

IMPACT OF NOSTALGIA MARKETING ON CONSUMER BUYING BEHAVIOUR IN THE FMCG SECTOR: EVIDENCE FROM TAMIL NADU

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Abstract

The marketing concept of Nostalgia has become a successful marketing tactic of establishing emotional linkages between consumers and brands, by establishing positive memories from the past. The nostalgic ads, retro packaging, heritage branding, and traditional product experiences all play a major role in shaping the perception and decision-making of consumers in the Fast Moving Consumer Goods (FMCG) industry. In the present study, the researchers want to look into the effect of Nostalgia Marketing on the buying behaviour of FMCG products in Tamil Nadu. The data used for this study is primary data collected from 350 respondents using structured questionnaire by convenience sampling technique. Analysis of the data used descriptive statistics, mean score analysis and ranking techniques. The analysis is done on the socio-economic profile of the respondents, consumer awareness towards nostalgia marketing, impact of nostalgia marketing on consumer buying behaviour and consumer satisfaction towards nostalgic FMCG products. The results indicate that consumers have a high awareness level for the nostalgic marketing strategies, such as nostalgic advertising, nostalgic packaging, and nostalgic brands. The study also suggests that nostalgia marketing has a positive impact on purchase intention among the consumers by increasing emotional bonding, brand preference and repeat purchase intention. Nostalgic FMCG products are also well received by consumers, particularly in terms of their traditional taste, the quality of the product and its emotional appeal. The study finally shows that the marketing of nostalgia is a potent marketing tool for FMCG companies to boost the customer engagement, build customer loyalty and create sustainable competitive advantage in the dynamic consumer market of Tamilnadu.

Keywords: *Nostalgia Marketing, Consumer Buying Behaviour, FMCG Products, Consumer Awareness, Consumer Satisfaction, Brand Loyalty, Tamil Nadu.*

Introduction

The Fast-Moving Consumer Goods (FMCG) market is one of the most dynamic and competitive sectors, and consumer choices are constantly changing as a result of emerging trends in lifestyles, technology, and marketing strategies. In such a competitive world, it is important for marketers to build emotional connections with consumers and build strong relationships. These methods have found their way into the effective strategies of nostalgia marketing, which aims to stir past memories, emotions, and experiences in consumers' minds, and thus shape their perception and purchasing behaviour. Nostalgia marketing uses the elements of nostalgia and fondness, such as retro advertisements, traditional packaging, heritage brands, memorable logos, emotionally evocative storytelling, and overall atmosphere to reengage consumers with the things and memories they remember most. Nostalgia marketing can evoke feelings of family, cultural, and childhood traditions, fostering emotional connection and helping to build brand awareness. This emotional relationship not only builds consumer trust and confidence but also helps to increase repeat sales and brand loyalty. Consumers are more turned to authenticity and familiarity in products, thus nostalgic marketing is one of the brand marketing differentiators in the market.

Nostalgia marketing has become a common trend in the FMCG sector for the purpose of reviving the iconic brands and creating brand equity. Many FMCG companies also use traditional product designs, iconic brands and good old flavours, but with a modern twist in marketing, and through digital media and social networking sites. These tactics allow companies to market to older consumers who see the nostalgic products as a means of conjuring up memories and encourage younger consumers to see the heritage brands as a symbol of authenticity and quality. As such, using nostalgia as a marketing strategy has come to play a significant role in consumer buying behaviour in the FMCG industry. Psychological, emotional, social, cultural and economic factors all play a role in consumer buying behaviour. Emotional appeals, especially those with a nostalgic appeal, have a strong influence on consumers' attitudes, purchase intentions and brand preferences. Consumers tend to buy products that bring back their happy memories and give them a sense of comfort, familiarity and happiness. This is why it is crucial for marketers to understand the impact of nostalgic marketing on consumer purchase behaviour and how to create effective promotions and boost satisfaction to ensure their nostalgic marketing efforts are successful.

Tamil Nadu is a diverse consumer market with a rich culture, rapid urbanization and growing purchasing power. In the state, both traditional and modern marketing methods were applied to the consumers, which makes it a suitable environment to analyse the effectiveness of nostalgia marketing. Though nostalgic branding is increasingly gaining popularity in FMCG sector, empirical studies that investigate the impact of nostalgic branding on consumer buying behaviour particularly in the context of Tamil Nadu are limited. In this background, the present study aims to investigate the effect of Nostalgia Marketing on Consumer buying behaviour on FMCG products in Tamilnadu. The study compares different socio-economic characteristics of consumers, their awareness of the nostalgic marketing practices, the effect of nostalgic marketing on their buying behaviour and their satisfaction with the nostalgic FMCG products. The results will help marketers, brand managers, researchers, and policymakers to develop successful marketing strategies that can enhance consumer engagement, boost brand loyalty, and drive sustainable growth in the FMCG sector.

