



Can Nostalgic Advertisements Promote Travel Intention and WOM Among Diaspora? Testing Multiple Moderators

Noha Ahmed Kamel¹

Heba Said²

^{1,2}Faculty of Tourism and Hotels, Alexandria University, Egypt

ARTICLE INFO

Keywords:

Nostalgic ads, diaspora, place attachment, homeland experience, social connectedness, perceived disappointment risk, generation.

(IJTHS), O6U

Vol.7, No.2,
October 2024,
pp. 74 - 95

Received: 13/6/2024
Accepted: 24/6/2024
Published: 25/8/2024

Abstract

Diaspora tourism is a significant emerging market that is understudied in the tourism literature, regarding the large population of diaspora all over the world. The present study explores the influence of nostalgic ads on the diaspora's intention to travel to their home country and their WOM. This relation was investigated using a quantitative method. Data from Egyptian diaspora was collected through online questionnaire and analyzed using PLS-SEM v.3.2.8. Results of the present study confirmed the positive relationship between nostalgic ads and both the intentions to travel & WOM. The moderation testing revealed a moderation effect of place attachment, homeland experience, and generation on both the intention to travel and WOM. Perceived disappointment risk moderated the relation between nostalgic ads and the intention to travel but had no moderating influence on the relation between nostalgic ads and WOM, conversely, social connectedness had no moderating effect on the relation between nostalgic ads and neither intention to travel and WOM. The present study extends the theoretical understanding of the tourism diaspora in Egypt and the present practical implications for the marketing and management of nostalgic destinations.

Introduction

The past years have witnessed an increase in the number of individuals who immigrate to other host countries. Global migration statistics indicate that the population of individuals living in a country other than their place of origin was 258 million in 2018, this figure rose to 281 million in 2020 (United Nations, 2020). This growth along with the importance of international economic exchange and tourism flow drew the attention of both the tourism industry and tourism research to a new niche market: diaspora tourism. A market that is distinguished from both domestic and foreign travel. Diaspora experience the destination differently due to their sense of personal identification, they are more connected to the destination, more supportive of its conservation, have different expenditure patterns, and have a high sense of nostalgia (Huang et al., 2016; Otoo et al., 2021; Zhu and Airey, 2021).

Consequently, diaspora tourists are more susceptible to emotional marketing strategies such as nostalgic marketing.

An abundance of research has demonstrated that nostalgic ads are more effective than non-nostalgic ads. Nostalgic ads create a positive attitude about the advertised subject which leads to positive purchasing intentions (Su et al., 2024). In the tourism context, nostalgia has been examined as an intrinsic motivation that enhances revisit intentions to tourist destinations (Zeng and Xu, 2021; Su et al., 2024).

Although several studies have examined the impact of nostalgic ads on consumer's behavioral intentions (Riaz et al.,2022; Nwankpa and Egwakhe,2023), still it has not been studied in the context of diaspora tourism. Further, the fact that this impact can be moderated by various factors has been understudied in the previous body of study. Therefore, the present study intends to examine the influence of nostalgic ads on the intention of traveling to the homeland among the diaspora and the disposition to spread word of mouth about the home country as a tourist destination. Moreover, the present study aims to investigate how this influence could be moderated by various factors such as place attachment, homeland experience, perceived disappointment risk, social connectedness, and generation.

Thereby, the study aims to contribute to the tourism literature by examining the impact of nostalgic ads on the diaspora's behavioral intentions, as well as suggesting a moderating effect of various psychological, social, personal, and experiential factors on the impact of interest by applying social and psychological theories as the self-reference theory, the appraisal theory of emotion, the memory protection theory, the need to belong theory and the segmented assimilation theory. Furthermore, the present study presents an extensive examination of the diaspora tourism expanding market. The present study will enable marketing organizations to have a deeper insight into this promising market to design effective advertising and marketing campaigns.

1. Literature review

Nostalgia marketing inspires nostalgia expressed in the combination of nostalgic emotion and cognition, which eventually leads to nostalgia behaviour. Nostalgic consumers possess the capacity to elicit mental images from the past, which exerts a positive impact on their attitude and judgment process. In turn, this can result in favourable evaluations of products, positive word-of-mouth, repeated purchases, and an overall positive intention toward the brand (Riaz et al., 2022). Thereupon, nostalgia became employed in advertising across multiple sectors.

Nostalgic ads (N.Ads) are a type of marketing communication that aims to evoke a sense of longing for the past by utilizing nostalgic cues such as music, jingles, slogans, or visuals to evoke customers' memories about their previous encounters and foster a sense of connection to history (Nassef and Abd El-Aziz, 2022; Nwankpa and Egwakhe,2023; Su et al., 2024).

A growing body of research has demonstrated that consumers tend to respond differently to N.Ads compared to non-nostalgic ads. N.Ads generates a positive attitude towards both the ad message and the advertised subject by inducing a high sense of identification that stimulates the purchase intention among consumers (Gokilavani et al., 2022 ; Riaz et al., 2022). According to the self-reference theory, people tend to recall information better if they are relevant to themselves, which insinuates that the effectiveness of N.Ads lies in the ability

to induce self-reference thoughts that help consumers to relate the ad message to their self-relevant experience which enhances the persuasion power of the ad (Huang et al.,2024).

The term "diaspora" was previously used to describe the forced immigration of certain ethnic groups. Nowadays, the use of this term expanded to include the people who migrated from their country of origin but tend to identify strongly with their homeland with cultural, linguistic, historical religious or affective bonds that distinguish them as a community all over the world. Hammoud et al.,2016 and Otoo et al., 2021 suggested a definition for the diaspora and referred to it as expatriates or transnational communities ().

The present study will adopt the International Organization for immigration (IOM) definition which defines diaspora as 'Migrants or descendants of migrants whose identity and sense of belonging, either real or symbolic, have been shaped by their migration experience and background. They maintain links with their homelands, and to each other, based on a shared sense of history, identity, or mutual experiences in the destination country.' (IOM Glossary on Migration,2019, p.49). The definition refers to diaspora as a multi-generational term, since it includes not only the first-generation emigrants but also foreign-born children of these individuals. Diaspora is characterized by an idealized collective memory or even myth about the ancestral home, a continuing bond to the homeland, a strong group consciousness sustained over time, and a sense of attachment to the diaspora in other countries (Migration Data portal). These characteristics bring an excessive sense of nostalgia among diasporic individuals which creates a strong desire to reconnect with their past and encourages them to travel back to their homeland. In the tourism literature, this form of travel was denoted as Diaspora tourism.

Diaspora tourism refers to the tourism industry that caters to tourists who have ancestral ties to their tourist destination. These tourists visit their homeland to re-establish a sense of ancestral connection. Prior research has identified various motivations for diaspora tourism, such as leisure, business, visiting friends and relatives (VFR), root seeking, family reunions, religious purposes, searching family history, language acquisition, and passing down family traditions to offspring (Zhu and Airey,2021).

2. Hypotheses development

The fundamental factor that influences how a consumer's behavior develops in a given setting is their intentions. These intentions are guided by a favorable attitude (Hameed and Khan, 2020). Previous research has demonstrated the role of N.Ads in creating favourable attitude which leads to positive intentions (Cho, 2021). Tourism context studies have revealed that destination nostalgic advertising can trigger an effective response that results in the intention to visit (Youn, 2019; Hosany et al., 2020; Su et al.,2024). Hence, the present study hypothesis can be formulated as follows:

H1: N.Ads increase the intention to travel to home country among the diaspora.

