



Role of Nostalgia in Consumer Decision Making and Branding

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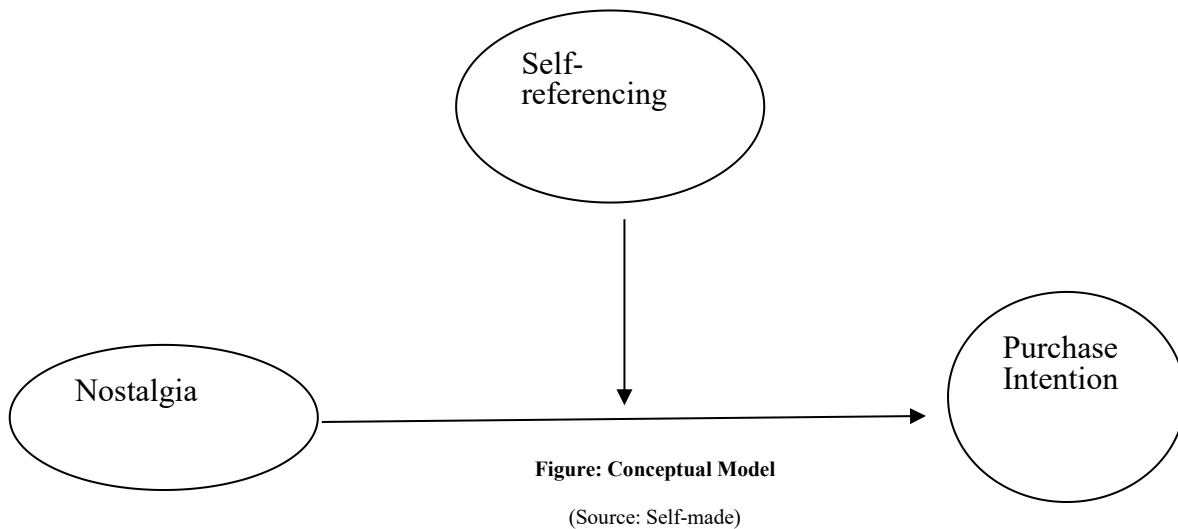
ABSTRACT

This research focuses on the emotional aspect of nostalgia regarding its impact on branding and advertising strategies. In particular, it identifies the major elements that trigger nostalgia in marketing, demographic differences in the effect of nostalgia on brand preference, and tests the linkage between nostalgic marketing and consumer loyalty. The study also examines the challenges and disadvantages of employing nostalgia in offering and branding services. The study used a survey based primary quantitative research approach to obtain data on consumer perceptions and behavior. The analysis and interpretation of the findings are used to draw meaningful conclusions about the effect of nostalgic marketing on consumer decision and brand loyalty. By offering valuable insights into how nostalgia may be strategically used in marketing, this research helps to provide an indication of how valuable nostalgia can be to a marketing campaign, as well as how it can be camouflaged. Recommendations are made for brands contemplating the use of nostalgia in their marketing promotions.

1: Introduction

In today's sternly competitive marketplace, organizations are constantly implementing innovative approaches in order to capture the loyalty and attention of their customers. One such approach is nostalgia-based marketing which has acquired huge eminence. Nostalgia marketing is considered to be a powerful approach which includes leveraging the outlook of nostalgia in order to develop a positive emotional reaction towards a brand or product (Wardhana *et al.*, 2023). Furthermore, it takes advantage of the inclination towards looking back on the past with fondness by utilizing this feeling to generate robust link with customers. For example, Motorola Razr capitalized on nostalgia by relaunching its iconic Razr phone. The campaign was created in order to remind memories of the easier times of flip phones and was effective in uniting nostalgia with contemporary technology. This appealed to both earlier customers who had utilized the actual Razr and younger ones fascinated towards its retro-cool aspect. According to the American Psychological Association, nostalgia is interrelated with pro-social and soft emotions like altruism, empathy and compassion. These emotions could create an impact on customers to buy products which bring into line with their viewpoint and principles (Heyns *et al.*, 2021, September). Thus, nostalgia helps in analyzing the significance of associations and encourages an individual to stay in connection with friends. This particular factor is being applied by brands to design campaigns or goods which evoke a sense of community or motivate social interaction. Along with this, often nostalgia is related with individually momentous memories, specifically those which are being shared. By considering this, brands tap into such memories in order to generate a sense of trust and familiarity, reinforcing a robust connection with their target market.

For the purpose of branding, organizations utilize nostalgia marketing by generating content which evoke shared memories. This is done by utilizing themes, music or images from a specific time in order to trigger nostalgic feelings among their target market. This helps in encouraging social sharing and maximizing engagement. Moreover, since nostalgia is related with pro-social emotions, aligning the brand with positive values which could make customers feel good about sustaining the brand (Rigby and Lee, 2024). It can be said that brands personalize their marketing messages on the basis of their exceptional memories and experiences of diverse audience segments. This in turn helps in making brands more tremendous and applicable. Brands also apply the strategy of sharing their own nostalgic memories linked with their brand. This helps in maximizing engagement and serves the organizations with the useful insights into their brand's preferences as well as experiences. Nostalgia marketing creates a huge impact on conversion rates and brand engagement which in turn helps in enhancing consumer decision-making process. According to customer research, consumption experiences, scents and advertising could act in the form of triggers for nostalgia. Furthermore, nostalgia and age proneness are considered to be independent features which are positively related with nostalgia by processing independently of one another (Kulkarni and Kolli, 2022). It has been analyzed that nostalgia evokes robust negative or positive emotions which in turn could create an impact on customer preferences. Throughout its historical evaluation, it can be said that nostalgia holds substantial impact as a driving force in customer decision-making process. Most of the studies determines that challenging times results into an upsurge into customers receptivity towards nostalgia marketing. A potential outcome of a maximized persuasion among customer behavior is a maximized buying intention.



In today's challenging, hectic and busy times, nostalgia via revisiting memories could serve a path to slow down, a mode of relaxation as well as escape. This generates situations for the growth of nostalgia marketing on the basis of recalling memories, products, symbols and familiar events. Furthermore, it also combines with the developing assessment of narratives on the basis of previous relationships. Nostalgia is said to be the emotional response of a customer towards an internal or external stimulus denoting to an idealized history. The past is being associated to the influential symbols which customers utilize in order to articulate and develop their identities. Customer nostalgia creates more impact than just media and fashion. Currently most of the foods and drinks familiar from the precedent have returned. Thus, consumers are looking for food products along with flavors from the past. Most of the customers keep in mind the happiness of drinking sodas during their young age. Therefore, consumers wish to recapture the youthful along with the flavorful experience, but do not compromise with their health. Hence, they are forcing brands to create efficient goods in order to fulfill the nostalgia (Vo and Manchanda, 2023). Additionally, nostalgia escapism is creating an impact on the popularity of retro retailers, since customers are extremely interested in recalling the past and the manner in which they make purchasing decisions.

