Interdisciplinary Description of Complex Systems 24(5), 617-636, 2026

THE MEDIATING ROLE OF BRAND LOYALTY IN THE IMPACT OF CUSTOMER ORIENTATION ON RETRO MARKETING PRACTICES

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DOI: 10.7906/indecs.24.5.7
Regular article

Received: 26 June 2025.
Accepted: 9 July 2026.

ABSTRACT

Retro marketing is a type of nostalgia-oriented marketing that reintroduces past brands, products, and fashions. This study aims to examine the mediating role of brand loyalty in the relationship between customer orientation and retro marketing practices. The main population of the study comprises individuals aged 18 and above residing in the Düzce province of Türkiye. A quantitative research approach was employed, and data were collected by an online questionnaire from 410 participants selected by convenience sampling method. The data were subsequently analysed using the SPSS statistical software. The results of the study indicate that individuals exhibit a strong customer orientation, possess a positive perception of retro marketing practices, and demonstrate a moderate level of brand loyalty. Retro marketing approaches were found to have a positive association with age, marital status, education, and occupation. It has been found that customer orientation has a significant and positive direct effect on retro marketing; specifically, a one-unit increase in customer orientation leads to a 0,153-fold increase in retro marketing. Additionally, a one-unit increase in customer orientation results in a 0,142-fold increase in brand loyalty.

KEY WORDS

customer orientation, retro marketing, brand loyalty

CLASSIFICATION

JEL: D12, M31

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INTRODUCTION

The disappearance of borders due to globalization highlights the influence of postmodern trends in marketing, as it does in numerous other fields. In highly competitive environments, effective communication and the establishment of customer loyalty have become increasingly critical for businesses seeking to ensure long-term mutually beneficial relationships. One of the one-to-one communication approaches of businesses with their customers is customer orientation. The foundation of customer orientation is rooted in the evolution of marketing, aiming to fully satisfy customer needs through highly profitable business strategies [1]. It involves effectively managing activities related to customer proximity, understanding customer needs, anticipating future demands, and evaluating customer information [2-7].

Customer orientation, examined at both organizational and individual levels, refers to the traits, structures, and practices aimed at understanding, fulfilling, and serving customer needs effectively. At the organizational level, it encompasses organizational structures, corporate culture, and strategic policies that are designed to prioritize customer interests, enhance customer satisfaction and loyalty, and foster long-term mutually beneficial relationships. At the individual level, it relates to employees' ability and willingness to meet customer expectations and derive satisfaction from service provision [8]. Additionally, customer orientation is described as the interaction between employees and customers [9-11].

Efforts to understand customers encompass activities intended to obtain comprehensive information regarding customer needs, preferences, and broader market Dynamics [12]. Singh and Koshy [13] proposed that customer orientation consists of three key elements: providing information to customers, thoroughly understanding customers' needs, and maintaining long-term customer relationships.

Retro marketing is a marketing approach influenced by globalization and grounded in nostalgia and past trends. It involves the strategic reintroduction of previously marketed products or services to evoke nostalgic feelings and renew consumer interest [14-19]. Influenced by postmodernism, retro marketing reconnects consumers with past values while integrating modern technology [18]. It has been applied across various sectors, including automobiles, movies, fashion, beverages, and advertising [20]. In addition to socio-economic and psychological factors, product characteristics, price, distribution, marketing communication, and brand loyalty are key determinants of consumer purchasing behaviour.

Firms undertake branding activities to distinguish their products from those of competitors, thereby enhancing their perceived superiority. In this context, companies aim to build a loyal customer base through branding and develop a marketing strategy centred around fostering brand loyalty [21].

This study aims to investigate the mediating role of brand loyalty in the relationship between customer orientation and retro marketing practices within organizations. Although customer orientation, retro marketing, and brand loyalty have each been extensively examined in the existing literature, studies addressing the interrelationships among these three constructs remain limited, thereby emphasizing the importance and contribution of the present study.

CUSTOMER ORIENTATION

Customer orientation, a key dimension of market orientation, enables firms to create customer value, develop superior products, and gain strategic advantages [22, 23]. Viewed as an organizational culture prioritizing customer interests, it supports the development of long-term and profitable customer relationships [11, 24]. Customer orientation, evaluated from both consumer and employee perspectives, is considered essential for service firms' economic

success, customer satisfaction, loyalty, and superior business performance [11, 25, 26]. Studies demonstrate that a company's customer orientation is positively associated with its superior performance [27-31]. Studies also suggest that establishing long-term mutually beneficial customer relationships enhances brand loyalty, satisfaction, sales, and profitability [23, 32].

RETRO MARKETING

The concept of retro, meaning "backward" or "towards the past," refers to the revitalization of past products and services in marketing [33]. Its growing popularity has been associated with economic, psychological, and social factors, particularly following the conceptualization of nostalgia in 1979 and the social changes of the 1960s and 1990s [34]. Retro marketing, first introduced by Brown [14, 15], involves reviving nostalgic products or services by adapting them to modern standards of performance and appeal [35]. This approach combines elements of past fashion and popularity with contemporary features to align nostalgic consumer preferences with current market trends [36, 37]. By integrating retro styles with modern technology, brands seek to gain competitive advantage, while consumer interest in retro marketing is influenced not only by nostalgia but also by additional factors [38].

