NOSTALGIC COLORS UTILIZATION ON CONSUMERS' ACTUAL PURCHASE AND REVISIT INTENTION IN RETAIL STORES: A MEDIATION ANALYSIS

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Angela C. Colastre

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DEDICATION

This study is lovingly dedicated to our families, whose unconditional love, unwavering support, and endless encouragement have inspired us throughout our academic journey. Their sacrifices, understanding, and belief in our abilities have been a constant source of strength in achieving this milestone.

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ABSTRACT

Nostalgic colors have emerged as a visual strategy in the retail industry, shaping consumers' perceptions, decisions, and behaviors. This study sought to explore the mediating effect of consumers' actual purchase on the relationship between the utilization of nostalgic colors and consumers' revisit intention in retail stores. The study utilized a predictive correlational design using mediation analysis. The study's respondents were 384 Gen Z college students from Oroquieta City, Ozamiz City, and Tangub City, selected through a cluster sampling technique. This study was conducted in one of the higher education institutions in Misamis Occidental. The research data was gathered through adapted and modified research questionnaires, specifically the Nostalgic Colors Utilization, Consumers' Actual Purchase, and the Consumers' Revisit Intention in Retail Stores Questionnaires. The mean, Standard Deviation, and Mediation Analysis with Bootstrapping were used to analyze the data. The results show that the levels of nostalgic color utilization, actual purchase behavior, and revisit intention in retail stores all received very high ratings. A strong positive relationship was found between the utilization of nostalgic colors and actual purchase, as well as between actual purchase and revisit intention. Furthermore, actual purchase behavior was found to be a significant mediator, linking nostalgic colors utilization and revisit intention. Additionally, nostalgic color use significantly influenced consumers' actual purchase, which, in turn, mediated their revisit intention, underscoring its role in evoking emotional and cognitive responses that drive purchasing and loyalty behaviors. Consumers' actual purchase behavior serves as a crucial psychological link, deepening the influence of nostalgic color use on their intention to revisit retail stores. In this vein, retail establishments may strategically integrate nostalgic color palettes into store designs, seasonal promotions, and visual merchandising to deepen emotional engagement, enhance purchasing motivation, and strengthen consumer loyalty.

Keywords: *consumers' actual purchase, emotional engagement, nostalgic colors utilization, retail store atmospherics, revisit intention*

TABLE OF CONTENTS

Page

TITLE PAGE i

CERTIFICATE OF PANEL APPROVAL ii

ACKNOWLEDGMENT ii

DEDICATION iii

ABSTRACT iv

TABLE OF CONTENTS v

INTRODUCTION 1

Background of the Study 1

Theoretical Framework 4

Conceptual Framework 9

Statement of the Problem 16

Significance of the Study 16

METHODOLOGY 17

Design 17

Setting 17

Respondents 18

Instruments 18

Data Gathering Procedures 20

Statistical Treatment 21

Ethical Considerations 21

RESULTS AND DISCUSSION 23

CONCLUSION AND RECOMMENDATIONS 51

Conclusion 51

Recommendations 51

LITERATURE CITED 52

APPENDICES 63

CURRICULUM VITAE 72

LIST OF FIGURE

Figure 1. Schematic Diagram of the Study 15

LIST OF TABLES

Table 1 Level of Nostalgic Colors Utilization in Retail Stores 27
Table 2 Level of Consumers' Actual Purchase in Retail Stores..... 34
Table 3 Level of Consumers' Revisit Intention in Retail Stores..... 39
Table 4 Significant Relationship Between Nostalgic Colors Utilization for Retail Stores and Consumers' Actual Purchase..... 42
Table 5 Significant Influence Between Consumers' Actual Purchase and Consumers' Revisit Intention..... 45
Table 6 Mediating Effect of Consumers' Actual Purchase on the Relationship Between Nostalgic Colors Utilization and Consumers' Revisit Intention..... 50

LIST OF APPENDICES

Appendix A: Nostalgic Colors Utilization in Retail Stores Questionnaire 62
Appendix B: Consumers' Actual Purchase in Retail Stores Questionnaire 64
Appendix C: Consumers' Revisit Intention in Retail Stores Questionnaire 65
Appendix D: Nostalgic Colors Utilization in Retail Stores - Sample Questionnaire 66
Appendix E: Consumers' Actual Purchase in Retail Stores - Sample Questionnaire 67
Appendix F: Consumers' Revisit Intention in Retail Stores - Sample Questionnaire 68
Appendix G: Informed Consent 69
Appendix H: Aligned Research Matrix 74
Appendix I: Certification 75
Appendix J: Letter of Request 76
Appendix K: Documentation 75
Appendix L: Turnitin Result 76
Appendix M: Grammarly Result 77

INTRODUCTION

Background of the Study

The retail industry serves as a pillar in an era of fast-paced global economic change (Maheswari et al., 2024). Its diverse functions span distribution, merchandising, and satisfying consumers' needs and wants (Hamal et al., 2023). In the United States, the retail sector contributed 6.4% to the US economy in 2023 (Rugaber, 2024), and the retail industry in the Philippines is projected to grow by 18.6% in 2032 (Nandi, 2025). These outturns are a product of the growing emphasis on marketing strategies, including nostalgia marketing (Alkhafagi, 2023). As modern retailing evolves, nostalgic colors evoke consumers' nostalgic sentiments (Nimbagal et al., 2022). These nostalgic colors are the leading visual elements that can captivate their attention (Rad, 2024). Nostalgic colors serve as a strategic tool to engage consumers on a deep emotional level, fostering brand loyalty and positively affecting a business's market position (Saraniyan, 2023).

In America, ninety-four percent (94%) have reported that they still visit retail stores (Shindle, 2023). Walmart, the largest retailer in the United States, has used nostalgic marketing techniques to draw customers' attention over the holidays. During Cyber Monday and Black Friday, the store had recorded conversions and sales (Rivera, 2024). During these seasons, color is used to evoke favorable emotions among consumers. Red "sale" signs are not used randomly. It is associated with enticing deep discounts; these discounts appeal to the consumer's pleasure center, triggering a surge of positive feelings (Kim & Jang, 2022). The Asia Pacific region is home to innumerable retail stores that contribute to the global retail sector (Hoyler, 2024). In Indonesia, consumers were found to be consumers, with most consumers aged 17 to 25 captivated by unique storefront

displays, including the choice of color in the display presentation of goods (Simanjuntak & Harbani, 2022).

The integration of colors in product displays had a powerful influence on consumers' mood and purchase intention (Susanto & Adiwijaya, 2023). In Malaysia, the retail industry has seen rapid growth alongside the Malaysian economy and shifts in consumer behavior (Hairani & Aziz, 2023). The Malaysian consumers' intention to purchase is greatly affected by colors and store layout, which influence their drive to purchase in retail stores, with 11.52% of the respondents being college students aged 18 to 22 years old (Mondol et al., 2021). The importance of using colors that awaken consumers' inner senses is evident in most countries worldwide.

However, for most Filipinos, the last-minute preparations needed for the Yuletide season, the long lineups at stores and shopping malls, and the buying of gifts and food items are realities that can evoke consumer nostalgia (Burgos et al., 2022). The colors that represent these seasons can affect consumer behavior, especially among Generation Z consumers. Generation Z (Gen Z) is the generation most closely tied to nostalgia. They prefer to reminisce rather than think about the future (Menon, 2024). Filipino college students aged 18 -25 who belong to Gen Z are enticed to shop in brick-and-mortar stores. They wanted to elevate the shopping experience, leading retailers to continuously place a high value on assessing consumer satisfaction at their physical locations (Desiderio, 2024; Taylor, 2024).

However, one of the biggest obstacles to achieving long-term success in physical retailing remains creating engaging shopping experiences and building customer satisfaction (Kumar & Agrawal, 2024). The layout, environment, and the purchase itself

are the primary factors that provide the highest level of customer satisfaction (Seethu & Thaiyalnayaki, 2024). A successful means to create in-store satisfaction in terms of shopping experience and the intent to buy a new product among consumers is to employ nostalgia. It creates an emotional connection to consumers using colors in the surroundings and products to evoke a beautiful past (Alkhafagi, 2024).

Nostalgia can be expressed in many ways, one of which is through colors. Nostalgic colors are hues that can evoke specific memories from an individual's past (Witzel et al., 2021). The distinct colors in retail store setups can let consumers reminisce about certain parts of their past. Filipino culture is deeply embedded with colors, as rich hues evoke a place known as "home." These colors remind Filipinos of a period when the country's identity was related to palettes rich in legacy and culture (Swee, 2023). Filipinos are often attached to nostalgic colors that preserve the country's culture. In addition, certain colors associated with nostalgia include sepia tones and warm hues such as red, orange, pink, and yellow (Smith, 2022). These warm colors can urge consumers to buy a product right away (Velasco, 2024). Using colors as a strong motivator can boost sales, customer recommendations, repeat purchases, and brand loyalty (Nestrud, 2024). Additionally, nostalgic colors can be a significant motivator in consumer purchase decisions, shaped by an individual's culture.

The nostalgic colors in the retail store environment influence Filipino college students' purchase decisions and revisit intentions (Cho, 2021). The exploration of this field of study sheds light on how Filipino college students associate their nostalgic experiences with the distinct colors displayed in the vicinity of physical retail stores, which can lead to their actual purchases (Borromeo et al., 2022). The nostalgic colors in retail stores aimed

are the primary factors that provide the highest level of customer satisfaction (Seethu & Thaiyalnayaki, 2024). A successful means to create in-store satisfaction in terms of shopping experience and the intent to buy a new product among consumers is to employ nostalgia. It creates an emotional connection to consumers using colors in the surroundings and products to evoke a beautiful past (Alkhafagi, 2024).

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at college students' reconsideration of visiting exemplify the vital importance of using this as a way for retailers to strategize more astutely.

This study postulated an empirical evidence research gap. It sought to investigate how consumers' actual purchase behavior mediates the relationship between nostalgic color use and revisit intention in retail stores, a scope emphasized by previous studies (Libiran et al., 2024). Although prior research has explored the influence of nostalgia on consumer behavior (Williams, 2024), few studies have examined this dynamic among Filipino college students, particularly among Generation Z, in a localized context (Borromeo et al., 2022). Facilitating consumer nostalgia increases customer–retailer emotional attachment along with a sense of place identity (Kapoor et al., 2022; Cho, 2021).

However, consumers' actual purchase behavior as a mediating factor between nostalgic color use and revisit intention has received limited attention as an avenue for retail stores to strengthen customer–retailer relationships and enhance connections with store employees and other customers.

Theoretical Framework

This study was anchored on one theory, the Stimulus-Organism-Response Theory by Mehrabian & Russell (1974).

The Stimulus-Organism-Response (SOR) model suggests that stimuli from the external environment influence an individual's cognitive and affective responses by processing stimuli to shape behavior and elicit appropriate psychological reactions (Mehrabian & Russell, 1974; Wu & Li, 2018; Pandita et al., 2021). In the retail context, stimulus (S) refers to the external attributes, which are physical and non-physical factors

of the store environment that give a counter-response from the organism variables (Su et al., 2024).

The object/organism (O), which is also referred to as "black box", is a non-observable phenomenon wherein an individual makes cognitive schemas and evaluates the stimulus based on its present and prior experience (Hochreiter et al., 2023). It is a mediator between the stimulus and response. The person's disposition toward perceived exposure to a certain product may or may not progress to the response stage (Zhang et al., 2022). Reaction/Response (R) is the stage at which the person's evaluation of the alternatives or information from the external environment ends, and the real decision-making process begins. This may lead to a decision to take an action based on the organism's analysis (Hochreiter et al., 2023).

The use of this theory helped amplify a strong justification and contribution to the significance of retail stores from the perspective of consumers, specifically in their actual purchase and revisit intentions, through the use of nostalgic colors embedded in the retail stores' environment. Nevertheless, it provided a concrete path to strengthen retail stores' relevance in today's business landscape by building emotional bonds with consumers.

Cognitive evaluations encompass consumers' insights into physiological activities, in which they make assumptions about vital information based on environmental cues, such as retail store product variations, service quality, and pricing (Eroglu & Machlei, 1990). Affective evaluations refer to subjective feelings and emotions about an object, including judgments about whether it is appealing, valuable, or desirable. Response refers to the various kinds and characteristics of reactions influenced by an individual's cognitive and affective processes (Su et al., 2024). This variable includes consumers' behavioral

responses, such as satisfaction, purchase intention, loyalty, and time spent in the retail store (Bagozzi, 1986).

