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International Business School

Millennials purchasing the good old days

*The effects of nostalgic advertising on brand attitude
and purchase intention among millennials*

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Abstract

Background Advertising clutter is undesirable for both consumers and advertisers. This problem increases and is predicted to grow in the future. To break through the advertising clutter and grab the attention of consumers, nostalgic advertising is considered an effective strategy. With millennials being a desired target group due to their purchasing power, nostalgic advertising is seen as a valuable strategy to reach this consumer group.

Purpose This study proposed nostalgic advertising as an effective strategy to break through the advertising clutter in order to successfully reach millennials, and therefore, examined the effect of nostalgic advertising on brand attitude and purchase intention among millennials.

Method From literature, hypotheses and a conceptual model were established to serve as the foundation of the quantitative research. The dataset consisted of 244 respondents obtained via an online questionnaire distributed among employed millennials within the JIBS alumni network.

Conclusion This research showed that millennials are nostalgic towards their own personal past. The age of a millennial does not influence the nostalgia proneness. Moreover, the nostalgic video advertisement is more attractive and generates a more favourable attitude towards the advertisement. Hence, this did not result in a more positive brand attitude or enhanced purchase intention compared to the non-nostalgic video advertisement.

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Moniek Lammersma and Annika Wortelboer

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1 Introduction

“As the years go by, we all develop a certain degree of nostalgia for our younger days. The games we played, the food we ate, the music we listened to – they all make us feel something” (Friedman, 2016).

1.1 Background

Although not a new phenomenon, advertising clutter is undesirable for both consumers and advertisers (Ha, 1996). It is a problem which increases and is predicted to grow in the future (Reisenwitz, Iyer, & Cutler, 2004). Consumers are exposed to an overwhelming amount of advertisements every day, which jeopardises the effectiveness of advertising (Ha & Litman, 1997). Advertising clutter leads to consumer inattention, consumer frustration, and advertising avoidance (Rotfeld, 2006; Klopfenstein, 2011). Consumers experience an overload of advertising and have learned to tune out (King, 2013). Therefore, advertisers are concerned that their careful crafted marketing messages get lost in the advertising clutter, and are searching for means to successfully break through the clutter to effectively communicate with their customers (Speck & Elliott, 1997). To grab the attention of consumers and break through the advertising clutter, nostalgic marketing is considered an effective strategy (Marconi, 1996; Reisenwitz et al., 2004). Moreover, nostalgia, described as a “yearning for the idealised past” (Hirsch, 1992, p. 390), is a new marketing trend and has become a worldwide phenomenon (Friedman, 2016), resulting in a valuable marketing research topic. Reconnecting consumers with the era of their childhood is likely to appeal to positive emotions about products and brands (Cui, 2015). Nostalgic marketing enables marketers and advertisers to act on the senses and feelings of consumers. Allowing consumers to mentally relive a favourable moment in the past is fundamental for nostalgia marketing in order to elicit positive emotions and feelings of nostalgia. This can be attained through exposure to either the product itself or nostalgic advertising campaigns (Ju et al., 2016). Furthermore, research indicates that nostalgia makes consumers spend more money as it makes consumers value money less (Lasaleta, Sedikides, & Vohs, 2014). In other words, nostalgia increases the chances of consumers making a purchase.

Well-known brands from all industries experiment with nostalgic marketing, resulting in tremendous results (Friedman, 2016). Brands are aiming their attention to the nineties as they are aware of the spending power of the largest and diverse generation ever existed: the

millennials (Giang, 2014). Recent examples include the Pokémon Go app and the relaunch of the Nintendo NES system (Quentin, 2016; Friedman, 2016). With millennials being born between 1980 and 2000 (Twenge, 2006), it is not surprising that brands focus on the nineties, as most of the millennials grew up in that time. Millennials are coming of age in a turbulent economical time with a difficult job market. The Great Recession has caused many millennials to be fearful about the future with limited job prospects (Park, Twenge, & Greenfield, 2014). Psychological research advocates that nostalgia offers comfort during times of instability. Nostalgia enhances mood, self-esteem, and feeling of social connectedness while reducing stress and fostering positive future perceptions (Sedikides, Wildschut, Arndt, & Routledge, 2008). Additionally, millennials are the first consumers to be digital natives, the first generation who spends their whole life in the digital setting (Bolton et al., 2013). Technology enables an easy connection to the past. These factors, economy turmoil and technology, could explain why millennials are fascinated about their past. With the majority of millennials entering peak earnings and spending years (Twenge, 2006), brands need to act upon this opportunity by successfully communicating their marketing messages, to ensure it is not getting lost in the advertising clutter while reaching the millennials successfully. The researchers of the study consider nostalgic marketing as a valuable strategy to reach millennials. Within the nostalgic marketing framework, one approach is examined, namely nostalgic advertising.

It is suggested that consumers' intentions to buy nostalgic products are influenced by a yearning for as well as attitudes about the past (Sierra & McQuitty, 2007). Prior research indicates that nostalgic advertisements arouse nostalgic thoughts and pleasant memories in consumers' mind resulting in more positive brand attitudes and purchase intentions (Pascal, Sprott, & Muehling, 2002; Muehling & Sprott, 2004; Braun-LaTour, LaTour, & Zinkhan, 2007; LaTour, LaTour, & Zinkhan, 2010; Muehling, Sprott, & Sultan, 2014; Ju et al., 2016). Thus, brand attitude positively strengthens and the purchase intention enhances when consumers experience nostalgic feelings evoked through nostalgic advertisements.

This study aims to uncover the nostalgic advertising trend targeted at millennials, by examining whether nostalgic advertising is effective to break through the advertising clutter and reach millennials successfully. It provides insight regarding the effects of nostalgic video advertisements on brand attitude and purchase intention among millennials.

1.2 Problem definition

The problem is defined by means of identifying the research gap and research problem as well as defining the statement of purpose.

1.2.1 Research gap

Brands such as Coca-Cola, Microsoft, Nintendo, Lego, Herbal Essences, General Mills, Volkswagen, McDonald's, and many more, have used nostalgic marketing to connect with their customers aiming to strengthen consumers' attitudes towards their brand and enhance their purchase intention (Naughton & Vlastic, 1998; White, 2002; Elliot, 2009; Schultz, 2012; Friedman, 2016). During the Super Bowl of 2012, the audience was exposed to various advertisements featuring nostalgic appeals referring to the audience past (Vasquez, 2012). Moreover, nostalgia has also emerged as strategic marketing technique in entertainment, fashion, and food (Dua, 2015).

Ju et al. (2016) examined the effects of nostalgic marketing on consumer decisions and the relationship between nostalgia and perceived self-continuity, brand attitude, and purchase intention. The research used an experimental design comparing individuals' responses to nostalgic (past-focused) vs. non-nostalgic (present-focused) advertising across three different product types. One of the limitations of this study was the focus on only print advertisement stimuli, which could limit the senses and emotions evoked. The topic of this study is derived from the research of Ju et al. (2016). Instead of print advertising, this study's focal point was video advertising. It focused on one approach within the nostalgic marketing framework, namely nostalgic advertising.

Many companies are aware of the spending power of millennials and aim their attention to this generation utilising nostalgic marketing campaigns. Additionally, comprehensive research can be found on nostalgic marketing and nostalgic advertising (Havlena & Holak, 1991; Stern, 1992; Baumgartner, Sujan, & Bettman, 1992; Sujan, Bettman, & Baumgartner, 1993; Baker & Kennedy, 1994; Pascal et al., 2002; Reisenwitz et al. 2004; Muehling & Sprott, 2004; Ford & Merchant, 2010; Muehling & Pascal, 2011; Zhao, Muehling, & Kareklas, 2014; Muehling et al., 2014; Ju et al, 2016). However, no academic literature known to the researchers combines nostalgia in marketing and advertising with millennials. Although considered as a valuable strategy for connecting with millennials (Friedman, 2016), the effects

of nostalgic advertising on millennials has not been properly researched. This was identified as the research gap, which this study sought to contribute to. The research focused on the effects of nostalgic video advertisements on the brand attitude and purchase intention among millennials.

Furthermore, there are two major types of nostalgia, namely personal and historical nostalgia (Havlena & Holak, 1991; Stern, 1992; Goulding, 2002; Marchegiani & Phau, 2011b; Merchant & Rose, 2013). Personal nostalgia includes nostalgic feelings a consumer has towards their own past, whereas historical nostalgia includes nostalgic feelings towards a time the consumer did not live in (Havlena & Holak, 1991; Stern, 1992). It is suggested, that consumers experiencing personal nostalgia have a higher level of intensity of emotions compared to historical nostalgia, due to a strong connection towards their own past and the cognitive process taking place (Marchegiani & Phau, 2013). Also, the autobiographical memories aroused through personal nostalgia are expected to be more retrievable and salient (Muehling & Pascal, 2011). Therefore, the nostalgic video advertisement chosen explicitly included personal nostalgic advertising stimuli, relating to the biographical memories of millennials.

To break through the advertising clutter, nostalgic advertising is proposed as an effective strategy to reach a target audience with high potential: the millennials. No literature known to the researchers combined nostalgic advertising with millennials, which was identified as the research gap. From the two types of nostalgia, personal nostalgia was chosen to be examined, as it is considered to evoke stronger nostalgic emotions.

1.2.2 Research problem

Millennials are attractive potential customers for brands due to their spending power (Giang, 2014). However, advertising clutter problematises marketers and advertisers to successfully reach this desired target group. As advertising clutter is expected to grow in the future, marketers and advertisers need to find effective advertising techniques to break through this advertising clutter. The use of nostalgia in marketing is considered a valuable strategy to connect with millennials (Friedman, 2016). More importantly, nostalgia encourages consumers to spend more money and increases the likelihood of consumers to make a purchase (Lasaleta et al., 2014). Research also identified that nostalgia has a positive effect

on brand attitude and purchase attention (Pascal et al., 2002; Muehling & Sprott, 2004; Ju et al., 2016). Therefore, the study addressed the problem of advertising clutter as an obstacle for marketers and advertisers to reach a high-potential target audience, the millennials, by comparing nostalgic video advertising with non-nostalgic video advertising and their effects on brand attitude and purchase intention.

1.2.3 Statement of purpose

This study proposed nostalgic advertising as an effective strategy to break through the advertising clutter in order to successfully reach millennials, and therefore, examined the effect of nostalgic advertising on brand attitude and purchase intention among millennials.

1.3 Research questions

In line with the statement of purpose, the following research questions and their objectives were developed:

1. What is the relation between nostalgia and millennials?
 - Objective: to clarify the relationship between nostalgia and millennials.
2. What are the differences between the effects of nostalgic and non-nostalgic video advertisements on brand attitude and purchase intention among millennials?
 - Objective: to examine the effects of nostalgic advertising on brand attitude and purchase intention among millennials.
 - Objective: to identify the differences between nostalgic and non-nostalgic advertisement in regard to attractiveness as well as its performance on brand attitude and purchase intention.

This research aimed to uncover the nostalgic advertising trend targeted at millennials. The research questions were answered by conducting quantitative research. An online questionnaire was conducted to obtain quantitative data in order to investigate the influence of nostalgia in advertisements and the effects on brand attitude and purchase intention among millennials.

1.4 Delimitation

The delimitations of the study were the boundaries the researchers had set, the parameters of the research. In this research, several delimitations were considered. Firstly, as mentioned, there are two major types of nostalgia: personal nostalgia and historical nostalgia (Havlena & Holak, 1991; Stern, 1992; Goulding, 2002; Marchegiani & Phau, 2011b; Merchant & Rose, 2013). A third, more recent, type of nostalgia is early-onset nostalgia, which is described as a short throwback of a year or even a week (Holman, 2015). Personal nostalgia is considered to elicit higher emotional levels due to the cognitive processing involved and the consumers' connection to their personal experience (Marchegiani & Phau, 2013). Therefore, this research focussed on personal nostalgia, involving consumers' biographical memories, excluding historical and early-onset nostalgia. Secondly, within the nostalgic marketing framework, various target audience are identified, including experienced old people, groups of special experience, groups away from previous environment, and young people (Cui, 2015). However, this study focused on millennials as a target group. Thirdly, the several types of nostalgic marketing strategies are character nostalgia, event nostalgia and collective nostalgia (Cui, 2015), which are excluded from the research. Finally, the two main approaches in nostalgic marketing are nostalgic advertising and nostalgic packaging (Cui, 2015). With the prime focus on the effectiveness of nostalgic advertisements, nostalgic packaging is not considered.

1.5 Contribution

The outcomes of this study contribute to managerial implications for marketing managers, advertising agencies, businesses, and other institutional organisations. With the assumption that millennials have strong nostalgic feelings, it is expected that a wide range of industries benefit, as it gives them a strategy to successfully reach a desired target group with high spending power. In particular companies producing, for instance, clothing, videogames, and television programmes profit from that (Dutter, 2014; Clarke, 2016; Umstead, 2016).

Moreover, prior research indicates that nostalgia weakens the desire for money and encourages spending and donating (Lasaleta et al., 2014). It also signified that it stimulates charitable intentions and behaviour (Merchant & Ford; 2010; Zhou, Wildschut, Sedikides, Shi, & Feng, 2012). Examining nostalgic advertising as a marketing campaign strategy for reaching millennials, provides brands, who aim to evoke nostalgic feelings in their

promotional message and product lines, understanding about the effects of this strategy on millennials. Also, charitable and political organisations looking to raise funds will find the use of nostalgic marketing beneficial.

Overall, understanding the effects of nostalgic cues in advertising campaigns targeted at millennials, guides marketers and advertisers on how to best utilise this marketing strategy. It provides insight on when, how, and for which marketing goals it is a suitable strategy. It also offers insight on consumer behaviour of the millennials generation.

1.6 Limitations

This research is not without some limitations. Firstly, consumers act different from what they say they will do, which is referred to as the intention-behaviour gap (Auger & Devinney, 2007; Carrigan & Attalla, 2001). Due to the time horizon of a cross-sectional study, the actual purchasing behaviour was not measured. Therefore, it is assumed that consumers will act upon their purchase intention and do what they intend to do. Secondly, a convenient sample was used to select respondents. Thirdly, the representativeness of the sample is limited and not on a global level. The respondents in the sample studied business at the same international university, which might lead to a specific frame of reference due to comparable professions. Fourthly, only one brand was examined, namely Microsoft, which was considered to limit the scope of the study.

1.7 Definition of key terms

| | |
|-----------------------------|--|
| <i>Brand attitude</i> | A consumer's general opinion of the brand (Faircloth, Capella & Alford, 2001). |
| <i>Consumers</i> | Individuals purchasing products or services for personal consumption to satisfy their need (Armstrong & Kotler, 2011). |
| <i>Historical nostalgia</i> | Nostalgia evoked by the time periods before the consumer was born. It are nostalgic feelings towards a time the consumer did not live in (Havlena & Holak, 1991; Stern, 1992). |

| | |
|------------------------------|--|
| <i>Millennials</i> | Millennials are a distinctive age group of consumers born between 1980 and 2000 with shared similarities in characteristics, attitudes, experiences, and beliefs. Also known as Generation Y or Generation Me (Twenge, 2006). |
| <i>Nostalgia</i> | “Nostalgic memories are characterised as idealised recollections of the past (i.e., as seen through rose-coloured glasses) and may include thoughts about personally experience as well as vicariously experience events (e.g. events that could not have happened in one’s own lifetime)” (Muehling & Pascal, 2011, p. 108). It is an emotional state containing both pleasant and unpleasant emotions simultaneously, characterising the bittersweet nature of nostalgic emotions (Havlena & Holak, 1991). |
| <i>Nostalgic advertising</i> | The communication of nostalgic messages regarding a brand, product, or service, by utilising nostalgic cues in the advertisement design, to arouse nostalgic feelings among consumers with the aim of attracting their attention as well as stimulating their purchasing desire. (Definition adapted from literature of Reisenwitz et al., 2004; Liu & Zhou, 2009). |
| <i>Nostalgic marketing</i> | A marketing strategy that utilises personal or historical nostalgic cues in product design, product packaging, or advertising campaigns to elicit the bittersweet emotion of nostalgia. (Definition adapted from literature of Marchegiani & Phau, 2011b; Chen et al., 2014; Havlena & Holak, 1991). |
| <i>Personal nostalgia</i> | Nostalgia evoked by the time periods from a consumer’s own lived past. It are nostalgic feelings consumers have towards their own past (Havlena & Holak, 1991; Stern, 1992). In other words, personal nostalgia are pleasant emotions evoked through autobiographical memories (Brewer, 1986). |

Purchase intention A possibility, or a situation, in which a consumer is planning to purchase a specific product or service (Grewal, Monroe, & Krishnan, 1998).

2 Literature review

A thorough literature review was conducted to give a solid understanding of the phenomenon of nostalgic marketing and other essential aspects of this research. It provided the foundation on which this research was built. After nostalgia is defined in detail, its role in marketing is highlighted. Extended details on nostalgic marketing including the three stages of nostalgic consumer behaviour are given. Nostalgic marketing strategies (character, event, and collective nostalgia) and approaches (advertising and packaging) are explained as well. It is followed by going more in-depth regarding one of the approaches researched: nostalgic advertising. As this research aims to measure the effect of nostalgia on brand attitude and purchase intention, both aspects are reviewed extensively to comprehend prior research done in relation to nostalgia. With millennials as target group, the characteristics and behaviour patterns of this unique generation are illustrated. From the literature reviewed, hypotheses were derived and a conceptual model was established. The conceptual model and hypotheses proposed are derived from the literature known to the researchers.

2.1 Nostalgia

Nostalgia is clarified with focus on how the term is defined throughout history and its recognition as social phenomenon. The phenomenon of nostalgia is examined by means of addressing different types of nostalgia, personal and historical, which are relevant for the research.

2.1.1 Nostalgia defined through history

The term nostalgia was first coined by Hofer in the 17th century (Hofer, 1688/1934), but earlier references can be found in Hippocrates, Caesar, and the Bible touching upon the emotion it denotes (Martin, 1954; Sedikides et al., 2008). In history, the phenomenon of nostalgia has been described in association with physiological and psychological symptoms. From the 17th throughout the 19th century, nostalgia was referred to as a medical disease of homesickness. In the beginning of the 20th century, it was regarded as a psychiatric disorder. By the mid-20th century, it was associated with a subconscious desire to go back to a prior life stage. It was labelled as repressive compulsive disorder and was still connected to homesickness (Sedikides et al., 2008). In the late 20th century, nostalgia finally lost its association with homesickness and was interpreted as a sociological phenomenon (Havlena & Holak, 1991). “Given the meteoric increase in mobility in today’s society, individuals are less attached to a country, town, or particular house in the past. As a result, homesickness no longer applies in the same way when describing nostalgic emotion” (Havlena & Holak,

1991, p. 234). Additionally, homesickness refers to the individual's place of origin, whereas the new interpretation of nostalgia refers to various objects such as persons, events, things, and places (Wildschut, Sedikides, Arndt, & Routledge, 2006). As Hirsch (1992) explains, homesickness is rather a geographic nostalgia where an individual yearns for a different location rather than a different time.

