

**THE INFLUENCING FACTORS OF PAST
MEMORIES, AGE, GENDER, NOSTALGIA
PRONENESS AND CONSUMER'S AFFECTIVE STATE
ON NOSTALGIC-THEMED ADS EFFECTIVENESS.**

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Dissertation
Master in Marketing

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September, 2019

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Abstract

Nostalgia is an increasing trend in today's marketing sphere. In an era of impersonal digital media, building relationships and connections through nostalgia is a simple way for companies to leverage the optimistic feelings of remembering and reliving past experiences and memories. Associating brand message with positive references from the 90s, 80s or 70s, humanizes brands, bringing past and present together. Despite the growing tendency of nostalgia being seen as a marketing solution, the actual impacts of nostalgia in the marketing field have yet to be explored. Therefore, the aim of this dissertation is to enlighten the influence of past memories, age, gender, nostalgia proneness and a consumer's affective state, in nostalgia-themed advertisement's effectiveness within the Portuguese population. This dissertation's research was conducted through a wide-ranging study of related literature and empirical research. The empirical research was carried out through both quantitative and qualitative methods. A sequential framework was developed based on the literature review, displaying the assumed interrelation between the items. These interrelations were later on tested in the empirical research. The findings revealed that past memories and age influence a consumer's response to nostalgic advertisement. Additionally, gender, nostalgia proneness and a consumer's affective state, do not significantly influence the consumer's response to nostalgic advertisements. In order to successfully use nostalgic advertisements in marketing campaigns, managers must first understand how past memories and age influence consumers. Only then can an advertisement be designed in a way that is relatable to the targeted audience.

Keywords: Marketing, Consumer Behaviour, Advertising, Nostalgia in advertisements

JEL classification system

M31 – Marketing

M37 – Advertising

Resumo

A nostalgia é uma tendência crescente na atual esfera do marketing. Numa era que vive em torno dos medias digitais e impessoais, criar relações e conectarmo-nos através da nostalgia é uma simples forma das empresas influenciarem os consumidores fazendo uso dos sentimentos otimistas e reconfortantes de vivências e lembranças passadas. Através de uma associação entre mensagem de marca e referências positivas do passado (anos 90, 80, 70), as marcas têm a capacidade de se humanizar e criar uma ligação entre o passado e presente. Contudo, apesar desta crescente tendência de gestores e *marketers* utilizarem a nostalgia como uma ‘solução’ de marketing, os impactos da nostalgia no ramo do marketing ainda estão por explorar. Consequentemente, o objetivo desta dissertação é estudar a influência que as memórias passadas, idade, género, propensão à nostalgia e estado de espírito do consumidor, têm na resposta dos consumidores aos anúncios nostálgicos, tendo em conta apenas a população Portuguesa. A pesquisa desta dissertação foi realizada através de um amplo estudo de literatura relacionada com o tema e através de pesquisa empírica. A pesquisa empírica foi realizada utilizando ambos os métodos quantitativos e qualitativos. Foi desenvolvido um ‘framework’ com base na revisão literária, ilustrando as inter-relações entre os diversos fatores. Estas inter-relações foram posteriormente testadas utilizando métodos quantitativos e qualitativos. Os resultados revelaram que tanto as memórias passadas como a idade dos consumidores, influenciam as suas respostas a anúncios nostálgicos. Contudo, o género, propensão à nostalgia e estado de espírito do consumidor não influenciam significativamente as respostas dos consumidores a anúncios nostálgicos. De modo a executar com sucesso campanhas de marketing com recurso a anúncios nostálgicos, gestores e *marketers* devem entender a influência que memórias passadas e idade têm, e criar um anúncio nostálgico em conformidade com o público-alvo.

Palavras-chave: Marketing, Comportamento do Consumidor, Publicidade, Nostalgia em anúncios

Classificação JEL:

M31 – Marketing

M37 – Publicidade

Acknowledgement

I express my gratitude to my research advisor Sandra Loureiro, for the time and effort spent on this project. Without her dedication, support and guidance it wouldn't have been possible.

I would like to thank my parents and sister in the first place for their support and encouragement since the beginning of this master and in the development of this dissertation. Especially, I would like to thank my sister, Rita Pinote, for the hours spent helping me with this project, her reviews and opinions were very important for the success of this project.

Furthermore, I would also like to thank my friends for their support and motivation along this path and I would also like to specially thank Henrique Ferreira for the emotional support and encouragement words whenever needed.

Last but not least, I would like to acknowledge the numerous participants and their contribution to this dissertation. I thank you all for your time and effort.

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1. Introduction

1.1. Topic relevance

The word nostalgia was first coined in the 17th century by a Swiss physician, Johannes Hoffer, to describe the devastating pain (*algos*) felt by people who had left their native home (*nostos*). For around 200 years, nostalgia was considered a dangerous disease that could trigger delusions, despair, and even death. By the 20th century, researchers started to recognize a flatter form of nostalgia: a longing to reproduce a *feeling* once experienced with friends or family, rather than to literally return to another place or time. More recently, there has been a revival of the more pernicious form of nostalgia, what we might call *past-sickness*. This is the longing to reproduce an idealized piece of history. When people are collectively nostalgic about their past experiences as members of a group or as inhabitants of an era, rather than individually nostalgic for their personal experiences, they start to identify more intensively with their own group, creating romanticized myths.

A growing collection of vinyl records or an old game console can remind you of your younger and more playful years. Companies are beginning to recognize the value of nostalgia in marketing and advertising, as a way to connect with their customers. As seen by Steve Harvey (2017), in his most recent article on nostalgia marketing, it is stated that the usage of nostalgia attracts more customers, as it promises an immediate return to the past in the form of happy memories and comfort and therefore building the brand-customer relationship based on an emotional level. The reminiscence of these pleasant feelings is the reason why brands are now investing in nostalgic marketing and why it has grown to be a popular trend in recent years.

Nostalgia marketing finds a way to align advertising campaigns with items/events that provoke emotional responses from the past. Emotional marketing has the power to convince costumers to act and advocate on behalf of their favourite brands. But is nostalgic advertising powerful enough to trigger consumers to act and advocate on behalf of their brands?

The scope of this study will be to understand what influences consumers to have a positive response towards nostalgic advertising. To limit the span of the research, the focus will be restricted to a Portuguese audience.

In an era of impersonal digital media, building relationships and connections through nostalgia is an easy way for companies to leverage the optimistic feelings that often walk down memory lane. Associating brand messaging with positive references from the 90s, 80s or 70s, humanizes brands, forming meaningful connections between the past and present.

As a millennial, for an unknown reason, I have always identified myself with “the good old days”. Therefore, marketing campaigns that use nostalgia, have always seemed very interesting and captivating to me. It is noticeable that nostalgic marketing is growing and being used in different contexts, either in products, such as the vintage looking Adidas’ shoes, in advertising, as Spotify has been doing with their 80s playlist (“NeverEnding80s.com”), or record-breaking TV shows like “Stranger Things”, which contain numerous recording sets filled with detail, making it impossible not to stay hooked for nostalgia-fanatics.

However, bringing nostalgia into ad campaigns is not as easy as it looks. It needs to be authentic, it needs to bring the old and the new together and it needs to spark warmth and a bit of disruption. And like any marketing act, one must measure the results of the actions, therefore, this study seeks to understand what influences consumers to have a positive response towards nostalgic advertising.

1.2 Research Problem and objectives

Social interactions, sensory inputs and tangible objects commonly inspire nostalgic feelings. Those memories counteract loneliness, boredom and anxiety. In addition, nostalgia increases generosity and tolerance to strangers (Tierney, 2013) leaving a door open to brand messaging.

When sharing moments from the past, the audience can be reached on an emotional level, linking the brand message with feelings of security, comfort and trust. This sentimental feeling makes people increasingly willing to spend money on consumer goods and services.

Marketers are keen to infuse nostalgia into their campaigns. They are facing a new challenge of keeping the authenticity of making the old new again, to spark warmth and a bit of disruption.

The concept nostalgia has been studied in the academy since 1979. Different authors have been trying to understand the concept of nostalgia and its connection with psychology, physiology and more recently, the consumer behavior and marketing.

Brands from all around the world are trying out nostalgia marketing – connecting with positive cultural memories from previous decades, designed to drive energy to modern campaigns.

The video game industry, for example, is one of the fields with growing popularity in terms of nostalgia marketing. Millennials are one of the generations most responsive to nostalgia, growing up with games such as Super Mario, Pokémon, Sonic, etc. Nintendo was one step ahead, when releasing the Nintendo Classic Mini, a throwback to the ‘glory days’, a console that contained the very first games released by Nintendo that were a success.

Microsoft, on the other hand, used nostalgia in advertisement to engage and connect with their audience, once again Millennials. The clip that promotes the *New Internet Explorer* is a look back on what was popular 20 years ago and shows how times have evolved. The ad ends with a teaser that reconnects consumers not only with the brand, but also with the product they promote: “The future was bright, you grew up... so did we. Reconnect with the *new Internet Explorer*” (Kantrowitz, 2013).

Adidas also played with nostalgia, however on a different level. Stan Smith, the most iconic shoes from Adidas, was first launched in 1964. Only in 2011 did the brand stop the production of Stan Smith, since consumers had lost interest in the model. One year after the discontinuation, finding this model was almost impossible, fans of the classic had almost lost hope in a comeback. However, on the 31st of May 2013, Adidas posted on twitter “A legend returns, 2014. #StanSmith”. The fully integrated campaign focused on social media and aimed to reconnect consumers with the product, in order for them to purchase it. But how? The strategy behind this campaign was to play with nostalgia and the retro fashion trend. Joanna Douglas explains “There’s also a massive ‘90s fashion resurgence happening right now, and it has both men and women alike seeking old-school garments and accessories with iconic logos, and Adidas’s timeless designs certainly fall into that category”. (Marion, 2014)

In today’s modern society, nostalgia is seen as an escape for brands to leverage the optimistic feelings to remember and relive our best past experiences and memories.

Associating brand message with positive references from 90s, 80s or 70s, humanizes brands, linking the past with the present.

The impacts of nostalgia in the marketing field are yet to be explored, therefore this study aims to examine what influences consumers to have a positive response towards nostalgic advertising.

Taking all into consideration, the major research question is: What influences consumer's response to nostalgic advertisement? In what concerns the objectives: (1) analyse how consumers' nostalgic responses to advertising varies according to consumers' memories/experiences with a brand, (ii) how consumers' age impacts responses towards Nostalgic Ads, (iii) analyse whether or not different genders have different responses towards Nostalgic Ads, (iv) analyse if nostalgia Proneness positively influences consumers' nostalgic responses to advertising, and (v) analyse if consumer affective state influences consumers' nostalgic responses to advertising .

1.3 Structure of the thesis

The overall structure of this dissertation will be divided in five parts: Introduction, Literature Review, Methodology, Analysis, and Conclusions, Implications, Limitations and Further Research.

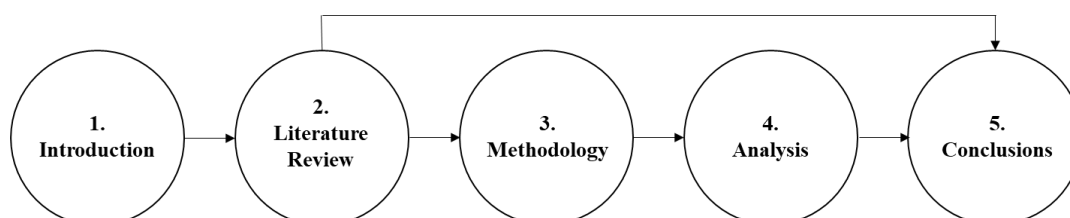
The current chapter, Introduction, aims to announce the main topic of this research – 'what influences consumer's response to nostalgic advertisement', as well as the topic relevance in the marketing field. Furthermore, the research problem and objectives of the dissertation are discussed, and the structure of the thesis is presented.

Secondly, the Literature Review is presented. This chapter is divided in eight parts and comprises nostalgia construct, nostalgia across age, across gender, the influence of consumer traits in nostalgia, emotional components of nostalgia, nostalgia in advertising, and consumer's response to nostalgic advertisement. The chapter ends with a theoretical framework explaining the influencing factors of nostalgic advertisement according to the literature review. Research questions and hypothesis are shown along with the framework.

The third chapter, Methodology, concerns the methodologies used for this research, both quantitative and qualitative approach. A description of these approaches are presented.

The following chapter, Analysis, is split in two parts, the quantitative analysis and the qualitative analysis. In this chapter results from the questionnaire and focus group are analysed and discussed.

To conclude, the chapter Conclusions, Implications, Limitations and Further Research, aims to present a brief conclusion of the findings, addressing both theoretical contributions and managerial implications, while also discussing the limitations and further research.



Source: Author's elaboration

Figure 1: Structure of the thesis's diagram.

2. Literature Review

2.1. Nostalgia Construct

The term “nostalgia” was first used by Johannes Hoffer in 1688, and since then has been studied from a variety of perspectives. Looking into nostalgia’s origins, it derives from two Greek roots *nostos* and *algos*. First, *nostos*, “to return home/ to one’s native land”. Secondly, *algos* or “pain, suffering, or grief”, completes the term nostalgia, referring to its original connotation of the pain or suffering related with the return home (Hofer 1688; Daniels 1985). Nostalgia as an emotion has both pleasant and unpleasant elements, it is a myriad of physiological and psychological symptoms. This bittersweet emotion refers back to an earlier period time in one’s life, ranging from ten to seventy years-old, creating a selective recall of the past experiences. Nostalgia may induce memories of peaceful and pleasant times or it may evoke times of tension and turbulence (Hofer, 1688; Holak and Havlena, 1992).

Nostalgia is a complex feeling, emotion or mood produced by reflection on things (objects, persons, experiences, ideas) associated with the past. It is both an ‘positively toned evocation of a lived past’ (Davis, 1979) and a “wistful mood that may be prompted by an object, a scene, a smell, or a strain of music” (Belk, 1990: 671). Although this emotion is based on a lived past, it may not reflect the reality of the actual past, but a distorted memory that produces a better picture than the actual truth (Davis, 1979).

Nostalgia is an experience/sensation particularly private, what is nostalgic for one may leave another indifferent. Daniels even compares a nostalgic experience to Straus’ comments on attending an opera: “The audience comprises a group of individuals; whether their number is small or large, each one sees and hears for himself, alone; nevertheless, all of them see and hear the same performance, together. The view is ‘public’ while the sights are private...” (Straus, 1966: 153). According to Daniels, nostalgia works the same way, consumers have access to the same content, but each and everyone has a different nostalgic response.

Opposed to Hofer, *Yearning for Yesterday*, written by F. Davis in 1979, addresses the concept of nostalgia only as a positive feeling towards a personally experienced past, a belief that ‘things were better... then than now’. The author emphasizes the personal nature of nostalgic experiences. Davis suggests three ‘ascending orders’ of nostalgia: simple nostalgia

(unexamined experiences of the phenomenon), reflexive nostalgia (critical consideration of the historical accuracy of nostalgic experience) and interpreted nostalgia (critical treatment of the nostalgic feeling itself). Although the concepts created in this book were not fully developed, Davis concludes with an analysis of 'contemporary nostalgia' and the connections of nostalgia to economic institutions and the mass media, that historical facts that characterize our times, can later on be used in 'nostalgia industries' (e.g., the deliberate planning of future nostalgic revivals in the marketing of new products).