Consumers are influenced by various factors in the store environment, which affect their selection of determinant attributes when comparing options for purchasing goods (Onibon et al., 2024). These factors are marketing stimuli, such as store visual designs, the use of various colors in the store's environment, and the availability of different promotional cues, that will enter consumers' consciousness. A set of psychological mechanisms, together with consumer characteristics, will then generate decision-making processes and purchase choices (Gao et al., 2022), with an association between an individual's nostalgia and an impulse that affects actual purchase and revisit intention processes (Xia et al., 2021).

Nostalgia is an emotion that conveys the emotional impulses of an individual who likes to reminisce about memories (Stefaniak et al., 2021). There has been an emerging interest in positive nostalgia among individuals in recent decades, especially in psychology, tourism, and marketing (Wang & Xia, 2021; Lin et al., 2022). From a color psychology standpoint, one of the most powerful emotional aspects that influences an individual to purchase or visit is the use of color that can evoke emotion, such as nostalgia. It is one of the most basic marketing strategies retailers employ to influence consumer purchasing behavior (Yadav, 2022).

The internal process, both cognitive and affective evaluations of the organism, the variable triggered by stimuli, affects consumers' responses to their behavior in the store (Mishra et al., 2022). The cognitive ability and evaluation of consumers based on product experience, service quality, and product variations in a retail store, and their influence on

buying behavior, have been a significant factor throughout history. It showed that individuals with stronger analytical thinking skills are more likely to find things appealing, which can lead them to purchase (Soomro et al., 2023). Businesses must build connections by creating an attention-provoking external environment that draws consumers into memorable experiences, because there is an indivisible tie between consumers' emotions and cognition in shaping their behavior (Soomro et al., 2023).

The S-O-R theory is used in retail studies, especially for analyzing the traditional shopping experience, as an assessment tool for consumers' purchase behavior and decision-making (Jeong et al., 2020). One of the foundations of retail functions is the store layout. They use this to guide their shopping experience, which, in turn, improves their sales (Tlapana, 2021). Moreover, a store can build a loyal consumer base by paying attention to its store image, appearance, and merchandising displays (Tlapana, 2021). In this line, the S-O-R model has been used to assess consumer behavior in both offline and online contexts. The physical environment's atmospheric elements, including ambiance, decorations, and memory-evoking colors, are stimuli that can influence consumers' emotions, satisfaction, and future purchase intention (Asyraff et al., 2023).

Additionally, malls' or retail stores' attributes, such as safety, amenities, product range, and employee service, positively affect consumers' overall shopping experience (Hu et al., 2022). Meanwhile, the organism processes and evaluates cues derived from consumers' experiences in both cognitive and emotional aspects of the external environment. Cognitive elements, such as the perceived value of benefits, and affective states, imply positive relationships with each other as dimensions of the organism variable. This shows that emotional attributes play a crucial role in evaluating the effectiveness of

external environments towards consumer behavior (Asyraff et al., 2023). Based on the S-O-R model, behavioral responses to stimuli may include behavioral loyalty, consumers retaining or spending on purchases, and repeat purchases (Jeong et al., 2022). Thus, the neuroscience of retail store attributes, including colors, can influence consumers' reactions to and emotional connection with a brand, resulting in long-term brand loyalty (Smith, 2021) and building a more concrete impact from the consumers' perspective and in the retail industry.

Nostalgia involves a degree of romanticization of a place or time, leading to the remembering or creation of an emotional connection to that place, which affects an individual's imagination and memory (Barcus & Shugatai, 2021). The memory will then produce an impactful narrative that holds place attachments (Barcus & Shugatai, 2021). It is widely recognized that the emotional qualities of an environment influence how people behave within it (Berg et al., 2021). In this person-environment-behavior relationship, emotions play a key role in shaping these behaviors. The S-O-R model asserts that physical and social cues in an environment, along with personality traits, directly influence a person's emotions, which, in turn, affect their behavior. In this way, a person's emotional state or experiences are believed to play a key role in connecting personal and environmental factors to behavioral outcomes.

Revisit intention is part of behavioral intention (Rehman, 2022), which is a result of the response stimuli. Revisit intention occurs when consumers use products or experience services, employing an evaluation of the external environment, which then leads to contemplation of revisit intention (Hardinie et al., 2023). Consumers' revisit is a vital factor for retail stores' profits (Moharana & Pattanaik, 2022). In both physical stores

and shopping areas, environmental factors such as store variety, appealing mall design, ease of access, and layout appear to evoke feelings of excitement and encourage shopping behavior, leading people to stay longer (Berg et al., 2021). Moreover, customer satisfaction is closely linked to repurchase and revisit intentions and to the ongoing support customers provide to a store (Chatzoglou et al., 2022), as satisfaction can reinforce a customer's decision to return (Yeik & Tey, 2024). It also influences future behavior and post-purchase evaluations, including perceived quality, experience, value, and overall satisfaction (Fernando et al., 2023).

Conceptual Framework

In this study, the **utilization of nostalgic colors** is an independent variable, encompassing visual elements from the store layout and decorations that can trigger the nostalgia embedded in consumers' systems. Visual elements directly influence consumers' shopping experience, shaping retailers' perspectives and ensuring the effectiveness and efficiency of their business (Mondol et al., 2021). These elements in the retail environment are associated with cognitive attributes that are seen as tactics to grab consumers' attention.

Cognitive reactions are shaped by elements of store layout, which involve analytical and imaginative thinking and influence consumers' attitudes and experiences (Mondol et al., 2021). Consumers' cognitive performance levels depend on the shapes and colors in the environment (Jin et al., 2022). In fact, colors have a greater effect on improved cognitive performance than shapes (Jin et al., 2022).

Furthermore, *emotional reactions* are invoked by shopping environments where consumers are being exposed (Sugiarto et al., 2022), such as the store layout, one of the external factors that have a major impact on consumer behavior (Tlapana, 2021). The

interior shop environment and layout can influence consumers' emotional state and decision-making processes (Tlapana, 2021). Their emotional state influences consumers' satisfaction and preferences in physical stores (Long, 2025). Whether they are happy, sad, anxious, or excited, a consumer's emotional mood can positively affect how they evaluate and respond to the external environment (Asyraff et al., 2023).

On the other hand, *behavioral reactions* are influenced and evoked by store decorations and the purchase itself, which are crucial factors that provide the highest level of customer satisfaction (Seethu & Thaiyalnayaki, 2024). Consumers meticulously assess the store's design, specifically the layout and overall store structure, which makes sense, including the quality of the interior store decorations (Tlapana, 2021) that shape their satisfaction and intention to revisit. All these factors show significant correlations with consumers' behavioral reactions, indicating that consumer behavior is mainly driven by environmental factors that can effectively increase sales volume (Tlapana, 2021).

In relation to the S-O-R model, consumers' nostalgia is the stimulus that can influence actual purchase and determine whether that purchase leads to an intention to revisit or not to return to the retail store (Bhutto et al., 2021). The visual cues in the store environment are not merely for decoration or to enhance store appearance (Long, 2025). Rather, they drive and elicit a response from consumers' memorable pasts and experiences, increasing the likelihood of purchasing items from the store (Albores et al., 2024).

Meanwhile, **consumers' actual purchase**, the mediating variable in the study, involves a series of cognitive processes influenced by environmental cues (Ong et al., 2024). Anchored in the S-O-R stimulus-response theory, consumers' actual purchase behavior serves as the organism, representing their cognitive and emotional attributes. The

stimulus, the utilization of nostalgic colors, will affect the organism's state, which is the actual product purchase. This internal evaluation determines the response (Hochreiter, Benedetto & Loesch, 2023), namely, consumers' revisit intention. This is evidently crucial from a retail store's perspective, as it drives overall operations and enables the business to offer a range of products and services (Han et al., 2022). Consumers' actual purchasing decisions are largely shaped by external factors, including interactions with employees, product variety, and experience (Tlapana, 2021), as well as stores' visual elements such as colors (Susanto & Adiwijaya, 2023).

Sensory product experience refers to consumers' senses toward a product, which affect their perceptions, behavior, and judgment about that product or brand (Matondang & Ruspitasari, 2025). These senses involve the consumers' visual, haptic, olfactory, acoustic, and pronunciation aspects of evaluating a product. The consumers' evaluation will then provide a systematic approach for examining the product's features based on individual senses (Matondang & Ruspitasari, 2025).

Product variation refers to a collection of goods from a store to consumers, offering different options (Pamuji & Sutedjo, 2023). The decision-making process for a product involves consumer behavior and product variations, which affect the persistence and growth of a store's sales and the consumer's purchase decision. Product variation consists of a product's size, price, appearance, and taste (Wicaksono & Sutanto, 2022).

Service friendliness is one of the crucial factors of customer service evaluations (Boninsegni et al., 2021). It refers to the warm, welcoming, and personal approach a frontline employee takes with a customer, which is important in customer-employee interactions. This kind of service treatment of frontline employees to customers positively

influences their overall shopping satisfaction and purchase intention (Boninsegni et al., 2021).

The current purchase of a consumer will likely dictate their future purchase and revisit intentions, which are apparently dependent on the post-purchase evaluation and their overall shopping satisfaction. A pleasant store shopping experience is directly linked to increased intentions to purchase and revisit, and it also builds an emotional connection to the retail store itself (Barcus & Shugatai, 2021). However, consumers' buying behavior poses a complex challenge due to inevitable shifts in market trends and other external influences. Thus, building a concrete marketing strategy will be an effective way to retain customers and increase the likelihood of actual consumer purchases, thereby increasing the chance of revisiting the store (Kountor et al., 2024).

Meanwhile, **consumers' revisit intention**, as a dependent variable, is a crucial aspect of competition in the retail industry and for firms' survival (AbdelHamid & Fawzy, 2023), as it is directly associated with their profits (Moharana & Pattanaik, 2022). It is defined as the likelihood that consumers will return to a particular place or service (Abbasi et al., 2021). In the S-O-R model, the response variable pertains to the cognitive and behavioral actions or outcomes triggered by external environmental stimuli (Zhang et al., 2022). Consumers' revisit intention is influenced by several factors related to the actual purchase (Chatzoglou et al., 2022).

Store decorations, as part of the store atmosphere, refer to the visual elements present within the store's interior environment (Rahmanto & Ratnasari, 2023). These elements are used to maximize visual merchandising in a store, as effective displays of these visual cues can attract consumers' attention, especially during special occasions.

Enhanced store decorations can also provide satisfaction and influence consumers' intention to visit the store again (Rahmanto & Ratnasari, 2023).

Store image is the store's overall characteristics and reputation, including product diversification and pricing strategy, the quality of the products offered, the service efficiency and effectiveness of frontline employees, and the physical facilities available to customers (Hilal, 2022). These factors affect consumers' repurchase and revisit decisions, leading to their patronage of the store (Hilal, 2022).

Consumers' positive shopping experiences during their current purchase lead to increased purchase satisfaction, prompting them to revisit the store. The goal of a great experience is to leave a lasting, positive impression that adds value, making the consumer want to return. Additionally, long-term experiences have the greatest influence on consumers' likelihood of returning (Rahmatullah, 2025). When they have a positive experience, it can build a strong emotional connection to a particular place, prompting them to purchase and encouraging them to revisit (Rahmatullah, 2025). Positive purchase experiences help strengthen various aspects of a consumer's personality, making them a key factor in encouraging repeat store visits (Chatzoglou et al., 2022).

The growing number of Generation Z individuals expressing an intention to visit brick-and-mortar stores led to higher foot traffic (Menon, 2024). This group of individuals is more emotionally oriented (Akbar et al., 2024). Colors displayed in retail stores can evoke consumers' pasts, highlighting the significant influence of their nostalgic memories on their current purchase and revisiting intentions.

The connection between consumers' actual purchases, revisit intentions, and the use of nostalgic colors suggests a significant impact on retail stores' market relevance, a crucial

aspect to consider. Consumers' actual purchase behavior and current intentions are important factors; in fact, employing nostalgic colors in store layouts can help physical retailers regain their market spotlight amid the increasing popularity of online retailers. The variables stipulated can lead to brick-and-mortar retailers' success in today's digital era and bolster the retail industry's resilience, contributing to the country's overall economy.