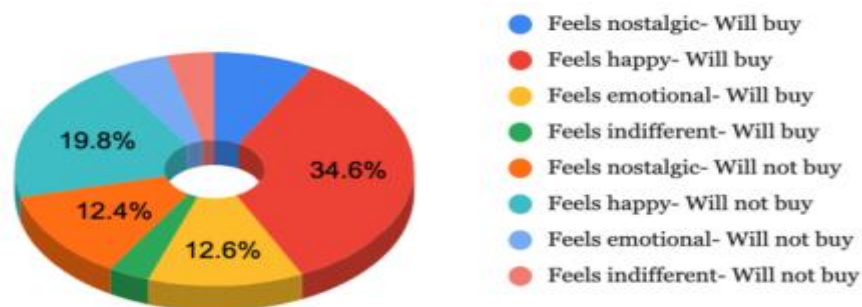


Figure: Emotional response and upcoming buying intention

(Source: Xi and Dandan, 2022)

There also possess a nostalgic return towards traditional home cooking and food. It helps in bringing individuals together and customers are being relishing cooking with friends, family and strangers. Along with this, users on different social sites share home-made and simple recipes. These recipes are highly accessible which allows users to connect with this trend. Moreover, currently the emotional factor of cooking along with eating has become highly significant. With this, it can be said that nostalgia along with the analogous concurrent wish for comfort and escapism are fulfilled by taking part into culinary communities and cooking (Cheng and Li, 2021). Over decades, there has been a considerable amount of upsurge in nostalgic marketing practices. They react to customer trends and arouse alongside, influence and build nostalgic customer behaviors. Thus, marketers are highly implementing marketing-communications-focused and product-focused strategies into their activities. Furthermore, an approach on the basis of nostalgic goods is being adopted by serving customer goods from the past, their versions or modifications signifying those from the earlier. It is also done by utilizing period-specific styling, graphic motifs or design. A huge number of brands are designing their product portfolio on the basis of nostalgic connotations. Nostalgic references are highly noticeable into the style and design of goods along with packaging. These powerfully apply to the food and beverage market. It is seen that the producers of innovative goods also serve models with designs which evoke the precedent like smartwatches styled after typical watches (Song and Kim, 2022). This in turn helps in enhancing branding strategy of the organizations.

It has been evaluated that brands utilize nostalgic strategies on the basis of marketing communications, associating their marketing campaigns and positioning approaches towards optimistic references from the earlier times. It also involves appealing to well-known culture and utilizing music, movies, images and icons from the past. As per physiological and psychological research on memory, certain factors like goods or brands could activate vibrant associations and memories which are combined to their actual experiences. Moreover, emotional feelings and nostalgia could also develop within product development. An analysis of sensory factors which force nostalgia could be applied into goods in order to elicit the warm positive

reactions associated to the earlier experiences. Thus, nostalgia assists in keeping manufacturing firms into businesses since they reconstruct the identical franchises or movies again and again. Therefore, the most effective organizations have analyzed the importance of nostalgic marketing and hence they draw upon individual's feelings regarding nostalgia at each level of customer involvement.

2: Literature Review

2.1 "Conceptual Framework"

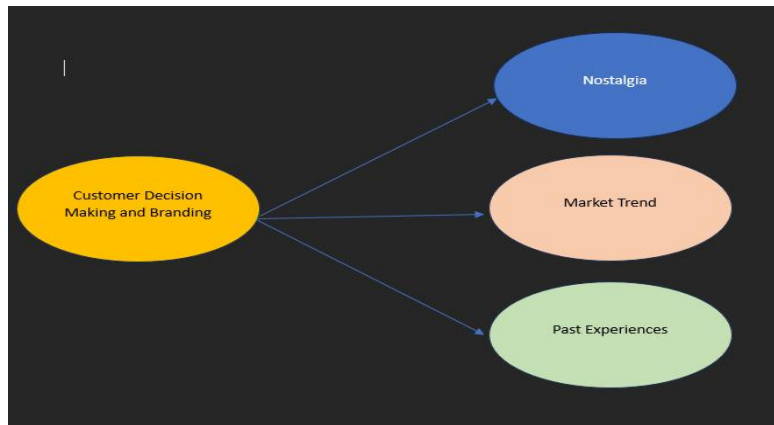


Figure 2.1: Conceptual Framework

(Source: Self-made)

2.2 "Theoretical Framework"

1. Self-Referencing Theory

The theory of self-referencing states that people process information more thoroughly and also with better effect if it can be linked to one's individual experiences. Youn and Dodoo, (2022) state that eliciting emotional responses through self-referencing helps increase consumer engagement as it increases recall and purchase intentions.

The emotional attachment created through self-referencing not only leads to high brand affinity but also induces loyal consumer officials. In addition, the theory states that when marketers include elements of the past in campaigns, they will trigger the integration of such memories when making decisions about purchasing products carrying that memory (Iyer and Mallika, 2023).

2. Signal Theory

Using symbols, messages and historic associations, brands explain how they are using signal theory to communicate authenticity and credibility to consumers. In the context of nostalgic branding, which spices up the old relationships to create trust and to reaffirm the brand heritage, this theory is particularly important. Since Song and Kim (2022) argue that nostalgia elements are credibility signals to assure consumers of a brand's consistency and reliability over time, it is not surprising that these elements are attractive.

In addition, nostalgic branding creates resonance for feelings that are sentimental. These signals are seen by consumers as indications of longevity and reliability – very much so when it comes time for there to decide what to buy. Brands can differentiate themselves with the strategic use of nostalgia since other modern alternatives lack historical depth (Ahmad and Guzmán, 2021).

3. Emotional Contagion Theory

According to Rana et al., (2022), nostalgic advertisements lead to an emotional contagion transference pattern when aroused by universally acknowledged symbols, music and cultural references. These elements draw on shared memories, which consumers connect to joy, security and belonging. Advertisements that reference aspects of the 80s and 90s childhood, including nostalgic video games and retro television characters, foster a shared emotional experience between consumers who grew up during that time.

One particular case of this is brands such as McDonald's and Pepsi reissuing classic TV ads that get consumers talking about the former in a way that bolsters brand identity through shared nostalgia. The nostalgia-based brand strategy is rooted in signal theory whereby nostalgic branding elements including vintage logos and heritage storytelling signal authenticity and trust, bringing reassurance to consumers that a brand is consistent and credible (Iyer and Mallika, 2023). On the other hand, emotional contagion theory highlights how shared nostalgic experiences impact collective consumer behaviour, enhancing brand engagement through cultural and generational links.

By incorporating these psychological effects into their strategies, marketers can develop campaigns that touch generations, fuelling both immediate sales and long-term customer loyalty (Dam, Hartmann and Brunk, 2024). Additionally, social media fuels nostalgia's power even more, allowing consumers to share nostalgic-focused content, driving engagement and increasing brand exposure.

2.3 "Examining the emotional impact of nostalgia on consumer behaviour"

"Nostalgia" can be considered as one of the significant factors for analysing customer behaviour as well as the choices of the potential audience for a specific product and service. In traditional advertisement and modern digital marketing, the concept of nostalgia can be used for identifying the feelings and values of customers connected with a specific product or service of a company. As per Eichinger *et al.* (2022), Sometimes due to its history and uses in various houses the product has an emotional bond with the customer and forces them to buy the same product from the market.

