

The Impact of Nostalgia - Based Marketing on Consumer Perception

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Abstract: *This research delves into the dynamic relationship between nostalgia - based marketing and consumer perception, specifically examining its influence on consumer attitudes, preferences, and purchase intentions. A comprehensive analysis was conducted using a sample of 540 respondents who were exposed to three distinct nostalgic advertisements – Dairy Milk, Paperboat Aamras, and Milk Bikis. The study employed chi - square tests, revealing statistically significant associations between participants' perceptions of the ads and their intentions toward the respective products, explaining the power of nostalgia - based marketing. Percentage analysis further demonstrated nostalgia's effectiveness, with a substantial proportion of respondents reporting high emotional connections and the rekindling of cherished childhood memories. This study underlines the strategic significance of nostalgia - based marketing in consumer engagement, offering valuable insights for marketers aiming to create deep emotional bonds with their audience. Recognizing the emotive impact of nostalgia stands as a crucial element in enhancing brand loyalty and strengthening a brand's market position in the evolving landscape of consumer preferences.*

Keywords: brand loyalty, emotional connection, nostalgia marketing, consumer perception

1. Introduction

In today's fiercely competitive marketplace, companies are continually seeking innovative strategies to capture the attention and loyalty of consumers. One such strategy that has gained prominence is nostalgia - based marketing. Nostalgia, the sentimental longing for the past, holds a unique power to resonate with individuals on a deeply emotional level. It is a strategy that digs out feelings of nostalgia to create a positive emotional connection between a brand and its consumers. This emotional resonance can be a potent tool in influencing consumer perceptions, preferences, and behaviors.

Nostalgia - based marketing aims to create strong emotional responses by reminding consumers of past experiences, eras, or cultural moments. These emotions can include feelings of comfort, happiness, security, and a sense of belonging. The aim of this research is to explore the impact of nostalgia - based marketing on consumer perception.

Nostalgia - based marketing involves tapping into consumers' fond memories and emotions associated with a bygone era, whether through the revival of vintage branding, nostalgic imagery, or references to the past. It is increasingly utilized by companies across various industries as a means to forge stronger connections with their target audiences and drive positive consumer responses.

This study seeks to address critical questions: How does nostalgia - based marketing influence consumer perception of brands and products? What are the underlying psychological mechanisms at play when consumers encounter nostalgic marketing content? Are there specific demographic or psychographic factors that moderate the effects of nostalgia - based marketing on consumer perception?

By investigating these questions, this research aims to shed

light on the dynamics of nostalgia - based marketing and its role in shaping consumer perceptions. Understanding the impact of nostalgia in marketing strategies can provide valuable insights for businesses seeking to effectively engage with their audiences, enhance brand loyalty, and drive consumer behavior in a highly competitive marketplace.

As nostalgia continues to wield its emotive influence in marketing, this study contributes to the ongoing discourse on the psychology of consumer behavior and the evolving landscape of marketing practices. Moreover, it underscores the importance of authenticity in nostalgia - based marketing efforts, as consumers are drawn not only to the past but also to the genuine representation of that past. Brands that successfully evoke nostalgia while staying true to their core values are likely to establish stronger, lasting connections with their consumers in an era where emotional resonance can be a decisive factor in consumer decision - making. In essence, nostalgia - based marketing serves as a bridge between the past and the present, allowing companies to infuse their products and services with a sense of timelessness that appeals to the hearts and minds of consumers.

2. Objective

The objective of this research is to evaluate the influence of nostalgia - based marketing on consumer perception. Specifically, the study aims to investigate how exposure to nostalgic marketing content impacts consumer attitudes, preferences, and purchase intentions.

3. Literature Review

The transversal of nostalgia from psychology to marketing (2020). This study explores the evolution of nostalgia concepts in marketing and business management. It presents a theoretical framework by synthesizing ideas from

psychology, sociology, and business. It highlights that nostalgia in business differs from psychological perspectives, evolving into a potent marketing tool. The findings offer valuable insights for marketers, suggesting strategies like retro - branding and culturally - oriented practices. Additionally, it sheds light on understanding consumer behaviors across generations and paves the way for future research on nostalgia and consumption patterns. This research contributes to enhancing nostalgia - driven marketing strategies, benefiting both practitioners and scholars.