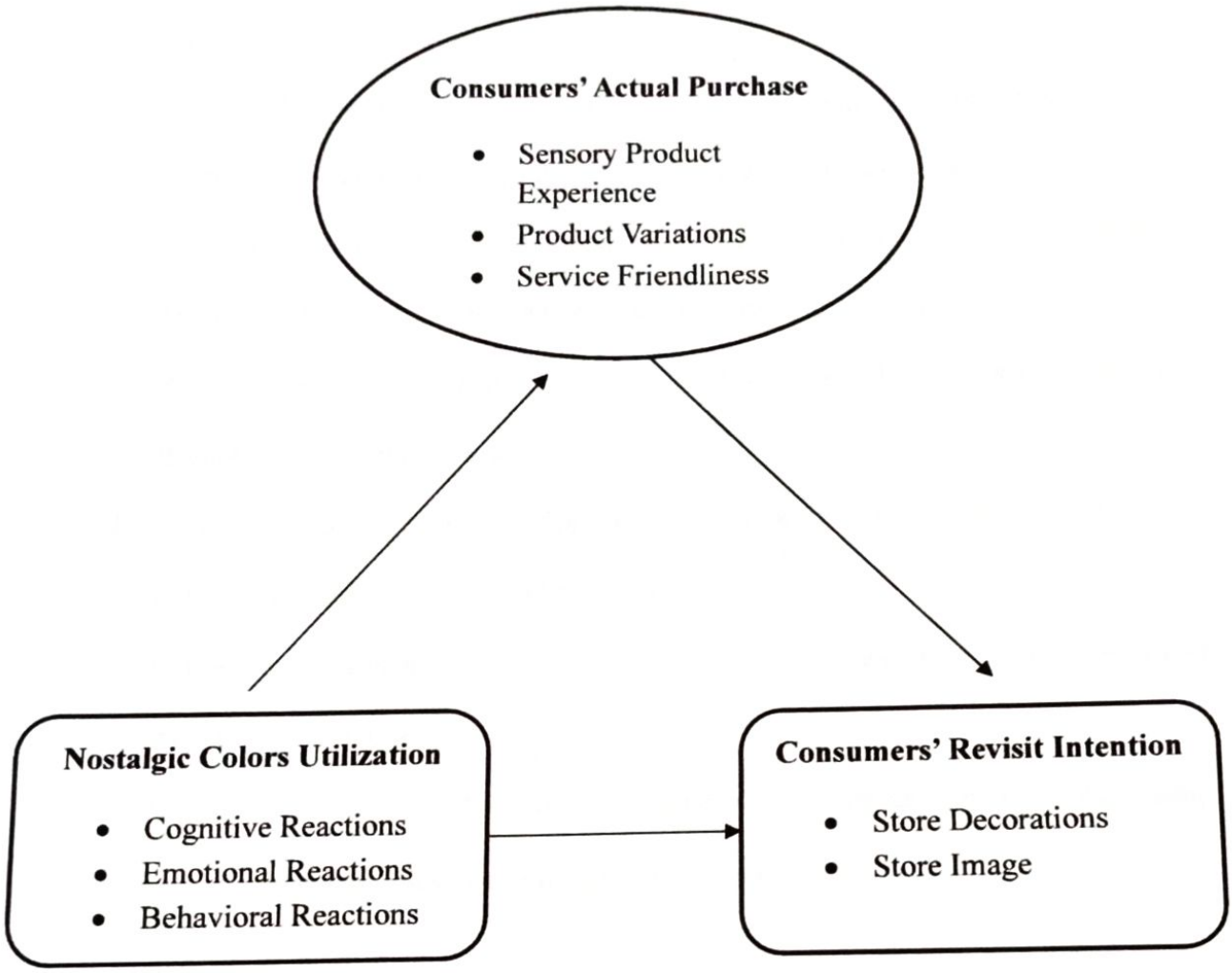


Figure 1. Schematic Diagram of the Study

Statement of the Problem

This study investigated the mediating effect of nostalgic colors on consumers' actual purchase and revisit intentions. Mainly, this looked to address the following research questions:

1. What is the level of nostalgic colors utilization for retail stores as perceived by the respondents in terms of cognitive, behavioral, and emotional reactions?
2. What is the level of consumers' actual purchase in retail stores in terms of sensory product experience, product variations, and service friendliness?
3. What is the level of consumers' revisit intention in retail stores in terms of store decorations and store image?
4. Is there a significant relationship between the utilization of nostalgic colors for retail stores and consumers' actual purchases?
5. Is there a significant relationship between consumers' actual store purchases and their revisit intention?
6. Is there a mediating effect of consumers' actual purchase on the relationship between nostalgic color use and consumers' revisit intention?

Significance of the Study

This study provided significant additional insight to help physical retail stores in the Philippines leverage nostalgic colors in their store environments to stimulate consumer purchases, which, in turn, encourage consumers to revisit the store. Consequently, examining consumers' actual purchases as a strategic mediator could enhance customer engagement, differentiate brand experiences, and promote long-term consumer loyalty in the Philippine retail landscape.

METHODOLOGY

Design

The study used a quantitative research approach, employing a predictive correlational design with mediation analysis. A predictive correlational design using mediation analysis examines the indirect effects and predictive relationships among variables, providing deeper insights into how one variable influences another through a mediating mechanism (Asna et al., 2025). Therefore, the design was appropriate for the study, as it investigated the mediating role of consumers' actual purchases in the relationship between the use of nostalgic colors and revisit intention.

Setting

The study was conducted in Ozamiz City, Misamis Occidental, Philippines. Most retail stores were located in this city. The economic growth of Misamis Occidental is generally attributed to its retail sector (Philippine Statistics Authority, 2023). These retailers are known for providing a wide selection of goods, including clothing, accessories, home goods, electronics, cosmetics, and school supplies. They also offer places for entertainment and dining options (Hamal et al., 2023). These retailers utilize improved store layouts that evoke memories from the past, especially during festive and holiday occasions, to reinforce customer satisfaction (Wang & Chen, 2022). Objects presented in nostalgic colors during these seasons, which tend to evoke strong memories of the people associated with them, are used by retailers to captivate consumers' attention, thereby significantly contributing to their uniqueness and relevance in the market (Wang & Chen, 2022).

Respondents

The respondents of the study were the 384 college students in one high institutional education in Ozamiz City who were chosen through a cluster sampling technique. These college students belong to Generation Z, who are mostly tied to nostalgia and prefer to reminisce about the past (Menon, 2024). The Cochran Formula was utilized to determine the sample size, given the absence of updated enrollment data for Generation Z enrollees during the semester. A set of criteria were used in selecting the respondents. The following qualifications were implemented: (1) they must be a college student who is enrolled for the second semester in A.Y. 2024-2025 in one college institution in Ozamiz City; (2) they must be 18 to 22 years old; (3) they must have prior experience purchasing from and visiting Gaisano Capital in Ozamiz City to ensure uniform exposure to the store environment and nostalgic elements under study; (4) have an informed consent to cooperate and participate in the study. However, those college students who did not meet the stated criteria were excluded as the respondents of the study.

Instruments

The following research instruments were used in gathering the data:

A. *Nostalgic Colors Utilization Questionnaire*. It is a four-point Likert scale questionnaire was adapted and modified by the researchers from Alkhafagi (2023). The questionnaire consisted of three constructs: Cognitive Reaction, Emotional Reaction, and Behavioral Reaction. It had 15 indicators. This questionnaire was used to determine students' perceived level of nostalgic color use and associated cognitive, emotional, and behavioral reactions (see Appendix A).

In determining the level of nostalgic colors utilization among retail stores, the following scale was used:

Responses	Continuum	Interpretations
4-Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. *Consumers' Actual Purchase in Retail Stores Questionnaire.* It is a four-point Likert scale adapted and modified by the researchers from Docken et al. (2020). It consisted of three constructs: Sensory Product Experience, Product Variations, and Service Friendliness. It had 12 indicators. This questionnaire was used to determine consumers' actual purchase levels in retail stores, focusing on sensory product experience, product variety, and service friendliness (see Appendix B).

In determining the level of consumers' actual purchase, the following scale was used:

Responses	Continuum	Interpretations
4-Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. *Consumers' Revisit Intention in Retail Stores Questionnaire.* It is a four-point Likert scale that was adapted and modified from Tekin & Kanat (2022). It consisted of two constructs: Store Decorations and Store Image. It had 12 indicators. This questionnaire was used to determine consumers' revisit intention in retail stores, focusing on decorations and store image (see Appendix C)

In determining the level of consumers' revisit intention in retail stores, the following scale was utilized:

Responses	**Continuum**	**Interpretations**
4-Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data Gathering Procedures

Before conducting the study, the researchers sought a letter of consent from the Dean of the College of Business and Management, and it was conferred upon the thesis adviser. After approval, the researchers presented a consent letter to the designated college institution in one of the three cities, securing permission to conduct the study. The researchers disseminated survey questionnaires face-to-face after obtaining authorization, provided that all respondents received formal consent letters to ensure secure and ethical data collection. Once the questionnaires were answered, the researchers retrieved them. The gathered data were tallied, evaluated, and analyzed using statistical procedures.

Statistical Treatment

The following statistical tools were utilized in analyzing the data.

Mean and Standard Deviation. These tools were used to determine the level of nostalgic color use, consumers' actual purchases, and revisit intention for retail stores.

Mediation Analysis with Bootstrapping Method. These tools were used to examine the mediating effect of consumers' actual purchase on the relationship between the utilization of nostalgic colors and revisit intention.

Ethical Considerations

Before conducting the study, the researchers examined the ethical principles embedded in the data collection process, as identified by Bell & Bryman (2007). First, the respondents had the right to withdraw from the study at any time. They could change their minds after agreeing to participate in the research and signing the consent form. Respondents were informed of the study's objectives and the voluntary nature of their participation. There were no consequences for declining or withdrawing from the study, and it did not impact any relationship with the researchers. Respondents had the right to review the information they submitted and to remove part or all of the recorded data during the study if they decided to decline or withdraw from the study. A consent letter was given to enable the respondents of legal age to comprehend the important information they needed. The details encompassed benefits, implications, and institutional approval for joining the study before consenting or refusing to participate. Complete anonymity was maintained to safeguard the privacy and confidentiality of the personal data of respondents who consented to participate in the research. Consequently, their identities remained undisclosed to the readers and were substituted with numbers to denote their responses.

Appropriate acknowledgments were provided, trustworthy and reliable sources were utilized, findings were presented transparently, and research reports and data were understood correctly. This research maintained integrity and institutional trustworthiness for a morally sound and permissible research study.

RESULTS AND DISCUSSION

Level of Nostalgic Colors Utilization in Retail Stores

Table 1 shows the level of nostalgic colors utilization in retail stores as perceived by Gen Z college students. The use of nostalgic colors plays a vital role in consumers' shopping experience, as certain colors embedded in a retail store can evoke favorable past consumer memories (Daszkiewicz, 2024). It triggers the consumer's feeling of familiarity and comfort with a specific past event, creating meaning and serving as a reminder of that occurrence as a valuable memory associated with these nostalgic colors (Bhutto et al., 2021). The colors embedded in the retail store environment help consumers perceive the ambiance through a different lens. The use of these colors is evident in how these visual elements influence consumers' perceptions, emotions, and behaviors regarding their nostalgia and overall shopping experience in physical retail stores.

Additionally, they drive their cognitive and emotional schemas in the retail space, which leads to specific shopping behavior (Yadav, 2022). Nostalgic color usage creates a retail environment that aligns with consumers' emotional attributes. This could enhance customers' relationships with the store, boost their shopping motivation, and affect how they respond to the retail environment (Yadav, 2022; Pathak & Pande, 2025).