2.1.2 *Nostalgia as social phenomenon*

With nostalgia being recognised as a social phenomenon from the late 20th century onwards, the term has been extensively defined in literature as displayed in table 1.

| Table 1. Definitions of nostalgia (authors) | | |
|---|------|---|
| Author(s) | Year | Definition |
| Davis | 1979 | "Longing for the past" "A yearning for yesterday" |
| Holbrook & Schindler | 1991 | "A preference (general liking, positive, attitude, or favourable effect) toward objects (people, places, or things) that were common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, in adolescences, in childhood, or even before birth)" – p. 330 |
| Havlena & Holak | 1991 | "Nostalgia as an emotion contains both pleasant and unpleasant components." – p. 323 |
| Hirsch | 1992 | "The bittersweet yearning for the past" "Yearning for an idealised past" "A longing for a sanitized impression of the past" – p. 390 |
| Stern | 1992 | "An emotional state in which an individual yearns for an idealized or sanitized version of an earlier time period" – p. 11 |
| Holbrook | 1993 | "Individual's desire for the past or a liking for possessions and activities of days gone by" – p. 245 |
| Solomon, Bamossy, Askegaard, & Hogg | 2006 | "A bittersweet emotion when the past is viewed with sadness and longing" – p. 653 |
| Sedikides, Wildschut, Arndt, & Routledge | 2008 | "A sentimental longing for one's past" – p. 305 |
| Muehling & Pascal | 2011 | "Nostalgic memories are characterised as idealised recollections of the past (i.e., as seen through rose-coloured glasses) and may include thoughts about personally experience as well as vicariously experience events (e.g. events that could not have happened in one's own lifetime)" – p. 108 |
| Shin & Parker* | 2017 | "Nostalgia brings to mind pleasant feelings evoked by autobiographical memories, defined as memories of past personal experience" – p. 1 *Based upon literature from Baumgartner et al. (1992), Sujan et al. (1993), and Brewer (1986). |

The definitions can be contradicting regarding the frame of reference. Where some definitions only acknowledge nostalgia feelings drawn from a consumer's own personal past, others acknowledge that nostalgia encompasses any and all liking for objects of the past rather than only a consumer's own personal past. Within the research context, the definition of Muehling and Pascal (2011, p. 108) was adopted: "Nostalgic memories are characterised as idealised recollections of the past (i.e., as seen through rose-coloured glasses) and may include thoughts about personally experience as well as vicariously experience events (e.g. events that could not have happened in one's own lifetime)".

The bittersweet characteristic of nostalgia is noteworthy. Nostalgia contains sadness and a sense of loss, but the response evoked is considered positive containing joy, affection, warmth, gratitude, and innocence (Brewer, 1986; Holak & Havlena, 1998; Johnson-Laird & Oatley, 1989). Meaning that the emotional state of nostalgia encompasses both pleasant as unpleasant elements. "This bittersweet quality of the emotion is a distinguishing characteristic of nostalgia" (Havlena & Holak, 1991, p. 323). Moreover, nostalgia is consisting of various memories combined as one while filtering out negative emotions. This idealised emotional state exhibits the recreation of a past era by replicating activities performed then and by utilising symbolic representations of the past (Hirsch, 1992). "Idealised past emotions become displaced onto inanimate objects, sounds, smells, and tastes that were experienced concurrently with the emotions" (Hirsch, 1992, p. 390).

Scholars discussed nostalgia as a dominant theme in society. Hirsch (1992) considers nostalgia, in many ways, a driving force for behaviour. The behaviour of attempting to recreate the idealised past in the present. For example, individuals tending to marry spouses with identical characteristics of their parents and the common fashion of naming children after their (grand)parents. Stern (1992) argues that nostalgia is most prominent in a culture during a transitional period of time, for instance the end of a century. This phenomenon is referred to as the *fin de siècle* or end of century culture effect (Miller, 1990; Stern, 1992). Furthermore, individuals tend to look to the past for comfort. In other words, nostalgic feelings tend to increase as individuals become more dissatisfied with life (Lowenthal, 1985; Hirsch, 1992). Baker and Kennedy (1994) further conclude that nostalgia is increasingly noticeable during tough economic times. Other research (Sedikides et al., 2008) also advocates that nostalgia provides comfort to individuals during times of instability. It enhances mood and self-esteem while strengthen social bonds, reducing stress, and fostering

positive future perceptions by overcoming existential threats (Sedikides et al., 2008). Nostalgia also reduces loneliness due to the increasing feelings of social support (Zhou, Sedikides, Wildschut & Gao, 2008).

As consumers of similar age experience crucial life changes at approximately the same time, the values and symbolism utilised in advertising campaigns to appeal to them, have the tendency to elicit strong nostalgic emotions (Solomon et al., 2006). Scholars disagree on which age cohort in a consumers' lifetime would be most susceptible to nostalgia. Havlena and Holak (1991) suggest that nostalgic feelings appear to be stronger during adolescence and early adulthood, but that nostalgia proneness is more likely to peak among consumers moving into their middle age and during the years of retirement. Hirsch (1992) argues that nostalgia has more effect on consumers under the age of 60 compared to consumers older than the age of 60. Solomon et al. (2006) propose that adults aged 30 or older are specifically sensible and responsive to this phenomenon, but that young as well as old consumers are influenced by their own personal past. It can be concluded that, some past experiences, eras, or generations are more likely to evoke nostalgic feelings compared to others. Nostalgia proneness not only varies over the course of a consumer's lifetime (Havlena & Holak, 1991), but also varies among consumers regardless of age (Solomon et al., 2006). As nostalgia proneness varies with generation, this research uncovers the tendency of nostalgic feelings generation Y, the millennials, experience.

2.1.3 *Types of nostalgia*

Nostalgia is commonly considered as emotions evoked by an individual's personal past (Brewer, 1986; Davis, 1979; Havlena & Holak, 1991; Hepper, Ritchie, Sedikides & Wildschut, 2012). However, nostalgia emotions can also be evoked by a past era someone has never lived (Holbrook & Schindler, 1991; Stern, 1992; Baker & Kennedy, 1994). These two conceptualisations of nostalgia, personal and historical nostalgia, were defined by various scholars as displayed in table 2. Baker and Kennedy (1994) also proposed a third type of nostalgia, namely collective nostalgia. It is defined as a yearning for a past symbolising a culture, generation, or nation.

| Table 2. Comparison of personal and historical nostalgia (authors) | |
|--|--|
| <i>Personal nostalgia</i> | <i>Historical nostalgia</i> |
| Personal nostalgia is evoked by the time periods from an individual's own lived past. It is a nostalgic feeling individuals has towards their own private past (Havlena & Holak, 1991; Stern, 1992). | Historical nostalgia is evoked by the time periods before the individual was born. It is the nostalgic feeling towards a past era the individual did not live in (Havlena & Holak, 1991; Stern, 1992). |
| "Personal nostalgia idealize the personally remembered past" (Stern, 1992, p. 16) | "Historical nostalgia idealizes the imaginatively recreated past" (Stern, 1992, p. 16) |
| Real nostalgia, symbolising a time of direct experience (Baker & Kennedy, 1994) | Simulated nostalgia, symbolising a time of indirect experience (Baker & Kennedy, 1994). |
| Personal nostalgia are pleasant emotions evoked through autobiographical memories (Brewer, 1986). | Can also be referred to as vicarious nostalgia, portraying a time outside of the consumer's living memory and is composed of fantasised realities in the minds of consumers and the emotions its elicit (Goulding, 2002; Merchant & Ford, 2008). |
| True nostalgia according to Davis (1979). | |
| Can also be termed as private nostalgia (Havlena & Holak, 1996) | |

With personal nostalgia having a higher level of intensity of emotions compared to historical nostalgia (Marchegiani & Phau, 2013), the research focussed on the personal past experiences (autobiographical memories) of millennials to examine the effectiveness of nostalgia. The autobiographical memories aroused through personal nostalgia are expected to be more retrievable and salient, as it facilitates relatedness and is based on personal experienced events (Muehling & Pascal, 2011). Besides, the researchers of this study assumed, that millennials experience more nostalgic feelings towards their own past rather than the past before they were born. A fundamental concept to personal nostalgia is self-continuity (Ju et al., 2016). Self-continuity is described as an essential self-function in biographical memory allowing humans to create and link remembered selves coherently over time lived (Bluck & Alea, 2008; Bluck & Liao, 2013). "Remembering the personal past is a fundamental process of being human, which separates humans from other animals" (Ju et al., 2016, p. 2066; Neisser, 1988). It is closely connected to a consumer's sense of moving through chronical time. It can be concluded, that self-continuity is the direct motivation of nostalgic marketing and plays a critical role in the success of nostalgic marketing (Cui, 2015; Ju et al., 2016).

The decision to focus on personal nostalgia is fortified with concept that appeared in literature recently: early-onset nostalgia. According to Holman (2015), "early-onset nostalgia is a condition where young adults are longing and yearning for things from a time not that long ago". As in throwbacks to last year, or even last week. For example, throwback Thursday

(#tbt) is a common phenomenon on social media nowadays. Being heavy users of social media (Fromm & Garton, 2013), millennials are stimulated to evoke their personal memories through throwbacks, which could imply their fascination about their past.

2.2 Nostalgia marketing

The phenomenon of nostalgia has not gone unnoticed by marketers. Consumers' personal experienced past imply valuable triggers for marketers to act upon. With nostalgia thoroughly discussed, the focus will now shift to its role in marketing. Initially, the phenomenon of nostalgic marketing is explained in detail. Furthermore, the three phases of nostalgic consumer behaviour are clarified as it serves as foundation for the conceptual model. Additionally, the nostalgic marketing target audience, strategies, and approaches are highlighted.

2.2.1 *The phenomenon of nostalgic marketing*

Nostalgic marketing has become a worldwide phenomenon as nostalgia facilitates marketers to effectively communicate with consumers. With nostalgic marketing enabling marketers to act upon the senses and feelings of consumers, it can be considered a form of experiential marketing (Ju et al., 2016). Experiential marketing gives priority to the consumer's personal experience while consuming the product (Schmitt, 1999). Nostalgic marketing is related to experiential marketing in regard to stimulating consumers' senses by encouraging them to travel back to a past moment in their lives, and thereby to evoke the nostalgic emotion. Furthermore, to elicit positive emotions and feelings of nostalgia, it is fundamental for nostalgic marketing to allow consumers to mentally relive a favourable idealised moment in the past. Exposure to the product or nostalgic promotion are ways for consumers to experience the past (Ju et al., 2016). Literature does not provide a solid definition of nostalgic marketing. Therefore, the researchers of this study proposed their own definition, which was adapted from literature of Marchegiani and Phau (2011b), Chen et al. (2014), and Havlena and Holak (1991). Nostalgic marketing is defined as a marketing strategy that utilises personal or historical nostalgic cues in product design, product packaging, or advertising campaigns to elicit the bittersweet emotion of nostalgia.

The trend of nostalgic marketing is increasingly used by various brands (Pascal et al., 2002; Spaid, 2013; Cui, 2015; Friedman, 2016). Brands aim to connect consumers with their

memories by utilising nostalgic elements to the product design and advertising campaigns (Chen et al., 2014). Moreover, brands intent to evoke positive emotions with the use of personal nostalgia, memories of consumer's personal past, as these memories are symbolic to the consumer (Braun-LaTour et al., 2007). Marketers start to realise, that understanding consumers' personal past experiences with brands, in particularly the earliest and most defining memories, give insight regarding the relationships consumers have with their brands as well as the current and future preferences consumers have (Braun-LaTour et al., 2007; LaTour et al., 2010). Contradicting literature proposes that brands frequently intend to evoke vicarious (historical) nostalgia through nostalgic products and services, nostalgic advertising, or retail environments (Shin & Parker, 2017).

Nostalgia is not only noticeable in product design or reintroduction of products, it also has been a common theme in marketing campaigns from various brands such as Burger King, Coca-Cola, and Gap (Pascal et al., 2002). According to Havlena and Holak (1991), a distinction should be made between nostalgic marketing messages for brands or products and inherently nostalgic products. To be more precise, nostalgic marketing messages encourage consumers to elicit past experiences through advertising cues including music, jingles, slogans, and visuals. Nostalgic products elicit nostalgic feelings among consumers through the consumption of the product itself (Havlena & Holak, 1991). Related to that, is the connection between idealised past emotions and inanimate objects, sounds, smells, and tastes experienced with the emotions, as mentioned earlier. These senses may be used in marketing to encourage the nostalgic experience among consumers. For example, hearing music, seeing pictures, and smelling odours (Hirsch, 1992).

It is, however, important to note that nostalgic marketing is mainly effective when consumers experience nostalgia. Nostalgia proneness and perceived self-continuity are considered to strongly influence the effect of nostalgia marketing (Cui, 2015; Ju et al., 2016). Therefore, this research acknowledged nostalgia proneness and perceived self-continuity as crucial determinants of the success of nostalgia marketing, and both concepts were integrated in the conceptual model.

2.2.2 Nostalgic consumer behaviour

It is essential for marketers and advertisers to understand the behaviour of consumers: how and to what consumers respond. Consumer behaviour comprises consumers selecting, purchasing, using, or disposing of products, services, ideas, or experiences to satisfy their needs and desires. Autobiographical memories of consumers have a chance to influence their buying behaviour. Using these memories enable advertisements to create emotional responses. Advertisements that succeed in getting consumers to elicit personal nostalgic feelings, also tend to get consumers like these advertisements more. This is especially true when the connection between the brand and the nostalgic experience is strong (Solomon et al., 2006). Thus, understanding nostalgic consumer behaviour is essential for marketers and advertisers who wish to influence consumer behavioural patterns by means of nostalgia.

According to Zhou (2011) and Cui (2015), nostalgic consumer behaviour consists of three phases including nostalgic emotional reaction, nostalgic cognitive reaction, and nostalgic behavioural reaction. In the first phase, nostalgic emotional reaction, consumers arouse their inner memories through nostalgic stimuli of which the consumers may or may not be aware (Zhou, 2011; Cui, 2015). According to Wildschut et al. (2006, p. 10), the pleasant and self-relevance emotions aroused by nostalgia is often connected with “the recall of experiences involving interactions with important others or of momentous life events”. Moving on to the second phase, nostalgic cognitive reaction, in which consumers are forming positive or negative attitudes towards the product or brand. Affection towards the past could inspire consumers’ preferences of products. Nostalgic product preferences, in turn, result in the consumption of the (nostalgic) product (Zhou, 2011; Cui, 2015). The last and third phase, nostalgic behavioural reaction, combines the nostalgic emotion and nostalgic cognition resulting in purchasing behaviour. The consumers’ attitudes towards the past (phase two) formed by the emotions evoked through nostalgia (phase one) result in consumers buying the (nostalgic) product (Zhou, 2011; Cui, 2015). Moreover, the more consumers favour things from the past, the more likely they are to buy the product (Sierra & McQuitty, 2007). Thus, nostalgia marketing inspires nostalgia emotion, this emotion converts to nostalgic cognition, and nostalgic emotion and cognition combined result in nostalgia behaviour. Figure 1 displays the three phases of nostalgic consumer behaviour on which the conceptual model of this research was based.

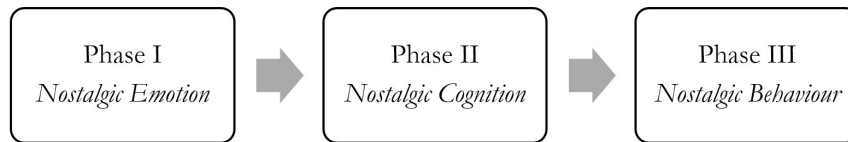


Figure 1. Model of nostalgic consumer behaviour

Understanding nostalgic consumer behaviour is not the only essential element for a nostalgic marketing campaign to succeed. Other crucial elements include the nostalgic marketing target audience, strategies, and approaches, which are discussed in the next section.

2.2.3 ***Nostalgic marketing target audience, strategies, and approaches***

To create a successful nostalgic marketing campaign, it is crucial to understand which target audience are most responsive, which strategies are most effective, and which approaches can be utilised. These three components of a nostalgic marketing campaign are explained in detail.

Target audience

As mentioned, some eras or generations are more likely to evoke nostalgic emotions compared to others (Havlena & Holak, 1991). Each generation has unique symbols connected to nostalgic memories. Consumers from each generation may differ in their needs and desires. Within the nostalgic marketing framework, there are four different groups who are most sensitive to nostalgia cues. These groups include experienced old consumers, consumer groups of special experience, consumer groups away from previous environment, and young consumers (Cui, 2015). Firstly, experienced old consumers tend to be most nostalgic as they have more time to remember the past. Besides, elderly tend to have problems in adapting to the fast-changing modern society and, therefore, prefer the products they used when they were young (Cui, 2015; Havlena & Holak, 1991). Secondly, consumer groups of special experience involves a group of consumers who share a special past experience. For instance, visitors of the Woodstock festival in 1969. Thirdly, consumer groups away from previous environment include consumers experiencing change in their environment. For example, exchange students and expats missing their home country. Fourthly, young consumers face the rapid social changes in society and may experience a growing psychological pressure from society (Cui, 2015). Within this research context, the target audience were millennials, which are young consumers who face rapid social,

technological, and economic changes (Pew Research Center, Millennials: Confident. Connected. Open to Change, 2010). Therefore, the researchers of this study assumed that millennials might experience psychological pressure from society. It is also assumed that factors, such as economy turmoil and technology, suggest millennials fixation on the past.

Strategies

Alongside identifying various target groups at which nostalgic marketing might be most effective, Cui (2015) also identified three strategies of nostalgic marketing including character, event, and collective nostalgia. Firstly, character nostalgia involves evoking pleasant memories through displaying a relationship with important others. For example, the relationship between family members or friends. Secondly, everyone has some memorable memories of special events or days in their life. Such as weddings, festivals, concerts, university life, or childbirth. Event nostalgia utilises these events as nostalgic elements in the campaign design to promote a product. As Wildschut et al. (2006) already noted, pleasant emotions elicited through nostalgia are often in connection with recalling pleasant memories of significant others or memorable events. Thirdly, collective nostalgia, defined as longing for a past representing a culture, generation, or nation (Baker & Kennedy, 1994), refers to a group sharing same memories reflecting on their culture, generation, or nation (Cui, 2015). Recent examples in society include the launch of the Pokémon Go app (Quentin, 2016), re-introduction of the Nintendo NES Classic Mini (Nintendo, 2017), and the re-launch of Nokia's 3310 cell phone (Titcomb, 2017). Overall, nostalgic strategies can vary depending on the product, brand, target group, and timing of the campaign. If brands apply nostalgic strategies properly, it can establish a solid foundation of a loyal customer base (Cui, 2015).

Approaches

Where nostalgic marketing strategies concentrates on selecting the appropriate combination of nostalgia stimulus and elements, nostalgic marketing approaches focuses on how the product is displayed to the consumers. According to Cui (2015), there are two main approaches within the nostalgic marketing concept, including nostalgic packaging and nostalgic advertising. Nostalgic packaging aims to evoke nostalgic emotions principally through the design of packaging by creating a 'sense of history' or 'original sense'. Many of these packaging designs use natural materials with simply rough decorations to create a unique historical look (Cui, 2015). Also, retro design in nostalgic packaging can be successful

and various brands re-introduce their past packaging to evoke nostalgic feelings. For instance, Coca-Cola's sales tremendously increased after the brand re-introduced a plastic variant of its famous contour bottle back in 1994 (Naughton & Vlastic, 1998).