Nostalgia literature connects nostalgia, brand heritage, and word of mouth justified by the emotional components of nostalgia that evoke positive emotions among consumers and encourage them to talk about their experiences (Findeis and Eckert, 2022). Grębosz-Krawczyk (2022) validated the association between nine transgenerational nostalgic brands and word-of-mouth communication. Moreover, Liao et al. (2018) showed that N.Ads evokes consumers' emotions and their sense of self-identity which improves brand communication and increases their tendency to share experiences and information. Based on previous research, the present study assumes that the feelings that the diaspora have towards their

homeland could be induced by N.Ads which could impel their word of mouth. Thus, another hypothesis can be formulated as follows:

H2: *N.Ads increase the WOM among the diaspora*

Previous scholars have noted that moving away from a place where one is deeply attached does not mean that the attachment ceases to exist (Styvén et al.,2020). Place Attachment (PA) is the affective, emotional, and cultural bond between a person and a place (Hosany et al., 2017). It describes the emotional bond that maintains the connection between the person and his diaspora homeland (Liu et al.,2021). Individuals feel attached to places they have lived before or visited as holiday destinations (Hosany et al.2020).

Past research has documented that place attachment (PA) predicts intention to recommend (Hosany et al. 2017) and revisit intentions (Cho,2021). Otoo et al. (2021) argue that PA has a stronger meaning for tourists who possess an inherited link with their diaspora homeland. Previous diaspora tourism studies demonstrate how PA positively influences tourists' travel intentions (Zeng and Xu, 2021; Gokilavani et al.,2022). Li and McKercher (2016) found that PA led to different home return travel patterns. The Diaspora tourists' sense of attachment holds deep cultural significance which is strongly linked not only to their visits to their ancestral homelands but also to their travel frequency (Otoo et al., 2021).

H3: *PA moderates the relation between N.Ads and the travel intention of the diaspora.*

Researchers have found evidence that PA positively influences the spread of WOM (Wang et al.,2021), especially if the person has good memories of the place (Chen et al., 2014). Styvén et al. (2020) found that PA has a positive influence on the intention to share information about place brand messages mediated by ad-brand congruity. Based on these previous studies we hypothesized that PA could moderate the relationship between nostalgic ads that may remind diaspora of their good memories in the places they are attached to and their WOM. Thus, the following hypothesis has been suggested:

H4: *PA moderates the relationship between N.Ads and the diaspora's WOM.*

The tourist experience is a strong predictor of both revisit intention and WOM (Atmari and Putri,2021). Especially if it is a memorable tourist experience that is characterized by identity formation, family milestone relationship development, and nostalgia reenactment (Tsai, 2016). These characteristics describe the experience of diaspora in their homeland (Huang et al.,2013; Hammoud et al.,2016). Consequently, homeland experience (H.Exp) is considered an emotional experience for the diaspora.

According to the appraisal theory of emotion, nostalgia triggers positive behaviors and social interactions that have a significant influence on the diaspora's behavior and motivate them to engage in activities that remind them of their identity and memories in their homeland (Zeng andXu,2021). How they relate to the H.Exp differs according to the different aspects of the trip, their companions, and the stage of their lives during which they make the trip, some feel that they belong to their ancestral culture and homeland, while others may feel alienated from their origins. These emotions are a valuable predictor of their behavioral intentions (Stanov et al.,2021). Tourists' behavioral intentions are defined by Chen& Tsai (2007), as the judgment on the possibility of revisiting or recommending a tourist destination. Based on this discussion the present study hypothesizes that:

H5: *H.Exp moderates the relation between N.ads and the travel intention among the diaspora.*

H6: *H.Exp moderates the relation between N.ads and WOM among the diaspora.*

Perceived disappointment risk (PDR) is an intrinsic factor that affects tourist's behavioral intention (Hu & Xu, 2021). According to the memory protection theory, people tend to protect their ability to remember their special experiences in the way they lived them (Zauberman & Ratner, 2009). This memory protection might be through avoidance as they avoid situations that may threaten this memory. They might abstain from going back to a place if they expect that the experience might spoil their memories of it. People would prefer to retrieve their memory through memory pointers like nostalgic ads rather than threaten their memory by revisiting the place. (Hu and Xu, 2021)

Zauberman and Ratner (2009) proved that this avoidance tendency becomes stronger when there is an emotional bond between the person and the destination. Hu and Xu (2021) showed that PDR negatively moderates the relationship between nostalgia and revisit intentions. It may suppress the effect of nostalgia especially if the visitor expects changes in his destination. On the other hand, if the person perceives a low risk of disappointment, he will revisit the destination inspired by his nostalgia. Accordingly, the diaspora might wonder if travelling to their homeland might spoil their old memories and be reluctant to revisit them despite their nostalgia. Hence, the study suggests the following hypothesis:

H7: *PDR Moderates the relation between N.ads and the travel intention among the diaspora.*

Several previous studies have manifested the relationship between perceived risk and WOM (Wang et al., 2023). Uslu and Karabulu (2018) suggested that perceived risk has an impact on electronic word of mouth dissemination intention through perceived value. PDR as a psychological risk influences WOM intention. On that account, the study hypothesizes that:

H8: *PDR moderates the relationship between N.ads and WOM among the diaspora.*

Social connectedness (S.Con) is the perception of being connected to the world and close to loved ones, it is the primary motive for a person to build social bonds as a means to minimize the emotional distance between themselves and others (Chark, 2022; Sharmila and Hameed, 2023). Previous research has demonstrated how nostalgia brings up S.Con using the event reflection task (ERT) that randomly examines participants' reflections on nostalgic events. Results showed that participants who reflected on nostalgic cues felt a high level of S.Con as nostalgia gives people a sense of connectedness between the past and the present (Juhl and Biskas, 2023).

Further research showed how the S.Con fostered by nostalgia has a strong influence on consumer behavioral intentions (Wang and Xia, 2021; Chark, 2022; Huang et al., 2024). In their study on the effect of social influence on the effectiveness of nostalgic ads. Huang et al. (2024) found that nostalgic ads boost the S.Con which boosts the intention to visit restaurants. For diaspora, S.Con might have a stronger correlation with nostalgic ads as they relate to the culture represented in the ad, which may have a more powerful effect on their visit intention. Consequently, the study hypothesizes that:

H9: *S.Con moderates the relationship between N.Ads and the diaspora's intention to visit.*

The social behavior perspective and the need to belong theory imply that WOM as a social interaction is motivated by the individual's desire to interact with his social setting (Sicilia et al.,2016). To a greater extent, the WOM moderated by information communication technology (ICT) was found to be a function of social connectedness (Zuo,2021). Sharmila and Hameed (2023) exhibited that migrants use social media platforms to maintain their S.Con, which denotes that S.Con may be used to predict WOM. Therefore, the study proposes that:

H10: *S.Con moderates the relationship between N.ads and the diaspora's WOM.*

Diaspora can be categorized into distinct generations. The term "first generation" pertains to those who have migrated to a different country. The second generation refers to their children who were born in the country where they immigrated with one or two foreign-born parents, and the third generation describes the migrants whose grandparents were born outside of the country where they have lived (Huang et al.,2018). The relations and ties with the homeland differ from one generation to the next, this difference could be explained by the segmented assimilation theory (Portes and Zhou, 1993; Waters et al.,2010) which suggests that assimilation outcomes have different paths between generations.

While the 1st Gen has strong nostalgic feelings that motivate them to travel to their home country to reconnect with their birthplace and social ties, this relationship might be more complicated for the succeeding generations due to the lack of experience; they establish a connection to a place where they have never been (Huang et al.,2018). The 1st Gen possesses intimate connections to their country of origin, as it is both their birthplace and primary residence. For the subsequent generations, their connection to their country of origin might be less intense (Maruyama and Stronza , 2010).

