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IMPACT OF NOSTALGIA ADVERTISEMENT ON CONSUMER BEHAVIOUR AMONG MILLENNIALS

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ABSTRACT

We can observe a significant increase in nostalgic feelings today. This emotion makes the consumer take decisions on the purchase of the product. Consumer purchase behaviour is influenced by products associated with the consumer's past. This research aims to understand how nostalgia works in order to better understand why nostalgia has so many positive effects and why consumers prefer nostalgic products over contemporary products. In this research, we would like to understand what aspects trigger the nostalgic emotion in the consumers.

Keywords: Nostalgia, Nostalgia Advertisement, Consumer Behaviour, Purchase Intention, Emotion, Millennials.

1. Introduction

The term "nostalgia" has two Greek roots: "nostos," which means "return home or to one's own land," and "algos," which means "pain or sorrow." Nostalgia is defined as a bittersweet experience that connects one to memories, influences emotional and cognitive emotions, and results in the desired behavioural response. Nostalgia in advertising entails recreating memories through advertisements and highlighting past culture in advertising campaigns to make potential customers recollect about their old memories. According to several research, marketing methods that produce a personalised impact based on their recollections are more effective, and firms that use such strategies stand out from the competition.

Nostalgia is a multifaceted emotion characterised by past-oriented cognition and a heterogeneous affective profile. It has been found in the peer reviewed articles that nostalgic experiences engage multiple brain regions, including prefrontal cortex, limbic system, paralimbic system and midbrain areas. Nostalgia does have a negative side to it. It's a bittersweet feeling, but it has the effect of making life more important and death less terrifying. People become more positive and enthused about the future when they talk about their nostalgic past. Engaging with nostalgic objects or materials evoke recollections of our idealized past and aids in the regulation of discomfort. Incorporating music is a simple way to incorporate nostalgia. Your experience could also feature nostalgic tastes or aromas, as well as touchable retro toys or video games. Nostalgia allows marketers to profoundly engage with customers' emotions in order to elicit good recollections from the past, which can help your audience feel better about the present, the future, and your product. Companies of any age and background may use nostalgia marketing to connect their brand's purpose to the past in order to elicit sentiments of security, comfort and engagement in their target audience.

Nostalgia advertisements are particularly effective with millennials. Millennials are those who are born between 1981 and 1994/6. That is currently between 25 and 40 years old. This research paper works on understanding the impact nostalgia advertising has on the millennials' consumer behaviour.

2. Review Papers

[1] The word nostalgia is derived from Greek. Until the 20th century, nostalgia was perceived as a psychological problem related to homesickness and a desire to return home that cannot be fulfilled, which results in melancholy, depression, and loneliness (Rutherford & Shaw, 2011). [2] As environment instability increases, people tend to look for security and emotional support from the past, therefore, their nostalgic feelings would increase. (Stern, 1992) [3] Nostalgic products fulfil consumers' desire for belonging, and the actual consumption of nostalgic products restores the sense of belonging (Loveland et al., 2010). [4] Today in the literature, nostalgia is associated with a primarily positive affect or emotion that is triggered by an individual's reflections of the past (Holak & Havlena, 1998; Holbrook & Schindler, 1991). [5] It was Davis who in 1979 changed the perception of nostalgia. He postulated that nostalgia is a "positively toned evocation of a lived past in the context of some negative feeling toward the present or impending circumstance" (Davis, 1979, p.18).

3. Research Methodology

The procedures or techniques used to identify, select, process, and analyse data about a subject are referred to as research methodology. The methodology section of a research paper allows the reader to assess the overall validity and reliability of the study. Below mentioned are the details for the research. The framework of market research methods and techniques chosen by a researcher is referred to as research design. For this study, we are using correlational research.

We have collected the data through the primary and secondary means.

Secondary Data - For systematic research, secondary data has been collected from online sources, academic researches and literature researches.

Primary Data - The primary data for this study is to be collected with the help of structured questionnaire.

Sampling Method - Simple Random Sampling.

Sample Size - 200 people.

Data Collection Instrument – Questionnaire.

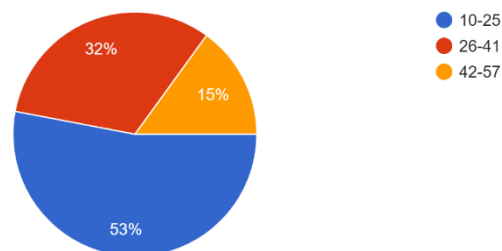
1. Name

As our data collection for this research was based on structured questionnaire, we couldn't manage to conduct our research for the whole population. Therefore, we set a sample size of 200 hence the number of our respondents are 200.