Nostalgic advertising appeals to the emotion of consumers. It aims to connect the brand with the consumer, by using nostalgic elements in the advertisement's design, to arouse nostalgic feelings with the goal of stimulating their desire to purchase (Liu & Zhou, 2009). The theme nostalgia has been used in marketing and advertising for years (Havlena & Holak, 1991; Brown, Kozinets, & Sherry, 2003; Steinberg 2011), and is still considered a popular theme for marketing strategies and advertising campaigns today (Muehling, et al., 2014).

In this study, a comparison was made between nostalgic and non-nostalgic video advertisements. Therefore, the focus was on only one of the nostalgic marketing approaches, namely nostalgic advertising. The next section will go more in-depth into this nostalgic marketing approach.

2.3 Nostalgic advertising

As with nostalgic marketing, literature does not provide a solid definition of nostalgic advertising. The researchers of this study proposed their own definition, which was adapted from literature of Reisenwitz et al. (2004) and Liu & Zhou (2009). Nostalgic advertising is defined as the communication of nostalgic messages regarding a brand, product, or service, by utilising nostalgic cues in the advertisement design, to arouse nostalgic feelings among consumers with the aim of attracting their attention as well as stimulating their purchasing desire.

Many businesses are using nostalgic advertising to appeal to the growing desire of consumers to re-experience the past through nostalgic consumption (Naughton & Vlastic, 1998; Pascal et al., 2002; Solomon et al., 2006; Muehling et al., 2014). In consumer nostalgia both conceptualisations of nostalgia, personal and historical, are noticeable in the marketplace. Personal nostalgia is evident, for example, in campaigns connecting the brand with a consumer's childhood experience as well as relaunching products from their youth. Whereas historical nostalgia is more evident in the fashion and entertainment (movie, music, books) industry (Marchegiani & Phau, 2011b). For example, the production of sequels to movies

and TV shows and returning fashion trends (Hirsch, 1992). According to Stern (1992), personal and historical nostalgic advertising are connected to the consumers' effect of, correspondingly, empathy and idealisation of self.

Various scholars have shown, that using nostalgia as an appeal in advertising is highly effective and persuasive confirming that consumers tend to respond differently towards nostalgic advertising compared to non-nostalgic advertising (Havlena & Holak, 1991; Baker & Kennedy, 1994; Rindfleisch & Sprott, 2000; Pascal et al., 2002; Muehling & Sprott, 2004; Muehling & Pascal, 2011). By encouraging consumers to recall autobiographical memories, nostalgic advertising cues elicit higher levels of emotions and behavioural intentions compared to non-nostalgic advertising cues (Baumgartner et al., 1992; Sujan et al., 1993; Ford & Merchant, 2010).

Why nostalgic advertising is so effective can be explained by the specific advertising cues capable of evoking nostalgic feelings among consumer, which subsequently benefits the brand advertised mainly through an affect-transferring mechanism. Meaning that, the affect created at the time of exposure to nostalgic cues, is predicted to have a substantial impact on consumer brand attitudes in nostalgic advertising (Muehling & Sprott, 2004). Additionally, it can also be explained by its capability to weaken the desire for money. According to Lasaleta et al. (2014), nostalgic advertising increases the willingness to pay, encourages consumer spending, and decreases the value of money. The same authors also indicate that nostalgia's capability to weaken the desire for money is strongly connected to its capacity to foster social connectedness. Moreover, personal nostalgia creates positive purchase intentions as it positively impacts consumption both directly as indirectly (Chen et al., 2014). Effective use of nostalgia encourages charitable intentions and behaviour, such as donating (Ford & Merchant, 2010; Zhou et al., 2012). With nostalgia encouraging consumers spending, it is not surprising that nostalgia has a strong presence in advertising campaigns nowadays.

The bittersweet combination of evoking both happy and sad emotions simultaneously when exposed to nostalgic cues, is a characteristic that distinguish nostalgic advertising from other forms of advertising (Davis, 1979; Hirsch, 1992; Holak & Havlena, 1998; Wildschut et al., 2006). The possible evocation of unpleasant emotions among consumers concerns advertisers considering utilising nostalgic appeals in their advertising (Crain, 2003; Bussey, 2008). Another essential characteristic of nostalgia is filtering out negative emotions,

idealising the memories of the past (Davis, 1979; Hirsch, 1992). Furthermore, the emotional state of consumers impacts the effectiveness of nostalgia (Stern, 1992; Wildschut et al., 2006; Zhao et al., 2014). However, there are contradicting findings on which emotional state is more effective. Some research suggest that certain negative emotional states could serve as important triggers of nostalgic feelings (Stern, 1992; Wildschut et al., 2006). Recent research suggests that positive emotional state results in more favourable responds to nostalgic advertisements (Zhao, et al., 2014). Nevertheless, the use of nostalgic cues in advertising opens a door to broad array of events and experiences which facilitates advertisers to evoke consumer's emotional responses (Muehling & Pascal, 2011).

2.4 The effects of nostalgic advertising on brand attitude and purchase intention

Nostalgic advertising is considered to influence two essential determinants of consumer behaviour: brand attitude and purchase intention. This section first defines both determinants and is followed by highlighting previous research regarding brand attitude and purchase intention in relation to nostalgic marketing and advertising.

2.4.1 Brand attitude and purchase intention defined

Brand attitude

Brand attitude is the consumers' general opinion about the brand (Faircloth, Capella & Alford, 2001). According to Gobe (2010), the brand influences the customers' relationship, using cognitive aspects (rational level), affective aspects (emotional level), and behavioural aspects. These aspects transform into attitudes, beliefs and, finally, loyalty. These are the first responses in a system where environmental stimuli perform as the input. The stimuli are processed in the consumers' mind considering perception, conscience, and feelings (desires). It provokes a series of results that ends up in a response of acceptance or rejection of the product (Foxall, Goldsmith & Brown, 1998).

Purchase intention

Purchase intention is a possibility, or a situation, in which a consumer is planning to purchase a specific product or service (Grewal et al., 1998). The intention to purchase a product depends on the product's value and recommendations from other consumers (Zeithaml,

1988; Schiffman & Kanuk, 2009). Marketers and advertisers aim to influence consumers' purchase intentions, by means of various marketing and advertising strategies, to stimulate the consumer's desire to purchase the advertised brand (Armstrong & Kotler, 2011).

2.4.2 *Brand attitude and purchase intention in relation to nostalgia*

The process of nostalgic consumer behaviour integrates both brand attitude and purchase intention (Cui, 2015). The purpose of nostalgic advertising is to influence consumer behaviour with the intention to form close relationships with customers by creating favourable brand attitudes and purchase intentions (Braun-LaTour et al., 2007; LaTour et al., 2010). With nostalgic marketing having the capability of establishing a solid foundation of a loyal customer base (Cui, 2015), it is not surprising that the effects of nostalgic advertising on brand attitude and purchase intention have important implications for marketers and advertisers.

Although there is a certain degree of complexity regarding the nostalgic feelings evoked in nostalgic experiences represented in the advertisement (Holak & Havlena, 1998), it is considered a valuable research topic. Numerous nostalgia marketing and advertising studies measured the effect of nostalgia on brand attitude and purchase intention, as these are acknowledged as essential determinants in nostalgic consumer behaviour. In these studies, various scholars confirmed that nostalgic advertising cues influences consumers thinking during exposure, and generate more favourable perceptions and attitudes towards the brand and the advertisement (Muehling & Sprott, 2004; Braun-LaTour et al., 2007; LaTour et al., 2010; Muehling et al., 2014), while contributing to enhancing purchase intention (Pascal et al., 2002). Moreover, Ju et al. (2016) identified brand attitude as a direct predictor of purchase intention. They further indicated that nostalgic advertisements, compared to non-nostalgic advertisements, induce a high perceived self-continuity among consumers, resulting in more favourable brand attitudes and greater purchase intention, regardless of the product type. Thus, the connection between advertised-elicited nostalgia and brand attitude is to some extent mediated by the consumer's perceived self-continuity. The study by Ju, Jun, Dodoo, and Morris (2015) identified that, life satisfaction has a strong relationship with evoked nostalgia. Thus, emotional response towards the advertised brand is significant when predicting the purchase intention.

It is, however, important to note that, the nostalgic feelings evoked by an advertisement is not completely mediated by the consumers' attitude towards the advertisement. If a consumer does not favour the advertisement, no nostalgic feelings will be evoked. Meaning that nostalgia has more chance to be evoked when a consumer is exposed to appealing stimuli (Baker & Kennedy, 1994). It is also suggested, that advertisements focusing on pleasant, yet not greatly emotionally charged, memories have higher chance of creating positive associations (Holak & Havlena, 1998).

Regarding personal and historical nostalgia, two studies of Marchegiani and Phau (2010/2011b) confirmed that there are no meaningful differences between personal and historical nostalgia and their effect on brand attitude and purchase intention. Both types of nostalgia have a positive effect on brand attitude and purchase intention. Contrasting, Muehling and Pascal (2011) argue that consumer' brand attitude is influenced differently by the type of nostalgia elicit, but both personal and historical nostalgic advertisements greatly outperform non-nostalgic advertisements.

It is considered, that nostalgic advertisements contribute to strengthen brand attitude and enhance the purchase intention. With brand attitude being a direct predictor of purchase intention, this research acknowledges that brand attitude and purchase intention among millennials have chance to be positively influenced by nostalgic advertisements.

2.5 Characteristics and behavioural patterns of millennials

With all essential theories regarding nostalgia thoroughly discussed, the target group, millennials, is described. As the research examined nostalgia being a strategy to reach this generation, it is essential to outline the millennials' characteristics, consumer behaviour, and their connection with nostalgia.

2.5.1 The millennials

Millennials are consumers born between 1980 and 2000. They are similar in characteristics, attitudes, experiences, and beliefs. Millennials can also be referred to as Generation Y or Generation Me (Bolton et al., 2013). This consumer group is important for businesses as they have a high spending power. The spending power will increase when they grow older and enter their peak earning and spending years (Twenge, 2006; Fromm & Garton, 2013). In

addition, they have a large indirect spending power due to their strong influence on their parents. Millennials influence their family members' decision to purchase. This generation has a different view on and knowledge of products, compared to their parents' (Fromm & Garton, 2013).

Fromm and Garton (2013) identified that there is a significant difference between younger and older millennials. Younger millennials are born close to 2000, whereas the older millennials are born close to 1980. Younger millennials show an eagerness to discover the world, but when they start having kids they enter another life stage. During this life stage, they focus more on their local environment, for instance giving locally and effecting local change. In this life stage, their perspective is narrowed down. In general, younger millennials face a slow economy with few job opportunities. On the other hand, the older millennials who started working during the economic expansion, between 2002 and 2007, entered a rather healthy economy with many employment options. If they were fortunate enough to keep their jobs, they developed skills, and accumulated experience and wealth. This enables them to create a gap between them and others who did not have that luck (Fromm & Garton, 2013; DeVaney, 2015; Park et al., 2014).

2.5.2 *Characteristics of millennials*

In the years the millennials grew up, the following social support systems, necessary for young people, were strong: family, religion, and government programs. Therefore, this generation feels empowered and wants to make changes for the better. They are the first generation since 1943 who see themselves as part of a group and not just as individuals (Fishman, 2016).

There are five characteristics for the generation millennials, including the younger and the older millennials (Fromm & Garton, 2013):

1. Millennials are early adopters of technology
2. Millennials have a big influence on the household purchases
3. Millennials want to be rewarded for being smart and doing things well in the workplace (Fishman, 2016)
4. Millennials use their smartphone when they shop to compare prices
5. Millennials must first be committed to a brand

2.5.3 *Millennials as consumer*

Millennials do not want to be passive consumers, but they rather want to actively participate, co-create, and be included as partners in the brands they love (Fromm & Garton, 2013). This generation grew up with technology (Fromm & Garton, 2013, Bolton et al., 2013). Therefore, their lives are strongly influenced by the digital era (Nusair, Bilgihan, Okumus, & Cobanoglu, 2013). This means that they are heavy online shoppers (Bilgihan, 2016), and deeply involved in online activities, including e-commerce (Lester, Forman, & Loyd, 2006) and m-commerce (Bilgihan, 2016). Millennials process information on a website five times faster than older generations (Kim & Ammeter, 2008; O'Donnell, 2006). Online and mobile channels are important for millennials, as these channels provide information and insights to find the best products and services (Donnelly & Scaff, 2013). Despite that, this generation still prefers to shop in brick-and-mortar stores. They want to touch, smell, and pick up the product (Donnelly & Scaff, 2013). The time wherein millennials were raised is a time where everything is branded. They are more comfortable with brands than other generations and respond to it differently (Bilgihan, 2016), leading to a unique attitude towards brands (Lazarevic, 2012). In general, millennials are not loyal to specific brands (Donnelly & Scaff, 2013; Lazarevic, 2012). To increase brand loyalty, marketers need to create relationships between their brands and the millennials via various ways (Lazarevic, 2012). According to Cui (2015), one way to establish a loyal customer base is by utilising nostalgic marketing strategies properly.

2.5.4 *Nostalgia and millennials*

To connect with millennials, nostalgic marketing is considered a valuable tactic (Friedman, 2016). Recently, there has been a strong push for nostalgic marketing among the millennial generation (Giang, 2014). Everything old becomes eventually new again. For instance, the liquor industry experiences this comeback (Fromm, 2016). Other examples include the success of the Pokémon Go app (Friedman, 2016), and the relaunch of the Nintendo NES Classic Mini (Quentin, 2016). Additionally, nostalgia appears as a strategic marketing technique in entertainment, fashion, and food (Dua, 2015).

Twenge states in an article from Mullins (2016), that every generation seems to desire for their childhood. Most of the millennials grew up in the nineties. While every generation will always yearn for their childhood days, the millennial generation has a harder time to let the nineties go. It can be argued that the nineties were the last good decade, because the economy

was doing considerably well and there were no concerns about terrorism. This led to a peacefully and wealthy childhood in the nineties for many millennials. During the Great Recession, they entered adulthood. That is why going back to the nineties appeals to them, it was a safe and prosperous time in combination with the usual feel of nostalgia for the childhood (Mullins, 2016). Brands address to the nineties, because they are aware of the high spending power of the millennials (Giang, 2014). As mentioned, millennials are the first generation who can spend their whole life in the digital setting. This enables them to easily reconnect with their past (Bolton et al., 2013). With that said, it is assumed that the factors, technology and economy turmoil, could explain why millennials are so fascinated about their past. Millennials are, therefore, suggested to be the most nostalgic generation so far.

The characteristics as well as the behaviour of the millennial generation were outlined. Related to this is the explanation of the connection between millennials and nostalgia. With the theoretical framework discussed in detail, the next section focusses on the hypotheses and conceptual model derived from it.

2.6 Hypotheses and conceptual model

Based upon the literature reviewed, hypotheses were derived. To test these proposed hypotheses, different measurement scales and theories were selected. To measure nostalgia, an adapted version of Holbrook's Nostalgia Index (Holbrook, 1993/1994), combined with the Personal Nostalgia Scale (Marchegiani and Phau, 2011a), was used (appendix 1). Besides, various items were used to test the attitude towards the advertisement, brand attitude, and purchase intention. These items were obtained from the research of Spears and Singh (2004) and the database The Inter-Nomological Network (INN, 2017).

According to Friedman (2016), nostalgic marketing is a valuable tactic to connect with millennials. There has been a strong push for nostalgic marketing among the millennials recently (Fromm, 2016). As the millennials grew up with technology (Bolton et al., 2013; Fromm & Garon, 2013) as well as economic turmoil (Park et al., 2014; Mullins, 2016), this generation is suggested to be the most nostalgic generation so far. To examine if millennials experience nostalgic feelings, hypotheses H1 and H2 were tested.

H1. Millennials are nostalgic towards their own personal past

H2. The age of a millennial influences the nostalgia proneness

Nostalgia is examined via Holbrook's Nostalgia Index (Holbrook, 1993/1994). The idea behind this scale is to empirically support that nostalgia proneness influences preferences for products of the past. The overall score of nostalgia is formed by summing up the scores of the items (Holbrook, 1993/1994). To better connect with millennials, the researchers adapted the Nostalgia Index. The items were rephrased to have a closer fit to today's society. Additionally, two items were replaced by items derived from the Personal Nostalgia Scale (Marchegiani and Phau, 2011a). The adapted nostalgia scale in the questionnaire was scored on a 7-point Likert scale.

Nostalgic consumer behaviour integrates both brand attitude and purchase intention (Cui, 2015). Nostalgic advertisements are considered to greatly outperform non-nostalgic advertisements on brand attitude (Muehling & Pascal, 2011). Moreover, various researches indicated that nostalgic advertisements produce a more favourable attitude towards the brand and advertisement (Muehling & Sprott, 2004; Braun-LaTour et al., 2007; LaTour et al., 2010; Muehling et al., 2014; Ju et al., 2016) as well as contribute to enhance purchase intention (Pascal et al., 2002). Besides, personal nostalgia advertising tends to arouse higher levels of behaviour intentions compared to non-nostalgic advertising (Baumgartner et al., 1992; Sujan et al., 1993; Ford & Merchant, 2010). The nostalgic advertisements performance compared to non-nostalgic advertisements, regarding its attractiveness, brand attitude, and purchase intention, was examined with the hypotheses H3, H4, and H5.

H3. The nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement

H4. The nostalgic cues in video advertising strengthen the brand attitude among millennials

H5. The nostalgic cues in video advertising enhance the purchase intention among millennials

To test hypothesis H3, items derived from Spears and Singh (2004) were used. These authors developed a model to measure the brand attitude and purchase intention. They based the

model on various advertising studies, where feelings serve as antecedents to all other variables. To evaluate the attractiveness of the advertisements used in this research, the attitude towards the advertisement was examined with various items of Spears and Singh (2004).

To test H4 and H5, the database The Inter-Nomological Network (INN, 2017) was searched for suitable measurement scales. The INN (2017) was created by the Human Behaviour Project at the Leeds School of Business. Currently existing barriers within and between disciplines are removed in this tool. By searching variables, items from studies who tested this variable are listed. To test the brand attitude, items from the research of Gremler (1995) were adopted. To test purchase intention, items from the study of Allen, Gupta and Monnier (2008) were used.

With the literature review providing the foundation on which the research was built, the following conceptual model (figure 2), based on the theoretical framework as well as the hypotheses proposed, was established.