Businesses utilize retro style in marketing communications both locally and globally. In local marketing campaigns, referencing the past emphasizes local authenticity, history, and tradition. For global brands, retro marketing is employed to highlight their unique brand identity, history, and timeless values. The objectives of retro marketing are to enhance brand equity and strengthen brand image [39]. Brands are increasingly adopting the concept of retro to engage with consumers [40, 41].

Although the revival of forgotten brands is a central aspect of retro marketing, the use of nostalgic elements and memory-based associations further enhances its effectiveness. Through old products, packaging, advertisements, and slogans, brands integrate experiences from the past into their marketing strategies and strengthen brand identity by emphasizing brand heritage [42]. Established brands frequently adopt retro marketing practices, particularly during anniversary periods, to differentiate themselves and reinforce their market position through nostalgic messaging. Heritage, culture, nostalgia, and revival are considered key drivers of retro marketing [43]. Retro marketing evokes consumers' longing for the past by idealizing historical experiences and incorporating nostalgia into slogans, packaging, and advertisements [44]. Examples include the British Charge Cars Company's modernized 1967 Ford Mustang Fastback model, Pepsi's Crystal Pepsi launched in the 1990s, and Türkiye İş Bankası's advertisements featuring nostalgic themes, historical imagery, and traditional artisan culture to emphasize the bank's long-established heritage [45-47].

When the literature is reviewed, studies on retro marketing focus on several key areas, including changes in retro marketing [15], revitalization of old brands [17, 35, 38, 42, 48-54], and exemplary retro practices [33]. Other prominent themes include young consumers' perceptions of retro marketing and its relationship with age [55-57], as well as adoption and diffusion processes in retro industries [43]. Research also addresses retro brand identity, brand experience, brand affinity, brand loyalty, and brand image [56, 58, 59], along with the use of retro in global brands' marketing communication [39], consumer attitudes [60, 61], retro brand evaluation [62], and retro advertising and product potential [14, 40]. In addition, studies have explored nostalgia-retro relationships [41, 63-69], the use of retro in packaging [55], applications in neuromarketing [56], retro in artworks [70], the interrelation of nostalgia, neuromarketing, and retro marketing [71], and sales promotion tactics and agricultural applications of retro approaches [72].

BRAND LOYALTY

Brand loyalty refers to consumers' strong commitment to a specific brand, reflected in consistent preference and repeated purchasing over time [73-76]. It is typically expressed in two forms: vertical loyalty, which involves repurchasing the same brand within a product category, and horizontal loyalty, which refers to purchasing other products under the same brand (e.g., choosing Sony for both a television and a DVD player) [77]. In the literature, brand loyalty is generally classified into five types.

1.) **Full brand loyalty** refers to consumers' exclusive commitment to a single brand, despite the availability of numerous alternative options. Companies can derive considerable competitive advantages and financial benefits from such highly loyal customers. In this context, the brand's purchase sequence is denoted as AAAAAA.
2.) **Unstable dependence** refers to a situation where consumer loyalty to one brand shifts to another brand for various reasons. In this case, the purchasing pattern may follow a sequence such as AAAABBBB.
3.) **Occasional Loyalty** refers to situations where loyalty to a brand exists, but other brands are occasionally tried for different reasons. Here, there is a situation like AABAAACAAADA [77].
4.) **Incidental brand loyalty** occurs when consumers, despite being generally satisfied with a particular brand, occasionally choose different brands for certain purchases or situations. The unavailability of the frequently purchased brand, along with competitive practices such as promotions or discounts offered by competitors, contributes to this type of loyalty. The brand purchase pattern in this case is represented as AAABAAACAAAD [77].
5.) **Disloyalty or indifference** refers to situations where consumers make different choices for each purchase within a category, as illustrated by purchase patterns such as ABCDADEAC. This behaviour represents the opposite of brand loyalty, where the consumer shows no consistent preference for a particular brand.

RESEARCH METHODOLOGY

The primary aim of this research is to examine the mediating role of brand loyalty in the relationship between customer orientation and the retro marketing practices of businesses targeting individuals in the Düzce province Türkiye. Additionally, the study seeks to determine whether demographic characteristics influence this relationship.