2. Age

10-25	106
26-41	64
42-57	30
Total	200

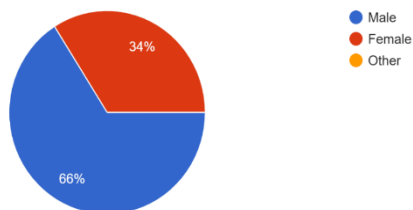
Age
200 responses



3. Gender

Male	132
Female	68
Others	0
Total	200

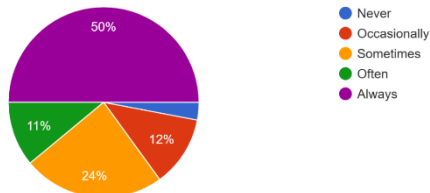
Gender
200 responses



4. How often do you think about your childhood?

Never	6
Occasionally	24
Sometimes	48
Often	22
Always	100
Total	200

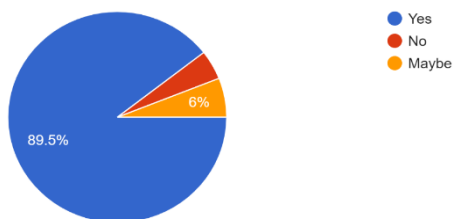
How often do you think about your childhood?
200 responses



5. Can you recall pleasant memories from your childhood?

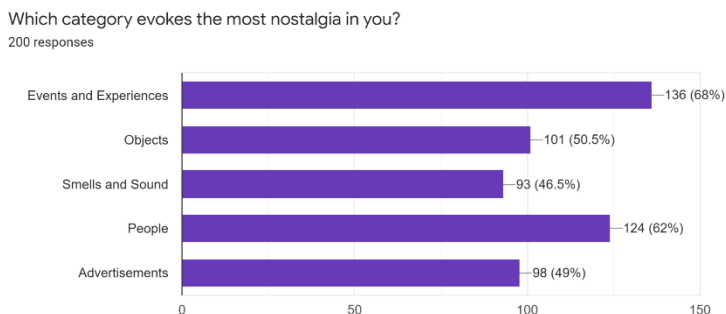
Yes	179
No	9
Maybe	12
Total	200

Can you recall pleasant memories from your childhood?
200 responses



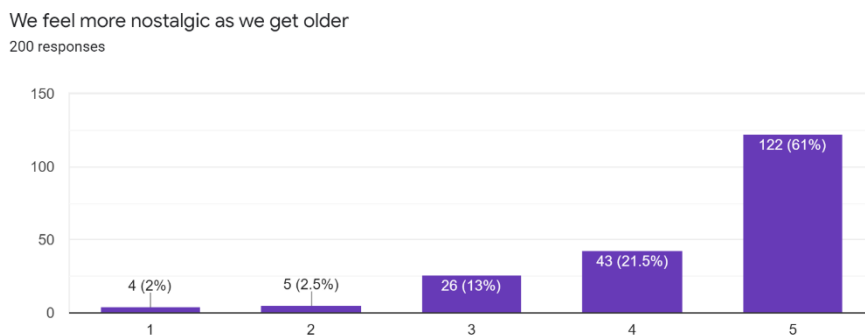
6. Which category evokes the most nostalgia in you?

Events and Experiences	136
Objects	101
Smells and Sound	93
People	124
Advertisements	98



7. We feel more nostalgic as we get older.

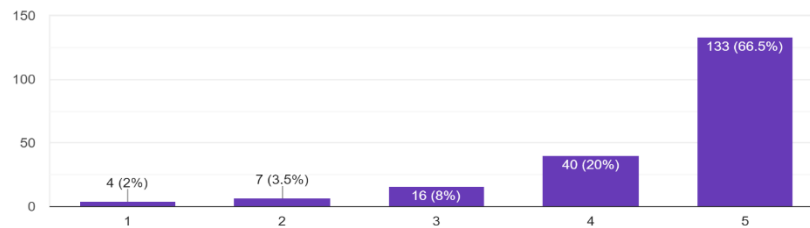
Strongly Disagree	4
Disagree	5
Neutral	26
Agree	43
Strongly Agree	122
Total	200



8. I often recall memories of good times from my past.

Strongly Disagree	4
Disagree	7
Neutral	16
Agree	40
Strongly Agree	133
Total	200

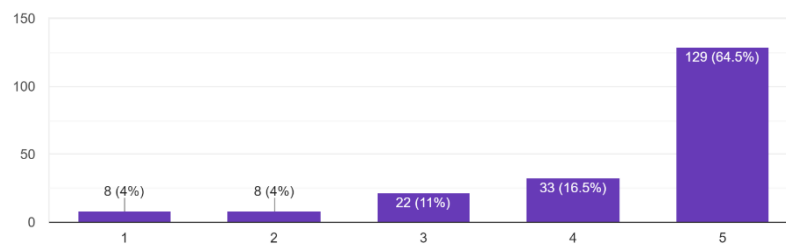
I often recall memories of good times from my past
200 responses