Further developing this view of nostalgia, Holbrook and Schindler (1991) define it as *a preference toward objects that were more common when one was younger*. Four aspects are drawn from it. First, *preference*, meaning the consumer's degree of liking toward various objects used in consumption. Second, the *objects* refer to any kind of product (both goods and services). Third, with respect to the concept *more common... when one was younger*, differences of opinion emerge on whether nostalgia relates only to one's own store of remembered events from a "personally experienced past" (Davis, 1979: 8) or reaches back historically so that it "engulfs the whole past" (Lowenthal 1985: 6). While nostalgia might attach itself to experiences recalled from one's own youth, it might also focus on the womb (Fodor, 1950), on objects 'recalled' via *collective memory* from an historical era (Lowenthal, 1985). At last, this definition focuses on the *temporal orientation* of one's *product-related attitudes* and does not necessarily bear on the degree of sentimentality or other bittersweet, wistful feelings that may influence those positive affective responses towards objects from days of yore.

2.2. Nostalgia Across Age

The general levels of nostalgic consumption experienced by consumers depend on changes over time, therefore associated with age. In western society it is adolescence and early adulthood that have the most impact when forming memories that will later on be used as nostalgic emotions/experiences (Holbrook, 1993).

Not only a brand's physical attributes and brand personality influence consumers, but also nostalgic memories can play a major role in shaping the 'future' consumer-brand relationship (Braun-Latour et al. 2006; Nedungadi 1990; Biehal and Chakravarti 1986).

Relationships are formed early in life. This also applies to brand relationships. Brand relationships formed early result in the strongest consumer-brand relationship. (Fournier 1998). Early childhood exposure to a brand is a way to create an emotional attachment, building childhood memories that will influence their future brand consumption decisions.

The tendency to engage in nostalgic feelings varies over the course of an individual's life.

2.2.1. Childhood Brand Nostalgia

Marketers have repositioned brands that have been continuously available in ways designed to capitalize on consumers' feelings of nostalgia. (e.g. Vaqueiro's new retro packaging). Marketers have even attempted to add nostalgic appeal to brands that are not even "old", creating new products with a 'retro' design intended to appear as though it comes from an earlier time and evoke feelings of nostalgia. Retro marketing differs from nostalgic marketing in that while these items were developed and designed to feel as though they come from decades past, they come with all the innovation and technology that is expected of a product in today's marketplace.

An examination of the marketplace shows that these attempts to market products based on nostalgic feelings can be successful. In other cases, the updating or reintroduction of the brand is met with passive acceptance or even negativity. This suggests that marketers do not fully understand how to effectively use childhood brand nostalgia as a marketing tool and would benefit from a better understanding of how brand nostalgic individuals differ from their non-brand nostalgic counterparts (Shields and Johnson, 2016).

In marketing, nostalgia has most frequently been studied as a psychographic variable, as seen in Holbrook and Schindler's work examining nostalgia proneness (Holbrook and Schindler, 1989, 1991) and bonded nostalgia (Holbrook and Schindler, 2003). However, neither of these constructs fully addresses the tendency for a consumer to develop feelings of nostalgia towards a brand.

Nostalgic bonds have also been mentioned as one way an individual can develop a relationship with a brand. (Fournier, 1998; Smit et al., 2007). Fournier suggests that these nostalgic relationships may have greater significance for the consumer than other brand relationships, which enables them to endure through the consumer's lifetime despite infrequent

contact with the brand. Nostalgia is also included as one of the seven dimensions in Fournier's (1998) construct of brand relationship quality, and as a component of Smit et al.'s (2007) Brand Relationship Quality (BRQ) scale.

Childhood Brand Nostalgia can be defined as a positively balanced emotional attachment to a brand because of the brand's association with fond memories of the individual's nonrecent lived past (Shields and Johnson, 2016). This definition is distinct from a more general emotional attachment to a brand, as a nostalgic attachment to a brand must be based on fond memories of experiences with the brand in the individual's non-recent lived past. Distinct from bonded nostalgia, as it does not consider an emotional connection to a specific object or possession, but rather a nostalgic connection to a brand. Finally, this definition is specific to the relationship between a consumer and a particular brand, distinguishing it from the more general dispositional tendency of nostalgia proneness.

The only existing measure of consumer nostalgia is the Nostalgia Proneness scale (Holbrook, 1993), which is designed to measure the psychographic variable of an individual's overall tendency towards nostalgia. The BRQ scale developed by Smit et al. (2007) does capture nostalgic brand connections as one dimension of the scale, but this dimension is only measured with two items.

The findings in Shields and Johnson (2016) study suggest that the Childhood Brand Nostalgia scale is able to detect variance in brand nostalgia among consumers across multiple brands within multiple product categories. In addition, Childhood Brand Nostalgia scale is able to capture variance in a single consumer's nostalgic feelings towards more than one brand.

H1: Consumers' nostalgic responses to advertising varies according to consumers' memories/experiences with a brand.

2.2.2. Millennial Generation and Nostalgia

Born within a specific time period, Millennials shared similar experiences and key moments during their childhood (Meredith and Schewe, 1994). Therefore, they tend to show similar values, views and preferences.

There is evidence claiming how this generation is impacting today's world and market (Bolton et al., 2013). It is essential to understand and consider their consumer behaviour during their marketing practices in order for that to be effective (Parment, 2013; Twenge and Campbell, 2008).

Millennials, also known as Generation Y, are individuals who were born between 1981 and 2000 (Becker, 2012; United Nations, 2010). This group of young consumers was affected and moulded by an array of environmental and societal conditions during their childhood (Cone Communications, 2013; Parment, 2012; United Nations, 2010; Van der Bergh and Behrer, 2013).

Millennials are keen to ensure they position themselves as being special, unique or raising their opinions (Van der Bergh and Behrer, 2013). To support their desire to be unique it can be argued they strive to make purchases that help them feel more unique and peculiar in society.

Howe and Strauss (2009) argued how every generation possesses an intrinsic important history and perceived collective biography. This trait connects to the already developed concept of historical nostalgia and nostalgia proneness in general. Brown et al. (2003) also recognize the existence of this dynamic, noting how specific generations might possess both inner nostalgic elements and uniqueness seeking behaviours, with both elements present in a collective manner.

H2: Consumers' age impacts responses towards Nostalgic Ads.

2.3. Nostalgia Across Gender

Authors such as Holbrook (1993), Sedikides, Wildschut, Routledge, Amdt, Hepper, et al. (2015), and Stern (1992), have shown an inclination that women may be more nostalgic than men. Gergov and Stoyanova (2013), concluded in their study that women are more critical to their own past when compared to men.

In a modern consumer society, authors such as Wilcox (1997) claim that women can be more criticized than men, especially when it comes to beauty and the loss of youthfulness. This link between youthfulness and a 'happier' time, may induce women to be more nostalgic,

making them remember the 'good old days', on the other hand, it can also induce women to naturally feel less nostalgic since it can highlight, for example, how they are not as beautiful or as young as they used to be, resulting in a negative state of mind.

With the exception of Kim and Yim (2017), that have studied 'the effect of nostalgia on the perceived youthfulness will be equivalent across genders', the impact of gender in nostalgic advertising has not yet been studied. Therefore the following hypothesis will be tested.

H3: Men and women have different responses towards Nostalgic Ads.

2.4. Influence of Consumers' traits in Nostalgia effectiveness

Nostalgic brands enhance consumers' brand familiarity, trust and brand preferences by reminding them of childhood memories and imprinted emotions (Braun-LaTour et al., 2007; Holak and Havlena, 1998; Holbrook and Schindler, 2003). Consumers using nostalgic products recall past experiences better (Goulding, 2001), feel more connected with the past and people (Brown et al., 2003; Goulding, 2001; Loveland et al., 2010) and are more likely to volunteer or donate (Zhou et al., 2012).

2.4.1. Nostalgia Proneness

The ability of an individual to travel back in time only using one's mind, creates the opportunity to have meaningful past experiences. The recollection of these personal memories often elicits nostalgia. Nostalgia is a predominantly positive, social and past-oriented emotion.

Experimentally-induced nostalgia increases positive affect, elevates self-regard, fosters social connectedness, and introduces a sense of meaning in life (Routledge et al., 2011; Wildschut Sedikides, Arndt, and Routledge, 2006).

Nostalgia itself is not a preference, but rather a feeling or mood that can lead to a preference for things. There are two major factors that influence nostalgia in consumers, age and the propensity to have nostalgia, also named nostalgia proneness.

Davis (1979) introduces the concept of nostalgia as a mechanism that allows people to maintain their identity in the course of major transitions that serve as breaks in the life cycle (e.g., the identity change from childhood to pubescence, from adolescence to adulthood, from single to married). Therefore, the tendency to engage in nostalgic experiences varies over an individual's lifetime. Nostalgia Proneness has been hypothesized to peak as individuals move into middle age and during "retirement" years. (Holak and Havlena, 1992).

Nostalgia Proneness can be distinguished between two contrasting views, the "sociality view" and the "maladaptation view". The first one emphasizes the rich social collection of nostalgic memories. Nostalgic recollections typically involve meaningful interactions with close ones, such as family members, partners and friends (Wildschut et al., 2006). Linguistic analyses showed not only that nostalgic narratives had more first-person plural pronouns and social words (e.g., mother, friend) (Robertson, Wildschut, Sedikides, and Vingerhoets, in preparation), but they also showed that individuals who have a high nostalgia proneness manifest a stronger preference for activities and song lyrics in which social relationships are central (Batcho, 1998; Batcho, DaRin, Nave, and Yaworsky, 2008).

On the other hand, the "maladaptation view" entails that nostalgia proneness is a form of emotional instability or depression. In this scenario, nostalgia is a retreat into the past forbidding the individual to deal with the demands of adulthood. (Sedikides, Wildschut, Arndt, and Routledge, 2006, Sedikides Wildschut, and Baden, 2004). Consistent with this view, research showed that neuroticism is positively linked with nostalgia proneness (Barrett et al., 2010).

H4: Nostalgia Proneness positively influences consumers' nostalgic responses to advertising.

2.4.2. Consumers' self-concepts

Self-concepts are the ways in which people perceive themselves (Morse and Gergen, 1970). People often conceptualize themselves according to two basic aspects of human beings: agency and communion (Bakan, 1966, Wiggins, 1991). Agency represents personal interests and values such as self-assertion, self-improvement, self-protection and self-esteem. Communion, on the other hand, focuses on social bonding, connections with others, kindness,

cooperation, care for others and group harmony (Bartz and Lydon, 2004). Hence, while agentic individuals tend to show self-centred behaviour and try to differentiate themselves from others, communal individuals are inclined to be part of a group and try to maintain social connections (Bakan, 1966; Wiggins, 1991).

Consumers purchase products corresponding to their self-concepts as a means of self-expression (Braun et al., 2002; Kotler and Armstrong, 2012) and nostalgia may fulfil the needs of either personal or social selves (Hart et al., 2011; Loveland et al., 2010; Wildschut et al., 2010), therefore it is important to investigate the role of self-concepts in the influence of nostalgia.

When people engage in nostalgic reflections, they feel high levels of self-positivity (Sedikides et al., 2008b; Wildschut et al., 2006), which satisfies the needs of agentic selves. On the other hand, nostalgic engagement also enhances feelings of social belongingness (Loveland et al., 2010; Wildschut et al., 2010), which meets the needs of communal selves.

Social psychologists have demonstrated that there are two essential functions of nostalgia: enhancing perceived feelings of social connectedness (Loveland et al., 2010; Routledge et al., 2011; Wildschut et al., 2006; Zhou et al., 2012) and enhancing perceived feelings of social positivity (Hart et al., 2011; Sedikides et al., 2008b; Wildschut et al., 2006; Wildschut et al., 2010). Nostalgic experiences lead individuals to consciously recollect positive past relationships they had with others and this process enhances their feelings of self-positivity. The recollection of positive self-images, results in an increase of self-esteem (Hart et al., 2011; Vess et al., 2010; Zhou et al., 2008).

Jiyeon Nam et al. (2016) proposes that these different functions of nostalgia can be facilitated by different types of self-concepts. Nostalgia, which enhances feelings of social connectedness and of self-positivity, can fulfil the needs of either personal or social selves.

An Experiment was made in which the predicted hypothesis was that nostalgia functions differently when consumers have agentic versus communal self-concepts. A two (agentic vs communal) by two (nostalgic vs non-nostalgic) between subjects was employed to test these predictions. A fictitious nostalgic Starbucks advertisement was created by adopting Muehling's and Sprott's (2004) approach. Not only was Starbucks's 1971 logo used to induce participants' nostalgic feelings, but nostalgic taglines were also inserted into the ad to emphasize a meaningful past moment. To manipulate agentic versus communal self-concepts,

the ads were designed to include images of objects, people or even events that characterized either agency or communion (images of success, achievements and aspirations for agentic and images with family, friends and loved ones for communal). Participants rated the ad with agentic contents as significantly more agentic than the ad with communal contents. On the other hand, participants evaluated the ad with communal contents as more communal than the ad with agentic contents. Participants in a nostalgic condition felt significantly more nostalgic feelings than those in a non-nostalgic condition. Agentic participants were more likely to buy a nostalgic product and recommend it to others through enhanced self-positivity, whereas communal participants were more likely to buy a nostalgic product and recommend it to others through enhanced social connectedness. The fact that there were no significant indirect effects of self-concept through social connectedness and self-positivity on purchase and recommendation intentions in the non-nostalgic condition, further confirms the different functions of nostalgia depending on different self-concepts.

2.5. Emotional Components of Nostalgia

The role of feelings (or affect) has been examined in consumer behaviour from different vantage points. The importance of affect in advertising has long been studied in terms of its effect on product attitudes and choice (Batra, 1986; Edell and Burke, 1987). Several researchers have studied the measurement of affect and the theoretical structure of affective constructs with regard to advertising and consumption (Allen, Machleit, and Marine, 1988; Batra and Ray, 1986).

Consumers are encouraged by marketers to experience nostalgic feelings through the use of nostalgic themes and images in advertising, the marketing of nostalgic products and the use of consumer products to capture or create nostalgia through fantasies or memories (Havlena and Holak, 1991). Holak and Havlena (1998) measured the emotional components of nostalgia, breaking down the complex affective reactions derived from nostalgic experience into more basic components of emotion.

The memory of a lived past may not even reflect the reality of that past, but may be distorted, producing a more positive picture than reality would warrant (Davis, 1979). Nostalgia is conceptualized as a positively balanced complex feeling, emotion or mood produced by reflection on things (objects, persons, experiences, ideas) associated with the past.

Nostalgia itself is not a preference for these things, but rather a feeling or mood that may result in preferences for things that tend to produce nostalgic responses.

Baker and Kennedy (1994) differentiate advertising-evoked nostalgia from simple positive affect towards an advertisement.

Consumer researchers have been studying the subject of affect and emotion. This research involves the measurement of emotions related to marketing activities and to consumption (Allen, Machleit, and Marine, 1988; Batra and Ray, 1986; Havlena and Holbrook, 1986).

