

THE POWER OF NOSTALGIA MARKETING TO INDONESIAN MILLENNIAL CUSTOMERS' PERCEPTION

Vanesa Valensca* and Ira Fachira

School of Business and Management, Institut Teknologi Bandung, Indonesia
E-mail: vanesa.valensca@sbm-itb.ac.id

Abstract. *Worldwide market is seen to be following the marketing trend that inserted nostalgic cues to brand narrative and selling purposes. However, there's not much literature provided to Indonesian millennials customers and may not be as relevant to their cultural context. Adapting framework of Lammersma and Wortelboer (2017) and Bhuyan (2011), the objective of this research is to clarify the relationship between Indonesian millennials and nostalgia, to explore rightful nostalgic elements, and analyse the impact of nostalgic video advertising towards brands' attractiveness, attitude, and purchase intention. The two brands observed are FMCG brands: Indomie and Indoeskrim. There will be two phases in the study, exploratory descriptive questionnaires to 30 saturated respondents and experimental statistics questionnaires to 1013 respondents. Correlation analysis and Mann Whitney U test, shows positive relationship between Indonesian millennials' with nostalgia and confirms that nostalgic advertisements are more attractive. However, on popular brand as Indomie, nostalgic video ad performed equally to non-nostalgic one, while on the lesser-known brand as Indoeskrim, nostalgic video ad outperformed the non-nostalgic. The research findings can be a future reference on nostalgia marketing implementation for marketers.*

Keywords: *Nostalgia; Nostalgia Marketing; Advertising; Customer Perception; Brand Attitude; Purchase Intention; Millennials*

INTRODUCTION

As seen on the market nowadays, many had jumped into using nostalgic theme for their brand and selling purpose. It has become a worldwide phenomenon (Friedman, 2016). We can see the example of nostalgia trend in popular culture on the-now-trendy retro product re-introduction (i.e. Polaroid cameras, retro fashion product, etc). This 'reviving' trend also inspired old movies revival and related marketing activities in the film industry. In Indonesia, movies remake raved huge response and dominated Indonesian top 10 highest grossing movies of all time. Many also created nostalgic-themed video advertisements that sparked hype to their brand, such as Indomie noodle and LINE Messaging application. Suggesting that nostalgia theme is highly favorable to Indonesian customers. Although utilizing nostalgic cues aren't new, it only has strong revival recently, as millennials in particular, search for a sanctuary from the stress and confusion of the digital age (Harvey, 2017), a condition where profound bond, social connectedness, authenticity and simplicity had decreased. Nostalgia marketing is then considered as an effective strategy to break this advertising clutter in which customer learned to avoid and tune out many ineffective noise of advertising (Lammersma & Wortelboer, 2017). However, previous studies may not meet the exact condition of Indonesian customer behavior. Because an individual in different places link themselves to different nostalgic phenomenon and attitude that subjectively relates to how and where they were born and raised (Bhuyan, 2011). So, this research aims to see and conclude if there is a role of nostalgic element in marketing strategy to, specifically, Indonesian millennial customers (year born of 1980 to 2000). This research will also explore which elements are the most impactful and relevant to them as customers. Including the examination of nostalgia attractiveness and impact to brand attitude and purchase intention. This will be done by comparing the effect of nostalgic video advertisement to non-nostalgic one. The findings, conclusion, and the recommendation of this research aims to contribute to marketing practitioners and strategist and can be used as suggestions to be implemented in future marketing strategy that plans to involve nostalgic elements.

LITERATURE REVIEW

Nostalgia Origins and Definition

Nostalgia originally came from two Greek root words, "nostos" meaning "returning home or to one's native land" and "algos" meaning "pain, suffering, or grief" (Hofer 1688; Daniels 1985), as it is considered as an extreme homesickness amongst the Swiss soldiers at travelling far from their native country. But, Holbrook and Schindler (1991) now defined nostalgia as "a preference (general liking, positive attitude, or favorable affect) toward objects (people, events, or things) that were more common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, adolescence, childhood, or even before birth)".