An Involvement Explanation for Nostalgia Advertising Effects (2012) This study delves into the underlying reasons behind the positive impact of nostalgic advertising, seeking to understand why these ads often garner more favorable consumer responses compared to non - nostalgic ones. Grounded in the concept of advertising involvement, the research suggests that nostalgic ads stimulate greater self - reflection and engagement. Moreover, it demonstrates that the effects are more pronounced when using "personal" nostalgia - themed ads, which evoke a yearning for a realized past, in contrast to "historical" nostalgia - themed ads, which evoke a yearning for a distant, inexperienced past. The study's implications extend to both theory and practice, offering valuable insights for advertisers and suggesting future research avenues in this realm.

What was old is new again: The history of nostalgia as a buying motive in consumption behavior (2011) The paper provides a comprehensive historical overview of the concept of nostalgia, tracing its evolution from a medical condition characterized by a yearning to return home to a desire for more pleasant past times. In the context of consumer behavior, the paper explores various factors that trigger nostalgia and the resulting outcomes.

Consumer research indicates that advertising, scents, and consumption experiences can act as triggers for nostalgia. Age and nostalgia proneness are identified as individual characteristics positively associated with nostalgia, operating independently of each other. Conversely, materialism is found to have a negative correlation. Additionally, significant life events or discontinuities often serve as catalysts for nostalgic behavior. The paper highlights that nostalgia evokes strong positive or negative emotions and can influence consumer preferences. Through its historical analysis, it concludes that nostalgia holds substantial influence as a driving force in consumer consumption behavior.

The effect of nostalgia proneness on ad - evoked nostalgia, brand attitude and purchase intention (2020) Nostalgia, defined as a longing for the past, plays a pivotal role in influencing consumer purchase behaviors from a marketing standpoint. In today's highly competitive market, businesses increasingly incorporate nostalgia into their marketing strategies to gain an edge. This study aims to explore the impact of nostalgia proneness on ad - induced nostalgia, consumer attitudes, and purchase intentions, shedding light on its role in the consumer decision - making process. Using a structural equation model and a sample of 381 consumers, the research underlines the significant influence of nostalgia

on ad - evoked nostalgia, consumer attitudes, and purchase intentions. The findings suggest that incorporating nostalgic elements into advertisements can yield positive effects on brand attitudes and purchase intentions among target audiences. This highlights the potential for marketers to harness the power of nostalgia to enhance their brand strategies.

Nostalgia Marketing and Consumer Behavior (2023) The study introduces the concept of "nostalgia marketing" and showcases real - world examples of companies using nostalgia in their marketing strategies. It then delves into the academic literature, tracing the coverage of nostalgia from sociology and psychology to consumer behavior studies. The study briefly reviews existing scholarly literature to summarize nostalgia's potential effects on consumers and the underlying mechanisms. Furthermore, the study offers a comprehensive overview of research in the marketing literature on nostalgia. It includes descriptions of research methods, variables examined, and key findings. This synthesis provides valuable insights for understanding how nostalgia is leveraged in marketing and its impact on consumer behavior.

4. Research Methodology

The research methodology employed in this study was a descriptive cross - sectional approach, involving the collection of data from participants at a single point in time. The study utilized a combination of primary and secondary data sources. To gather primary data, a well - structured questionnaire was administered as the research instrument. In the analysis phase, statistical tools such as percentage analysis and the CHI - Square test were used to derive insights from the collected data.

5. Research Instrument

In this research study, three nostalgic advertisements were selected, namely Dairy Milk, Paperboat Aamras, and Milk Bikis, as focal points for investigation. To gather comprehensive insights, a questionnaire was sent via online platforms. The questionnaire consisted of a range of questions that delved into participants' experiences and perceptions related to these ads, nostalgia, emotions, and brand perception. Participants were asked to reflect on their emotional responses to the selected ads, as well as how these advertisements evoked feelings of nostalgia. Additionally, the questionnaire inquired about whether exposure to these ads influenced participants' perceptions of the respective brands and whether it impacted their intentions to consider purchasing these products in the future.

6. Data Analysis and Interpretation

In this study, with a total of 540 respondents, it was aimed to evaluate the influence of nostalgia - based marketing on consumer perception, with a focus on its impact on consumer attitudes, preferences, and purchase intentions. Three nostalgic advertisements, namely Dairy Milk, Paperboat Aamras, and Milk Bikis, were selected for analysis. The results were obtained through the use of chi -

square tests and percentage analysis. Chi - square tests were conducted to determine whether there is a significant association between the way participants perceived the nostalgic ads and their intentions or attitudes towards the respective products. The p - values obtained from the chi - square tests were as follows:

- For Ad 1 (Milk Bikis): $p = 0.00022784$
- For Ad 2 (Paperboat Aamras): $p = 0.041528$
- For Ad 3 (Dairy Milk): $p = 0.02638$

These p - values were all below the significance level of 0.05, indicating a statistically significant relationship between participants' perceptions of the ads and their intentions or attitudes towards the respective products.