Consequently, various studies have found that the intention to visit the homeland varies among generations, as this intention is associated with different antecedents such as homeland attachment (Li and Chan,2018), identity, the feeling of belonging (Maruyama et al.,2010), to transnational leisure and travel behavior (Huang and Chen, 2021) and the tourism lived experience (Huang et al.,2013). These studies stated that the differences among diaspora generations in the latter constituents were strong predictors of the intention to travel to their homeland. Li and Mc Kercher (2016) found that 1st and 2nd generations travel home mainly to retain social ties, While the 3rd and 4th generations trips to their homeland is reconnect with their origins, for them homeland is considered a tourist destination rather than a home. As a result, the study proposes the following hypothesis:

H11: *Generation moderates the relationship between N.Ads and the Egyptian diaspora's intention to visit.*

Huang et al. (2018) in their study to compare the homeland attachment among diaspora generations, found that 1st and 4th generations felt the highest level of PA, whilst the 2nd generation felt the lowest PA. Moreover, Weaver and Wang (2017) found that the 3rd and 4th generations had a higher sense of PA than the second generation. However, Liand Chan (2018) stated that the 2nd generation still perceives home as a part of their identity. Place attachment was found as a strong predictor of word of mouth in many studies. Chen et al. (2018) validated that the dimension of place identity is significantly related to place-related behavior such as WOM. Strandburg et al. (2020) showed the strong bond between emotional

connection and word of mouth. Since both place attachment and emotional connections variate among diaspora generation (Huang et al.,2018), the study hypothesized that:

H12: *Generation moderates the relationship between N.ads and WOM among the diaspora.*

Considering the above, we propose the model depicted in Figure (1).

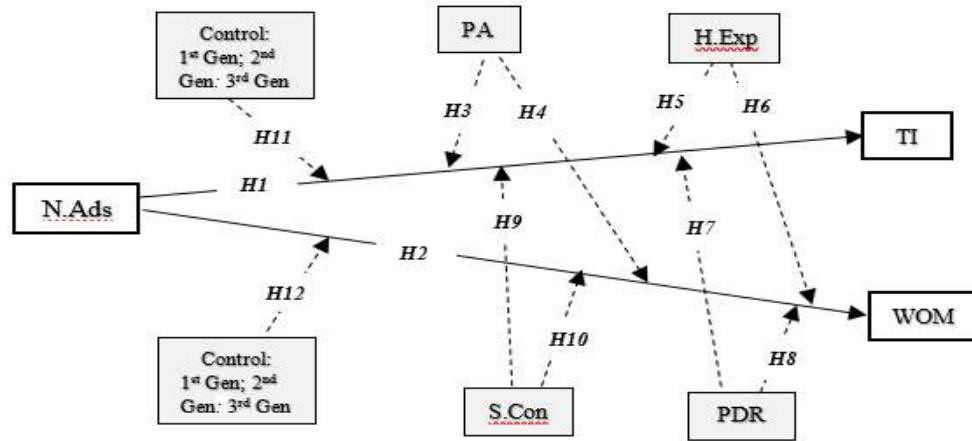


Figure (1) Hypothesised model

3. Methodology

3.1. Participants and procedures

The present study adopted a quantitative approach and focused on Egyptian diasporas, totaling 3,610,461 Egyptian diasporas globally in 2020 (UNDESA,2022). According to the UNDESA study in 2020, Saudi Arabia hosted the largest proportion of the Egyptian diaspora, at 27% of the total. The United Arab Emirates followed closely with 25%, and Kuwait accounted for 12%. However, Italy boasted the largest Egyptian diaspora in Europe, comprising 4%. Approximately 8% of Egypt's diaspora resided in other European Union countries such as France, Greece, and Germany. Data collection was carried out using a convenience sample technique, utilising an online questionnaire created and distributed through Google Forms. This sampling technique involves selecting participants who are easily obtainable by the researcher as well as possessing the ability to provide the necessary information required by the researchers. Additionally, it is a prompt and cost-effective method for gathering initial data (Mweshi and Sakyi, 2020).

Before applying the survey, a preliminary test and pilot study were conducted to determine and correct any deficiencies in the questionnaire's content. This measure was implemented to guarantee the precision and efficiency of the information-gathering procedure. Concerning the pre-test, a group of eleven faculty members with expertise in the research area from Alexandria University were asked to review the coherence and clarity of the questions and the content's integrity. The purpose of this pretest was to ensure that participants comprehended the issues being investigated and that each of the indicators in the survey was accurately prepared (Salem et al., 2024). The survey's questions received a 90–100 % approval rate from the academics. Based on the comments, the questionnaire format was improved. No adjustments were implemented to the measures utilized in the survey. The changes largely focused on integrating detailed explanations to introduce each section. After

a month, a pilot investigation was performed to evaluate the credibility of the survey and reduce inaccuracies in measurement. Following Sorzano et al. (2017) guidelines, a group of 29 diaspora individuals carried out an identical examination.

To elucidate the research objectives, individuals from the Egyptian diaspora residing in different countries including Saudi Arabia, the U.A.E, Kuwait, Italy, France, Greece, and Germany were communicated via social networks, email, and telephone. They were courteously requested to partake in the survey and expressed their willingness to participate. The data was acquired through an online survey, enabling respondents to simply complete the questions from their residences. Based on Thompson's (2012) sample size formula, with a 5% margin of uncertainty and a 95% confidence level, the minimum sample size needed is 386. Data was collected from 400 Egyptian diaspora members, which was considered a sufficient sample size. The structured questionnaire employs a 5-point Likert scale, wherein a score of 1 signifies strong disagreement and a score of 5 signifies strong agreement, to assess the participants' responses.

3.2. Measures

Seven components comprised the questionnaire. Diaspora demographics are managed in Section 1. The following sections were developed from the earlier literature, shown in Table 1. Section 2 examines how nostalgic ads capture the attention of the diaspora and evoke strong emotional responses toward their country of origin. Section 3 assesses Egyptian diasporas' desire to visit their home countries. Section 4 covers Egyptian diasporas eager to spread positive WOM about their home countries. Section 5 evaluates the level of place attachment that diasporas have towards their place of origin. Section 6 delves into the experiences of diasporas in their homelands, whereas Section 7 focuses on place disappointment risk. Finally, Section 8 addresses diasporas' social ties with their relatives, friends, and extended family.

4. Results

Initially, descriptive statistics were calculated, encompassing measures such as means and frequencies, to offer a succinct overview of the participants' characteristics. Furthermore, the data was examined through PLS-SEM v.3.2.8, a valuable tool for elucidating or forecasting the causal connections between exogenous and endogenous construction factors (Benitez et al., 2020). It is commonly used when an investigation aims to evaluate a theoretical framework by making predictions (Hair et al., 2014).

4.1. Respondents profile

Respondents include 152 women (38%) and 247 men (66%). The age distribution was as follows: 43.8% belonged to generation First generation "1stGen", 39.3% were diasporic generation Second generation "2ndGen", and 17% were generation third generation "3rdGen". Regarding place of residence, 32.5% of the respondents lives in Saudi Arabia (n= 130), 108 diaspora from U.A.E representing 27%, 12% from Kuwait (n=48), 8 % from U.S.A (n=18), 7.3% from Italy (n=29), 5.5% from Germany (n=22), 4.8% from France (n=19), and (n=44,11%) from other Arab and Foreign countries (Oman, Turkey, Jordon, Maghrib, Libya, and Croatia). Most diasporas (63%) had university degrees, while 29.2% had master's or doctoral degrees. The majority of responders (64.8%) were married with children, while 17.3% were married. The single migration rate was 18.3%. 45.3% of diasporas reported monthly incomes between 3,000 USD and 6,000 USD, while 15.6% reported monthly incomes beyond 6,000 USD. Since income data is frequently hidden, it may not accurately reflect individuals' financial status.

4.2. Measurement model assessment

4.2.1. Reliability and validity

To determine the accuracy and consistency of the model presented in Figure 2, we estimated factor loadings (FL), Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) using the criteria suggested by previous scholars (Hair et al., 2014; Benitez et al., 2020).

