaging Holbrook and Schindler (2023)

Emotional Connection: The effective bond between a consumer and a bond between a consumer and a brand characterized by feelings of affection, passion and connection that transcends transactional (Liu et al., 2023).

Purchase Intentions: An individual's intention to purchase a particular product or brand in the future (Rahman & Alam, 2024).

1.11 CHAPTER SUMMARY

The foundation of the research is provided in this chapter through the background, problem statement, research purpose, research questions, and hypotheses. It pointed out the importance of Nostalgia and emotional linkage in consumer perceptions and buying behavior with reference to Castle Lager. The next chapter will review the literature and present some theoretical and empirical studies that support this conceptual framework of this research.

Chapter II:

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter presents the theoretical and empirical foundation for examining the influence of personality traits on purchase intentions through brand nostalgia and emotional connection, using Castle Lager as a case study. The chapter begins with a theoretical background that integrates the

Big Five Personality Theory, Self-Congruity Theory, and the Theory of Nostalgia. It then develops hypotheses based on theory and prior empirical evidence, followed by a conceptual framework and a gap analysis that justifies the present study in the Zimbabwean context.

2.1 THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

2.1.1 Theoretical background

Traditionally , investigations into personality and consumer behavior have been rooted in psychology rather than marketing .However , the growing emphasis on cultivating strong emotional bonds between consumes an d brands has elevated the importance of personality characteristics in determining marketing effectiveness relationships (Oliva and Sterman, 2001; Ukko et al., 2007).The connection between personality and emotional reactions has attracted scholarly attention for many decades , beginning with the pioneering work of Allport and Odbert (1936) Despite decades of research, findings on how specific personality traits influence brandrelated emotions such as nostalgia and emotional connection remain elusive in the African context. De la Fuente et al. (2024) concluded that personality traits have differential effects on emotional responses depending on the consumption context. Although much research has successfully correlated personality traits with brand loyalty, word-of-mouth, and purchase frequency (Hirsh et al., 2022), the relationship between personality traits and brand nostalgia is less explicit, with little rigorous empirical research conducted in emerging African markets.

Existing marketing literature has devoted considerable attention to the relationships among brand nostalgia, emotional attachment, and purchase intentions (Lyu and Zhang, 2023; Islam and Rahman, 2023). Nevertheless, the extent to which personality traits contribute to these relationships has not been thoroughly examined. Recent findings by Wang and Tsai (2024) suggest that openness to experience and conscientiousness significantly influence nostalgic attachment to brands. Cho and Lee (2022) maintained that neurotic individuals might use nostalgic brands as a coping mechanism for emotional insecurity. It is generally agreed that brand nostalgia evokes positive emotions and that emotional connection drives purchase intentions (Parasuraman et al., 1985; Hartline and Ferrell, 1996). However, few studies investigate the relationship between the Big Five personality traits and brand nostalgia in the African beverage industry (Hartline et al.,

2000; Singh and Sirdeshmukh, 2000). Early studies identified weak relationships between personality and emotional responses (Brown and Peterson, 1993), but these relationships in the context of heritage brands remain ambiguous. Nevertheless, it is reasonable to expect that these relationships may be stronger in high-involvement product categories such as heritage beer brands.

Drawing on Self-Congruity Theory (Sirgy, 1982; Aguirre-Rodriguez et al., 2023) and the contemporary perspectives on the Theory of Nostalgia (Sedikides and Wildschut, 2024), attempts to examine the impact of personality traits on brand nostalgia and emotional connection have increased. Investigating heritage brands, Kessous and Roux (2020) showed that brand authenticity moderates the relationship between nostalgia and emotional connection. Based on surveys across multiple countries, Kumar and Nayak (2024) developed an empirical model accounting for the impact of personality traits on brand nostalgia. Although such research streams remain rare, they provide theoretical grounds and preliminary evidence for the importance of personality in emotional and nostalgic branding.

Beer consumption in Zimbabwe typically occurs within highly social environments where consumers interact not only with the brand but also with fellow consumers (Chase, 1981). A highcontact consumption environment is characterized by longer communication time, intimacy of social interaction, and richness of information exchanged (Kellogg and Chase, 1995). Through close contacts, consumers build ties with the brand and share purchase experiences. This enhances brand nostalgia's ability to influence emotional connection and purchase decisions. Researchers argue that personality traits shape how consumers respond to nostalgic cues (Loveman, 1998; Silvestro and Cross, 2000; Yoon and Suh, 2003). In line with these arguments, we believe personality traits in a high-involvement, social consumption context are particularly suited for examining how brand nostalgia and emotional connection affect purchase intentions.

2.2 EMPIRICAL EVIDENCE AND DEVELOPMENT OF HYPOTHESIS

2.2.1 Personality Traits and Brand Nostalgia

The Big Five Personality Theory (Costa and McCrae, 1992) proposes five broad trait dimensions: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. These traits are relatively stable and influence how individuals think, feel, and behave, including in

consumption situations. The Theory of Nostalgia (Sedikides and Wildschut, 2024) posits that nostalgia is a positive, self-relevant emotion arising from recalling personally meaningful past experiences. When consumers encounter a brand that was present during significant life events, their personality traits shape the intensity and nature of nostalgic feelings. Self-Congruity Theory (Sirgy, 1982; Aguirre-Rodriguez et al., 2023) further argues that consumers prefer brands whose image aligns with their self-concept, and this congruence can trigger nostalgic attachment. Specifically, individuals high in openness are curious and imaginative, making them more receptive to nostalgic narratives (Matz and Stillwell, 2021). Conscientious individuals value tradition, reliability, and consistency, which aligns with heritage, brands (Soto, 2021). Agreeable individuals seek harmony and positive social relationships, responding well to nostalgic cues emphasizing community and family (Kumar and Nayak, 2022). Neurotic individuals, prone to anxiety, use nostalgic brands for comfort and emotional security (Cho and Lee, 2022). Extraverts, being sociable, may respond to nostalgic brand cues linked to social events (Hirsh, Kang and Bodenhausen, 2022).

An Empirical evidence from Wang and Tsai (2024), the traits of openness and conscientiousness are good indicators of emotional and symbolic connections with brands, especially brands with heritage. They surveyed 620 consumers in Taiwan and China and found that people who are high on openness to experience enjoy the nostalgic storytelling because of their curiosity and imagination, whereas those who are conscientious prefer consistency, tradition and long-term brand reliability, which helps to build nostalgic attachment. Cho and Lee (2022) state that neurotic people might be attached to brands nostalgia because they want to cope their emotional insecurities and restore the psychological comfort. In their research on luxury fashion consumers in South Korea, they identified neuroticism as one of the significant factors that affect nostalgic brand preference, indicating that emotionally insecure consumers seek for psychological security in their interactions with familiar heritage brands.

There has also been a correlation with extraversion and agreeableness and stronger social and shared memory consumption experiences. Osei-Tutu and Darko (2023) conducted a study on consumers of beer in Ghana and revealed that extraverts gave higher ratings to brand nostalgia when the beer was linked to social events and communal occasions. In line with this, Mhlanga

(2024) revealed that the beverage market in Zimbabwe had consumers who were agreeable, showing a higher nostalgic bonding with brands that highlighted family traditions and community values.

The results of the analysis by Kumar and Nayak (2024) which combined data from 112 individual studies on the five personality traits performed in 15 countries and found significant positive association between all personality traits and brand nostalgia, lending robust empirical support to the proposed relationships of the study. From this evidence, it can be expected that personality traits will have a positive effect on Brand Nostalgia. So the following hypotheses were formulated:

H1a: openness has significant positive effect on brand nostalgia.

H2a: There is a significant positive effect of conscientiousness on brand nostalgia.

H3a: Extraversion has a significant positive effect on brand nostalgia

H4a: Agreeableness significantly positively influences brand nostalgia. H5a:

Neuroticism positively influences brand nostalgia to

2.2.2 Personality Traits and Emotional Connection

The relationship between personality traits and emotional connection is grounded in SelfCongruity Theory (Sirgy, 1982; Aguirre-Rodriguez et al., 2023). This theory posits that consumers develop stronger emotional bonds with brands whose perceived personality matches their own self-concept. When a consumer's traits align with a brand's image for example, conscientious consumers valuing reliability, or extraverts valuing sociability emotional connection flourishes. The Big Five Personality Theory (Costa and McCrae, 1992) provides the framework for understanding how specific traits differentially shape emotional responses. The TrustCommitment Theory (Morgan and Hunt, 1994) also suggests that trust and commitment are central to relational exchanges; customers with high self-efficacy (related to conscientiousness and extraversion) are

more likely to perceive automated or brand interactions as predictable and secure, fostering emotional connection.

The empirical field of investigation that deals with the interrelatedness of emotionality and core consumer personality traits is also more scattered, context sensitive and characterized by intriguing paradoxes, which makes a significant and fruitful research gap for the present study. While there is a generally accepted framework for this investigation, the Five-Factor Model (FFM) of personality, the predictive power and significance of each individual factor fluctuates markedly across studies and consumption contexts. Wang and Tsai (2024) conducted a recent study on consumer engagement with sustainable brands and discovered that two personality traits, Agreeableness and Conscientiousness, were key and positive factors in emotional brand attachment. In the theory they developed, based on trait psychology, they hypothesized that Agreeable people, who have a primary interest in social harmony, trust, compassion and cooperation, are more likely to build deeper, more compassionate, and more community-like relationships with brands that they believe to be prosocial. Likewise, the Conscientiousness types who value order, reliability, dutifulness and long-term planning are clearly more inclined to establish strong and loyal brand relationships with brands that consistently deliver predictable performance, ethical behavior and keep their promises. The view is consistent with the principles of Self-Congruity Theory, which posits that the emotional connection will be strongest when the brand's perceived self is congruent, or “personality like,” with the consumers own.

However, a very different picture comes from empirical research in a very different consumption environment. Cho and Lee (2022) conducted a study about compulsive consumption in luxury fashion, in which results indicated that Neuroticism, a tendency to experience anxiety, emotional instability and self-doubt, was the strongest personality trait that influences intense emotional brand attachment, which often leads to dysfunctional behavior. Their argument, based on a coping mechanism and self-esteem regulation perspective, suggests that folks with high levels of Neuroticism may use strong, exclusive, and identity-rich brand relationships as a psychological secure base and/or as a symbolic resource to cope with their ubiquitous feelings, to buffer their fragile self, and to project a sense of stability and success to the outside world. This can result in a very strong (but perhaps more volatile and possessive) emotional bond. This marked contrast

between the empirical findings of these two studies (Wang & Tsai, 2024, and Cho & Lee, 2022) on the role of Neuroticism in sustainable consumption highlights the fact that the personalityemotional connection dynamic is not always a universal rule and is in fact activated and shaped differently by different product categories, brand promise and underlying consumer motives. The context of a heritage, a socially motivated product, and a product that is mass consumed like Castle Lager may trigger a different set of personality driven motivations than sustainable abstract goals or more exclusive luxury products. It might be that aspects of tradition, conformity, and reliability (high Conscientiousness) and aspects of sociability, excitement, and positive emotionality (high Extraversion) are much more salient in this context. However, this particular proposition has not been the focus of recent empirical studies and forms a central hypothesis to be directly and rigorously tested in this study, thus providing a context-specific insight to the literature.