The main population of the study consists of individuals aged 18 and older residing in the Düzce province of Türkiye. There has been no exclusion due to the age criteria since there has been no choice for ages below 18. For the sample selection, convenience sampling, a non-random sampling technique, was employed. An online survey was distributed to 423 consumers, of which 410 valid responses were retained for the final analysis. Thirteen responses were excluded due to inconsistencies in the reported demographic information (e.g., respondents indicating an age of 20 years and younger while also reporting postgraduate-level education, which is incompatible with the educational system in Türkiye). There have been few inconsistencies too. The data were collected over a two-month period between 6 January and 6 March 2025.In line with the study objectives, the questionnaire consists of four sections: demographic information, customer orientation, retro marketing practices, and brand loyalty. The measurement instrument employed in this study was developed through the adaptation of validated items derived from several previously established and widely recognized scales. Specifically, retro marketing and customer orientation items were adapted from Holak et al. [78] and Ursavaş & Gümüş [79], customer orientation items from Dağdaş [80], brand loyalty items from Goi et al. [81], and retro marketing and brand-related constructs from Şahin & Kaya [59]. The adapted items were consolidated into a single integrated questionnaire and assessed using a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). To

ensure the clarity, reliability, and comprehensibility of the measurement instrument, a pilot study was conducted with 35 participants. The results of the pilot study demonstrated that all measurement items were clearly understood by the respondents and were deemed appropriate for the main data collection process.

RESEARCH MODEL AND HYPOTHESIS

The primary hypothesis of this study posits that brand loyalty mediates the effect of customer orientation on retro marketing practices. The research model corresponding to this hypothesis is presented in Figure 1.

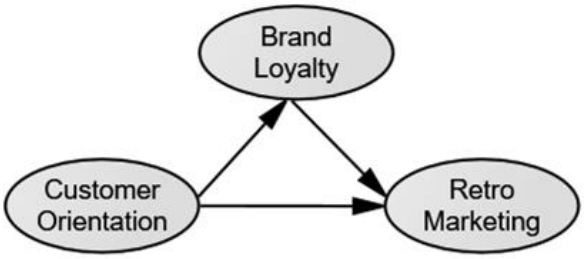


Figure 1. Research model.

FINDINGS

DIFFERENCE ANALYSES IN DIMENSIONS ACCORDING TO SUBGROUPS OF DEMOGRAPHIC DATA

As seen in Table 1, 50,7% of the respondents were female and 49,3% were male. 55,6% were single, 44,4% were married, 21.7% were between the ages of 40-49, 20,7% were between the ages of 50-59 and 20,7% were 60 years and over. The education level of the participants is 47,3% bachelor's degree and 34,1% high school education. The most important segment of the respondents is self-employed with 33,7%, while 15,6% are retired and 15,1% work in the private sector.

Therefore, it can be concluded that the distribution of male and female respondents is approximately equal. There is a slightly higher proportion of single individuals, with the majority falling within the young and middle-aged groups. Most respondents hold a bachelor's degree, and self-employed individuals represent the largest category.

The respondents in all subgroups of gender (p = 0,643 > 0,05, m = 4,1894), age (p = 0,791 > 0,05, m = 4,1894), marital status (p = 0,489 > 0,05, m = 4,1905), education level (p = 0,658 > 0,05, m = 4,1893), and occupation (p = 0,256 > 0,05, M = 4,1894) reported agreement regarding brand orientation. For retro marketing, no significant differences were found for gender (p = 0,137, m = 3,4386) and education (p = 0,070, m = 3,4376), with respondents in these groups indicating a "neither agree nor disagree" stance. However, significant differences emerged across age (p = <0,001), marital status (p = 0,001), and occupation (p = 0,014). Specifically, respondents aged 20 and below, 21-29, and 30-39 reported a "neither agree nor disagree" level (m = 3,1099), while older groups indicated "agree" (m=3,5818). Married participants reported "agree" (m = 3,6212), whereas single participants remained "neither agree nor disagree" (m = 3,2910). Regarding occupation, housewives, retirees, and private sector employees reported "neither agree nor disagree" (m = 3.2854), while other occupational groups indicated "agree" (m = 3,6493). For Brand Loyalty, no significant difference was found for gender (p = 0,461, m = 2,8140), with all groups indicating "neither agree nor disagree." Significant differences were identified for age (p < 0,001), marital status (p < 0,001), education (p = 0,042), and occupation (p = 0,001). Participants aged 20 and below reported "disagree" (m = 2.1667), while other age groups were "neither agree nor disagree" (m = 2,8203). Married respondents showed higher

Table 1. Differences in dimensions according to demographic data and subgroups.

	N	%	Customer Orientation		Retro Marketing		Brand Loyalty	
			ta/Fb	pc	ta/Fb	pc	ta/Fb	pc
Gender								
Female	208	50,7	–0,464	0,643	–1,488	0,137	0,739	0,461
Male	202	49,3						
Age								
20 years and younger	24	5,9						
21-29 years	50	12,2						
30-39 years	77	18,8	0,481	0,791	4,598	0,000	4,691	0,000
40-49 years	89	21,7						
50-59 years old	85	20,7						
60 years and older	85	20,7						
Marital Status								
Married	182	44,4	0,692	0,489	3,660	0,000	3,588	0,000
Single	228	55,6						
Education								
Primary education	6	1,5						
High School	140	34,1						
Associate Degree	22	5,4	0,606	0,658	2,184	0,070	2,502	0,042
Bachelor's Degree	194	47,3						
Postgraduate	48	11,7						
Profession								
Unemployed	57	13,9						
Self-employed	138	33,7						
Housewife	61	14,9	1,317	0,256	2,890	0,014	4,053	0,001
Private sector	62	15,1						
Public sector	28	6,8						
Retired	64	15,6						
a Independent t test, b ANOVA test, c p-value (2tailed)								

"neither agree nor disagree" scores (m = 3,0339) compared to single respondents (m = 2,6396). Participants with high school and associate degrees reported lower "neither agree nor disagree" levels (m = 2,5416) than others (m = 2,9652). Finally, housewives indicated "disagree" (m =2,4262), while other occupational groups reported "neither agree nor disagree" (m = 2,9486).

