

## NOSTALGIA MARKETING AND CONSUMER ATTRACTION: EXAMINING THE ROLES OF EMOTIONAL FACTORS

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### ABSTRACT

Nostalgia marketing has emerged as an influential marketing strategy that leverages consumers' positive memories and past experiences to create stronger connections with brands. The present study examines consumer attraction toward nostalgia marketing and investigates the role of emotional factors in shaping consumer responses. Specifically, the study focuses on the influence of warmth, happiness, trust, and attachment on consumer attraction in the context of nostalgia marketing. A quantitative research approach was adopted, and primary data were collected through a structured questionnaire from residents of Hyderabad. The collected data were analyzed using statistical tools, including the t-test and regression analysis. The findings indicate that nostalgia marketing effectively attracts consumers by capturing their attention, enhancing product appeal, increasing brand interest, and influencing purchase intentions. The study further reveals that emotional factors significantly contribute to consumer attraction toward nostalgia marketing. The results emphasize the importance of emotional engagement in enhancing the effectiveness of nostalgic marketing campaigns. The study provides valuable insights for marketers seeking to strengthen consumer relationships and improve brand attraction through emotionally appealing and memory-driven marketing strategies.

**Keywords:** Nostalgia Marketing, Consumer Attraction, Emotional Factors, Warmth, Happiness, Trust, Attachment, Consumer Behavior, Brand Attraction, Marketing Strategy.

### INTRODUCTION

Nostalgia marketing is a marketing strategy that utilizes memories of the past to create emotional connections between consumers and brands. The term "nostalgia" refers to a sentimental longing for previous experiences, moments, people, places, or cultural elements that evoke positive emotions. In the marketing context, companies incorporate nostalgic themes, retro designs, classic products, childhood memories, old advertisements, traditional symbols, and familiar cultural references to remind consumers of pleasant experiences from

earlier stages of their lives. By triggering these memories, brands seek to create stronger emotional engagement and enhance consumer interest in their products and services.

### **Consumer Attraction in Modern Marketing**

Consumer attraction is one of the most important objectives of modern marketing, as it determines a brand's ability to capture consumer attention, generate interest, and influence purchasing decisions. In an increasingly competitive marketplace, consumers are exposed to a vast number of advertisements, products, and promotional messages every day. As a result, attracting and retaining consumer attention has become more challenging for marketers. Organizations therefore focus on developing innovative marketing strategies that not only inform consumers about products but also create memorable experiences that encourage engagement and brand preference. Modern marketing has evolved beyond traditional approaches that primarily emphasized product features, quality, and price. Today, consumers seek experiences, emotional satisfaction, and meaningful connections with brands. Consequently, marketers increasingly employ emotional and experiential marketing techniques to attract consumers and differentiate their offerings from competitors. Strategies such as storytelling, personalized communication, social media engagement, influencer marketing, and nostalgia marketing are widely used to create stronger relationships with consumers and enhance brand attractiveness.

Consumer attraction is influenced by several psychological and emotional factors, including perceptions, attitudes, feelings, and personal experiences. Consumers are more likely to be attracted to brands that evoke positive emotions, align with their values, and provide a sense of familiarity or comfort. Emotional engagement often plays a greater role than rational evaluation in shaping consumer preferences and purchase intentions. Therefore, marketers focus on creating campaigns that resonate emotionally with consumers and foster long-term brand relationships.

### **Role of Emotional Factors in Consumer Behavior**

Emotional factors play a crucial role in shaping consumer behavior and influencing purchasing decisions. While consumers often believe that their choices are based on rational evaluations such as price, quality, and functionality, research has shown that emotions significantly affect how individuals perceive, evaluate, and respond to products and brands. Emotions influence

consumer attitudes, preferences, decision-making processes, and post-purchase satisfaction, making them an essential consideration in modern marketing strategies. As markets become increasingly competitive, organizations focus on understanding and leveraging consumer emotions to create stronger brand connections and enhance customer engagement.