Nostalgia Types

There are two types of pattern in nostalgia referred; personal (autobiographical) nostalgia and vicarious (historical/communal) nostalgia. According to Goulding (2002), personal nostalgia is related to the individual's actual personal memories and emotions

of the past. While, vicarious reality came from outside the individuals' past experiences, obtained from a period of times before they were born (Havlena and Holak, 1991; Stern, 1992). It is a simulated nostalgia, symbolizing indirect experience (Baker & Kennedy, 1994).

Nostalgia Marketing

Nostalgia marketing is defined as a marketing strategy that utilize nostalgic cues coming from product design, product packaging, and/or advertising campaign (Lammersma and Wortelboer, 2017). There needs to be a nostalgic reminiscent in the marketing elements to stimulate, resonate, and trigger consumer, on the eventual desire and motivation for them to buy the products/services (Guo, 2009). It has to be a message that connects customer to past experience in a form of evoking cues (jingles, pictures, familiar odours, etc) to be effective and create a different response, because the memory recall obtained more complicated level of emotion and behavioural intentions compared to non-nostalgic advertising (Lammersma and Wortelboer, 2017).

Nostalgia Marketing Process

In 2017, Lammersma and Wortelboer adapted Cui (2015) framework that was also inspired by classic model of consumer behavior to nostalgia marketing process, The ABC model of attitudes by Fishbein and Ajzen in 1980. Nostalgia marketing came from nostalgic memory that can be evoked by the influence nostalgic advertising cues (Lammersma and Wortelboer, 2017), where the triggering memory mostly came from personal experience. It came from triggered stimuli in the forms of nostalgic sound, touch, sense, taste, and/or visual (Wildschut, 2006). It inspires the feeling of nostalgic emotion, that was influenced by perceived self-continuity and nostalgic proneness, which the two factors came as a result of confusion in digital era faced by millennials currently facing social and economical changes in their lives (Lammersma & Wortelboer, 2017). This will result in the passing nostalgic emotion transformed into nostalgic cognition or brand attitude that decides customers' favorability, eventually forming nostalgic behavior (Cui, 2015). Nostalgia marketing is fulfilled when people buy the nostalgic product.

As of the object of nostalgia marketing, Bhuyan (2011) conducted an exploratory research to Indian customers and concluded that nostalgia isn't a one-for-all formula, meaning not all brand can rely on nostalgia to sell. It must be backed by a reason to exist with the right platform for customer to connect, a strong historical and relevant context, including brand's strong performance, customer approval, and consistency of the two elements today to its past (Bhuyan, 2011). The research also found that FMCG, clothing/apparel are the two most mentioned brand categories as the related objects related to nostalgic recollection of Indian customers (Bhuyan, 2011). Brand's packaging and consumption experience (in the form of taste, smell, comfort, etc) are also the most remembered features that affected customer's nostalgic feeling (Bhuyan, 2011).

Conceptual Framework and Hypotheses

The final established conceptual framework for this research will mainly take the model by Lammersma and Wortelboer (2017). Stating that nostalgic memory (influenced by nostalgic advertising cues) would later evoke nostalgic emotion (influenced by perceived self-continuity and nostalgic proneness), resulted in customer's nostalgic cognition and leads to their nostalgic behavior to the brand. Unlike the previous model that only considered personal nostalgia to be the component of nostalgic memory, this research also explores the possibility of vicarious nostalgia being an impactful nostalgic memory to the customers. In addition, based from Bhuyan (2011) study, cultural conditioning is added, noting that nostalgia marketing must be relevant to the historical and current context of the targeted customers' culture.