Review of Literature

Brown, Kozinets and Sherry (2003) discussed retro branding and how the concept helps to reinvigorate the meaning of a brand to consumers' past experiences. The study found that heritage brands are able to build an emotional connection with their customers, which resulted in higher brand loyalty and positive customer attitudes toward the brand. Pascal, Sprott, and Muehling (2002) explored the affective reactions of the consumers to ads that evoke the feeling of a past era. The results showed that nostalgic ads create positive feelings toward the brand, boost consumers' intentions to purchase, and enhance consumers' emotional attachment to marketed products. Muehling and Pascal (2011) studied the impact of the personal, historical and non-nostalgic ads. They found that their study showed that personal nostalgia ads generate significantly greater emotional reactions, improved brand recall, and positively affect purchase decisions than traditional advertising strategies. Orth and Gal (2012) investigated the link between nostalgic brands and consumer emotions. According to the report, nostalgic brands have the potential to enhance consumers' moods, evoke emotional satisfaction and deepen their emotional connection to familiar brands, which, in turn, leads to repeat purchases. In terms of effects of the nostalgia on consumer behaviour, Merchant, Ford and Rose (2011) investigated the same, which showed that when consumers feel nostalgic emotions, they are more likely to support brands and organizations. Nostalgia was recognized as one of the factors influencing consumers' decision-making.

Sedikides et al. (2008) wrote about the positive psychological uses of nostalgia: how it can improve self-esteem, social connectedness, and emotional well-being. It was suggested that marketers can successfully use the concept of 'nostalgia' to build a strong bond between consumers and brands. Holak and Havlena (1998) studied the emotional components of nostalgia in consumer behaviour and discovered that the emotional experience of nostalgia has a significant impact on product evaluations, brand preference and purchase intentions. One of the key findings of the study was the importance of emotions evoked by past experiences in the consumer decision-making process. Schindler and Holbrook (2003) studied the concept of nostalgia to determine the extent to which it becomes a driver of consumer preferences, and found that nostalgia is an important factor in determining consumer long-term brand preferences. People are more likely to like products and brands that remind them of a fun memory they had in their childhood and adolescence.

Muehling, Sprott and Sultan (2014) studied childhood brand exposure and nostalgic advertising. The study found that nostalgia-based advertising is more effective on nostalgic brands that were perceived by the consumers during their childhood, because these brands were identified as having high emotional attachment, high trust and high purchase intention. Baker and Kennedy (1994) studied the effect of nostalgia on consumer behaviour and found it had differential effects on consumers based on their experiences and culture. The study emphasized the importance of the relationship between consumers' past experiences and the advertising that recreates them, especially when such ads are designed to call back these memories. Based on the literature review, it is clear that nostalgia marketing has positive effects on consumer attitudes, intentions to buy goods, brand preference, emotional attachment to the brand and customer loyalty. Very few empirical studies have specifically targeted the effect of Nostalgia marketing on the purchase behaviour of the consumers in FMCG in Tamilnadu context. Hence, the present study aims to fill this literature gap by studying consumers' awareness, purchasing and satisfaction levels of nostalgic FMCG products in Tamil Nadu.

Objectives of the Study

This study aims at the following:

1. To do a Socio-economic profile of the consumers of FMCG products in Tamilnadu.
2. To explore the awareness of consumers about the nostalgia marketing in the FMCG industry.
3. To examine the effect of Nostalgia Marketing on FMCG products' purchase decision.
4. To measure the consumer satisfaction about nostalgic FMCG products in Tamilnadu.