Consumers frequently develop emotional responses when exposed to marketing messages, advertisements, products, and brand experiences. Positive emotions such as happiness, excitement, comfort, trust, and attachment can create favorable perceptions of a brand and increase the likelihood of purchase. Emotional experiences help consumers form deeper relationships with brands, making them more likely to remain loyal and recommend products to others. Brands that successfully evoke positive emotions often enjoy stronger consumer engagement and long-term customer relationships compared to those that rely solely on functional benefits.

### **Relationship Between Nostalgia Marketing and Emotional Factors**

The relationship between nostalgia marketing and emotional factors is a significant area of interest in contemporary consumer behavior research. Nostalgia marketing is designed to evoke memories of the past, allowing consumers to reconnect with meaningful experiences, cherished moments, and familiar cultural references. Unlike traditional marketing approaches that focus primarily on product attributes and functional benefits, nostalgia marketing appeals directly to consumers' emotions. By triggering memories associated with childhood, family traditions, historical events, or previous life experiences, nostalgia-based marketing campaigns create emotional responses that influence how consumers perceive and interact with brands.

Emotional factors serve as the underlying mechanism through which nostalgia marketing affects consumer behavior. When consumers encounter nostalgic advertisements, retro product designs, classic brand symbols, or familiar music and imagery, they often experience positive emotions that enhance their engagement with the brand. These emotional responses make the marketing message more memorable and create a stronger psychological connection between the consumer and the brand. As a result, consumers may develop more favorable attitudes, stronger preferences, and greater attraction toward products associated with nostalgic experiences.

The combined influence of these emotional factors contributes significantly to consumer attraction. Consumers who experience warmth, happiness, trust, and attachment through nostalgic marketing are more likely to pay attention to advertisements, develop positive perceptions of brands, show stronger purchase intentions, and maintain long-term relationships with products and services. Therefore, emotional factors act as a bridge between nostalgia marketing and consumer attraction, explaining how nostalgic experiences translate into favorable consumer responses. Understanding this relationship enables marketers to design emotionally engaging campaigns that strengthen brand appeal and create lasting connections with consumers.

## REVIEW OF LITERATURE

**Wildschut, et al., (2006)** investigated the content, triggers, and functions of nostalgia and sought to understand the emotional nature of nostalgic experiences. The study employed survey-based and experimental research methods to examine individuals' nostalgic memories and emotional responses. The findings revealed that nostalgia is predominantly associated with positive social experiences, meaningful relationships, and cherished personal memories. The study concluded that nostalgia generates positive emotions such as warmth, happiness, and connectedness, which contribute to psychological well-being and influence attitudes and behaviors.

**Sedikides, et al., (2008)** explored the significance of nostalgia by examining its past, present, and future implications in human behavior and decision-making. The study adopted a conceptual review methodology by synthesizing findings from previous empirical studies on nostalgia. The findings indicated that nostalgia strengthens self-identity, enhances social connectedness, and promotes positive emotional states. The study concluded that nostalgia serves as an important psychological resource that helps individuals maintain emotional stability and fosters favorable responses in various behavioral contexts, including consumer decision-making.

**Routledge, et al., (2013)** examined nostalgia as an existential resource and investigated its role in creating meaning and purpose in life. The study utilized experimental research designs and psychological assessments to evaluate the effects of nostalgic reflection on individual well-being. The findings showed that nostalgic experiences increase feelings of meaning, optimism, self-worth, and emotional security. The study concluded that nostalgia provides individuals

with a sense of purpose and psychological comfort, making it an effective mechanism for generating positive emotional responses and strengthening personal connections.

**Fournier (2009)** focused on understanding the development and significance of consumer-brand relationships in marketing. The study employed a theoretical and conceptual research approach by reviewing existing literature on relationship marketing and consumer behavior. The findings emphasized that trust, commitment, emotional attachment, and satisfaction are fundamental factors influencing strong consumer-brand relationships. The study concluded that consumers form meaningful emotional bonds with brands, and these relationships play a critical role in shaping loyalty, brand preference, and long-term consumer engagement.