9. Things used to be better in my childhood days.

Strongly Disagree	8
Disagree	8
Neutral	22
Agree	33
Strongly Agree	129
Total	200

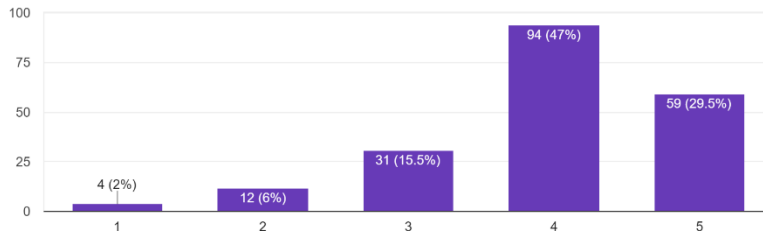
Things used to be better in my childhood days
200 responses



10. Companies do not make products like they used to.

Strongly Disagree	4
Disagree	12
Neutral	31
Agree	94
Strongly Agree	59
Total	200

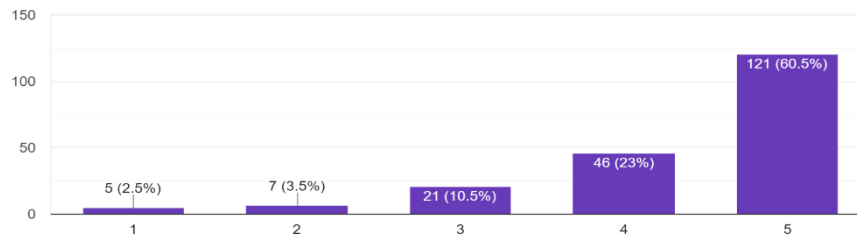
Companies do not make products like they used to
200 responses



11. Products from my childhood are pleasant reminders from my past.

Strongly Disagree	5
Disagree	7
Neutral	21
Agree	46
Strongly Agree	121
Total	200

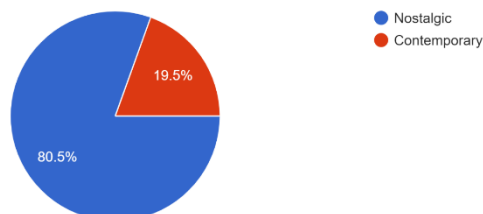
Products from my childhood are pleasant reminders of my past
200 responses



12. If you were given a chance to choose between the products as of now, which would you choose?

Nostalgic	161
Contemporary	39
Total	200

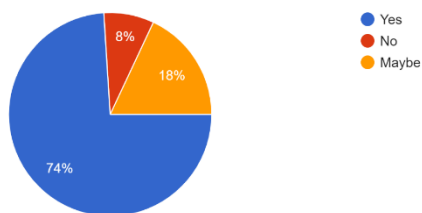
If you were given a chance to choose between the products as of now, which would you choose?
200 responses



13. Have you seen a commercial that have evoked a specific memory or made you feel nostalgic?

Yes	148
No	16
Maybe	36
Total	200

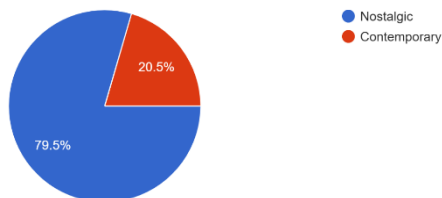
Have you seen a commercial that has evoked a specific memory or made you feel nostalgic?
200 responses



14. As for the quality of the products, which products would you say has better quality?

Nostalgic	159
Contemporary	41
Total	200

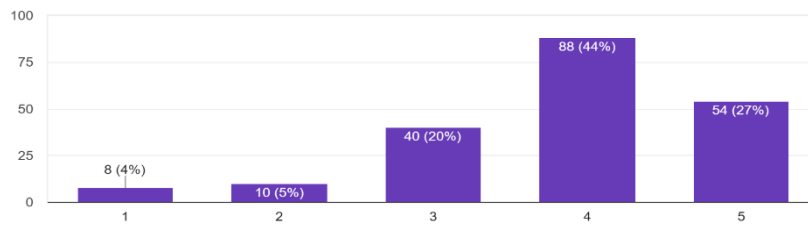
As for the quality of the products, which products would you say has better quality?
200 responses



15. I make purchases based on my emotions.

Strongly Disagree	8
Disagree	10
Neutral	40
Agree	88
Strongly Agree	54
Total	200

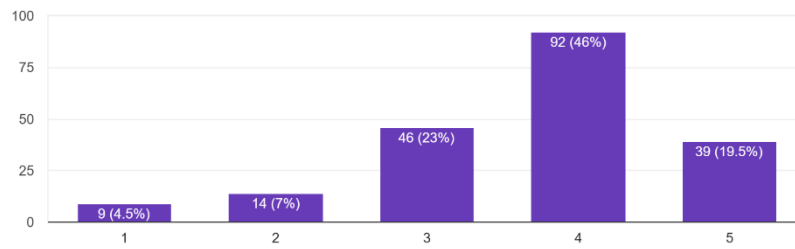
I make purchases based on my emotions
200 responses