The study by Holak and Havlena uses both dimensional and categorical methods for the measurement of nostalgia affect. The results of the analyses support the view of nostalgic experiences as involving complex emotional responses. For that measurement they used the PAD (pleasure-arousal-dominance) method and the discrete emotion data to explain the nature of these emotional responses.

The three-dimensional PAD temperament scale was defined by the three nearly independent temperament traits, pleasure-arousal-dominance. This scale uses 18 scale items.

Two of the three PAD (Pleasure, Arousal, Dominance) dimensions are significantly related to the level of nostalgic intensity. While pleasure exhibits a strong positive relationship that illustrates the essentially positive nature of nostalgia, dominance shows a negative association, reflecting the feeling of powerlessness to recreate or return to the past that is inherent in nostalgia.

Results from the discrete emotion data indicates that the positive emotions of warmth, joy, gratitude, affection and innocence tend to associate in nostalgic experience. As stated before, the experience of nostalgia as a "bittersweet" emotion has been frequently noted in the literature. The pleasant memory of the past is combined with a sense of loss associated with the realization that the past cannot be recreated. The connection between sadness and desire may reflect the recognition of this fact (Holak and Havlena, 1998).

Nostalgia may be a difficult reaction for marketers to predict. On one hand, the feelings of tenderness and joy may encourage positive attitudes toward a message or product, but on

the other hand, the sense of loss may encourage unfavourable evaluations due to negative mood effects.

Inducing nostalgia through a link with the past or with a distant situation should be coupled with minimizing the sense of loss (e.g., portray the product as a means of recapturing enough of the past to avoid the feeling of loss).

2.6. Nostalgia in Advertising

Nowadays, more than ever, advertisers face the challenge to use innovative techniques to communicate to a selected target market in an effective way. Nostalgia advertising is one of the techniques available to facilitate this communication.

This technique of using artefacts and themes that make consumers relive or remember the past, has gained notable attention in recent years. There are different theories that try to explain and comprehend the emergence of nostalgia. Some theories (Miller 1990; Stern 1992) argue that nostalgia is particularly effective at the end of a century. This period is usually a time of cultural anxiety, when the community would rather look towards the less threatening and more comfortable past than face the unknown future.

Another explanation regarding the emergence of nostalgia, explored by Lowenthal (1985), argues that nostalgia increases as consumers become more dissatisfied with life as it is. As a result, consumers look into the past for comfort.

Nostalgia is being used in different areas, from reintroducing a product in the market, for example the VW Beetle or MINI, to using an old package as advertising, as Coca-Cola did when recreating the famous contour bottle in 1994. Coca-Cola increased sales by double digits after this new package was released. Nostalgia is also being used in advertising. Ford Motor Company has repeatedly put out historic and vintage-looking commercials with grainy footage, hoping that consumers will associate longevity with quality.

Although the term 'nostalgia' has been around for a while, a rising opportunity of turning the 'yesterday' into new is emerging among consumers. This new trend of using nostalgia and retro-marketing is emerging and gaining more visibility each day.

2.6.1 The Role of Consumer Affective State on Nostalgic Advertising

A common and intuitive explanation for the effectiveness of nostalgic advertising suggests that specific cues in ads are capable of making consumers feel “nostalgic”, which subsequently benefits the advertised brand largely through an affect-transferring mechanism (Muehling and Spratt, 2004). However, evidence shows that consumers when faced with a nostalgic advertisement can have both positive and negative reflections when exposed to this type of advertising (Muehling and Spratt, 2004). This “bittersweet” combination of emotions separates this type of advertisement from others, prompting also some concerns from advertisers who may be considering employing nostalgic appeals (Bussey, 2008; Crain, 2003). Previous nostalgia-based research has shown that some situational and personal factors (e.g., age, gender, nostalgia proneness) can be more conducive for evoking consumer nostalgia than others. (Baker and Kennedy, 1994; Batcho, 1995; Holbrook and Schindler, 1996).

A consumer affective state may affect the consumers’ nostalgic response to advertising. Nostalgia’s effects might be different when an individual is happy or sad.

The process by which nostalgic experiences and memories are evoked is often not a simple recollection of the past (Sujan, Bettman, and Baumgartner 1993), it often involves various subjective mental activities such as reflection, reappraisal and even reconstruction (Leboe and Ansons, 2006). These reflections tend to be primarily positive in nature and may involve both cognitive and affective processes.

Consumer behaviour can be influenced by incidental affective state. A consumer affective state may come from multiple sources including emotional dispositions (such as chronic depression), temperament or contextual stimuli (e.g. media or news articles). However, studies show that consumers’ positive affective states generally have positive influences on judgements and evaluations (Coulter 1998, Goldberg and Gorn 1987, Mayer et al. 1992). A study developed by Zhao, Muehling and Kareklas (2014) showed that under positive affective conditions, individuals responded more favourably to a nostalgic ad, rather than a non-nostalgic ad. A nostalgic ad evoked more pleasant thoughts of the past and higher levels of positive emotions, as opposed to an ad with no nostalgic references. Furthermore, positive memories and favourable brand-related responses were more effective when participants were in a positive affective state.

RQ2: How does consumer's affective state influence responses to nostalgic advertisement?

2.7. Effects of Advertising in Brand Attitude & Purchase Intention

A positive brand attitude directly affects and promotes brand selection; therefore, marketing and advertising rely heavily on the formation of a favourable brand attitude.

When studying the attitude-behaviour relationship, it is mandatory to study the concept of involvement. The term involvement is generally used to refer to the personal relevance or importance of an object (Petty and Cacioppo, 1979). Studies based on these authors show that attitudes that have been formed under high involvement conditions have a strong impact on behaviour, whereas attitudes formed under lower levels of involvement are less influential.

Other conceptualizations integrate involvement, accessibility and other moderators of the attitude-behaviour relationship as multiple dimensions of the more general construct of attitude strength (Krosnick and Petty, 1995; Raden, 1985).

Attitude strength can be defined through the qualities that strong attitudes possess: "Strong attitudes are persistent, are resistant to counter persuasion and have a strong impact on decisions and behaviours".

Inducing favourable brand attitudes is not sufficient for advertising to be effective. These attitudes need to be strong in order to influence purchase intentions and behaviour. Findings suggest that increasing consumers' motivation to elaborate on advertising messages enhances the accessibility of the resulting attitudes, therefore, advertisers should focus on increasing consumers' involvement with the advertised message (Kokinaki and Lunt, 1999).

In a fast and competitive marketing environment, if a product/service wants to be quickly recognized by consumers, it must rely on advertising campaigns to make consumers memorize product messages. Since consumers contact with multiple advertisements in a day, marketers use different methods to gain consumers' attention and influence on their buying decisions.

Purchase intentions can measure the possibility of a consumer to buy a product: the higher the intention, the higher the willingness to buy the product becomes. According to

Fishbein and Ajzen (1975), the consumer's attitude and assessment and external factors construct consumer purchase intention.

2.8. Consumers' Response to Nostalgic Advertisement

McGuire (1968) developed the HOE model, which predicts a sequence of cognition (attention, learning, yielding) > affect (attitude) > intentions (recommend or purchase the brand). This model has been applied to advertising along the years, such as Lavdige and Steiner (1961) adaptation of the model to advertisement effectiveness. As the model states, the two final stages of consumer response are affect and intentions, therefore, for the purpose of this study, consumer's response will be measured by already known scales of brand attitudes ('affect') and purchase intentions ('intentions').

Nostalgia-themed advertisements may be capable of prompting nostalgic thoughts and pleasant memories in consumers, resulting in a more favourable brand attitude and purchase intention. (Muehling et al. 2014; Baker and Kennedy 1994; Holak and Havlena 1998; Muehling and Sprott 2004).

Nostalgic advertisements are most pronounced for those who have a personal attachment or a meaningful connection with the advertised brand. Therefore, the effects of nostalgia on consumers' brand attitudes and purchase intentions should be influenced by one's past associations with (i.e. in-home childhood exposure and past personal attachment) the advertised brand (Muehling et al., 2014). However, the influence that past brand associations have on consumers' response to advertising has yet to be studied. Findings in Muehling et al. research suggest that consumers' past does indeed moderate the effects of nostalgia-themed advertising.

When studying the correlation between nostalgic advertisement and purchase intentions, there appears to be a connection between this type of advertisement and low-involvement purchase situations, where minimal differences among brand alternatives appear (Belch and Belch 1998).

Marconi (1996) notes that even though nostalgic advertising may have the ability to make some heads turn while being entertaining, its effectiveness in influencing communication effects, such as increasing the level of brand awareness and brand attitude, and ultimately increasing sales, has not been firmly established and proved. This type of research will contribute to a

better understanding of which products are compatible with the nostalgia advertisement technique.

However, in practice, little can be done to increase product or purchase involvement, as they depend on individuals' values, interests, consumption needs etc. It is in low involvement situations that attitude accessibility becomes of particular importance, since such situations are more likely to be associated with automatic, unconscious decisions (Herr and Fazio, 1993). It is in such situations, where brand attitudes need to be accessible in order to influence purchase intentions and behaviours. Research findings indicate that certain executional cues of advertisement can enhance advertising message involvement.

2.9 Theoretical Framework

A Framework was developed to summarize the findings from the Literature Review. This framework shows the interactions between the components analysed in this study.

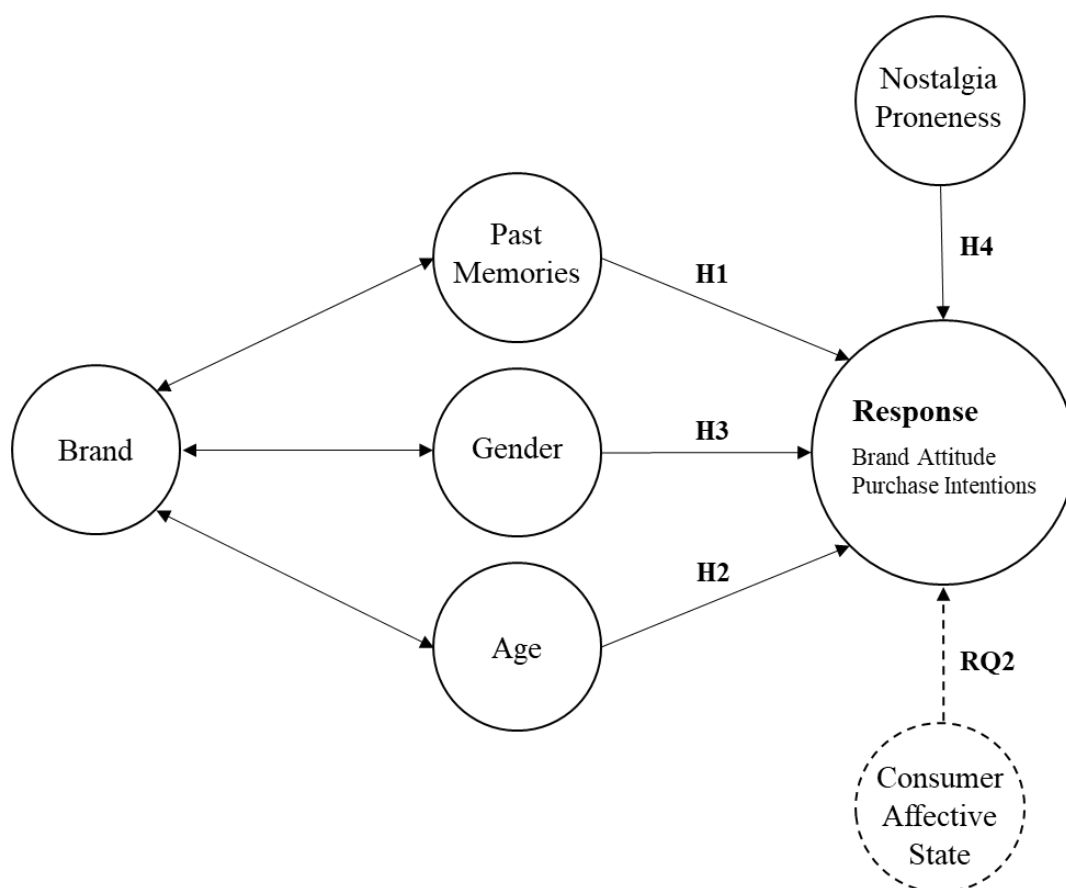
The conceptual model presented below (Figure 1) represents the hypothesis generated in this paper, with the goal of perceiving the influencing factors on nostalgia-themed advertisements.

Taking a look at the framework, the first factor to the left is the Brand. Previous brand evaluations are considered when a consumer faces a nostalgic ad. Most of the time when looking at an ad, it is not the first time a consumer is faced with that brand, therefore, the consumer in a more conscious or unconscious way, already has a premeditated idea of what the brand is and what it has to offer. Three influencing factors can be further identified in the framework: 'Past Memories', 'Gender', and 'Age'. All three factors are connected to a specific brand due to the fact that all previous brand evaluations are influenced by consumer's past memories, gender and age. Brands are targeted for specific audiences, that may vary in terms of gender and age. When faced with an ad, a consumer may or may not relate to it. If, for example, he/she does relate to the ad, there is a higher chance that it will live a mark on the consumer's memory.

As it is shown in the framework below, past memories, gender and age, will later influence the consumer when he/she is faced again with an ad from that same brand, especially

if it evokes nostalgia (Section 2.2. and 2.3.). These influences will later be tested to validate if it positively influences consumers' response to nostalgic advertising.

As the literature review proposes (Section 2.4. and 2.5.), a consumer's response to nostalgic advertisements may also be influenced by Nostalgia Proneness and a Consumer's Affective State. As the framework above demonstrates, the two factors of influence will also be tested in the following Analysis.



Source: Author's elaboration

Figure 1: Influencing factors on nostalgia-themed advertising effectiveness.

Based on the framework above, which was attained through the Literature Review, the following hypotheses and research question have been proposed:

- **RQ1: What influences consumer's response to nostalgic advertisement?**
- **RQ2: How does consumer's affective state influence responses to nostalgic advertisement?**

- **H1: Consumers' nostalgic responses to advertising varies according to consumers' memories/experiences with a brand.**
- **H2: Consumers' age impacts responses towards Nostalgic Ads.**
- **H3: Men and women have different responses towards Nostalgic Ads.**
- **H4: Nostalgia Proneness positively influences consumers' nostalgic responses to advertising.**

3. Methodology

According to Burns (2000), "research" is defined as a systematic investigation applied to illuminate specific problems. The relevance and limitations within the research method are, therefore, critical to identify.

The current chapter will explain the proper research methods, clarify the sampling techniques undertaken, and enlighten the methodological paradigms through an explanation of the research approach.

In order to successfully achieve the research objectives, it is important to define the most appropriate methods for the development of this study. In this case, a quantitative approach was taken to gather the largest amount of answers.

3.1 Methods for Data Analysis

Throughout this research both qualitative and quantitative methods were used. Each method had a different objective (Locke, Silverman, and Spirduso, 2010; Shields and Rangarajan, 2013). Since the most common methodology for explanatory research is the quantitative method (Ghauri and Gronhaug, 2005), an online questionnaire was formed.

Consequently, focus groups were conducted with Portuguese consumers, in order to support the findings obtained from the quantitative research.

