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## The Effect of Nostalgia Marketing on Consumers' Purchase Intention

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### Abstract

The aim of this paper is to determine the effect of nostalgia marketing on consumers' purchase intention and demographic factors. Nostalgia marketing is one of the marketing ideas that some organizations use it to attract customers by evoking memories or heritage in their minds. This method would affect the emotions and feelings of people, which may raise their desire to buy. The questionnaire was used as a tool for data collection, and it was distributed to a random sample of 512 individuals. A sample is a group of individuals who have seen small sculptures displayed in shops inside Babylon Mall in Baghdad. The small sculptures show the life of Baghdadis in the fifties and sixties of the last century. Statistical software was used for data analysis. The critical result of research indicates that there is a positive effect of nostalgia marketing on consumers' purchase intention.

**Paper type** Research paper

**Keywords:** Nostalgia Marketing, Consumers' Purchase Intention, Consumer's Behavior, Purchase Intention .

## 1.Introduction

Nostalgia is a human trait that rests on the idea that the past is more beautiful than now, even if this is just a fantasy. Many have exploited this trait to influence the decisions of others, for example, politicians to promote their ideas. Therefore, the slogan of "US President Donald Trump" "Make America Great Again" was the best proof of this. Marketers have also taken advantage of this trait to promote their products in different ways. The goal of marketers is to make the customer make the purchase decision, and any purchase decision is the result of purchase intention. The Consumer's' Purchase Intention is the way to the purchase decision; hence eliciting greater intentions may inevitably lead to more purchase decisions. Many previous studies focused on the relationship between nostalgia marketing and consumers' purchase intention. Singh et al., (2021) emphasized that emotional factors play a role that cannot be ignored in the formation of preferences. Likewise, nostalgia marketing, which evokes feelings of yearning for the past, has been shown to produce favorable persuasive results, as marketers always aim to revive pleasant memories rather than unpleasant ones. Thus nostalgic feelings tend to be favorably disposed. As soon as the strength of these positive feelings of nostalgia (i.e. the intensity of nostalgia) increases, the purchase intention of nostalgic products may also increase. Cho et al., (2021) noted that the purchase intention of a particular product may be linked to the consumer's attitude based on nostalgia since this product reminds him of a previous time period. Xia et al., (2021) emphasized that nostalgia is a unique emotion that motivates the intention of buying a new product. Nostalgia is an effective mechanism for dealing with unpleasant present situations. It creates an indirect effect on intentions to purchase a new product in order to recall a beautiful past that gives meaning to life. According to Dharmasaputro and Achyar, (2021); Fei et al., (2015), the use of nostalgia in advertising would lead to a positive attitude towards advertising, whereas the brand might lead to an increase in purchase intentions. Other scholars, Marchegiani and Phau, (2010) noted that ideas about the brand increase with increasing personal nostalgia. Hence attitudes and intentions dramatically improve dramatically at each increased level of nostalgia. In line with Hidayati et al., (2021), the use of nostalgia emotion would lead to brand trust and brand attachment, thus leading to an increase in purchase intentions. If the variation in people's traits and behaviors is taken into consideration, there is a possibility that there will be negative reactions from some consumers towards nostalgic products (Barauskaite and Gineikiene, 2017).

The research problem is summarized as follows:

(1) the intensity of competition that forced organizations to review their approach to promoting their sales;

(2) the advertising chaos that the customer experiences due to the large number of advertisements directed at him/her every day;

(3) the decline in the customer's confidence in the content of advertisements; and

(4) the previous studies have not resolved the nature of the effect of nostalgia on consumer behavior, whether it is positive or negative. Therefore, the consumers' purchase intention was chosen as a dependent variable, since the study of intentions does not exclude people who have negative effects from nostalgic products. From the above, the research questions can be formulated as follows:

- Is it possible to positively influence the consumers' purchase intention through nostalgia marketing?
- Does the effect of nostalgia on the consumers' purchase intention differ according to demographic factors?