The overall result shows a very high rating (M=3.48; SD=0.50). The finding indicated that most Gen Z college students strongly perceived and appreciated the presence of nostalgic colors in retail stores, which is measured cognitively, emotionally, and behaviorally. The presence of nostalgic colors in retail stores allows Gen Z college students to reminisce about meaningful experiences through exposure to various store designs, especially during special occasions or holidays like Christmas. Sunday mall trips, Christmas shopping with family, or childhood moments of receiving gifts from a

spontaneous mall trip make these Gen Z college students feel a sudden burst of recognition for a special moment of the past. Moreover, the use of nostalgic visual elements in retail stores can evoke positive emotions and associations among consumers through a comforting, inviting atmosphere (Pathak & Pande, 2025). The use of nostalgic colors in retail stores can encourage consumers to shop during special occasions, such as summer mall visits, as these colors evoke memories that foster a sense of personal connection and tradition. The significant role of nostalgic colors aids in shaping positive consumers' thoughts, emotions, and actions with the retail store (Pichierri, 2023)

The moderately low standard deviation (SD = 0.50) indicates that the responses of Gen Z college students were closely clustered around the mean, suggesting an agreeable perception of nostalgic color use among the respondents. The slight variability in respondents' responses suggests that some students may have experienced nostalgia more intensely than others when exposed to these hues, offering retailers opportunities to enhance store designs with corresponding nostalgic colors to further amplify the nostalgic effect for a broader group of patrons.

The cognitive reaction of Gen Z college students was rated very high (M = 3.50; SD = 0.50). The Gen Z college students completely agree that nostalgic colors in retail stores effectively and evidently provoke past personal memories and cognitive associations. The store's visual elements remind consumers of old shopping memories and experiences with their mothers, especially cherished childhood moments when their mothers bought them toys. Additionally, the store atmosphere during the Christmas season brings back their family holiday shopping and festive outing memories, and the store's visual hues this season reminded them of the fun and exciting hangout experiences with

their friends. Their collective tradition provided them with joyful shopping experiences. On an ordinary Sunday, strolling through the mall with family, such colors still evoke a certain memory through the retail store's visual design and ambiance. College students showed similar understanding of how nostalgic colors trigger mental processes related to experiences (Menon, 2024). In essence, nostalgic color use is crucial for connecting present shopping experiences with valuable, meaningful memories, which influences how they build perceptions and connections with the retail environment (Pathak & Pande, 2025).

Cognitive reaction has the highest mean because nostalgic colors act as mental triggers, helping Gen Z college students recall and realign their past shopping experiences with their current shopping environments (Tapas et al., 2025). When these groups of consumers observe familiar hues in the retail store environment, their emotions become an active recall of related memories, such as celebrating holidays with their parents or friends (Bhutto et al., 2021). This mental recall explains why cognition is perceived as higher than other human reactions associated with nostalgia.

On the other hand, the emotional reaction is assessed as very high (M=3.47; SD=0.50). This finding shows that the use of nostalgic colors in retail stores effectively stimulates positive thoughts and emotions by evoking respondents' meaningful memories. The colors used in the store layout make consumers feel lively and optimistic, prompting them to recall past festive shopping experiences and holiday celebrations (Nimbagal et al., 2022). Therefore, the placement of products in the retail store evokes shopping memories with loved ones, especially on special occasions, thereby supporting the strong emotional bond between valuable past relationships and the retail experience (Tlapana, 2021).

The feeling of happiness was perceived as connected to the store environment and cleanliness, which helps consumers remember the good times they spent together with someone special and the random Sunday lunch moments in the mall with their family (Bindu et al., 2021). Moreover, the presence of colors in the store layout during the Christmas season was found not only to evoke positive consumer emotions but also to drive them to make store purchases, as they recalled the happiness of choosing clothes for Christmas activities (Tlapana, 2021). The findings reinforce the notion that nostalgic colors are not just for aesthetic purposes but also nurture emotional connections between consumers and retail stores, uplifting their mood during shopping, particularly during special occasions or holidays (Alkhafagi, 2023).

Moreover, the behavioral reaction is rated very high (M = 3.46; SD = 0.51). However, among the three constructs, it has the lowest mean. This indicates that although nostalgic colors strongly evoke emotions and memories, consumers' actual purchasing behavior may be influenced by situational and personal considerations. The presence of nostalgic colors in retail stores significantly impacts consumers' shopping impulses, especially during meaningful celebrations. The creative use of such hues within the store perimeter encourages consumers to shop during joyful, festive holidays like the Christmas season or summer breaks, where their happy memories of these days are very evident (Nikhil, 2025).

Additionally, the colors displayed in the store's interior drive them to purchase during the Christmas season. Meanwhile, the pleasing store appearance encourages them to buy store products, remembering fun summer store visits and joyous bonding moments with their family. The use of nostalgic visual elements in the store environment reminds

consumers of ordinary yet meaningful store activities, such as buying groceries with parents. It even evokes memories of important milestones, such as graduation (Pichierr, 2023). These activities and memories prompt them to make a significant store engagement. The very high rating of nostalgic color use in retail stores translates consumers' emotions into shopping behaviors that influence their actual purchasing decisions in retail settings (Pathak and Pande, 2025).

The study's findings support related literature, which emphasizes that integrating nostalgic colors in the retail setting significantly affects Gen Z's shopping behavior and decision-making processes. Their purchasing motivations are likely tied to nostalgic occurrences (Menon, 2024). As Filipino culture is rich in different festivities and special celebrations, the presence of nostalgic colors in the store environment enhances the consumers' shopping experience. It influences their purchasing behavior, making this a recommendable marketing strategy (Yadav, 2022). Subsequently, these hues influence the connections among consumers' cognitive and emotional aspects and their behavioral processes (Soomro et al., 2023). Color hues are powerful drivers of a positive shopping experience and purchase intention (Susanto & Adiwijaya, 2023). Nostalgic colors motivate consumers to make balanced purchase decisions and build brand loyalty, which is favorable to retailers because it boosts sales and repeat purchases (Nestrud, 2024). In the brick-and-mortar stores, the utilization of nostalgic colors elevates Gen Z's shopping experiences and their current purchases (Alkhafagi, 2024).

Thus, Gen Z college students responded affirmatively to the use of nostalgic colors in retail stores, considering their cognitive, emotional, and behavioral aspects. Their nostalgia is evidently evoked by the nostalgic colors embedded in the store environment.

This has effectively evoked their cherished memories, induced positive emotions, and motivated them to adopt purchasing behaviors, particularly during noteworthy occasions such as the Christmas season, summer breaks, and graduation celebrations. However, there remains an opportunity for retailers to further enhance and optimize the use of nostalgic colors in retail stores by synchronizing them with diverse cultural events and known personal milestones to reach a wider range of prospects. To maximize the impact of nostalgic colors on consumer engagement and purchasing decisions, it is recommended that retail stores strategically integrate specific color palettes into their store design, seasonal promotions and activities, and product displays to enhance consumers' overall shopping experience and store loyalty.

Table 1 Level of Nostalgic Colors Utilization in Retail Stores n=384

Variables	Mean	SD	Interpretation
Cognitive Reaction	3.50	0.50	Very High
Emotional Reaction	3.47	0.50	Very High
Behavioral Reaction	3.46	0.51	Very High
Overall Nostalgic Colors Utilization	**3.48**	**0.50**	**Very High**

Note Scale: 3.25-4.0 Very High (VH); 2.50-3.24 High (H); 1.75-2.49 Low (L); 1.0-1.74 Very Low (VL)

Level of Consumers' Actual Purchase in Retail Stores

Table 2 presents the level of consumers' actual purchases in retail stores. As tech-savvy consumers, Gen Z college students go beyond checking out products through online shopping applications (Watty, 2025). They are experience-oriented individuals who often seek shopping experiences that provide high levels of satisfaction (Ngo et al., 2025). Consumers' actual purchases play an important role in analyzing what motivates them to move from engagement to real action. Elements such as sensory product experience, product variations, and service friendliness substantially shape consumers' perceptions, which in turn affect their inclination toward shopping convenience and engagement, as well as their personal preferences and lifestyle (Vizconde & Mendoza, 2023; Pareek et al., 2025). As physical retail stores offer more engaging store environments, diverse product options, and positive interactions with staff, these aspects work together to create a sense of satisfaction and trust among consumers that drives them to translate their interest into an actual purchase. Converting prospective buyers into loyal customers requires retailers to meet their expectations, a crucial step in shaping the future of retail (Rana & Agnihotri, 2025).

The overall result shows a very high rating (M=3.46; SD=0.54). The findings emphasized that a greater proportion of Gen Z college students strongly recognized the role of store elements in shaping their actual purchase decisions, particularly sensory product experience, product variety, and service friendliness. The retail store's organized layout, visually appealing designs, and clear, effective signage drive consumers to feel compelled to purchase store items, as these features allow them to easily navigate the store and find products. Additionally, the presence of appealing promotional displays, such as sales discounts, strongly supports consumers' actual purchasing decisions (Vizconde &

Mendoza, 2023). Product variations from various brands, updated product assortments, and packaging sizes encourage consumers to shop in the retail store more frequently, as these aspects meet both convenience and their preferences. On the other hand, the store employees' friendliness and dependability, which provide personal attention to consumers, address their individual concerns, and offer knowledgeable consumer assistance, significantly enhance consumers' satisfaction and shopping confidence in their purchase decisions. These factors further indicate that a well-designed store environment, together with diverse product availability and quality service, is instrumental in shaping consumers' actual purchase and customer satisfaction in the retail store.

The comparatively low standard deviation (SD = 0.54) indicates that Gen Z college students' responses had a narrow dispersion around the mean. The respondents' perspectives on the evaluation of the different elements affirmed their consistent understanding of how sensory product experiences, product variations, and service friendliness influenced their actual purchase. Despite minimal differences in their responses, these did not alter the overall positive assessment among respondents, underscoring a shared conception of the influence of these store elements and features on their actual purchasing decisions.

Service friendliness is assessed with a very high rating (M=3.46; SD= 0.57). Gen Z college students showed strong recognition of retail store employees, underscoring the crucial role of these employees in shaping their shopping experiences and guiding their buying decisions. The technical competence and interpersonal skills of store employees foster a sense of reliability and professionalism towards consumers, which positively affects their willingness to purchase store products. Additionally, employees' dependability

in resolving service-related concerns builds customers' confidence and offers them personal attention, making them feel valued and appreciated (Singh & Aravind, 2024). These factors motivate them to purchase products or avail themselves of the services offered. The store employees' provision of accurate information and acknowledgment of customer inquiries enhances consumers' satisfaction and strengthens their trust. The collective agreement among Gen Z college students' responses, which emphasized friendly, knowledgeable, and approachable store employees, can significantly enhance their shopping experiences and encourage actual purchases (Agarwal, 2021).

The retail employees' interpersonal warmth and courtesy foster trust, satisfaction, and emotional connection, which directly translate into buying behavior (Mustari, 2022). Consumers' perceptions of retail employees influence their decision to complete a purchase, especially when they feel valued and confident in their shopping decisions. This notion is further strengthened by retail employees' performance in interpersonal skills, which enhances customer satisfaction and purchase intention (Agarwal, 2021). These findings emphasize that service friendliness is a decisive factor in transforming consumer engagement into tangible consumer buying behavior.

Meanwhile, the product variations are rated very highly (M=3.46; SD=0.52). This result indicates that Gen Z college students agree that the diversity of product options in retail stores significantly influences their actual purchases. Gen Z college students are driven by the availability of new and diverse goods that keep them engaged with the store and by the presence of various brands that align with their tastes and preferences, motivating them to make a purchase (Watty, 2025). Subsequently, the availability of diverse package sizes that meet their varied needs enhances their convenience and

purchasing satisfaction, as they will not have to go to another store to find the products that they are looking for. The availability of product information encourages customers to visit the store more often (Maula et al., 2025). In this vein, product variety and assortment allow customers to make distinct choices within a product category, which drives them to make an actual purchase, enhances their shopping experience, and builds store trust (Han et al., 2022).

The sensory product experience among Gen Z college students obtained a very high rating (M=3.45; SD=0.53). However, despite its strong evaluation, the consumers' sensory product experience reflects only an experiential level rather than a direct translation into actual behavioral outcomes, unlike the previous constructs. Consumers are persuaded to purchase products by the store's use of category navigation signage, as these help them locate their desired products with ease, reducing confusion (Chuhadiya & Jha, 2025). The seamless shopping flow contributes to their satisfaction. Additionally, the strategic use of lighting and attractive design drives consumers to purchase by prompting them to focus on specific store areas that effectively highlight the product (Florea et al., 2025).