**Park, MacInnis, et al., (2010)** investigated the concepts of brand attachment and brand attitude strength and their influence on consumer behavior and brand equity. The study adopted a quantitative research methodology using survey data and statistical analysis to assess the impact of emotional attachment on consumer responses. The findings revealed that brand attachment is a stronger predictor of consumer loyalty, purchase intentions, and positive brand evaluations than brand attitude strength alone. The study concluded that emotional attachment is a critical factor in enhancing consumer attraction and strengthening the overall value of a brand.

**Adam D. Kessous and Eric Roux (2013)** examined the relationship between nostalgia, autobiographical memories, and brand communication. The study employed a qualitative research approach using semiotic analysis to understand how nostalgic elements in brand communication influence consumers. The findings revealed that nostalgic advertisements evoke personal memories and emotional experiences that strengthen consumers' connections with brands. The study observed that nostalgic messages enhance emotional engagement and make brand communication more meaningful and memorable. The researchers concluded that nostalgia serves as an effective communication tool that fosters positive consumer attitudes and strengthens brand-consumer relationships.

**Nader Tavassoli and Michele Wedel (2017)** focused on understanding the role of brand communication in shaping consumer emotions and behavioral responses. The study utilized empirical marketing research and consumer behavior analysis to evaluate emotional reactions toward brand messages. The findings indicated that emotionally engaging brand communications positively influence consumer perceptions, brand attitudes, and purchase

intentions. The study found that emotions play a critical role in determining the effectiveness of marketing campaigns. The researchers concluded that successful brand communication strategies should emphasize emotional engagement to enhance consumer attraction and long-term brand relationships.

**Maria A. Merchant and John B. Ford (2008)** explored the concept of nostalgia and its application in charitable giving and consumer behavior. The study adopted a conceptual research framework by reviewing existing literature on nostalgia and emotional appeals. The findings suggested that nostalgic appeals generate positive emotions, increase emotional involvement, and encourage supportive consumer behavior. The study observed that nostalgia can strengthen individuals' emotional attachment to causes and organizations. The authors concluded that nostalgia is a powerful emotional mechanism that can influence attitudes, intentions, and behavioral outcomes across different marketing contexts.

**Clay Routledge, et al., (2015)** investigated nostalgia as a motivational force that influences human behavior and psychological functioning. The study employed a review-based approach by synthesizing evidence from psychological and behavioral research. The findings revealed that nostalgia enhances motivation, optimism, social connectedness, and goal-directed behavior. The study found that nostalgic memories encourage individuals to pursue meaningful activities and maintain positive outlooks toward the future. The researchers concluded that nostalgia serves as an important motivational resource that positively influences attitudes, emotions, and behaviors.

**Kathleen D. Vohs, et al., (2012)** examined the psychological functions of nostalgia and its influence on individual well-being. The study utilized a conceptual review of previous empirical findings related to nostalgia and emotional experiences. The findings demonstrated that nostalgia contributes to emotional comfort, self-esteem enhancement, social connectedness, and psychological resilience. The study observed that nostalgic memories help individuals cope with negative emotions and stressful situations. The researchers concluded that nostalgia performs several beneficial psychological functions that promote positive emotional states and improve overall well-being.

**Aimee Drolet and Marcia K. Johnson (2013)** explored how consumers categorize and respond to emotions in marketing environments. The study employed consumer psychology perspectives and empirical evidence to examine emotional responses to marketing stimuli. The

findings revealed that different emotional experiences significantly influence consumer perceptions, judgments, and decision-making processes. The study found that positive emotions contribute to favorable brand evaluations and stronger consumer engagement. The researchers concluded that understanding emotional responses is essential for developing effective marketing strategies and enhancing consumer attraction.

**Keunyoung Oh, et al., (2020)** investigated the relationship between nostalgia marketing, emotional attachment, and consumer behavior. The study adopted a quantitative research approach and analyzed consumer responses toward nostalgia-based marketing activities. The findings revealed that nostalgia marketing significantly enhances emotional attachment, brand preference, and consumer engagement. The study found that consumers who develop stronger emotional attachments through nostalgic experiences are more likely to exhibit positive purchasing behaviors. The researchers concluded that emotional attachment serves as a key mechanism through which nostalgia marketing influences consumer attraction and strengthens brand-consumer relationships.