"Nostalgia marketing" majorly includes familiar elements from the past which have significant emotional bonds with the potential audience in the market. Factors like "*vintage edition products, pop culture references, and old slogans*" have been used for branding a product and segmenting it to a specific customer range. As per Yang *et al.* (2021), These factors create a positive association and emotional connection with the audience, forcing them to buy that product or service without thinking about the price. Factors like "*retro design, throwback campaigns and the Unique storytelling approach of creating nostalgia*" can significantly improve the number of potential services in the market. It can influence the experience and the emotion of the audiences which also helps to connect the user for effective social media engagement.

2.4 "Identifying the elements that evoke nostalgia in advertising and branding strategies"

"Nostalgia marketing" maintains an effective connection with the audience significantly depends on the emotional connection between the product and the user. To provoke that bond aspects "*retro design, throwback campaigns and the Unique storytelling approach of creating nostalgia*" can be used which can provide the experience of the user in childhood or any past incidences. In recent periods the strategy of using retro design in new products and services also increase its value and quality in the market. As per Ailsa and Santosa, (2023), Using the retro design of a product increases its vintage look and attracts new audiences like Gen Z to use that product and service daily.

Including the concept of nostalgia through the ratio design the company become also effective in attracting both loyal audiences as well as a modern customer base towards the product. However modern Gen Z audiences also buy that project to make them much more formal and classier in society. As per O'Reilly *et al.* (2024), Through the strategy one of the major impacts of nostalgia advertising for a company is that it can significantly increase the brand reality as well as create a better engagement between the brand and a customer which can increase sales and create a new target audience in the competitive market.

2.5 "Exploring the demographic variations in the impact of nostalgia on brand choices"

For using nostalgia companies have to analyse the defined demographic variant among their targeted and potential audience base. It majorly depends on the age group, gender, income level and cultural background. As per Marsasi and Yuanita, (2023), The "*age factor*" in Nostalgia marketing can create a significant impact on the overall number of buyers in the market. For example in the context of vintage products mostly there are two segments of people from different age groups. Old individuals are mostly the product of their previous experiences as well as the connection of emotional bonds in their past incidences. On the other hand, sometimes modern-aged people like Gen Z buy that product to become much more formal and maintain their fashion in the market. "*Gender*" can be also included in the demographic variance of nostalgia marketing. According to Gorla, (2022), In this type of marketing the product initiation has been divided into two major segments, men's trends and women's Trends.

According to Aljumah *et al.* (2021), Deciding on the product design and features as well as creating an imaginary experience for the marketing campaign can alert the cultural intent of the customer and motivate them to buy the product in the market. "*Income Level*" is one of the most crucial factors which can impact on the oral purchasing power of the potential audience and customers in the market. As per Oral (2021), In nostalgia marketing, this factor can be significant for deciding the oral prices of the product as well as the ability of the customer to spend towards that service or product in the market. For example, higher-income individuals mostly prefer vintage and classic products which have high quality and luxury without thinking about the price. However, lower-income customers prefer affordability and practicality over classiness.

2.6 "Evaluating the relationship between nostalgic marketing and consumer loyalty"

Customers may develop an emotional attachment to a product because of its history and usage in different homes, which compels them to purchase it from the store. As per Seveso, (2024), Maintaining an effective marketing strategy for nostalgia can create a positive impact on the relationship between the customer and the brand. As per Errázuriz *et al.* (2024), Nostalgia marketing also faster the sense of familiarity and comfort in the potential audience which will provide them with the idea of their childhood as well as a fast experience in which they can maintain loyalty and repeat purchases of the same brand.

On the other hand, modern audiences buy vintage and retro products and services which will eventually help them to maintain their fashion figure to being vintage and classy among others. As per Choucair *et al.* (2021), Emotional connection, sense of belonging, positive brand perception and many more are some of the major aspects of nostalgia marketing which are used for improving the relationship between the customer and the organisation in

the competitive market. Due to the better relationship between the audience is the company also able to increase their engagement in the industry as well as create a better image for featuring their classical slogans and highlighting their historical milestone to their new targeted audience.

2.7 “Assessing the challenges and drawbacks of using Nostalgia in branding and Marketing”

For creating nostalgia sometimes companies face various challenges in their marketing and branding campaigns. Creating a campaign according to the past incidence of the society can be significantly culturally sensitive. Working on that issue can increase the violent approach of the customer as well as make the audience much angrier towards the product. As per Acutiet *al.* (2022), Due to cultural sensitivity, companies can face negative associations with the products and services in the market. On the other hand, it creates a drawback for the brand due to the native image in the market. Sometimes the lack of understanding of customer preferences also increases the challenges for nostalgia marketing in the industry. One of the major reasons behind that is the “*generation gap*”. Sometimes due to the generation gap understanding the pop culture references as well as the retro approach of the marketing doesn't suit the modern customer base. Different nostalgic elements are sometimes avoided by younger demography people who question the overall success rate of the marketing campaign of a brand in the industry.

As per Acutiet *al.* (2022), Following the previous approach of the customer can create negative aspects for the brand as well as reduce their overall sales of the product and services in the market. Due to this aspect creating an effective understanding is significantly important for the brand to ensure connectivity between defend age group audiences in the industry. Maintaining an effective understanding of the culturally sensitive topic and creating a marketing campaign according to it can be also beneficial for the brand to be safe from the negative promotion of the brand in the competitive market.

3: Methodology

The “*research approach*” includes the overall procedure and process of gathering relevant and reliable information for the topic as well as interpreting the data to create significant findings for the dissertation.. In this research “the *deductive research approach*” has been used which helps to include different theories and hypotheses which can make the understanding of the potential audience much easier through effective argument. In the context of quantitative study, the use of a detective research approach can include the logical method of using different theories with the correspondence of evidence collected from the surgical data. The scientific investigation of the qualitative data can be also decoded with the help of this research approach to include different theories and hypotheses as a form of analysis method.

“*Research design*” identifies the technique of analysing the collected data and information according to the research objective and question. The chosen research visa for this project is “*descriptive*”. With the help of this research design, the researcher can answer the research objectively in both quantitative and quantitative methods of data. It includes the description of the population, situation and phenomenon for collecting and analysing relevant information and data according to the different characteristics, behaviours and societal beliefs of people about the topic.

The term “*Research method*” includes the systematic procedure of following a specific method connecting and analysing the data to get justified results according to the research objective and question. In this research, The chosen research method is “*quantitative*”. With the help of the quantitative research method, the researcher becomes able to use the statistical data as well as the perception of the participants by following societal beliefs and norms. The quantitative research methods have been significantly based on the fraction figures collected from the statistical data through various aspects like surveys, interviews and many more. Through the strategy, the researcher includes the real-time perception of people about the topic and provides effective understanding to the audiences for increasing the future aspects.