Regarding the knowledge gap, the researcher finds that there is no study dealing with nostalgia marketing through the activity of product planning. Therefore, this paper can be considered one of the first studies that dealt with this. In the fifties and sixties of the last century, nostalgia through product planning was used in Iraq by displaying products that recall the lifestyle See Appendix A. Harnessing nostalgia in this field was in order to know its impact on the consumer's purchase intention, thus this paper presents ideas for marketers and capital owners to invest their money in nostalgic products.

## **2.Literature review**

### **2.1.Nostalgia Marketing**

Initially, nostalgia has been diagnosed as a disease that may lead to death. In the Nineteenth Century, some physicians attempted to find a direct link between nostalgia and the death of individuals with this condition. In fact, they dissected the corpses of soldiers feeling nostalgic and found irritation in parts of the brain. Hofer (1934) was the first one who writes about nostalgia in the medical field (Hajlaoui and Gharbi, 2020). Nostalgia was diagnosed as a problem related to homesickness, in which when a person is unable to return to his/her homeland, and feels depressed and lonely. Since then, nostalgia has turned into an emotional longing for yesterday or a passion for memories and situations that happened in the past, as it no longer is a disease linked to a medical condition (Youn and Jin, 2017). It is a bittersweet emotion that contains sadness and a sense of loss. However, it generally results in a reaction that contains warmth, gratitude, and affection, accordingly the reaction can be classified as pleasant and positive (Phau and Marchegiani, 2011). Recalling warm memories may escape from an unstable reality, relieve stress, try to distance oneself from the current reality (Kim et al., 2021) confront negative emotions, address existential threats, and/or increasing feelings of social support and reducing loneliness (Ju et al., 2016). Nostalgia as an emotion is different from person to another different people Also, the age and gender of a person make feelings of nostalgia different from the person themselves (Jayanathan et al., 2021). Nostalgia is a protest against the irreversibility of time, and the fear of death which represents an inevitable fate for every human being. Nostalgia is mixed with a sad mood that may be caused by looking at a certain scene, listening to a certain type of music, or smelling a certain smell, and this results in sad pleasure (Hunt and Johns, 2013). Baker and Kennedy (1994) identified three types of nostalgia: real, stimulated, and collective. The real is based on personal memories stemming from experience. The stimulated represents experiences of the experienced. As for the collective, it represents a culture, a generation, or a country (Ok, 2019).

Consumer nostalgia is a passion for products or services that make up the past, as those products and services were popular with people when they were young. Nostalgia marketing corresponds to consumer nostalgia, which is a marketing technique that organizations provide consumers with an element of nostalgia through their marketing activities to stimulate consumers' nostalgia, evoke deep memories in the consumer, and enhance the buying behavior of consumers (Cui, 2015). The use of nostalgia in marketing can build a positive attitude toward the brand and stimulates consumers' buying intentions. Nostalgia in marketing tempts the consumer with worthy memories of the past, and helps him/her to build an imagined past (Pascal et al., 2002). Marketing of nostalgia for the past is affected by two types of drivers: (1) drivers related to consumers, which are the result of psychological human factors, and how memory sometimes mixes with feelings of nostalgia, (2) drivers related to marketing, which are the efforts of marketing management in how to create this nostalgia in the souls of consumers (Rana et al., 2020). Nostalgia marketing can go through three stages according to the consumer behavior model, where consumer behavior can be divided into three stages(Cui, 2015):

- (1) nostalgic emotional reaction, where the consumer's memory mixed with feelings about a product is awakened through direct or indirect contact,
- (2) nostalgic cognitive reaction, where the consumer is affected by physiological and psychological mechanisms that produce a positive or negative attitude towards a product, and

(3) nostalgic behavioral reaction, where emotions and perceptions are transformed into executive action that results in buying behavior towards the product; if the majority of people loved things in the past, more possible they would buy the product (Cui, 2015).

Creativity and innovation are among the keys to success in the field of marketing. Therefore, generating marketing ideas using nostalgia is one of the methods that business organizations can use it in marketing their products and services. In this regard, we can provide ideas according to the activities of the marketing management known as the marketing mix.