3.1.1. Questionnaire

To validate the framework presented in the literature review, a questionnaire was created. The questionnaire was elaborated with items from previous studies, ensuring validity and reliability of the study (Aaker, 2004).

The questionnaire starts with a brief description of the study followed by demographical measurements applied for screening (Mooi and Sarstedt, 2011). To reduce misunderstandings among respondents, the questionnaire was translated to Portuguese.

Closed questions and Likert-type scale items were used to ensure higher response rates (Mooi and Sarstedt, 2011). Opposing pair of words were shown, allowing respondents to choose the degree to which they agreed with the word/phrase. Double negatives, vague questions and double-barreled questions were avoided.

Reisenwitz, Iyer and Cutler's (2004) nostalgia proneness scale was used to illuminate the perception of consumers' nostalgia proneness. This scale has eight items, four of which are reversed coded items. With an alpha coefficient between .77 and .81 the set of variables were assumed to measure nostalgia proneness in a considerable reliable manner.

In the same article, it was also developed reliability coefficients for *Nostalgia intensity toward the ad (NIAD)* and *Nostalgia intensity toward the brand/company (NIBC)*. These items were also used in the questionnaires, to better measure the respondents' feeling towards the ad and brand/company.

Secondly, Shields and Johnson's (2016) childhood brand nostalgia scale was also used to better understand consumers' nostalgic response according to consumers' memories of experiences with a brand. With a Cronbach's alpha of .93 the set of variables were assumed to measure the consumers' memories of experiences with a brand in a reliable manner.

At last, and according to Zhao and Kareklas (2014), six adjectives were ranked by respondents to assess brand attitudes: *likable*, *appealing*, *good*, *favorable*, *useful* and *valuable*. It was used a 7-point semantic differential scale (Batra and Stayman, 1990). With an alpha of .89 the set of variables were assumed to measure the brand attitudes.

The questionnaire was split in two parts. In the first part, respondents had to recall a brand towards which they felt nostalgic. After recalling the brand, a set of questions, retrieved

from the articles described above, were asked. In the second part, the respondents were asked to watch a nostalgic ad and answer some basic questions, which were also retrieved from the papers above.

To ensure understanding and avoid confusion a pre-test was distributed to 15 respondents. Based on their comments, adaptations were made to the questionnaire.

In order to ensure reliable and useful information that can contribute to validate or invalidate the previous developed framework, around 270 answers were collected.

3.1.2. Qualitative Methods

For the sake of gathering qualitative data in this study, a focus group was created. The main advantage of this method is the broader insights obtained as a consequence of the interactions among the respondents (Malholra, Birks, and Willis, 2012).

3.1.2.1. Group Size

Krueger and Casey (2009) defend that the size of a focus group should be between five to ten members, ensuring rewarding discussions while avoiding the formation of subgroups. However, the ideal size of a focus group has been discussed over the years. Some authors such as Kitzinger (1995) agree that a focus group should be smaller (four to eight members), others, such as Lindlof (1995) defend that a focus group should have six to eight respondents. To ensure an interesting discussion while still avoiding the formation of subgroups, ten respondents were selected as the appropriate size for this study.

3.1.2.2. Sample Selection and Composition

The selection of the participants took into account diversity, in terms of age, education level and gender, ensuring a realistic representation of the population. To prevent the creation

of subgroups and respondents being influenced by other participants, an effort was made to ensure that group members had no previous contact (Barnett, 2002).

3.1.2.3. Recording

To enable a more fruitful debate, the focus group had instructions to use the language with which they felt more comfortable, being it Portuguese. To ensure respondents' privacy and to let them be more at ease, an assistant was transcribing the respondents' answers into a Word Document. Later on, these answers were compiled and translated, creating a script. (see appendix 2 for translated comments).

4. Analysis

The following chapter will explain the interrelation predicted in the literature review and displayed in the framework (Section 2.8). Both quantitative and qualitative methods were used in this analysis. Section 4.1. will present the quantitative findings and the analysis behind, while section 4.2. will contain the qualitative analysis.

4.1. Quantitative Study

4.1.1. Socio demographic analysis

In total 271 answers were collected, however only 261 were considered valid for the purposes of this study.

Descriptive analysis was performed on every variable. Approximately sixty-seven percent of the respondents were female (176) and thirty-three were male (85), indicating a considerable bias towards the female gender (Table 1).

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	176	67,4	67,4	67,4
	Male	85	32,6	32,6	100,0
	Total	261	100,0	100,0	

Table 1 – Respondents' gender.

The respondents' age was grouped in four categories, respectively, “ < 17 ”, “ 17 – 25 ”, “ 26 – 37 ” and “ > 38 ”. According to Table 2, thirty-six percent of the respondents are aged between 17 and 25 years old, approximately thirty-one percent are older than 38, twenty-eight percent are aged between 26 and 37 and only five percent are younger than 17 years old.

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	< 17	13	5,0	5,0	5,0
	> 38	82	31,4	31,4	36,4
	17 - 25	94	36,0	36,0	72,4
	26 - 37	72	27,6	27,6	100,0
	Total	261	100,0	100,0	

Table 2 – Respondents' age.

To ensure a representative sample, age and education level were cross tabulated. As shown in Table 3, the total respondents are equally distributed between education level: high school, bachelor and master (PhD is not as common as the remaining education levels, therefore the percentage of respondents with a PhD is considerably lower).

In terms of age and education (Figure 2), the responses vary as the age and education level are usually related. As expected, for respondents under 17, the majority still studies in high school. As for respondents aged between 17 and 25, the education levels are well distributed, with the education level with more respondents being ‘High School’. The majority of respondents aged between 26 and 37 have already a Master Degree or have a Bachelor. At last, the majority of respondents older than 38 years old have a Bachelor.

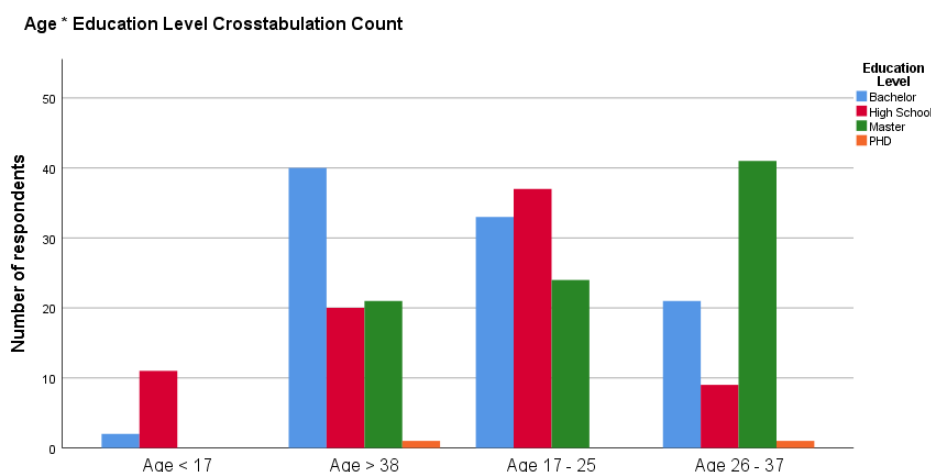


Figure 2 – Education level * Age groups Cross tabulation.

Approximately sixty-one percent (159) of the studied population is employed, making “Worker” the major professional status. Twenty-eight percent of the respondents are students (73) and the remaining respondents are either student-workers (23), unemployed (4) or retired (2). (Table 4)

		Professional Status			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Retired	2	,8	,8	,8
	Student	73	28,0	28,0	28,7
	Student-worker	23	8,8	8,8	37,5
	Unemployed	4	1,5	1,5	39,1
	Worker	159	60,9	60,9	100,0
	Total	261	100,0	100,0	

Table 4 – Respondents’ professional status.

Respondents were asked to select a brand towards which they have felt nostalgic for throughout the course of their lives. Amongst the most selected brands are Coca-Cola (Coke), Disney, Nestlé, and Nivea (Table 5).

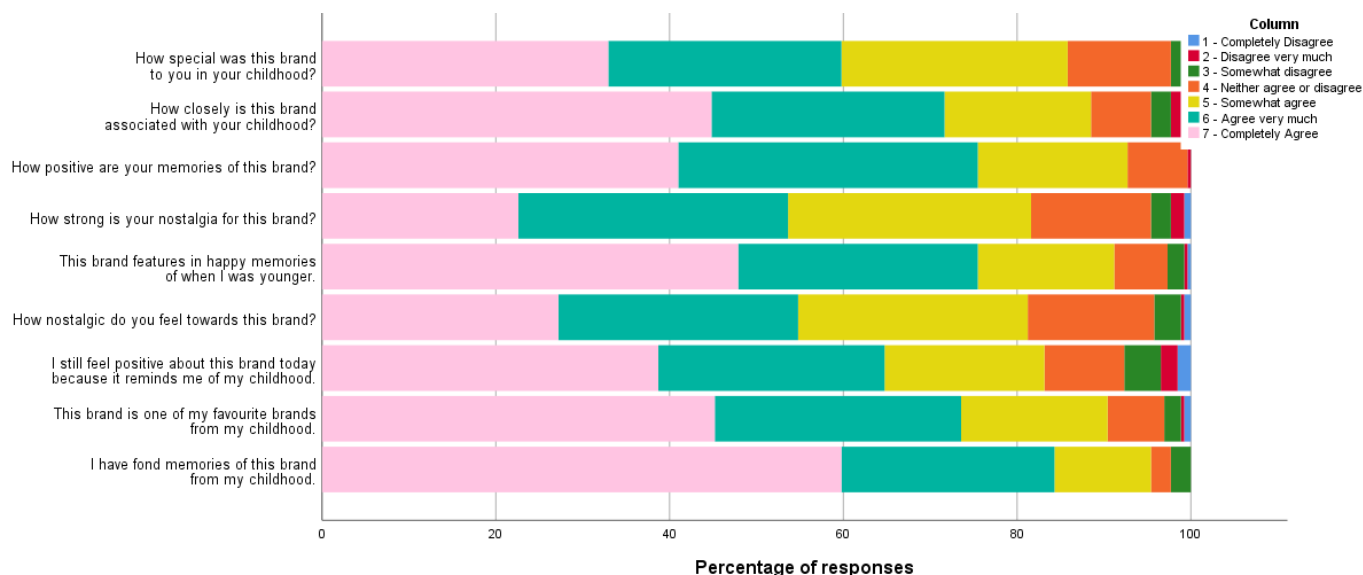
	Frequency	Percent	Valid Percent	Cumulative
				Percent
Cerelac	7	2,7	2,7	13,0
Coca-Cola	17	6,5	6,5	22,9
Disney	11	4,2	4,2	30,2
Lego	8	3,1	3,1	43,5
Nesquik	7	2,7	2,7	55,0
Nestlé	11	4,2	4,2	59,2
Nintendo	7	2,7	2,7	66,0
Nivea	10	3,8	3,8	69,8
Total	262	100,0	100,0	

Table 5 – “Please identify a brand towards you feel nostalgia for:”

4.1.2. Exploration of the Data

Before initiating the hypotheses testing, the interrelation among the variables should be accessed and obtained, as it constitutes the basis for further investigation.

Figure 3: Distribution of consumers' past memories with a brand.

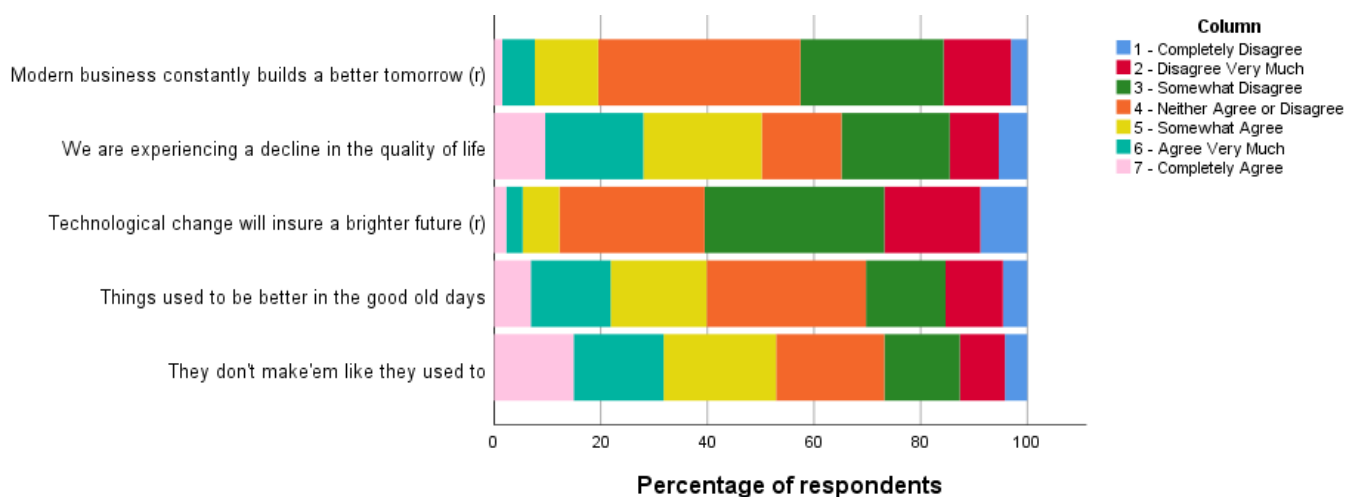


The first items in the questionnaire were related with the consumers' past memories with a specific brand (Figure 3). Respondents were asked to select a brand towards which they had felt nostalgic for. After selecting the brand, nine items were rated by respondents from 1 (Completely Disagree) to 7 (Completely Agree) to better understand the impact that this brand had and still does on the respondent.

Overall, the respondents rated higher values in all the items. The item “I have fond memories of this brand from my childhood.” was the item with the highest positive answers, with 60% of the total answers of 7 (Completely Agree). The results in this item, as well as the results in the remaining items, such as, “How positive are your memories of this brand?” and “This brand features in happy memories of when I was younger.”, indicates respondents have a tendency to associate these brands with happy memories from the past.

After recalling a brand towards which respondents felt nostalgic for, and later answering some questions about the chosen brand, respondents were then invited to watch a nostalgic ad, which was specially targeted to Millennials. Once the respondents watched the ad, questions were made regarding nostalgia proneness, nostalgia intensity towards the ad (NIAD), brand attitude and purchase intentions.