The “*data collection method*” is the crucial component of research methodology which includes the process of collecting reliable and relevant data according to the topic and Research objectives. In this research, the primary quantitative method has been used in which the survey is the major component for collecting “real-time perceptions” of the participants.

The “*sample size*” indicates the estimation of the number of people who have participated in the “primary quantitative Data collection method”. In this research, the survey participants number is **60**. The survey will be conducted with 60 employees of various organisations in which the researchable able to understand about the role of nostalgia in customer decision making and branding. The survey will include **10 questions of which 2 questions are demographic and 8 questions are topic related**.

4: Data Analysis and Interpretation

4.1 Results

The study focuses on discussing the role of nostalgia in consumer decision-making and branding success of an enterprise in recent days globalisation market. The study utilises google form along with two demographic and eight topic related questionnaires by following Likert scale developed to avail feedback of the survey respondents.

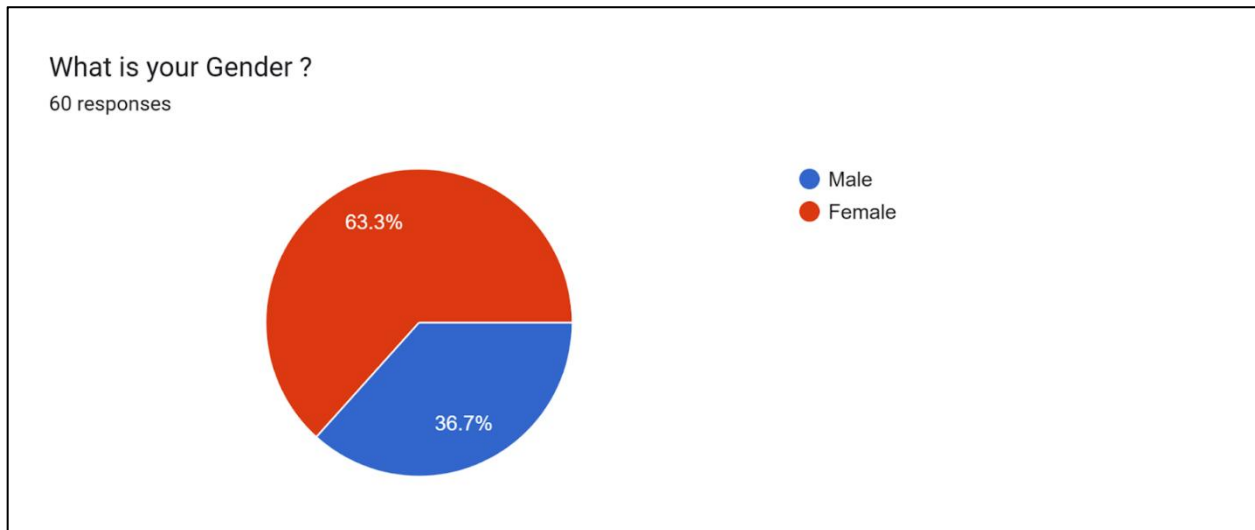


Figure 4.1.1

Interpretation

The initial questionnaire concentrates on known gender-oriented information of the survey respondents within the study. It helps to ensure that the study is not involved with any gender biases as well as bring effective findings of the research. In recent days the number of retail product purchase rates among women is comparatively higher than men. Therefore, the impact of nostalgia of women and men on their purchasing decision and the branding development. As shown in figure 4.1, total 36.7% respondents mean 22 survey members were male and other 63.3% survey members that means total 38 participants were female within the research. As the purchase decisions of the women are more impacted through their emotion and nostalgia. In this survey most of the survey members are female. In contrast, the total number of males within this survey is less than women as men are less concentrated towards nostalgia to make any purchase. However, the study has performed while ensuring that the difference among male and women within the survey is not so high. It helps to avoid gender biases within the study and foster quality of the result.

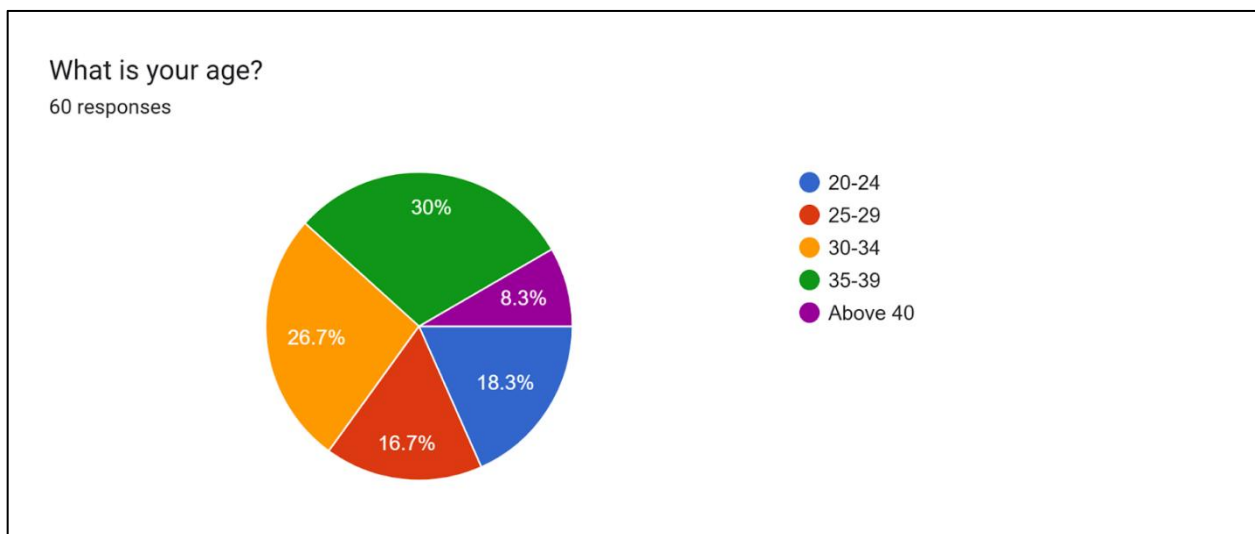


Figure 4.1.2

Interpretation

The next questionnaire within the study focuses on knowing the age distribution of the people has been involved within the survey. In recent days market customers from different age segments make their purchase decisions that helps to increase sales and competitive performance of the brands in the global market. Therefore, by ensuring involvement of survey members belonging to diverse age groups can help to ensure an effective understanding on the influence of nostalgia on purchasing decisions of the customers and branding of a company in the competitive environment. The involvement of people belonging to different age segments can support an unbiased and high-quality result within this research. As represented in figure 4.2, most of the participants within the survey belong to the 35-39 years age group. Total 30% respondents that refers to 18 survey members among total 60 participants are aged in between 35-39 years of age group. 16 survey participants which means 26.7% survey members belong to the 30-34 years of age group in this study. 18.3% survey members are from 20-24 years of age group and total 10 survey respondents among total 60 survey members are from 25-29 years of age group. Just five members that means 8.3% survey respondents within this survey are from over 40 years of

age group. It showcases that survey members in this research are from a diverse age distribution that supports to ensure output quality of this research. It helps to ensure reliability and validity of the research.