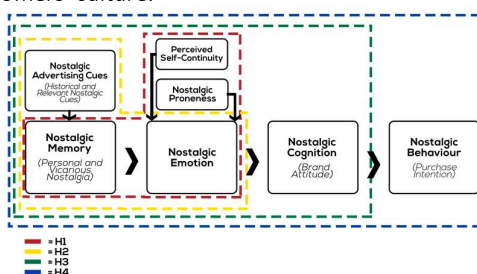


Figure 1: Conceptual Framework of Nostalgia Marketing

Several hypotheses based on the framework then emerged:

- Millennials are assumed as a very nostalgic prone generation so far, making nostalgia marketing a tactic that works very well with millennials (Friedman, 2016).
H1: Indonesian millennial customers are prone to nostalgic feeling
- Nostalgic advertising cues influence what customers think during its exposure, creating positive perceptions, higher level of emotions, and attractiveness towards the advertisement, rather than the ones without nostalgic cues (Pascal & Muehling, 2002).

H2: Video advertisement with nostalgic cues is more attractive compared to non-nostalgic video advertisement.

- Nostalgic advertising generated positive feelings and emotions that leads to an also positive attitude towards the brand and advertisement (Cui, 2015).

H3: Nostalgic cues in video advertising strengthen the brand attitude among Indonesian millennials

- Purchase intention itself depends on the brand value and others' recommendation, so marketers can influence it by various stimulating marketing strategies, which previous research found can be achieved all the way from brand's nostalgic advertisement (Lammersma & Wortelboer, 2017).

H4: Nostalgic cues in video advertising enhance the purchase intention among Indonesian millennials.

METHODOLOGY

Stage 1: Explorative Questionnaire

First, descriptive questionnaire required respondents to write brand-related nostalgic experience in detail. Including their take on triggering stimuli and most impactful product features. The respondents are Indonesian born between the year 1980 to 2000. The output of the questionnaire is to explore and code a saturated brand category that triggered Indonesian millennials, and thus, a brand name proven to be practicing nostalgia marketing approach will be examined as an object of the next stage. The method itself is based from Holak and Havlena (1991) with variables of category already predetermined from Bhuyan (2011) study. To a saturated 30 respondents, result coded Indonesian millennials most nostalgic brand category: FMCG or fast moving consumer goods (especially food brands) and entertainment goods. Different than Bhuyan (2011) respondent, Indonesian considered "product design" to strongly influence nostalgic consumption. Making conclusion nostalgia as a very contextual matter to the people involved. This preliminary research then chose the brand Indomie noodles and Indoeskrim ice cream to represent FMCG category to be examined further, based on their difference of popularity in the market.

Stage 2: Experimental Questionnaire

The next stage of the research is to compare the effect of nostalgia through video advertisement done by Indomie and Indoeskrim brand, to their own non-nostalgic video ads. This stage is adapted from Lammersma and Wortelboer (2017) approach done by to two different tone of video advertisement (in their case, Microsoft brand) to two separated groups. Hypotheses will be proven by Likert-scale based questionnaire spread randomly in social media, after a divided group of respondents watched one of the advertisements. As done in Lammersma and Wortelboer (2017) research, the two groups will target a minimum of 118 for Group A and 126 respondents for Group B. Making a total of convenient target of 488 respondents. After measurement of each variable instruments pass normality, reliability, and validity test, the data is found to be not normally distributed. Therefore, the data is considered a nonparametric and will use analyzed using Spearman's Rank as correlation analysis testing millennials and nostalgic proneness. Mann Whitney U is used to test performance between nostalgic advertisement to non-nostalgic advertisement regarding attractiveness, brand attitude, and purchase intention.

FINDINGS AND ARGUMENT

Data analysis

Distributed through 1013 total respondents (502 for Indomie and 511 for Indoeskrim), here is the summary of data analysis.

