

Nostalgia in advertising: An effort to influence consumer buying decision

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ABSTRACT – Nostalgia in Advertising, one of the most pervasive marketing trends of our time, focuses on instigating the past and creating a sense of connectivity with the product that stimulates positive emotions and influences consumers' attitude and their retail buying behaviour. The paper presents a study on the role of Nostalgia's influence in consumers buying decisions. The article examines the individual factors that revive the old memories in a consumer that affects his or her buying decision.

Keywords- Nostalgia, Advertising, Consumer buying decision.

INTRODUCTION - Nostalgia Advertising is an advertising technique that affects the cognition of the consumers and eventually their buying decision. In a time when most marketing focuses heavily on the future, nostalgia advertising transports us back to our past, rekindles our memory and creates a bond with the product. Nostalgia advertising forms a major part in Retro-Marketing which includes making a brand image dependent on legacy or nostalgia for an organization's old products.

REVIEW OF LITERATURE- There have been a lot of studies conducted on the power of nostalgia in Retro-Marketing and what a prominent role it plays in advertising.

In a study conducted by Rubo Cui (2015)ⁱ the different aspects of nostalgia and the core reasons that trigger nostalgia in a person were discussed. Interpersonal nostalgia, Cultural nostalgia Virtual nostalgia were found to play a vital role in successfully bringing back the old memories in a person.

Ulrich R Orth (2008)ⁱⁱ conducted an extensive study on the influence of nostalgic memories on consumer exploratory tendencies and the impact of past in the present. From the study he concluded that the individual personality of the consumers highly determines their connection with the past events and thus their behavioural states are affected positively by their character.

Divya Singhal and Hsuan-Yi Chou (2017)ⁱⁱⁱ, explored about the nostalgia-inducing ability of songs used in Indian Tv ads, compared the advertising effects of different nostalgia types. It was found through the study that old songs generate better ad effects on Indian consumers and that old songs in Tv ads are capable of evoking different nostalgic feelings.

Dovile Kazlauskė and Justina Ginekiene (2017)^{iv} in their study explored about the role of age identity in Nostalgic purchasing behaviour identified that age identity acts as a better predictor for purchasing nostalgic products and that the bigger the discrepancy between one's chronological and cognitive age, the more nostalgic product one buys.

Altaf Merchant and George M Rose (2013)^v through their study found the effects of advertising-evoked vicarious nostalgia on brand heritage. As an outcome of their study it was concluded through their research work that vicarious through brand heritage leads to a stronger brand attachment and that fantasies about the past eras and emotions are two main vicarious nostalgia dimensions.

Although various studies have been conducted about Nostalgia and its effect on consumers very less study was done on the actual and the precise factors that stands as a route cause for provoking nostalgic feel in a consumer. Hence, this study mainly focuses on the factors that evoke nostalgia in a consumer.

OBJECTIVE OF THE STUDY- The core objective of the study is to identify the various factors that plays an important role in stimulating nostalgia in a consumer.

RESEARCH METHODOLOGY - A well-structured questionnaire was prepared for the collection of primary data. Multiple questions were carefully framed to study about the impact of nostalgia in advertising on consumer buying decision. Convenience sampling was used and a sample size of 100 respondents were taken for the study. They were all considered fit for the analysis. Data was entered into the Statistical Package of Social Sciences (SPSS) ver. 20.0 for analysis and the analysis was done using Factor Analysis.

FINDINGS AND ANALYSIS

The aim of this study is to identify the various factors that stands as a cause to evoke nostalgia in a consumer. Factor analysis has been used in order to identify the factors.

Table 1. Cronbach's Alpha as a reliability tool to validate the data

Cronbach's Alpha	Cronbach's Alpha based on standardised items	N of Items
.898	.901	18

Source: Computed Data

Table 1 shows the reliability for 18 items which is 0.898, suggesting that the items have relatively high internal consistency hence the reliability of all the items is higher.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's test measures the strength of relationship among variables which should be greater than 0.5 for a satisfactory factor analysis to proceed.