For customer orientation, all subgroups of gender, age, marital status, education, and occupation said "agree". For retro marketing, all subgroups of gender and education said "neither agree nor disagree". Those aged 20 and below, 21-29 and 30-39 said "neither agree nor disagree", others said "agree", married people said "agree", singles said "neither agree nor disagree", housewife, retired and private sector said "neither agree nor disagree", others said "agree". For brand loyalty, all subgroups of gender said "neither agree nor disagree". Those aged 20 and below said "disagree", others said "neither agree nor disagree", married people said "neither agree nor disagree" more than single people. Those with high school and associate degree said "neither agree nor disagree" more than others. Those who are housewives said "disagree", others said "neither agree nor disagree".

DESCRIPTIVE STATISTICS AND RELIABILITY COEFFICIENTS OF DIMENSIONS

As seen in Table 2, it is observed that the respondents answered "agree" for the customer orientation dimension (4,1893), "neither agree nor disagree" for retro marketing (3,4376) and brand loyalty (2,8146).

Item analysis was conducted for internal consistency reliability; "Item analysis based on item-total correlation" was applied to the data obtained from the target group for reliability analysis. Overall Reliability Coefficient equals 0,975, for customer orientation 0,705, for retro marketing 0,986 and for brand loyalty 0,975, indicating that the scale is highly reliable.

Table 2. Descriptive statistics.

Factors	N	Average	Standard Deviation	Variance	Cronbach's Alpha
Customer Orientation	410	4,1893	0,29308	0,086	0,705
Retro Marketing	410	3,4376	0,92798	0,861	0,986
Brand Loyalty	410	2,8146	1,12143	1,258	0,975

Structural validity analyses were conducted; path analysis was applied to determine the mediating role of brand loyalty in the effect of customer orientation on retro marketing practices, Table 3.

Table 3. Standardized regression weight.

	Parameter Estimates	Standard Errors (S.E.)	*t*-values (C.R.)	*p*-values (Sig.)
Customer Orientation → Retro Marketing	0,153	0,220	2,601	0,009

The direct effect of the independent variable (customer orientation) on the dependent variable (retro marketing), Figure 2, is highly significant and positive ($p < 0,009$). The standardized regression coefficient between the independent variable (customer orientation) and the dependent variable (retro marketing) is 0,153. In other words, if customer orientation increases by one-unit, retro marketing will increase by 0,153 times.

When the mediating variable (brand loyalty) is included in the model alongside the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) becomes insignificant ($p = 0,279 > 0,05$), Table 4 (Figure 3). This suggests that brand loyalty fully mediates the relationship between customer orientation and retro marketing practices, as the direct effect of customer orientation on retro marketing is no longer statistically significant.

Therefore, it is seen that brand loyalty is a full mediating variable.

The fit values in Table 5 indicate that the model fit is good. There is no restriction on the values to be considered. The reported values may vary according to the values that the researcher wants to draw attention to.

CMIN/DF = 2,877 < 5, RMR = 0,033 < 0,08, 0,900 < NFI = 0,929, 0,900 < RFI = 0,923, 0,900 < IFI = 0,952, 0,900 < TLI = 0,948, 0,900 < CFI = 0,952, RMSEA = 0,068 < 0,08, SRMR = 0,0379 < 0,08 fit values show that the data fit the model well. The good fit of the data to the model means that the model has construct validity.

Item CO8 was excluded from the model due to poor model fit.

Regression values show the power of observed variables to predict latent variables, i.e. factor loadings, Table 6. Since the *p*-values are less than 0,001, the factor loadings are significant. Significant *p*-values indicate that the items load correctly on the factors.

The variance (Var(ei)) values of the error terms are also significant ($p < 0,001$), Table 7.

