

## 20. THE POWER OF NOSTALGIC MARKETING

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The paper aims to verify the extent of the impact of nostalgia as an effective and modern phenomenon in marketing. It examines the mechanism of nostalgic marketing, the influence of nostalgia on different types of products and its role during the pandemic.

Nostalgic marketing is a strategy used to increase sales by associating a product or service with positive feelings about a target customer's past [1]. For marketers, nostalgia has an exceedingly powerful emotional hold on the audience.

Nostalgia is a complex emotional state of longing for the past. In the west, nostalgia is a compound word derived from the combination of the Greek “nostos” (back home) and “algos” (pain). The literal meaning of the word is the pain caused by taking a flight home [2]. Nostalgia gives people's life a sense of continuity and meaningfulness as they get older. Marketers have sensed this opportunity and turned nostalgia into a powerful marketing tool. That is why nostalgic marketing campaigns have become increasingly successful and popular in the last few years, as brands begin to discover the value of connectivity with their customers on a more in-depth, emotional level.

Some scientists have performed a lot of profound research on how to trigger such strong emotions in a customer. According to the model of consumer behaviour, which was published in *Journal of Service Science and Management* in 2015, the mechanism of consumer behaviour consists of nostalgic emotional reactions, nostalgic cognitive reactions and nostalgic behavioural reactions. This process consists of three steps. Firstly, nostalgic marketing inspires nostalgia emotions, then nostalgia emotions are transformed into nostalgic cognitive reactions, and eventually nostalgia behaviour is formed [2].

Nostalgia can be a strong tool for marketing various types of products. Based on the research conducted by National Purchase Diary Group, provided by the Ask Your Target Market research platform in 2017, there are a number of areas where nostalgic purchases are on the rise, varying from fashion accessories, through foodstuffs to kids' toys. To get up-to-date answers 1,000 respondents from the USA were polled about their shopping habits and how they might have been affected by nostalgia [3]. Figure 1 displays the products which are most likely purchased, as they have a connection with nostalgia feeling.

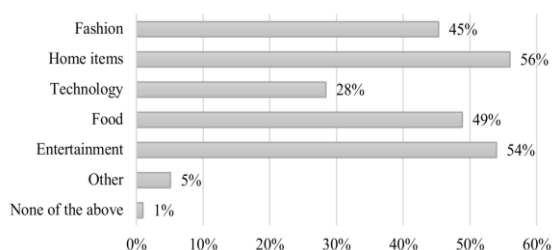


Figure 1 – Types of products and their purchase probability based on nostalgia

This study shows that the majority of respondents prefer to purchase items for home and entertainment based on a sense of nostalgia.

It is also worth mentioning that nostalgic marketing played a significant role during the quarantine in 2020. Conforming to Christine Batcho, a professor at Le Moyne College, a psychologist and nostalgia researcher, “Nostalgia is a refuge as people turn to the feelings of comfort, security and love they enjoyed in the past” [4]. It brings back pleasant memories from the past, and that is what comfort is. Therefore, it is not surprising that due to COVID-19, the number of references to nostalgic keywords increased from 13 million to 24,4 million, which is 88 % more. And this trend apparently continues.

Consequently, it can be stated that at the moment the relevance and influence of nostalgia in marketing is still growing, and the opportunities of using nostalgic marketing in the company's activities are quite wide and significant.

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