16. One of the emotions that influence my shopping is nostalgia.

Strongly Disagree	9
Disagree	14
Neutral	46
Agree	92
Strongly Agree	39
Total	200

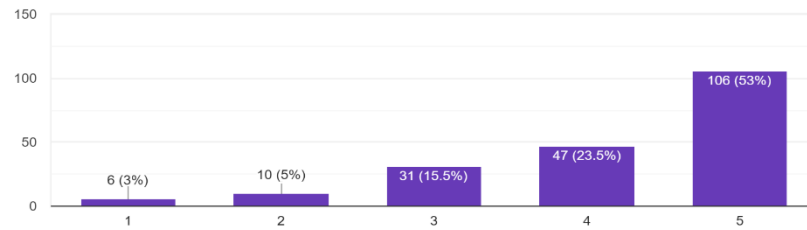
One of the emotions that influence my shopping is nostalgia
200 responses



17. Nostalgia advertisements attract me more when compared to other commercials.

Strongly Disagree	6
Disagree	10
Neutral	31
Agree	47
Strongly Agree	106
Total	200

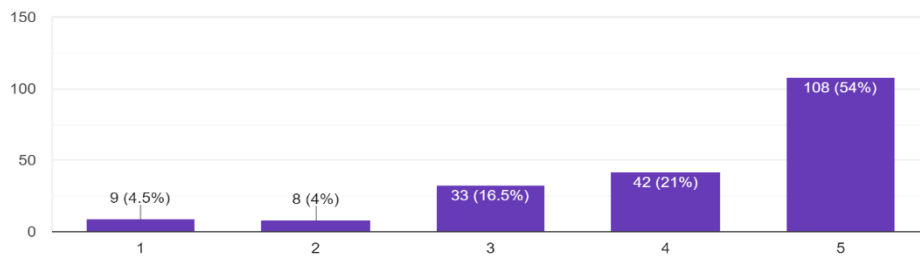
Nostalgia advertisements attract me more when compared to other commercials
200 responses



18. A nostalgic advertisement can change my purchase behaviour.

Strongly Disagree	9
Disagree	8
Neutral	33
Agree	42
Strongly Agree	108
Total	200

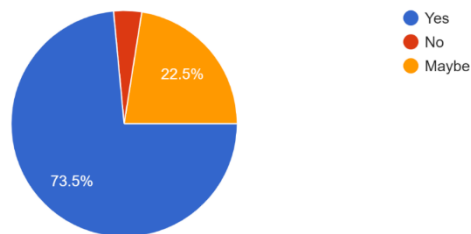
A nostalgic advertisement can change my purchase behavior
200 responses



19. Are you interested in using nostalgic products?

Yes	147
No	8
Maybe	45
Total	200

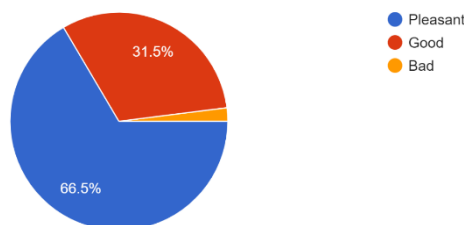
Are you interested in using nostalgic products
200 responses



20. What kind of experience do you think nostalgia is?

Pleasant	133
Good	63
Bad	4
Total	200

What kind of an experience do you think Nostalgia is?
200 responses



Conclusion

We can conclude from the research and survey that not only millennials, but also Gen X and Gen Z, are good nostalgia receivers. But if compared with numbers we have received from our respondents, we can say that millennials respond to nostalgia more when compared to others. People also understand that as we get older, we tend to remember our childhood fondly. They frequently reminisce about past events. We can also deduce from this survey that the majority of people believe that today's businesses are not producing products of the same high quality as they were previously and regardless of today's techy products with more features, most of respondents believe that old products had better quality compare to today's products. Customers are more likely to buy a product after seeing a nostalgic commercial. This is because, in comparison, the majority of people's purchasing decisions are based on their feelings and emotions and for further research, you can use a comparatively larger sample size to get the appropriate results that reach the target respondents, ensuring the research study's validity and reliability.

Suggestion

Talking about gender as a factor affecting nostalgic emotions, we had different number of male and female respondents in our sample of 200 respondents, hence we cannot make a decision based on this research. But we studying in many literature reviews and researches, it's clear that both male and female responds the same toward nostalgia and nostalgic advertisement.

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