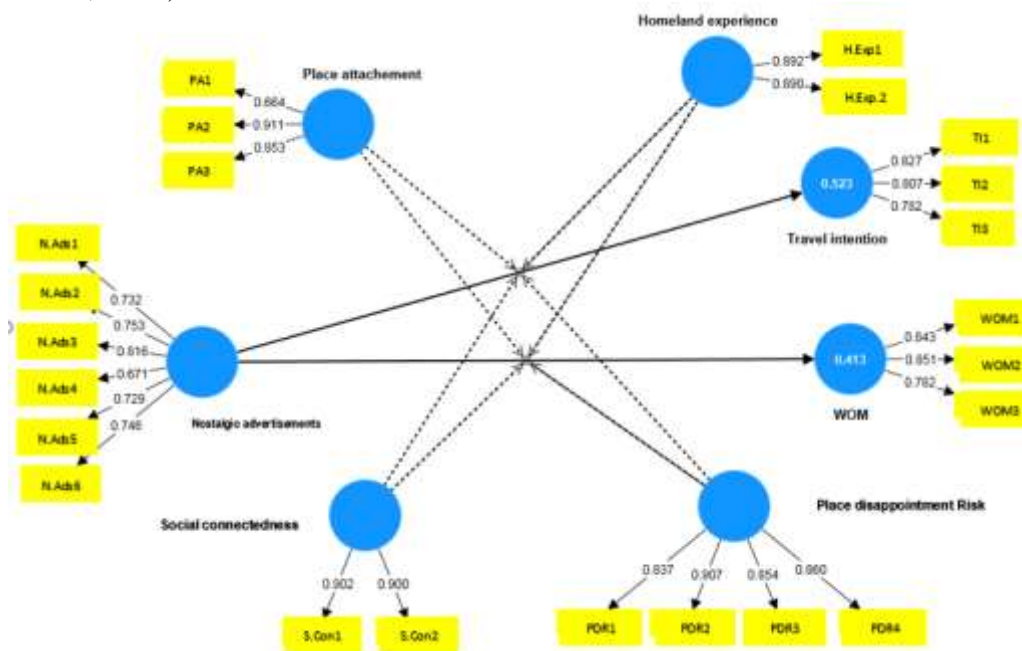


Figure (2) Results of PLS-SEM

As seen in Table (1), all item loadings achieved the threshold of 0.7 proposed by Hair et al. (2014), indicating an adequate degree of reliability of the study model. In addition, all values of AVE and CR surpass the corresponding cutoff points of 0.5 and 0.7 (Benitez et al., 2020). Likewise, all the (α) values go above 0.60, as proposed by Nunnally (1987), showing enough convergent validity.

Table (1) Reliability and validity

Construct/ Items	Convergent validity		Construct reliability			VIF	R ²	F ²	Source
	FL	α	rho_A	CR ≥0.7	AVE ≥0.5				
N.Ads		0.838	0.851	0.88	0.551				Chang et al. (2020)
N.Ads1	0.732***					1.846			
N.Ads2	0.753***					1.516			
N.Ads3	0.816***					3.058			
N.Ads4	0.671***					2.190			
N.Ads5	0.729***					1.665			
N.Ads6	0.746***					1.819			
TI		0.732	0.740	0.847	0.649				Zing and Xu (2021)
TI1	0.827***					1.457			
TI2	0.807***					1.617	0.392	0.650	
TI3	0.782***					1.364			
WOM		0.766	0.773	0.865	0.682		0.220	0.285	Papadimitriou et al.(2019)
WOM1	0.843***					1.588			
WOM2	0.851***					1.722			
WOM3	0.782***					1.457			
PA		0.743	0.818	0.855	0.666				Vada, et al.(2019)
PA1	0.664***					1.148			
PA2	0.911***					2.748			
PA3	0.853***					2.727			
PDR		0.889	0.905	0.922	0.748				Quadri- Felitti& Fiore (2013)
PDR1	0.837***					1.976			
PDR2	0.907***					4.127			
PDR3	0.854***					3.582			
PDR4	0.860***					2.169			
H.Exp		0.74	0.74	0.885	0.793				Zengand Xu(2021)
H.EXP1	0.892***					1.526			
H.EXP2	0.890***					1.526			
S.Con		0.769	0.769	0.896	0.812				Huang et al.(2018)
S.Con1	0.902***					1.639			
S.Con2	0.900***					1.639			

*** p<0.01; **p<0.05; *p<0.10

4.2.2. Discriminant reliability

Researchers utilized the heterotrait-monotrait ratio (HTMT), Fornell-Larcker Criterion, and cross loadings to examine and confirm the discriminant validity of the study model (Hair et al., 2014). As presented in Table 2, all the HTMT ratios were below 0.85, signifying the absence of any overlapping constructs. Besides, pursuant to the guidelines established by Fornell and Larcker (1981), the calculated root-mean-square of the AVE for every variable must exceed the maximum squared correlation when compared to the remaining elements. Table 2 shows that all research constructs met the criteria. Furthermore, cross-loading of research items was found to be a reliable strategy for testing discriminant validity (Henseler et al., 2016). Table 2 shows that items loaded more on their intended construct than other constructs. Thus, our model has acceptable discriminant validity.

Table 2 Discriminant validity

Fornell-Larcker Criterion								HTMT						
Construct	H.EXP	N.Ads	PA	PDR	S.Con	TI	WOM	H.EXP	N.Ads	PA	PDR	S.Con	TI	WOM
H.EXP	0.891							0	0	0	0	0	0	0
N.Ads	-0.241	0.742						0.279	0	0	0	0	0	0
PA	0.315	0.221	0.816					0.43	0.33	0	0	0	0	0
PDR	-0.072	0.112	0.129	0.865				0.082	0.15	0.171	0	0	0	0
S.Con	0.646	-0.305	0.151	-0.004	0.901			0.857	0.367	0.193	0.056	0	0	0
TI	-0.299	0.623	-0.099	0.227	-0.35	0.805		0.406	0.751	0.17	0.279	0.466	0	0
WOM	0.232	0.471	0.069	0.055	0.328	0.453	0.826	0.305	0.574	0.126	0.115	0.426	0.603	0

Cross Loading

Items	H.EXP	N.Ads	PA	PDR	S.Con	TI	WOM
H.Exp1	0.892	-0.225	0.356	-0.076	0.528	-0.273	-0.2
H.Exp2	0.890	-0.204	0.205	-0.051	0.623	-0.259	-0.214
N.Ads1	-0.146	0.732	0.299	0.075	-0.264	0.346	0.293
N.Ads2	-0.377	0.753	-0.026	0.154	-0.327	0.63	0.442
N.Ads3	0.002	0.816	0.251	-0.005	-0.186	0.399	0.383
N.Ads4	-0.015	0.671	0.246	0.024	-0.116	0.352	0.381
N.Ads5	-0.259	0.729	0.166	0.158	-0.219	0.555	0.206
N.Ads6	-0.179	0.746	0.152	0.057	-0.204	0.396	0.354
PA1	0.274	0.195	0.664	0.11	0.091	-0.019	-0.123
PA2	0.252	0.172	0.911	0.091	0.152	-0.134	-0.027
PA3	0.251	0.18	0.853	0.129	0.112	-0.063	-0.025
PDR1	-0.062	0.098	0.116	0.837	-0.064	0.223	0.022
PDR2	-0.105	0.161	0.104	0.907	-0.004	0.223	-0.033
PDR3	-0.022	0.089	0.149	0.854	0.072	0.123	-0.062
PDR4	-0.042	0.035	0.092	0.860	0.009	0.188	-0.123
S.Con1	0.605	-0.295	0.058	-0.017	0.902	-0.333	-0.279
S.Con2	0.559	-0.254	0.214	0.009	0.900	-0.298	-0.313
TI1	-0.261	0.559	-0.189	0.092	-0.319	0.827	0.367

Cross Loading							
Items	H.EXP	N.Ads	PA	PDR	S.Con	TI	WOM
TI2	-0.256	0.379	-0.083	0.185	-0.306	0.807	0.362
TI3	-0.206	0.54	0.044	0.281	-0.222	0.782	0.365
WOM1	-0.215	0.429	-0.022	-0.049	-0.307	0.368	0.843
WOM2	-0.223	0.38	-0.159	0.02	-0.25	0.404	0.851
WOM3	-0.131	0.352	0.014	-0.112	-0.254	0.35	0.782