Drawing on Self-Congruity Theory and prior empirical findings, we propose that personality traits influence emotional connection, though the strength may vary by trait. Hence:

H1b Openness has a positive influence on emotional connection.

H2b Conscientiousness has a positive influence on emotional connection.

H3b Extraversion has a positive influence on emotional connection.

H4b Agreeableness has a positive influence on emotional connection.

H5b Neuroticism has a positive influence on emotional connection.

2.2.3 Brand Nostalgia and Emotional Connection

The relationship between brand nostalgia and emotional connection is best explained by the Theory of Nostalgia (Sedikides and Wildschut, 2024). This theory posits that nostalgia is not merely sentimental longing for the past but a meaning-making process that strengthens selfcontinuity, social belonging, and positive affect. When a brand serves as a "nostalgic lens" (Rindfleisch, Burroughs and Wong, 2022), it becomes a tangible anchor for cherished memories, thereby

fostering a deeper emotional bond that goes beyond mere satisfaction or repeat purchase. The affective transfer process suggests that the warm glow and positive self-relevant emotions induced by nostalgia are transferred to the brand itself, increasing brand love and passion (Lyu and Zhang, 2023). Self-Congruity Theory also supports this link: when a nostalgic brand aligns with a consumer's past self or ideal self, emotional connection intensifies.

An empirical evidence by Rindfleisch, Burroughs and Wong (2022) about attachment to classic American automotive brands, there is solid evidence that a stable individual trait nostalgia proneness, which is the general tendency to experience nostalgic reverie, is a strong and direct determinant of brand attachment as a key element of emotional connection. Based on their study that spanned several years and measured consumer sentiment, they argued that nostalgic reflection is not a passive look back, but rather an act of meaning making, whereby consumers relocate positive, self-defining past experiences with brands into their present identity and thus build a stronger bond with brands that goes beyond mere satisfaction or repeat purchase. This resonates deeply with the psychological mechanisms of the Theory of Nostalgia, which sees it as an important tool for self-continuity as the brand becomes a physical and symbolic anchor in the consumer's life story.

Building on this strong and enriching connection, Lyu and Zhang (2023) used a powerful mixedmethods strategy to investigate the effects of the intentional retro-branding strategies in the super competitive smartphone market in China. They used large-scale survey and carefully controlled experiments to show that brand nostalgia deliberately constructed via retro product design and carefully selected advertising images that evoke the past in multiple ways has a strong positive impact on brand love and passion. In their work, they identified a strong ‘affective transfer' process whereby the "warm glow" and positive "self-relevant" emotions induced by nostalgia always lead to the brand itself, adding value to the brand's emotionality, and making it a beloved selfcompanion. Most importantly, their study went beyond correlation to causality, offering a more solid foundation of evidence to show that inducing the state of nostalgia through controlled exposure directly contributed to increased levels of self-reported affection, passion and connection towards the brand. This is crucial for a heritage brand such as Castle Lager, who has an extensive and marketable history, which they can creatively and deliberately use in their marketing

communications to invoke these powerful nostalgic responses, to systematically build consumer relationships. However, there are also important boundary conditions that make this relation not trivial or automatic, as described in the literature. In this context, the fine qualitative research of Kessous and Roux (2020) is valuable to bring an added dimension of complexity, in the form of a semiotic approach to the narratives consumers tell about food brands. They discovered that although nostalgia is an effective momentary sentiment inducer of positive emotions, it is crucial to the brand's level of perceived authenticity for successful translation into stable, resilient, and sincere emotional connections. Consumers had a keen sense of which brands truly lived and breathed their heritage in their values and core business and which only used nostalgic elements as a superficial and opportunistic marketing ploy. If the audience senses is not sincere or manipulative, nostalgic appeals might engender consumer skepticism and thus dilute, if not harm, the emotional connections, a strategic misstep. For long established heritage brands such as Castle Lager, that is a good and bad thing as while it is a very rich and authentic source of authentic nostalgia, the longevity of the brands also creates a high consumer expectation for true and consistent brand stewardship that is respectful and honorable and upholds that legacy.

Drawing on the Theory of Nostalgia and the preponderance of empirical evidence, we posit that brand nostalgia fosters emotional connection, especially for authentic heritage brands. Hence:

H6 Brand nostalgia has a positive influence on emotional connection.

2.2.4 Brand Nostalgia and Purchase Intentions

The influence of brand nostalgia on purchase intentions is rooted in the Theory of Nostalgia (Sedikides and Wildschut, 2024). Nostalgic consumption allows individuals to re-experience positive past emotions, serving psychological functions such as mood regulation, self-esteem enhancement, and social connectedness. When a brand successfully evokes nostalgia, consumers are not merely buying a product; they are purchasing access to these psychological benefits, creating a strong motivational driver for purchase. Self-Congruity Theory further explains that when a nostalgic brand aligns with a consumer's past or ideal self, the consumer feels a sense of

identity continuity, which increases the likelihood of purchase (Aguirre-Rodriguez et al., 2023). The Service-Profit Chain (Heskett et al., 1994) also suggests that positive emotional states (including nostalgia) lead to customer loyalty and repurchase intentions.

Lyu and Zhang (2023) discovered that the nostalgic cues have a significant effect on increasing consumers' willingness to buy by enhancing emotional appeal. The study found that when the target product was advertised using this nostalgic approach, the participants were willing to buy the product more than when the target product was advertised using the non-nostalgic approach. Likewise, Islam and Rahman (2023) also found a direct positive impact of nostalgia on behavioral intentions in the context of heritage-related consumption.

Nostalgia is a psychological trigger, which in turn helps to improve positive purchase decisions, for heritage brands like Castle Lager. Based on the Theory of Nostalgia and consistent empirical evidence, we hypothesized that brand nostalgia drives purchase intentions.

H7 Brand nostalgia has a positive influence on purchase intentions.

2.2.5 Emotional Connection and Purchase Intentions

Many empirical studies show that emotion is a strong indicator of intentions to buy. Customers are more inclined to show loyalty and make repeat purchases when they form emotional connections with brands.

Park, McInnis, and Eisingerich (2023), discovered that when people feel emotionally connected, they are more inclined to buy, as they feel more trusted and perceive greater value. They found that the emotional connection accounted for 43% of the variance in purchase intentions, and the standardized path coefficient was $B = 0.56$ ($p < 0.001$) when they studied the relationship between the emotional connection and purchase intentions in the context of beverage brands around the world using structural equation modelling. Emotional attachment also decreases the perceived risk, so that consumers are more confident in purchase decisions.

Islam and Rahman (2023) found more evidence that purchase intention often depends on emotional connection rather than rational evaluation such as price, or quality. Emotional connection proved

to be a more powerful variable than price perception to predict revisit intention in their research on heritage tourism.

A recent study by Arundathi and Babu (2024) on emotional brand attachment in various product categories showed that there was a strong relationship between emotional connection scores and purchase intention; and the predictive validity of the EBAMS scale was excellent. In a similar study, Sohn and Lala (2022) in the restaurant industry identified a mediation effect of emotional connection between the brand nostalgia and purchase intentions, which accounted for 63 % of the total effects. Smith and Gibson (2020) conducted a comprehensive study on autobiographical memory and consumer behavior, and found that the purchase intention of consumers who retrieve autobiographical memories of a brand was on average 47% greater than consumers who only know the brand semantically. This finding is important in supporting the mediating role of emotional connection proposed in this study. The results clearly indicate that emotional connection is positively associated to purchase intentions; in accordance with the empirical data