Regarding the activity of “product planning” product characteristics such as shape, smell, texture or packaging can be inspired by the past. In terms of “promotion” activity, the ads may contain old pictures, scenes, or music, and the advertisement may be displayed in black and white in order to evoke the past in the minds of the audience. In regard to the “pricing” activity, a store would adopt a symbolic pricing method with old money or at a low value, as if time went back tens of years to the past. Regarding the “place” activity, the decoration of the distribution channels can be inspired by the past through the furniture, hanging pictures, and the costumes of the vendors. This is a set of ideas that have been applied or may be applied in the future, in order to stimulate nostalgia in the minds of customers.

## 2.2. Consumer's Purchase Intention

The purchasing intention is one of the drivers of consumer buying decisions. The purchase decision is a complex process that ends with the consumer buying a particular brand (Mirabi et al., 2015). Purchase intention determines the consumer's inclination toward buying a particular product, it is related to the behavior, perceptions, and attitudes of consumers (Fathy et al., 2015). Purchase intention is also an effective tool for predicting the purchase decision (Peña-García et al., 2020). An increase in the purchase intent is reflected in an increase in the buying opportunity. If consumers have a positive buying intent, this leads to an increased likelihood of buying the brand (Martins et al., 2019). The purchase intention does not necessarily lead to the actual purchase (Wee et al., 2014). Furthermore, low purchase intention may not mean an absolute impossibility of buying (Wang and Tsai, 2014). The position of the brand is important in transforming the purchase intention into a purchase decision. The reason behind this is that the brand provides the features of the product that meet the needs of the consumer, thus a positive image of the brand is formed in the mind of the consumer, and this would raise the purchase intentions of this brand. If the value of the brand and its excellent offers increases, the purchase intention is also increased (Nasermoadeli et al., 2013). The likelihood of a purchase intention becoming an actual purchase decision increases if there is a successful experience using the product or service. Before using a product, customers may have some perceptions about the product through packaging, branding, price, promotional effort, and distribution channels services. After using the product, the purchase intention increases or decreases. If the quality of the product or service is high, it will lead to customer satisfaction, and gain a successful experience. Therefore the customer's purchase intention is also high (Yang and He, 2011). There are two different types of influences on purchase intention: direct influence and competitive influence. The direct effect indicates that the purchase intention for a brand is determined by the attitude towards that brand. Competitive influence indicates that attitudes towards other competing brands may influence purchase intention towards that brand. As it is assumed that the competitive effect if it occurs, should adversely affect the purchase intention of that particular brand. Similar substitutes tend to increase their market share by acquiring the shares of others who are similar (Laroche and Brisoux, 1989). Building confidence between the customer and the brand can positively reflect on the customers' purchase intention (Laroche et al., 1996). Purchase intention varies according to gender, age, education, and income (Akhter, 2003). Likewise, it may change from time to time due to factors such as social lifestyles, the country's industrialization, and globalization that may influence their attitudes to products (Asshidin et al., 2016).

In conclusion, the implementation of the purchase decision by the consumer depends on two factors: purchase intention and purchasing power. If the purchase intention is paired with money, the consumer will be able to convert the need or desire into a real purchase act. Therefore, knowing the level of consumers' purchase intentions would reduce wastage in marketing efforts. Marketing efforts can be directed towards targeting persons who have high purchase intentions, as they are close to making a purchase decision. In addition, the presence of low purchase intentions is an indication of a defect in the marketing efforts, and therefore there is a need to review and re-evaluate in order to diagnose the defect and take corrective actions. The method in which the product is displayed in the store, in the advertisement, or in the conversation of both the salesman and the sales representative, positively or negatively affects the purchase intention. This is based on the intelligence of the marketer.

### 3. Methods and Tools

#### 3.1. Measures

The five-point Likert scale was chosen to determine the level of the sample's answers (5=strongly agree, 4=agree, 3=neutral, 2=disagree, and 1=strongly disagree). the measures that were used in this research are the following:

- **Nostalgia Marketing:** the level of nostalgia marketing was determined by a scale developed by (Pascal et al., 2002) consisting of ten statements.
- **Consumers' Purchase Intention:** the level of consumers' purchase intention was determined by a scale developed by (Putrevu and Lord, 1994), consisting of three statements.