Research Methodology

The present research is empirical in nature and aims to study the effectiveness of Nostalgia marketing on the consumer buying behaviour on FMCG products in Tamilnadu. The study is based on both primary and secondary data. The primary data were gathered from consumers by using a structured questionnaire and secondary data were gathered from books, journals, research articles, magazines, reports and online sources as well. In this study, the respondents were selected by using convenience sampling technique. The sample comprised of 350 consumers from various areas of Tamilnadu. There are two parts to the questionnaire. The first part gathered the socio-economic profile of the respondents while the second part obtained the consumers' awareness, nostalgic marketing's effects on buying behaviour and satisfaction on nostalgic FMCG products through a 5-point Likert scale. Data collected were coded, classified and analyzed by using suitable statistical techniques. Socio-economic characteristics of the respondents were described by using percentage analysis. This study adopted mean score analysis and ranking techniques to determine the level of awareness of the consumers, effect of nostalgia marketing on buying behaviour, and consumer satisfaction on nostalgic FMCG products.

The outcomes are displayed in tabular format with appropriate interpretations to allow for discussion and conclusions to be drawn.

Analysis

The study analysis focuses on the effect of Nostalgia Marketing on the Buying behaviour for FMCG products in Tamilnadu. The primary data collected were then analysed systematically using the appropriate statistical tools to gain insight into the socio-economic profile of the respondents, the awareness of nostalgia marketing, the effect of nostalgia marketing on consumer buying behaviour as well as to gain insight into the satisfaction of the nostalgic FMCG products among the respondents. The results are organized in a clear and logical order in four main tables for meaningful interpretation and discussion.

Table 1: Socio-Economic Profile of the Respondents

Variables	Category	No. of Respondents	Percentage
Gender	Male	184	52.57
	Female	166	47.43
	Total	350	100.00
Age (Years)	Below 25	68	19.43
	26–35	114	32.57
	36–45	86	24.57
	Above 45	82	23.43
	Total	350	100.00
Educational Qualification	School Level	62	17.71
	Undergraduate	118	33.71
	Postgraduate	112	32.00
	Professional/Others	58	16.58
	Total	350	100.00
Occupation	Student	46	13.14
	Government Employee	68	19.43
	Private Employee	126	36.00
	Business	64	18.29
	Others	46	13.14
	Total	350	100.00
Monthly Family Income (₹)	Below 25,000	72	20.57
	25,001–50,000	126	36.00
	50,001–75,000	86	24.57
	Above 75,000	66	18.86
	Total	350	100.00
Marital Status	Married	202	57.71
	Unmarried	148	42.29
	Total	350	100.00
Area of Residence	Urban	158	45.14
	Semi-Urban	104	29.72
	Rural	88	25.14
	Total	350	100.00

Source: Author Compiled

In Table 1 the socio-economic profile of the 350 respondents selected for the study is presented. The male respondents are 52.57 per cent and 47.43 per cent for the female respondents. The majority (32.57 per cent) fall within the age range of 26-35 years, while 24.57 per cent are under 36-45 years. Education qualification wise, 33.71 per cent are undergraduates followed closely by 32.00 per cent who are postgraduates; indicating that the majority of respondents have higher educational qualifications. Of the people's occupation, 36.00 per cent are private workers, and 19.43 per cent are government workers. With respect to monthly family income, 36.00 per cent earn between ₹25,001 and ₹50,000, while 24.57 per cent earn ₹50,001–₹75,000. Most (57.71 per cent) are in a conjugal marriage. As far as area of residence is concerned, 45.14 per cent live in urban areas, 29.72 per cent in semi-urban areas and 25.14 per cent in rural areas. The results in general show that the respondents are from a wide diversity of socio-economic backgrounds, thereby offering a suitable platform to study the effect of nostalgia marketing on the purchasing behaviour of the consumers in Tamilnadu with respect to FMCG products.

Consumer Awareness regarding Nostalgia Marketing with respect to FMCG Products

Consumer awareness toward nostalgia marketing shows the degree to which consumers are able to recognize and recall the nostalgic features included in FMCG marketing strategies. It contains an understanding of kitsch advertisements, packaging from the past, heritage brands, old logos, storytelling and sentiment, and classic product re-launches. Knowing these aspects helps to understand the perception and purchasing behaviour of consumers towards the nostalgia marketing. The answers are given in Table 2.