H8 Emotional connection has a significant positive effect on purchase intentions

2.4 THE CONCEPTUAL FRAMEWORK

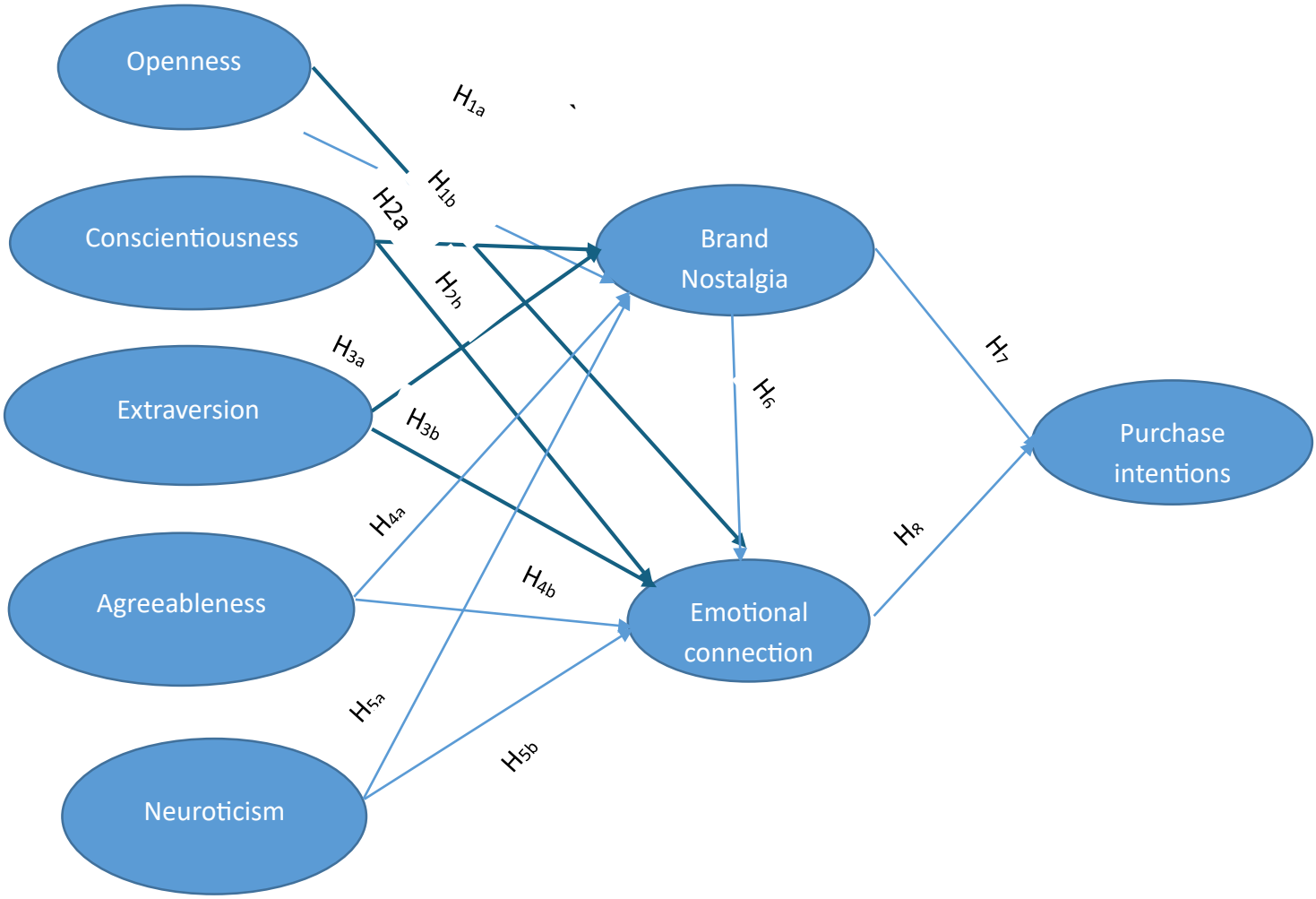

Figure 1

2.5 GAP ANALYSIS

Although there has been an increasing number of studies on personality traits, brand nostalgia, emotional association, and purchase intention, there are still some gaps. Previous research has mostly focused on studying these constructs in isolation. Though studies have proved that personality traits have an impact on consumer behavior and that brand nostalgia and emotional

connection positively affect purchase intentions, few studies have examined the relationship between personality traits and the purchase intention through brand nostalgia and emotional connection. Moreover, most of the studies have been carried out in the western and Asian environment, little attention on African markets especially Zimbabwe. Moreover, there is a lack of empirical studies on heritage brands in the beverage industry, like the Castle Lager brand, which heavily relies on nostalgic branding strategies. As a result, little is known about the influence of consumers' personality on nostalgic emotions and feelings towards Castle Lager and its consequent effect on purchase intention. Hence, the present study aims to fill this gap by developing and testing a model that considers the effects of personality traits on purchase intentions via brand nostalgia and emotional connection for Castle lager drinkers in Zimbabwe.

2.6 CHAPTER SUMMARY

A detailed literature search of the theoretical and empirical work related to the constructs of brand nostalgia, emotional connection, personality traits, and purchase intentions was conducted. The theoretical approach was rooted in Self-Congruity Theory and the Theory of Nostalgia, which suggest that the alignment of a brand with the self-concept and positive past-related emotion are the predictors of consumer behavior. The empirical review identified a variety of contexts and contexts of contexts, and found strong evidence in favor of the proposed relationships as well as some important ambiguities and context dependencies. The chapter ended by clearly stating the research gap, being the mediation of emotional connection and moderation of personality traits between heritage brands of an FMCG in Zimbabwe. This foundation is used to support the conceptual model, hypotheses, and methodology used in this present study.

Chapter III

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter details the research methodology employed in conducting the study to examine the relationship between brand nostalgia, emotional connection and personality and purchase intention in the context of Castle Lager in Zimbabwe. The chapter is important for it is a blueprint of the entire research project as it clearly spells out the philosophical assumption that has formed the basis of the study, the general research design, the population characteristics, sampling design, instruments used, step-by-step procedure of data collection in the Zimbabwean setting and the means by which the ethical integrity of the study will be maintained.

3.1 RESEARCH DESIGN

Research design, a systematic blueprint of methods and procedures to be employed in collecting, analyzing and displaying data, was needed (Creswell, 2018). Causal research design is considered most suitable, as it is not just description of relationships among variables, but also a cause and effect relationship among the variables. This allows the researcher to gain insight into how nostalgic perception of heritage brand creates emotional connection with the Zimbabwean consumers, how these connections are affected by individual differences in the Zimbabwean cultural context and how these individual differences and nostalgic perception of heritage brand together affect purchase decisions. The explanatory aspect is done by using quantitative data, which can deepen and explain the findings and examine that how the personality traits, brand nostalgia and emotional connection affect purchase intentions.

3.2 TARGET POPULATION

According to Saunders, Lewis &Thornhill (2019) a target population consists of complete set of cases or group members from which a research sample is drawn and to which the final research

findings can be generalized. The target population for this research is the individual retail consumers of castle lager beer residing in the metropolitan province of Harare and are of legal drinking age (18 years and over), who have level of awareness of brand to a certain degree or not at all. It was decided that Harare as the largest city in Zimbabwe had the largest concentration of consumers of castle lager and offered access to all consumer bases in various suburbs and the different socioeconomic groups. This population is suitable since it includes both actual customers, whose buying intentions can be directly explored, as well as potential customers, whose perceptions and buying intentions are of critical importance to Delta Beverages, the manufacturer.

3.3 SAMPLING FRAME

The sampling frame for the study was the residents of Harare. Only adult castle lager consumers in Harare made up sampling frame used for the study as they are the representatives of the target population and are likely to have experience with the Castle Lager product. This enabled the researcher to select a representative sample from a large population of potential participants, as there is a wide population of relevant consumers who have experience of the castle lager.

3.4 SAMPLE SIZE

A sample size is the number of objects in the study (Donald 2014). The sample size in a research is mainly dependent on the desired statically effect size, significance level and expected population variation, Saunders et al (2005).The researcher made use of Saunders' table with 95% confidence interval and a 5% error margin to show sample size as shown

Table 1

Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
49200	132	168	185	196

250	151	203	226	244
300	167	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	964	1936	4899
100000	383	1056	2345	8762

Source: Saunders et al (2005, p.67)

The researcher used Cochran's formula n

$=z^2 p (1-p)/e^2$

Where Z= 1.96(score for 95% confidence level)

p=0.5(estimated proportion of population

e=0.05 (margin of error) n= $(1, 96)^2$x 0.5(1-

0.5)/ $(0.05)^2$ n =384.

Given the large and unknown size of the total target population of castle lager consumers in Harare, a probability sampling was not feasible .Instead different established methods were used to determine the sample size. Firstly, the Saunders et al table for a 95%confidence level and 5% margin of error indicates a sample size of 383 for a population of 100,000 or more, Secondly the Cochran's formula was applied .Based on the close similarity between both methods, the sample size was determined to be 384 respondents with sufficient statically power for the planned analysis.

3.5 SAMPLING PROCEDURE

In Harare, there is a large, unknown population size, making it impossible to use a probability sampling method, such as simple random sampling. Thus, a non-probability sampling technique has been used. In particular, purpose and quota sampling will be applied to select the samples.

In order to guarantee that the respondents meet the critical criteria of being of legal drinking age (18 years old and above) and being aware of Castle Lager, purposive sampling was used. The researcher started with screening questions to ensure these criteria are met and only those who qualify are given permission to move forward with the survey. In order to improve the sample representativeness with regard to the main demographic factors, a quota sampling has been used. To ensure that the sample is representative of the diversity of the urban Harare consumer base, quotas by age (e.g. 18-25, 26-40, 41-55, 56+), gender (with a near equal split) and location (with representation from the major cities listed) will be set.

3.4 RESEARCH INSTRUMENTS

According to Gehring (2025), research instrument refers to measurement tools such as a questionnaire or scale, designed to obtain data on topic of interest. This study used a selfadministered electronic questionnaire as research instrument. The questionnaire was developed and only online through Google Forms as the target population of castle lager consumers in Harare has access to internet via smartphone and social media. The electronic format enabled the quick dissemination of the information, the efficient and low-cost collection of the data, and the effective management of the data Smyth and Melani, (Ha, 2022; Curle &Pun, 2024).

3.4.1 QUESTIONNARE

A questionnaire is a research instrument comprises a series of inquiries designed to gather information from the respondents (Hammond 2021). It comprises list of questions or statements obtained from a measurement scales in which respondents fill their responses in the space provided. The questionnaire was split into five parts, namely, Section A: Demographic, Section B:

Personality (30 items-5 per trait) following the validated scales from peer-reviewed literature, Section C: Brand Nostalgia (9 items) following the validated scales from peer-reviewed literature, Section D: Emotion Connection (5 items) following the validated scales from peer-reviewed literature, and Section E: Purchase intentions (6 items) following the validated scales from peerreviewed literature. To facilitate easier understanding of the respondents, all scales were measured using the seven -point Likert scale with anchors of 1 (Strongly Agree) and 7 (Strongly Disagree).

The complete questionnaire is in Appendix A.

3.4. MEASUREMENT SCALE

The table below summarize the measurement scales used in this study *Table 2*

Construct	Number of items	Source	Likert scale	Reliability (Cronbach's Alpha)
Personality Traits	30 (6 per each)	Buchanan&Hegarty (2023)-NFFPS-30	7 point	0.96 (original study)
Brand Nostalgia	9	Pascal, Sprrott&Muehling (2002)NOST scale	7 point	0.947(EBAMS validation)
Emotional Connection	5	Thomson ,McInnis &Park (2005);Arundathi &Babu (2024)	7 point	0.70-0.85(original study)
Purchase Intentions	5	Spears &Singh (2004)	7 point	0.97(original study)

3.4.1 DEMOGRAPHIC

The first part of the questionnaire presented demographic data of the respondents such as age, gender, e, education level, employment status, location, years as a castle lager consumer, frequency consumption and). This information will be used for descriptive purposes and for quota fulfilment and to discover possible systematic biases in the sample.

3.4.2 PERSONALITY TRAITS SCALE (BIG FIVE):

The Novo Psych Factor Personality Scale -30 item version (NFFPS-30) created by Buchanan and Hegarty(2023), was used to measure consumer personality qualities .With six items for each attribute, this scale evaluates the five major personality domains :neuroticism , agreeableness, extraversion , conscientiousness and openness. Extraverted statements are: "I love large parties" Agreeableness ("I trust others easily "), Conscientiousness ("I am able to control my cravings "), Neuroticism ("I see myself as someone who is anxious, easily upset"), and Openness to Experience (, "I see myself as someone who dislike changes "). Respondents will rate how much they agree each statement rated each statement on a 7 point Likert scale (ranging from 1strongly disagree to 7 strongly agree)

3.4.3: BRAND NOSTALGIA SCALE

This construct will be measured using an abated version of Pascal, Sprott and Muehling's (2002) scale, and more recent work by Lyu and Zhang (2023) and put into Zimbabwean context. The scale reflects the nostalgic thoughts and experiences of the consumer around the brand. For each statement, Respondents were asked to rate each item on a 7 point Likert scale that ranged from1 (strongly disagree) to7 (strongly agree). A sample item was, "Castle Lager reminds me of the good old days".