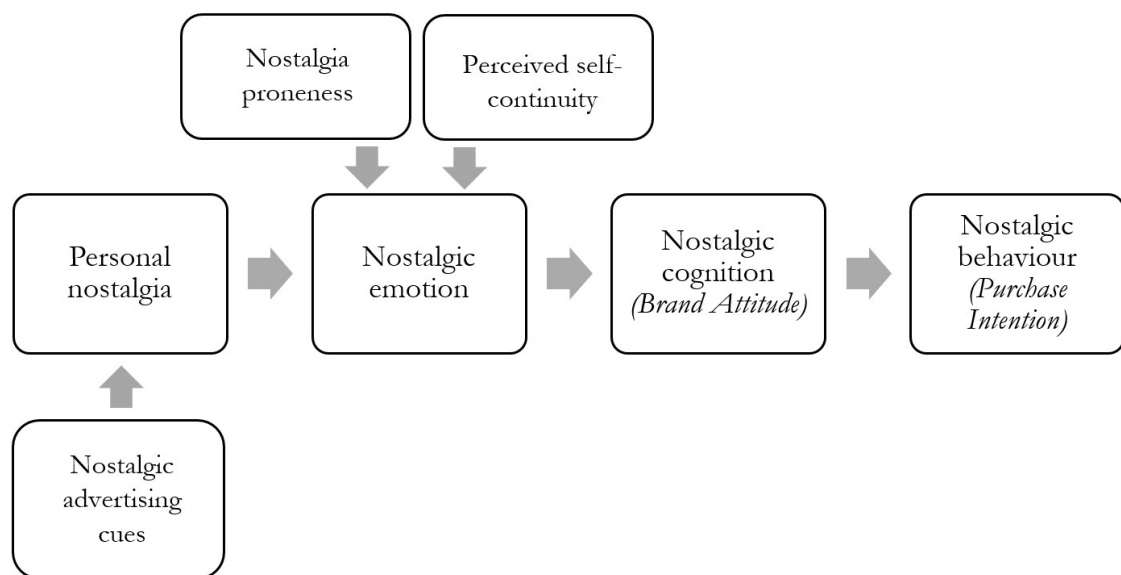


Figure 2. Conceptual model

Table 3 illustrates a detailed overview of the research questions, proposed hypotheses, and measurement scales.

| Table 3. Overview of the research questions, hypotheses, and measurement scales | | |
|---|--|---|
| Research question | Hypotheses | Measurement Scale |
| Confirm if nostalgia is present among millennials. | H1. Millennials are nostalgic towards their own personal past H2. The age of a millennial influences the nostalgia proneness | Holbrook's Nostalgia Index (1993/1994) Personal nostalgia (Marchegiani & Phau, 2011a) |
| Describe the differences between the effect of nostalgic vs. non-nostalgic advertisements on millennials. | H3. The nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement. H4. The nostalgic cues in video advertising strengthen the brand attitude among millennials H5. The nostalgic cues in video advertising enhance the purchase intention among millennials | Items derived from: Singh and Spear (2004); Gremler (1995); and Allen, Gupta and Monnier (2008) |

2.7 Summary

The phenomenon of nostalgia has not gone unnoticed by marketers and advertisers as consumers' autobiographical memories imply valuable triggers for advertisers to act upon. Nostalgia is not only noticeable in product design, product packaging, or reintroduction of products, it also has been a common theme in advertising campaigns (Pascal et al., 2002). This study focused on nostalgic advertising to break through the advertising clutter to reach a desired target audience.

The bittersweet emotion of nostalgia can be evoked through personal and historical nostalgia. Within the research context, the focus was on personal nostalgia. Autobiographical memories not only elicit higher levels of intensity (Marchegiani & Phau, 2013), they are also more retrievable and salient (Muehling & Pascal, 2011). Besides, it is assumed by the researchers of this study, that millennials experience more nostalgic emotion towards their own past than the past before they were born. The choice of personal nostalgia is further strengthened by millennials already engaging with early on-set nostalgia on social media.

Various scholars identified that nostalgic advertising has a positive effect on brand attitude and purchase intention (Pascal et al., 2002; Muehling & Sprott, 2004; Braun-LaTour et al., 2007; LaTour et al., 2010; Muehling et al., 2014). The performance of nostalgic and non-nostalgic advertising on brand attitude and purchase intention, two essential determinants of consumer behaviour, were examined by means of video advertisements.

3 Methodology

The methodology outlines the process of data collection for approaching the research questions. First, the research philosophy and approach are presented. This is followed by the strategies, choices, and time horizon selected. Besides, the techniques and procedures, explaining the survey design, target group, sampling process, and data analysis design are indicated. Finally, the ethicality, reliability, and validity of the study are highlighted. This section shows how the research was undertaken by describing the theoretical and philosophical assumptions as well as the methods adopted.

3.1 Research philosophy

Neville (2007) states that research is not neutral, because it reflects a mixture of the researchers' interests, assumptions, values, abilities, aims, and ambitions. Therefore, embracing a research philosophy is necessary. A research philosophy illustrates the set of beliefs regarding the reality of the investigated nature (Bryman, 2012). The research philosophy reveals essential assumptions concerning the researchers' perspective of the world. Accordingly, the research strategy and methods are based on these assumptions. The adopted philosophy could be influenced by practical considerations. The core influence of the adopted philosophy is the perspective of the researchers on the connection between the developed process and the knowledge (Saunders, Lewis, & Thornhill, 2009).

The philosophy used in this research was realism. Realism relates to scientific inquiry. "The essence of realism is that what the senses show us as reality is the truth: that objects have an existence independent of the human mind" (Saunders et al., 2009, p. 114). The focus lies upon explaining within a context or contexts. The phenomenon of nostalgic marketing is a broad context. This research examined if millennials are nostalgic and if the use of nostalgic advertising, a nostalgic marketing approach, positively influences brand attitude and purchase intention. The effects of nostalgia on brand attitude and purchase intention among millennials is, therefore, explained within the context of nostalgic marketing. Moreover, with realism as the research philosophy, the researchers are biased by world views, cultural experiences, and upbringing (Saunders et al., 2009). The choice of realism philosophy is further fortified by the fact that both researchers are part of the millennial generation themselves.

3.2 Research approach

This research made use of a positivistic approach. A positivistic approach is based on research methodologies which are frequently used in science. They outline a neutral research approach that examines the facts or causes of any social phenomena in a systematic way. A positivistic approach identifies, measures, and evaluates any phenomena while supporting it with a reasonable explanation (Neville, 2007).

Using an abductive approach fits within the positivistic framework, and combines the deductive and inductive approach (Malhotra & Birks, 2007). With a deductive approach, the research shifts from general ideas and theories to specific and particular situations. Thus, the specific is figured out from the general. The opposite is true for the inductive approach, where the research proceeds from a particular situation to compose comprehensive general ideas and theories (Neville, 2007). This research shifts from the general idea of nostalgic advertising as an effective strategy to break through the advertising clutter, to the particular situation of positively influencing brand attitude and purchase intention among millennials, which directs the research in a deductive approach. Moreover, the extensive literature on nostalgic marketing and advertising suggest a solid foundation of the research. Hence, no literature known to the researchers, included millennials. Therefore, a deductive approach is not suitable. An inductive approach is also not sufficient due to the comprehensive literature available on nostalgia, brand attitude, and purchase intention. With this said, the abductive approach is considered the best fit for the research.

3.3 Strategies and choices

Saunders et al. (2009) state that it is important to choose an appropriate research strategy. The strategy should allow the achievement of the research and produce answers for the research questions. Since the realism is the chosen philosophy, strategies and choices are selected appropriately.

As the purpose of the study was both descriptive and explanatory, descripto-explanatory was selected as the nature of the research. According to Saunders et al. (2009), descriptive research is the precursor to explanatory research. Descriptive research identifies and classifies the elements or characteristics of the subject (Neville, 2007). It is also known as research aiming to generate a precise representation of persons, events, or situations (Saunders et al.,

2009). Moreover, explanatory research is attempted when few or no former studies exist. The intention is to look for patterns, hypotheses, or ideas that can be tested and will form the basis for further research (Neville, 2007). Besides identifying managerial implications, the research sought to uncover the nostalgic advertising trend aimed at millennials. This study examined the relationship between nostalgia and millennials as well as the effectiveness of nostalgia in video advertisements on brand attitude and purchase intention among millennials. Hence, the literature required for this research was insufficient, meaning that there was no literature combining nostalgia with millennials. It can be concluded, that the nature of the research was descripto-explanatory.

A quantitative method, surveys, was used to collect, analyse, and summarise the data required to answer the research questions. Surveys structurally collect data from a relative large sample, with the data commonly presented as numbers. Moreover, a quantitative method is suitable to describe characteristics of a population or market (McGivern, 2013). This research analysed a trend in the market regarding a specific generation. Therefore, the use of this method was appropriate. Within surveys as research method, a questionnaire was used as research instrument to collect the quantitative data. More information about the survey can be found in §3.5.1 *Survey design*. With a single data collection technique, this research utilised a mono-method (Saunders et al., 2009).

Furthermore, the research includes primary and secondary data. The primary data was obtained from the questionnaire, whereas the secondary data was retrieved from reliable Internet sources, various academic articles, and books. This was acquired from the library's databases of Jönköping University, Google Scholar, and other trustworthy search engines.

3.4 Time horizon

This study involves a homogenic group, specifically the employed millennials within the JIBS alumni network. The research examines if they have differences or similarities, namely if they are nostalgic at one particular time. The study is cross-sectional as it contains a close analysis of a situation at one particular point in time. Meaning that it is a 'snap-shot' result (Neville, 2007).

3.5 Techniques and procedures

In order to gain and process the data, techniques and procedures are undertaken. It includes a description of the survey design, target group and sampling process, and the data analysis design.

3.5.1 Survey design

This research utilised the quantitative data collection technique, surveys. Surveys include selecting a representative and unbiased sample of subject derived from the studied group (Neville, 2007). This study enclosed an analytical survey, because the relationship between different elements were analysed in the sample group (Neville, 2007).

As mentioned, an online questionnaire was used as research instrument. The questionnaire can be found in appendix 2. Qualtrics was used as program for the questionnaire design and data collection. The questionnaire was experimental, because the influence of nostalgic versus non-nostalgic advertisements was investigated. Respondents were randomly selected into either the experimental group or the control group. In the experimental group, the respondents are exposed to a nostalgic video advertisement whereas in the control group, the respondents are exposed to a non-nostalgic video advertisement. Both advertisements were from Microsoft which, as mentioned, has used nostalgic advertising to connect with their customers (Friedman, 2016). Also, the brand has existed for a long time, therefore, researchers assumed that consumers could be nostalgic towards that brand.

A pilot-test among five participants was held to test the questionnaire's suitability and interpretation. After pilot-testing, some changes were made. Some items on the nostalgia measurement scale were perceived as difficult to interpret. Items were rewritten or replaced to avoid misleading interpretations. Also, to better test the opinion towards the advertisement, more items were added to the measurement scale. Regarding the question of respondent's working situation, more options were added, such as 'in between jobs'.

3.5.2 Target group and sampling process

The employed millennials within the JIBS alumni network were chosen as the target group, which was of various reasons. Firstly, it allowed for a homogenous sample, as the respondents had comparable educational backgrounds and shared a similar business

perspective. Secondly, the likelihood of these millennials to be employed was high. Thirdly, the researched sought to analyse an ambitious dataset, which was achieved by targeting a large population.

The target group was reached through a combination of two non-probability sampling techniques: judgmental and convenience sampling. Non-probability sampling occurs when the researcher has little initial control over the selected respondents, or when it is not necessary to control respondents (Neville, 2007).

A judgemental sample allows using a judgement by the researchers to select respondents among criteria that are important for the research (Neuman, 2005). In this research, the criteria include millennials, consumers born between 1980 and 2000, who are part-time (non-student) or full-time employed. Additionally, the respondents were obtained based on convenience. The most convenient were sampled, also known as those immediately available (Neville, 2007).

The questionnaire was sent out via e-mail to the target group by the coordinator of the JIBS alumni network. Therefore, the researchers had no control over the selected respondents within the target group. The e-mail (appendix 3) was sent out on March 22nd (2017) and was received by 3.437 e-mail addresses. A deadline for filling out the questionnaire was set on March 31st (2017) at midnight. Thus, the data was collected in ten days.

3.5.3 Data analysis design

The data retrieved from the online survey was quantitative data. Qualtrics processed the data from the questionnaire, after which the data was downloaded into the statistics software SPSS. The data was cleared by removing the uncompleted responses and not useful variables, such as IP address. Regarding the Likert-scale questions, reversed scaling was applied where it was required. To analyse the data and test the hypotheses, several statistical tests were executed with aid of SPSS. Besides, semantic differential graphs were created in the program Microsoft Excel to give better understanding on the analyses of hypotheses H3 (attractiveness), H4 (brand attitude), and H5 (purchase intention). The semantic differential graphs represent the weighted averages of each item of the measurement scales, which were

calculated with the data from frequency distributions. The statistical tests are displayed in table 4.

| Table 4. Statistical tests | |
|-----------------------------------|---|
| Statistical test | Purpose |
| Frequency distribution | Measured the number of occurrences in various questions. It is a type of descriptive statistics (Pallant, 2005). |
| Cronbach's alpha | Measured the internal consistency of the Likert-scale questions. Cronbach's alpha reliability coefficient ranges between 0 and 1. The value of the Cronbach's alpha is preferred to be above 0.7, meaning that there is internal consistency (Pallant, 2005). A Cronbach's alpha value between 0.6 and 0.7 is also accepted (A. Berndt, personal communication, November 14, 2016). |
| Crosstabulation with Chi-Square | Indicated the relationships between two variables. The option Chi-Square indicated if there was a statistically significant association between the two variables. When the Chi-Square was smaller than 0.05, there is a significant relationship between the two variables. Whereas when the Chi-Square was greater than 0.05, there was no significant relationship (Pallant, 2005). |
| Correlation analysis | Outlined the strength and direction of the linear relationship of two variables. The Pearson correlation coefficients should be between -1 and $+1$. The plus and minus indicates if it is a positive correlation or negative correlation. The size of this absolute value, while not looking at the direction ($-/+$), indicates the strength of the relationship (Pallant, 2005). |
| Independent-samples t-test | Compared the mean score from two independent groups on some continuous variable. With the Levene's test for equality of variances, the correct t-value was determined. A p -value (Sig.) equal or less than 0.05, meant a significant difference in the mean scores on the dependent variable for each of the two groups. Whereas, a p -value (Sig.) above 0.05, meant no difference (Pallant, 2005). |

3.6 Ethicality, reliability, and validity

Ethicality

To ensure that everyone involved in the research, including researchers, respondents, other users of the research, and the wider community, know what is and is not acceptable behaviour in the conduct of the research, the ethical standards are important (McGivern, 2013). Therefore, the MRS Code of Conduct was considered during this research. The Principles of the MRS Code of Conduct can be found in appendix 4.

Reliability

Reliability represents consistency, and therefore, it tests the strength of the questionnaire. It checks if coherent outcomes will be found with the same questionnaire at different times and under diverse circumstances, for instance dissimilar samples (Saunders et al., 2009). To ensure that the variables of nostalgia, attractiveness, brand attitude, and purchase intention were measured reliably, the researchers carefully selected suitable measurement scales for

each variable. Moreover, the internal consistency of these measurement scales was statistically tested with the coefficient of reliability Cronbach's alpha.

Validity

Internal validity refers to that researchers measure what they intend to measure. Thus, the findings of the online questionnaire needed to correlate with the reality (Saunders et al., 2009). Cooper and Schindler (2003) state, that to ensure a valid research, the following criteria should be fulfilled: content validity, criterion-related validity, and construct validity. Content validity is the validity of each measurement question or item and how well each measurement question covers the research question (Saunders et al., 2009). By conducting a thorough literature review, this type of validity is covered. All measurement scales used in the questionnaire were derived from solid literature, ensuring content validity. Moreover, criterion-related validity concerns the measurements' questions predictive capabilities (Saunders et al., 2009). An overall correlation analysis tested this validity (appendix 5). Furthermore, construct validity covers to what extent the measurement questions measure the constructs which the researchers intended to measure (Saunders et al., 2009). This type of validity is also tested by use of the overall correlation analysis.

3.7 Summary

The empirical study of this research pursued a quantitative research approach. This research followed the realism philosophy, with a positivistic, abductive approach. Besides identifying managerial implications, the research sought to uncover the nostalgic advertising trend aimed at millennials. Therefore, the nature of the research is descripto-explanatory. By means of judgemental and convenient sampling procedures, the employed millennials within the JIBS alumni network were sampled for the online survey. The research provided a 'snap-shot' result, and was therefore a cross-sectional type of study. Primary as well as secondary data was obtained. Quality was ensured through the ethicality, reliability, and validity of this research.

4 Findings

The findings present the process of the analysis and the results obtained. Initially, the distribution of the dataset regarding experimental groups, gender, and age is outlined. Before testing the hypotheses, the outcomes of the reliability tests are explained. Finally, the five hypotheses are analysed, in which the results acquired describe whether the hypothesis is accepted or rejected. The statistical output of all tests can be retrieved from appendix 6.

4.1 Dataset

In total 381 responses were recorded, from which 115 uncompleted responses were deleted. From the remaining 266 responses, another 22 respondents, who were unemployed, were deleted as the research targeted employed millennials. The final dataset used for the analyses, consisted of 244 respondents.

Respondents were randomly assigned to either group A, who were exposed to the nostalgic video advertisement, or group B, who were exposed to the non-nostalgic video advertisement. The division between the two groups is equally distributed with 118 respondents being exposed to the nostalgic advertisement of Microsoft (Group A) and 126 respondents being exposed to the non-nostalgic advertisement of Microsoft (Group B). Table 5 displays the distribution of gender and age within each group as well as the total dataset.

| Table 5. Dataset summary | | | | |
|--------------------------|-----------|---------------------------|-------------------------------|----------------|
| | | Group A (nostalgic ad) | Group B (non-nostalgic ad) | Total |
| Dataset | | 118 (48.4%) | 126 (51.6%) | 244 (100%) |
| Gender | Male | 59 | 67 | 126 (51.6%) |
| | Female | 59 | 59 | 118 (48.4%) |
| Age | 1980-1989 | 98 | 92 | 190 (77.9%) |
| | 1990-2000 | 20 | 34 | 54 (22.1%) |

4.2 Reliability

The Likert-scale questions (measurement scales) were tested on its internal consistency with coefficient of reliability Cronbach's alpha. The measurement scales, including its items as well as the Cronbach's alpha, are presented in table 6. Note that reversed scaling applied for items five, six, and seven of the nostalgia scale.

| Table 6. Reliability summary | | | | |
|---|------------------------|----------------------|------------------------------|-------------------------|
| <i>Measurement scale</i> | <i>Number of items</i> | <i>Items deleted</i> | <i>Final number of items</i> | <i>Cronbach's alpha</i> |
| Nostalgia scale (Q3) 1. Companies do not make products like they used to 2. Things used to be better in my childhood days 3. Products are getting worse 4. I often recall memories of good times from my past 5. Technological change will insure a brighter future 6. History involves a steady improvement in human well-being 7. I experience an increase in my life satisfaction 8. Products from my childhood are pleasant reminders of my past | 8 | 1 | 7 | .661 |
| Evaluation of advertisement (Q4) 1. Unappealing/appealing 2. Bad/good 3. Unpleasant/pleasant 4. Boring/interesting 5. Unlikeable/likeable | 5 | 0 | 5 | .943 |
| Brand attitude (Q5) 1. I say positive things about Microsoft's products to other people 2. I have a favourable attitude towards Microsoft 3. To me, Microsoft is the best brand of its kind 4. I believe Microsoft is a good brand | 4 | 0 | 4 | .856 |
| Purchase intention (Q6) 1. I will purchase/use products from Microsoft in the future 2. I would purchase/use Microsoft over other brands 3. It is likely that I will purchase/use products from Microsoft 4. I am willing to purchase/use products from Microsoft | 4 | 0 | 4 | .889 |

Referring to the nostalgia scale, the Cronbach's alpha was originally .641, but as this is not highly favoured, one item was deleted to improve the Cronbach's alpha to .661, and therefore obtain the best possible score to strengthen the internal consistency. This resulted in the deletion of the eighth item: 'products from my childhood are pleasant reminders of my past'.