#### 3.2. Hypotheses research

- Research hypothesis: There is an effect of nostalgia marketing on consumers' purchase intention.

From this main hypothesis, the sub-hypotheses are formulated as follows:

- There is an effect of nostalgia marketing on consumers' purchase intention according to gender.
- There is an effect of nostalgia marketing on consumers' purchase intention according to age.
- There is an effect of nostalgia marketing on consumers' purchase intention according to marital status.

#### 3.3. Sample

550 questionnaires were randomly given to the customers of a shop selling small sculptures in Babylon Mall in Baghdad. However, 38 questionnaires were excluded as being invalid. Thus, the number of questionnaires that were statistically analyzed reached 512. The personal information of the sample included in this study are shown in Table:1.

**Table 1: Demographics statistics**

Variables		Frequency	Percentage
Gender	Male	132	26%
	Female	380	74%
	Total	512	100%
Variables		Frequency	Percentage
Age	(30-40) years	208	40%
	(41-50) years	176	34%
	(51-60) years	91	18%
	More than 60	37	8%
	Total	512	100%
Variables		Frequency	Percentage
Marital Status	Single	129	25%
	Married	344	67%
	Widow	27	6%
	Divorce	12	2%
	Total	512	100%

### 3.4. The Validity and reliability tests

#### 3.4.1. Validity tests

the Kaiser-Meyer-Olkin (KMO) and Bartlett's tests were conducted to determine the adequacy of the sample and the quality of the measurement using SPSS V.23 program to generate the results in Table 2.

**Table 2: KMO & Bartlett's tests**

Variables	KMO test	Bartlett's test		
		Chi-Square	Df	Sig
Nostalgia Marketing	0.926	4737.607	45	0.001
Consumer's Purchase Intention	0.673	482.477	3	0.001

As can be seen from Table 2 that the quality of the measurement was achieved because all values of (KMO) are higher than 0.05). In addition, Bartlett's test values are significant and less than 0.05 (Kaiser and Rice, 1974).

#### 3.4.2. Reliability tests

Alpha Cronbach's coefficient was used to measure the consistency of scale statements. According to Lance et al., (2006), this value must be greater than 70% to be statistically accepted in administrative and behavioral studies (Table 3).

**Table 3: Reliability tests**

Variables	Statements questionnaire	Alpha-Cronbach
Nostalgia Marketing	1-10	0.945
Consumers' Purchase Intention	11-13	0.774

The results of Table 3 show that all Alpha Cronbach values exceed the minimum acceptable value (0.70) and most are close to (1.00), indicating that the scale gives results very close to these results when the questionnaire is distributed to the same sample with the same conditions.

## 4. Results and Discussion.

### 4.1 View sample answers

Table 4 shows the results of descriptive statistic .