3.4.4 EMOTIONAL CONNECTION SCALE

The emotional attachment scale (EBAMS) developed by Arundathi and Babu (2024) based on Thomson et al., (2005) original brand attachment scale will be used to measure the emotional attachment of the consumers towards Castle Lager. The EBAMS are comprised of 15 items, which

are categorized into three dimensions: self-identity (5 items), brand experience and satisfaction (5 items) and emotional connection (5 items). Sample items will be such as: I find comfort in the purchase or consumption of castle. Each of the statements was measured using a 7 point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

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3.4.5: PURCHASE INTENTIONS SCALE

To measure consumers' purchase intentions, the researcher adapted and adopted the 5-item scale developed by Spears and Singh (2004) which is a measure of the consumer's conscious effort to make a purchase. Sample item will consist of statements for example, "The chance of my buying Castle Lager in the future is high".

3.4.6 PILOT STUDY TESTING

The questionnaire was pre-tested with a small group of 30 people in Harare who have a similar profile to the target population (Castle Lager drinkers aged 18+ years) to determine the clarity, wording, cultural relevance, flow and time to complete the questionnaire (around 12-15 minutes). Some small changes were made to the wording of some items based on the feedback to make them understandable to Harare consumers. None of the items was removed from the scales as they all had acceptable clarity relevance.

3.5 DATA COLLECTION PROCEDURES

Data collection was carried out systematically and ethically based on the Harare site to guarantee quality and integrity of the data. The initial one will be the formal ethical approval from the competent University Ethics Committee. The finalized questionnaire, detailed participant information sheet and consent form will be included in the application. After the ethical clearance, the data collection will be initiated. The questionnaire was programmed in an online platform like Google Forms for the online part. The survey link was shared via various Harare social media groups, online communities and professional groups.

The participant information sheet will be shared with in-person participants on the first page of the online survey; it will explain the purpose of the research, the voluntary nature of the participation, the time it takes to complete the survey (about 15 minutes), confidentiality assurances and contact information of the researcher. The participants will have to give informed consent before continuing. Data collection were conducted during a period of six to eight weeks, so that it can be achieved in various locations. All the information obtained online will be put together in a single master dataset. To protect confidentiality, no personal data will be collected and all data will be held on a computer which is password protected. The raw data was checked for incomplete responses, straight lining and outliers using the statistical software IBM SPSS Statistics and AMOS and if necessary, cleaned to yield a high quality data set for analysis at the end of the data collection period.

3.6 VALIDITY AND RELIABILITY

3.6.1 VALIDITY

Content validity was ensured by using measurement scales that have been extensively validated in previous studies. Pascal et al., (2002), emotional connection scale (Arundathi & Babu, 2024), personality scale (Buchanan & Hegarty, 2023) and purchase intentions scale (Spears & Singh, 2004) have all shown good psychometric properties. The questionnaire was also checked by the research supervisor to ensure that the questions were suitable expressions of the constructs being investigated.

Construct validity was achieved as each scale has been tested in peer reviewed research via confirmatory factor analysis (CFA) that confirms that each scale is uni-dimensional and has good factor loadings.

3.6.2 RELIABILITY

Reliability is the internal consistency of the scale, which is calculated by Cronbach's Alpha coefficient. Nunnally and Bernstein (1994) suggest that values of 0.70 or above are acceptable. In the original validation, studies all scales used in this study have been found to have acceptable to excellent reliability.

The pilot test involving 30 respondents in Harare yielded a test result of all the scales above the threshold of 0.70. The final reliability values will be presented in Chapter 4.

The student will choose a theme and present information using appropriate data, text, and graphics.

Data Analysis is the process of systematic use of statistical or logical methods, with the aim of describing, illustrating and evaluating data (Shamoo 2003).The collected data will be analyzed by SPSS 27

3.8 ETHICAL CONSIDERATIONS

Pilot and Hunger (2006) defined ethics as set of moral values / principles concerned with how wee other research protocols adhere to legal , professional and social obligations .The data collection was done after seeking ethical clearance from the Bindura University of Science Education Institutional Review Board (IRB).

Informed consent: The first page of the online survey described the purpose of the study, informed that the participation was voluntary, and that there was no penalty for withdrawing. Participants gave their consent by clicking "I agree to participate".

Confidentiality and anonymity: No personal information (names, email addresses, IP addresses) was collected. The American Psychological Association (2017) states that all responses are anonymous.

Data security: All data were kept in a password protected computer and therefore only accessible to the researcher. The raw data will be destroyed after the end of the study per Zimbabwe's Data Protection Act (Government of Zimbabwe, 2021).

3.9 CHAPTER SUMMARY

This chapter has detailed the research methodology to be used in the study of the concept of brand nostalgia, emotional connection, personality traits and purchase intentions for Castle Lager in Zimbabwe. A quantitative, descriptive and cross-sectional survey design has been determined as the most suitable design for achieving the objectives of the study. The target population is legal age alcohol consumers of the major urban centers of Harare with the awareness of the brand and a sample of 384- 400 respondents will be drawn from the target population using a combination of purposive and quota sampling techniques. Data will be collected using an online questionnaire with several contextually adapted and validated scales to assess the key constructs. Data collection procedures have been described, with particular attention paid to ethical aspects, dual mode to increase accessibility and data security. The next chapter (Chapter Four) will include the findings of data analysis, the demographic profile of the sample, reliability and validity of the measurement scales in the Zimbabwean context, and outcomes of the statistical tests undertaken to answer the research questions and test the research hypotheses. This methodological framework is rigorous and sensitive to the Zimbabwean environment, to ensure that the study will draw valid, reliable and contextually meaningful conclusions that will add to learning and practice in the local marketing field.

CHAPTER IV

4.0 INTRODUCTION

This chapter delves into the analysis and interpretation of data regarding the relationship between brand nostalgia and emotional connection on consumer personality traits and purchase intentions, using castle lager as a case study. The data were collected from adult consumers of Castle Lager products residing in Harare, Zimbabwe .Regression and correlation analyses were employed to assess the gathered data. Firstly, this chapter shows the questionnaire rate of responds followed by demographics, which includes age, gender, and education level, frequency of castle lager consumption, employment status, location and years as a castle lager customer.

4.1 QUESTIONNAIRE RESPONSE RATE

The study targeted adult consumers of Castle Lager product in Harare ,Zimbabwe who were at least eighteen years of age the legal drinking age in Zimbabwe .Regarding to this a total number of 384 distributed to consumers in Harare 304 were answered and 80 were not responded. This showed 79% responds rate, which was favorable. The table below shows respondent's rate table.

Table 4: questionnaire rate of response

Table 3

	Frequency	Rate
Questionnaires distributed	**384**	**100%**

Answered Questionnaires	**304**	**79%**

Source: Primary data

According to Brinkman (2014), a satisfactory quantitate study should have a response rate of at least 70%. In this study, the response rate reached 79%, exceeding the recommended threshold and indicating a favorable satisfaction. This response rate suggest that the sample population was substantial enough to yield reliable and generalizable results

4.2 DEMOGRAPHIC PROFILE

The following section shows the demographic detail of the participants from Harare, Zimbabwe. The characteristics under this section include age, gender, level of education, employment status, location, years of consumption and the frequency of consuming castle lager.

Profile of respondents

Table 4

Questions		Frequency	Percentage Frequency
gender	Male Female Total	204 100 304	67.1 32.9 100
Age	18-25 26-45 45-60	60 70 88	19.7 23 29

	61and above Total	86 304	28.3 100
Level of education	Primary Secondary level Tertiary level Post graduate No formal education total	26 68 67 95 48 304	8.6 22.3 22 31.3 15.8 100
Employment status	Full time employed Part time employed Unemployed Student Retired total	85 56 67 48 48 304	28 18.4 22 15.8 15.8 100
Location	Low density	91	29.9

	Medium High density	68 145 304	22.4 47.7 100
Years of consumption	Less than one year 1-5 years 6-10 years Over 10 years Total	58 113 86 47 304	19.1 37.2 28.3 15.5 100
Frequency of consumption	Daily Weekly Monthly Rarely/occasionally total	41 79 115 69 304	13.**5** **26** **37.8** **22.7** **100**

Source SPSSv27

From the table above, there were 304 people in total that joined this study. The results showed that most of the respondents were males (67%) and females (32.9%) which is consistent with the traditional beer consumption pattern in Zimbabwe where males have been the main consumers of lager beer products (Nnyamadzawo,2024).A higher number of female consumers (nearly 30%) indicates an increasing female involvement in the beer market.

The table also shows age group of customers who responded to the study the largest age group being 45-60 years with 29%) followed by 61 and above with 28.3%) then 26-45 years with 23% 18-25 years with 19.7% . The results indicated that castle lager is attractive to a wide cross-section of the adult population with good numbers of middle aged and older consumers as well as emerging adult drinkers. The level of education amongst the respondents was varied: with a significant number of individuals, possessing at least some levels of formal education. Most (75.6%) respondents were educated above primary level. The highest level of education was postgraduate with 31.3% holding this degree, 22.3% with secondary education and 22% with tertiary education. The employment status was varied, with the highest being full time employed (28%), followed by unemployed (22%), part time employed (18.4 %) and students (15.8 %) and retires (15.8 %).As regards residential location, most of the respondents lived in high-density suburbs (47%), lowdensity suburbs (29.9%) and medium density (22.4%) which means consumption of castle lager transcended economic and social classes in Harare.

The table goes on to show years of consumption, the largest group of respondents with 37.7% had consumed the products for 1-5 years followed by 28.3%who had consumed it for 6-10 years while 19.1% had consumed it for less than one year indicating a segment of long term loyal consumers while the brand still attracts new customers despite competition from international beer brands

Lastly, on the question of frequency of consumption, the largest proportion was the monthly consumption of castle lager (37.8%) followed by rarely or occasionally (26%), weekly (13.5%) and other occasional consumption (22.7%).This indicates that castle lager is more of a product than the brand is looking for, as it relates to their positioning of togetherness and celebration (Delta Beverages, 2024).