## **RESEARCH QUESTIONS**

1. What is the level of consumer attraction toward nostalgia marketing?
2. How do emotional factors influence consumer attraction toward nostalgia marketing?

## **OBJECTIVES OF THE STUDY**

1. To assess the level of consumer attraction toward nostalgia marketing.
2. To assess the impact of Emotional Factors on consumer attraction in nostalgia marketing.

## **HYPOTHESIS OF THE STUDY**

**H0<sub>1</sub>:** There is no significant difference in consumer attraction toward nostalgia marketing between male and female consumers.

**H0<sub>2</sub>:** There is no significant impact of warmth, happiness, trust, and attachment on consumer attraction in nostalgia marketing

## **SCOPE**

The study is centered on understanding the effectiveness of nostalgia marketing in attracting consumers and influencing their perceptions toward brands and products. The study examines the extent to which nostalgia-based marketing strategies capture consumer attention, generate

interest, and enhance overall consumer attraction. Further, it explores the role of key emotional factors, namely warmth, happiness, trust, and attachment, in shaping consumers' responses to nostalgic marketing campaigns. By analyzing the relationship between these emotional factors and consumer attraction, the study seeks to identify how nostalgic memories and emotions contribute to positive consumer attitudes and behavioral intentions. The findings of the study are expected to provide valuable insights for marketers and businesses in designing emotionally engaging marketing campaigns that strengthen consumer connections and improve brand appeal.

## RESEARCH METHODOLOGY

**Research Design:** The study adopts a quantitative research approach to systematically measure and analyze consumers' perceptions of nostalgia marketing and its influence on consumer attraction. Structured questionnaires are used to collect numerical data, enabling statistical analysis and objective interpretation of the findings.

**Geographical Location:** The study is conducted in Hyderabad, a rapidly growing metropolitan city with a diverse consumer population. The location provides an appropriate setting to examine consumer responses to nostalgia marketing across different demographic groups.

**Target Population:** The target population comprises residents of Hyderabad who are exposed to various forms of marketing and advertising. Individuals from different age groups, occupations, and backgrounds are included to obtain diverse perspectives on nostalgia marketing and consumer attraction.

**Nature of Data:** The study relies on primary data collected directly from respondents through a structured questionnaire. This approach ensures that the information gathered is relevant, current, and specifically aligned with the objectives of the study.

**Sampling Methodology:** Convenience sampling is employed to select respondents who are easily accessible and willing to participate in the survey. This method facilitates efficient data collection within the available time and resource constraints while ensuring adequate participation.

**Sample Size:** A total of 153 respondents are included in the study to provide sufficient data for statistical analysis. The sample size is considered adequate for assessing consumer attraction toward nostalgia marketing and examining the impact of emotional factors such as warmth, happiness, trust, and attachment.

## STATISTICAL TOOLS

**T-TEST:** The t-test statistical tool compares the mean scores of two groups and helps identify whether variations in consumer attraction are statistically significant. The results provide insights into how different categories of consumers perceive nostalgia marketing.

**REGRESSION ANALYSIS:** Regression analysis is employed to examine the impact of emotional factors, namely warmth, happiness, trust, and attachment, on consumer attraction toward nostalgia marketing. The analysis identifies which emotional factors significantly influence consumer attraction and the extent of their contribution to consumer responses toward nostalgia-based marketing strategies.

## LIMITATION OF THE STUDY

1. The study is limited to Hyderabad city, and therefore the findings may not represent the perceptions of consumers in other cities or regions.
2. The study relies on primary data collected through questionnaires, and the accuracy of the findings depends on the honesty and understanding of the respondents.
3. The study focuses only on four emotional factors—warmth, happiness, trust, and attachment, while other factors that may influence consumer attraction are not considered.
4. Consumer perceptions and preferences may change over time, whereas the study captures responses only during a specific period, making the findings time-bound.