4.3. Testing of Hypotheses

The data shown in Table 4 indicates that the diaspora's TI and WOM are positively influenced by N.Ads ($\beta = 0.628, P < .001$), and ($\beta = 0.471, P < .001$) respectively, signifying that H1 and H2 are accepted. Using Smart PLS software, with a total of 1000 bootstrap resample and a confidence interval of ninety-five percent as recommended by Sarstedt et al. (2016), a significant moderation effect of PA on TI ($\beta = 0.130, P < .009$), and WOM ($\beta = 0.341, P < .001$) was evident. Therefore, H3 and H4 are also supported. For the H.Exp, findings demonstrate a substantial moderating impact of H.Exp on diaspora's TI ($\beta = 0.170, P < .001$) and WOM ($\beta = 0.235, P < .001$). Thus, we accept H5 and H6. In addition, the effect of N.Ads on TI is moderated by PDR in a substantial and negative direction ($\beta = -0.100, p\text{-value} < 0.001$), showing the acceptance of H7. On the contrary, the impact of N.Ads on WOM isn't moderated by PDR ($\beta = -0.114, p\text{-value} > 0.05$). Thus, H8 is rejected. The results suggest that despite being exposed to N.Ads, the diaspora's TI ($\beta = 0.084, P < 0.086$) and WOM recommendations ($\beta = 0.058, P < 0.275$) remain unaffected by S.Con as a moderating factor. Accordingly, we reject H9 and H10. Figure 3 demonstrates the path estimates for the research model.

Direct and indirect paths	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value	Decision
H1: N.Ads > TI	0.628	0.631	0.027	23.578	0.000	Accepted
H2: N.Ads > WOM	0.471	0.475	0.044	10.757	0.000	Accepted
H3: PA x N.Ads > TI	0.130	0.12	0.05	2.623	0.009	Accepted
H4: PA x N.Ads > WOM	0.341	0.298	0.091	3.763	0.000	Accepted
H5: H.Exp x N.Ads > TI	0.170	0.166	0.05	3.402	0.001	Accepted
H6: H.Exp x N.Ads > WOM	0.235	0.229	0.059	3.978	0.000	Accepted
H7: PDR x N.Ads > TI	-0.100	-0.097	0.031	3.26	0.001	Accepted
H8: PDR x N.Ads > WOM	-0.114	-0.11	0.062	1.825	0.068	Rejected
H9: S.Con x N.Ads > TI	0.084	0.084	0.049	1.719	0.086	Rejected
H 10: S.Con x N.Ads > WOM	0.058	0.058	0.053	1.091	0.275	Rejected

H 11: Generations moderate the influence of N.Ads on TI						
N.Ads (1 st Gen)> TI	0.724	0.727	0.029	24.717	0.000	Accepted
N.Ads (2 nd Gen)> TI	0.681	0.69	0.024	27.875	0.000	
N.Ads (3 rd Gen)> TI	0.738	0.746	0.036	20.685	0.000	
H 12: Generations moderate the influence of N.Ads on WOM						
N.Ads (1 st Gen)> WOM	0.626	0.631	0.036	17.405	0.000	Accepted
N.Ads (2 nd Gen)> WOM	0.352	0.368	0.06	5.854	0.000	
N.Ads (3 rd Gen)> WOM	0.576	0.585	0.082	7.026	0.000	

Afterward, to assess the moderating effect of the three generational groups on the relationship between N.Ads and TI and WOM communication, a multi-group analysis (MGA) was conducted using PLS-SEM software. Table 3 shows that the path coefficients of diaspora generation groups as a moderating factor exhibit statistically significant variations among each other. The impact of N.Ads on TI was discovered to be more significant among 1stGen diasporas ($\beta=0.738$, $p\text{-value}<0.001$), followed closely by the 3rdGen ($\beta= 0.724$, $p\text{-value}< 0.001$). Nevertheless, the 2nd Gen exhibited the lowest moderating impact ($\beta= 0.681$, $p\text{-value}<0.001$). Hence, H11 is accepted. Likewise, the influence of N.Ads was found to be more statistically significant among the 3rd Gen group compared to others (3rdGen: $\beta= 0.626$, $p\text{-value}<0.001$). Thus, H12 is also accepted.

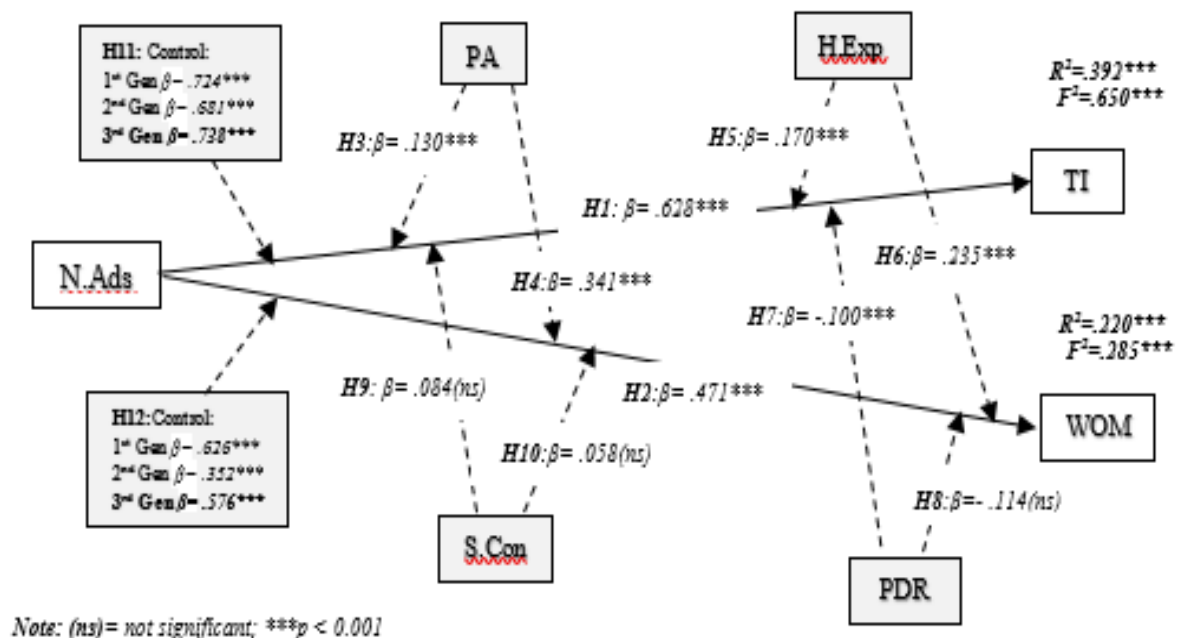


Figure (3) Results of the hypothesized model

5. Discussion and Conclusion

The present study reveals that the utilization of N.Ads significantly enhances the desire of Egyptian diasporas to travel, as well as their readiness to spread favorable recommendations regarding Egyptian destinations. This finding aligns with other studies on nostalgia (Hsu et al., 2007; Zeng and Xu, 2021), which established a significant impact of nostalgia on travelers' behavioral intentions. In a study conducted by Hammoud et al. (2016), a robust association was identified between nostalgia, authenticity, fulfillment, and visit intentions among the diaspora who travel to Korea. Bambauer-Sachse and Gierl (2009) discovered that nostalgia influences consumers' perceptions of advertising, indicating that incorporating nostalgic elements such as food, places, and activities in marketing campaigns could motivate diasporas to visit their home country.