For evaluation of advertisement, brand attitude, and purchase intention, the Cronbach's alpha value indicated a high level of internal consistency. Therefore, there was no need to delete items regarding these questions from the analyses of the dataset.

4.3 Hypotheses testing

To test the proposed hypotheses, various statistical tests were conducted. The mean (average) scores for the nostalgia scale, evaluation of advertisement, brand attitude, and purchase intention, were measured to conduct the appropriate analyses.

4.3.1 Millennials and nostalgia

This section outlines if *H1: millennials are nostalgic towards their own personal past*, can be accepted. To display if the respondents are nostalgic, a frequency distribution was carried out. It showed that most respondents sometimes 'think about their childhood'. Only 35 respondents stated that they never or rarely 'think about their childhood'. With 244 respondents in total, it can be concluded most respondents 'think about their childhood'. Furthermore, almost all respondents state that they can recall pleasant memories from their childhood. Moreover, several items were tested to investigate if the respondents are nostalgic. The initial outcome of the frequency distribution suggest that the respondents are nostalgic towards their personal past.

Additionally, the strength and direction of the linear relationship between frequency of thinking about childhood and nostalgia was tested with a correlation analysis. Table 7 presents the Pearson Correlation and significance value on both variables.

| Table 7. Correlation analysis | | | |
|--|--|--|----------------|
| | | How often do you think about your childhood? | Mean nostalgia |
| How often do you think about your childhood? | Pearson Correlation Significance (2-tailed) | | .322 .000 |
| Mean nostalgia | Person Correlation Significance (2-tailed) | .322 .000 | |

After the correlation analysis was carried out, the number of cases had to be checked on correctness. This ensured that there was no data (respondents) missing in the analysis. The number of cases had to be equal to the amount of responses in the dataset. In this research, the number of cases were correct. Thereafter, the relationship between the variables had to be considered. This means noticing if there is a negative sign in front of the r value, because if there is, there is a negative correlation between the two variables. Since the outcomes of the correlation analysis showed no negative sign before the r value, the variables were positive. This indicates a positive correlation between frequency of thinking about childhood and nostalgia. Thus, the more the respondent thinks about their childhood, the more nostalgic they are. Moreover, the size of the value of Pearson correlation had to be above zero, to assure a relationship between the variables. The Pearson correlation value also indicated the strength of the relationship between the variables. As the value of the correlation was above zero, namely .322, it can be concluded that there is an intermediate relationship between the variables frequency of thinking about childhood and nostalgia. The significance level of the correlation analysis is $.000 < .05$, this means that *H1: millennials are nostalgic towards their own personal past* is accepted. Thus, millennials are nostalgic towards their own personal past.

The correlation was also tested among the same variables with various selected numbers of cases in the dataset. By doing so, the stability of the results was investigated. If the results remained the same among the different selected groups from the dataset, the outcomes are generalizable. Meaning that, when the respondents of the dataset change, for example increase with 50 respondents, the outcomes will remain the same. The different numbers of cases in the dataset selected included: only females, only males, and a random selection of 50 per cent of the respondents. Among all these cases, the test outcomes showed a significance level smaller than .05 as well as a positive correlation. Thus, the results of the correlation analysis were stable. With different respondents, there will not be a difference in the outcome. This makes the acceptance of H1 stronger.

4.3.2 Age of millennials and nostalgia proneness

Two crosstabulation including Chi-Square tests were conducted to test *H2: the age of a millennial influences the nostalgia proneness*. The crosstabulation displayed the observed and expected count, which showed similar outcomes. Thus, there is no different experience

between the observed and expected count. The first Chi-Square test determined if year of birth and nostalgic feelings were related. The second Chi-Square test determined if year of birth and thinking about childhood were related. It is assumed by the researchers of this study, that if the respondents think frequently about their childhood, they are nostalgic towards their own personal past. Both outcomes of the Chi-Square tests are summarised in table 8.

| Table 8. Chi-Square test summary | | | | | |
|----------------------------------|--|--------|---------|---------|------------------------|
| | | Number | Missing | Value | Significance (2-sided) |
| Pearson Chi-Square | Year of birth and nostalgic feelings | 244 | 0 | 334.328 | .948 |
| | Year of birth and thinking about childhood | 244 | 0 | 53.641 | .565 |

Referring to year of birth and nostalgic feelings, the corrected value is 334.328, with respectively $p(.948) > .05$, meaning that there is not a statistically significance. This implies that the difference between younger and older millennials regarding the nostalgic feelings is not significant.

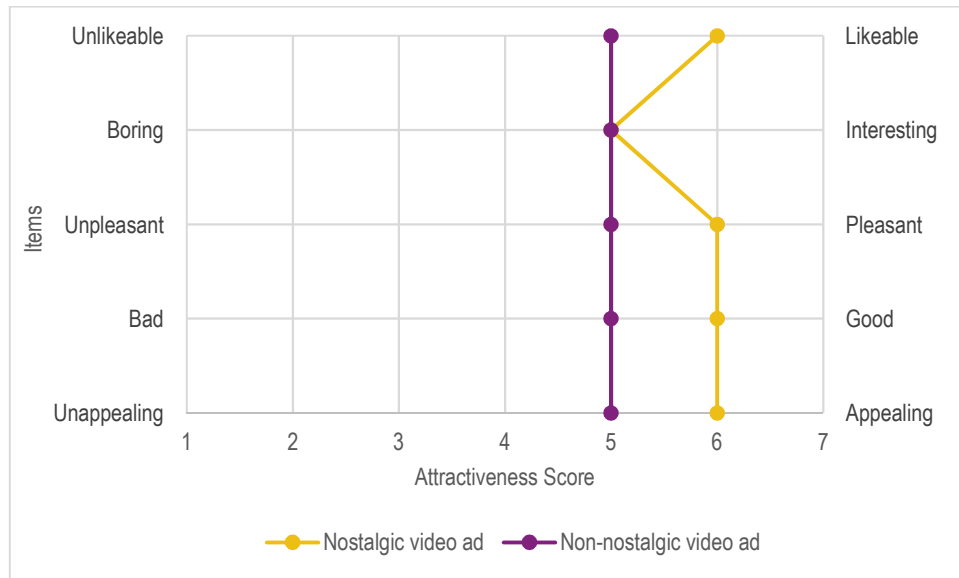
Concerning year of birth and thinking about childhood, the corrected value is 53.641, with respectively $p(.565) > .05$, meaning that there is not a statistically significance. This implies that there is no significant difference between younger and older millennials regarding the frequency of thinking about their childhood.

Both Chi-Square tests do not show a statistically significance. Therefore, *H2: the age of a millennial influences the nostalgia proneness* is rejected. In the millennials generation, there are no differences between age and the intensity of nostalgic feelings.

4.3.3 Attractiveness of nostalgic and non-nostalgic advertisement

The respondents were asked to evaluate the advertisement by comparing both types of video advertisements on five items including unappealing-appealing, bad-good, unpleasant-pleasant, boring-interesting, and unlikable-likeable. The attractiveness was analysed by means of a semantic differentials graph. It signified the attitude respondents had towards the video

advertisement. Looking at the semantic differential graph (graph 1), the nostalgic video advertisement of Microsoft was perceived as highly attractive. The majority of the respondents in group A agreed, to a great extent, that the advertisement was appealing, good, pleasant, interesting, and likeable. The non-nostalgic advertisement was also perceived as attractive, but when comparing both type of advertisement, the nostalgic advertisement outperformed the non-nostalgic advertisement.



Graph 1. Attractiveness nostalgic vs. non-nostalgic video ad

To test the effect of nostalgic cues in advertisements on the attitude towards the video advertisement among millennials, an independent-samples t-test was conducted. It indicated whether there was a significant difference between the two types of video advertisements and their attractiveness, by comparing the mean scores of the nostalgic and non-nostalgic video advertisement. It also enabled the researchers to test whether *H3: the nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement* should be accepted or rejected. The output is shown in table 9.

| Table 9. Summary independent-samples t-test H3 | | | | | | | |
|--|-----------------------------|-----|---|----------------|------------------------------|---------|-----------------|
| Group statistics | | | | | | | |
| | Type of video ad | N | Mean | Std. Deviation | Std. Error Mean | | |
| Mean scores ad | Nostalgic video | 118 | 5.5915 | 1.24815 | .11490 | | |
| | Non-nostalgic video | 126 | 4.8762 | 1.30938 | .11665 | | |
| Independent-samples t-test | | | | | | | |
| | | | Levene's Test for Equality of Variances | | T-test for Equality of Means | | |
| | | | F | Sig. | t | df | Sig. (2-tailed) |
| Mean scores ad | Equal variances assumed | | 2.221 | .137 | 4.362 | 242 | .000 |
| | Equal variances not assumed | | | | 4.369 | 241.922 | .000 |

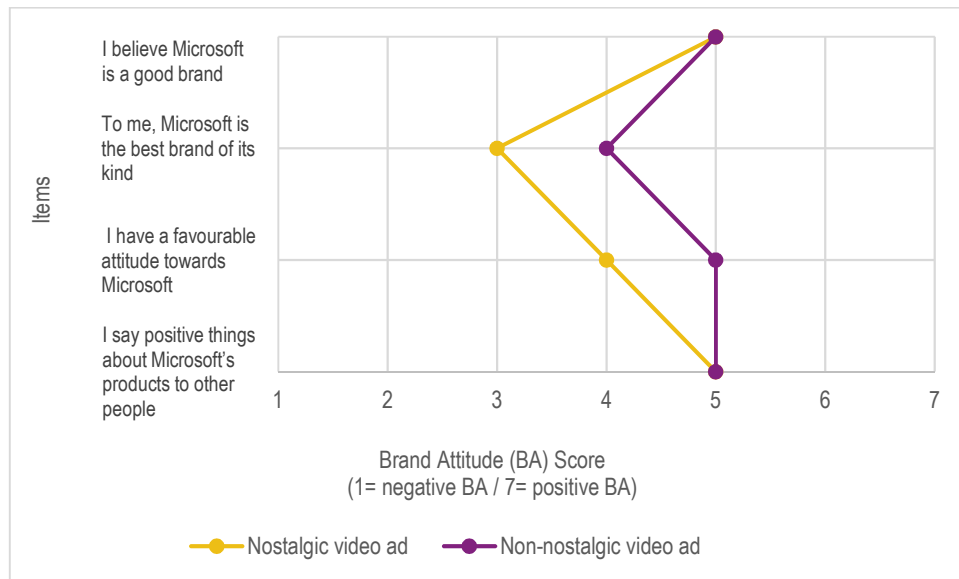
With Sig.(.137)>.05 in Levene's Test for Equality of variances, equal variances were assumed. With respectively, $p(.000)<.05$, it is implied that there is a significant difference in the attractiveness between the nostalgic and non-nostalgic video advertisements. The respondents showed distinctive attitudes towards the two different types of video advertisements. Which advertisement is deemed more attractive as well as having a more favourable attitude towards it, is decided by comparing their mean scores. With the nostalgic video's mean score of $5.59>4.88$, compared to the mean score of the non-nostalgic video, the nostalgic video is evaluated as more attractive. This results in accepting *H3: the nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement*. The type of video advertisement has a positive effect on the attractiveness, meaning that the nostalgic video advertising is more attractive compared to non-nostalgic video advertising. Millennials have a more favourable attitude towards the nostalgic video advertisement compared to the non-nostalgic video advertisement.

4.3.4 Brand attitude

The respondents were asked to indicate to what extent they disagreed or agreed with four items on brand attitude:

1. I say positive things about Microsoft's products to other people
2. I have a favourable attitude towards Microsoft
3. To me, Microsoft is the best brand of its kind
4. I believe Microsoft is a good brand

It measured the brand attitude respondents had towards the brand displayed in the video advertisement, namely Microsoft. A semantic differential graph showed an initial overview of the performances of both video advertisements types on brand attitude (graph 2), indicating that both video advertisements positively influence brand attitude. Hence, the non-nostalgic advertisement slightly outperformed the nostalgic advertisement regarding brand attitude of the Microsoft among millennials.



Graph 2. Brand attitude performance nostalgic vs. non-nostalgic video ad

To test the effect of nostalgic cues in advertisements on the brand attitude among millennials, an independent-samples t-test was conducted. This test compared the mean scores from the brand attitude for group A (nostalgic video advertisement) and group B (non-nostalgic video advertisement), and signified whether there is a statistically significant difference in these mean scores. The statistical test also explained whether *H4: the nostalgic cues in video advertising strengthen the brand attitude among millennials* should be accepted or rejected. Table 10 shows the outcomes of the independent-samples t-test.

| Table 10. Summary independent-samples t-test H4 | | | | | | | |
|---|-----------------------------|-----|---|----------------|------------------------------|---------|-----------------|
| Group statistics | | | | | | | |
| | Type of video ad | N | Mean | Std. Deviation | Std. Error Mean | | |
| Mean scores ad | Nostalgic video | 118 | 4.23 | 1.111 | .102 | | |
| | Non-nostalgic video | 126 | 4.62 | 1.044 | .093 | | |
| Independent-samples t-test | | | | | | | |
| | | | Levene's Test for Equality of Variances | | T-test for Equality of Means | | |
| | | | F | Sig. | t | df | Sig. (2-tailed) |
| Mean scores ad | Equal variances assumed | | 1.215 | .271 | -2.827 | 242 | .005 |
| | Equal variances not assumed | | | | -2.822 | 238.134 | .005 |

With $\text{Sig.}(.271) > .05$ in Levene's Test for Equality of variances, equal variances are assumed. With respectively, $p(.005) < .05$, it is implied that there is a significant difference between the brand attitude measured in group A (nostalgic video advertisement) and group B (non-nostalgic video advertisement). Which type of video advertisement had a more favourable influence on brand attitude, is identified by comparing the mean scores. A comparison of the mean scores indicated that the nostalgic video's brand attitude mean score is $4.23 < 4.62$, compared to the brand attitude mean score of the non-nostalgic video. This resulted in a higher brand attitude score for the non-nostalgic video advertisement. Therefore, *H4: the nostalgic cues in video advertising strengthen the brand attitude among millennials* is rejected. The nostalgic cues in video advertising does not result in a more favourable brand attitude among millennials compared to the non-nostalgic cues. In other words, nostalgic video advertising is not that effective in strengthening the brand attitude among millennials compared to non-nostalgic video advertisements. Thus, non-nostalgic video advertising is more effective in strengthening brand attitude among millennials.

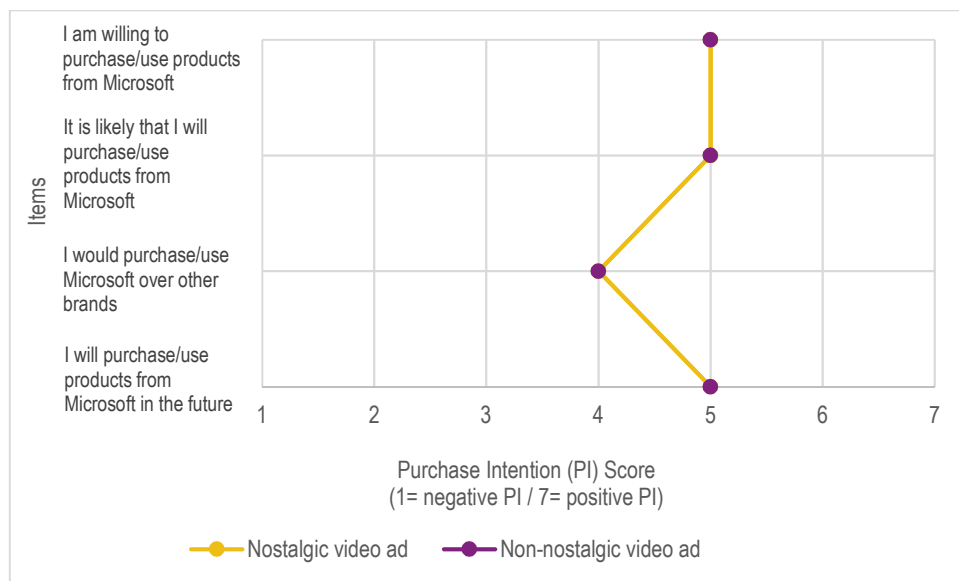
4.3.5 Purchase intention

As with brand attitude, the respondents were asked to indicate to what extent they disagreed or agreed with four items on purchase intention:

1. I will purchase/use products from Microsoft in the future
2. I would purchase/use Microsoft over other brands
3. It is likely that I will purchase/use products from Microsoft

4. I am willing to purchase/use products from Microsoft

It measured the purchase intention or usage intention of Microsoft products among the respondents. A semantic differential graph showed an initial overview of the performances of both video advertisements types on purchase intention (graph 3), indicating that both video advertisements positively influence purchase intention. Both advertisements performed equally in regard to purchase intention of the brand Microsoft among millennials. Note: the equal performance leads to only one visible line in the graph.



Graph 3. Purchase intention performance nostalgic vs. non-nostalgic video ad

An independent sample t-test was conducted to test the effect of nostalgic cues in advertisements on the purchase intention among millennials. As with brand attitude, the test compared the mean scores from the purchase intention for group A (nostalgic video advertisement) and group B (non-nostalgic video advertisement), and signified whether there is a statistically significant difference in these mean scores. The statistical test also explained whether *H5: the nostalgic cues in video advertising enhance the purchase intention among millennials* should be accepted or rejected. Table 11 displays the outcome of the independent-samples t-test.

| Table 11. Summary independent-samples t-test H5 | | | | | | | |
|---|-----------------------------|-----|---|----------------|------------------------------|---------|-----------------|
| Group statistics | | | | | | | |
| | Type of video ad | N | Mean | Std. Deviation | Std. Error Mean | | |
| Mean scores ad | Nostalgic video | 118 | 4.83 | 1.255 | .116 | | |
| | Non-nostalgic video | 126 | 4.97 | 1.129 | .101 | | |
| Independent-samples t-test | | | | | | | |
| | | | Levene's Test for Equality of Variances | | T-test for Equality of Means | | |
| | | | F | Sig. | t | df | Sig. (2-tailed) |
| Mean scores ad | Equal variances assumed | | 2.612 | .107 | -.915 | 242 | .361 |
| | Equal variances not assumed | | | | -.912 | 235.147 | .363 |

With Sig.(.107)>.05 in Levene's Test for Equality of variances, equal variances are assumed. With respectively, $p(.361)>.05$, it is implied that there is no significant difference in the purchase intention measured for group A (nostalgic video advertisement) and group B (non-nostalgic video advertisement). Comparing the mean scores indicated, that the nostalgic video's purchase intention mean score is $4.83<4.97$, compared to the purchase intention mean score of non-nostalgic video. This resulted in a slightly higher purchase intention score for the non-nostalgic video advertisement. However, the differences in the performance of purchase intention is not substantial enough to be statistically significant and can be disregarded. Therefore, *H5: the nostalgic cues in video advertising enhance the purchase intention among millennials* is rejected. There is no difference in the effectiveness of nostalgic cues and non-nostalgic cues in video advertising on the purchase intention. Meaning that nostalgic advertising is as effective as non-nostalgic advertising in enhancing purchase intention.