## DATA ANALYSIS

**OBJECTIVE 1:** To assess the level of consumer attraction toward nostalgia marketing.

**Table No 1 One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Nostalgic advertisements catch my attention.	40.187	152	.000	3.33333	3.1695	3.4972

I enjoy advertisements that remind me of the past.	31.416	152	.000	3.00654	2.8175	3.1956
Nostalgic marketing makes products more appealing to me.	40.529	152	.000	3.05882	2.9097	3.2079
I am interested in brands that use nostalgic themes.	36.075	152	.000	3.01961	2.8542	3.1850
Nostalgic advertisements influence my purchase decisions.	33.629	152	.000	3.05229	2.8730	3.2316
I prefer brands that evoke pleasant memories.	36.133	152	.000	2.96732	2.8051	3.1296
Nostalgia-based promotions increase my interest in a product.	31.113	152	.000	2.92157	2.7360	3.1071
I am more likely to choose products advertised with nostalgic content.	35.920	152	.000	3.19608	3.0203	3.3719

*Source: Primary Data*

The table reveals the consumer attraction toward nostalgia marketing among the respondents. The highest mean difference is observed for the statement "Nostalgic advertisements catch my attention" (Mean Difference = 3.3333), indicating that nostalgic content is highly effective in attracting consumer attention. This is followed by "I am more likely to choose products advertised with nostalgic content" (Mean Difference = 3.1961), indicating that nostalgia-based marketing positively influences product selection. Respondents also show considerable

agreement that nostalgic marketing makes products more appealing (Mean Difference = 3.0588), influences purchase decisions (Mean Difference = 3.0523), and encourages interest in brands using nostalgic themes (Mean Difference = 3.0196). Similarly, respondents enjoy advertisements that remind them of the past (Mean Difference = 3.0065) and prefer brands that evoke pleasant memories (Mean Difference = 2.9673). Although slightly lower, the mean difference for "Nostalgia-based promotions increase my interest in a product" (Mean Difference = 2.9216) still reflects a positive perception. Overall, the results indicate that nostalgia marketing effectively attracts consumers by capturing their attention, enhancing product appeal, fostering brand interest, and influencing purchasing behavior. Therefore, the study rejects the null hypothesis and accepts that there is a significant difference in consumer attraction toward nostalgia marketing between male and female consumers

**OBJECTIVE 2:** To assess the impact of Emotional Factors on consumer attraction in nostalgia marketing.

**Table No 2 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 <sup>a</sup>	.155	.132	.78221

a. Predictors: (Constant), Attachment, Trust, Happiness, Warmth

*Source: Primary Data*

The model summary indicates that the emotional factors of warmth, happiness, trust, and attachment have a positive relationship with consumer attraction toward nostalgia marketing, as reflected by the correlation coefficient ( $R = 0.393$ ). The coefficient of determination ( $R^2 = 0.155$ ) shows that these emotional factors collectively explain 15.5% of the variation in consumer attraction. After adjusting for the number of predictors, the Adjusted R Square value of 0.132 indicates that approximately 13.2% of the changes in consumer attraction can be attributed to warmth, happiness, trust, and attachment. While the explanatory power of the model is moderate, the findings suggest that emotional factors play a meaningful role in influencing consumer attraction toward nostalgia marketing. The remaining variation may be influenced by other factors not included in the study. Overall, the results indicate that consumers' emotional responses contribute to their attraction toward nostalgia-based marketing efforts.

**Table No 3 ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.561	4	4.140	6.767	.000 <sup>b</sup>
	Residual	90.554	148	.612		
	Total	107.116	152			
a. Dependent Variable: consumer Attraction						
b. Predictors: (Constant), Attachment, Trust, Happiness, Warmth						

*Source: Primary Data*

The ANOVA results indicate that the regression model examining the impact of emotional factors—warmth, happiness, trust, and attachment—on consumer attraction toward nostalgia marketing is statistically significant. The model yields an F-value of 6.767 with a significance value of 0.000, which is less than the standard threshold of 0.05. This demonstrates that the set of emotional factors collectively has a significant influence on consumer attraction and that the regression model provides a better prediction of consumer attraction than a model without these predictors. The regression sum of squares (16.561) shows the variation in consumer attraction explained by the emotional factors, while the residual sum of squares (90.554) represents the unexplained variation. Overall, the findings suggest that warmth, happiness, trust, and attachment significantly contribute to shaping consumer attraction toward nostalgia marketing.