**Table 4: Descriptive statistical analysis**

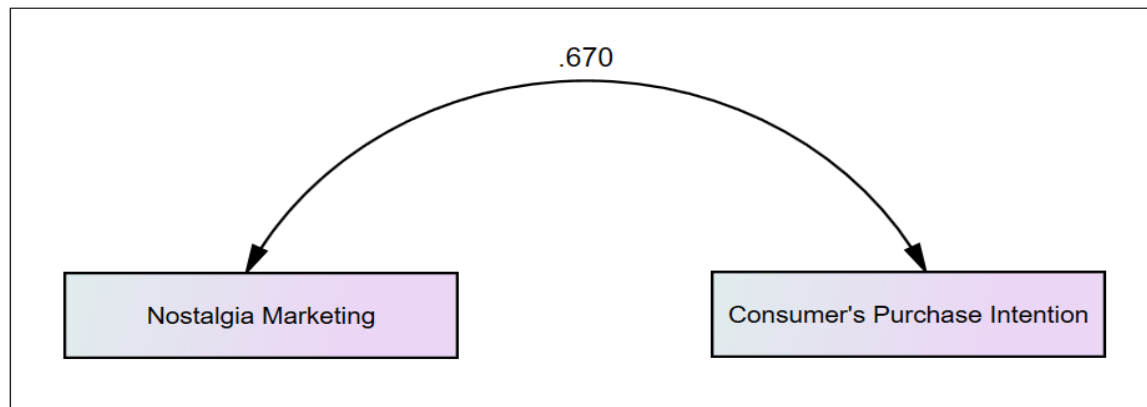
No.	Variables	Mean	S. D	Ranking
	<b>Nostalgia Marketing</b>	<b>3.919</b>	<b>0.759</b>	<b>2</b>
1	Reminds me of the past.	3.845	0.909	7
2	Assists me recall pleasant memories.	3.992	0.973	4
3	Makes me feel nostalgic.	4.138	0.886	2
4	Makes me reminisce about a previous time.	4.187	0.825	1
5	Makes me think about when I was younger.	4.048	0.877	3
6	Evokes fond memories.	3.701	0.990	9
7	Is a pleasant reminder of the past.	3.763	0.973	8
8	Brings back memories of good times from the past.	3.673	0.985	10
9	Reminds me of the good old days.	3.894	0.915	6
10	Reminds me of good times in the past.	3.947	0.921	5
	<b>Consumer's Purchase Intention</b>	<b>4.086</b>	<b>0.742</b>	<b>1</b>
11	It is very likely that I will buy the advertised product.	4.160	0.830	1
12	I will purchase the advertised product the next time.	4.127	0.811	2
13	I will definitely try the advertised product.	3.972	1.027	3

As can be observed from Table 4 that all the data got a high rating with some difference in the rating score. Variables, dimensions, and data were arranged in descending order according to mean values. The high evaluation of all the survey data for nostalgia marketing shows that the marketing department of the small sculpture manufacturer succeeded through the product planning activity in investing nostalgia, as it put features in its product that aroused the longing of customers for the past, and perhaps made them remember happy moments. The company has presented sculptures inspired by the heritage and culture of the community, such as fashion, professions, and tools that recall the life of Baghdad in the fifties and sixties of the last century. The high evaluation of all the data related to the consumer's purchasing intention showed that there is an emotional, sensory, and psychological rush by the customer towards the small sculptures, and this leads us to predict the decision of those customers to purchase these products.

## 4.2. Hypothesis test

### 4.2.1. Main hypothesis test

Figure (1) shows the correlation between the independent variable "Nostalgia Marketing" and the dependent variable "Consumers' Purchase Intention".



**Figure 1:** The correlation between the research variables

According to Figure (1), it was obvious that there is a positive correlation between the independent variable and the dependent variable, which indicates that the increase and decrease of any variable will be a proportional relationship with the other variable. Table (5) shows the ANOVA, then Table (6) displays the coefficients.

**Table 5: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.471	1	126.471	414.581	0.001 <sup>b</sup>
Residual	155.579	510	0.305		
Total	282.050	511			

a. Dependent Variable: Consumer's Purchase Intention

b. Predictors: (Constant), Nostalgia Marketing

**Table 6: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R <sup>2</sup>
	B	Std. Error	Beta			
(Constant)	1.519	0.128		11.830	0.001	0.448
Nostalgia Marketing	0.655	0.032	0.670	20.361	0.001	

a. Dependent Variable: Consumer's Purchase Intention

According to the results of Tables (5) and (6), the simple linear regression is significant, and the equation is as follows:

$$Y = a + b(X)$$

$$\text{Consumer's Purchase Intention} = 1.519 + 0.655 (\text{Nostalgia Marketing})$$

The simple linear regression equation means that an increase of one unit of nostalgia marketing leads to an increase in consumer's purchase intention by (0.655). The coefficient of determination R<sup>2</sup> is (0.449), which means that nostalgia marketing explains approximately 45% of the consumer's purchase intention, while the remaining 55% is due to other factors outside the research.

#### 4.2.2. Sub-hypotheses tests

Previous studies confirmed that nostalgia and purchasing intentions differ according to demographic factors. Therefore the correlation coefficients were calculated according to gender, age, and marital status. Table 7 shows the correlation coefficients according to gender.