Furthermore, our findings highlight that PA can amplify the impact of N.Ads on the diaspora's TI and WOM communication. As a result of this sentimental affinity, Egyptian diasporas are more likely to disseminate favorable WOM and exhibit an elevated intention towards visiting their homelands. Such a result goes in line with earlier research conducted by Hammoud et al. (2016) and Proyrungroj (2022), in which they argued that a sense of place attachment can influence people's satisfaction and behavior towards their home countries. Having a strong emotional connection to a place leads to positive intentions for future behavior, destination loyalty, and an increased likelihood of sharing favorable recommendations and word-of-mouth about the destination.

In addition, the experiences of diasporas in their home countries might influence their propensity to visit their original nations and their likelihood of spreading positive WOM, especially when combined with N.Ads. The findings indicate that the diaspora's prior experiences with their homeland can influence their perception and reaction to N.Ads. As a result, it can impact their TI, and their likelihood of sharing positive WOM with others. This outcome aligns with Zeng and Xu (2021), who demonstrated that diaspora travelers with a profound sense of nostalgia and previous memorable experiences in their native nations are extremely inclined to engage in hometown-return travel. This H.Exp. may also inspire the diaspora to disseminate auspicious WOM in their current location. Additionally, the finding appears to be in accordance with the Appraisal Theory of Emotion explained by Lazarus (1991), since it states that nostalgia is considered a favorable feeling that can stimulate promising behaviors and preferences, as well as strengthen social bonds and relationships.

Moreover, the findings of the current research provide evidence that people's perceived disappointment mitigates the impact of N.Ads on diaspora TI. The effectiveness of nostalgic advertising would be diminished if changes in a location's physical characteristics resulted in dissatisfaction and disappointment. Due to urban development, modernization, or planning, the physical appearance of some cities, regions, and places has been altered (Henderson, 2010). The physical environment may be negatively impacted by these changes, as well as the sentiments and emotions of those who had nostalgic memories of these regions before the renovations. This change instills a sense of disappointment and demotivation towards a

certain place and may lower the sentiment of nostalgia, thereby reducing the tendency of diasporas to visit their native country. This result goes in line with Hu and Xu (2021) who found that the suppression effect of PDR is more influential when people anticipate place changes. The Nostalgic memories induced by nostalgic ads may even heighten the effect of PDR as it reminds them of their old memories that they risk losing if they revisit the place. However, PDR was found to have no moderate effect on the relationship between N.Ads and WOM. The possible explanation is that the change in the high PDR makes people reluctant to recommend the destination or talk about it. It even may reduce their emotional attachment to it. Therefore, they may not be sufficiently interested to recommend the location through WOM communication.

As for S. Con, our findings discovered that social connectedness has no moderating role when it comes to the correlation between nostalgic ads and both TI and WOM. Such a result might be attributed to the fact that social connectedness describes the person's perception of the emotional distance between himself and his significant others. This distance is moderated, in the modern era by social media platforms that help the diaspora overcome their disconnectedness and help them retain their connections with their loved ones which may reduce their need for physical connections through travel (Baydeniz and Kilici, 2022; Sharmila and Hameed, 2023). Chark (2022) notices that socially disconnected people have a high disposition for nostalgic consumption. The digital connectedness through information technology could supplement the physical interaction and reduce the feeling of social disconnectedness, consequently, inhibiting the response to nostalgic ads.

Furthermore, our study has revealed that the relationship between N. Ads and both TI and WOM differ significantly depending on the generational cohort to which diasporas belong. Findings conclude that those belonging to the first generation are more susceptible to the influence of nostalgic advertising, which may result in a greater inclination to visit their country of origin. Nevertheless, the impact of N.Ads on WOM communication is more pronounced among the third diaspora generation compared to the other two generations as they feel more secure and take more interest in their origins (Huang et al., 2018). Such findings are consistent with the Generational Cohort Theory, which accentuates that people belonging to various generations have distinctive beliefs, mindsets, and interests (Hamani, 2021). According to the theory of acculturation, the 1st Gen of diasporas typically maintains a more profound attachment to their cultural origins (Huang et al., 2011). Berry (2008) and Hamani (2021) justify that when individuals face the difficulties of adjusting to a different culture in a new place, they usually exhibit a desire to preserve their roots. In 2008, Berry argued that the 1st Gen often experiences an intense sense of attachment to their home country, experiencing a longing for the ethnic surroundings, customs, and recollections linked with their place of birth. Hence, N.Ads can exploit such ingrained cultural ties with the 1stGen, encouraging the decision to visit their country of origin.

The study contributes to the existing body of research on nostalgia by investigating the impact of N.Ads on boosting TI and promoting favourable WOM among Egyptian diasporas. Furthermore, other variables that may mitigate this impact are outlined in the present study.

Thus, it presents and tests a conceptual model that incorporates multiple moderating factors that may influence the impact of N.Ads on TI and WOM among the Egyptian diaspora. These components include PA, P.Dis, H.Exp, and S.Con. The current study also adds to the literature by showing how diaspora generational cohorts differ in their response to N.Ads.

This model was specifically examined from the standpoint of the Egyptian diaspora's response to N.Ads that elicits emotions associated with their home country. Ultimately, our discoveries possess significant implications for marketers, encompassing both theoretical and practical aspects. By integrating nostalgic themes into advertisements, marketers can elicit a feeling of yearning and sympathy among the diaspora, thus attracting them to their ancestral and home locations.

6. Practical implications

Diaspora tourism is a potentially potent opportunity to establish long-lasting relationships with the Egyptians who have lived abroad over successive generations. The present study provides much enlightenment to the Egyptian tourism authorities to be more active in marketing the country to the Egyptian diaspora. They could benefit from their nostalgic feelings to put forward nostalgia positioning and branding. Marketers can start from tourist emotions and consciously design rich in nostalgic triggers such as old songs, scenes of old places, and traditional social and cultural activities to stimulate their intention to travel to Egypt and talk about it.

Tourist destination managers should be attentive to the authenticity of their destination to provide the diaspora with more opportunities to fantasize about the places they are attached to. It is even important to maintain the sites' original appearance to minimize the effect of PDR on TI and WOM. Subsequently, diaspora tourism could contribute to the sustainable development of destinations, particularly in places that have cultural and historical implications. Diaspora are bonded to the places in their past image, they prefer to conserve it as they remember to ensure an identical experience each time, they revisit it which reduces the PDR effect.

Traditional and cultural activities like festivals, specific cultural landscapes, and memorial places can enhance the experience of the homeland by minimizing alienation. Especially for the second and third-generation diaspora, who are more influenced by event-based leisure activities to enhance their sense of belonging and excitement to return to their homeland. The third generation of diaspora considers their homeland as a tourist destination more than a homeland (Huang andChen,2021). Their homeland attachment and experience with their homeland could be improved by tour narratives and cultural reenactment which subsequently result in a favorable future intention to revisit and positive word of mouth. Additionally, marketers can utilize social media platforms to create a community of Egyptian diaspora who share their memories via social media channels. Moreover, they can foster a sense of collective nostalgia by supporting user-generated content, thereby augmenting their overall sense of contentment.

In addition, data analytics should be utilized by marketers to comprehend the specific needs and preferences of the diaspora. Using data on demographics, interests, and previous travels, tailor personalized web ads and services. Collaboration between marketers and influential members of the diaspora community (such as influencers and bloggers) is essential for authentically promoting the destination.

7. Limitations and future research:

The present study serves as a foundational basis for future research endeavors in this particular field. Nevertheless, there are some primary constraints. The capacity to apply the results to the wider diaspora community is restricted when convenience sampling leads to bias in choice. Hence, additional investigation is necessary to utilize a more varied sampling approach in order to encompass a wider range of populations living abroad, thereby improving the external reliability of the results. Furthermore, the present study exclusively employed a quantitative methodology approach. Therefore, it is suggested that future studies incorporate qualitative perspectives in order to enhance comprehension of the intricate relationship between nostalgic ads and diaspora desires to travel. Likewise, this present study does not consider the possibility of fluctuations in diaspora attitudes over the years, as emotions of nostalgia and intent to travel may differ. Hence, upcoming study efforts may undertake long-term investigations to examine the evolving characteristics of diaspora attitudes, considering their temporal fluctuations and variations across diverse conditions. In addition, it is crucial to investigate other variables that could affect the correlation between N. Ads and TI among the diaspora, such as changing economic conditions that could potentially influence the correlation between N. Ads and TI among the diaspora. A comparison study is necessary to evaluate and assess the effectiveness of N. Ads among different diaspora groups, considering specific cultural differences and variances in place bonding.