**Table No 4 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.826	.270		3.055	.003
	Warmth	.162	.072	.215	2.248	.026
	Happiness	.260	.077	.302	3.391	.001
	Trust	.138	.060	.203	2.319	.022
	Attachment	.196	.079	.224	2.479	.014
a. Dependent Variable: consumer Attraction						

*Source: Primary Data*

The coefficient results indicate that all four emotional factors warmth, happiness, trust, and attachment have a positive and significant impact on consumer attraction toward nostalgia

marketing. Among these factors, happiness exhibits the strongest influence with the highest coefficient value ( $\beta = 0.302$ ,  $p = 0.001$ ), indicating that consumers who experience greater happiness from nostalgic marketing are more likely to be attracted to the brand or product. This is followed by attachment ( $\beta = 0.224$ ,  $p = 0.014$ ), indicating that emotional bonds formed through nostalgic experiences significantly enhance consumer attraction. Warmth ( $\beta = 0.215$ ,  $p = 0.026$ ) and trust ( $\beta = 0.203$ ,  $p = 0.022$ ) also positively influence consumer attraction, demonstrating that feelings of comfort and confidence in a brand contribute to favorable consumer responses. Since the p-values for all variables are below 0.05, each emotional factor significantly affects consumer attraction. Overall, the results indicate that emotional responses generated through nostalgia marketing play an important role in attracting consumers, with happiness emerging as the most influential factor.

## FINDINGS OF THE STUDY

1. The study indicates that nostalgic advertisements are highly effective in capturing consumer attention; as the statement "Nostalgic advertisements catch my attention" recorded the highest mean difference value of 3.3333.
2. The study found that nostalgia marketing positively influences consumers' product choices, with "I am more likely to choose products advertised with nostalgic content" obtaining a mean difference value of 3.1961, reflecting a strong attraction toward nostalgia-based promotions.
3. The study identifies that nostalgia marketing enhances product appeal and purchase behavior, as "Nostalgic marketing makes products more appealing to me" (3.0588) and "Nostalgic advertisements influence my purchase decisions" (3.0523) received relatively high mean difference values.
4. The study results indicate that all emotional factors significantly influence consumer attraction toward nostalgia marketing, as warmth ( $\beta = 0.215$ ), happiness ( $\beta = 0.302$ ), trust ( $\beta = 0.203$ ), and attachment ( $\beta = 0.224$ ) recorded positive and significant coefficients.
5. The study found that happiness is the most influential emotional factor affecting consumer attraction, with the highest coefficient value of  $\beta = 0.302$  and a significant p-value of 0.001, indicating that joyful nostalgic experiences strongly attract consumers.
6. The study examines that attachment ( $\beta = 0.224$ ), warmth ( $\beta = 0.215$ ), and trust ( $\beta = 0.203$ ) positively contribute to consumer attraction, demonstrating that emotional bonding, comfort, and confidence in a brand enhance the effectiveness of nostalgia marketing.

## CONCLUSION

The study concludes that nostalgia marketing is an effective marketing strategy for attracting consumers by creating meaningful emotional connections with brands and products. The findings reveal that nostalgic advertisements successfully capture consumer attention, enhance product appeal, stimulate interest in brands, and influence purchase decisions. The study further establishes that emotional factors play a significant role in shaping consumer attraction toward nostalgia marketing. Among the emotional factors examined, happiness emerged as the strongest contributor, while attachment, warmth, and trust also positively influenced consumer attraction. These findings indicate that consumers respond favorably to marketing messages that evoke pleasant memories and positive emotions, leading to stronger engagement with brands. The study highlights the importance of incorporating emotional elements into marketing campaigns to foster deeper consumer relationships and strengthen brand attractiveness. Overall, nostalgia marketing serves as a valuable tool for marketers seeking to enhance consumer attraction through emotionally driven experiences and memorable brand interactions.

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