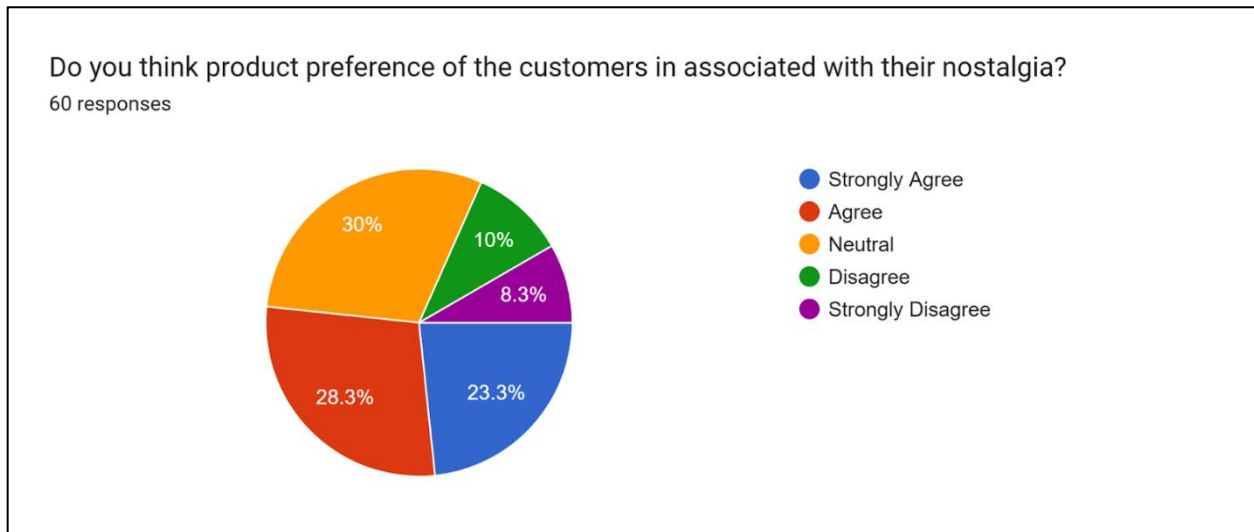


Figure 4.1.3

Interpretation

The next questionnaire statement emphasis on understanding the role of nostalgia towards product preference of the customers in the business environment. The initial questionnaire asks survey members to know their response on association of their product preference with nostalgia. In this questionnaire statement, most of the survey members keep neutral opinions within this survey. Total 18 survey participants in this survey neither agree nor disagree with this particular research statement. 10% people involved in this survey means 6 survey members disagree with this questionnaire statement and 5 people among 60 survey respondents means 8.3% survey members strongly disagree with the questionnaire statement. It reflects that, a set of survey members think that product preference of the customers is not significantly associated with the nostalgia of the consumers in the study. On the other hand, 23.3% survey respondents that reflect 14 participants among total 60 survey members strongly agree that nostalgia is highly associated with the purchase making decision with the customers. In addition, a total of 17 persons in the survey that means 28.3% survey respondents agree with this particular questionnaire statement within this research. Therefore, by considering the response of the majority, purchasing decisions of the consumers are associated with the nostalgia of the customers.

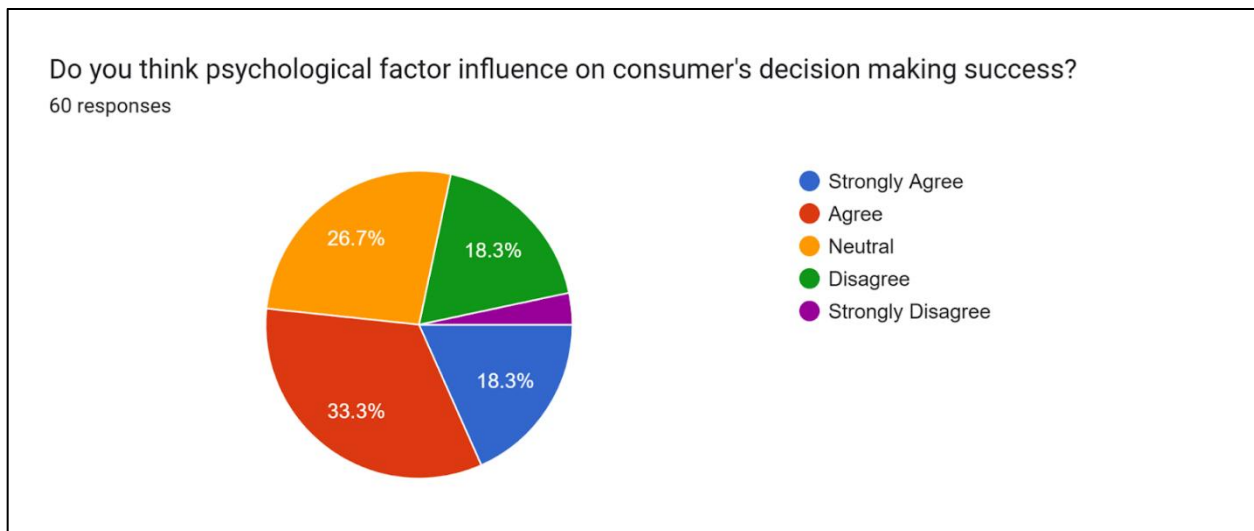


Figure 4.1.4

Interpretation

The next questionnaire statement enlightens the response of the survey members on influence of consumer factors on decision making success of the customers in the international environment. In this particular survey, the highest number of survey participants strongly agree within this research statement. As presented in the figure 4.4, 33.3% of the survey people that means one third survey participants strongly agree with the research statement. In addition, a total of 11 survey members that represent 18.3% survey members agree with this questionnaire statement. On the other hand, 2 people strongly disagree with the questionnaire statement and 11 people provide responses in the survey that disagree with the questionnaire statement.

In the case of this particular statement, 16 survey respondents, in percentage 26.7% survey members, neither agree nor disagree, which means maintaining their neutral opinion. Although, by considering the opinion of the majority of survey participants, psychological factors influence the decision-making process of the customers. As nostalgia is a psychological factor, the response of the majority in the survey, nostalgia also has a high influence on the decision making of the customers. Therefore, business firms need to develop nostalgia on customer's psychology to achieve purchase decisions in favor of the company.