References:

Atmari, N., and Putri, V., (2021). The effect of tourism experience on revisit intention through destination image and satisfaction. *Management Analysis Journal*, 10 (1), pp. 85-94.

Bambauer-Sachse, S., and Gierl, H. (2009). effects of nostalgic advertising through emotions and the intensity of the evoked mental images, *Advances in Consumer Research*, (36), pp.391-398.

Baydeniz, E., and Kilici, L. (2022). The effect of destination satisfaction and place attachment on behavioral intention: The case of Seferihisar. *Istanbul Management Journal*, (93), pp. 67-88.

Benitez, J., Henseler, J., Castillo, A., and Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information and Management*, 57 (2), pp. 103-168.

Berry, J. W. (2008). Globalisation and acculturation. *International journal of intercultural relations*, 32 (4), pp. 328-336.

Chark, R. (2022). Social disconnectedness moderates nostalgia preference. *International Journal of Hospitality Management*, 107, 103342.

Chen, C. F. and Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28, 1115–1122.

Chen, N., Dwyer, L., and Firth, T. (2018). Residents' place attachment and word-of-mouth behaviours: A tale of two cities. *Journal of Hospitality and Tourism Management*, 36, 1–11.

Chen, N.C., Dwyer, L. and Firth, T. (2014). Effect of dimensions of place attachment on resident's word-of-mouth behavior. *Tourism Geographies*, 16, (5), pp. 826-843.

Cho, H. (2021). How nostalgia forges place attachment and revisit intention: a moderated mediation model. *Marketing Intelligence and Planning*, 39 (6), pp.856-870.

Findeis, L., and Eckert, M. (2022). *The moderating effect of nostalgia on brand heritage and its outcomes*. Master thesis, Copenhagen Business School.

Fornell, C.G. and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), pp. 39-50.

Gokilavani, R., Durgarani, M. and Krishnakumari, S. (2022). Nostalgia marketing of tourism and hospitality in South Asia: Leverage to India. *International Journal of Special Education*, 37(3), pp. 892-898.

Grębosz-Krawczyk, M. (2020). Consumer storytelling as an element of word-of-mouth communication of nostalgic brands: Evidence from Poland. *Innovative Marketing*, 16(3), pp. 74-84.

Hair, J. F., Ringle, C. M., and Sarstedt, M. (2014). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19 (2), pp.139-152.

Hamani, I. (2021). *Leaving Homeland Behind: Cultural Attachment, Transnationalism and Acculturation among Kabyle Diaspora of the United Kingdom*, PhD dissertation. University of Northampton.

Hameed, I. and Khan, K. (2020). An extension of the goal-framing theory to predict consumer's sustainable behavior for home appliances. *Energy Efficiency*, 13(7), 1441–1455.

Hammoud, G., Haggag, M. F. and Christine M. B. (2016). Promoting nostalgia tourism to Egypt. *Journal of Tourism and Hospitality Management*, 4 (1), pp. 74-105.

Henderson, J. V. (2010). Cities and development. *Journal of Regional Science*, 50(1), pp.515-540.

Henseler, J., Hubona, G., and Ray, P.A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), pp.2-20.

Hosany, S., Buzova, D. and Blas Silvia, S. (2020). The influence of place attachment, ad-evoked positive affect, and motivation on intention to visit: Imagination proclivity as a moderator. *Journal of Travel Research*, 59(3), 477–495.

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. and Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research*, 56(8), 1079-1093.

Hsu, C. H. C., L. A. Cai, and K. K. F. Wong. (2007). A model of senior tourism motivations: Anecdotes from Beijing and Shanghai", *Tourism Management*, 28, (5), pp. 1262–1273.

Hu, Y., and Xu, S. (2021). Memorability of a previous travel experience and revisit intention: The three-way interaction of nostalgia perceived disappointment risk and extent of change. *Journal of Destination Marketing and Management*, 20,100604.

Huang, W.J., Haller, W. J. and Ramshaw, G. P. (2013). Diaspora tourism and homeland attachment: An exploratory analysis. *Tourism Analysis*, 18, pp. 285–296.

Huang, H., Yang, B., Liu, S. Q. and Wu, L. L. (2024). When and why nostalgic ads work (and do not work): A social influence perspective. *International Journal of Hospitality Management*, 117, pp.1-11.

Huang, W. J., Haller, W. J., and Ramshaw, G. P. (2011). The journey “home”: an exploratory analysis of second-generation immigrants’ homeland travel. *Tourism Analysis*.18, pp.285-296.

Huang, W. J., Hung, K., and Chen, C. C. (2018). Attachment to the home country or hometown? Examining diaspora tourism across migrant generations", *Tourism Management*,68, (1), pp. 52-65.

Huang, W., and Chen, C.C. (2021). Influence of transnational leisure on diaspora tourism among contemporary migrants. *Journal of Travel Research*. 60 (3), pp.603-617.

Huang, W.-J., King, B., and Suntikul, W. (2017). VFR tourism and the tourist gaze: Overseas migrant perceptions of home. *International Journal of Tourism Research*, 19(4), 421-434.

Huang, W.-J., Ramshaw, G. P., and Norman, W. C. (2016). Homecoming or tourism? Diaspora tourism experience of second-generation immigrants. *Tourism Geographies*,18(1), 59-79.

International Organization for migration (2019). *International immigration law: Glossary on Migration I*. UN migration.N.34. <https://publications.iom.int/books/international-migration-law-ndeg34-glossary-migration>. Retrieved in 5/2/2024.

Juhl, J. and Biskas, M. (2023). Nostalgia: An impactful social emotion. *Current Opinion in Psychology*, 49, 101545.

Lazarus, R.S. (1991). Cognition and motivation in emotion. *American Psychologist*. 46, pp.352–367.

Li ,T., Chan ,E. (2018). Connotations of ancestral home: An exploration of place attachment by multiple generations of Chinese diaspora, [*Population Space and Place*](#), 24,(3).

Li, T.L. and McKercher, B. (2016). Effects of place attachment on home return travel: A spatial perspective. *Tourism Geography*,18, 359–376.

Liu, W., Yu, H. and Hsieh, C. (2021). Evaluating forest visitors’ place attachment, recreational activities, and travel intentions under different climate scenarios. *Forests*, 12(171).

Maruyama, N. U., Weber, I. and Stronza Amanda, L.(2010). Negotiating identity: Experiences of visiting home among Chinese Americans. *Tourism, Culture and Communication*,10, 1–14.

Maruyama, N., and Stronza, A. (2010). Roots tourism of Chinese Americans. *Ethnology*.49,(1), 23-44.

Migration data portal. <https://www.migrationdataportal.org/themes/diasporas> . retrieved in 5/2/2024.

Mweshi, G. K., and Sakyi, K. (2020). Application of sampling methods for the research design. *Archives of Business Review*–Vol, 8(11).

Nassef , H.,and Abd El-Aziz, G., (2022).Investigating relationship between nostalgic advertisement, brand heritage, and automobile purchasing behavior. *The Academic Journal of Contemporary Commercial Research*, 2(1), 16-34.

Nunnally, J.C. (1978), *Psychometric Theory*, McGraw-Hill, New York.

Nwankpa, C. M. and Egwakhe, J.A.(2023). Nostalgia marketing practices and customer repeat purchase of selected fast-moving consumer goods firms in Lagos State, Nigeria. *International Research Journal of Economics and Management Studies*, 2(2),413-422.