Figure 4: Nostalgia proneness scale

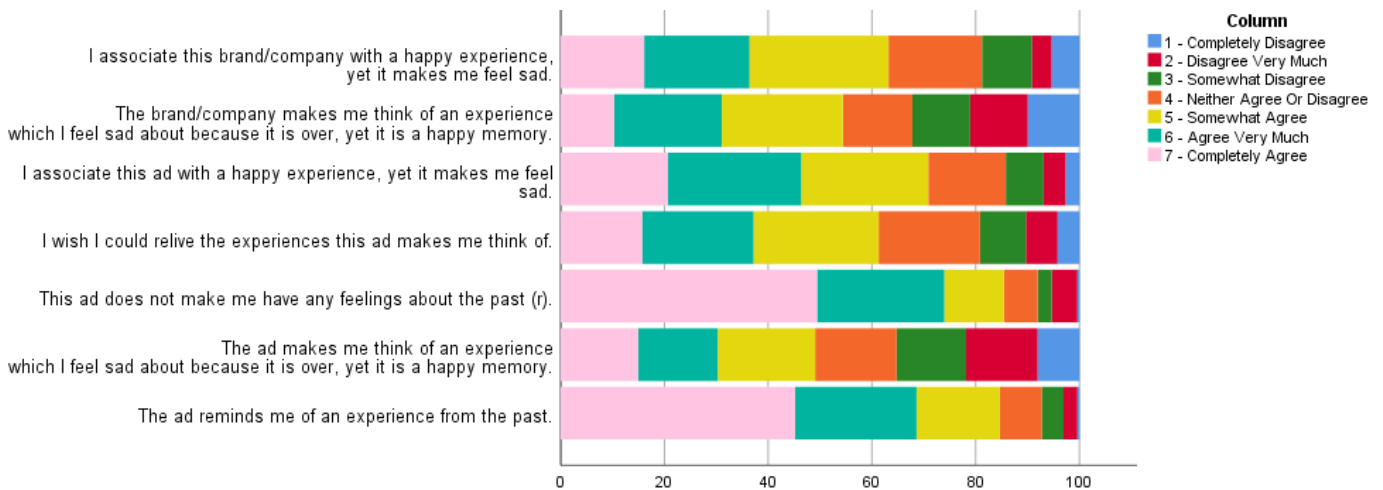


Looking at the results shown above, regarding the nostalgia proneness scale (Figure 4), there is not much conclusion to take from the bar graph itself, since the results are very much well distributed, making it more difficult to draw conclusions.

The items were retrieved from Reisenwitz, Iyer and Cutler (2004) article, where a nostalgia proneness scale is presented. In this scale two of the items are reversed to ensure accuracy. Using SPSS two new items were created, to reverse the respondents' answers. These two new items are the ones shown in the bar graph above.

The two items “Modern business constantly builds a better tomorrow” and “Technological change will insure a brighter future”, were the lower ranked items with less than 20% of positive answers. These were the only two items that were reversed.

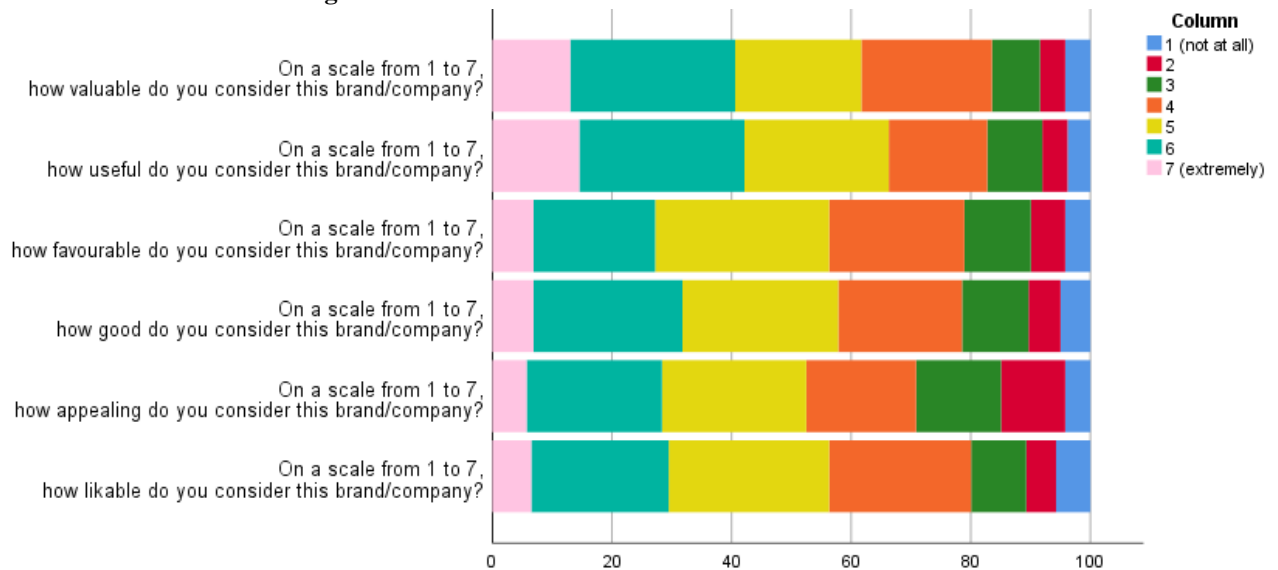
Figure 5: Consumers' past memories (applied to the ad shown in the questionnaire)



To measure nostalgia intensity towards the ad shown in the questionnaire, similar questions were made in order to understand ‘consumers’ past memories’ (Figure 3). These items were also retrieved from Reisenwitz, Iyer and Cutler’s (2004) article.

Even though, the questions in Figures 3 and 5 are similar, the results were less positive for the latter. The reason lies on the probability that when respondents were asked to choose a brand they felt nostalgic for (Figure 3), the brand actually possessed some meaning to them. Contrary to the former, when asked about nostalgia intensity towards the ad (Figure 5), the ad that was not chosen by respondents, but instead given, and therefore the sentiment towards this second brand was probably not as strong as in the first one.

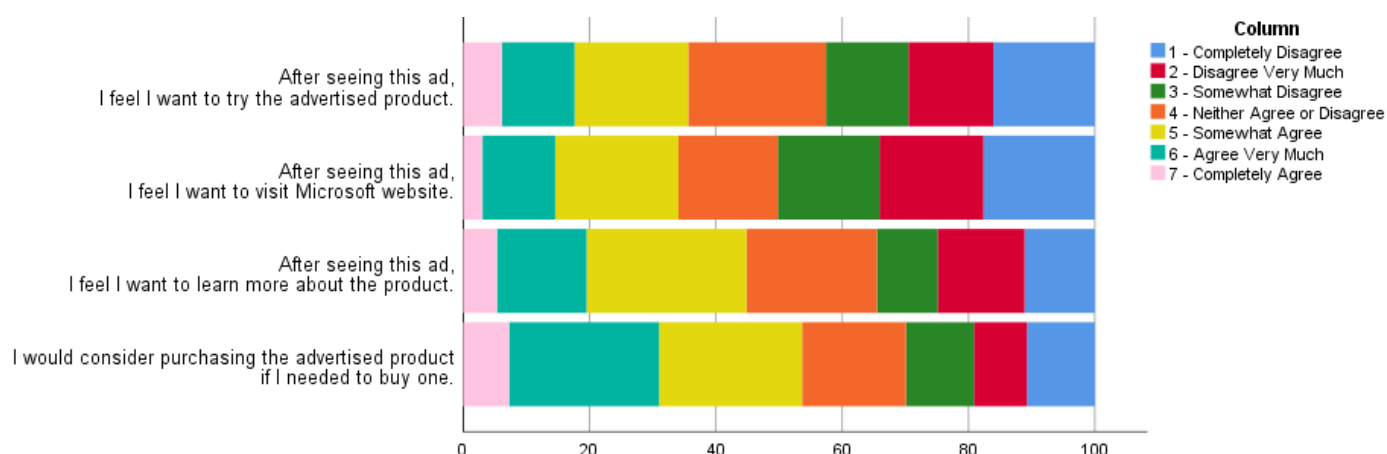
Figure 6: Brand Attitude towards the advertised brand



Brand attitudes (Figure 6) were obtained by asking respondents to rate the advertised brand (Microsoft Edge) on six adjectives: likable, appealing, good, favourable, useful, and valuable.

Looking at the brand attitude a consistent pattern can be identified. Approximately 50% of respondents answered all the items above with a '5', '6', or '7'. Note that the percentage of respondents that answered positively is relatively higher than the respondents that ranked these items negatively (approximately 20% rated 3 or lower). Higher ratings can be observed for the two first items, 'valuable' and 'useful'.

Figure 7: Purchase intentions towards the ad



The same method to measure consumers' purchase intentions used by Zhao and Kareklas (2014), was recreated in this questionnaire. Respondents' purchase intentions were measured by evaluating their intentions to learn more about and/or consider buying the product after viewing the ad. Five items were replicated from the article "Remembering the good old days: The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising".

Overall, the purchase intentions towards the shown ad (Microsoft Edge) are considerably low. These items were the most negatively answered, with almost 40% of the responses answered 3 and lower. Only 40% of respondents (approximately) answered positively.

4.1.3. Hypothesis Testing

4.1.3.1. H1: Consumers' nostalgic responses to advertising varies according to consumers' memories of the past.

As previously suggested in the Literature Review, consumers' nostalgic responses are assumed to vary according to consumers' memories of experiences with a brand (Shields and Johnson, 2016). Consequently, the objective of this hypothesis will be to confirm or reject the given assumption.

For the purpose of this study, consumers' nostalgic response is measured by two variables, Brand Attitude and Purchase Intentions. These two variables are used to measure source effectiveness when it comes to advertising, therefore used in this study (Ang and Low, 2000, Amos et al., 2008, Smith and Yang, 2008, Sprott and Sultan, 2014, Singh and Banerjee, 2018).

To confirm this hypothesis a correlation matrix was obtained.

		Correlations		
		Past Memories	Purchase Intentions	Brand Attitudes
Past Memories	Pearson Correlation	1	,192**	,147*
	Sig. (2-tailed)		,002	,018
	N	261	261	261
Purchase Intentions	Pearson Correlation	,192**	1	,649**
	Sig. (2-tailed)	,002		,000
	N	261	261	261
Brand Attitudes	Pearson Correlation	,147*	,649**	1
	Sig. (2-tailed)	,018	,000	
	N	261	261	261

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Looking at the table above, there is evidence that past memories are have statistically significant correlation with purchase intentions (Sig. 0,002 < 0,05) and brand attitudes (Sig. 0,018 < 0,05).

The Pearson's r is positive on both purchase intentions and brand attitude, meaning that they have a positive correlation, when the value in past memories' variable increases, both purchase intentions and brand attitudes values also increases.

However, even though there is a statistically significant correlation, the Pearson's r reveals that for the case of purchase intentions (Pearson's $r = 0,192$), this correlation is weak, due to the fact that the Pearson's r is closer to 0 than it is to 1. The same conclusion can be taken for brand attitudes with a Pearson's r of 0,147.

Furthermore, the assumption that consumers' nostalgic responses to advertising varies according to consumers' memories of the past can be confirmed. Accordingly, indicating an inclination of respondents when rating high in past memories, to rate higher also in purchase intentions and brand attitude. Though, as detected in the literature, a deviance may occur as a consequence of the mediating influence of age. Thus, a further insight into the preference among age should be initiated (Section 4.1.3.2.).

4.1.3.2. H2: Consumers' age impacts responses towards Nostalgic Ads.

As previously mentioned in the Literature Review, consumers with different ages are assumed to have different responses towards nostalgic advertising. Therefore, the objective of this hypothesis will be to confirm or reject the given assumption.

For the purpose of this study, consumers' nostalgic response is measured by two variables, Brand Attitude and Purchase Intentions. These two variables are used to measure source effectiveness when it comes to advertising, therefore, used in this study (Ang and Low, 2000, Amos et al., 2008, Smith and Yang, 2008, Sprott and Sultan, 2014, Singh and Banerjee, 2018).

To investigate these nostalgic responses the brand attitude scale and purchase intention scale was used. The distribution of brand attitudes and purchase intentions for the four group ages will be compared and One-way ANOVA tests will be considered.

Distributions of the Purchase Intentions and Brand Attitude scores were slightly diverse amongst the different group ages, assessed only by the descriptive. By visual inspection, inclinations were detected of the two younger group of consumers (P.I. mean ranks = 4,3138; B.A. mean ranks = 4,9814), to have higher mean both when it came to purchase intentions and

brand attitudes, as compared to the two older groups (P.I. mean ranks = 3,5814; B.A. mean ranks = 4,3864).

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Purchase Intentions	< 17	13	4,1154	1,63177	,45257	3,1293	5,1015	1,25	6,50
	17 - 25	82	4,5122	1,42286	,15713	4,1996	4,8248	1,00	7,00
	26 - 37	94	3,3537	1,58174	,16314	3,0298	3,6777	1,00	7,00
	> 38	72	3,8090	1,46165	,17226	3,4656	4,1525	1,00	7,00
	Total	261	3,8812	1,56917	,09713	3,6900	4,0725	1,00	7,00
Brand Attitudes	< 17	13	4,8205	1,13338	,31434	4,1356	5,5054	2,33	6,33
	17 - 25	82	5,1423	1,07889	,11914	4,9052	5,3793	2,00	7,00
	26 - 37	94	4,4255	1,40311	,14472	4,1381	4,7129	1,00	7,00
	> 38	72	4,3472	1,51641	,17871	3,9909	4,7036	1,00	7,00
	Total	261	4,6488	1,36950	,08477	4,4819	4,8157	1,00	7,00

Looking to Purchase Intentions, the One-way ANOVA test result indicates that purchase intentions do vary across age groups (sig. 0.000 < 0.05), supporting the hypothesis that consumers' age impacts responses towards nostalgic ads.

As for Brand Attitudes, the same conclusion can be taken. The ANOVA test also shows that brand attitudes vary across age groups (sig. 0.001 < 0.05).

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Purchase Intentions	1,030	3	257	,380
Brand Attitudes	3,192	3	257	,024

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Purchase Intentions	Between Groups	59,890	3	19,963	8,841	,000
	Within Groups	580,303	257	2,258		
	Total	640,193	260			
Brand Attitudes	Between Groups	31,586	3	10,529	5,933	,001
	Within Groups	456,053	257	1,775		
	Total	487,639	260			

Furthermore, still looking at the descriptives an interesting note can be highlighted. This ad from Microsoft Edge (“Child of the 90s”) in particular is targeted to Millennials, consumers that in their childhood played with Yo-yo’s, Tamagotchi’s or Trolls, all toys that appear in the advertisement. It is no coincidence that the consumers with higher response rates (for both purchase intentions and brand attitude), are the ones that lived and played with the items shown in the ad, consumers between 17 and 25 years old.

As seen above, when testing hypothesis 1 (4.2.3.1.), consumers’ past memories positively influences consumers’ nostalgic responses towards the ad. Consumer’s past memories are related with consumers’ age, consumers with the same age tend to have similar memories and past experiences. Therefore, the results of these tests, once again indicate that age and past memories influences consumers’ responses towards the ad.

4.1.3.3. H3: Men and women have different responses towards Nostalgic Ads.

When it comes to gender influence in nostalgic advertising, not much literature has been written. The aim of hypothesis is to specify whether there is a significant difference in nostalgic responses towards the ad across different genders.

To measure responses towards the ad, will be used two variables, purchase intentions and brand attitude. As explained earlier the purchase intentions scale and the brand attitude scale were retrieved from the Literature Review.