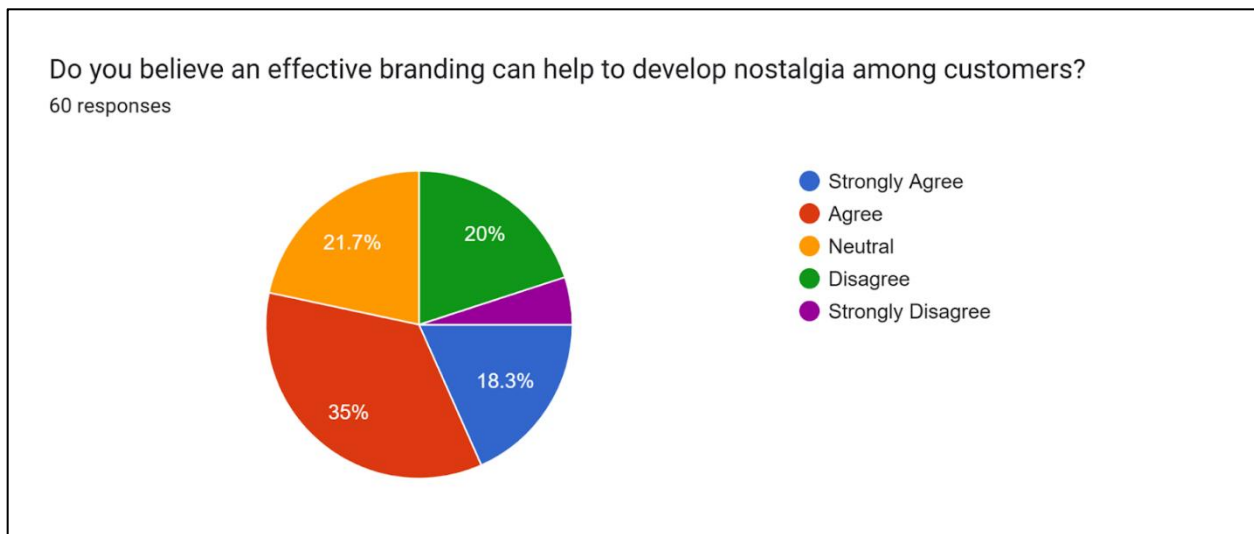


Figure 4.1.5

Interpretation

The next questionnaire statement focuses on the influence of branding in developing nostalgia among customers. It asks if effective marketing supports nostalgia development among potential customers. As shown in Figure 4.5, 20% of respondents do not believe branding helps develop nostalgia in a competitive environment. 5% (3 out of 60) strongly disagree, while 27.1% (13 respondents) remain neutral, indicating uncertainty about branding's effectiveness. In contrast, 18.3% (11 respondents) strongly agree, and the highest—35% (21 respondents)—agree. As the combined percentage of agreement outweighs disagreement, it reflects that effective branding supports nostalgia development among target customers in the business environment.

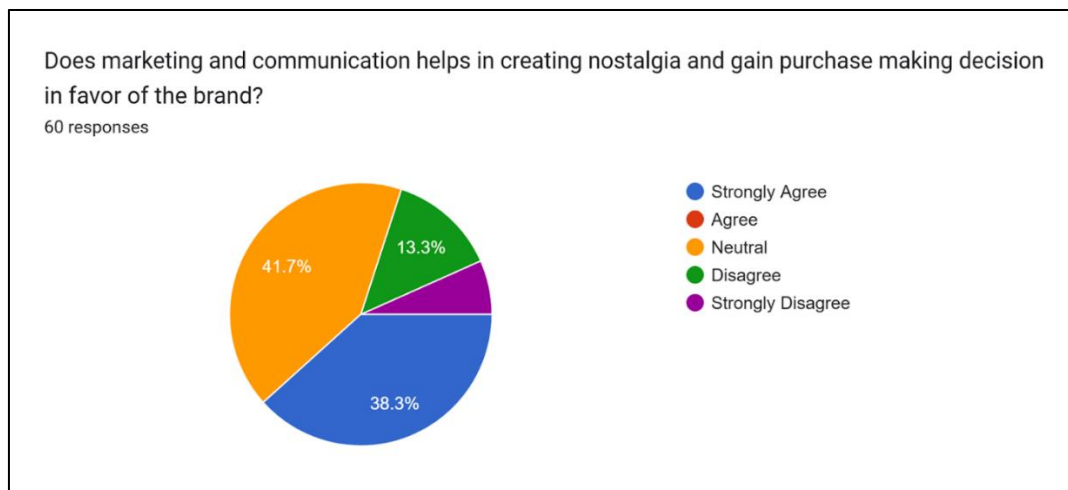


Figure 4.1.6

Interpretation

In further, the questionnaire statement enlightens on understanding the role of effective marketing and communication to create nostalgia and achieve a purchase making decision in support of the enterprise in business. In this case, the majority of the survey participants neither agree nor disagree with the questionnaire statement. 25 survey members that means a total 41.7% survey participants keep their neutral opinion that means they do not share agreement or disagreement on the role of marketing and communication on nostalgia of consumers. As shown in figure 4.6, 38.3% survey members numerically 23 survey members among total 60 respondents strongly agree with the questionnaire statement. 8 people have showcased their disagreement 4 people strongly disagree with the questionnaire statement. As majority of the respondents neither agree nor disagree with the questionnaire, the impact of marketing and communication on nostalgia and purchasing decisions of the customers. However, evaluating the response of the participants who agree and disagree with the questionnaire, an assumption can be made towards influence of marketing and communication on nostalgia and purchase decision of the customers in the market. Total 12 members disagree or strongly disagree with the statement and total 23 survey

members strongly agree with the statement. Therefore, by considering the statistics it can assume marketing and communication has a positive influence in creating nostalgia and gaining purchase decisions in support of the brand in the business environment.