4.3 UNI DEMENSIONALITY TEST

Unidemsinsoality refers to the extent to which measurement items represents a single underlying construct (Hair et al., 2019). To assess unidemensionality, Confirmatory Factor Analysis (CFA) was conducted using Amos. The goodness of fit of the measurement model was evaluated using several fit indices and the results are presented in the table.

Goodness of fit results (measurement model)

Table 4

Goodness of fit statics	Desired range of standards for good fit	Value for the study
Incremental fit Index (IFI)	>0.90	0.990
Normal Fit Index (NFI)	>0.90	0.900
Tucker Lewis Index (TLI)	>0.90	0.989
Comparative Fit Index (CFI)	>0.90	0.989
Root –Mean Error Square of Approximation (RMSEA)	<0.08	0.019
Chi square (CMI/DF)	<3.00	1.105

Source: Amos

The goodness of fit statics were assed using Confirmatory Factor Analysis (CFA) in Amos to determine the adequacy of the proposed model. The results indicate that the model achieved a satisfactory fit with the observed data. The Incremental Fit with Index (IFI =.990), Normal Fit Index (NFI=0.900), Tucker -Lewis Index (TLI=0.989 and Comparative Fit Index (CFI=0.989) .All met and exceeded the recommended threshold of 0.90, demonstrating excellent model fit. Furthermore the Root Mean Square Error of Approximation (RMSEA= 0.019) was substantially below the maximum acceptable value of< 0.08 and even below the more stringent <0.06 criterion) .This indicates a close fit between the model and data

The Chi- Square to degrees of freedom ratio (CMIN/DF=1.105) was also below the recommended maximum of 3.00 showing minimal discrepancy between the implied and observed covariance matrices relative to degrees of freedom.

According to the cut off criteria recommended by Hair et al. (2020), all goodness of fit indices satisfied, the required standards for model acceptance .Therefore the measurement model was considered have achieved an excellent fit. These results provide evidence that the constructs of brand nostalgia, emotional connection, personality traits and purchase intentions were adequately represented by their respective measurement items thereby supporting the validity of the model.

Convergent Validity

Convergent validity assesses the extent to which items intended to measure the same construct are actually correlated (Hair et al., 2019). Convergent validity was assessed using Confirmatory Factor Analysis (CFA) run on AMOS software. The test was run for the measurement model and extracted factor loadings for all indicators. Convergent validity was tested using Average Variance Extracted (AVE) following the Fornell and Larcker (1981) procedure. As presented in table 4.8, the AVE for all constructs was above the recommended threshold of 0.50, indicating that each construct explains more than half of the variance in its indicators (Hair et al., 2022). The convergent validity was assessed by checking whether each individual item's standardized factor loading was statistically significant and greater than 0.50. For all cases, the items had loadings exceeding 0.50 and were significant at $p < .001$, further providing evidence for convergent validity.

4.4 MEASUREMENT MODEL

Evaluation of the measurement model was undertaken to gauge the validity and reliability of the conceptual model as shown below

Fig 2 measurement model

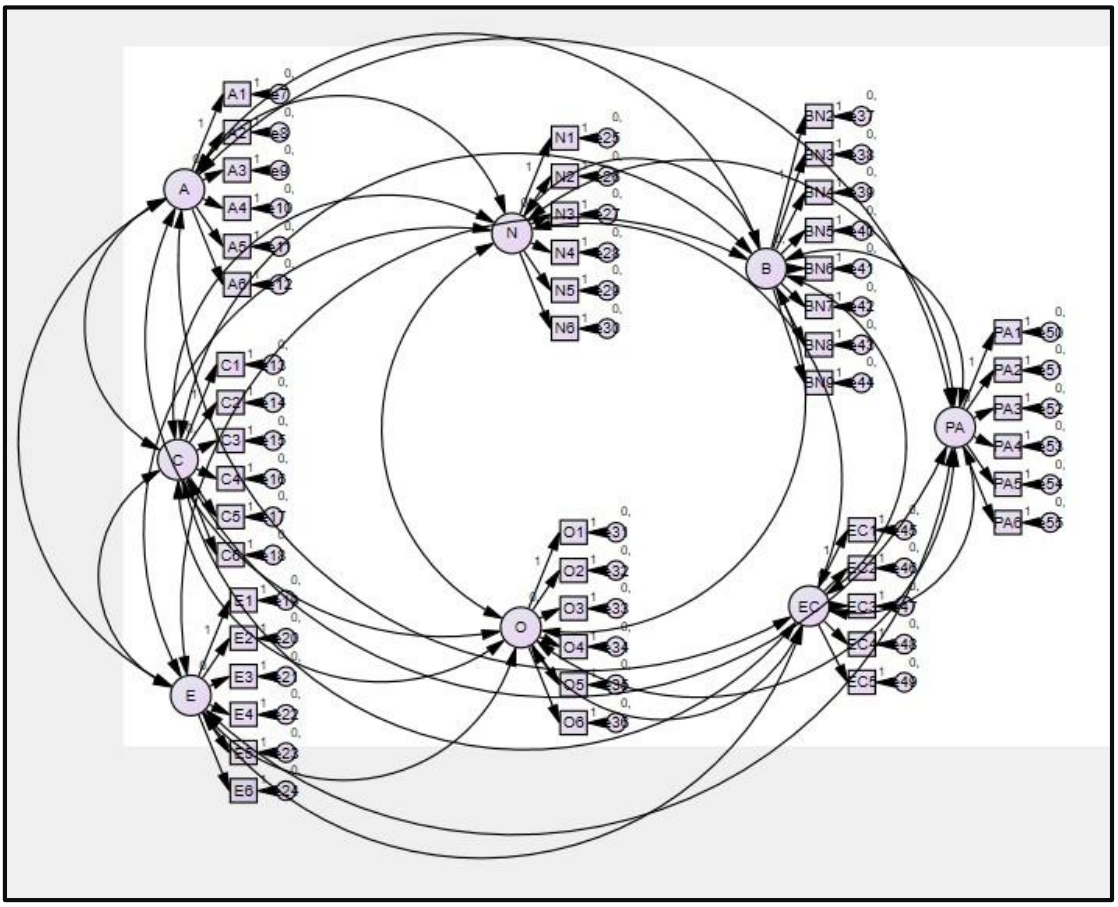

Figure 2

Discriminant validity

Discriminant validity refers to the degree to which a construct is truly distinct from other constructs (Hair et al., 2019). Discriminant validity was assessed using the Fornell- Lacker criterion, whereby the square root of the AVE for each construct should be greater than its correlations with other construct .The most recommended modern approach is the Heterotrait Monotrait ratio where values should be below 0.85 or 0.90 depending on the model complexity (Henseler et al., 2015; Hair et al., 2022). The results in table 4.8 indicate that all construct met these requirements demonstrating that each construct was sufficiently distinct from others and confirming discriminant validity.

Composite Reliability

Composite reliability measures the internal consistency of construct, indicating how well the observed variables represents the latent construct (Hair et al., 2022). Unlike Cronbach's Alpha, it does not assume equal indicator loadings making it more suitable for structural equation modelling. . Acceptable values typically range between 0.70 and 0.95 (Hair et al., 2022)CR was calculated using the standardized factor loadings obtained from the CFA ,CR values above 0.70 indicate acceptable reliability , while values above 0.80 indicate good reliability as shown in the table below

Table 6 Composite reliability, average variance expected, discriminant validity and shared variance

The table 4.6 above presents the composite reliability (CR), Average variance (AV) and shared variance among constructs examined this study. All composite reliability values exceed the recommended threshold of 0.70 ranging from 0.909 to 0.955.This indicates that the measurements items for each construct possess high internal consistency reliability. Specifically BRAND Nostalgia demonstrated the highest composite reliability followed by Conscientiousness, Neuroticism, Openness to experience, Agreeableness, Purchase intention, Extraversion and lastly emotional connection.

The average variance extracted (AVE) values ranged from 0.635 to 0.755, which are above the *Table 5*

Construct	Mean	SD	Composite reliability	Average variance extracted	Shared variance							
					A	C	N	O	E	BN	EC	PA
Agreeableness	4.11	1.72	0.928	0.683	**0.826**							
Conscientiousness	4.32	1.76	0.940	0.725	0.178	**0.851**						
Neuroticism	4.00	1.67	0.933	0.755	0.196	0.161	**0.869**					
Openness to experience	4.00	1.79	0.930	0.690	0.150	0.126	0.107	**0.830**				
Extraversion	4.00	1.72	0.912	0.635	0.262	0.199	0.228	0.132	**0.796**			
Brand nostalgia	4.34	1.72	0.955	0.706	0.189	0.164	0.161	0.146	0.175	**0.840**		
Emotional connection	4.00	1.72	0.909	0.667	0.174	0.210	0.151	0.100	0.241	0.118	**0.816**	
Purchase Intentions	4.00	1.69	0.920	0.659	0.256	0.170	0.158	0.120	0.191	0.117	0.152	**0.811**

minimum acceptable value of 0.50 indicating adequate convergent validity. The shared variance values were al lower than the corresponding AVE values for each construct ,suggesting that the constructs are empirically distinct from one another .Therefore , the findings confirm the presence