A parametric approach was considered and an independent samples t-test was executed.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intentions	Female	176	3,9972	1,52900	,11525
	Male	85	3,6412	1,63229	,17705
Brand Attitudes	Female	176	4,6922	1,37857	,10391
	Male	85	4,5588	1,35418	,14688

As assessed by visual inspection, the Group Statistics indicates that when it comes to purchase intentions females demonstrate a slightly higher mean rank when compared to males. On the other hand, the difference in brand attitudes across gender is almost non-existent.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase Intentions	Equal variances assumed	2,417	,121	1,724	259	,086	,35598	,20648	-,05061	,76258
	Equal variances not assumed			1,685	156,77	,094	,35598	,21125	-,06129	,77326
Brand Attitudes	Equal variances assumed	,013	,909	,737	259	,462	,13341	,18105	-,22311	,48993
	Equal variances not assumed			,741	168,83	,459	,13341	,17992	-,22178	,48860

According to the independent sample test, results show that distributions are similar amongst the two groups gender. The Levene's Test ran for purchase intentions (Sig. 0,121 > 0,005) indicates that the two samples come from populations with equal variance of variables. However, the t-test demonstrates that the purchase intentions amongst respondents do not vary according to gender (Sig. 0,086 > 0,005).

The same conclusions can be taken for brand attitudes. The Levene's Test ran for brand attitudes (Sig. 0,909 > 0,005) indicates that the two samples come from populations with equal variance of variables. The t-test supports that brand attitudes amongst respondents do not vary according to gender (Sig. 0,462 > 0,005).

To conclude, men and women do not have different responses towards Nostalgic Ads.

4.1.3.4. H4: Nostalgia Proneness positively influences consumers' nostalgic responses to advertising.

As previously proposed, nostalgia proneness is believed to have an impact in consumers' nostalgic responses to advertising. To ensure statistically significance a further investigation should be considered. As previously tested above, to confirm this hypothesis, a correlation matrix was obtained.

Once again, the variables used to explain nostalgic responses to advertising were purchase intentions and brand attitudes (Ang and Low, 2000, Amos et al., 2008, Smith and Yang, 2008, Sprott and Sultan, 2014, Singh and Banerjee, 2018).

Correlations

		Nostalgia Proneness	Purchase Intentions	Brand Attitudes
Nostalgia Proneness	Pearson Correlation	1	,039	,001
	Sig. (2-tailed)		,527	,992
	N	261	261	261
Purchase Intentions	Pearson Correlation	,039	1	,649**
	Sig. (2-tailed)	,527		,000
	N	261	261	261
Brand Attitudes	Pearson Correlation	,001	,649**	1
	Sig. (2-tailed)	,992	,000	
	N	261	261	261

** . Correlation is significant at the 0.01 level (2-tailed).

Exploring the table above, there is evidence that nostalgia proneness has no statistically significant correlation with purchase intentions (Sig. 0,527 > 0,05) and brand attitudes (Sig. 0,992 > 0,05), meaning that if nostalgia proneness increases or decreases, it is not significantly related with an increase or decrease in both purchase intentions and brand attitude, and vice-versa.

The only variables with a statistically significant correlation are purchase intentions and brand attitudes (Sig. 0,000 < 0,05), with a positive Pearson's r, meaning that as the first variable increases, the second one also increases, and a Pearson's r close to 1 (0,649), indicating that changes in purchase intentions are strongly correlated with changes in brand attitudes.

To conclude, according to the test above the hypotheses is rejected, meaning that nostalgia proneness does not significantly influence positively consumers' responses to advertising.

4.2. Qualitative Study

The purpose of this chapter is to analyse the comments of the focus groups (Appendix 2), in order to provide insights about the influence of past memories, nostalgia proneness, gender and age in the consumers' responses towards nostalgic advertisement.

The aim of this analysis is, therefore, to provide sufficient insights to fulfil the purpose of the study and test the hypotheses identified in the literature review.

During the focus group analysis, the Miles and Huberman (1984), and Creswell's (1997) method will be used. This method consists of describing, analysing, and interpreting the results simultaneously, so there is no repetition of information and no reflection. To facilitate the discussion and interrelation between the literature review and the quantitative and qualitative findings, the subjects will be approached by topics.

To maintain the respondents' privacy, respondents will be labelled by numbers (e.g. Respondent 1). In appendix 1 a table is shown with the age, gender and education level of each respondent.

4.2.1. Why Apply Nostalgia in Advertisements

In order to give some context and introduce the topic to the focus group, two introductory questions were asked: 'What do you think of nostalgia in advertisements?' and 'Why do you think firms apply nostalgia in their advertisements?'

The majority of respondents perceived nostalgic advertisements as a very appealing approach that brings back pleasant memories. Respondent 3 argues, "*nostalgia in my perspective is used as a way to build relationships with people*". Respondent 2, agrees while adding, "*nostalgia is particularly used by brands that had the opportunity to leave a mark on a generation, they have the best of both worlds, impact the oldest generations that were there from the beginning while still influencing the more recent ones*". Respondent 6 defends that, "*Nostalgia appeals for the most emotional part of consumers, making them think of happy past memories. Consumers then associate the product with these happy thoughts, that sometimes are not even related with the product itself. The consumer has this illusion and for this reason the value of the product (in the consumer's eyes) increases and they become more willing to buy the product*".

Respondent 8, agrees with what was said by the previous respondents, however adding a different opinion, *“while some people like nostalgic ads because it brings back good memories, others, like myself like them just because for its ‘oldness’, antique things are very appealing nowadays”*. Respondent 10, acknowledges the effectiveness of nostalgia, however further developing that, *“since nostalgic advertisement appeals to the emotional side of costumers it is very hard to make work and obtain the desired outcome”*. At last, Respondent 9, agrees that *“nostalgic ads are appreciated by different generations and are somehow eternal, that’s what makes them special and so appealing”*.

As for the second question, respondents discussed mainly about how brands use nostalgia to build relationships with their consumers, and what they use to build these relationships. Respondent 2, argues that *“time and history are synonymous of credibility! A brand/product that persists through time has a lot more credibility when compared to a brand/product that appeared recently in the market”*. According to Merchant and Rose (2013), brand heritage is used to build relationships between brands and consumers, as it ensures feelings of safety and security.

Respondent 7, added that *“nostalgia may be used to show tradition, heritage, and trustworthiness. It also makes the consumer remember something positive”*. Both Respondents 3 and 6, connected nostalgia with ‘building relationships’, *“nostalgia creates emotions and feelings that people associate with usually great past experiences. With these feelings, brands try to connect with consumers, and build relationships”*, and, *“well, I think brands use nostalgia to add value to their products. And how do they do it? Brands build relationships with consumers by recalling a time of happy memories and happiness in general”*.

With a different perspective, Respondent 5 argues that brands are using nostalgia to reduce costs, *“they can re-use elements from previous advertisements. Either it is a packaging, an illustration or the exact same ad, for example, the Ferrero Rocher Christmas’ ad”*.

Reflecting on the respondents’ answers, nostalgia in advertisements, seen by the average person, is used as a way to connect with people, to build relationships between brand and consumer. Brands use nostalgia to *appeal to the most emotional side of consumers*, to impact their lives, using their past by making them relive a past experience. At the same time, by recalling the past, brands have the opportunity to show history, tradition, heritage,

trustworthiness and credibility. With such positive associations, consumers can more easily trust the brand and the product, increasing their willingness to buy a product.

4.2.2. The Influence of Past Memories in consumers' response to Nostalgic Advertisements

Overall, respondents do think that past memories impact how consumers respond to nostalgic advertising. Respondent 10 and 7 argue that *"nostalgic advertisement only works if it evokes positive past memories of the consumer. Only then, the ad is special and 'touches' the consumer"*, nostalgic advertising, is in these consumers' perspective used to fulfil *"the brand's purpose (...) to create a positive emotional response"*. Respondent 9, completed this perspective by adding that *"when faced with the ad, the consumer is transported to a past that they would like to relive, and the purchase of this product can be a way to relive this 'past'"*.

Additionally, Respondent 5 linked past memories with what was (in the respondents' perspective) the goal of firms when using nostalgia ('Why do you think firms apply nostalgia in their advertisements?'), claiming that by *"watching the ad, a firm can make a consumer think of a time when they were happier, for example. At the same time, by having a memory of the brand/product, the consumer may have more reliability in the product, since they have used it in the past, which may ensure the quality of the product"*.

On the other hand, Respondent 6 states that nostalgia can work both ways, *"if an advertisement is passing on TV and reminds me of a bad memory from childhood, it will diminish my empathy with the product and brand. The experiences and the associations we make of these experiences determine the value we give to something"*. As viewed by Respondent 6, past memories do have impact when watching a nostalgic advertisement, however, the impact can be either positive or negative, depending on the past experience itself.

To conclude, all respondents agree that past memories do influence a consumer's response to nostalgic advertisements. The respondents connect the effectiveness of the advertisement with the consumer's bond with the ad or what it transmits in terms of nostalgia. The focus group agrees that only with a positive nostalgic connection, can there be a positive nostalgic response, and this connection is in the majority of times, attained by past memories.

4.2.3. The Difference of Nostalgic Advertisements among different Ages

Aligned with the literature review, respondents also acknowledge that age influences the impact that a nostalgic ad has on a consumer. Respondent 2 was the first one to argue that *“with age, people tend to relive more and more the past”*. He claims that the perception of ‘life’s finitude’ makes people think about the past and remember what people have accomplished. Respondent 4, adds that this feeling also starts to appear because *“with a certain age, people start to miss past experiences, and feeling sad that those times are over”*. With lived past experiences, people can relate more easily to an ad that illustrates the past, therefore age can impact on these ‘lived past experiences’.

Respondent 1 and 6, both agree that the older the person, the more likely they tend to be more nostalgic, *“I think that the bigger the gap between the present and the memory, the more valuable that same memory becomes”*.

On the other hand, Respondent 3 argues that age does not influence the nostalgic response to advertising (with the exception of children), *“I don’t think there is a difference among teenagers, adults, or elderly people. In my opinion, only children do not feel nostalgia, for the simple fact that they have not yet lived most of their experiences”*.

However respondent 10, believes that *“nostalgic advertisement targets a specific audience, therefore people who do not ‘fit’ that audience, being too young or too old, makes it hard for them to relate to it”*. As previously pointed out in ‘The Difference of Nostalgic Advertisements among Men and Women’, once again, respondents argue that the nostalgic ad will target a certain audience, and that targeted audience will consequently be more keen to relate with the ad. For some respondents, age influences a consumer’s response to the ad, due to the fact that ads in general are targeted for a certain audience.

Even though, some respondents have this perspective, the majority agrees that older people tend to naturally be more nostalgic, since nostalgia allows people to relive the past, miss past experiences and feel that those times are over. The gap between the present and the memory makes people value the past more, therefore, if an ad shows a specific period of time, of which the consumer has memories of, the tendency is to relate more to the ad.

4.2.4. The Difference of Nostalgic Advertisements among Men and Women

A diversity of opinions was felt among respondents. Respondent 1 started of the discussion by saying that *“based on my common sense I would say that men and women react equally to nostalgia”*. Respondent 2 agreed by adding that *“they react the same way to nostalgia, but differently according to the type of nostalgic ad”*, highlighting the importance of well targeted audiences.

Oppositely, Respondent 9, claimed that *“women by their nature tend to be more nostalgic”*. Without giving any explanation, Respondent 6 than added that *“women are more emotional, or at least get more easily emotional”*, since nostalgia is a complex feeling, emotion, or mood produced by a reflection on things (objects, persons, experiences, ideas) associated with the past (Davis, 1979), as seen by Respondent 6, women are more emotional than men, therefore women tend to be more prone to nostalgia. Respondent 10, ended the discussion by arguing that *“contrary to men, women, especially teenagers and young adults, are more likely to react and openly show their emotions”*.

In conclusion, even though there were different opinions, only the respondents that agreed women were more nostalgic than men, gave arguments that ‘sustained’ their opinions, such as being more emotional than men, especially teenagers and young adults.

4.2.5. The Impact of Nostalgia Proneness in Nostalgic Advertisements

The majority of respondents assessed nostalgia proneness as an influential factor in nostalgic advertisement, even though there was some discussion around the topic. Respondent 3 defends that *“people in general respond in a positive way to nostalgia”*. Respondent 3 has this opinion because they believe that nostalgia *“is associated with past memories, of when one is younger. This reminds people of experiences that are emotional while bringing happiness, and satisfaction”* and since everyone has past experiences, in Respondent 3’s opinion everyone reacts with the same impact to nostalgia.

Respondent 10 argues that *“people react differently to nostalgia and it is mainly related with their wellbeing. I believe that specially people who are unhappy or unsatisfied with their life or themselves tend to be more nostalgic, because those same memories remind them of simpler times, bringing them comfort”*. Respondent 10 further adds *“people who have had big*

changes in their lives tend to be more nostalgic, both in a positive and/or negative way". Respondent 1 defends the same opinion as Respondent 10, agreeing that it *"may happen because they may not be as happy as back then"*. Respondent 5 claims that not only past experiences can have an impact, consumers *"can [also] have more or less affection for old things"*.

Respondent 6 adds a different point of view, *"emotional people tend to be more prone to this type of profile"*.

Respondent 7 ends the discussion naming 3 reasons for what makes a person more or less prone to nostalgia: *"the past memories (if good, the person tends to remember them more), the present, and the way a person deals with the past (if they're more forward looking or like to remember the good old days)"*.

With the exception of Respondent 3, all the respondents agreed that nostalgia proneness impacts a consumer's response to nostalgic advertising. The respondents are the opinion that the reasons behind being more or less prone to nostalgia can be: The consumer's wellbeing (specially consumers who are unhappy or unsatisfied); consumers who have had big changes in their lives (e.g. people who have experienced a major career and/or personal development); the natural affection that people have for old things; people's emotional 'level'; and how a person deals with the past (more forward looking people, tend to be less nostalgic).

4.2.6. The Impact of Consumers Affective State in Nostalgic Advertisements

Respondents unanimously agreed that the consumers' affective state impacts consumers' response to nostalgic advertisements. However, their arguments were different from one another. Respondent 10 argues that *"with every nostalgic memory comes both good and bad experiences that reminiscent a certain time. Therefore, the nostalgic impact of a specific advertisement might vary depending on a person's mood"*. Respondents were all the same opinion that the impact may vary according to the person current mood.

However, Respondent 3 and 8 give different assumptions to the same scenario. Respondent 3 concludes that *"if a person is sad, the ad could improve his/her affective state"*, respondent 8 on the other hand claims that *"if an advertisement is shown and I recall a memory while I'm sad, I will probably feel sad that the times are no longer that good, and that ad will*

turn out to have a negative impact in me". Respondent 9 agrees with this last perspective of the topic and argues that "*in a sad situation, nostalgia may not be seen in a positive way*".

