

Impact of Nostalgia Marketing on Consumer Purchase Decisions in Tirupattur District

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Abstract: *Nostalgia marketing influence people's memories by linking the brands to meaningful experience, which turns to changing purchase intention and decision among consumers. This study examines how nostalgia marketing actually affects what people choose to buy, and how it connected with people emotionally and how they perceive the brand. Data were collected from 100 respondents from Tirupattur District using questionnaire. The researcher used SPSS for statistical analysis to test correlation and regression. The results found that the strong marketing in nostalgia factor will be more likely to increase the purchase Behaviour, emotional connection and brand perception among consumers. The research also founds for marketers, the real value creating emotionally charged campaign that leverages to nostalgia marketing strategy actually boost the loyalty and it drive into the sales.*

Keywords: *Nostalgia Marketing, Consumer Behavior, Emotional Branding, Purchase Decision, Brand Perception*

1. Introduction

The modern marketing world is becoming overcrowded, and saturated which makes it difficult to drops the attention of your consumer. You can no longer persuade someone to purchase something just based on functional benefits like price, quality, or utility. Marketing strategies are now evolving to target people through emotional bonding, and many markers use the psychological tactic of nostalgia. Nostalgia marketing, uses remembrances of the past to induce you. Whether it be old logo redesigns, retro designs, old school advertisements, classic symbols, or references to your childhood. Nostalgic references tend to spark positive feelings within individuals which can childhood. Nostalgic references tend to spark positive feelings within individuals which can create more brand recall and positive attitudes. The psychological effects of nostalgia include comfort, less uncertainty and strengthened identity.

From a managerial perspective, the positive effects of nostalgia marketing are numerous. It helps the firms to distinguish themselves among the numerous firms in the markets, which in turn helps in building an emotional connection and marketing long-term relationships with the customers. For example, many global firms as well as local firms have re-launched many products which are in markets for many decades by creating similar advertisements and attached to the product. Even younger consumers, mostly due to the nostalgia attached to the product. Even younger consumers are also found to be drawn to these marketing strategies, which perceive it as novel and authentic. Such marketing strategies not only capture the attention of older consumers who have lived through the period when the product was first launched but also appeal to the younger generation, which find these kinds of strategies as new and genuine.

Despite its popularity and wide usage, the impact of nostalgia marketing on consumer purchase decision is an area worth exploring. Many studies have been conducted on how nostalgia marketing affects of nostalgia marketing on actual purchase decision of the consumers. In addition, there is a need to understand the interactions between awareness, emotional response and brand attitude of the consumers. This study makes an attempt to fill these gaps by examining the impact of nostalgia marketing on the actual purchase decision of the consumers and to understand the extent to which awareness and emotional response of consumer interactants with brand attitude. The literature on nostalgia marketing has experiences a resurgence in recent years, yielding important insights for marketing researchers and professionals.

2. Review of literature

Mukhopadhyay (2024) conducted an extensive systematic literature review on nostalgia marketing. The study shows how nostalgia marketing affects consumers emotional and psychological states in a powerful way resulting in brand attachment and purchase intentions via the memory consumption pathway. The review finds that the use of nostalgic appeals in advertising influences attitudes, memory and purchase intentions in diverse such as food, apparel and entertainment.

Zhang. et.al (2024) temporal landmarks also features significantly on the marketing literature. He shed light on a theoretical model that shows how and why nostalgia arises in response to temporal landmarks. Specifically, unique and meaningful life events and

reminiscence improve nostalgia, which in turn facilitates nostalgic consumption by stratifying the “need to belong” motivation.

Sotelo-Duarte and Rajagopal (2024) show that autobiographical memories. Childhood experiences and social relatedness motivations have a important impact on consumers attitude toward a brand and on their intention to purchase a product. Consumers exhibit a preference for products and brands associated with familiarity, tradition and positive emotional memories.