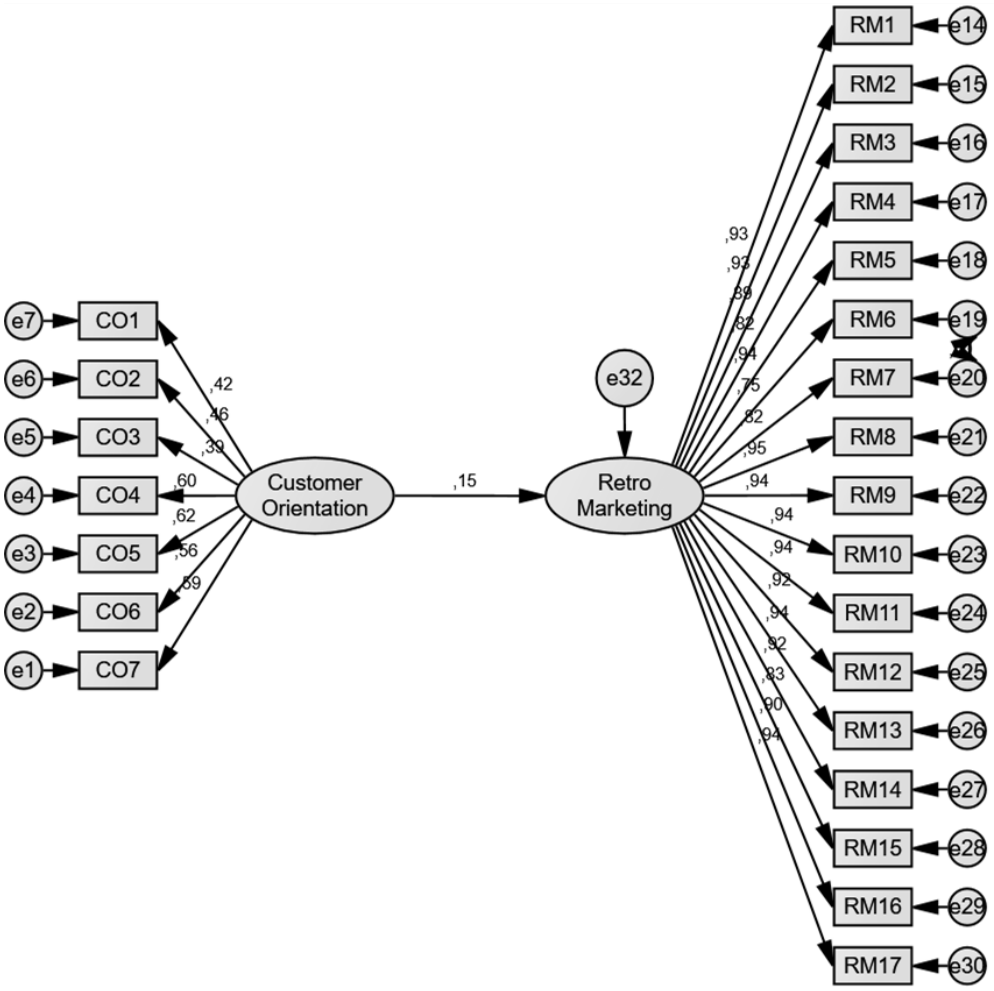


Figure 2. The direct effect of customer orientation on retro marketing.

Table 4. Standardized regression weight.

			Parameter Estimates	Standard Errors (S.E.)	*t* values (C.R.)	*p* values
Brand Loyalty	←	Customer Orientation	0,142	0,230	2,413	0,016
Retro Marketing	←	Customer Orientation	0,039	0,133	1,082	0,279
Retro Marketing	←	Brand Loyalty	0,803	0,038	20,083	0,000

Table 5. Chi-square concordance value.

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	64	1153,705	401	0,000	2,877
Saturated model	465	0,000	0		
Independence model	30	16230,781	435	0,000	37,312

