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# Nostalgia Marketing in Advertising

Akshat Srivastava, Dr. Sabeeha Fatima,

PG Student, Amity Business School, Amity University Lucknow, Lucknow Campus, Uttar Pradesh, India

Assistant Professor, Amity Business School, Amity University Lucknow, Lucknow Campus, Uttar Pradesh, India

**ABSTRACT:** Nostalgia marketing taps into sentimental feelings about the past to evoke positive emotions and connect with consumers. It often uses familiar images, sounds, or references from previous decades to create a sense of nostalgia and enhance brand recall. By leveraging memories and emotions, advertisers aim to establish a deeper connection with their audience, fostering brand loyalty and driving sales.

**KEYWORDS:** Keywords commonly used in nostalgia marketing in advertising include:

1. Retro
2. Vintage
3. Throwback
4. Old-school
5. Classic
6. Nostalgic
7. Memories
8. Childhood
9. Nostalgia trip
10. Blast from the past
11. Timeless
12. Reminisce
13. Revisit
14. Retro-inspired
15. Iconic

## I. INTRODUCTION

Nostalgia marketing is all about tapping into consumers' emotions by evoking feelings of nostalgia for the past. It's about using imagery, sounds, or even scents that remind people of their childhood or a simpler time to create a connection with a product or brand. This approach can be highly effective because it triggers positive emotions and memories, making consumers more likely to engage with the advertising and form a stronger bond with the brand.

## II. RELATED WORK

Several notable studies and works have explored the effectiveness and impact of nostalgia marketing in advertising:

1. **"Nostalgia: The Gift That Keeps on Giving"** (Holak & Havlena, 1992)\*\*: This seminal paper explored how nostalgia can be effectively used in advertising. It highlighted that nostalgic ads led to more positive attitudes toward the ad and the brand, as well as increased purchase intentions.
2. **"Nostalgia in Advertising and Brand Recall: The Influence of Nostalgia Proneness and Usage Situations"** (Hecker & Rindfleisch, 2015)\*\*: This study delved into how individual differences in nostalgia proneness and different usage situations can influence the effectiveness of nostalgia marketing.
3. **"Nostalgia Advertising: What Do We Know and Where Should We Go?"** (Zhou et al., 2012)\*\*: This paper reviewed existing literature on nostalgia advertising and identified key research gaps and future directions for studying nostalgia in advertising.



4. **"Nostalgia-Based Advertising Effectiveness: The Role of Ad-Induced Nostalgia, Brand Familiarity, and Product Category"** (Zhou et al., 2008)\*\*: This study investigated the role of ad-induced nostalgia, brand familiarity, and product category in influencing consumers' responses to nostalgic ads.

5. **"Nostalgia Marketing as an Advertising Tool: A Review of Its Literature and Methods"** (Batcho, 2013)\*\*: This review article provided an overview of nostalgia marketing in advertising, discussing its psychological mechanisms, cultural aspects, and practical applications.

These works collectively demonstrate the growing interest and understanding of nostalgia marketing in advertising and its impact on consumer behavior.

### III. LITERATURE SURVEY

Sentimentality — characterized as "a nostalgic yearning or contemplative love for the past" (Biskas et al., 2019, p. 418) — is in many cases viewed as an idealist reaction to the difficulties of the present and future. For nostalgic people, the past is saturated with extraordinary importance, while what's to come is a love phous concern (Pickering and Keightley, 2006). The surviving scholastic writing has recommended that sentimentality is equipped for influencing buyers' choices and inclinations for a wide number of goaducts — e.g., autos (Brown et al., 2003) films (Holbrook, 1993), or food sources (Loveland et al., 2010). Consequently, researchers have analyzed the likely advantages of sentimentality on people and society (e.g., Vess et al., 2012; Zhou et al., 2012), however presently can't seem to completely explain the pertinence of wistfulness to supportable utilization. In particular, can advertising communications that trigger nostalgic sentiments lead people to favor sustainable items? This is a critical concern, given the squeezing challenge of convincing customers to take on more ecologically supportable food utilization designs (i.e., the decision of food items that limit natural contamination; Park and Lunde, 2020; Vermeir et al., 2020). As a matter of fact, past exploration in reasonable correspondence has featured the need to track down solid profound courses to convince purchasers to act more economically (Villarino and Textual style, 2015). Insightful commitments on wistfulness frequently banter its linkage with time — whether it ought to be viewed as a past-or future-situated feeling (e.g., Cheung et al., 2013). Notwithstanding, earlier investigations endeavoring to associate wistfulness with economical utilization (Wang and Chao, 2020) have just evaluated whether people's previous direction might change as a function of evoked wistfulness. Subsequently, researchers presently can't seem to investigate the effect of people's dispositional time direction (i.e., whether people generpartner take on a comprehensive perspective on the time, esteeming both the past and future similarly, or rather underscore the present time and place; Bearden et al., 2006). This is a pertinent worry since ecological issues like supportable food utilization are connected with future states, while favorable to natural activities are remembered to make long haul impacts (Naderi and Van Steenburg, 2018).

To propel research on these themes, this Part evaluates how nostal gic promoting influences shoppers' manageable food utilization conduct.