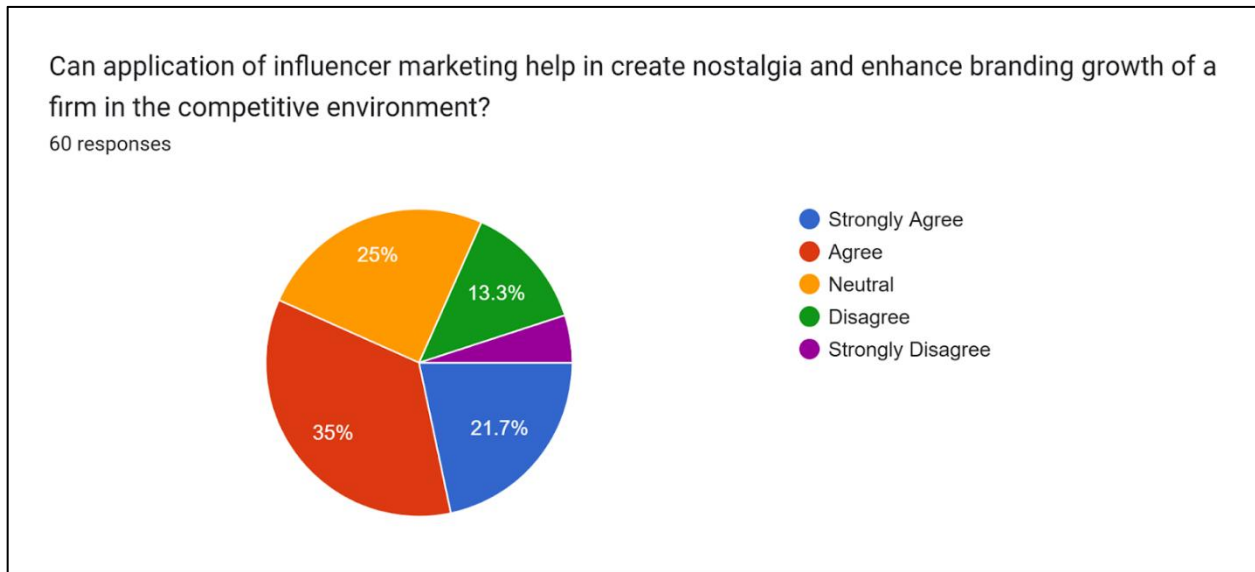


Figure 4.1.7

Interpretation

This questionnaire focuses on knowing the application of influencer marketing in creating nostalgia and enhancing branding success of an enterprise in the competitive market in the international environment. As presented in figure 4.7 21.7% respondent in the survey strongly agree that the application of influencer marketing can help in building nostalgia and enhance branding success of a company in the competitive market. 21 survey participants, which refers to 35% of the survey respondents, agree with this particular questionnaire statement. On the other hand, 3 members strongly disagree and 13.3% survey participants disagree with this particular questionnaire statement. In addition, 1/4th survey members means that 25% of the total respondents keep neutral positions, which means neither agree nor disagree with the statement. By considering the opinion of the majority of the survey members, influencer marketing has a positive influence on creating nostalgia and fostering branding success of an enterprise in recent days competitive environment.

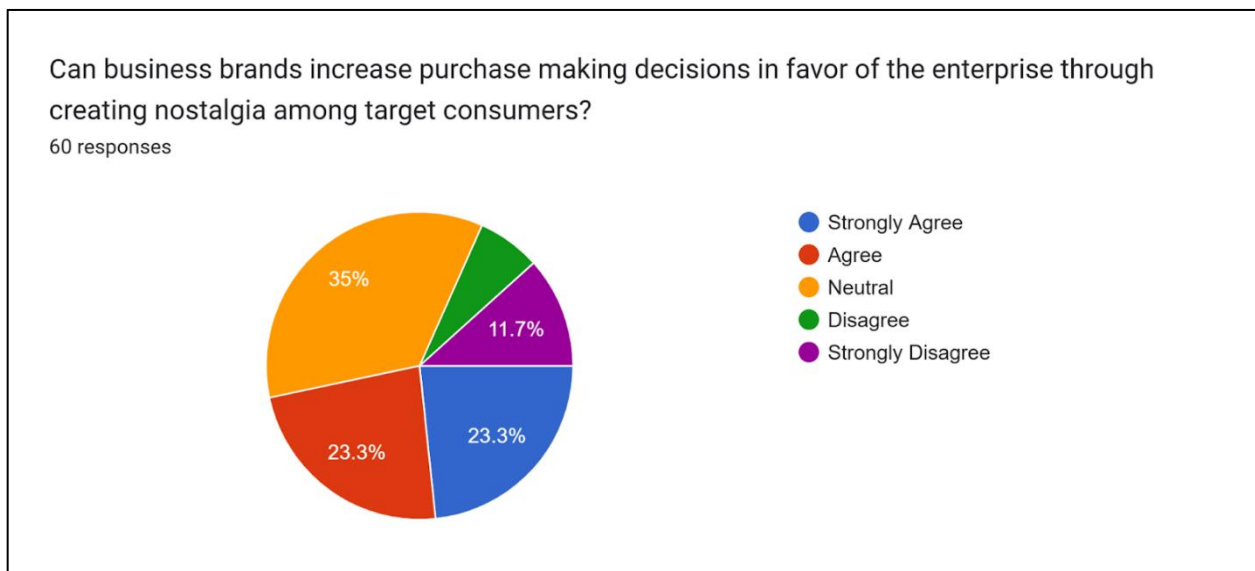


Figure 4.1.8

Interpretation

The next questionnaire in the survey focuses on understanding the opinion of the survey respondents on the role of nostalgia among target customers in making purchase decisions in favor of the brand in recent days market. As portrayed in figure 4.8, the largest segment of the survey members means 35% of people neither agree nor disagree with the questionnaire statement. In addition, 11.7% people mean 7 members among total 60 survey respondents strongly disagree that business brands can increase purchase making decisions in favor of the enterprise by creating nostalgia among targeted segments of customers in the business environment. In further, 4 survey members disagree with the questionnaire statement. As not only

nostalgia does not impact on customer psychology, the quality, price and value provided by a product also impact on purchasing decisions, many survey respondents do not share their agreement with the statement. On the other hand, there are 28 people, that means 23.3% people strongly agree and 23.3% respondents strongly agree with this questionnaire statement. It presents that the total number of people who agree with the statement is higher than the total number of respondents who disagree with this questionnaire. Therefore, business companies can gain purchasing decisions in favor of the company by developing nostalgia among the target audience in the market.

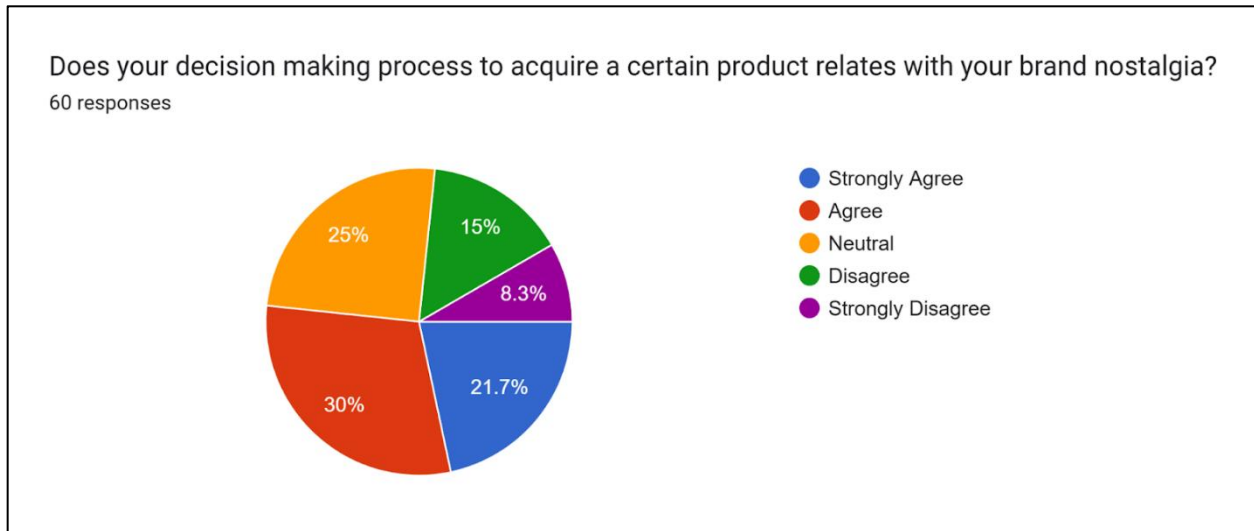


Figure 4.1.9

Interpretation

As showcased in figure 4.9, 30% survey participants, that means 18 people showed agreement with the statement that the decision-making process to make purchase of a certain product is related with brand nostalgia. 21.7% of people in this study strongly agree with this questionnaire. 1/4th survey respondents that means 15 people neither agree nor disagree with the questionnaire statement. In contrast, 8.3% people strongly disagree and other 9 survey participants, which means 15% survey respondents disagree with the statement. As following the response of the majority respondents, the decision making of the customers is related with brand nostalgia. Therefore, business companies need to improve customer experience and branding strategies to create brand nostalgia and gain purchase decision making in favor of the company in the competitive market.