3. Research Gap

The nostalgia marketing has drawn a fair amount of attention in academic research, some limitations still shoe up, there are not many integrated studies and that look at several dimensions at the same time. It connected with emotional response or brand attitude, but it is the kind on nudge purchase decisions. Likely, the limited use of empirical evidence to check whether the theoretical models, even the conceptual framework can be insightful, especially when you move into emerging markets. Existing study says that nostalgia marketing influence positively in brand recall, emotional attachment, trust and purchase intention. The limited empirical research has been made in emerging markets in India. Especially across different age group and segments in the market.

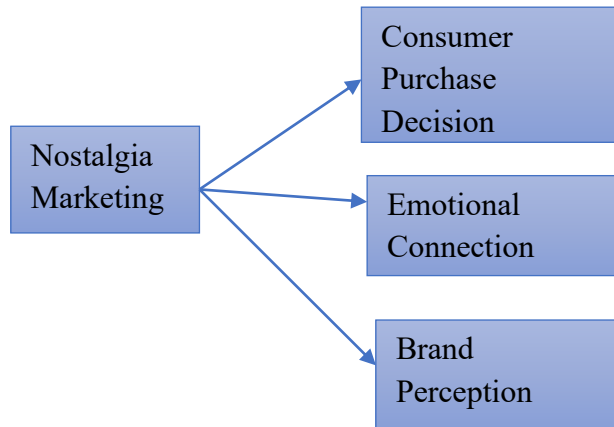
4. Statement of the Problem

The nostalgia marketing becomes more common and it still not fully clear and how it actually nudges people toward buying decisions. Companies push and giving lot of effort for making budget into these throwback kinds of campaigns, but it proves that, it turns into real purchase behavior. Alos, the important elements like emotional connection and brand perception interaction is not fully covered, there is a real fact among the consumers is the emotional matters a lot in how consumers buying product and purchase decisions, yet the precious ways for that emotional connection or it meditating channel truly connect the gap between the strategies followed by the nostalgia marketing on consumer purchase decisions.

5. Objectives of the Study

- To understand the concept of nostalgia marketing
- To examine the impact of nostalgia on consumer emotions
- To analyze its influence on purchase decisions
- To identify which age group is more influenced by nostalgic marketing

6. Conceptual Framework



7. Hypothesis

H1: There is a relationship between the nostalgia marketing and purchase decisions.

H2: There is positive relationship between emotional connection and consumer purchase decisions.

H3: There is association between brand perception and consumer purchase decisions.

8. Research methodology

The researcher were used descriptive research design to analyses nostalgia marketing how it relates to consumer buying decisions. The primary data were collected through a structured questionnaire, created to capture the main variables awareness, emotional brands, brand perception and purchase behavior. the data were collected from 100 respondents from Tirupattur district. The convenience sampling was choose because it was the most accessible option and also due to limited time. For the data analysis, SPSS software was used. Descriptive statistics to summarize the data, Reliability analysis to assess the consistency of the scale, Correlation analysis to examine relationships between variables, Regression analysis to determine the impact of independent variables on the dependent variable. The methodology ensures that the study is systematic, objective, and replicable.

9. Data Analysis and Results

Demographic Variable

Demographic Variable	Category	Frequency	%
Age	Below 20	25	25%
	21–30	40	40%
	31–40	20	20%
	Above 40	15	15%
Gender	Male	52	52%
	Female	45	45%
	Prefer not to say	3	3%
Occupation	Student	48	48%
	Employed	30	30%
	Self-employed	12	12%
	Others	10	10%
Shopping Frequency	Rarely	15	15%
	Occasionally	35	35%
	Frequently	30	30%
	Very Frequently	20	20%
Total Respondents		100	100%

The demographic profile of the respondents are, most respondents is about 40%, fall into the 21-30 age group, the gender spilt is fairly even 52% male and 45% female, and also small group 3% who prefer not to say the gender. The occupation is large share of respondents I about 48% are students, 30% are employed. If we look at shopping frequency, most respondents are active buyers 35% shop occasionally and 30% shop frequently, 15% shop rarely. So overall, the

respondents are enough exposure to market options, which makes them examine the purchase behavior and related preferences.