4.3.6 Summary of hypotheses

With all hypotheses statistically tested, table 12 shows an overview of the hypotheses and their outcome as well as their implications. To summarise, there was only supported evidence found to accept H1 and H3, meaning that H2, H4, and H5 were rejected.

| Table 12. Overview of hypotheses outcome | | |
|---|-----------------|--|
| <i>Hypothesis</i> | <i>Evidence</i> | <i>Implications</i> |
| <i>H1. Millennials are nostalgic towards their own personal past</i> | Accepted | Millennials have nostalgic feelings towards their own personal past. Millennials could feel more attracted and connected to products and services as well as advertising with nostalgic cues. |
| <i>H2. The age of a millennial influences the nostalgia proneness</i> | Rejected | In the millennials generation, there are no differences between age and the intensity of nostalgic feelings. The age of a millennial does not influence their nostalgia proneness. |
| <i>H3. The nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement</i> | Accepted | Millennials have a more favourable attitude towards nostalgic (video) advertising compared to non-nostalgic (video) advertising. |
| <i>H4. The nostalgic cues in video advertising strengthen the brand attitude among millennials</i> | Rejected | The nostalgic cues in video advertising does not result in a more favourable brand attitude among millennials compared to the non-nostalgic cues. Non-nostalgic video advertising is more effective in strengthening brand attitude among millennials. |
| <i>H5. The nostalgic cues in video advertising enhance the purchase intention among millennials</i> | Rejected | There is no difference in the effectiveness of nostalgic cues and non-nostalgic cues in video advertising on the purchase intention. Meaning that nostalgic advertising is as effective as non-nostalgic advertising in enhancing purchase intention. |

With the hypotheses statistically tested and their findings reported, the next chapter takes a closer look at these findings while comparing it with prior literature.

5 Analysis and Discussion

With the data from the questionnaire analysed, the interpretation of the reported findings is necessary to understand the results of the research. A detailed explanation is given while reflecting on the literature reviewed, from which a conceptual model and hypotheses were proposed. The main purpose of this chapter is to analyse the research findings in-depth while comparing it with findings of previous studies.

5.1 Relation nostalgia and millennials

Nostalgia appears to be stronger during adolescence and early childhood (Havlena & Holak, 1991). As the millennials are consumers born between 1980 and 2000 (Bolton et al., 2013), this generation, being or becoming an adolescent, should experience stronger nostalgic feelings. The researchers of this study could not find proper research connecting the millennials with nostalgia. Therefore, this research aimed to clarify this connection. H1 proposed that *millennials are nostalgic towards their own personal past*. Findings indicate that the majority of the respondents think sometimes to always about their childhood. The majority of the respondents can recall pleasant memories from their childhood. As the initial outcome of the frequency distribution of the nostalgia measurement items showed that the respondents are nostalgic, this was statistically tested. The outcome of this statistical testing confirms that the millennials have nostalgic feelings. There was enough evidence to accept H1, meaning that the millennials are nostalgic towards their own personal past. This could be an explanation for why there has been a strong push for nostalgic marketing among the generation of the millennials recently (Gian, 2014), and nostalgia appearing as a strategic marketing technique in entertainment, fashion, and food (Dua, 2015). Reasons why millennials are nostalgic towards their own personal past, could be traced in literature. Mullins (2016) state that every generation seems to desire for their childhood. Millennials face rapid social, technological, and economic changes (Pew Research Center, Millennials: Confident. Connected. Open to Change, 2010). Moreover, nostalgia provides comfort in times of uncertainty (Sedikides et al., 2008). Therefore, the researchers of this study suggest that the factors, technology and economy turmoil, signify that millennials face psychological pressure from society and turn to nostalgia for comfort.

Millennials are similar in characteristics, attitudes, experiences, and beliefs. Even though millennials consider themselves to be part of a group instead of individuals, there is some distinction between younger and older millennials (Fromm and Garton, 2013). As there was

no literature known to the researchers clarifying the connection between millennials and nostalgia, there was also no literature on whether there is a connection between the age of millennials and their nostalgia proneness. Therefore, this research aimed to clarify this relationship with *H2: the age of a millennial influences the nostalgia proneness*. Statistical testing indicated the rejection of H2. In the millennials generation, there are no differences between age and the intensity of nostalgic feelings experienced. The nostalgia proneness of millennials does not differ regardless of age. This contradicts literature proposing that nostalgia proneness varies over the course of a consumer's lifetime (Havlena & Holak, 1991) as well as among consumers regardless of age (Solomon et al., 2006). A reason why H2 was rejected could be explained by the distribution of age in the dataset. The dataset consisted of 78 per cent of 'older millennials' (born between 1980-1989), and only 22 per cent of 'younger millennials' (born between 1990-2000). The nostalgia proneness among the older millennials is unlikely to differ greatly.

Literature known to the researchers did not outline a clear relationship between nostalgia and millennials. This research tried to clarify this relationship. It can be concluded, that the millennials are nostalgic towards their own past. Hence, the age of a millennial does not influence their nostalgia proneness.

5.2 Effect of nostalgic advertising on brand attitude and purchase intention

It was proposed that nostalgic advertising strengthen brand attitude and enhance purchase intention. In other words, the nostalgic video advertisement was expected to outperform non-nostalgic video advertisement regarding brand attitude and purchase intention.

Nostalgic advertising tends to evoke distinctive responses among consumers compared to non-nostalgic advertising (Havlena & Holak, 1991; Baker & Kennedy, 1994; Rindfliesh & Sprott, 2000; Pascal et al., 2002; Muehling & Sprott, 2004; Muehling & Pascal, 2011). Solomon et al. (2006) indicated that nostalgic advertisement succeeding in arousing nostalgic emotions, tend to get the consumers to like the advertisement more. With nostalgia's ability to filter out negative emotions (Davis, 1979; Hirsch, 1992), the nostalgic video advertisement is considered to be more attractive. H3 stated that *the nostalgic video advertisement is more attractive compared to the non-nostalgic video advertisement*. Initial findings of the semantic differential graph

showed that both types of video advertisements were perceived as attractive by the respondents. Hence, statistical evidence was found to accept H3, meaning that nostalgic video advertisements are more attractive compared to non-nostalgic video advertisements. Respectively, millennials have a more favourable attitude towards nostalgic advertising than non-nostalgic advertising. They are likely to find nostalgic advertising more attractive and generate a more favourable attitude towards it. This is in line with various scholars confirming that nostalgic advertising generates more favourable perceptions and attitudes towards the advertisement (Muehling & Sprott, 2004; Braun-LaTour et al., 2007; LaTour et al., 2010; Muehling et al., 2014). The outcome of H3 confirms that nostalgic advertising is effective in grabbing the attention of millennials and is able to break through the advertising clutter.

Literature suggest that it is more likely that consumers evoke nostalgia feelings if they favour the advertisement (Baker & Kennedy, 1994). The respondents had a favourable attitude towards the nostalgic advertisement and perceived it as attractive. Therefore, it was likely that the respondents exposed to the nostalgic video advertisement elicited nostalgia emotions, resulting in positively influencing brand attitude and purchase intention. This was tested with hypotheses H4 and H5. Firstly, H4 stated that *the nostalgic cues in video advertising strengthen the brand attitude among millennials*. Both video advertisement types positively influenced brand attitude. Hence, to the researchers' surprise, the findings indicated that the non-nostalgic video advertisement slightly outperformed the nostalgic video advertisement regarding brand attitude. There was no statistical evidence found to accept the hypothesis, therefore, H4 was rejected. Nostalgic cues in video advertising does not result in a more favourable brand attitude among millennials compared to non-nostalgic cues. Non-nostalgic video advertising is more effective in strengthening brand attitude among millennials. Secondly, H5 stated that *the nostalgic cues in video advertising enhance the purchase intention among millennials*. As with brand attitude, both video advertisement types positively influenced purchase intention. Again, it was surprising to the researchers, that the nostalgic video advertisement did not outperform the non-nostalgic video advertisements, but performed equally on purchase intention. There was no statistical evidence found to accept the hypothesis, therefore H5 was rejected. There is no distinction in the effectiveness of nostalgic and non-nostalgic cues in video advertising on purchase intention. This means that nostalgic advertising is as effective as non-nostalgic advertising in enhancing purchase intention among millennials.

Even though the respondents had a more favourable attitude towards the nostalgic video advertisement, and was therefore expected to be more effective in positively influencing brand attitude and purchase intention compared to the non-nostalgic video advertisement, the outcomes of hypotheses H4 and H5 indicated something else and unexpected. The outcomes are contradicting with literature of various scholars claiming that nostalgic advertising effecting consumers thinking during exposure, generating more favourable perceptions and attitude towards the brand (Muehling & Sprott, 2004; Braun-LaTour et al., 2007; LaTour et al., 2010; Muehling & Pascal, 2011; Muehling et al., 2014) as well as contribute to enhancing purchase intention (Pascal et al., 2002). It is also not in line with literature stating that nostalgic advertising cues evoking high levels of behaviour intentions compared to non-nostalgic advertising cues (Baumgartner et al., 1992; Sujan et al., 1993; Ford & Merchant, 2010). Besides, the results are contradicting with the nostalgic consumer behaviour theory of Zhou (2011) and Cui (2015), suggesting that nostalgic emotion combined with nostalgic cognition (attitudes) results in nostalgic behaviour (purchase intention). On the other hand, with brand attitude as a predictor of purchase intention (Ju et al., 2016), logic follows that as nostalgic cues in the advertisement do not strengthen brand attitude, it is likely that it will also not enhance purchase intention.

A closer look at the semantic differentials graphs showed that the nostalgic video advertisement underperformed on brand attitude, but performed equally on purchase intention, compared to the non-nostalgic video advertisement. Hence, both video advertisements positively influenced brand attitude and purchase intention. With the nostalgic video advertisement positively influencing both variables, the researchers consider that nostalgic cues in advertising do have potential for advertisers and marketers. Under the right circumstances, nostalgic advertising could lead to beneficial outcomes for brands. Further research should conclude whether it is one of the most effective ways to reach millennials.

Reasoning behind why hypotheses on brand attitude (H4) and purchase intention (H5) were rejected, which could be considered as a limitation of the research, can be of various factors. One of the most crucial factors is suggested to be the brand of the advertisements, namely Microsoft. Only one brand was studied and the respondents were not asked whether they favoured the brand or product beforehand. If respondents in general did not favour the

brand or product, it most likely influenced the research results, in particular concerning brand attitude and purchase intention.

To conclude, initial findings showed minor to no differences in the performance between the nostalgic and non-nostalgic video advertisement on brand attitude and purchase intention. Both types of videos positively influenced brand attitude and purchase intention. Nostalgic and non-nostalgic advertising are equally effective in positively influencing purchase intention. Hence, the non-nostalgic video advertisement performed slightly better compared to the nostalgic video advertisement in regard to brand attitude. Statistical testing indicated that the nostalgic video advertisement was perceived as more attractive and the respondents had a more favourable attitude towards it. Hence, it did not result in being more effective in strengthening the brand attitude or enhancing purchase intention compared to the non-nostalgic video advertisement.

5.3 Summary

To conclude, there is a relation between millennials and nostalgia. As expected millennials are nostalgic towards their own personal past. Furthermore, the age does not influence the nostalgia proneness. Meaning that the nostalgia proneness does not differ regardless of the millennials' age. Moreover, literature proposes that nostalgic advertising yield other responses than non-nostalgic advertising. This study confirmed that nostalgic video advertising is more attractive and results in a more favourable attitude towards the advertisement compared to non-nostalgic video advertising. Surprisingly, the non-nostalgic video advertisement outperformed the nostalgic video advertisement regarding brand attitude. Besides, the nostalgic video advertisement is as effective as the non-nostalgic video advertisement on purchase intention. This is contradicting with previous studies done concerning nostalgic advertising. It can be stated, that there are differences between the effects of nostalgic and non-nostalgic video advertisement among millennials with respect to attractiveness and brand attitude, but not with respect to purchase intention.

6 Conclusion

With the findings analysed and discussed, conclusions were drawn. This section aims to sum up imperative points from above sections, while answering the research questions. The outcome of this study resulted in managerial implications, in particular for marketers and advertisers. Besides, the ethical and social impact of findings are identified. Lastly, suggestions for future research are outlined.

6.1 Research conclusions

Millennials are attractive consumers because of their spending power (Giang, 2014). However, the increasing problem of advertising clutter makes it harder for marketers and advertisers to reach them. To grab the attention of millennials, nostalgic advertising is considered to be an effective strategy (Friedman, 2016). Within the research context, the focus was on nostalgia evoked through the autobiographical memories of millennials. Moreover, the effects of nostalgia were explored on brand attitude and purchase intention, as these are essential determinants influencing consumer behaviour (Cui, 2015; Ju et al., 2016).

The *purpose* of the research was examining nostalgic advertising as an effective strategy to break through the advertising clutter in order to successfully reach millennials, and therefore, examined the effect of nostalgic advertising on brand attitude and purchase intention among millennials. As the advertising clutter problematises marketers and advertisers to successfully reach consumers, this study addressed the *problem* of advertising clutter as an obstacle for marketers to reach a target group with high potential: the millennials. Since the effects of nostalgic advertising on millennials has not been properly researched, this was identified as the *research gap*. This study focused on the effects of nostalgic video advertisements on brand attitude and purchase intention among millennials. To attain the research purpose, *research questions* as well as *hypotheses* were developed. Answers to these were obtained by conducting an online questionnaire among working millennials within the JIBS alumni network.

Statistical testing signified whether the hypotheses were accepted or rejected. With the outcomes of the hypotheses testing, conclusions were drawn in order to answer the research questions:

1. What is the relation between nostalgia and millennials?

As literature known to the researchers did not analyse the connection between nostalgia and millennials, this research aimed to clarify this relation. Results showed that millennials are nostalgic towards their own personal past. Millennials face psychological pressures from society as a result of rapid social, technological, and economic changes. It is suggested that, due to these reasons, millennials turn to nostalgia for comfort. They are longing for their childhood days as these are seen as carefree times with joy and happiness. Moreover, the age of a millennial does not influence the intensity of nostalgic emotions experienced. The nostalgia proneness of millennials is the same regardless of age.

2. What are the differences between the effects of nostalgic and non-nostalgic video advertisements on brand attitude and purchase intention among millennials?

The outcomes of the study signified that nostalgic video advertising is more attractive than non-nostalgic video advertising among millennials. Millennials are likely to generate a more favourable attitude towards nostalgic video advertisements than non-nostalgic video advertisements. It is therefore considered to be effective in grabbing the attention of millennials to break through the advertising clutter. On the other hand, non-nostalgic video advertising is more effective in strengthening brand attitude than nostalgic video advertising. In regard to purchase intention, nostalgic and non-nostalgic video advertising are equally effective in enhancing purchase intention. Hence, the minor difference in performance on brand attitude and the equal performance on purchase intention among the two types of advertising, indicates that nostalgic advertising has potential to be beneficial for marketers and advertisers.

With the research questions answered, it can be said that nostalgia cues targeted at millennials is a promising strategy for brands to benefit from. The conclusions drawn resulted in managerial implications. These are identified and extensively described in the next section.

6.2 Managerial implications

The nostalgia proneness of millennials open doors for brands in various industries in relation to millennials and the era they grew up in. For instance, relaunch of products, remakes of movies and television series, and recreation of fashion, all in relation to the nineties. The findings of this research have managerial implications for marketers and advertisers, businesses in various industries, and other institutional organisations.

With millennials being nostalgic, nostalgia can have valuable implications for the marketing mix of brands as nostalgic cues can be utilised in various ways. Firstly, brands can create nostalgic products, such as relaunching products from the past with updated features and functions. Relaunching popular products of the nineties has proven to be successful with the Nintendo Classic Mini (Otero, 2017). New products influenced by nostalgia is also a way to influence the product use among consumers. The Pokémon Go app is a perfect example, as it combines new technologies with entertainment from the past. Secondly, nostalgic promotion is probably the most common way of implementing nostalgic cues in the marketing mix. In the promotion of (nostalgic) products, nostalgic cues can be implemented in advertising as triggers to attract attention and generate favourable attitudes towards the advertisement and the product. Thirdly, a place or location can create or already consist of nostalgic stimuli. Retail or service environments can be designed in such a way to arouse the nostalgic feelings of consumers. Various businesses, in particular in the entertainment industry, have many ways to benefit from nostalgic or historical locations and buildings. Businesses can organise (customised) events on locations which are known for its historical events or which consumers feel nostalgic towards. Examples of events are product launches, festivals, concerts, and so on.

Additionally, millennials are heavy users of social media and they already employ in early on-set nostalgia activities on social media. With millennials being nostalgic, social media marketers have opportunities to respond to millennials' early on-set nostalgic activities. They can utilise nostalgic cues in online marketing campaigns to better communicate, connect, and engage with their customers in the online environment.

Literature proposed that nostalgic advertising has a positive effect on brand attitude and purchase intention. Hence, the findings of this research are contradicting in the sense that non-nostalgic advertising is more effective in strengthening brand attitude. Besides, nostalgic

advertising is as effective as non-nostalgic advertising in enhancing purchase intention. Nevertheless, the findings also indicated that nostalgic advertising still positively influences brand attitude and purchase intention. Under the right circumstances, brands are able to make beneficial use of nostalgic cues in, for instance, their positioning strategy. It is valuable for brands to have a clear, advantageous, and unique positioning in the consumers' mind. Nostalgia could build an unique brand narrative. As nostalgia is able to grab the attention of millennials, it could be utilised to create a desired positioning in the minds of millennials, which sets the brand apart from the crowd and influence the target audience's perception of the brand.

Moreover, millennials tend to find nostalgic advertising more attractive than non-nostalgic advertising. Besides, it facilitates in generating a more favourable attitude towards the advertisement. Therefore, nostalgic marketing campaigns can be used to grab the attention of millennials in order to break through the advertising clutter. With that said, marketers and advertisers should be careful using nostalgic cues to strengthen brand attitude and enhance purchase intention, as non-nostalgic advertising is more effective in that case. However, this might differ among brands and product types as this research only focused on one brand and product.

To conclude, using nostalgia in advertising and marketing campaigns targeted at millennials has high potential due to millennials' nostalgia proneness. Nostalgic cues can be implemented in the marketing mix or positioning strategy of brands. Hence, advertisers and marketers need to understand when nostalgia targeted at millennials is beneficial to use, as it might not be the most effective strategy in strengthening brand attitude and enhancing purchase intention.

6.3 Ethical and social impact of findings

The research of this study acknowledge that the findings have ethical and social impacts. Nostalgia is characterised by bittersweet emotions, containing both pleasant and unpleasant emotions (Havlena & Holak, 1991). While nostalgia can filter out negative emotions in order to present idealised memories to the consumer, its effect could differ among consumers. Some consumers associate their childhood with positive feelings, while others associate their childhood with negative feelings. Marketers and advertisers should be aware of the

bittersweet characteristic of nostalgic emotions when implementing nostalgic cues in their marketing activities. Nostalgia cues are utilised in marketing campaigns with the goal to evoke positive emotions among consumers. However, there is also a chance that it will arouse negative emotions which could cause the advertisement to backfire. Inappropriate implementation of nostalgic cues can have serious consequences for brands, especially when the nostalgic advertisement elicits negative emotions among the target audience. For instance, it could lead to a negative brand perception, which requires great effort from the brand to restore its positive perception in the consumers' mind. Therefore, marketers and advertisers should be aware of the ethical consideration in utilising nostalgia cues in their marketing strategies.