Table 2. Summary of Research Findings

Hypotheses	Measurement Scale	Brand	Evidence	Implications
<i>H1. Indonesian millennial customers are prone to nostalgic feeling</i> Variable: Nostalgia Scale (AVG_FRN) and Average Frequency of Thinking about Nostalgia (FR_Thinking)	Holbrook Nostalgia Index (1993, 1994), Personal Nostalgia Scale (Marchegiani and Phau, 2011). Tested in SPSS using Spearman's Rank Correlation Analysis	Indomie	Accepted	Indonesian millennial customers are prone to the feeling of nostalgia. Indicating an opportunity for brands to utilize nostalgic cues to gain favorability, confirming previous studies about millennials' proneness (Friedman, 2016).
		Indoeskrim	Accepted	

<p><i>H2. Video advertisement with nostalgic cues is more attractive compared to non-nostalgic video advertisement</i></p> <p>Variable: Advertisement Evaluation (AVG_ADV)</p>	<p>Items adapted from Singh and Spear (2004); Gremler (1995); Allen, Gupta, and Monier (2008).</p> <p>Tested in SPSS using Mann Whitney U Test</p>	Indomie	Accepted	<p>Indonesian millennial customers favor an advertisement that use nostalgic cues (in video form) compared to advertisements that don't use nostalgic cues (in video form). This confirms that nostalgic advertisement outperforms non-nostalgic one (Lammersma & Wortelboer, 2017).</p>
		Indoeskrim	Accepted	
<p><i>H3. Nostalgic cues in video advertising strengthen the brand attitude among Indonesian millennials</i></p> <p>Variable: Average Brand Attitude (AVG_BA)</p>		Indomie	Rejected	<p>Indonesian millennial customers do not have a distinct favorability brand attitude towards nostalgic approach on Indomie brand, disapproving previous theories. It suggests that nostalgic advertising is attractive but do not increase brand attitude towards popular brands alike, as it is already liked and favored in the market.</p>
		Indoeskrim	Accepted	<p>Indonesian millennial customers have favorable attitude towards Indoeskrim from their nostalgic video advertisement compared to non-nostalgic video advertisement, confirming previous theories. It suggest that nostalgic advertising generates positive brand attitude towards lesser known brands and help make them stand out.</p>
<p><i>H4. Nostalgic cues in video advertising nostalgic emotion then nostalgic attitude, enhance the purchase intention among Indonesian millennials</i></p> <p>Variable: Average Purchase Intention (AVG_PI)</p>		Indomie	Rejected	<p>There's no difference to Indonesian millennial customers regarding their purchase intention towards Indomie brand as both video advertisements perform the same, disapproving previous theories. It suggests that popular and staple brand like Indomie is purchased with or without a creative approach of nostalgic advertising.</p>
		Indoeskrim	Accepted	<p>Indonesian millennial customers has a preference of purchase intention towards Indoeskrim brand when exposed to their nostalgic video advertisements compared to their non-nostalgic video advertisements, confirming previous researches. It suggests that nostalgic advertising</p>

			works well in enhancing purchase intention of middle-class brands, as it adds an added band narrative and unique positioning.
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CONCLUSIONS

Nowadays, worldwide market had seen to be implementing nostalgia elements and cues on their marketing approach. This approach targeted customers' emotion to a biased purchase intention, especially millennials, as this feeling came because of confusion in digital era. However, the approach that fits Indonesian market hasn't been deeply studied yet, as it is found that different culture leads to different emotional perception by the market. Therefore, it is important to explore the rightful elements to Indonesian millennials specifically, and seek the impact of nostalgic marketing right away. As to what this study is conducted for, using comparison of video advertisements as the objects. To further answer the objectives, this study undergo two stages of approaches, exploratory and experimental. Data for exploratory is collected by descriptive questionnaire to 30 saturated respondents, and data for experimental collected a total of 1013 respondents through online questionnaire. Results being generated answer research objectives, that nostalgia marketing is more attractive, but perform equally in terms of brand attitude and purchase intention to staple and popular brand. However, it works really well with lesser known brands, increased its brand attitude and purchase intention. Suggesting its proper implication as unique brand narrative and can be used as positioning to make brands stand out. In this context, marketers and brands must also remember to advertise relevant nostalgic cues towards its target market, in this case, to Indonesian millennials. Therefore, a deep understanding towards their historical experience, pop culture, along with relevant twist of today's reference must be done in order to effectively use this method of nostalgic approach.

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