**Table 7: Correlation coefficients according to gender**

Gender		Nostalgia Marketing	Consumer's Purchase Intention
Male	Nostalgia Marketing	1	0.590**
	Consumer's Purchase Intention	0.590**	1
Female	Nostalgia Marketing	1	0.692**
	Consumer's Purchase Intention	0.692**	1

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

According to the results of Table 7, the correlation coefficient for women is greater than the correlation coefficient for men. This indicates that women's purchase intentions are motivated by nostalgia marketing to a greater degree than men. This may be that women's feelings are delicate. Hence their emotions are less hardness than men's. Table 8 shows the correlation coefficients according to age.

From Table 8 (below), it can be seen that the correlation coefficient increases with the increases in age, this may be due to the human desire to recall the past and stick to it more as the age increases, which supports the idea that the person hates approaching death.



**Table 8: Correlation coefficients according to age**

Age		Nostalgia Marketing	Consumer's Purchase Intention
(30-40) years	Nostalgia Marketing	1	0.583**
	Consumer's Purchase Intention	0.583**	1
(41-50) years	Nostalgia Marketing	1	0.660**
	Consumer's Purchase Intention	0.660**	1
(51-60) years	Nostalgia Marketing	1	0.772**
	Consumer's Purchase Intention	0.772**	1
More than 60	Nostalgia Marketing	1	0.809**
	Consumer's Purchase Intention	0.809**	1

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

**Table 9: Correlation coefficients according to marital status**

Marital Status		Nostalgia Marketing	Consumer's Purchase Intention
Single	Nostalgia Marketing	1	0.572**
	Consumer's Purchase Intention	0.572**	1
Married	Nostalgia Marketing	1	0.669**
	Consumer's Purchase Intention	0.669**	1
Widow	Nostalgia Marketing	1	0.825**
	Consumer's Purchase Intention	0.825**	1
Divorce	Nostalgia Marketing	1	0.764**
	Consumer's Purchase Intention	0.764**	1

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

## 5. Conclusions

According to the results obtained in this research, we conclude that nostalgia can be invested in product planning to motivate consumers' purchase intention, as the features and characteristics of the product can be designed on the basis of arousing nostalgia and longing for the past. The exploitation of nostalgia as a marketing tool is due to its ability to arouse the feelings of consumers, as it was found that there is a positive effect of nostalgia marketing on the consumers' purchase intention. Moreover, this effect is higher on women than that on men. In addition, the increases in age is higher on a widow, divorced, married, and single, respectively. Purchasing intent can turn into a real purchase decision. Thus, we strongly recommend making the nostalgic marketing method through the product planning activity as a marketing strategy.

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Appendix A  
Some of the small sculptures that were shown to the sample members



## تأثير تسويق الحنين في نية الشراء لدى المستهلك

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### مستخلص البحث

الهدف من هذه الورقة هو تحديد تأثير تسويق الحنين في نية الشراء لدى المستهلك والعوامل الديموغرافية. يعد تسويق الحنين من الأفكار التسويقية التي تستخدمها بعض المنظمات لجذب المستهلكين عن طريق استحضار الذكريات أو التراث في أذهانهم. هذه الطريقة من شأنها أن تؤثر على عواطف ومشاعر الناس، مما قد يزيد من رغبتهم في الشراء. تم استخدام الاستبانة كأداة لجمع البيانات وتم توزيعها على عينة عشوائية قوامها (512) فرداً. العينة عبارة عن مجموعة من الأفراد الذين شاهدوا منحوتات صغيرة معروضة في محلات تجارية داخل مول بابلون في بغداد، وتُظهر هذه المنحوتات الصغيرة حياة البغداديين في خمسينات وستينات القرن الماضي. لقد تم استخدام البرمجيات الإحصائية لتحليل البيانات. تشير النتيجة الحاسمة للبحث إلى وجود تأثير إيجابي لتسويق الحنين في نية الشراء لدى المستهلك.

نوع البحث: ورقة بحثية

المصطلحات الرئيسية للبحث: تسويق الحنين، نية الشراء لدى المستهلك، سلوك المستهلك، النية للشراء.