Furthermore, a clear, well-organized layout, along with well-stocked product displays, is vital for ensuring consumer convenience and boosting their purchase confidence, as they view the retail store as visually appealing and well-maintained (Florea et al., 2025). Offering special promotions, such as striking sales-discount signage, also influences consumers' purchase decisions by creating a sense of excitement and urgency (Vizconde & Mendoza, 2023). Generally, well-organized and well-executed sensory store elements attract consumer attention, enhance customer shopping convenience, and eventually drive actual purchases.

The findings of the study align with existing literature, accentuating that Gen Z college students' actual purchase decisions are mainly driven by the store environment, such as the layout, which contributes to their satisfaction (Seethu & Thaiyalnayaki, 2024). As a foundation of retail operations, store layout provides consumers with a sense of direction throughout their shopping, significantly improving retail sales (Tlapana, 2021). It is also emphasized that consumers' assessment of product variations and availability, and store employee service quality, greatly affect their analytical thinking processes, leading them to view things as appealing that drive them to make a certain store purchase (Soomro et al., 2023). The warm, welcoming treatment of frontline store employees positively influences consumers' purchase intentions and satisfaction (Boninsegni et al., 2021). Henceforth, consumers do not just focus on the visual elements in the store but also highly appreciate the quality of service provided by retail stores. Consequently, consumers value a pleasant shopping experience, which directly influences their actual purchasing behavior and allows them to form an emotional attachment to the retail store itself (Barcus & Shugatai, 2021).

In essence, Gen Z college students showed a strong positive response to influences on their actual purchases in retail stores, mainly driven by sensory product experience, product variety, and service friendliness. Retail stores that integrate appealing, organized store designs, offer a wide range of products, and have knowledgeable, approachable store employees make consumers feel motivated to make favorable purchasing decisions. These aspects create a convenient and engaging shopping environment and establish trust and satisfaction among consumers towards the store. However, the presence of inevitable market changes, such as trends and external influences, also affects consumers' buying

behavior and shifts in preferences. Therefore, developing a concrete, adaptable marketing strategy is crucial to keep consumers engaged and maintain their interest, thereby increasing the likelihood of actual purchases. To achieve this, retailers may strategically integrate visual merchandising, maintain a diversified, well-organized product assortment, and implement continuous employee training programs to ensure consistent customer service. These can foster positive consumer relationships and increase actual purchase intentions.

Table 2 Level of Consumers' Actual Purchase in Retail Stores n=384

Variables	Mean	SD	Interpretation
Service Friendliness	3.46	0.57	Very High
Product Variations	3.46	0.52	Very High
Sensory Product Experience	3.45	0.53	Very High
Overall Consumers' Actual Purchase in Retail Stores	**3.46**	**0.54**	**Very High**

Note Scale: 3.25-4.0 Very High (VH); 2.50-3.24 High (H); 1.75-2.49 Low (L); 1.0-1.74 Very Low (VL)

Level of Consumers' Revisit Intention in Retail Stores

Table 3 shows the level of consumers' revisit intention in retail stores. Gen Z college students intend to revisit retail stores. They highly value the shopping environment that goes beyond providing products. These types of consumers seek store elements that enrich their purchasing experience, which motivates them to return and revisit (Ngo et al., 2025). Revisit intention reflects the consumers' willingness to maintain long-term store engagement, which is shaped by two major factors: store decorations and store image. The seasonal designs, visually appealing store displays, and well-structured interior elements create an inviting, pleasant store environment that transforms the retail store into more than

just a venue for finding and buying products (Florea et al., 2025). These elements create an ambiance that leaves a lasting, valuable impression on consumers. The retail store image establishes its identity and reliability in consumers' minds, specifically through its location, accessibility, merchandise suitability, reputation, and overall history. A strong, concrete store image stimulates consumers' satisfaction, trust, and emotional connection, all of which are vital in prompting them to revisit the store (Rana & Agnihotri, 2025).

The overall result indicates a very high rating (M=3.51; SD=0.49). This shows that Gen Z college students affirmatively responded that store decorations and store image influence their intention to revisit retail stores after their initial actual purchase. This type of consumer tends to experience positive emotions and meaningful connections during memorable visits to visually appealing seasonal store displays and festive decorations, as well as interior designs. Consumers feel more engaged and emotionally connected with the retail store when the store atmosphere is warm and pleasant, serving as a marketing strategy rather than solely for functionality (Florea et al., 2025). The physical store's ambiance and long history of reliability work together as a strong retail foundation, turning a simple consumer mall into a repeatable experience. Gen Z consumers feel encouraged to maintain a consistent revisit intention when a pleasant store environment and brand image shape their long-term loyalty and satisfaction (Rana & Agnihotri, 2025).

The relatively low standard deviation (SD=0.49) indicates that the responses of Gen Z college students were relatively concentrated around the overall mean. This suggests that respondents hold a collective perception of the significance of store decorations and store image in shaping their intention to revisit retail stores. This minimal variation shows that most Gen Z consumers view these store elements at the same level, emphasizing that the

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impact of a well-designed store layout, aesthetic decorations, and a positive store image and background aligns with the majority of them. The consistency in these perceptions indicates that the atmospheric and visual cues in retail stores are valued by these consumers, supporting their role in establishing a meaningful shopping experience that drives revisit intention.

The store image was rated very highly (M=3.58; SD=0.45). This result shows that Gen Z college students, as consumers, strongly value the overall environment, reliability, and, ultimately, the reputation of retail stores, as reflected in their intention to revisit them. Strong return drivers among consumers were identified as the accessibility of the retail store's location and the store's merchandise that meets consumers' needs. Moreover, practical aspects such as perceived value for the price, credit availability, and the flexibility of return policies also played a crucial role in strengthening their decision to return. The overall aesthetic appeal of the store's layout and the comfort of its internal environment were also seen as equally important in establishing a lasting, positive impression on consumers' minds (Chuhadiya & Jha, 2025).

Additionally, the respondents acknowledged the significance of a store's good reputation in the market, built over years of consistent service and positive customer relationships, as a factor that enriched their willingness to return. Subsequently, the store's history of providing reliable, trustworthy service, as well as its strong image of dedicating itself fully to customers, fostered a sense of loyalty and confidence, encouraging repeat patronage. These aspects suggest that Gen Z consumers perceive the store image not only as a matter of tangible design and employee service efficiency, but also as a reflection of the store's credibility, trustworthiness, and long-term reliability. A strong, positive store

image becomes a determining factor in driving and motivating revisit intentions, as it blends practical benefits with emotional trust in the retail store experience (Rana & Agnihotri, 2025).

Meanwhile, store decorations also earned a very high rating (M = 3.44; SD = 0.53). Although it registered a slightly lower mean than the other constructs, the result suggests that attractive, seasonally oriented store decorations, particularly well-designed store colors, logos, and slogans, play an important role in influencing Gen Z college students' intention to revisit retail stores. Similarly, the displayed lanterns and sale signage during festive occasions such as Christmas and New Year were seen as beneficial, enhancing the retail store's appeal and encouraging repeat visits. The decorative show window during the summer had a compelling effect on the consumers. This entices them to return because of its fun, vibrant atmosphere, which evokes vacations and summer leisure.

Additionally, the Valentine's Day season, known for romantic displays in retail stores, and the back-to-school season, with decorative, colorful notebook displays, were viewed as elements that fostered continuous store patronage among consumers. Even decorative designs in graduation season, which consisted of gifts and memorabilia, were found to be influential to consumers, strengthening their revisit intention. Visually appealing, well-planned decorations on different occasions foster consumer excitement and emotional connection, leading them to choose retail stores for future shopping interactions and experiences (Chuhadiya & Jha, 2025).

The findings of the study concur with the existing literature, indicating that consumers' revisit intention is not solely determined by the store's physical attributes but also by their evaluation of external environmental factors (Hardinie et al., 2023). As one of

the vital aspects of the store's survival in the market, revisiting intention has been a driver of the store's strategy to provide and establish a long-term impression and a good relationship with consumers (Rahmatullah, 2025). Their positive purchase experiences strongly motivate them to revisit the store (Chatzoglou et al., 2022). The store's facilities, pricing strategy, and product quality enhance their overall purchase experience, which, in turn, leads to their patronage of the retail store (Hilal, 2022). Accordingly, the store's decorations and image provide a strong foundation for consumers to build an emotional connection and increase their purchase satisfaction, leaving a lasting impression that contributes to their intention to revisit (Rahmatullah, 2025).

Gen Z college students showed a highly affirmative response toward their intention to revisit retail stores, specifically when influenced by store decorations and the overall store image. Their drive to return was mainly driven by the price value, favorable credit and return policies, and the accessibility of the store location, together with the visual appeal of the store layout and a good reputation for trustworthiness and reliability, reinforcing as vital functions of consumer loyalty and the continuity of patronage. Despite that, consumers' intention to revisit can be mainly influenced by market trends, evolving consumer expectations, and the increasing influence of digital platforms. That being the case, it has become important for brick-and-mortar retailers to continuously innovate both their decorative designs and overall store image to maintain their relevance and appeal in the market. To further maximize consumers' intention to revisit, retail stores may implement strategic decoration themes, maintain a consistent store image that appeals to consumers, and strengthen trust by upholding transparency, reliability, and customer-

centered service. These strategic moves can nourish consumers' practical and emotional connection with the retail store, enhancing their loyalty and long-term store engagement.

Table 3 Level of Consumers' Revisit Intention in Retail Stores n=384

Variables	Mean	SD	Interpretation
Store Image	3.58	0.45	Very High
Store Decorations	3.44	0.53	Very High
Overall Consumers' Revisit Intention in Retail Stores	**3.51**	**0.49**	**Very High**

Note Scale: 3.25-4.0 Very High (VH); 2.50-3.24 High (H); 1.75-2.49 Low (L); 1.0-1.74 Very Low (VL)

Significant Relationship Between Nostalgic Colors Utilization for Retail Stores and Consumers' Actual Purchase

Table 4 presents the significant relationship between nostalgic color utilization in retail stores and consumers' actual purchases. The data show a strong positive correlation between the two variables ($r = 0.799^{***}$, $p < .001$), which is highly significant. This means that nostalgic colors are an influential factor in uplifting and encouraging consumers to take action through actual purchases. Nostalgic color schemes suggest a stronger consumer connection to retail stores, as these hues are associated with emotional appeal and a sense of familiarity, helping them convert their shopping experience into actual buying behavior. In view of this, nostalgic colors not only amplify the retail store's aesthetic appeal but also create a psychological impact that translates into a stronger purchasing decision (Cho, 2021).

This significant relationship between the utilization of nostalgic colors and consumers' actual purchases indicates a strong, concrete interrelation between emotional stressors and behavioral outcomes in retail store environments. Nostalgic colors are used

more for aesthetic purposes than for their associations with seasonal celebrations, cultural traditions, and personal memories, which evoke familiarity and emotional attachment in consumers (Alkhafagi, 2023). Positioned as a catalyst for consumer engagement, nostalgic colors strengthen consumers' psychological connections, thereby enhancing their perceptions of the relevance and attractiveness of the retail store environment (Albores et al., 2024).

Moreover, the act of purchasing, as a behavioral aspect, is often shaped by circumstances that foster satisfaction, trust, and convenience (Pichierri, 2023). The amplification of these behavioral drivers is mainly motivated by the nostalgic colors' ability to foster a favorable emotional atmosphere, thereby reinforcing positive associations with the consumers' shopping experience. These findings suggest that consumers are highly motivated to purchase when the visual elements of the store environment resonate with their lived experiences and personal memories. Given this significant result, the null hypothesis that there is no relationship between the utilization of nostalgic colors and consumers' actual purchase is therefore rejected, indicating that nostalgic cues indeed play a substantial role in influencing consumer purchase behavior. Therefore, the correlation reflects a fundamental process in which nostalgic cues convert affective responses into concrete consumer behavior, validating the essential role of color-based marketing strategies in revitalizing in-store retail purchases.

The results support the existing literature, which emphasizes that the presence of nostalgic hues in retail stores influences consumers' purchase intentions (Cho, 2021). The distinct colors displayed in retail stores' environments can drive actual purchases (Borromeo et al., 2022), which are also a strong motivator not only for repeat purchases

but also for strengthening the store's sales and consumers' brand loyalty (Nestrud, 2024). From a psychological perspective, the use of nostalgic colors in retail stores is one of the strongest motivators for consumers to purchase (Yadav, 2022). As consumers thoroughly evaluate the retail store's interior design, their behavioral reactions correlate with these external factors, which can also be an effective strategy to increase their likelihood of purchase (Tlapana, 2021).