Millennials are considered to be fascinated about their past due to rapid social, technological, and economic changes (Pew Research Center, Millennials: Confident. Connected. Open to Change, 2010). However, there are certain dangers associated with nostalgia which should be considered. Individuals compare current moments to the past. When an individual constantly compares his or her present with the past, he or she can easily overlook the great moments experienced now. It could also hinder individuals to look forward while misguiding their future. Moreover, nostalgia could cause individuals to believe that their lives peaked at certain times, which leads to individuals continually trying to recreate these times of the past while chasing past happiness, which cannot be recreated. Furthermore, millennials are heavy users of social media and their smartphones. They desire to create tangible and documented memories on social media, which impacts their focus on the world around them. Marketers and advertisers should be aware of the social impact of nostalgia before utilising it in their campaigns.

6.4 Future research

The results of the study have led to directions for further research. Initially, the sample might not be representative for the entire population of working millennials. All respondents in this sample studied business at the same international university. This could lead to a reference framework with a certain profession's perspective that is not generalizable for all millennials. Further research can be conducted with samples accompanying other characteristics.

Questions may arise regarding the brand and product researched as only one brand was researched, namely Microsoft. This can be considered as a limitation in the scope of the research. If respondents beforehand did not favour the brand or product, it could have consequences for the outcomes and might be an explanation for the unexpected results of this study. Further research should be done with various other brands and product categories, as the effects of nostalgia on brand attitude and purchase intention may differ among brands and product categories.

With the research indicating that millennials are nostalgic, a next step could be exploring the influences of cultures and/or nationalities on the nostalgia proneness of a millennial. Consumers worldwide differ due to their culture, and not all marketing approaches are generalizable across cultures. Therefore, it is intriguing to examine whether nostalgia proneness differs among cultures and nationalities.

This research focussed on only one approach of nostalgic marketing, namely nostalgic advertising. The other approach, nostalgic packaging, could be exploited by marketers and advertisers to influence the nostalgic consumer behaviour of millennials. Besides, nostalgic packaging might be more effective in positively influencing millennials' brand attitude and purchase intention.

Furthermore, the Nostalgia Index of Holbrook (1993/1994) was perceived as outdated by the researchers of this study. As the Nostalgia Index was developed in 1993, some items on the scale does not fit the society of today. Besides, the researchers also felt that there was no proper measurement scale on personal nostalgia available in the literature. With millennials being nostalgic towards their own personal past, developing a new scale to measure personal nostalgia, as it is known today, could yield more accurate research.

With the brand attitude and purchase intention examined, other essential marketing concepts could be explored in further research. For example, customer engagement behaviour. This marketing concept has growing importance as it supports brands in creating brand advocates stimulating other customers' desire to purchase by word-of-mouth activity, blogging, and review and recommendation writing (van Doorn et al., 2010). Understanding the effects of nostalgia on customer engagement is considered to be beneficial for brands. Another example is brand loyalty. Literature indicated that millennials, in general, are not brand loyal

(Donnelly & Scaff, 2013; Lazaerevic, 2012), but if nostalgic marketing is utilised properly it is able to establish loyalty amongst customers (Cui, 2015). It would be valuable for brands to understand the effects of nostalgia marketing on brand loyalty, and find out whether nostalgia facilitates brands to create loyalty amongst millennials.

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8 Appendices

Appendix 1: Nostalgia scale

Holbrook's (1993) Nostalgia Index:

1. They don't make 'em like they used to.
2. Things used to be better in the good old days.
3. Products are getting shoddier and shoddier.
4. Technological change will insure a brighter future.
5. History involves a steady improvement in human welfare.
6. We are experiencing a decline in the quality of life.
7. Steady growth of GNP has brought increased human happiness.
8. Modern business constantly builds a better tomorrow.

Adapted Nostalgia Scale:

1. Companies do not make products like they used to.
2. Things used to be better in my childhood days.
3. Products are getting worse.
4. I often recall memories of good times from my past.*
5. Technological change will insure a brighter future.**
6. History involves a steady improvement in human well-being.**
7. I experience an increase in my life satisfaction.**
8. Products from my childhood are pleasant reminders of my past.*/**

* Personal nostalgia scale (Marchegiani and Phau, 2011a)

** Reversed scaling

*** Item deleted after Cronbach's alpha test

Appendix 2: Questionnaire

Dear participant,

To finalise our Master in International Marketing, we are researching the effect of video advertising. We kindly ask you to fill out this questionnaire for our thesis. It will take approximately 5 minutes to complete all questions.

To guarantee your privacy, your response will be anonymously and will not be shared with third parties. The data will be used for the purpose of this research only.

Thank you in advance for your time and effort. It is highly appreciated.

Yours sincerely,

Annika & Moniek

MSc International Marketing, Jönköping International Business School

1. How often do you think about your childhood?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Frequently
- ☐ Always

2. Can you recall pleasant memories from your childhood?

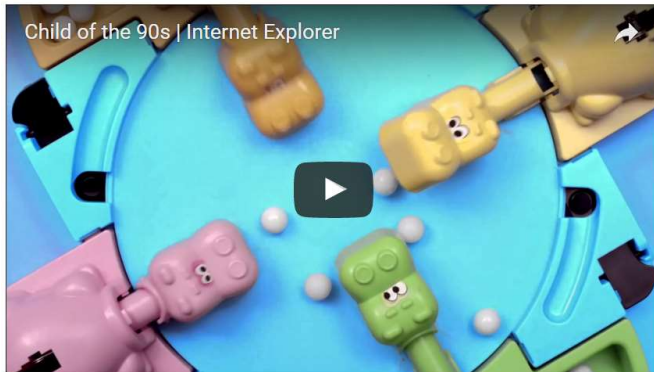
- ☐ Yes
- ☐ No
- ☐ Maybe

3. Please indicate to what extent you disagree or agree with the following statements:

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Companies do not make products like they used to. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Things used to be better in my childhood days. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Products are getting worse. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I often recall memories of good times from my past. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technological change will insure a brighter future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| History involves a steady improvement in human well-being. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I experience an increase in my life satisfaction. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Products from my childhood are pleasant reminders of my past. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Before continuing with the questionnaire, we would like to ask you to watch a video advertisement from a product of Microsoft. Please make sure that the sound is working. After watching, a set of questions referring to the video will follow.

Group A: Nostalgic advertisement – Microsoft's Internet Explorer "Child of the 90s"



Group B: Non-nostalgic advertisement – Microsoft's Cloud



4. What is your impression of the advertisement you just watched: I think the advertisement is...

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| Unappealing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Appealing |
| Bad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Good |
| Unpleasant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pleasant |
| Boring | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Interesting |
| Unlikeable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Likeable |

5. Please indicate to what extent you disagree or agree with the following statements:

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I say positive things about Microsoft's products to other people. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have a favourable attitude towards Microsoft. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To me, Microsoft is the best brand of its kind. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe Microsoft is a good brand. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. Please indicate to what extent you disagree or agree with the following statements:

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I will purchase/use products from Microsoft in the future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would purchase/use Microsoft over other brands. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is likely that I will purchase/use products from Microsoft. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am willing to purchase/use products from Microsoft. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. What is your gender?

- ☐ Male
☐ Female

8. In which year were you born? (drill down menu 1980-2000)

9. What is your current situation?

- ☐ I'm studying
☐ I'm studying and have a part-time job
☐ I'm in-between jobs
☐ I'm working

We thank you for your time spent taking this survey. Your response has been recorded. If you have any questions or comments, don't hesitate to contact us via lamo1617@student.ju.se

Appendix 3: E-mail questionnaire

Dear former student of JIBS,

For some many years ago, for others maybe not that long ago. You all have been there, writing your thesis and struggling with data collection. Now it is our time to show JIBS what we are made of. Our final step to join the JIBS alumni network!

We are two students, writing our thesis for the Master International Marketing. **Are you born between 1980 and 2000? And you are working?** Then we are looking for you! We want to ask your help by filling out our questionnaire. As JIBS students we understand that time is money, but it will only take approximately **5 minutes** of your time.

Please click on the link to the questionnaire:

https://jibs.eu.qualtrics.com/jfe/form/SV_5mxe7CB18dvm0N

The deadline is Friday the **31st of March** at midnight.

Thank you in advance for your time and effort. **We will be forever grateful.**

Yours sincerely,

Moniek Lammersma and Annika Wortelboer

MSc International Marketing

Appendix 4: The principles of the MRS Code of Conduct

The Principles of the MRS Code of Conduct include (The Market Research Society, 2014):

1. “Researchers shall ensure that participation in their activities is based on voluntary informed consent.
2. Researchers shall be straightforward and honest in all their professional and business relationships.
3. Researchers shall be transparent as to the subject and purpose of data collection.
4. Researchers shall respect the confidentiality of information collected in their professional activities.
5. Researchers shall respect the rights and well-being of all individuals.
6. Researchers shall ensure that participants are not harmed or adversely affected by their professional activities.
7. Researchers shall balance the needs of individuals, clients, and their professional activities.
8. Researchers shall exercise independent professional judgement in the design, conduct and reporting of their professional activities.
9. Researchers shall ensure that their professional activities are conducted by persons with appropriate training, qualifications, and experience.
10. Researchers shall protect the reputation and integrity of the profession.”

Appendix 5: Overall correlation analysis

Correlation analysis with all variables

- Nostalgia (Q1: How often do you think about your childhood)
- Gender
- Age
- Type of video ad (nostalgic vs. non-nostalgic)
- AverageNostalgia (nostalgia scale items combined)
- AverageBA (brand attitude items combined)
- AveragePI (purchase intention items combined)
- AverageAdvertisement (attractiveness items combined)

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|-----|
| 1. How often do you think about your childhood? | 3,14 | ,674 | 244 |
| 7. What is your gender? | 1,48 | ,501 | 244 |
| 8. In which year were you born?-Year | 7,51 | 3,562 | 244 |
| Which type of video is shown? | ,52 | ,501 | 244 |
| AverageNostalgia | 3,43 | ,782 | 244 |
| AverageBA | 4,43 | 1,092 | 244 |
| AveragePI | 4,90 | 1,192 | 244 |
| AverageAdvertisement | 5,2221 | 1,32677 | 244 |

Correlations

| | | 1. How often do you think about your childhood? | 7. What is your gender? | 8. In which year were you born?-Year | Which type of video is shown? | AverageNostalgia | AverageBA | AveragePI | AverageAdvertisement |
|---|---------------------|---|-------------------------|--------------------------------------|-------------------------------|------------------|-----------|-----------|----------------------|
| 1. How often do you think about your childhood? | Pearson Correlation | 1 | ,147 | ,041 | ,085 | ,322** | -,036 | -,040 | -,030 |
| | Sig. (2-tailed) | | ,022 | ,521 | ,187 | ,000 | ,571 | ,535 | ,641 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| 7. What is your gender? | Pearson Correlation | ,147 | 1 | ,137 | -,032 | ,033 | -,068 | -,136* | ,074 |
| | Sig. (2-tailed) | ,022 | | ,032 | ,622 | ,607 | ,291 | ,033 | ,248 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| 8. In which year were you born?-Year | Pearson Correlation | ,041 | ,137 | 1 | ,137 | -,001 | ,027 | -,054 | -,095 |
| | Sig. (2-tailed) | ,521 | ,032 | | ,032 | ,987 | ,679 | ,404 | ,138 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| Which type of video is shown? | Pearson Correlation | ,085 | -,032 | ,137 | 1 | ,036 | ,179** | ,059 | -,270** |
| | Sig. (2-tailed) | ,187 | ,622 | ,032 | | ,576 | ,005 | ,361 | ,000 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| AverageNostalgia | Pearson Correlation | ,322** | ,033 | -,001 | ,036 | 1 | -,095 | -,011 | -,047 |
| | Sig. (2-tailed) | ,000 | ,607 | ,987 | ,576 | | ,139 | ,867 | ,463 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| AverageBA | Pearson Correlation | -,036 | -,068 | ,027 | ,179** | -,095 | 1 | ,699** | ,121 |
| | Sig. (2-tailed) | ,571 | ,291 | ,679 | ,005 | ,139 | | ,000 | ,059 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| AveragePI | Pearson Correlation | -,040 | -,136* | -,054 | ,059 | -,011 | ,699** | 1 | ,014 |
| | Sig. (2-tailed) | ,535 | ,033 | ,404 | ,361 | ,867 | ,000 | | ,823 |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |
| AverageAdvertisement | Pearson Correlation | -,030 | ,074 | -,095 | -,270** | -,047 | ,121 | ,014 | 1 |
| | Sig. (2-tailed) | ,641 | ,248 | ,138 | ,000 | ,463 | ,059 | ,823 | |
| | N | 244 | 244 | 244 | 244 | 244 | 244 | 244 | 244 |

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

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

Appendix 6: Statistical output

Dataset output

Frequencies nostalgic vs. non-nostalgic group

Display Order: Block Randomizer FL_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Block 2: Nostalgic video | 118 | 48,4 | 48,4 | 48,4 |
| | Block 3: Non-nostalgic video | 126 | 51,6 | 51,6 | 100,0 |
| | Total | 244 | 100,0 | 100,0 | |

Frequencies gender

7. What is your gender? * Display Order: Block Randomizer FL_6
Crosstabulation

Count

| | | Display Order: Block Randomizer FL_6 | | Total |
|-------------------------|--------|--------------------------------------|------------------------------|-------|
| | | Block 2: Nostalgic video | Block 3: Non-nostalgic video | |
| 7. What is your gender? | Male | 59 | 67 | 126 |
| | Female | 59 | 59 | 118 |
| Total | | 118 | 126 | 244 |

Frequencies age

8. In which year were you born?-Year * Display Order: Block Randomizer FL_6
Crosstabulation

Count

| | | Display Order: Block Randomizer FL_6 | | Total |
|--------------------------------------|------|--------------------------------------|------------------------------|-------|
| | | Block 2: Nostalgic video | Block 3: Non-nostalgic video | |
| 8. In which year were you born?-Year | 1980 | 6 | 6 | 12 |
| | 1981 | 9 | 3 | 12 |
| | 1982 | 6 | 7 | 13 |
| | 1983 | 10 | 9 | 19 |
| | 1984 | 15 | 11 | 26 |
| | 1985 | 8 | 6 | 14 |
| | 1986 | 7 | 15 | 22 |
| | 1987 | 13 | 8 | 21 |
| | 1988 | 14 | 11 | 25 |
| | 1989 | 10 | 16 | 26 |
| | 1990 | 10 | 11 | 21 |
| | 1991 | 2 | 9 | 11 |
| | 1992 | 4 | 8 | 12 |
| | 1993 | 3 | 5 | 8 |
| | 1994 | 1 | 1 | 2 |
| Total | | 118 | 126 | 244 |

Cronbach's alpha

Question 3: Nostalgia scale statements

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 244 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 244 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,641 | 8 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 3. -Companies do not make products like they used to. | 4,20 | 1,511 | 244 |
| 3. -Things used to be better in my childhood days. | 3,45 | 1,435 | 244 |
| 3. -Products are getting worse. | 3,27 | 1,513 | 244 |
| 3. -I often recall memories of good times from my past. | 5,23 | 1,335 | 244 |
| 3. -Technological change will insure a brighter future. | 2,54 | 1,287 | 244 |
| 3. -History involves a steady improvement in human well-being. | 2,62 | 1,227 | 244 |
| 3. -I experience an increase in my life satisfaction. | 2,70 | 1,188 | 244 |
| 3. -Products from my childhood are pleasant reminders of my past. | 5,61 | ,990 | 244 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| 3. -Companies do not make products like they used to. | 25,43 | 24,023 | ,373 | ,599 |
| 3. -Things used to be better in my childhood days. | 26,17 | 22,349 | ,547 | ,545 |
| 3. -Products are getting worse. | 26,36 | 21,292 | ,591 | ,527 |
| 3. -I often recall memories of good times from my past. | 24,40 | 27,549 | ,178 | ,651 |
| 3. -Technological change will insure a brighter future. | 27,09 | 25,827 | ,332 | ,611 |
| 3. -History involves a steady improvement in human well-being. | 27,01 | 26,527 | ,301 | ,619 |
| 3. -I experience an increase in my life satisfaction. | 26,92 | 27,422 | ,241 | ,632 |
| 3. -Products from my childhood are pleasant reminders of my past. | 24,02 | 29,967 | ,082 | ,661 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 29,63 | 31,832 | 5,642 | 8 |

Question 4: Evaluation of advertisement

Case Processing Summary

| | N | % |
|-----------------------|-----|-------|
| Cases Valid | 244 | 100,0 |
| Excluded ^a | 0 | ,0 |
| Total | 244 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,943 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|----------------------------|------|----------------|-----|
| 4. -Unappealing: Appealing | 5,29 | 1,486 | 244 |
| 4. -Bad:Good | 5,18 | 1,406 | 244 |
| 4. -Unpleasant:Pleasant | 5,37 | 1,362 | 244 |
| 4. -Boring:Interesting | 4,94 | 1,622 | 244 |
| 4. -Unlikeable:Likeable | 5,32 | 1,465 | 244 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| 4. -Unappealing: Appealing | 20,82 | 27,984 | ,879 | ,923 |
| 4. -Bad:Good | 20,93 | 29,069 | ,855 | ,928 |
| 4. -Unpleasant:Pleasant | 20,74 | 29,561 | ,850 | ,929 |
| 4. -Boring:Interesting | 21,17 | 28,239 | ,762 | ,947 |
| 4. -Unlikeable:Likeable | 20,79 | 27,987 | ,895 | ,920 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 26,11 | 44,008 | 6,634 | 5 |

Question 5: Brand attitude

Case Processing Summary

| | N | % |
|-----------------------|-----|-------|
| Cases Valid | 244 | 100,0 |
| Excluded ^a | 0 | ,0 |
| Total | 244 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,856 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 5. -I say positive things about Microsoft's products to other people. | 4,40 | 1,293 | 244 |
| 5. -I have a favourable attitude towards Microsoft. | 4,55 | 1,334 | 244 |
| 5. -To me, Microsoft is the best brand of its kind. | 3,61 | 1,390 | 244 |
| 5. -I believe Microsoft is a good brand. | 5,16 | 1,203 | 244 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| 5. -I say positive things about Microsoft's products to other people. | 13,33 | 11,375 | ,693 | ,820 |
| 5. -I have a favourable attitude towards Microsoft. | 13,18 | 10,236 | ,830 | ,760 |
| 5. -To me, Microsoft is the best brand of its kind. | 14,11 | 11,123 | ,651 | ,839 |
| 5. -I believe Microsoft is a good brand. | 12,57 | 12,288 | ,636 | ,843 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 17,73 | 19,095 | 4,370 | 4 |

