

# Developing a Scale to Measure Brand-Evoked Nostalgia in Belgium and the United States: An Abstract

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**Abstract** Contemporary branding activities by a host of companies demonstrate a managerial interest in nostalgia as a practical marketing tool. Little attention, however, has been paid to measuring the complex and multiple dimensions of this construct. More academic research is surely warranted to develop and validate a generalizable measure of brand nostalgia to help companies gauge and track the nuanced components of nostalgia associated with their brands.

We contribute to the literature by developing a rigorously tested, reliable, and valid scale to measure and decouple the multidimensional nature of brand-induced nostalgia across two countries – Belgium and the USA. Following scale development procedures suggested by Churchill (1979) and Devellis (2003), we develop emic (country and market-specific) scales in Belgium and the United States through several iterative studies. By using items common to both emic scales, we then compose a derived etic (universal across countries and markets) scale.

References Available Upon Request

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