One theory that supports this study is the Stimulus-Organism-Response Theory. Nostalgic color use, as the stimulus of this study, refers to the use of various colors in the store environment, reflected in visual store designs and the presence of promotional displays that penetrate consumers' psychological processes (Aysraff et al., 2023). These colors evoke nostalgia, affecting consumers' cognitive mechanisms, specifically their decision-making when purchasing. The organism, as reflected in consumers' actual purchases, comprises the cognitive and affective evaluations that shape their purchase decisions (Hochreiter et al., 2023). Consumers' purchase decisions meticulously consider the perceived value of retail store designs' effectiveness, thereby shaping their concrete buying behavior. The neuroscience of brick-and-mortar stores includes the prevalence of nostalgic colors as a main factor influencing consumers' actual purchases (Hochreiter et al., 2023). This suggests that the atmospheric elements integrated into the store's layout can create a memory-evoking effect that serves as a stimulant, influencing consumers' decision-making processes and leading to store purchases (Bindu et al., 2021; Albores et al., 2024).

While practical aspects such as diverse product offerings and pricing strategies are crucial to consumers' buying considerations, the embedding of nostalgic colors in retail stores plays a stronger role in shaping actual purchases. These visually appealing cues

within the store environment activate cognitive and emotional processes that affect how these consumers evaluate their value and proceed to buy. Nostalgic colors create a store environment where shopping becomes emotionally engaging and practical, promoting recognition and positive associations and encouraging consumers to convert store visits into actual purchases. In this vein, retailers may prioritize nostalgic colors alongside other key atmospheric elements to increase purchase motivation. While traditional marketing strategy tools may continue to support sales, the use of nostalgic colors can also serve as a powerful complement, boosting consumer engagement. By integrating atmospheric elements with psychological stimuli, retailers can enhance retail store spaces that encourage consistent purchasing behavior, thereby improving long-term market competitiveness.

Table 4 Significant Relationship Between Nostalgic Colors Utilization for Retail Stores and Consumers' Actual Purchase n=384

Variables	r-value	p-value	Interpretation
Nostalgic Colors Utilization and Consumers' Actual Purchase	0.799***	< .001	Highly Significant

*Note: * $p < .05$ ** $p < .01$ *** $p < .001$*

Significant Relationship Between Consumers' Actual Purchase and Retail Stores and Consumers' Revisit Intention

Table 5 shows the significant relationship between consumers' actual purchase and their revisit intention in retail stores. The results indicate a highly significant positive correlation ($r = 0.826^{***}$, $p < .001$), indicating that consumers' purchase behavior is a vital determinant of their likelihood of returning to the store. This means that consumers' shopping experience generates satisfaction, perceived value, and trust when they complete

their purchases, making them strong motivators of future revisit intention with the same retail store. The power of this association underscores the role of actual purchase as a mediating factor that bridges their initial interaction with the store environment to their long-term behavioral intentions, rather than the endpoint of the consumer decision-making process. The act of purchasing strengthens consumers' engagement with the store and increases the probability of repeat patronage, supporting the store's ability to sustain customer loyalty (Rana & Agnihotri, 2025).

Actual purchase positively signals the consumer's cognitive evaluations and affective responses toward the retail store (Chatzoglou et al., 2022). When the overall store environment collectively meets or exceeds consumers' expectations, it strengthens their trust, providing them with a tangible basis for evaluating the store as a reliable option for future shopping needs (Pichierri, 2023). Furthermore, consumers' purchasing behavior reinforces their future visits. Each of their successful purchases establishes a sense of satisfaction where consumers perceive consistency in delivering store value, which reduces uncertainty and reinforces the store's preferences (Chatzoglou et al., 2022). This course of events builds emotional and habitual attachment, which are integral to revisiting intentions. A consumer's decision to purchase validates the retail store's ability to stand out in the market and leaves a positive, lasting impression that drives repeat visits (Rana & Agnihotri, 2025).

Additionally, the connection between actual purchase and revisiting intention reflects the experiential nature of modern consumerism (Cho, 2021). A purchase signals that Gen Z consumers confirm the store aligns with their expectations for quality, convenience, and market relevance. When their specific needs are successfully met, they

are more driven and interested in reassigning their time and resources to their future visits (Barcus & Shugatai, 2021). Based on the significant findings, the null hypothesis stating that there is no significant relationship between consumers' actual purchase and consumers' revisit intention is therefore empirically rejected, validating that actual purchase serves as a vital antecedent to continued patronage. Thus, the actual purchase of consumers results from a positive retail encounter and is a strong predictor of sustained consumer patronage through revisiting intention.

This result reinforces the existing literature, which emphasizes that consumers' actual purchase drives overall business activity and is directly linked to their intention to make a repeat purchase and revisit the retail store (Barcus & Shugatai, 2021). Given that consumers' buying behavior is a complex phenomenon to examine, employing an effective marketing strategy to retain and increase their likelihood of making a purchase is equally important (Kountor et al., 2024). Meanwhile, consumers' intention to revisit the retail store is also a main factor to focus on as it is directly associated with the store's profits (Moharana & Pattanaik, 2022). Positive shopping experiences with their latest purchase lead to increased satisfaction, which often prompts a return to the store (Rahmatullah, 2025). All things considered, the establishment of a stimulating store environment across different seasons and special occasions that builds an indivisible tie between consumers' emotions and cognitive judgment can influence their behavioral aspects, including actual purchases and revisit intentions (Soomro et al., 2023).

These findings also support the same theory, showing that consumers' actual purchase behavior, as the organism, affects behavioral responses. This response occurs when consumers purchase products and use services and amenities in which they

cognitively assess the environment (Hochreiter et al., 2023). Revisiting intention, as a behavioral response, is linked to consumer satisfaction because it can reinforce their decision to experience that satisfaction again (Hardinie et al., 2023). The consumer's personality traits also directly affect their cognitive evaluation, which, in turn, influences their behavior. In essence, the significant relationship between consumers' actual purchases and their revisit intention streamlines their shopping experience, stimulating greater satisfaction and patronage.

The results indicate that consumers' actual purchases serve as a valuable motivator in forming their intentions to revisit retail stores. Their individual experiences of making a store purchase positively affirm their perceived value of the store, fostering a sense of satisfaction and trust, and strengthening connections. These results extend to their future intention to purchase, with their memory of a positive buying experience motivating them to return. By this, their actual purchase not only secures a transactional and practical role but also further strengthens the psychological and emotional ties to the retail store itself.

While these findings are beneficial, retail practitioners may also leverage this aspect by designing marketing strategies that enhance consumers' post-purchase experience. These strategies include ensuring smooth customer service, providing post-purchase support, and maintaining a diverse product line to meet consumers' evolving needs. Subsequently, providing personalized engagement, value-oriented promotions, and loyalty programs can solidify consumers' intent to revisit. Therefore, retailers can maximize their edge against competitors through these marketing strategies, which also build concrete revisit intentions, ensuring stronger retention among their consumers in the competitive market.

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Table 5 Significant Influence Between Consumers' Actual Purchase and Consumers' Revisit Intention n=384

Variables	r-value	p-value	Remarks
Consumers' Actual Purchase and Consumers' Revisit Intention	0.826***	< .001	Highly Significant

Note: $^{*}p < .05$ $^{**}p < .01$ $^{***}p < .001$

Mediating Effect of Consumers' Actual Purchase on the Relationship Between Nostalgic Colors Utilization and Consumers' Revisit Intention

Table 6 shows the indirect effect of nostalgic color use on consumers' revisit intention, mediated by actual purchase. Nostalgic colors, a strategic marketing tool that serves as a potent atmospheric cue in retail stores, evoke emotions and trigger memories that go beyond aesthetic functions. These psychological stimuli stimulate consumers' drive to engage in an actual purchase decision, providing an essential direction toward their revisit intention (Albores et al., 2024). This indirect effect highlights the mechanisms by which nostalgic colors translate into observable consumer behavior, offering in-depth insight into how these design-oriented stimuli can foster long-term consumer loyalty.

The results indicate a significant indirect effect ($\beta = 0.429$, SE = 0.039, $p < .001$), indicating that nostalgic color use has a considerable positive effect on consumers' actual purchase. This effect reinforces their intention to revisit the retail store, suggesting that the presence of nostalgic colors in the retail environment does not merely elicit affective reactions among consumers but also significantly shapes their purchasing behavior. Therefore, in every unit, an increase in nostalgic color utilization corresponds to an increase in the likelihood of an actual consumer purchase, further demonstrating the important role

of atmospheric cues in driving an immediate behavioral response that elevates to long-term store engagement.

Moreover, the relatively low standard error (SE = 0.039) indicates high accuracy in estimating the indirect effect, reflecting the consistency of this relationship across respondents. This consistency asserts that the mediating role of consumers' actual purchases is not a coincidental phenomenon but rather a reliable process in which nostalgic colors positively influence consumer revisit intentions. Additionally, the findings emphasize that consumers, especially Gen Z, are not only emotionally attached to nostalgic cues embedded in the retail store environment but also practically translate these attachments into behavioral reactions, such as actual product purchases, that help them amplify their connection to the store.

Subsequently, the strong statistical significance ($p < .001$) provides strong evidence that the mediation effect is not due to chance. This means that nostalgic colors integrated into store layouts and designs serve as credible and reliable predictors of consumer behavior, leading to actual purchasing actions that bridge the gap between revisit intention. Given these results, the null hypothesis that there is no significant indirect relationship between the utilization of nostalgic colors and consumers' revisit intention, mediated by consumers' actual purchase, is therefore rejected, supporting the vital role of nostalgic atmospherics in shaping both immediate and sustained consumer responses. In essence, nostalgic colors function as a strategic stimulus that guide consumers through their decision-making process, from emotional awareness to purchase and loyalty.

This mediation effect is supported by prior literature highlighting Gen Z's unique responsiveness to nostalgic colors in retail settings. This generation is deeply connected to

nostalgia, making them highly receptive to their environment (Menon, 2024). The Philippines is rich in various festivities and cultural traditions, deeply rooted in nostalgic hues (Swee, 2023). Such colors make consumers feel the urge to buy (Velasco, 2024), and they are associated with a significant driver of consumer purchase (Susanto & Adiwijaya, 2023). These findings reinforce the notion that consumers' actual purchases mediate the way nostalgic colors elicit consistent loyalty responses. Additionally, nostalgic colors significantly contribute to the development of brand loyalty and repeat patronage, which are outcomes of consumers' purchase decisions (Nestrud, 2024).

Furthermore, positive purchase experiences, mainly driven by nostalgia, foster an emotional attachment to the store, which contributes to consumers' revisiting intention (Barcus and Shugatai, 2021). Their intention to revisit the retail store is not only tied to the store's aesthetic design but also to the meaningful and valuable shopping experiences they had during their purchase (Rahmatullah, 2025). In essence, the nostalgic colors integrated in retail stores go beyond their design functionalities. It is a catalyst for developing and enriching consumers' purchase satisfaction and engagement, making it a vital aspect of consumer-oriented retail strategies (Albores et al., 2024).

The results further strengthen the grounds of the Stimulus-Organism-Response Theory. It demonstrated the role of environmental cues in triggering meaningful internal processes that shape behavioral outcomes. The mediating role of consumers' actual purchase aligns with the essence of the theory, which emphasizes that an individual does not solely react passively to external stimuli but also undergoes an internal evaluation and engages in emotional mechanisms that shape their behavioral reactions (Hochreiter et al., 2023). With this, nostalgic colors serve as a strong atmospheric cue that elicits individual

emotional and cognitive responses, which are translated into concrete consumer behavior, such as revisiting the retail store (Alkhafagi, 2023). This process shows how emotional experiences and psychological processes influence future engagement, demonstrating that purchasing is not merely an economic action but also a behavioral expression of one's attachment to and trust in the store. This mediating pathway reinforces the S-O-R theory's claim that the strength of environmental cues can shape internal states that sustain long-term consumer-retailer relationships, thereby enhancing the practical and theoretical importance of nostalgic color use in a retail environment.