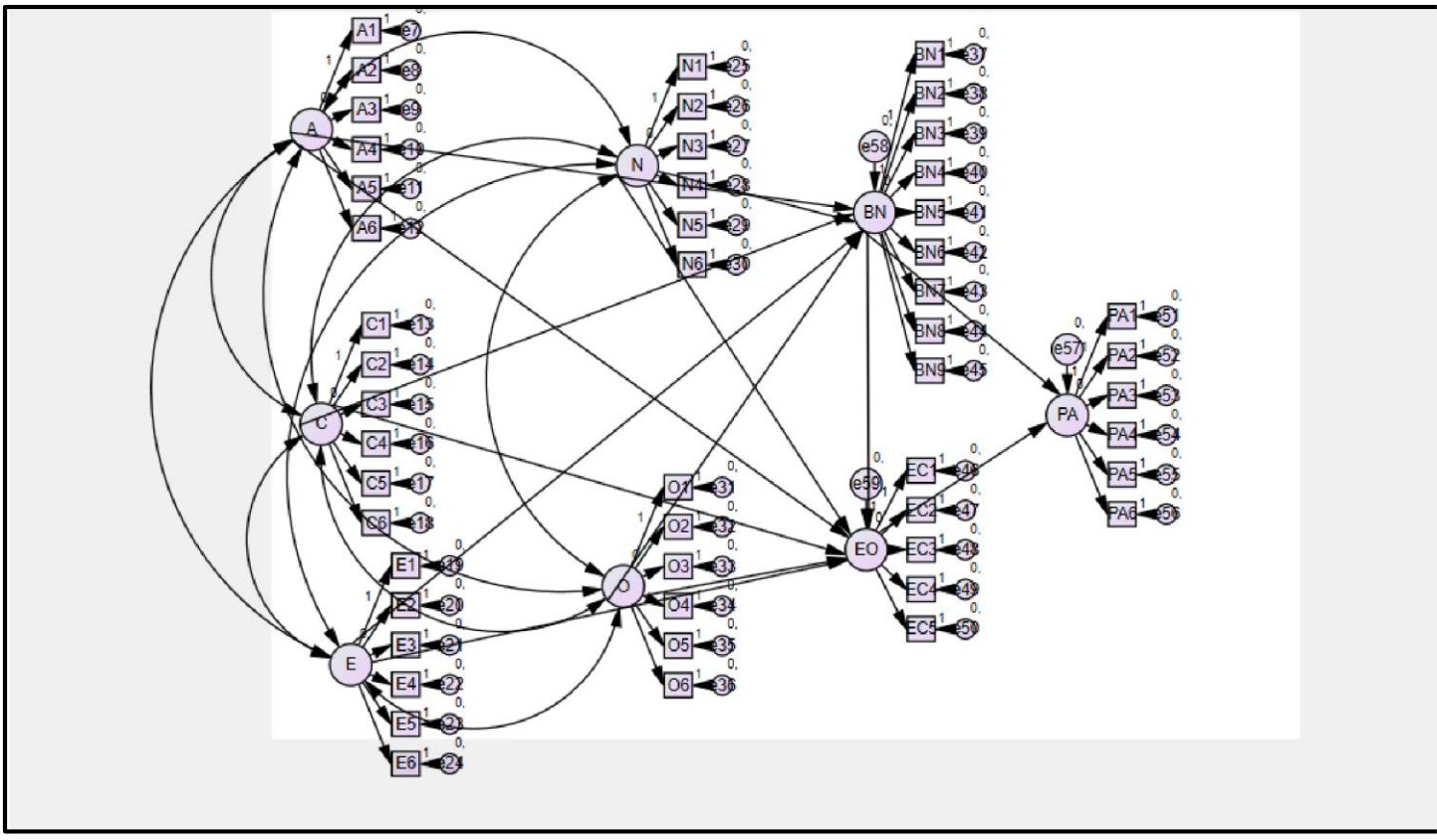

Figure 3

of both convergent and discriminant validity , showing that the measurement model is reliable and suitable for subsequent structural model analysis and hypothesis testing

4.5 HYPOTHESIS TESTING

Fig 3 Structural Model for the study

The study used Amos software to conduct a structural equation model to test the study's hypothesis. Of the 13 paths examined, 8 hypothesis were accepted while 5 were rejected as shown on the table below

Table 7 Hypothesis Testing

Table 6

H	Hypothesis statement	B	T	P	Decision
H1a	Openness have a significant positive effect on brand nostalgia	.181	.158	.010	Accepted
H1b	Openness have a significant positive effect on emotional connection	.061	.057	.358	Rejected
H2a	Conscientiousness has a significant positive effect on brand nostalgia	.168	.155	.016	Accepted
H2b	Conscientiousness has a significant positive effect on emotional connection	.225	.227	***	Accepted
H3a	Extraversion has a significant positive effect on brand nostalgia	.147	.126	.074	Rejected

H3b	Extraversion has a significant positive effect on emotional connection	.271	.253	***	Accepted
H4a	Agreeableness has a significant positive effect on brand nostalgia	.186	.183	.008	Accepted
H4b	Agreeableness has a significant	.113	.121	.087	Rejected
	positive effect on emotional connection				
H5a	Neuroticism has a significant positive effect on brand nostalgia	.155	.152	.019	Accepted
H5b	Neuroticism has a significant positive effect on emotional connection	.090	.096	.150	Rejected
H6	Brand nostalgia has a positive effect on emotional connection	.034	.037	.572	Rejected

H7	Brand nostalgia has a significant positive effect on purchase intentions	.206	.230	***	Accepted
H8	Emotional connection has a significant positive effect on purchase intentions	.319	.330	***	Accepted

Source: Amos27 The hypothesis of the research is that, Openness to Experience has significantly positive effect on Brand Nostalgia (H1a).The hypothesis was accepted and the regression between openness to experience and brand nostalgia was 0.181 with 0.5 which is significant. This discovery indicates that people who are imaginative, curious and open to new experiences have greater potential of feeling nostalgic towards brands. For the factor Emotional Connection however, there is no significant positive effect as the p-value is bigger than the recommended 0.05 level. H1b was rejected.

The results also demonstrate that Conscientiousness is significantly positively related with Brand Nostalgia with a significant standardized regression coefficient of 0.168, thus H2a is supported. It is an indication that those who are well-organized, responsible and reliable are more likely to appreciate brands that have significant past experiences. H2b states that Conscientiousness has a significant positive effect on Emotional Connection. The empirical analysis performed supported this hypothesis with values of regression coefficient of 0.225 and significance value of 0.5, which means that the conscientious consumers are more likely to form strong emotional links to brands.

In terms of Extraversion, the results indicate that the p-value is greater than 0.05, which means that there is no significant positive relationship between Extraversion and Brand Nostalgia, thus H3a is not supported. This discovery indicates that consumers' sociable and outgoing personality does not always lead to the development of stronger nostalgic feelings towards brands. But it was found

that Extraversion has a quite positive effect on Emotional Connection, for this reason the hypothesis H3b was accepted. This shows that extroverts are more likely to form emotional connections with brands, perhaps due to their active social and brand engagement.

The results also show that Agreeableness is significantly and positively related to Brand Nostalgia (B = 0.186, p = 0.008) and thus H4a is accepted. Thus, it implies that consumers who are cooperative, trustworthy and compassionate are more prone to create nostalgic emotions for brands. On the other hand, since the relation is not statistically significant, the p-value is above the recommended value of 0.05, H4b was rejected. This means that if you are nice, you're not necessarily more connected with the brands emotionally.

The results also indicate that Neuroticism significantly positively influences Brand Nostalgia (B= 0.155, p = 0.019) resulting in H5a being accepted. This implies that the more emotionally unstable a consumer is, the more likely they are to seek comfort and familiarity in a nostalgic experience of a brand. But, there is no significant positive effect of Neuroticism on Emotional Connection (B = 0.090, p = 0.150). For this reason, H5b was rejected, meaning there is no significant relationship between neurotic tendencies and emotional attachment towards brands.

The study also assumed that Brand Nostalgia has a positive impact on Emotional Connection. The results indicate that Brand Nostalgia does not have significant positive effect on Emotional Connection (B = 0.034, p = 0.572) which is more than the threshold value 0.7. So, H6 was disproved. Signaling that sentiment for a brand cannot always be converted into more emotional connections with a brand.

The results also show that there is a significant positive effect of Brand Nostalgia on Purchase Intentions .The hypothesis was supported by empirical test with the standardized regression coefficient of 0.206, which was significant to 0.5 resulting in the acceptance of H7. This result suggests that consumers with nostalgic experiences to brands may be more prone to form intentions to buy products or services provided by the brands.

The eighth hypothesis is that emotional Connection has significant positive effect on Purchase Intentions. The hypothesis was supported by the empirical test having the value of the standardized regression coefficient of 0.31, which was significant at 0.5. This finding shows that consumers' emotional attachment to a brand is positively correlated with their favorable purchase intentions.

DISCUSSION OF FINDINGS

The purpose of the study was to explore the effects of personality traits on Purchase intention by means of brand nostalgia and emotional connection in the case of castle lager beer. The primary focus of the study was to establish a positive correlation of personality traits, brand nostalgia, personality traits and emotional connection, emotional connection and brand nostalgia, brand nostalgia and purchase intention and finally emotional connection and purchase intention .Some of the relationship were accepted and others were not accepted as highlighted in Amos

Impact of personality traits on brand nostalgia

Results showed that all the personality traits had a significant positive impact on brand nostalgia, except for Extraversion.

H1a Openness has a significant positive effect on brand nostalgia

Results showed that there is significant positive effect of openness on brand nostalgia . This indicates that curious, imaginative, and open people tend to be more susceptible to nostalgic brand appeals as well. Open people like memories connected to experiences of brands, thus increasing nostalgic bonding. This finding is consistent with Wang and Tsai (2024), who found that openness positively influences nostalgic attachment because individuals high in openness are more receptive to emotionally rich experiences .Nitpicky perhaps, but although the stereotype is that open people are looking for novelty, they seem interested in brands that conjure up personal or collective memories.

H2a Conscientiousness has a significant positive effect on brand nostalgia

In accepting the hypothesis, it is inferred that Conscientiousness had a significant influence on brand nostalgia. Conscientious consumers appreciate brands that are better known and more reliable over the years, which aligns with previous research that found that conscientious consumers form deeper bonds with brands that offer consistency, reliability and stability (Sung et al 2021).

H3a Extraversion have a positive influence on brand nostalgia.

The research states that Extraversion have a positive effect on nostalgia, the hypothesis testing calculated, it revealed that Extraversion did not significantly influence brand. This indicates that outgoing and sociable people might not be as reliant on nostalgic brand experiences, perhaps because they are busy with social interactions and are seeking new stimulation, instead of focusing on brand experiences from the past. This result appears to be in contrast to some of the previous studies but is reasonable in view of that extraverts prefer excitement to reflection (Cassidy et al., 2021).

H4a Agreeableness significantly positively affects brand nostalgia

Among all personality traits, the results showed that the one most likely to impact brand nostalgia is Agreeableness, which describes a personality type that is characterized by being trustful, kind, and cooperative. This aligns with the idea that nostalgic branding appeals to consumers who enjoy harmony and positive social interactions (Gilal et al, 2023).

H5a There is a significant positive relationship between Neuroticism and brand nostalgia.

Neuroticism was also found to positively influence brand nostalgia to a significant extent. People with a high score on the neuroticism dimension are anxious and emotionally unstable. Nostalgic brands can be a coping mechanism in order to offer comfort, familiarity, and emotional security. Zhou et al (2021) found that nostalgic consumption is a way for neurotic consumers to regulate negative emotions.

The impact on personality traits on emotional connection

Overall, there were only two personality traits that had an impact on emotional connection with the brand.

H2b conscientiousness has a significant positive effect on emotional connection

If the hypothesis is accepted, then it means that Conscientiousness had a significant positive effect on emotional connection. This indicates that reliable and orderly consumers develop stronger emotional connections with brands, possibly because they are looking for a meaningful connection with the brand over time Furnham & Cheng (2019).