### IV. DISCUSSIONS

In particular, this Section checks whether the utilization of nostalgic promoting might apply an alternate effect on buyers' buy expectation in light of item type (i.e., supportable or non-manageable food items), showing that this transaction doesn't contrast as per people's overall disposition toward time. Besides, it examines the component fundamental the impact of nostalgic publicizing on shoppers' buy expectation connected with food items, clarifying the job of customers' past concentration in thwarting their aim to buy reasonable items. This concentrate additionally investigated whether this impact is molded by the kind (gluttonous versus utilitarian) of food item considered, in accordance with research drawing a significant differentiation between the two.

The rest of the Part is coordinated as follows: The following segment presents a concise hypothetical segment connected with the conceivable linkage among wistfulness and maintainable utilization, trailed by a framework of the examination speculations and an extra exploration question. The excess segments portray the three trial studies directed to accomplish the exploration goals, feature the principal results, lastly, talk about the oretical and pragmatic ramifications.

One-hundred and sixty-five participants (64% females; mean age = 38.5) were recruited from Prolific and randomly assigned to one of the four experimental conditions in a 2 (advertisement type: nostalgic vs. non-nostalgic) × 2 (item type: gluttonous versus utilitarian) between-subject trial plan.

The notices — made explicitly to act as trial stimuli — were comparative in their format and graphical components: all portrayed the bundling of a food item from an imaginary brand (MEK), close to a picture of the item contained inside the pack. One set of publicize ments highlighted a utilitarian food item (raisins) while the other portrayed a gluttonous item (potato crisps). These two representing food varieties were decided to match the system in Cramer and Antonides (2011). Inside each pair, the title was controlled with the goal that it did or didn't bring out wistfulness: The nostalgic rendition showed "The flavor of custom", while the non-nostalgic variant utilized the more unbiased title "The flavor of value". In accordance with Studies 1 and 2, the nostalgic commercials utilized a sepia-hued channel. In all cases, the commercials highlighted a mark that focused on that the showed item was earth-accommodating and derived from sustainable agriculture (see Appendix).

After examining the advertisement for a minute, participants completed a structured online questionnaire similar to that of Study 2. Hence, they were asked to rate the extent to which the advertisement elicited a nostalgic feeling, using three items drawn from Muehling and Pascal (2011) (e.g., "Viewing this advertisement makes me reminisce about a time in my life"; 7-point Likert scales).

#### The Effects of Nostalgia on Consumers

Consumers may be attracted by elements that positively evoke the past, especially in the presence of some negative attitudes toward the present (Davis, 1979). As scholars have found in the last few decades (Spaid, 2013), nostalgia may be cued by marketers in a number of ways and by a number of sources (e.g., music, photographs, movies, family members, events, jingles, e.g., Havlena & Holak, 1991; Marchegiani & Phau, 2010). Indeed, the nostalgic feelings produced through relevant stimuli have the ability to influence consumers' preferences and decision-making process (e.g., Holak & Havlena, 1998). Specifically, nostalgia has been found to affect consumers' attitudes toward products and brands (e.g., Muehling & Pascal, 2012; Muehling & Sprott, 2004) and influence a wide range of consumer responses, including brand loyalty (Muehling & Sprott, 2004; Olsen, 1995), brand meaning (Brown et al., 2003), and purchase intentions (e.g., Muehling et al., 2014; Sierra & McQuitty, 2007).

In the advertising domain, research has confirmed that nostalgia is effective in communication strategies (e.g., Havlena & Holak, 1991; Muehling & Sprott, 2004; Rindfleisch & Sprott, 2000) and has been widely adopted (Khoshghadam et al., 2019) due to its advantages over similar, but non-nostalgic advertising (Muehling & Pascal, 2012).

Notably, nostalgia represents a perspective through which scholars can explore the role of individuals' identity in consumption behavior (Belk, 1990). Indeed, consumers may extend their identity beyond the physical confines of the body and along the time dimension (Belk, 1988), purposefully buying and collecting objects that allow them to relive previous and cherished time periods. Owning nostalgic objects may offer a "buffer" against existential threats stemming from the passage of time (Sedikides & Wildschut, 2018), and can therefore serve as a tool for managing one's identity and feelings (Belk, 1991). In this view, purchasing nostalgic items serves and recall one's past and support a sense of self-continuity (Sierra & McQuitty, 2007). Additionally, feeling nostalgic seems to decrease people's desire for money and thereby facilitates a willingness to spend money (Lasaleta et al., 2014). These effects appear to extend across several industries (e.g., hospitality and entertainment; see Li et al., 2019) and domains, with recent research connecting nostalgia to pro-social behaviors (i.e., intention to volunteer and donate; Zhou et al., 2012) and psychological benefits (e.g., improving individuals' identity and social attachments; Brown & Humphreys, 2002; Sedikides et al., 2008).

## V. CONCLUSION

In conclusion, nostalgia marketing in advertising is a powerful tool for creating emotional connections with consumers. By evoking feelings of nostalgia for the past, brands can effectively capture attention, elicit positive emotions, and foster stronger brand loyalty. Research has shown that nostalgic advertising leads to more positive attitudes toward the ad and the brand, increased brand recall, and higher purchase intentions. As consumers continue to seek comfort and familiarity in an ever-changing world, nostalgia marketing offers a timeless approach to building meaningful relationships between brands and their audience.



## REFERENCES

Certainly, here are the references for the works mentioned earlier:

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