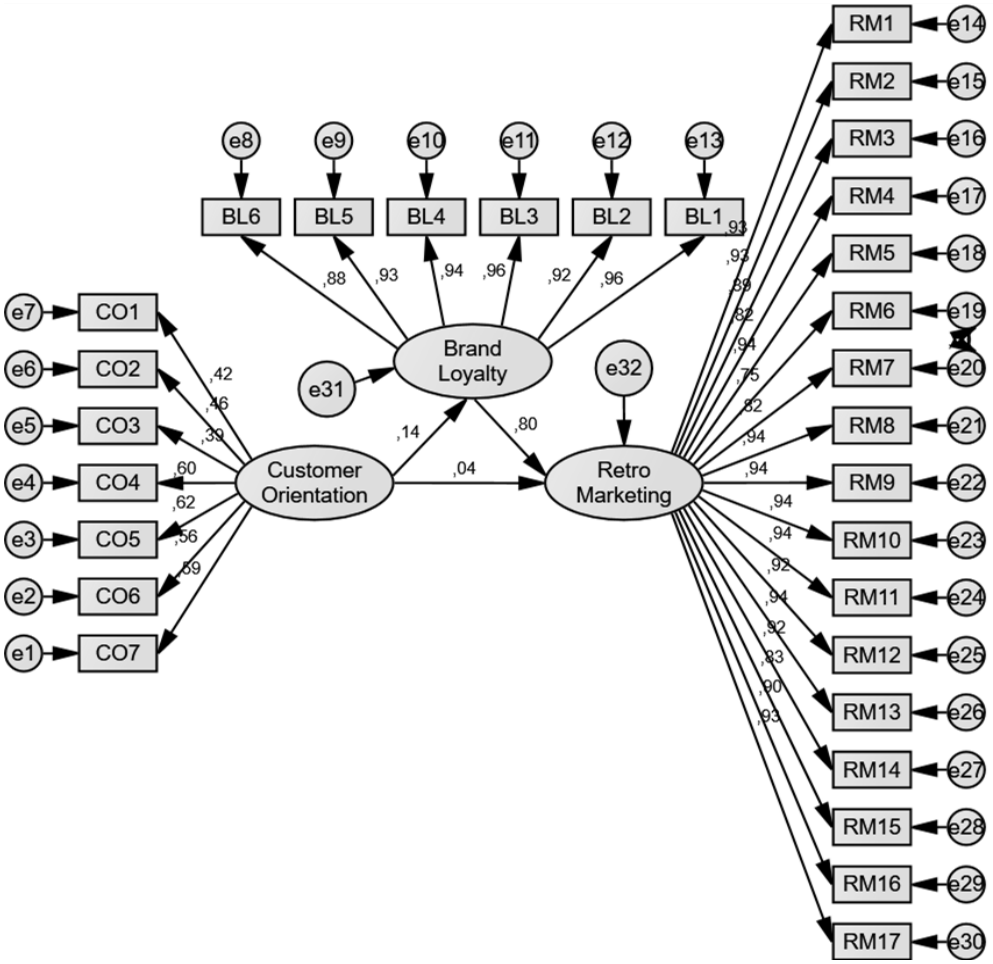


Figure 3. The mediating role of brand loyalty in the effect of customer orientation on retro marketing.

Table 6. Regression coefficients (continued on p.626).

			Forecast	S.E.	C.R.	P
Brand Loyalty	←	Customer Orientation	0,555	0,230	2,413	0,016
Retro Marketing	←	Customer Orientation	0,144	0,133	1,082	0,279
Retro Marketing	←	Brand Loyalty	0,771	0,038	20,083	***
CO7	←	Customer Orientation	1,000			
CO6	←	Customer Orientation	1,010	0,125	8,086	***
CO5	←	Customer Orientation	1,079	0,126	8,587	***
CO4	←	Customer Orientation	0,931	0,111	8,404	***
CO3	←	Customer Orientation	0,920	0,150	6,128	***
CO2	←	Customer Orientation	0,780	0,111	7,042	***
CO1	←	Customer Orientation	0,832	0,128	6,488	***
RM1	←	Retro Marketing	1,000			
RM2	←	Retro Marketing	1,070	0,029	37,284	***
RM3	←	Retro Marketing	0,986	0,031	31,463	***
RM4	←	Retro Marketing	0,783	0,031	25,298	***
RM5	←	Retro Marketing	0,993	0,026	38,120	***
RM6	←	Retro Marketing	0,775	0,037	21,010	***
RM7	←	Retro Marketing	0,881	0,035	25,364	***
RM8	←	Retro Marketing	1,083	0,028	39,067	***
RM9	←	Retro Marketing	1,156	0,031	37,872	***
RM10	←	Retro Marketing	1,113	0,029	38,073	***
RM11	←	Retro Marketing	1,144	0,030	37,850	***

Table 6. Regression coefficients (continuation from p.625).

			Forecast	S.E.	C.R.	*p*
RM12	←	Retro Marketing	0,930	0,026	35,108	***
RM13	←	Retro Marketing	1,050	0,027	38,735	***
RM14	←	Retro Marketing	1,024	0,029	34,931	***
RM15	←	Retro Marketing	0,711	0,027	25,987	***
RM16	←	Retro Marketing	0,958	0,029	32,603	***
RM17	←	Retro Marketing	1,105	0,030	37,395	***
BL4	←	Brand Loyalty	0,964	0,031	30,985	***
BL5	←	Brand Loyalty	0,994	0,033	29,700	***
BL6	←	Brand Loyalty	1,000			
BL3	←	Brand Loyalty	1,189	0,036	32,643	***
BL2	←	Brand Loyalty	0,937	0,032	29,282	***
BL1	←	Brand Loyalty	1,117	0,035	32,300	***

Table 7. Variance values of error terms.

Customer Orientation	Estimate	S.E.	C.R.	*p*
	0,075	0,014	5,529	***
e31	1,122	0,100	11,264	***
e32	0,364	0,030	11,986	***
e1	0,144	0,012	11,625	***
e2	0,166	0,014	11,947	***
e3	0,139	0,013	11,076	***
e4	0,117	0,010	11,449	***
e5	0,360	0,027	13,410	***
e6	0,169	0,013	12,928	***
e7	0,249	0,019	13,246	***
e8	0,333	0,025	13,278	***
e9	0,182	0,015	12,438	***
e10	0,132	0,011	11,872	***
e11	0,133	0,013	10,626	***
e12	0,175	0,014	12,580	***
e13	0,129	0,012	10,955	***
e14	0,153	0,012	13,246	***
e15	0,176	0,013	13,253	***
e16	0,271	0,020	13,721	***
e17	0,316	0,023	13,987	***
e18	0,139	0,011	13,153	***
e19	0,490	0,035	14,101	***
e20	0,396	0,028	13,984	***
e21	0,148	0,011	13,025	***
e22	0,193	0,015	13,184	***
e23	0,175	0,013	13,159	***
e24	0,190	0,014	13,187	***
e25	0,167	0,012	13,466	***
e26	0,145	0,011	13,072	***
e27	0,206	0,015	13,481	***
e28	0,242	0,017	13,965	***
e29	0,228	0,017	13,652	***
e30	0,186	0,014	13,240	***