Question 6: Purchase intention

Case Processing Summary

| | N | % |
|-----------------------|-----|-------|
| Cases Valid | 244 | 100,0 |
| Excluded ^a | 0 | ,0 |
| Total | 244 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,889 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|--|------|----------------|-----|
| 6. -I will purchase/use products from Microsoft in the future. | 5,20 | 1,306 | 244 |
| 6. -I would purchase/use Microsoft over other brands. | 4,14 | 1,434 | 244 |
| 6. -It is likely that I will purchase/use products from Microsoft. | 5,15 | 1,413 | 244 |
| 6. -I am willing to purchase/use products from Microsoft. | 5,12 | 1,348 | 244 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| 6. -I will purchase/use products from Microsoft in the future. | 14,41 | 13,470 | ,786 | ,846 |
| 6. -I would purchase/use Microsoft over other brands. | 15,47 | 13,279 | ,706 | ,876 |
| 6. -It is likely that I will purchase/use products from Microsoft. | 14,46 | 12,784 | ,785 | ,845 |
| 6. -I am willing to purchase/use products from Microsoft. | 14,49 | 13,477 | ,750 | ,859 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 19,61 | 22,716 | 4,766 | 4 |

Hypothesis 1

Frequency of thinking about childhood

1. How often do you think about your childhood?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Never | 2 | ,8 | ,8 | ,8 |
| | Rarely | 33 | 13,5 | 13,5 | 14,3 |
| | Sometimes | 141 | 57,8 | 57,8 | 72,1 |
| | Frequently | 66 | 27,0 | 27,0 | 99,2 |
| | Always | 2 | ,8 | ,8 | 100,0 |
| | Total | 244 | 100,0 | 100,0 | |

Frequency recall pleasant memories from past

2. Can you recall pleasant memories from your childhood?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 232 | 95,1 | 95,1 | 95,1 |
| | No | 4 | 1,6 | 1,6 | 96,7 |
| | Maybe | 8 | 3,3 | 3,3 | 100,0 |
| | Total | 244 | 100,0 | 100,0 | |

Frequency nostalgia statements

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree |
|--|-------------------|----------|-------------------|----------------------------|----------------|-------|----------------|
| 3. -Companies do not make products like they used to. | 9 | 34 | 31 | 54 | 69 | 35 | 12 |
| 3. -Things used to be better in my childhood days. | 13 | 70 | 39 | 57 | 51 | 8 | 6 |
| 3. -Products are getting worse. | 19 | 83 | 39 | 44 | 39 | 15 | 5 |
| 3. -I often recall memories of good times from my past. | 3 | 10 | 16 | 29 | 55 | 103 | 28 |
| 3. -Technological change will insure a brighter future. | 54 | 81 | 61 | 31 | 8 | 7 | 2 |
| 3. -History involves a steady improvement in human well-being. | 41 | 90 | 62 | 29 | 16 | 6 | 0 |
| 3. -I experience an increase in my life satisfaction. | 28 | 98 | 65 | 31 | 15 | 7 | 0 |

Correlation analysis: Thinking about childhood and nostalgia

All respondents

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 1. How often do you think about your childhood? | 3,14 | ,674 | 244 |
| AverageNostalgia | 3,43 | ,782 | 244 |

Correlations

| | | 1. How often do you think about your childhood? | AverageNostalgia |
|---|---------------------|---|------------------|
| 1. How often do you think about your childhood? | Pearson Correlation | 1 | ,322** |
| | Sig. (2-tailed) | | ,000 |
| | N | 244 | 244 |
| AverageNostalgia | Pearson Correlation | ,322** | 1 |
| | Sig. (2-tailed) | ,000 | |
| | N | 244 | 244 |

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

Only male respondents

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 1. How often do you think about your childhood? | 3,04 | ,674 | 126 |
| AverageNostalgia | 3,41 | ,790 | 126 |

Correlations

| | | 1. How often do you think about your childhood? | AverageNostalgia |
|---|---------------------|---|------------------|
| 1. How often do you think about your childhood? | Pearson Correlation | 1 | ,394** |
| | Sig. (2-tailed) | | ,000 |
| | N | 126 | 126 |
| AverageNostalgia | Pearson Correlation | ,394** | 1 |
| | Sig. (2-tailed) | ,000 | |
| | N | 126 | 126 |

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

Only female respondents

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 1. How often do you think about your childhood? | 3,24 | ,663 | 118 |
| AverageNostalgia | 3,46 | ,775 | 118 |

Correlations

| | | 1. How often do you think about your childhood? | AverageNostalgia |
|---|---------------------|---|------------------|
| 1. How often do you think about your childhood? | Pearson Correlation | 1 | ,238** |
| | Sig. (2-tailed) | | ,009 |
| | N | 118 | 118 |
| AverageNostalgia | Pearson Correlation | ,238** | 1 |
| | Sig. (2-tailed) | ,009 | |
| | N | 118 | 118 |

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

Randomly selected 50% of respondents

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| 1. How often do you think about your childhood? | 3,09 | ,678 | 123 |
| AverageNostalgia | 3,45 | ,836 | 123 |

Correlations

| | | 1. How often do you think about your childhood? | AverageNostalgia |
|---|---------------------|---|------------------|
| 1. How often do you think about your childhood? | Pearson Correlation | 1 | ,379** |
| | Sig. (2-tailed) | | ,000 |
| | N | 123 | 123 |
| AverageNostalgia | Pearson Correlation | ,379** | 1 |
| | Sig. (2-tailed) | ,000 | |
| | N | 123 | 123 |

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

Hypothesis 2

Chi-Square test: year of birth and nostalgic scale items

Case Processing Summary

| | Cases | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| AverageNostalgia * 8. In which year were you born?-Year | 244 | 100,0% | 0 | 0,0% | 244 | 100,0% |

| Year of birth | | 2 | 3 | 4 | 5 | 6 |
|---------------|----------------|---|----|----|---|---|
| 1980 | Count | 2 | 7 | 3 | 0 | 0 |
| | Expected Count | 2 | 5 | 3 | 0 | 0 |
| 1981 | Count | 2 | 5 | 4 | 0 | 1 |
| | Expected Count | 2 | 5 | 4 | 0 | 1 |
| 1982 | Count | 1 | 5 | 7 | 0 | 0 |
| | Expected Count | 2 | 5 | 7 | 0 | 0 |
| 1983 | Count | 1 | 11 | 5 | 1 | 1 |
| | Expected Count | 2 | 8 | 5 | 1 | 1 |
| 1984 | Count | 4 | 10 | 9 | 3 | 0 |
| | Expected Count | 3 | 11 | 9 | 3 | 0 |
| 1985 | Count | 3 | 4 | 5 | 1 | 1 |
| | Expected Count | 2 | 6 | 5 | 1 | 1 |
| 1986 | Count | 3 | 9 | 10 | 0 | 0 |
| | Expected Count | 3 | 9 | 10 | 0 | 0 |
| 1987 | Count | 4 | 5 | 12 | 0 | 0 |
| | Expected Count | 3 | 9 | 12 | 0 | 0 |
| 1988 | Count | 1 | 11 | 8 | 5 | 0 |
| | Expected Count | 3 | 10 | 8 | 5 | 0 |
| 1989 | Count | 3 | 11 | 10 | 2 | 0 |
| | Expected Count | 3 | 11 | 10 | 2 | 0 |
| 1990 | Count | 3 | 8 | 7 | 3 | 0 |
| | Expected Count | 3 | 9 | 7 | 3 | 0 |
| 1991 | Count | 2 | 6 | 3 | 0 | 0 |
| | Expected Count | 1 | 5 | 3 | 0 | 0 |
| 1992 | Count | 0 | 6 | 4 | 2 | 0 |
| | Expected Count | 2 | 5 | 4 | 2 | 0 |
| 1993 | Count | 1 | 4 | 3 | 0 | 0 |

| | | | | | | |
|--------------|----------------|----|-----|----|----|---|
| | Expected Count | 1 | 3 | 3 | 0 | 0 |
| 1994 | Count | 1 | 0 | 1 | 0 | 0 |
| | Expected Count | | 1 | 1 | 0 | 0 |
| Total | Count | 31 | 102 | 91 | 17 | 3 |
| | Expected Count | 31 | 102 | 91 | 17 | 3 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|-----|-----------------------|
| Pearson Chi-Square | 334,328 ^a | 378 | ,948 |
| Likelihood Ratio | 310,310 | 378 | ,995 |
| Linear-by-Linear Association | ,000 | 1 | ,987 |
| N of Valid Cases | 244 | | |

a. 420 cells (100,0%) have expected count less than 5. The minimum expected count is ,01.

Chi-Square test: year of birth and thinking about childhood (Q1)

Case Processing Summary

| | Cases | | | | | |
|--|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| 8. In which year were you born?-Year * 1. How often do you think about your childhood? | 244 | 100,0% | 0 | 0,0% | 244 | 100,0% |

8. In which year were you born?-Year * 1. How often do you think about your childhood? Crosstabulation

| | | | 1. How often do you think about your childhood? | | | | | Total |
|--------------------------------------|-------|----------------|---|--------|-----------|------------|--------|-------|
| | | | Never | Rarely | Sometimes | Frequently | Always | |
| 8. In which year were you born?-Year | 1980 | Count | 0 | 4 | 6 | 2 | 0 | 12 |
| | | Expected Count | ,1 | 1,6 | 6,9 | 3,2 | ,1 | 12,0 |
| | 1981 | Count | 1 | 0 | 6 | 5 | 0 | 12 |
| | | Expected Count | ,1 | 1,6 | 6,9 | 3,2 | ,1 | 12,0 |
| | 1982 | Count | 0 | 2 | 10 | 1 | 0 | 13 |
| | | Expected Count | ,1 | 1,8 | 7,5 | 3,5 | ,1 | 13,0 |
| | 1983 | Count | 0 | 0 | 14 | 4 | 1 | 19 |
| | | Expected Count | ,2 | 2,6 | 11,0 | 5,1 | ,2 | 19,0 |
| | 1984 | Count | 0 | 4 | 13 | 9 | 0 | 26 |
| | | Expected Count | ,2 | 3,5 | 15,0 | 7,0 | ,2 | 26,0 |
| | 1985 | Count | 0 | 3 | 8 | 3 | 0 | 14 |
| | | Expected Count | ,1 | 1,9 | 8,1 | 3,8 | ,1 | 14,0 |
| | 1986 | Count | 0 | 3 | 13 | 6 | 0 | 22 |
| | | Expected Count | ,2 | 3,0 | 12,7 | 6,0 | ,2 | 22,0 |
| | 1987 | Count | 0 | 2 | 11 | 8 | 0 | 21 |
| | | Expected Count | ,2 | 2,8 | 12,1 | 5,7 | ,2 | 21,0 |
| | 1988 | Count | 0 | 2 | 20 | 3 | 0 | 25 |
| | | Expected Count | ,2 | 3,4 | 14,4 | 6,8 | ,2 | 25,0 |
| | 1989 | Count | 1 | 6 | 11 | 8 | 0 | 26 |
| | | Expected Count | ,2 | 3,5 | 15,0 | 7,0 | ,2 | 26,0 |
| | 1990 | Count | 0 | 4 | 9 | 7 | 1 | 21 |
| | | Expected Count | ,2 | 2,8 | 12,1 | 5,7 | ,2 | 21,0 |
| | 1991 | Count | 0 | 1 | 7 | 3 | 0 | 11 |
| | | Expected Count | ,1 | 1,5 | 6,4 | 3,0 | ,1 | 11,0 |
| | 1992 | Count | 0 | 0 | 7 | 5 | 0 | 12 |
| | | Expected Count | ,1 | 1,6 | 6,9 | 3,2 | ,1 | 12,0 |
| | 1993 | Count | 0 | 2 | 4 | 2 | 0 | 8 |
| | | Expected Count | ,1 | 1,1 | 4,6 | 2,2 | ,1 | 8,0 |
| | 1994 | Count | 0 | 0 | 2 | 0 | 0 | 2 |
| | | Expected Count | ,0 | ,3 | 1,2 | ,5 | ,0 | 2,0 |
| | Total | Count | 2 | 33 | 141 | 66 | 2 | 244 |
| | | Expected Count | 2,0 | 33,0 | 141,0 | 66,0 | 2,0 | 244,0 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 53,641 ^a | 56 | ,565 |
| Likelihood Ratio | 51,318 | 56 | ,652 |
| Linear-by-Linear Association | ,414 | 1 | ,520 |
| N of Valid Cases | 244 | | |

a. 55 cells (73,3%) have expected count less than 5. The minimum expected count is ,02.

Hypothesis 3

Custom table: frequency distribution

| Attractiveness comparison nostalgic vs. non-nostalgic video ad | | | | | | | | | | |
|--|----|----|----|-----|-----|-----|-----|-------------|-----|------------------|
| Nostalgic advertisement | | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Items | N | Weighted average |
| Unappealing | 2 | 3 | 3 | 11 | 23 | 42 | 34 | Appealing | 118 | 6 |
| Bad | 3 | 4 | 5 | 9 | 22 | 46 | 29 | Good | 118 | 6 |
| Unpleasant | 3 | 0 | 3 | 9 | 22 | 48 | 33 | Pleasant | 118 | 6 |
| Boring | 2 | 6 | 7 | 6 | 39 | 30 | 28 | Interesting | 118 | 5 |
| Unlikable | 3 | 2 | 2 | 9 | 26 | 36 | 40 | Likable | 118 | 6 |
| Total score attractiveness | 13 | 15 | 20 | 44 | 132 | 202 | 164 | | | |
| Non-nostalgic advertisement | | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Items | N | Weighted average |
| Unappealing | 4 | 8 | 7 | 23 | 31 | 34 | 19 | Appealing | 126 | 5 |
| Bad | 4 | 1 | 6 | 30 | 44 | 26 | 12 | Good | 126 | 5 |
| Unpleasant | 4 | 2 | 9 | 29 | 35 | 33 | 17 | Pleasant | 126 | 5 |
| Boring | 6 | 10 | 19 | 22 | 26 | 26 | 17 | Interesting | 126 | 5 |
| Unlikable | 4 | 2 | 13 | 28 | 27 | 34 | 18 | Likable | 126 | 5 |
| Total score attractiveness | 22 | 23 | 54 | 132 | 163 | 153 | 83 | | | |

Independent samples t-test: attractiveness video advertisement

| Group Statistics | | | | | |
|-------------------------------|---------------------|-----|--------|----------------|-----------------|
| Which type of video is shown? | | N | Mean | Std. Deviation | Std. Error Mean |
| AverageAdvertisement | Nostalgic video | 118 | 5,5915 | 1,24815 | ,11490 |
| | Non-nostalgic video | 126 | 4,8762 | 1,30938 | ,11665 |

| 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 | |
| AverageAdvertisement | Equal variances assumed | 2,221 | ,137 | 4,362 | 242 | ,000 | ,71533 | ,16399 | ,39230 | 1,03837 |
| | Equal variances not assumed | | | 4,369 | 241,922 | ,000 | ,71533 | ,16374 | ,39281 | 1,03786 |

Hypothesis 4

Custom table: frequency distribution

| Brand attitude comparison nostalgic vs. non-nostalgic advertisement | | | | | | | | | |
|---|-------------------|----------|-------------------|----------------------------|----------------|-------|----------------|-----|------------------|
| Nostalgic advertisement | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | N | Weighted average |
| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree | | |
| I say positive things about Microsoft's products to other people | 2 | 14 | 18 | 34 | 27 | 33 | 0 | 118 | 5 |
| I have a favourable attitude towards Microsoft | 4 | 10 | 16 | 27 | 33 | 28 | 0 | 118 | 4 |
| To me, Microsoft is the best brand of its kind | 10 | 25 | 19 | 37 | 23 | 4 | 0 | 118 | 3 |
| I believe Microsoft is a good brand | 4 | 3 | 7 | 16 | 40 | 44 | 4 | 118 | 5 |
| Total | 20 | 52 | 60 | 114 | 123 | 99 | 4 | | |
| Non-nostalgic advertisement | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | N | Weighted average |
| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree | | |
| I say positive things about Microsoft's products to other people | 1 | 8 | 10 | 38 | 36 | 30 | 3 | 126 | 5 |
| I have a favourable attitude towards Microsoft | 1 | 8 | 11 | 25 | 42 | 35 | 4 | 126 | 5 |
| To me, Microsoft is the best brand of its kind | 6 | 23 | 16 | 44 | 24 | 9 | 4 | 126 | 4 |
| I believe Microsoft is a good brand | 1 | 1 | 5 | 17 | 37 | 53 | 12 | 126 | 5 |
| Total score BA | 9 | 40 | 42 | 124 | 139 | 127 | 23 | | |

Independent-samples t-test: brand attitude

Group Statistics

| Which type of video is shown? | | N | Mean | Std. Deviation | Std. Error Mean |
|-------------------------------|---------------------|-----|------|----------------|-----------------|
| AverageBA | Nostalgic video | 118 | 4,23 | 1,111 | ,102 |
| | Non-nostalgic video | 126 | 4,62 | 1,044 | ,093 |

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 |
| AverageBA | Equal variances assumed | 1,215 | ,271 | -2,827 | 242 | ,005 | -,390 | ,138 | -,662 | -,118 |
| | Equal variances not assumed | | | -2,822 | 238,134 | ,005 | -,390 | ,138 | -,662 | -,118 |

Hypothesis 5

Custom table: frequency distribution

| Purchase intention comparison nostalgic vs. non-nostalgic advertisement | | | | | | | | | |
|---|-------------------|----------|-------------------|----------------------------|----------------|-------|----------------|-----|------------------|
| Nostalgic advertisement | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | N | Weighted average |
| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree | | |
| I say positive things about Microsoft's products to other people | 2 | 5 | 9 | 13 | 31 | 43 | 15 | 118 | 5 |
| I have a favourable attitude towards Microsoft | 6 | 14 | 19 | 27 | 31 | 20 | 1 | 118 | 4 |
| To me, Microsoft is the best brand of its kind | 4 | 7 | 11 | 9 | 27 | 49 | 11 | 118 | 5 |
| I believe Microsoft is a good brand | 4 | 3 | 13 | 11 | 27 | 51 | 9 | 118 | 5 |
| Total | 16 | 29 | 52 | 60 | 116 | 163 | 36 | | |
| Non-nostalgic advertisement | | | | | | | | | |
| Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | N | Weighted average |
| | Strongly disagree | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree | Strongly agree | | |
| I will purchase/use products from Microsoft in the future | 0 | 4 | 10 | 16 | 32 | 51 | 13 | 126 | 5 |
| I would purchase/use Microsoft over other brands | 4 | 16 | 11 | 40 | 35 | 14 | 6 | 126 | 4 |
| It is likely that I will purchase/use products from Microsoft | 0 | 6 | 8 | 13 | 37 | 43 | 19 | 126 | 5 |
| I am willing to purchase/use products from Microsoft | 0 | 6 | 9 | 15 | 36 | 47 | 13 | 126 | 5 |
| Total score PI | 4 | 32 | 38 | 84 | 140 | 155 | 51 | | |

Independent-samples t-test: purchase intention

Group Statistics

| Which type of video is shown? | | N | Mean | Std. Deviation | Std. Error Mean |
|-------------------------------|---------------------|-----|------|----------------|-----------------|
| AveragePI | Nostalgic video | 118 | 4,83 | 1,255 | ,116 |
| | Non-nostalgic video | 126 | 4,97 | 1,129 | ,101 |

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 |
| AveragePI | Equal variances assumed | 2,612 | ,107 | -,915 | 242 | ,361 | -,140 | ,153 | -,441 | ,161 |
| | Equal variances not assumed | | | -,912 | 235,147 | ,363 | -,140 | ,153 | -,442 | ,162 |