Therefore, our alternative hypothesis (H1) is accepted by telling that there exists an association between the two factors. Percentage analysis was also conducted, revealing that 86% of respondents felt a connection with the brands after watching the nostalgic ads. This suggests that these advertisements successfully created a sense of emotional connection with consumers. Moreover, 76% of respondents were reminded of their childhood memories and experiences after viewing the ads, leading them to associate these nostalgic memories with the brands themselves. So, these findings from both the chi - square tests and percentage analysis confirm that nostalgia - based marketing has a significant influence on consumer perception.

The advertisements not only evoke nostalgia but also positively impact consumer attitudes, preferences, and purchase intentions, establishing a strong connection between the consumers and the brands featured in the ads. These insights highlight the effectiveness of nostalgia - based marketing strategies in shaping consumer perceptions and strengthening brand - consumer relationships.

Emotional Response X Future Purchase Intent

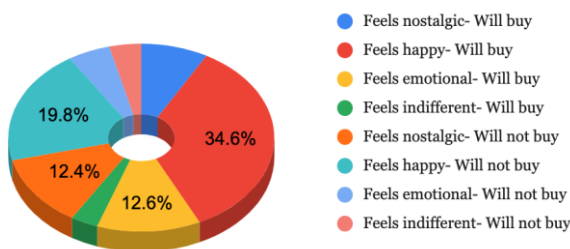


Figure 1: Chi - Square Analysis of Emotional Response and Future Purchase Intent

Change in Perception X Brand Connection

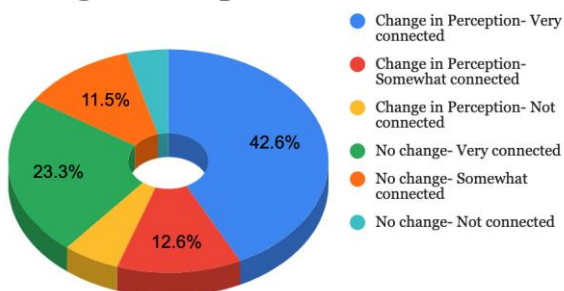


Figure 2: Chi - Square Analysis of the Relationship Between Change in Perception and Brand Connection

7. Summary and Conclusion

This study provides valuable insights into the profound impact of nostalgia - based marketing on consumer perception, focusing on consumer attitudes, preferences, and purchase intentions. The analysis, encompassing three nostalgic advertisements (Dairy Milk, Paperboat Aamras, and Milk Bikis), was conducted with a robust sample of 540 respondents.

The results of chi - square tests revealed a statistically significant relationship between participants' perceptions of the ads and their intentions or attitudes toward the respective products, as evidenced by p - values below the 0.05 significance level. This substantiates our hypothesis that nostalgia - based marketing influences consumer perception positively.

Furthermore, percentage analysis underlined the effectiveness of nostalgia in marketing, with 86% of respondents reporting a heightened emotional connection with the brands featured in the nostalgic ads. Moreover, 76% of participants associated these advertisements with cherished childhood memories, reinforcing the notion that nostalgia can serve as a powerful tool in building positive brand associations.

This research underlines the strong role nostalgia - based marketing plays in shaping consumer perceptions, fostering emotional connections, and ultimately influencing purchase decisions. Marketers should recognize the potential of nostalgia as a strategic tool to engage consumers on a deep emotional level, building enduring brand loyalty and positively impacting a brand's market position. As consumer preferences continue to evolve, understanding and leveraging the emotive power of nostalgia can be a pivotal factor in a brand's success in the modern marketplace.

Although this study highlights the notion that nostalgia, as an emotional trigger, serves as a powerful tool for marketers seeking to forge deep connections with their target audience, it is highly essential to acknowledge that the success of nostalgia - based marketing may vary across different industries, demographics, and cultural contexts. Future research should explore these variables in greater depth to provide a more nuanced understanding of the role nostalgia plays in consumer behavior and brand perception.

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Author Profile



Madhurika Saraniyan received a BBA degree from Ethiraj College for Women in 2021 and is currently pursuing MFM degree in Marketing and Retailing from National Institute of Fashion Technology. She is a marketing enthusiast and always has a keen eye in learning about branding and brand's development. She possesses a huge interest in doing research work and has a huge interest in performance and growth marketing.