Analysis Type	Variable / Model	Key Values	Result
Reliability Analysis	Cronbach's Alpha	0.892 (18 items)	High reliability
Mean Score Analysis	Awareness	Mean = 4.12	Positive perception
	Emotional Connection	Mean = 4.28	Highest influence
	Brand Perception	Mean = 4.15	Strong influence
	Purchase Decision	Mean = 4.20	Positive buying intention
	Behavioral Influence	Mean = 4.25	High behavioral impact
Correlation Analysis	Awareness → Purchase	$r = 0.65^{**}$	Strong positive
	Emotion → Purchase	$r = 0.78^{**}$	Very strong positive
	Brand → Purchase	$r = 0.72^{**}$	Strong positive

Regression Analysis	R Square	0.656	65.6% variance explained
	Model Significance	p = 0.000	Statistically significant
	Awareness (β)	0.21	Significant impact
	Emotional Connection (β)	0.45	Strongest predictor
	Brand Perception (β)	0.33	Moderate impact

The overall statistical analysis gives solid evidence in nostalgia marketing really does have an impact on consumer purchase choices. The reliability part shows a Cronbach's Alpha of 0.892, it confirms that the measurement scale is reliable. The most respondents have positive perception. In that group, emotional connection lands the highest score, and that suggest nostalgia marketing is particularly strong at pushing it up, because there is a very strong positive link between emotional connection and purchase decision. So, when the emotional attachment goes high, the probability of purchasing also goes high. Awareness of brand perception also show strong positive correlations with purchase decisions. The regression analysis confirms the broader effect as well. The R square is 0.656, about 65% of the variation in the purchase decision is explained by the nostalgia marketing variables. The model is statistically significant. O the proposed relationship is positive. Finally, the results clearly point out the nostalgia marketing influencing consumer behavior, and emotional connection ends up being the key factor in driving the purchase decision, even is other variables also matter a bit.

10. Findings

- The study reveals that consumers have a high level of awareness of nostalgia marketing strategies.
- Nostalgia marketing creates a strong emotional bond with consumers.
- The emotional connections seems to have the biggest influence on the actual purchase choices, not just the casual interest.
- The brand perception tends to get netter, positively shaped by those nostalgia elements that feel familiar.
- Regression analysis confirms that nostalgia marketing significantly explains consumer buying behavior.
- Emotional connection is identified as the most influential factor, followed by brand perception and awareness.

11. Managerial implications

The findings provide insightful data for marketers and business organizations. The companies should focus on integrating elements into their marketing campaigns. The childhood memories, retro designs, and cultural references, brands can create a deeper emotional connection between the organizations and consumers. The emotional storytelling should be emphasized in advertising strategies. Instead of focusing solely on product features, marketers should highlight emotional experiences that resound with consumers. This strategy also enhance the brand Recall and increase customer loyalty. The business should consider reviving not only products, packaging, or advertisements to attract both older and younger audiences. Nostalgia marketing is not only for the consumers who have experienced the past but also created curiosity among new generations. Finally the social media and digital platforms can be effectively used to promote nostalgic content and it evoke memories and emotions can increase engagement and strengthen brand consumer relationship.

12. Conclusion

The nostalgia marketing plays a significant role in influencing consumer purchase decision, by evoking the positive emotions and memories, the strategy create strong emotional connections that drive consumer behavior. The empirical analysis confirms that emotional connection is the most critical factor affecting the purchase decision of the consumers, and the brand perception and awareness. The result demonstrated that nostalgia marketing is an effective tool for

enhancing brand engagement, improving customer loyalty, and increasing sales. In an highly competitive market, business can leverage nostalgia to differentiate themselves and create long-lasting impressions on consumers. This study provides the importance of emotional branding and practical insights to the marketers and design more effective campaigns.

Scope for future research

- Future studies can expand the sample size and include respondents from different geographical regions.
- Comparative studies can be conducted across different industries such as fashion, food, and technology to understand the varying impact of nostalgia marketing.
- Studies can be made to assess the effectiveness of nostalgia marketing on social media influence and online environment.
- Longitudinal studies can be conducted to analyze the long-term impact of nostalgia marketing on brand loyalty and consumer retention.

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