The fact that the estimated values (standardized regression coefficients) of the items given below are 0,387 and higher indicates that the power to predict latent variables, that is, the factor loadings of each item are high.

Although AVE values are below 0,50, convergent validity is still supported when composite reliability (CR) exceeds 0,60 [82]. In this study, AVE values are larger than or equal 0,30 and CR values are larger than or equal 0,91; therefore, the model demonstrates acceptable convergent validity, Table 8.

Table 8. Predicted values of items and AVE and CR values of dimensions.

Structures (Dimensions)	Items	Forecast	Cronbach's α	AVE	CR
Customer Orientation	CO7	0,586	0,705	0,30	0,91
	CO6	0,562			
	CO5	0,622			
	CO4	0,598			
	CO3	0,387			
	CO2	0,462			
	CO1	0,416			
Retro Marketing	RM1	0,935	0,986	0,81	0,98
	RM2	0,934			
	RM3	0,890			
	RM4	0,820			
	RM5	0,939			
	RM6	0,751			
	RM7	0,821			
	RM8	0,945			
	RM9	0,938			
	RM10	0,939			
	RM11	0,938			
	RM12	0,919			
	RM13	0,943			
	RM14	0,918			
	RM15	0,829			
	RM16	0,900			
	RM17	0,935			
Brand Loyalty	BL4	0,943	0,975	0,87	0,97
	BL5	0,928			
	BL6	0,880			
	BL3	0,961			
	BL2	0,923			
	BL1	0,958			

Direct Effect Excluding Mediating Variable: The direct effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is significant and positive ($p < 0,05$) and the standardized regression coefficient between the independent variable (customer orientation) and the dependent variable (retro marketing) is 0,153 If customer orientation increases by one-unit, retro marketing will increase by 0,153 times, Table 9.

Direct Effect Including Mediating Variable: When the mediating variable (brand loyalty) is included in the model with the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is insignificant ($p > 0,05$). Therefore, brand loyalty was determined to be a full mediating variable.

Table 9. Impact results according to path analysis.

Affected Dimension ← Affecting Dimension	Impact Rating	S.E.	C.R.	*p*	Result
Direct Effect Excluding Mediating Variable (Brand Loyalty-Mediating Variable)					
The Effect of Customer Orientation (Independent Variable) on Retro Marketing (Dependent Variable					
H_1 Retro Marketing ← Customer Orientation	0,153	0,220	2,601	< 0,05	Important
Direct Effect Including Mediating Variable (Brand Loyalty-Mediating Variable)					
The Effect of Customer Orientation on Retro Marketing					
H_2 Retro Marketing ← Customer Orientation	0,039	0,133	1,082	> 0,05	Unimportant
The Effect of Customer Orientation on Brand Loyalty					
H_3 Brand Loyalty ← Customer Orientation	0,142	0,230	2,413	< 0,05	Important
The Effect of Brand Loyalty on Retro Marketing					
H_4 Retro Marketing ← Brand Loyalty	0,803	0,038	20,083	< 0,01	Important
Indirect Effect Including Mediating Variable (Brand Loyalty-Mediating Variable)					
The Effect of Customer Orientation on Retro Marketing					
H_5 Retro Marketing ← Customer Orientation	0,114	0,220	2,601	< 0,05	Important

The effect of customer orientation on brand loyalty is significant ($p < 0,05$) and positive (0,142). In other words, when customer orientation increases by one unit, brand loyalty will increase by 0,142 times.

The effect of brand loyalty on retro marketing is significant ($p < 0,01$) and positive (0,803). In other words, when brand loyalty increases by one-unit, retro marketing will increase by 0,803 times.

Indirect Effect Including Mediating Variable The indirect effect of the independent variable (customer orientation) on the dependent variable (retro marketing) through the mediating variable (brand loyalty) is significant ($p < 0,05$) and positive (0,114). In other words, when customer orientation increases by one unit, the indirect increase of retro marketing will be 0,114 times.