Kaiser-Meyer-Olkin's measure of adequacy		.840
Bartlett's test of sphericity	Approx. chi-square	1080.203
	df	153
	Sig.	.000*

Source: Computed data

*denotes significance at 0.05 level

From Table 2 we can say that the items are statistically significant at .05 level. Therefore, it can be concluded that the sample size is adequate to acquire the desired outcome.

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.369	40.939	40.939	7.369	40.939	40.939	4.109	22.825	22.825
2	2.038	11.321	52.260	2.038	11.321	52.260	3.679	20.438	43.263
3	1.326	7.368	59.627	1.326	7.368	59.627	2.946	16.364	59.627
4	.978	5.432	65.060						
5	.917	5.096	70.156						
6	.852	4.735	74.890						
7	.797	4.425	79.316						
8	.706	3.923	83.239						
9	.535	2.974	86.213						
10	.470	2.613	88.825						
11	.442	2.455	91.280						
12	.341	1.894	93.175						
13	.298	1.656	94.830						
14	.287	1.597	96.427						
15	.240	1.331	97.758						
16	.204	1.134	98.892						
17	.163	.904	99.796						
18	.037	.204	100.000						

Extraction Method: Principal Component Analysis.

Table 3 shows all the 3 extracted factors which are those with an eigen value greater than 1 account for 59.627% of the variance in the items' co-variance matrix. It can be noted that the 18 variables are reduced to 3 predominant factors with cumulative values of 22.825, 43.263 and 59.627 percentages respectively.

Table.4 Rotated Component Matrixa

	Component		
	1	2	3
Interpersonal	.821		
Fantasies of past era	.761		
Attitude and beliefs	.680		
Lifestyle	.662		
Personal history	.604		
Personality	.604		
Self-concept	.564		
Aesthetic value	.430		
Visual Content		.902	
Celebrity endorsement		.894	
Brand heritage		.702	
Medium of advertisement		.605	
Intangible stimuli		.603	
Reference Groups			.754
culture			.713
Family			.657
Age			.630
Emotions			.382

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

Rotated matrix in Table 4 shows the items after rotation. The rotation factor matrix is aimed at reducing the number of factors of those variables that have lower loadings than that of the other variables under the study.

INTERPRETATION- Table 4 presents the three factors that predominantly stimulates nostalgia in a consumer. The first category of factors can be suitably named as Psychological and social factors which includes consumer's personality, Self-concept and an overall perception of his or her lifestyle that brings nostalgic feel to them. The second set of factors can be referred to as Physiological factors which mainly consist of materialistic aspects that brings back old memories in a consumer such as visuals, songs or

jingles used, Celebrity etc. The third group can be called as Personal and cultural factors that includes external influence such as family, culture that makes the consumers feel nostalgic and as well as internal components such as personal emotion towards something and their age acts as vital part in evoking nostalgia in a consumer.

RECOMMENDATION OF THE STUDY- Advertisements with a touch of emotion and sentiment will always attract the consumers more. Products that are depicted in a way which instantly makes the consumers emotional and gives them a sense of affinity towards the product always has a positive impact on their buying decision. Brands in general while marketing their products through advertisements can try and incorporate factors of nostalgia that makes the consumers to revive their past moments, to relive their old memories and create a bond or connection with the product. Consumers can feel an attachment towards the product when they see the product reminding them of their olden days and eventually induce them to even purchase it for the sake of their past. Brands can engage the consumers by playing with their mind and rightly placing the product in a spot that will leave them nostalgic. With a bit of planning, even the most modern and contemporary company can join the retro transformation, and structure an inspiring nostalgia marketing strategy.

CONCLUSION- The practice of Integrated Marketing communication by reviving nostalgia in a consumer is becoming highly popular in various countries. By looking at the pace at which the market trends are changing, the brands are in a high need for positioning themselves not just in an appealing way but also in such a way to differentiate themselves from their competitors. Hence, new and unique marketing and advertising techniques are to be utilised wisely to obtain a stable place not just in the market but also in the consumer's mind.

END NOTES -

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