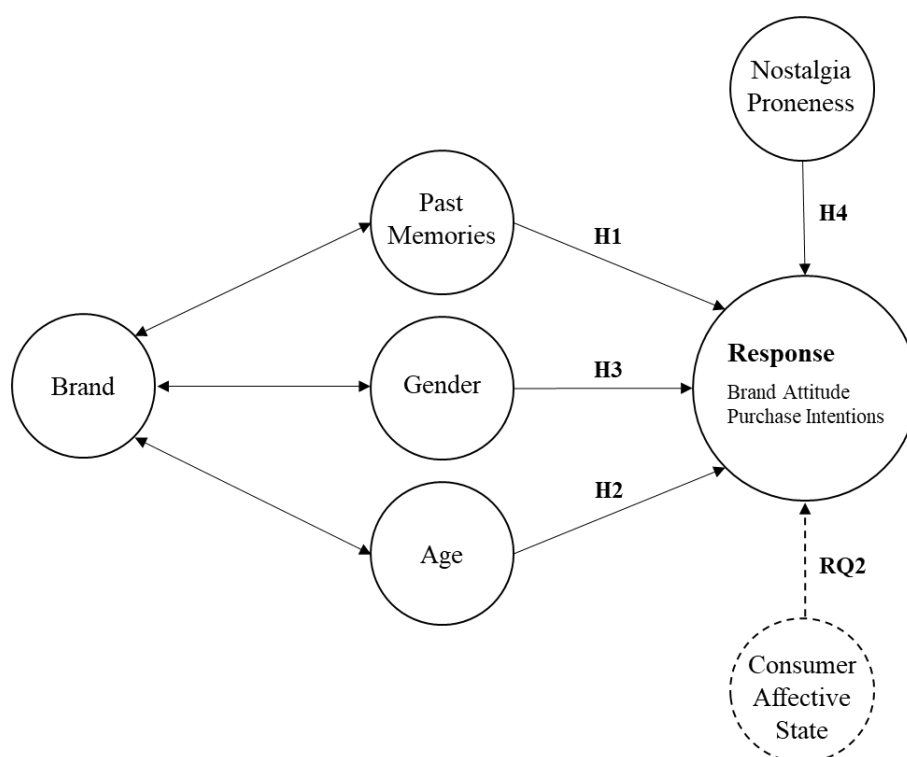
The Respondents' arguments validates what was stated in the literature review that when faced with a nostalgic ad , consumers can have both positive and negative reflections when exposed to nostalgic advertisements, and this may be affected by the consumer's current affective state (Zhao, Muehling and Kareklas, 2014).

5. Conclusions, Implications, Limitations, and Further Research

5.1. Conclusions

Prior research has been collected regarding the influencing factors of nostalgic advertisements, concerning past memories, nostalgia proneness, consumer affective state, age, and gender. However, no researcher has previously investigated these facets combined. Therefore, this research is aimed to investigate the influence of past memories, nostalgia proneness, consumer affective state, age and gender on the effectiveness of nostalgic advertisement. This was approached through a combination of quantitative and qualitative methods, to ensure the most consistent results. For these two methods, an online questionnaire and a focus group interview were respectively formed.

This chapter will revisit the research objective through a summary of the obtained findings. To simplify and sum up the results in the literature review and empirical research, the following chapter will be split into the different topics addressed in the theoretical framework.



Source: Author's elaboration

Figure 7: Influencers on nostalgia-themed advertising effectiveness.

5.1.1. Past Memories

The first item approached in the framework and explored in the literature review is 'past memories'. Nostalgic bonds are mentioned in the literature review as a way an individual can develop a relationship with a brand. Past memories, consequently have a key role when building nostalgic bonds, since, as stated by Fournier, nostalgic relationships may have greater significance for the consumer's lifetime despite infrequent contact with the brand (Section 2.2.1.). Shields and Johnson explored the emotional attachment to a brand generated by brand's association with fond memories of the individual's nonrecent lived past.

Despite different authors, such as, Fournier, Smit et al., or Shields and Johnson, who studied the impact of nostalgic bonds as a form to build a brand relationship, the impact of past memories, that is key to build this nostalgic bond, has not yet been explored. However, in Shields and Johnson's (2016) article, it is suggested that a consumer's nostalgic response is assumed to vary according to the consumer's recollection of experiences with a brand, hence leading to the first hypothesis: consumers' nostalgic responses to advertising varies according to consumers' memories of the past.

Conferring the empirical findings, the above-mentioned hypothesis requires validation. There is evidence that past memories have a statistically significant correlation with purchase intentions and brand attitudes, indicating an inclination of respondents to rate high on brand attitudes and purchase intentions, when also rating high on past memories (Section 4.1.3.1.).

Respondents from the focus group also concluded that past memories do influence consumers' response to nostalgic advertisements (Section 4.2.2.). Past memories are seen by respondents as promoters of a relationship between consumers and the brand. Respondents agreed that only with a positive nostalgic connection, can there be a positive nostalgic response, and this connection is in the majority of times, attained by past memories.

The results given by both quantitative and qualitative research were positive, indicating that past memories do influence consumers' response to nostalgic advertising, hence leading to the acceptance of H1.

5.1.2. Age

As stated in the literature review every generation possesses an intrinsic important history and perceived collective history (Section 2.2.2.). Generations might possess both inner nostalgic elements and uniqueness-seeking behaviour, with both elements present in collective manner (Brown et al., 2013). Therefore, age may impact consumers' response to nostalgic advertising, thus the following hypothesis is tested: consumers' age impacts responses towards nostalgic ads.

The questionnaire findings reveal that brand attitudes and purchase intentions do vary across age groups (Section 4.1.3.2.). Furthermore, looking at the descriptives a relevant note can be highlighted. The ad showed in the questionnaire, from Microsoft Edge ("Child of the 90s") is particularly targeted to Millennials, consumers who in their childhood played with Yo-yo's, Tamagotchi's or Trolls, all toys that appear in the advertisement. It is no coincidence that consumers with higher response rates (for both purchase intentions and brand attitude), are the ones that lived and played with the items shown in the ad, consumers who age between 17 and 25 years old, demonstrating, once again, that age does impact consumers' response to nostalgic advertising.

The majority of respondents from the focus group agrees that age does influence consumers' response to nostalgic advertising, and older people tend to naturally be more prone to nostalgia (Section 4.2.3.).

Both quantitative and qualitative research both indicates that age does influence consumers' response to nostalgic advertising, consequently leading to the acceptance of H2.

5.1.3. Gender

The next item to be incorporated in the framework was Gender. There is not a substantial amount of information regarding the impact of gender in consumers' response to nostalgic advertising, however, as stated in the literature review, authors such as Holbrook (1993), Sedikides, Wildschut, Routledge, Amdt, Hepper, et al. (2015), and Stern (1992), have shown an inclination that women may be more nostalgic than men (Section 2.3.).

Considering the empirical findings, although when looking at group statistics females demonstrate a slightly higher mean rank compared to men. The t-test demonstrates that neither purchase intentions or brand attitudes vary according to gender (Section 4.1.3.3.).

As for the focus group, the respondents' answers were slightly ambiguous (Section 4.2.4.). While half of the respondents believed that gender had no impact in a consumer's response to nostalgic advertisement, the other half believed that women had a tendency to be more nostalgic than men. These respondents sustained their opinions with the main argument, that women tend to be more emotional than men, especially teenagers and young adults, which makes them more prone to nostalgia.

To conclude, the correlation between the empirical findings and the literature review, is not sustained, therefore the hypothesis proposed cannot be accepted.

5.1.4. Nostalgia Proneness

The literature review distinguishes two contrasting views, the "sociality view" and the "maladaptation view". The first one emphasizes the rich social collection of nostalgic memories. Nostalgic recollections typically involve meaningful interactions with close ones, such as family members, partners and friends (Wildschut et al., 2006). Not only showed linguistic analyses that nostalgic narratives had more first-person plural pronouns and social words (e.g., mother, friend) (Robertson, Wildschut, Sedikides, and Vingerhoets, in preparation), but also individuals who are high in nostalgia proneness manifest a stronger preference for activities and song lyrics in which social relationships are central (Batcho, 1998, Batcho, DaRin, Nave, and Yaworsky, 2008).

On the other hand, the "maladaptation view" entails that nostalgia proneness is a form of emotional instability or depression. In this scenario, nostalgia is a retreat into the past forbidding the individual to deal with the demands of adulthood. (Sedikides, Wildschut, Arndt, and Routledge, 2006, Sedikides Wildschut, and Baden, 2004). Consistent with this view, research showed that neuroticism is positively linked with nostalgia proneness (Barrett et al., 2010).

Empirical findings suggest that nostalgia proneness does not significantly influence positively the consumers' responses to advertising.

However, with the exception of one respondent, all respondents agreed that nostalgia proneness impacts consumers' response to nostalgic advertising. Respondents are of the opinion that the reasons behind being more or less prone to nostalgia can be: The consumer's wellbeing (specially consumers who are unhappy or unsatisfied); consumers who have had big changes in their lives (e.g. people who have experienced a major career and/or personal development); the natural affection that people have for old things; people emotional 'level'; and how a person deals with the past (more forward looking people, tend to be less nostalgic).

From both qualitative and quantitative research no conclusion can be drawn since the results were positive in the former and negative in the latter. Consequently, the hypothesis proposed cannot yet be accepted. Further research should be conducted.

5.1.5. Consumer Affective State

At last, consumers' affective state may influence consumers' response to nostalgic advertisements. Studies show that consumers' positive affective states generally have positive influences on judgements and evaluations (Coulter 1998, Goldberg and Gorn 1987, Mayer et al. 1992). A study developed by Zhao, Muehling and Kareklas (2014) showed that under positive affective conditions, individuals responded more favourably towards a nostalgic (versus non-nostalgic) ad.

Respondents' arguments during the focus group session validated what was stated in the literature review that when faced with a nostalgic ad, consumers can have both positive and negative reflections and this may be affected by a consumer's current affective state (Zhao, Muehling and Kareklas, 2014). Therefore, further research should have this factor into account.

5.2. Theoretical contribution

Overall, the obtained results appear to be favourable. Within a field that has yet to be fully explored, some useful and insightful information has already been brought to light. This type of information can later on lead to more in-depth and narrowed investigations on nostalgic-themed advertising, different influencing factors of nostalgic advertisement and the consumer's response to nostalgic advertisements.

The connection between the main influencing factors of nostalgic advertisement and the consumers' response to nostalgic advertising, which was examined throughout the study, has finally been displayed. The results of this study, give us now information to understand which influencing factors are more likely to induce a consumer's positive response towards nostalgic advertisement. Past memories and age are the main aspects to consider regarding a consumer's response to nostalgic advertisement. Contrary to what previous studies suggest, nostalgia proneness, does not significantly affect a consumer's positive response to nostalgic advertising. Regarding gender and consumer affective state, further research should be done, since no conclusion can be drawn from these specific results.

Moreover, consumers view nostalgic advertisement as a very effective way to build relationships with brands since it makes consumers relive the past, while giving credibility and reliability to the brand. Nostalgic advertisement can, in the eyes of the consumers, not only increase purchase intentions, but also build relationships between brand and consumer and improve brand attitude.

5.3. Managerial Implications

All things considered, nostalgia-themed advertisements can be seen as an effective way for brands to build strong brand attitudes and purchase intentions. Moreover, past memories, age and a consumer's affective state (yet to be better explored) is proved to influence a consumer's response towards nostalgic advertising. Although nostalgic advertising is seen by the majority as an effective way for brands to connect with consumers, managers should approach nostalgia carefully in advertisements.

The findings have shown that past memories and age both influence the way a consumer perceives and responds to a nostalgic advertisement. When designing a nostalgic advertisement, managers should take into account that the consumers' age and memories will later on influence the consumers' response towards the ad. Findings show that the older the consumer is, the more prone to nostalgia he/she will be, due to the fact that more memories have been accumulated. As seen by the qualitative results, past memories are seen by the respondents as what prompts a consumer's bond with a brand. Only with a positive nostalgic connection, can there be a positive nostalgic response. These connections are, in the majority of times, attained by past memories.

Opposed to what the literature review suggests gender does not influence the consumers' response towards nostalgic advertisements. It can be said that males and females react the same way to nostalgia; no gender is more prone than the other. However, gender can affect a consumer's response to a nostalgic ad, if that advertisement is targeted for one specific gender.

Nostalgia proneness, contrary to what the literature review suggests, does not significantly influence the consumers' response to nostalgic advertisements. Therefore, managers do not have to be especially aware of consumers with higher nostalgia proneness when designing nostalgic advertisements.

In conclusion, to succeed in nostalgic advertising, a specific target should be selected, in order to understand the most influencing factors, age and past memories. Managers should understand what the targeted group age is and what past memories does this generation have, preferably with the brand, that can be used in the ad. These memories must trigger a happy state of mind within the consumer, in order to have a positive response towards the ad. If succeeded, this positive response will lead to better brand attitude and purchase intentions.

5.4. Limitations of Research and Suggestions for Further Research

This investigation was subject to some limitations, therefore the results shown in this study should be interpreted with the boundaries and restrictions in mind.

The first limitation was a consequence of the answers given in the online questionnaire. The questionnaire had a total of 261 respondents, which is not a particularly high amount of samples. Only 85 were male (32,5%), resulting in biased outcomes, especially when testing how gender influences a consumers' response (H3).

The investigation considered only Portuguese respondents living in Portugal, which can once again, limit the outcomes taken from this investigation.

Secondly, in the online questionnaire, respondents were asked to name a brand towards which they felt nostalgic towards, and later in the questionnaire, all respondents were faced with the same ad. To prevent generalised conclusions, based on just one investigation, the same tests should be conducted with different advertisements.

The third issue arose when conducting the qualitative approach (focus group). A non-random sampling method was held as a consequence of time and money constraints, thus limiting the generalizability of the study. However, this specific sample was chosen in order to balance out the factors of gender, age and education level.

The conclusion of the investigation, raised new questions to be developed. Contrary to what was suggested in the literature review, the empirical findings did not conclude that gender influences consumers' responses to nostalgic advertisement. However, the respondents' answers during the focus group, were somehow ambiguous, with 2 groups defending opposite beliefs (Section 4.2.4.). Further research should be developed in order to fully understand the influence of gender in consumers' response to nostalgic advertisements.

As for Nostalgia Proneness, incongruences were also found in the empirical findings; quantitative and qualitative researches did not match. While the focus group agreed with the findings in the literature review, suggesting that nostalgia proneness does influence consumer's response to nostalgic advertisements, the quantitative research did not find a significant correlation between nostalgia proneness and the consumers' response. Consequently, further research should be addressed to better understand the impact of nostalgia proneness when viewing a nostalgic advertisement.

At last, a consumer's affective state was considered using only a qualitative approach, due to limitations in measuring the consumers' affective state in an online questionnaire. The results of the focus group cannot be generalised since only 10 respondents were questioned. Therefore, further analysis should be developed to prove that a consumer's affective state does influence consumer's response to nostalgic advertisements.

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Appendix 1: Participants list

Focus Group:

Respondent	Education	Age	Gender
Respondent 1	Bachelor	25	Female
Respondent 2	High School	52	Male
Respondent 3	Bachelor	52	Female
Respondent 4	High School	18	Male
Respondent 5	Master Degree	23	Female
Respondent 6	Master Degree	27	Male
Respondent 7	Bachelor	39	Male
Respondent 8	Bachelor	48	Female
Respondent 9	High School	53	Female
Respondent 10	High School	18	Female

Appendix 2: Focus Group Interview

What do you think of nostalgia in advertisements?