As a result, according to the path analysis data (CMIN/DF = 2,877 < 5, RMR = 0,033 < 0,08, 0,900 < NFI = 0,929, 0,900 < RFI = 0,923, 0,900 < IFI = 0,952, 0,900 < TLI = 0,948, 0,900 < CFI = 0,952, RMSEA = 0,068 < 0,08, and SRMR = 0,0379 < 0,08), the data fit the model well. The good fit of the data to the model shows that the model has construct validity. In addition, the fact that the AVE (which for customer orientation equals 0,30, for retro marketing 0,81, and for brand loyalty 0,87) values of the dimensions of the model obtained by path analysis are 0,30 and higher and the CR (which for customer orientation equals 0,91, for retro marketing 0,98, and for brand loyalty0,97) values are 0,91 and the model meets the validity condition, as the factors possess construct validity. Since the reliability coefficients for overall reliability coefficient equals 0,975 (while for customer orientation it equals 0,705, for retro marketing 0,986, and for brand loyalty 0,975), the model is quite reliable. According to the results obtained; it is seen that customer orientation, which is the independent variable, directly and indirectly (through brand loyalty) significantly affects retro marketing, which is the dependent variable, and as customer orientation increases, retro marketing will increase. Additionally, as the mediating variable (brand loyalty) increases, retro marketing will also increase. When the mediating variable (brand loyalty) is included in the model with the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is insignificant ($p < 0,05$). Therefore, brand loyalty is a full mediating variable.

For customer orientation, all subgroups of gender, age, marital status, education, and occupation said “agree”. For retro marketing, all subgroups of gender and education said “neither

agree nor disagree". Those aged 20 and below, 21-29 and 30-39 said "neither agree nor disagree", others said "agree", married people said "agree", singles said "neither agree nor disagree", housewife, retired and private sector said "neither agree nor disagree", others said "agree". For brand loyalty, all subgroups of gender said "neither agree nor disagree". Those aged 20 years and below said "disagree", others said "neither agree nor disagree", married people said "neither agree nor disagree" more than single people. Those with high school and associate degree said "neither agree nor disagree" more than others. Those who are housewives said "disagree", others said "neither agree nor disagree".

CONCLUSIONS

The current study aims to investigate the mediating role of brand loyalty in the relationship between customer orientation and retro marketing practices. It is observed that the sample of the study exhibits a homogeneous structure and does not display a heterogeneous distribution. It is recommended that future studies should be more heterogeneous and comparative. Specifically, additional avenues for future research are recommended, including cross-cultural comparisons, sector-specific analyses, and experimental research designs. These suggestions aim to further highlight potential extensions of the present study and to encourage continued empirical and theoretical development in this research area.

The results obtained from the research are summarized as follows:

The reliability of the research is understood by conducting item analysis for internal consistency reliability.

According to the results of the path analysis, the direct effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is highly significant and positive ($p < 0{,}009$). The standardized regression coefficient between the independent variable (customer orientation) and the dependent variable (retro marketing) is 0,153. in other words, if customer orientation increases by one-unit, retro marketing will increase by 0,153 times.

When the mediating variable (brand loyalty) is included in the model together with the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is insignificant ($p = 0{,}279 > 0{,}05$). therefore, it is seen that brand loyalty is a full mediating variable.

Direct Effect Excluding Mediating Variable: The direct effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is significant and positive ($p < 0.05$) and the standardized regression coefficient between the independent variable (customer orientation) and the dependent variable (retro marketing) is 0,153. If customer orientation increases by one-unit, retro marketing will increase by 0,153times.

Direct Effect Including Mediating Variable: when the mediating variable (brand loyalty) is included in the model with the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is insignificant ($p < 0{,}05$). therefore, brand loyalty was determined to be a full mediating variable.

The effect of customer orientation on brand loyalty is significant ($p < 0{,}05$) and positive (0,142). In other words, when customer orientation increases by one unit, brand loyalty will increase by 0,142 times.

The effect of brand loyalty on retro marketing is significant ($p < 0{,}01$) and positive (0,803). In other words, when brand loyalty increases by one-unit, retro marketing will increase by 0,803 times.

Indirect Effect Including Mediating Variable The indirect effect of the independent variable (customer orientation) on the dependent variable (retro marketing) through the mediating variable (brand loyalty) is significant ($p < 0,05$) and positive (0,114). In other words, when customer orientation increases by one unit, the indirect increase of retro marketing will be 0,114 times.

When the mediating variable (brand loyalty) is included in the model together with the independent variable (customer orientation), the effect of the independent variable (customer orientation) on the dependent variable (retro marketing) is insignificant ($p < 0,05$). Therefore, brand loyalty is a full mediating variable.

According to the results of the research; it was determined that individuals' perception of customer orientation was very good (4,1893), retro marketing perception was good (3,4376) and brand loyalty perception was low (2,8146). The results were found to be positive in terms of age, marital status, education, and occupation. The results align with the studies [55-57, 60, 83-86]. However, they diverge from the findings [16, 72, 87-93]. In their search for individual identity and belonging, young consumers define retro products or brands as special assets and see them as a fashion factor [69].

The findings indicating that customer orientation and brand loyalty are perceived as good to very good alignment with the results from literature [22, 23]. It is also consistent with the studies [27-31].

The objectives of retro marketing are to enhance brand equity and strengthen brand image [51]. Brands are increasingly leveraging the concept of retro to connect with consumers [22, 52-54].

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