H3b Extraversion has a significant positive effect on emotional connection

The results indicated that Extraversion had the largest impact on emotional connection of all personality traits, with Extraverts' sociable and enthusiastic personality likely supporting their ability to develop a strong emotional connection with brands in particular when they allow for positive feelings and social expression Matzler et al (2016).

Non-significant effects hypothesis: H1b that states that openness have a significant positive influence on emotional connection, H4b Agreeableness has a significant positive effect on emotional connection and H5b Neuroticism has a significant positive effect on emotional connection, these hypothesis did not significantly predict emotional connection. This means that these characteristics do not necessarily signal stronger emotional attachments to the brand, but they do affect the sense of nostalgia toward the brand. A different set of relationship motivators, e.g., perceiving brand warmth or personal relevance, might be more relevant to emotional connection, which could be more associated with Conscientiousness and Extraversion.

H6 Brand nostalgia has a positive significant positive effect on brand nostalgia

Results showed that there is no significant positive effect of brand nostalgia on emotional connection. In spite of the nostalgic feeling, results indicate that nostalgia might not be enough to build strong emotional connections to a brand. This is a significant discovery. It states that an emotional connection to the brand cannot just be about arousing nostalgia. Although this nostalgia

can generate a fleeting positive feeling, to achieve a sense of emotional connection, the brand might need to interact with the individual on a more regular basis, be seen as authentic, or be personally meaningful to them (Pascal et al, 2021). Researchers and brand managers should make this distinction, between the two emotional states of nostalgia and emotional connection as a longer-lasting brand relationship.

H7 Brand Nostalgia positively influences purchase intentions

The findings of the study revealed that brand nostalgia is positively and significantly influencing in the purchase intention. This is a testament to the fact that brand nostalgia can drive consumers to buy. Nostalgia can evoke positive feelings and positive attitudes that can induce buying behaviors .This result aligns with previous research that revealed the effects of nostalgia on enhancing brand loyalty and purchase intentions (Cho & Fiore, 2023).

H8 Emotional connection have a significant positive effect on Purchase intentions

Results indicated the emotional connection had a greater impact on purchase intentions than brand nostalgia. That means that the emotional attachment to the brand is even more potent than nostalgia by itself in influencing consumers' behavioral intention. The brands that manage to create emotional connections can expect more purchase intentions, repeat purchases and good word of mouth Thomson et al (2021).

4.6 SUMMARY

The chapter presents demographic characteristics of the respondents, uni dimensionality testing, measurement model and hypothesis testing. The following chapter will provide an overview of tests, suggestions and areas for further research.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

This chapter emphasizes the overview, summarization, suggestion and other fields that can be further studied on the research results.

5.1 SUMMARY

This study aimed to investigate the effect of personality traits on purchase intentions from the two perspectives of brand nostalgia and emotional connection, taking Castle Lager as a case. The study was driven by the fact that in today's more competitive markets, emotional branding and nostalgia marketing have become increasingly important factors that can shape consumers' behaviors.

Quantitative methods was used in this study and a causal research design was used. The data was gathered from a self-administered questionnaire, which was given to the Castle Lager consumers in Harare, 304 usable questionnaires were received from the 384 questionnaires distributed, indicating a response rate of 79%, .The Big Five personality traits (openness, conscientiousness,

extraversion, agreeableness, and neuroticism) and their influence on brand nostalgia and emotional connection was investigated. In addition, the impact of brand nostalgia and emotional connection on purchase intentions was explored. SPSS Version 27 and AMOS were used for data analysis. The results of the reliability and validity test showed that the measurement scales used were reliable and valid. Structural Equation Modelling was used to test the proposed hypotheses.

This finding showed that: Openness had a significant and positive effect on brand nostalgia, Conscientiousness had a significant and positive effect on brand nostalgia and emotional connection, Extraversion had a significant effect on emotional connection and not on brand nostalgia. Agreeableness significantly affected brand nostalgia but not emotional connection, Neuroticism significantly affected brand nostalgia but not emotional connection, Brand nostalgia did not significantly affect emotional connection, Brand nostalgia significantly affected purchase intentions and emotional connection significantly affected purchase intentions.

Out of the thirteen hypotheses tested, eight were supported while five were rejected.

5.2 CONCLUSIONS

Based on the result above, the researcher concluded that: Personality traits have an important role in influencing the nostalgic feelings towards Castle Lager. In particular, the traits of openness, conscientiousness, agreeableness, and neuroticism were significant in improving consumers' nostalgic relationship with the brand. Nostalgic brand experiences are appreciated by consumers who are imaginative and curious. Conscientious consumers appreciate knowns and consistency; thus, they are more open to nostalgic brands. Brands that stir social warmth and positive memories are appealing to agreeable consumers, and brands that stir up nostalgic feelings may be used by neurotic consumers for emotional support and security. Extraversion had no significant effect on brand nostalgia, which implies that there might be a greater focus on current social experiences for the sociable consumer than past brand experiences.

In the case of Castle Lager, there is not an equal emotional connection with all personality traits. Emotional connection was strongly positively affected by conscientiousness and extraversion. When it comes to reliability and consistency, conscientious consumers are more likely to engage

in long-term and strong relationships with brands. Extraverts are consumers that build emotional bonds through socialization and positive experiences with the brand. Openness, agreeableness and neuroticism were not found to have a significant impact on emotional connection, implying that emotional attachment is not solely a personality-based phenomenon.

The study also finds that brand nostalgia does not necessarily lead to emotional connection. While Castle Lager may evoke pleasant memories and nostalgic feelings within its consumers, these cannot be the only reasons to develop an emotional bond. The result indicates that emotional engagement is not a one-time deal, and it involves more than just nostalgic brand cues – it demands constant brand interaction, meaningful encounters, and authentic brand experiences.

From this study, it is concluded that brand nostalgia has a significant impact on purchase intentions. When people have good memories and experiences with Castle Lager, they will be more open to buying it. Nostalgic branding is thus an effective marketing strategy for Castle Lager as it helps to create positive consumer attitudes and behavior towards purchase.

Emotional connection was found to be a good indicator of purchasing intent. Castle Lager is emotionally important to consumers; this is more likely the result of an emotionally attached brand.

5.3 RECOMMENDATIONS

Based on the findings of the study the following recommendations were made:

Enhance Nostalgia Based Marketing Campaigns.

Castle Lager is also advised to tap into its roots more by having nostalgic adverts that remind of the memorable sporting events, family outings, national events and cultural elements linked to the brand. This can help to reinforce positive memories and encourage buying.

Enhance emotional bond with consumers

As emotional connection had the greatest impact on purchase intentions, Castle Lager should aim to build emotional experiences with consumers. This can be done by holding community events, sponsoring events, holding customer appreciation events, and online events that engage.

Based on Personality Characteristics, Target consumers

Marketing campaigns need to be created to target various personality types. For instance, Conscientious consumers may be receptive to messages that focus on quality, consistency and reliability. Social campaigns that feature events and festivals can appeal to extraverts. Themes of friendship, family and togetherness can be welcomed by agreeable consumers.

Grow involvement among the next generation of consumers.

While nostalgia has a big emotional appeal to older consumers, younger may not have the same history and experience with the brand. Castle Lager should thus use traditional, heritage branding along with creative digital marketing techniques that attract the younger generations while maintaining its traditional brand image.

5.4 Areas for further research are listed below.

More studies should be conducted in other geographic locations since virtually all the Zimbabweans drink or are able to access Castle lager beer. This study only considered Harare currently.

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APPENDIX A: CODED QUESTIONNAIRE

BINDURA UNIVERSITY OF SCIENCE EDUCATION FACULTY OFCOMMERCE



RESEARCH SURVEY QUESTINNAIRE

Dear Participant

I am **Lorrien K Mundokweya,** a student at Bindura University of Science Education, currently undertaking a Bachelors of Commerce Honours' Degree in Marketing. I am conducting a study titled: "**Investigating the influence of personality traits on purchase intentions through**

brand nostalgia and emotional connection: Case study of castle lager. This research is in partial fulfilment of the requirements for my degree programme.

Your participation is very important to the success of this study. I kindly request you to assist me by completing the attached questionnaire honestly and carefully. It comprises of 5 sections in which responses will be indicated by means of a tick. All answers you will provide are neither right nor wrong. All responses will be kept strictly confidential and will be used solely for academic purposes.

For further clarity do not hesitate to ask

Contact Details

Phone number: 0786714825/ 0786714825 Email: lorrienmundokweya@gmail.com

SECTION A: DEMOGRAPHICS

This section contains question about your age, gender, educational level, location and your level of awareness on castle lager

Age Group

1	18-25	
2	26-45	
3	46-60	
4	61 and above	

GENDER

1	Male	
2	Female	

Educational Level

1	Primary level	
2	Secondary level	
3	Tertiary level	
4	Post graduate level	
5	No formal education	

Employment status

1	Full employed	
2	Part time employed	
3	Unemployed	
4	Student	
5	Retired	

Location

1	Low density	
2	medium	
3	High density	

Years as a castle lager consumer

1	Less than one year	
2	1-5 years	
3	6-10 years	
4	Over 10 years	

Frequency of consumption

1	Daily	
2	Weekly	

3	Monthly	
4	Rarely/occasionally	

SECTION B: Personality Traits

This section aims to understand your general personality characteristics and behaviours across the five distinct dimensions of personality traits. Please indicate how much you agree or disagree with each statement .Kindly tick the statement that you believe in by means of a tick

PLEASE RATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING (1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree)

Agreeableness

Please rate how you generally interact with others and your level of empathy towards them.

		1	**2**	**3**	**4**	**5**	**6**	**7**
A1	I trust others easily.							
A2	I get angry easily.							
A3	I am concerned about others							
A4	I take advantages of others							
A5	I have high opinion of myself.							
A6	I can easily break my promises							

Conscientiousness

Rate your typical levels of organisation and self-discipline

		1	2	3	4	5	6	7
C1	I jump into things without thinking							
C2	I leave a mess in my room							
C3	I do just enough work to get by							
C4	I tend to waste my time							
C5	I know how to get things done							
C6	I am able to control my cravings							

Extraversion

Rate your energy levels and behaviour in social settings

		1	2	3	4	5	6	7
E1	I love large parties							
E2	I take charge							
E3	I find it difficult to approach others							
E4	I am always busy							
E5	I avoid contact with others							
E6	I look the bright side of life							

Neuroticism

Rate how you typically react to stress and emotional challenges

		1	2	3	4	5	6	7

N1	I get stressed out easily							
N2	I get angry easily							
N3	I yell at people							
N4	I become overwhelmed by events							
N5	I often down in the dumps							
N6	I enjoy being reckless							

Openness to Experience

		1	**2**	**3**	**4**	**5**	**6**	**7**
O1	I love day dreaming							
O2	I dislike changes							
O3	I tend to vote for conservative political candidates							
O4	I don't enjoy going to art museums							
O5	I don't understand people who get emotional easily							
O6	I can easily break my promises							

SECTION C: Brand Nostalgia

This section seeks to understand your nostalgic feelings and emotional memories associated with Castle Lager beer. The statements below explore how the brand reminds you of the past or evokes pleasant memories.