The findings emphasize that consumers' actual purchase behavior plays a crucial role in linking nostalgic colors to revisiting intentions, illustrating that an individual's purchase behavior is not merely an outcome but a mechanism that integrates external environmental cues into loyalty-oriented responses. This further strengthens the interconnectedness of emotional triggers, cognitive evaluations, and behavioral reactions within the retail setting. Recognizing the significance of the intermediary role of actual purchase contributes to a perspective on how nostalgic store elements are translated into long-term consumer commitment.

With these insights, retailers may adopt a holistic retail strategy that integrates nostalgic atmospherics into the overall customer journey to drive behavioral continuity. By aligning nostalgic color palettes with consumers' experiential touchpoints, retailers can convert emotional connections into sustained consumer loyalty. This strategy may strengthen the mediating influence of actual purchase, fostering long-term engagement and meaningful consumer-retailer relationships.

Table 6 Mediating Effect of Consumers' Actual Purchase on the Relationship Between Nostalgic Colors Utilization and Consumers' Revisit Intention

								β	SE	*p*
Nostalgic Colors Utilization	→	**Consumers' Actual Purchase**	→	**Consumers' Revisit Intention**	0.429	0.039	<.001

If the p-value of less than 0.001 indicates a statistically significant mediation effect.

CONCLUSION AND RECOMMENDATIONS

Nostalgic colors have emerged as a powerful visual cue that drives consumers' emotional connection and purchasing behaviors in the retail environment. It acts as powerful cognitive triggers for Gen Z college students by activating memory recall and aligning emotions with past shopping experiences, such as family gatherings and holiday celebrations, thereby further strengthening their cognitive connection to the retail environment and shaping their overall shopping perception.vice friendliness, as demonstrated by retail employees' technical competence and interpersonal skills, fosters trust, reliability, and professionalism, positively influencing consumers' desire to purchase. The use of nostalgic colors in retail spaces strengthens their influence on actual purchases, activating consumers' cognitive and emotional processes and encouraging them to translate store visits into purchasing actions.

Future researchers may use purposive sampling across different locations to generate cross-cultural insights, examine other generational groups, and explore additional psychological and environmental factors, such as music and scent, that may influence consumer behavior. The retail industry may enhance experiential marketing practices by aligning atmospheric design, employee service standards, and branding consistency to meet the evolving preferences of Generation Z consumers and maintain market competitiveness. Retailers may combine the strategic use of nostalgic colors, consistent service friendliness, and a well-maintained store image through appropriate merchandise assortment, accessibility, and seasonal decorations to strengthen cognitive and emotional engagement and translate positive shopping experiences into actual purchasing behavior and revisit intentions.

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Appendix A

NOSTALGIC COLORS UTILIZATION IN RETAIL STORES QUESTIONNAIRE

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree.

INDICATORS	**RESPONSES**			
Cognitive Reaction	**4**	**3**	**2**	**1**
1. The store's visual elements remind me of shopping with my mom in the past.				
2. The store atmosphere during the Christmas season brings back memories of holiday shopping with my family.				
3. The store's visual colors during the Christmas season remind me of hanging out with friends during the holidays.				
4. The pleasant store ambiance brings back memories brings back memories of Sunday mall trips with my family.				
5. The store atmosphere makes me think of childhood when my mom bought me toys.				
Emotional Reaction				
6. The colors of the store layout make me feel positive, reminding me of past festive shopping.				
7. The store's product placement reminds me of shopping with loved ones on special days.				
8. The store's environment makes me feel happy, thinking of good times with someone special.				
9. The store's cleanliness and orderliness make me enjoy shopping, reminding me of family lunches at the mall.				
10. The presence of colors in the store layout during Christmas season make me want to buy, reminding me of picking out clothes for Christmas.				
Behavioral Reaction				
11. The store's creative utilization of colors makes me want to shop during holidays like Christmas or summer.				
12. The store's displayed interior colors make me want to buy things during Christmas.				
13. The store's pleasing appearance makes me buy things, reminding me of fun summer visits.				
14. The store's pleasant visual elements make me remember buying groceries with my parents.				
15. The store's pleasing display of colors during graduation season reminds me of past celebrations and make me want to shop.				

Appendix B

CONSUMERS' ACTUAL PURCHASE IN RETAIL STORES QUESTIONNAIRE

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree.

INDICATORS	RESPONSES			
A. Sensory Product Experience	**4**	**3**	**2**	**1**
1. The store's category navigation signage convinces me to purchase store items.				
2. The store's utilization of attractive designs and lighting to find products quickly urges me to purchase.				
3. The store is clear and organized, and the well-stocked arrangement of products on the shelves is important to my purchase decision.				
4. The store's utilization of special promotional offerings, such as interesting signs of sales discount, attracts me to purchase and influence my purchase decisions.				
B. Product Variations				
5. The new arrivals of assorted customer goods keep me acquainted with the store.				
6. The availability of products from different brands that I want to buy encourages me to make a purchase in the store.				
7. The availability of packaging sizes that meet my purchase needs drives me to shop in the store.				
8. The store's availability of product information convinces me to shop often.				
C. Service Friendliness				
9. The store employees' technical and personal skills positively influence my buying decisions.				
10. The dependability of the store employees in handling service problems influences my shopping choice.				
11. The store employees offer me personal attention that encourages me to buy their products or avail of their services.				
12. The knowledge of the store employees to answer questions instills satisfaction in my purchase.				

Appendix C

Consumers' Revisit Intention in Retail Stores Questionnaire

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree.

INDICATORS	RESPONSES			
A. Store Decorations	**4**	**3**	**2**	**1**
1. The colors of the logo and slogan of the store influence me to visit again.				
2. The store's pleasant visual elements, like lanterns and special holiday sale signages during Christmas and New Year, attract me to visit again.				
3. The store's shop window festive decorations during summer season influence my continued coming to the store.				
4. The store's decorations, which are full of red colors and romantic elements during Valentine's season, attract me to visit again.				
5. The store's pleasing display of colors of school supplies like notebooks and school bags during the back-to-school season influence my intention to revisit it.				
6. The store's interior colors of during the graduation season, which highlight various items to purchase as gifts and memorabilia, attract me to visit again.				
B. Store Image				
7. The store's location's accessibility and merchandise suitability influence my intention to revisit it.				
8. The store's value for price, availability of credit and return policy influence my decision to visit again.				
9. The aesthetic appeal of the store's layout and pleasing environment influence my intention to revisit it.				
10. The store's good and enriched reputation throughout the years influences my intention to revisit it.				
11. The store's history of providing reliable and trustworthy services to its customers influence me to visit again.				
12. The store's image of fulfilling commitments to its customers attracts me to revisit the store.				

Nostalgic Colors Utilization in Retail Stores Questionnaire

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree.

INDICATORS	RESPONSES			
A. Cognitive Reaction	4	3	2	1
1. The store's visual elements remind me of shopping with my mom in the past.		✓		
2. The store atmosphere during the Christmas season brings back memories of holiday shopping with my family.	✓			
3. The store's visual colors during the Christmas season remind me of hanging out with friends during the holidays.	✓			
4. The pleasant store ambiance brings back memories brings back memories of Sunday mall trips with my family.	✓			
5. The store atmosphere makes me think of childhood when my mom bought me toys.	✓			
B. Emotional Reaction				
6. The colors of the store layout make me feel positive, reminding me of past festive shopping.	✓			
7. The store's product placement reminds me of shopping with loved ones on special days.		✓		
8. The store's environment makes me feel happy, thinking of good times with someone special.	✓			
9. The store's cleanliness and orderliness make me enjoy shopping, reminding me of family lunches at the mall.	✓			
10. The presence of colors in the store layout during Christmas season make me want to buy, reminding me of picking out clothes for Christmas.	✓			
C. Behavioral Reaction				
11. The store's creative utilization of colors makes me want to shop during holidays like Christmas or summer.	✓			
12. The store's displayed interior colors make me want to buy things during Christmas.	✓			
13. The store's pleasing appearance makes me buy things, reminding me of fun summer visits.	✓			
14. The store's pleasant visual elements make me remember buying groceries with my parents.	✓			
15. The store's pleasing display of colors during graduation season reminds me of past celebrations and make me want to shop.	✓			

Consumers' Actual Purchase in Retail Stores Questionnaire

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree

INDICATORS	RESPONSES			
A. Sensory Product Experience	4	3	2	1
1. The store's category navigation signage convinces me to purchase store items.	✓			
2. The store's utilization of attractive designs and lighting to find products quickly urges me to purchase.	✓			
3. The store is clear and organized, and the well-stocked arrangement of products on the shelves is important to my purchase decision.	✓			
4. The store's utilization of special promotional offerings, such as interesting signs of sales discount, attracts me to purchase and influence my purchase decisions.		✓		
B. Product Variations				
5. The new arrivals of assorted customer goods keep me acquainted with the store.	✓			
6. The availability of products from different brands that I want to buy encourages me to make a purchase in the store.	✓			
7. The availability of packaging sizes that meet my purchase needs drives me to shop in the store.	✓			
8. The store's availability of product information convinces me to shop often.	✓			
C. Service Friendliness				
9. The store employees' technical and personal skills positively influence my buying decisions.	✓			
10. The dependability of the store employees in handling service problems influences my shopping choice.	✓			
11. The store employees offer me personal attention that encourages me to buy their products or avail of their services.		✓		
12. The knowledge of the store employees to answer questions instills satisfaction in my purchase.	✓			

Consumers' Revisit Intention in Retail Stores Questionnaire

Directions: Read each statement carefully and select the number that best reflects your level of agreeableness, using the following scale: 4 - Strongly Agree, 3 - Agree, 2 - Disagree, 1 - Strongly Disagree.

INDICATORS	RESPONSES			
A. Store Decorations	4	3	2	1
1. The colors of the logo and slogan of the store influence me to visit again.	✓			
2. The store's pleasant visual elements, like lanterns and special holiday sale signages during Christmas and New Year, attract me to visit again.	✓			
3. The store's shop window festive decorations during summer season influence my continued coming to the store.		✓		
4. The store's decorations, which are full of red colors and romantic elements during Valentine's season, attract me to visit again.	✓			
5. The store's pleasing display of colors of school supplies like notebooks and school bags during the back-to-school season influence my intention to revisit it.	✓			
6. The store's interior colors of during the graduation season, which highlight various items to purchase as gifts and memorabilia, attract me to visit again.	✓			
B. Store Image				
7. The store's location's accessibility and merchandise suitability influence my intention to revisit it.	✓			
8. The store's value for price, availability of credit and return policy influence my decision to visit again.	✓			
9. The aesthetic appeal of the store's layout and pleasing environment influence my intention to revisit it.		✓		
10. The store's good and enriched reputation throughout the years influences my intention to revisit it.	✓			
11. The store's history of providing reliable and trustworthy services to its customers influence me to visit again.	✓			
12. The store's image of fulfilling commitments to its customers attracts me to revisit the store.	✓			

MISAMIS UNIVERSITY

Ozamiz City

College of Business and Management

Informed Consent

Researcher/Investigator:
Name: Angela C. Colastre, Christine R. Jaleco, and Spencer C. Pacatng
Course: Bachelor of Science in Business and Administration
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Thesis Title: NOSTALGIC COLORS UTILIZATION ON CONSUMERS' ACTUAL PURCHASE AND REVISIT INTENTION IN RETAIL STORES: A MEDIATION ANALYSIS

PART I. INFORMATION SHEET	
Introduction	Good day! We are the principal researchers of the study entitled "Nostalgic Colors Utilization on Consumers' Actual Purchase and Revisit Intention in Retail Stores: A Mediation Analysis." We are undergraduate students under in Business Administration at Misamis University in Ozamiz City. We are to conduct the research with Generation Z college students as respondents. In this vein, we are respectfully seeking your **voluntary participation**, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the survey questionnaires, you will be asked to affix your name and signature on this form for which you will be given a copy.
Purpose	The purpose of this study is to investigate the level of influence of nostalgic colors utilization on consumers' actual purchase and revisit intention in retail stores as the basis for proving a significant recommendation framework for retail store owners' enhancement of customer engagement and promotion of long-term consumer loyalty. This study will give light to retail store owners who want to leverage the utilization of nostalgic colors in their store environment to capture consumer's emotional senses and foster customer-retailer relationship.
Type of Research Intervention	This will be conducted through survey questionnaires. The gathering of data will be conducted in person.