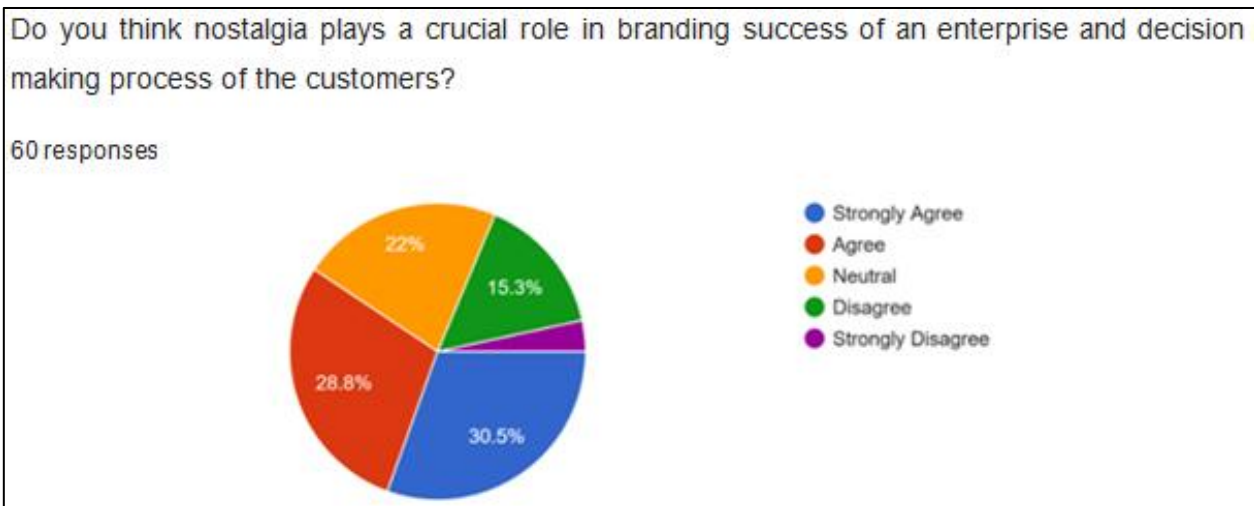


Figure 4.1.10

Interpretation

The last question focuses on determining the role of nostalgia on the branding success of a firm and decision making of the customers in favor of the enterprise. Only 2 participants involved in this study strongly disagree with the statement and 15.3% customers disagree with this questionnaire. Total 22% of the total survey participants keep neutral opinions within this survey. 28.8% survey respondents agree and largest survey members that means 30.5% survey members strongly agree with this statement. By following the opinion of the majority respondents, nostalgia of the customers performs a critical role towards decision making of the consumers and branding success of the firms in the competitive market.

5: Conclusion

This research evidence shows that nostalgia has an important impact on consumer decision-making and branding. Nostalgia invokes feelings of familiarity, comfort, and positive past experiences and so, this further increases brand loyalty and increases consumers' trust, which also increases their purchasing intentions.

This research takes an exploratory journey in the key theoretical frameworks, such as self-referencing theory, emotional contagion theory, and signal theory to point out that nostalgia-based branding best targets the involved market offering them both a cognitive and emotional experience. Self-referent theory helps to explain why nostalgic branding is a useful weapon in the arsenal of strong consumer brand relationships. Accordingly, the emotional contagion theory is also shedding some light on nostalgia extending admiration for the shared cultural and generational experiences that consequently grant it a higher level of consumer engagement. On the other hand, in the seminar, signal theory shows that nostalgia improves brand authenticity and thus branding trustworthiness which ultimately leads to consumer branding loyalty.

This research provides a major insight into the fact that nostalgia can trigger the emotions that determine consumer behaviour. Beginning with the results of the study this work finds that nostalgia stimulates brand engagement by building a sense of belonging and trust. In turn, this leads to repeat purchases and long-term brand engagement. Nostalgia marketing is used by different industries like fashion, food, and entertainment and includes the motion of retro packaging, vintage logos, and mentions of some of the most iconic cultural moments in years gone by.

Demographic variations in how nostalgia affects consumer behaviour are also a point of research based on this thesis. In particular, age is a key factor in what consumers respond to in terms of nostalgic branding. Products that evoke nostalgia appeal to older consumers who recall them from their youth more than younger consumers who get a glimpse at historical cultural artefacts. Nostalgia is precisely this intergenerational appeal of nostalgia that makes it attractive to companies who wish to use this in a branding strategy to target both old and young audiences simultaneously.

The study further highlights the important aspects that inspire the feeling of nostalgia in advertising and branding strategies. It consists of such components as music, images, slogans, and product design that create memories and emotions related to the good times in past. In the wake of digital marketing, nostalgia has been able to find new avenues of engagement through social media platforms. The brand's emotional connection with the audience gets deeper with the consumer frequently sharing the nostalgic and humane content online to reach to the brand's audience. With brands using social media to push nostalgia marketing, social media has therefore become an important medium for a brand that would want to leverage nostalgia marketing with their products.

The most important contribution this research has made is to identify the direct link between nostalgia marketing and consumer loyalty. Of course, nostalgia comes. The sense of belonging and familiarity makes consumers stick to the brand. The marketers who manage to make consumers feel so attached to their nostalgic branding have a better chance of consumers continuing to buy from the same brand over time.

To sum up, Nostalgia is a powerful tool in consumer decision-making and branding, as it leverages emotional and psychological levers to steer purchasing actions. Nostalgia marketing has always been evident in brand identity strengthening, consumer trust building, competitive product differentiation, etc. Nostalgia can be a powerful tool for brands, and one that provides some real advantages—but it also requires careful navigation to ensure brands don't find their strategies dated, exclusive and unscrupulous. Brands that acknowledge nostalgia in their marketing strategies appreciate the unique relationship these emotions share and have an opportunity to build stronger relationships with their consumers which drive revenue beyond a single generation and fuel future growth.

Overall, the paper provides several research avenues for the evolution of nostalgia in the digital world, the implications of nostalgia marketing for brand authenticity, and how nostalgia affects consumer behaviour in various cultural settings among others. Moreover, looking at the interaction of nostalgic and technological progress in branding can give us more insight into how can brands innovate and at the same time leverage the nostalgic aspects. Given how nostalgia is driving consumer behaviour and how the perception of brands is also a direct result of the nostalgia it evokes, thus its strategic implementation would continue to play a major role in influencing purchasing decisions, while also keeping a brand relevant in an increasingly competitive market.

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