Please indicate your level of agreement with each statement.

PLEASE RATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING

(1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree)

		1	2	3	4	5	6	7
BN1	Castle Lager reminds me of the past.							
BN2	Castle Lager makes me feel nostalgic							
BN3	Castle Lager makes me reminisce about a previous time in my life.							
BN4	Castle Lager makes me think about when I was young							
BN5	Castle Lager evokes fond memories							
BN6	Castle Lager helps me recall pleasant memories.							
BN7	Castle Lager reminds me of the good old days							
BN8	Castle Lager reminds me of good times in the past							
BN	Castle Lager brings back memories of good times from the past							

SECTION D: Emotional Connection

This section focuses on your emotional relationship with Castle Lager beer. The following statements explore how emotionally attached, loyal, or connected you feel towards the brand. Please indicate how much you agree or disagree with each statement

PLEASE RATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING (1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree)

		1	2	3	4	5	6	7
EC1	This brand makes me feel happy							
EC2	I find comfort in buying or consuming Castle Lager.							
EC3	I am very passionate about this brand							
EC4	I am loyal to castle lager							
EC5	I am very attracted to castle lager							

SECTION E: Purchase Intentions

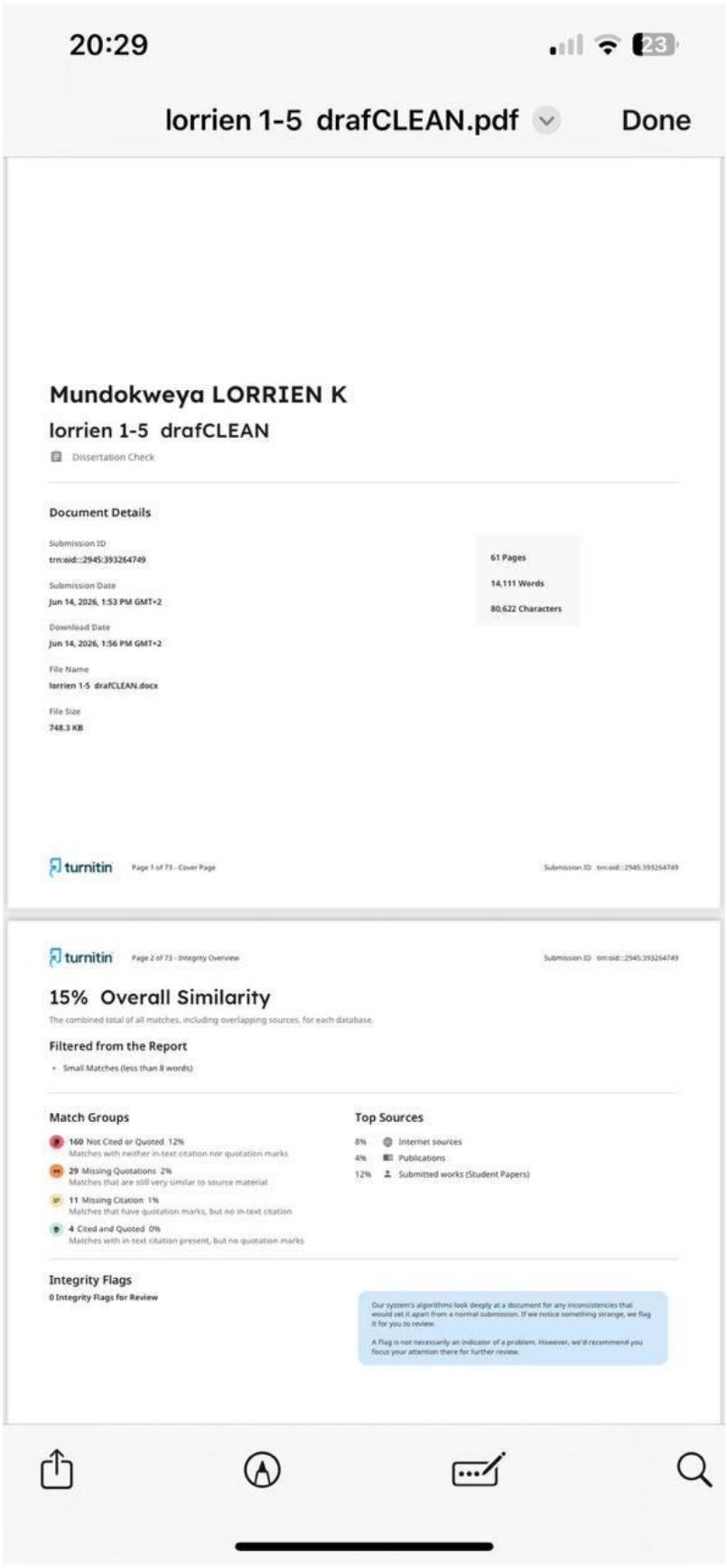
This section aims to assess your likelihood of purchasing Castle Lager beer in the future. The statements below measure your intentions, willingness, and certainty about buying the brand.

PLEASE RATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING
(1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree)

		1	2	3	4	5	6	7
PI1	My emotional connection makes me choose castle lager over other beers							
PI2	I will definitely buy Castle Lager in the future							
PI3	I definitely intend to buy Castle Lager							

PI4	My purchase intention towards Castle Lager is very high							
PI5	I am certain that I will purchase Castle Lager							
PI6	I would recommend castle lager to my friends							

Thank you for your contribution in this questionnaire!!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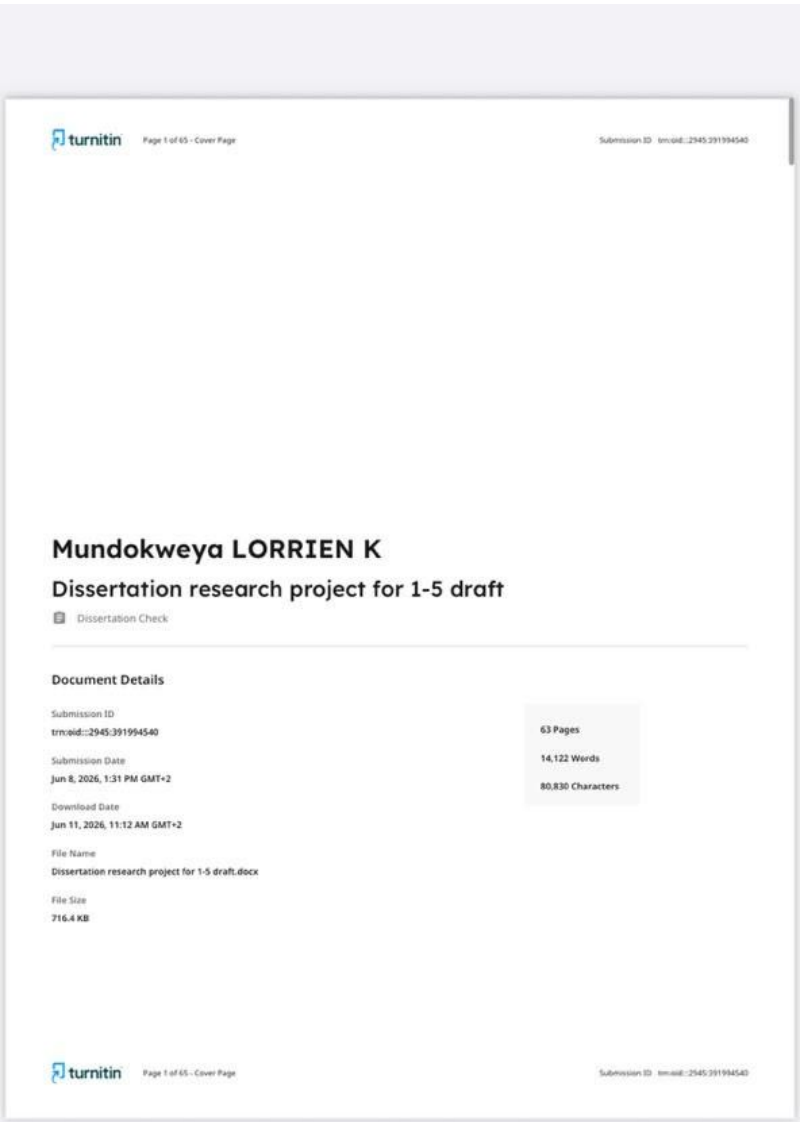

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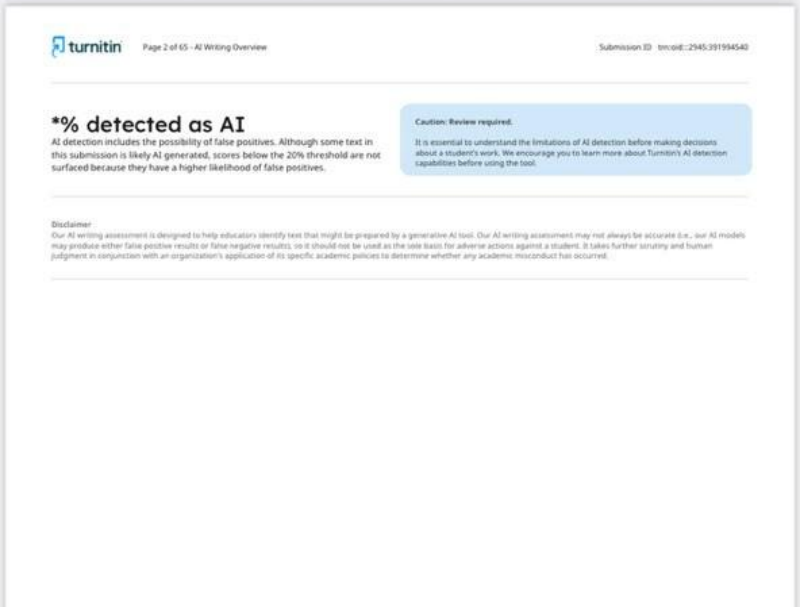

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