- **Respondent 1:** I think the majority of nostalgic advertisements is very appealing exactly because it evokes nostalgia.
- **Respondent 3:** Yes, I agree, nostalgia in my perspective is used as a way to build relations with people.
- **Respondent 7:** I like it, usually brings me a lot of good memories!
- **Respondent 2:** Exactly! I think nostalgia is particularly used by brands that had the opportunity to leave a mark on a generation, they have the best of both worlds, impact the oldest generations that were there from the beginning while still influencing the more recent ones. Look what car brands made with classic models like the Volkswagen Beetle or MINI. These cars marked a generation and are now updated and renewed models with still the essence of the old days.
- **Respondent 6:** In my opinion, using nostalgia as a marketing technique is very clever, and it's a method very much effective. Nostalgia calls for the most emotional part of consumers, making them think of happy past memories. Consumers then associate the product with these happy thoughts, that sometimes are not even related with the product itself. The consumer has this illusion and for this reason the value of the product (in the consumer's eyes) increases and he's more willing to buy the product.
- **Respondent 8:** I agree with all the answers said here, but let me just add that while some nostalgic ads bring back good memories, others I like just because for its 'oldness', antique things are very appealing nowadays.
- **Respondent 10:** Taking on what 'Respondent 6' said, because nostalgic advertisement calls for an emotional appeal it is very hard to make work and to obtain the desired outcome, however when its well done it has a huge impact on the consumer.
- **Interviewer:** Does anyone has something to add to this topic?
- **Respondent 9:** I think nostalgic ads are appreciated by different generations and are somehow eternal, that's what makes them special and so appealing, in my opinion.
- **Respondent 5:** Yes, it is a clever way to bring attention.

- **Respondent 4:** And when I see one, I always get a smile on my face.

Why do you think firms apply nostalgia in their advertisements?

- **Respondent 2:** Time and history are synonymous of credibility! A brand/product that persists through time has a lot more credibility when compared to a brand/product that appeared recently in the market.
- **Respondent 7:** I agree with 'Respondent 2', nostalgia may be used to show tradition, heritage, and trustworthiness. It also makes the consumer remember of something positive.
- **Respondent 3:** Nostalgia creates emotions and feelings that people associate with usually great past experiences. With these feelings, brands try to connect with consumers, and build relations.
- **Respondent 1:** Yes, brands associate great childhood experiences with the product, with the goal of increasing purchase intentions.
- **Respondent 6:** Well, I think brands use nostalgia to add value to their products. And how do they do it? Brands build relationships with consumers by recalling a time of happy memories and happiness in general. How many times are we walking around and look at something that makes us think: "Do you remember when we used to do that? Great times..." Brands use exactly this feeling in their favour.
- **Respondent 5:** I think nostalgia is a trend right now. It involves different generations and brands that use nostalgia, in my opinion, can reduce costs on advertising.
- **Interviewer:** Interesting. Why do you say that brands can reduce costs on advertising?
- **Respondent 5:** Because they can re-use elements from previous advertisements. Either it is a packaging, an illustration or the exact same ad, for example, Ferrero Rocher Christmas' ad.
- **Interviewer:** Thanks for the example. Does anyone has something to add?
- **Respondent 8:** I think that brands also recall the past because, as said before, they usually are very strong and happy memories, but also because the consumer that is watching the ad has now more economic possibilities.

Do you think reconnecting with a brand through nostalgic advertisement increases your purchase intentions and brand attitude?

- **Respondent 10:** I do believe that through nostalgic advertisement people become more trusting of certain brands. However, to use nostalgic advertisement in a way that impact sales, is very hard and usually does not work as intended. I think that the biggest advantages of nostalgic advertisement are trust and removing certain brands "out of the shadow".
- **Respondent 5:** I agree, personally when I have to decide which product to buy, I take into account other factors, such as, the product's quality. For me, publicity has little impact in the moment of purchase. Advertisement can work really well to maintain brands in the "top of mind", however, does not work as a reason to buy the product.
- **Respondent 3:** I have a slightly different opinion. I think that by creating an emotional bond through nostalgia, when the time comes to choose a brand/product, the consumer ends up choosing the brand/product that identifies better with.
- **Respondent 6:** I agree, as the brand makes me think of great moments in my life, bringing back pleasant memories, these memories indirectly will increase the perception that I have for the brand/product and will increase the empathy that I have for the brand, resulting in higher purchase intentions and brand attitudes.
- **Respondent 8:** Well, by using nostalgia, if my experience in the past was good, I might want to relive it, therefore I might buy the product.
- **Respondent 4:** I agree, watching a nostalgic ad I feel like I'm reuniting with the brand/product after a long period of not hearing about it. It makes me more aware of the brand and increases the chances of buying the product.

How do you think past memories impacts the consumer when watching a nostalgic ad?

- **Respondent 6:** I think it has a big impact. I previously talked about good memories, but nostalgia can work both ways. If an advertising is passing on TV and reminds me of a bad memory from my childhood, it will diminish my empathy with the product and the brand. The experiences and the associations we make of these experiences determine the value we give to something. So I believe that past experiences can impact positively or negatively the consumer.

- **Respondent 10:** I agree, nostalgic advertisement triggers certain memories. The brand's purpose is to create a positive emotional response, however that cannot always be achieved, therefore that indifference or even negative emotional response can affect the way that they perceive the advertisement and/or the brand.
- **Respondent 7:** Well, I think that nostalgic advertisement only works if it evokes good past memories in the consumer. Only then, the ad is special and 'touches' the consumer.
- **Respondent 9:** When faced with the ad, the consumer is transported to a past that he'd like to relive, and the purchase of this product can be a way to relive this 'past'.
- **Respondent 5:** Watching the ad, can make the consumer think of a time when he was happier, for example. At the same time, by having memory of the brand/product, the consumer may have more reliability in the product, since he used it in the past, which may ensure the quality of the product.
- **Respondent 1:** I would just like to add, that this type of advertisement can evoke good past memories, and these happy memories, can be specially meaningful if the consumer is not that happy in the moment. It can help the consumer return to a 'safe place' in the past.

Do you think nostalgia has different impact in different people? Why?

- **Respondent 3:** I believe people in general respond in a positive way to nostalgia, because it is associated with past memories, of when one is younger, that reminds people of experiences that are emotional while bringing happiness, and satisfaction.
- **Respondent 10:** I have a slightly different opinion. I agree that people react differently to nostalgia and it is mainly related with their wellbeing. I believe that specially people who are unhappy or unsatisfied with their life or themselves tend to be more nostalgic, because those same memories remind them of simpler times, bringing them comfort. Also, people who achieved a lot in life are usually nostalgic, since the fact that when they remember hard times in the past (e.g. being poor) they also remember overcoming those very moments. In general, people who have had big changes in their lives tend to be more nostalgic, both in a positive and/or in a negative way.

- **Respondent 1:** I think there are people that value more the past than the others, making them want to relive more these past experiences. This may happen because they may not be as happy as back then.
- **Respondent 2:** I believe it depends on the person. Each person has its own personality and this type of feeling is very influenced by a person's life.
- **Respondent 5:** I agree with 'Respondent 2'. Different people have different memories, better or worse pasts, and can have more or less affection for old things.
- **Respondent 6:** Clearly. It depends not only on the person's personality, as more emotional people tend to be more prone to this type of feeling, which make this method more effective on this type of profile. It also depends in the past experiences of each person. Past experiences with greater impact on the person could make a person more nostalgic. However, in a certain way, we all are a little nostalgic.
- **Respondent 7:** I think it has different impact for mainly 3 reasons: the past memories (if good, the person tend to remember them more), the present, and the way a person deals with the past (if they're more forward looking or like to remember the good old days).

Do you think the consumer affective state (happy, sad, etc.) influences the impact that a nostalgic ad has on the consumer? Please explain.

- **Respondent 10:** Yes. With every nostalgic memory comes both good and bad experiences that reminiscent a certain time. Therefore, the nostalgic impact of a specific advertisement might vary depending on a person's mood. For example, depending on the person, a negative state of mind can both remember them of easier and happier times, making advertisement have a positive effect on their emotions. However it can also reinforce their current situation, reminding them of how they were once happy.
- **Respondent 2:** I believe it influences all advertisements, because in a really happy or sad moment everyone gets more sensible, making the ad reaction to change.
- **Respondent 3:** In my opinion, the affective state of a person will influence the impact of the ad. If a person is sad, the ad could improve his/her affective state.
- **Respondent 8:** I think that the affective state of a person could trigger more happy or sad memories, depending if the person is more happy or sad. For example, if an advertisement is shown and I recall a memory while I'm sad, I will probably feel

sad that the times are no longer that good, and that ad will turn out to have a negative impact in me.

- **Respondent 9:** I very much agree. In a sad situation, nostalgia may not be seen in a positive way.

Do you think men and woman react differently to nostalgia? Why?

- **Respondent 1:** Well, based on my common sense I would say that men and women react equally to nostalgia.
- **Respondent 4:** Yes, I agree.
- **Respondent 2:** I think they react the same way to nostalgia, but differently according to the type of nostalgic ad.
- **Respondent 3:** Obviously, there are brands more targeted to men and others more targeted to women.
- **Respondent 9:** In my opinion, women by their nature tend to be more nostalgic.
- **Respondent 6:** I would say, women may be more prone to nostalgia. Usually women are more emotional, or at least get more easily emotional. Men, are usually seen as more closed off to emotions, therefore less prone to nostalgia.
- **Respondent 5:** Well, I don't know. I still think gender is not a real factor of distinction.
- **Respondent 10:** I sort of agree with 'Respondent 6'. Even though I think men and women have the same emotional response to nostalgia, contrary to men, women, especially teenagers and young adults, are more likely to react and openly show their emotions.

Age may influence the impact that a nostalgic ad has on a consumer? Please explain.

- **Respondent 2:** With age, people tend to relive more and more the past. I believe that everyone, in a more conscient or inconscient way, figures out that life has an end, and this perception makes people think about the past, remember what they've accomplished in their lives.
- **Respondent 4:** Yes, with a certain age, people start to miss past experiences, and feeling sad that those times are over. When they see an ad which they can relate (these 'old times') I believe the impact that these type of ads have on these people

are greater than with people that still don't have as much experiences (that come with age).

- **Respondent 1:** I agree, if you think of an younger audience, they don't feel yet the need to look back, therefore, in my opinion won't be such a good target to use nostalgia on.
- **Respondent 3:** Well, I don't think there is a difference among teenagers, adults or elderly people. In my opinion, only children do not feel nostalgia, for the simple fact they did not lived yet most of their experiences.
- **Respondent 6:** I disagree. How many times did we hear our grandparents talk about how great it was when they were teenagers? Our parents do not talk with such emotion of that times and I won't even start with people my age. I think that the bigger the gap between the present and the memory, the higher the value we give to that memory. Nostalgia has impact in all ages, but it will grow with the years.
- **Respondent 7:** If we are talking about nostalgic advertisement, if the ad is from an age where the person watching has no memory off, of course it will have no impact on the consumer. With that said, I believe age has an impact when a person sees a nostalgic ad.
- **Respondent 10:** In the end, nostalgic advertisement targets a specific audience, therefore people who do not 'fit' that audience, being too young or too old, makes it hard for them to relate to it.

Would you like to add something about nostalgia in advertising?

- **Respondent 3:** I think nostalgia is a growing trend, not only because it makes brands and consumers to connect in an emotional level, but also because it is a clever way to indirectly show the consumer that they have been in the market for a long time, showing that the brand has history, experience, that they grow as people do, and, most importantly, the products have enough quality to stay in the market for so long.
- **Respondent 5:** Even though these campaigns can bring positive results, the excessive use, may, in my opinion, stagnate the consumer's interest for the brand, or making it harder to increase consumers' interest in the future, for the simple fact that this type of ads focus on the past.

- **Respondent 6:** As I said before, I think it is a very effective marketing technique, however, it has to be well thought and adjusted to the targeted audience. The same ad can bring both positive and negative feelings to different people. Marketers have to make sure the main target will have a strong positive feeling towards the ad, resulting in a valorisation of the product and a higher empathy towards the brand.

Appendix 3: Questionnaire

Note: This is just a draft. The real version was distributed in Google Forms.

INTRODUCTION

No âmbito da minha tese de mestrado em Marketing, este questionário procura compreender a influência da publicidade nostálgica em atitudes para com a marca e intenções de compra.

Este questionário demora aproximadamente 10 minutos a responder. Todas as informações partilhadas neste questionário são confidenciais e irão ser apenas utilizadas para fins académicos.

Obrigada pelo seu tempo e colaboração!

PERSONAL QUESTIONS

1. Género: F () M ()

2. Idade: <17 17-25 26-37 >38

3. Nacionalidade:

4. Situação Profissional:

- Estudante
- Trabalhador
- Trabalhador-Estudante
- Desempregado
- Reformado

5. Escolaridade:

- Ensino Secundário
- Licenciatura
- Mestrado
- Douturamento

REACÇÃO DO CONSUMIDOR À PUBLICIDADE NOSTÁLGICA

1. Por favor identifique uma marca pela qual sinta nostalgia:

2. Numa escala de 1 (discordo totalmente) a 7 (concordo totalmente) por favor responda:

- Tenho boas lembranças da minha infância relacionadas com esta marca.
- Esta marca é uma das minhas marcas preferidas de infância.
- Ainda me sinto positivamente conectado com esta marca graças às minhas experiências de infância.
- Quanto nostálgico se sente por esta marca?
- Esta marca está presente em memórias felizes de quando era mais novo(a).
- Esta marca está presente em memórias felizes de quando era mais novo(a).
- Quanto positivas são as memórias que tem por esta marca?
- Podemos associar esta marca à sua infância?
- Quanto especial foi esta marca na sua infância?

REACÇÃO DE UM CONSUMIDOR A UM ANÚNCIO NOSTÁLGICO

Por favor assista ao vídeo abaixo e responda às seguintes questões:



Numa escala de 1 (discordo totalmente) a 7 (concordo totalmente) por favor responda:

- Este anúncio lembrou-me de experiências passadas.
- "Já não se faz nada como antigamente."

- Este anúncio faz me sentir triste por me recordar de experiências que já acabaram, ainda que me lembre de uma memória feliz.
- A evolução tecnológica irá garantir um futuro melhor.
- As coisas eram melhor antigamente ('nos bons velhos tempos').
- Este anúncio não me faz sentir nada sobre o passado.
- Estamos a sentir um decréscimo na nossa qualidade de vida.
- Quem me dera reviver as experiências que este anúncio me faz sentir.
- A economia moderna irá garantir um melhor futuro.
- Associo este anúncio a uma memória feliz, mesmo que me faça sentir triste.
- Esta marca/empresa faz-me sentir triste por me fazer lembrar de experiências que já acabaram, contudo é uma memória feliz.
- Quem me dera poder reviver as experiências que esta marca/empresa me faz recordar.
- Associo esta marca/empresa a boas experiências, mesmo que me faça sentir triste.

MICROSOFT EDGE – COM BASE NO ANÚNCIO QUE VIU, POR FAVOR RESPONDA ÀS SEGUINTE RESPOSTAS:

- Numa escala de 1 a 7, quão "agradável" considera esta marca?
- Numa escala de 1 a 7, quão "atractiva" considera esta marca?
- Numa escala de 1 a 7, quão "boa" considera esta marca?
- Numa escala de 1 a 7, quão "favorável" considera esta marca?
- Numa escala de 1 a 7, quão "útil" considera esta marca?
- Numa escala de 1 a 7, quão "valiosa" considera esta marca?
- Iria considerar fazer o download/usar o produto anunciado se precisasse de utilizar um programa do género.
- Após ver este anúncio, gostava de saber mais sobre o produto.
- Após ver este anúncio, quero visitar o website da Microsoft.
- Após ver este anúncio, quero experimentar o produto.