Selection of Respondents	The selection of respondents is based on the following inclusion criteria: (1) they must be a college student who is enrolled for A.Y. 2025-2026 in any college institutions in Oroquieta City, Ozamiz City, and Tangub City; (2) they must be 18 to 22 years old; (3) they must have the experience in purchasing and visiting retail stores, such as franchise stores, department stores, supermarkets, and hypermarkets located in Misamis Occidental; (4) have an informed consent to cooperate and participate in the study.
Voluntary Participation	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researchers. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer.
Procedure	The distribution and retrieval of survey questionnaires will be done in person. To ensure your understanding of the statements indicated in the questionnaires, the statements will be translated into the Bisayan language. In case you have questions, such will be fully addressed. The respondents will be given ample time to complete the survey questionnaires. The researcher will collect your responses to be used for the analysis of the data. The information and data provided by you as a respondent will be utilized for this study along and will be treated with the utmost confidentiality.
Duration	The gathering of data through the survey questionnaires will last for 10 to 15 minutes.
Risks and Discomforts	The respondents will be protected from physical, social, or economic risks. In case the items in the survey instrument are too personal and make you uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose.
Benefits	This study is beneficial to you, as the researcher may be able to provide retailers with a comprehensive understanding of the influence of utilizing nostalgic colors on consumers' actual purchase and revisit intention, leading them to make strategic and informed decisions in relation to their survival in the market. Thus, your responses shall be highly valued, being deemed important in the field of business.
Reimbursements	There will be no monetary expenses or costs on your part as a respondent, now monetary compensation for your participation in this study. A small token of appreciation in the form of a snack may be provided during the gathering of research data.

Confidentiality of Data	Only the researchers will have access to the information and responses of the respondents. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, which will be discarded 6 months after the publication of the results.
Sharing of Findings	The results of this study will be presented during the thesis final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the respondents.
Rights to Refuse or Withdraw	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation.
Who to Contact	Should there be any queries as a parent, you can contact the researcher through the following details: Name of the Researcher: CHRISTINE R. JALECO Cellphone Number/s: 0998-174-3908 E-mail Address: cjaleco39@gmail.com **STATEMENT BY THE RESEARCHER** **(PAGPADAYAG SA NAGTUON)** I will read the Information sheet to the potential respondent. With the best of my ability, I make sure that the participant will understand the interview questions and that possible follow-up interviews may be undertaken. I can assure that the respondents will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the respondent will not be coerced into giving consent that must be free and voluntary. A copy of this Informed Consent Form will be provided to be the respondent. Print Name of the Researcher: CHRISTINE R. JALECO

PART II. CERTIFICATE OF CONSENT

This research entitled "Nostalgic Colors Utilization on Consumers' Actual Purchase and Revisit Intention in Retail Stores: A Mediation Analysis" by Christine R. Jaleco, Angela C. Colastre, and Spencer C. Pacatang with the aim to gather information and data pertaining to the influence of nostalgic colors utilization on consumers' actual purchase and revisit intention in retail stores as the basis for providing a significant recommendation framework for retail store owners' enhancement of customer engagement and promotion of long-term consumer loyalty, has been presented and explained to me clearly. Since the study involves a college student who is enrolled for A.Y. 2025-2026 in any college institutions in Oroquieta City, Ozamiz City, and Tangub City; who is 18 to 22 years old; has the experience in purchasing and visiting retail stores, such as franchise stores, department stores, supermarkets, and hypermarkets located in Misamis Occidental; has an informed consent to cooperate and participate in the study, I am chosen as one of the respondents.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

Print Name of Participant (Ngalan sa Partisipante): _____
Signature of Participant (Pirma sa Partisipante): _____
Date: [MM/DD/YYYY]_____

If Illiterate

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/her and who is without connection with the researcher or the research group to attest this undertaking. The respondent will affix his thumb print.

Thumb Mark

_____
Name and Signature of the Witness

PART II. CERTIFICATE OF CONSENT

This research entitled "Nostalgic Colors Utilization on Consumers' Actual Purchase and Revisit Intention in Retail Stores: A Moderation Analysis" by Christine R. Jaleco, Angela C. Colastre, and Spencer C. Pacatang with the aim to gather information and data pertaining to the influence of nostalgic colors utilization on consumers' actual purchase and revisit intention in retail stores as the basis for providing a significant recommendation framework for retail store owners' enhancement of customer engagement and promotion of long-term consumer loyalty, has been presented and explained to me clearly. Since the study involves a college student who is enrolled for the second semester in A.Y. 2025-2026 in any college institutions in Oroquieta City, Ozamiz City, and Tangub City; who is 18 to 22 years old; has an experience in purchasing and visiting retail stores, which integrate different store decorations within the store environment, such as franchise stores and departmental stores, located in Misamis Occidental; has an informed consent to cooperate and participate in the study, I am chosen as one of the respondents.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

Print Name of Participant (Ngalan sa Partisipante): Reginate Moreno
Signature of Participant (Pirma sa Partisipante): _____
Date: [MM/DD/YYYY] 07-10-2025

If Illiterate

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/her and who is without connection with the researcher or the research group to attest this undertaking. The respondent will affix his thumb print.

Thumb Mark

_____
Name and Signature of the Witness

Aligned Research Matrix

Research Title: Nostalgic Colors Utilization on Consumers' Actual Purchase and Revisit Intention in Retail Stores: A Mediation Analysis
Researcher/Proponents: Angela Colastre, Christine Jaleco, and Spencer Pacatang
Framework to Be Used:
Research Design: Descriptive Causal

Research Questions	Data Collection	Instrument/Tool	Respondents/Participants	Sampling Technique	Data Analysis
1. What is the level of nostalgic colors utilization for retail stores as perceived by the respondents in terms of cognitive, behavioral, and emotional reactions?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Descriptive Statistics (mean, Std. Dev.)
2. What is the level of consumers' actual purchase in retail stores in terms of sensory product experience, product variations, and service friendliness?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Descriptive Statistics (mean, Std. Dev.)
3. What is the level of consumers' revisit intention in retail stores in terms of store decorations and store image?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Descriptive Statistics (mean, Std. Dev.)
4. Is there a significant relationship between nostalgic colors utilization for retail stores and consumers' actual purchase?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Regression Analysis
5. Is there a significant relationship between consumers' actual purchase of stores on consumers' revisit intention?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Regression Analysis
6. What is the mediating effect of consumers' actual purchase on the relationship between nostalgic colors utilization and consumers' revisit intention?	Survey	Questionnaire	Generation Z College Students	Purposive Sampling	Regression Analysis

Misamis University

Ozamiz City, Philippines 7200

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COLLEGE OF BUSINESS AND MANAGEMENT

CERTIFIED: ISO 21001: 2018 Educational Organizations Management System by DNV

ACCREDITED: Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)

CERTIFICATION

This is to certify that **CHRISTINE JALECO, ANGELA COLASTRE,** and **SPENCER PACATANG** are Bonafide students of Misamis University College of Business and Management are currently enrolled in **Bachelor of Science in Business Administration.**

Furthermore, their proposed study entitled **"NOSTALGIC COLORS UTILIZATION ON CONSUMERS' ACTUAL PURCHASE AND REVISIT INTENTION: A MEDIATION ANALYSIS"** has been approved by the Thesis Committee. They are likewise granted by the Office of the College of Business and Management to gather data to substantiate their research paper.

Issued this 11th day of July 2024 at MISAMIS UNIVERSITY, Ozamiz City.

RENZITELO ALF P. CARPIO, DM, CMMS
Dean, College of Business and Management

MISAMIS UNIVERSITY
Ozamiz City
COLLEGE OF BUSINESS AND MANAGEMENT

July 08, 2025

To Whom It May Concern:

Greetings of peace and respect!

We the incoming 4th year Bachelor of Science in Business Administration (BSBA) students from Misamis University, Ozamiz City currently conducting a research study entitled ***"Nostalgic Colors Utilization on Consumers' Actual Purchase and Revisit Intention in Retail Stores: A Moderation Analysis"*** as a requirement for the completion of our academic program. In line with this, we humbly request your permission to conduct this research study within your respected institution. The study aims to investigate the level of influence of nostalgic colors utilization on consumers' actual purchase and revisit intention in retail stores as the basis for proving a significant recommendation framework for retail store owners' enhancement of customer engagement and promotion of long-term consumer loyalty. Your institution has been identified as a valuable source of information and insights that will significantly contribute to the success and relevance of this research.

Rest assured that all the information gathered will be treated with utmost confidentiality and will solely be used for academic purposes. Should there be surveys, interviews, or data collection involved, they will be conducted with your approval and at your most convenient time.

We hope for your favorable consideration of this request. Your support and cooperation will greatly help in enriching our understanding of the topic and in achieving the objectives of this academic endeavor.

For further information, you may contact us through this contact number 0998-174-3908 or e-mail: cjaleco39@gmail.com.

Thank you very much for your time and kind attention. We look forward to your positive response. God speed!

Respectfully yours,

CHRISTINE R. JALECO
Lead Researcher

Noted by:

RENZITELO ALFP. CARPIO, DM, CMMS
Subject Adviser/OIC, CBM

DOCUMENTATION













TURNITIN RESULT

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GRAMMARLY RESULT

JALECO, COLASTRE, PACATANG (CBM)12

by Misamis University

General metrics

95,289	13,238	688	52 min 57 sec	1 hr 41 min
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Writing Issues

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Measures average word length

5.8

characters per word

Sentence Length

Measures average sentence length

19.2

words per sentence

CURRICULUM VITAE



Name	:	Angela C. Colastre
Age	:	23 years old
Sex	:	Female
Address	:	Doña Consuelo, Ozamiz City, Misamis Occidental
Mobile No.	:	09122199695
Religion	:	Iglesia Ni Cristo

EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing Management

SCHOOL : Misamis University
DEGREE : Bachelor of Science in Business Administration
SCHOOL YEAR : 2021-Present

SENIOR HIGH SCHOOL

Information and Communication Technology

SCHOOL : Ozamiz City School of Arts and Trades
ADDRESS : Maningcol, Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2018-2020

JUNIOR HIGH SCHOOL

SCHOOL : Ozamiz City School of Arts and Trades
ADDRESS : Maningcol, Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2014-2018

ELEMENTARY EDUCATION

SCHOOL : Maningcol Central School
ADDRESS : Maningcol, Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2008-2014

TRAININGS AND SEMINARS

N/A

CURRICULUM VITAE

Name	:	Christine R. Jaleco
Age	:	21 years old
Sex	:	Female
Address	:	Lapasan, Clarin, Misamis Occidental
Mobile No.	:	09981743908
Religion	:	Philippine Independent Catholic Church



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing Management

SCHOOL : Misamis University
DEGREE : Bachelor of Science in Business Administration
SCHOOL YEAR : 2022-Present

SENIOR HIGH SCHOOL

Humanities and Social Sciences

SCHOOL : Misamis University
ADDRESS : H.T., Feliciano St., Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2020-2022

JUNIOR HIGH SCHOOL

SCHOOL : Clarin National High School
ADDRESS : Poblacion 3, Clarin, Misamis Occidental
SCHOOL YEAR : 2016-2020

ELEMENTARY EDUCATION

SCHOOL : Gango Elementary School
ADDRESS : Gango, Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2010-2016

TRAININGS AND SEMINARS

N/A

CURRICULUM VITAE

Name	:	Spencer C. Pacatang
Age	:	20 years old
Sex	:	Male
Address	:	P-7 Bitoon Aguada, Ozamiz City
Mobile No.	:	09083320677
Religion	:	Roman Catholic



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Financial Management

SCHOOL : Misamis University
DEGREE : Bachelor of Science in Business Administration
SCHOOL YEAR : 2022-Present

SENIOR HIGH SCHOOL

Humanities and Social Sciences

SCHOOL : Misamis University
ADDRESS : H.T., Feliciano St., Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2020-2022

JUNIOR HIGH SCHOOL

SCHOOL : Ozamiz City National High School
ADDRESS : Bernad St., Lam an, Ozamiz City
SCHOOL YEAR : 2016-2020

ELEMENTARY EDUCATION

SCHOOL : Catadman Elementary School
ADDRESS : Catadman Manabay, Ozamiz City, Misamis Occidental
SCHOOL YEAR : 2010-2016

TRAININGS AND SEMINARS

N/A