Otoo,F., Kim, S. and Styliadis, D. (2021). Diaspora tourists' emotional experience. *International Journal of Tourism Research*, 23,1042–105.

Otoo, F., Kim, S.,and King, B.E.M. (2021).African diaspora tourism - how motivations shape experiences. *Journal of Destination Marketing and Management*, 20, 100565.

Papadimitriou, D., Kaplanidou, K., and Apostolopoulou, A. (2018). Destination image components and word-of-mouth intentions in urban tourism: A multigroup approach. *Journal of Hospitality and Tourism Research*,42 (4),pp. 503-527.

Portes, A.and Zhou, M. (1993). The new second generation: segmented assimilation and its variants. *The Annals of the American Academy of Political and Social Science*, 530, pp.74-96.

Proyrungroj, R. (2022).Ancestral homeland attachment: An investigation of first-and second-generation Thai migrants' diaspora tourism experiences. *Tourism: An International Interdisciplinary Journal*, 70(3), pp.447-464.

Quadri-Felitti, D.L., and Fiore, A.M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*,13(1),pp. 47-62.

Riaz, K., Hussainy,S. K. and Khan,K. (2022). Nostalgia advertising and consumer purchase intention: An empirical study from Pakistan. *Journal of Asian Finance, Economics and Business*, 9 (4), pp.153–162.

Salem, I. E., Alamir, A. A., Moosa, S., El-Maghraby, L., Alkathiri, N. A., and Elbaz, A. M. (2024).Examining different learning modes: A longitudinal study of business administration students' performance. *The International Journal of Management Education*, 22(1),100927.

Sharmila, C. and Hameed, M. (2023). Diaspora: Exploring the use of affordances and mobile mediation among migrants' social connectedness. *Migration Letters*,20, (5), pp.122-144.

Sicilia,M., Ballester,E. and Palazon, M. (2016). The need to belong and self-disclosure in positive word-of-mouth behaviours: The moderating effect of self–brand connection. *Journal of Consumer Behaviour*, 15, pp.60–71.

Sorzano, C. O., Tabas-Madrid, D., Nunez, F., Fernández-Criado, C., and Naranjo, A. (2017). Sample size for pilot studies and precision driven experiments. *arXiv preprint arXiv:1707.00222*.

Stanov, T. Manojlović,M. and Perovic, D.(2021). The relationship between cultural tourist experience and recommendation intention: Empirical evidence from Montenegro. *Sustainability*,13, 13144.

Styvén, M. E., Mariani, M. M. and Strandberg, C. (2020). This is my hometown! The role of place attachment, congruity, and self-expressiveness on residents' intention to share a place brand message online. *Journal of Advertising*.

Su, Lujun, Ye, C. and Huang, Y. (2024). Does destination nostalgic advertising enhance tourists' intentions to visit? The moderating role of destination type. *Tourism Management*, 100.

Thompson, S.K. (2012), *Sampling*, 3rd edition. Wiley, pp. 11-16.

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), pp. 536–548.

United Nations Department of Economic and Social Affairs (UNDESA), 2022 available at https://euaa.europa.eu/sites/default/files/publications/202208/2022_07_MDR_Egypt_Origin_EN.pdf

United Nations. International migration. <https://www.un.org/en/global-issues/migration#:~:text=Data%20on%20migration,per%20cent%20of%20international%20migrants>, retrieved in 5/2/2024.

Uslu, A., and Karabulut, A. (2018). Touristic destinations' perceived risk and perceived value as indicators of e-WOM and revisit intentions. *International Journal of Contemporary Economics and Administrative Sciences*, 8 (2), pp. 37-63.

Vada, S., Prentice, C., and Hsiao, A. (2019). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, 47, pp. 322-330.

Wang X, Lai IKW and Liu XY (2021). The effect of place attachment on overseas students' tourism ambassador behavior: A mediation role of life satisfaction. *Frontiers in Psychology*, 12.

Wang, D., Chen, Y., Tuginay, J. and Yuan, J. (2023). The Influence of Perceived Risks and Behavioral Intention: The Case of Chinese International Students. *SAGE Open*. 1-17.

Wang, J. and Xia, L., (2021). Revenge travel: Nostalgia and desire for leisure travel post COVID-19. *J. Travel Tour. Mark.* 38 (9), pp. 935–955.

Waters, M. C., Tran, V. C., Kasinitzan, P. M. and John H. (2010). Segmented assimilation revisited: Types of acculturation and socioeconomic mobility in young adulthood. *Ethnic and Racial Studies*, 33(7), pp. 1-26.

Weaver, D. B., Kwek, A., and Wang, Y. (2017). Cultural connectedness and visitor segmentation in diaspora Chinese tourism. *Tourism Management*, 63, pp. 302-314.

Zauberman, G., Ratner, R. K., and Kim, B. K. (2009). Memories as assets: Strategic memory protection in choice over time. *Journal of Consumer Research*, 35(5), pp.715–728.

Zeng, Y. and Xu, R. (2021). An exploration of the relationships between nostalgia, involvement, and behavioral intention in diaspora tourism. *Sustainability*, 13, pp.12273.

Zhu, J.J. and Airey, D. (2021). Diaspora Chinese tourism: Cultural connectedness and the existing academic insights. *Tourism Management Perspectives*, 40, 100916.

Zuo, Y., Ma, Y., Zhang, M., Wu, X. and Ren, Z. (2021). The impact of sharing physical activity experience on social network sites on residents' social connectedness: A cross-sectional survey during COVID-19 social quarantine. *Globalization and Health*, 17(10), pp.1-12

هل تؤثر الإعلانات التي تستهدف مشاعر الحنين على نوايا السفر ونشر الكلمة المنطوقة لدى الشتات المصري؟ اختبار عوامل معدلة متعددة

هبة سعيد^٢

نهى أحمد كامل^١

كلية السياحة والفنادق، جامعة الاسكندرية، جمهورية مصر العربية^{١،٢}

الملخص

سياحة الشتات هي نمط سياحي مستحدث لم يتم تناوله في الدراسات السياحية بشكل كافي، بالرغم من تزايد أعداد الشتات في جميع أنحاء العالم. تتناول الدراسة تأثير الإعلانات التي تستهدف مشاعر الحنين على نوايا السفر لدى المغتربين (الشتات) واستعدادهم لنشر الكلمة المنطوقة. وقد استخدمت الدراسة المنهج الكمي ، وتم جمع البيانات من المغتربين المصريين بواسطة استبيان إلكتروني تم تحليله باستخدام برنامج PLS-SEM v.3.2.8 . وقد أثبتت نتائج الدراسة تأثير الإعلانات التي تستهدف مشاعر الحنين على كل من نوايا السفر والاستعداد لنشر الكلمة المنطوقة لدى الشتات المصري. كما أثبتت الدراسة أن لكل من التعلق بالمكان ، والتجربة في أرض الوطن ، و الجيل تأثير معدل على العلاقة بين متغيرات الدراسة. أما مخاطرة التعرض للإحباط فلها تأثير معدل على العلاقة بين الإعلانات التي تستهدف مشاعر الحنين ونوايا السفر بينما ليس لها تأثير على علاقتها مع نشر الكلمة المنطوقة. بينما لم يكن للترابط الاجتماعي أي تأثير معدل على العلاقة بين كل من المتغير المستقل و المتغيرات التابعة.و بذلك ساهمت الدراسة في تحقيق فهم أعمق للعوامل التي تؤثر على سياحة الشتات ، كما قدمت الدراسة عدد من التوصيات التي يمكن تطبيقها في مجالات التسويق وإدارة المقاصد.

الكلمات الدالة: الإعلانات التي تستهدف مشاعر الحنين، الشتات، التعلق بالمكان ،التجربة في الوطن،الترابط الاجتماعي،مخاطرة التعرض للإحباط،الأجيال