Table 2: Consumer Awareness towards Nostalgia Marketing in FMCG Products

Awareness Variables	Yes	No	Total	Mean Score	Rank
Awareness of nostalgic advertisements	298 (85.14)	52 (14.86)	350 (100.00)	4.38	I
Awareness of retro product packaging	281 (80.29)	69 (19.71)	350 (100.00)	4.21	II
Familiarity with heritage FMCG brands	269 (76.86)	81 (23.14)	350 (100.00)	4.08	III
Recognition of old brand logos and slogans	252 (72.00)	98 (28.00)	350 (100.00)	3.94	IV
Awareness of nostalgic television commercials	243 (69.43)	107 (30.57)	350 (100.00)	3.86	V
Awareness of limited-edition nostalgic products	228 (65.14)	122 (34.86)	350 (100.00)	3.72	VI
Awareness of emotional storytelling in advertisements	216 (61.71)	134 (38.29)	350 (100.00)	3.65	VII
Awareness of social media nostalgia campaigns	204 (58.29)	146 (41.71)	350 (100.00)	3.51	VIII

Source: Author Compiled

As shown in Table 2, the nostalgic advertisements received the first rank with at 85.14% of the respondents being aware of them, while the least rank was for the interpolation of classics with modern music. Retro product packaging (80.29%; Mean = 4.21) and heritage FMCG brands (76.86%; Mean = 4.08) come as the second and third most preferred. Old brand logos and slogans (72.00%) and nostalgic TV commercials (69.43%) are also relatively high levels of awareness among respondents. In contrast,

awareness of limited edition nostalgic products, emotional storytelling and social media nostalgia campaigns are relatively low, ranging from 58.29 to 65.14 per cent. Overall, it can be concluded that the consumers of Tamilnadu are aware about the traditional elements of nostalgia marketing used by FMCG brands and these elements are likely to have a positive impact on their buying behaviour, such as advertisements, packaging, and heritage branding.

Impact of Nostalgia Marketing on Consumer Buying Behaviour

Nostalgia marketing helps to create a sense of familiarity, reminding consumers of past moments that they covet, which enriches the marketer's understanding of consumer behaviour and contributes to their purchase decisions. The nostalgic advertising approach, heritage branding, retro packaging and emotional storytelling are becoming a more common practice among FMCG companies to boost brand recall and drive re-purchases. Respondents' perceptions are used to analyse the impact of these dimensions of nostalgia marketing on consumer buying behaviour. The results are presented in Table 3.

Table 3: Impact of Nostalgia Marketing on Consumer Buying Behaviour

Impact Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score	Rank
Nostalgic advertisements encourage me to purchase FMCG products.	148 (42.29)	132 (37.71)	38 (10.86)	20 (5.71)	12 (3.43)	4.10	I
Emotional memories influence my purchase decisions.	136 (38.86)	140 (40.00)	36 (10.29)	24 (6.86)	14 (4.00)	4.03	II
Retro packaging attracts me to buy FMCG products.	128 (36.57)	134 (38.29)	42 (12.00)	28 (8.00)	18 (5.14)	3.93	III
Heritage brands increase my trust in FMCG products.	122 (34.86)	136 (38.86)	46 (13.14)	30 (8.57)	16 (4.57)	3.90	IV
Nostalgic marketing increases my brand preference.	118 (33.71)	138 (39.43)	44 (12.57)	32 (9.14)	18 (5.14)	3.87	V
I am willing to repurchase FMCG products because of nostalgic feelings.	112 (32.00)	136 (38.86)	48 (13.71)	34 (9.71)	20 (5.71)	3.81	VI
Nostalgia marketing influences my impulse buying behaviour.	104 (29.71)	132 (37.71)	54 (15.43)	38 (10.86)	22 (6.29)	3.70	VII
Nostalgic advertisements motivate me to recommend FMCG brands to others.	98 (28.00)	130 (37.14)	58 (16.57)	40 (11.43)	24 (6.86)	3.63	VIII

Source: Author Compiled

Table 3 presents the effect of Nostalgia Marketing on the buying behaviour of the consumers with regards to FMCG products. The highest mean score (4.10) was associated with the statement 'nostalgic advertisements encourage me to purchase FMCG products' which obtained the first rank, suggesting that the nostalgic advertisements are most influential on consumers' purchasing decisions. Emotional

memories influence purchase decisions (Mean = 4.03) and retro packaging attracts consumers (Mean = 3.93) are ranked second and third, respectively. The respondents also concurred that heritage brands build trust (Mean = 3.90) and that nostalgia marketing positively affects brand preference (Mean = 3.87). Impulse buying behaviour (Mean = 3.70) and suggesting nostalgic FMCG brands to others (Mean = 3.63) had lower mean scores however, they still show a positive influence. The overall results indicate that Nostalgia marketing is significantly influencing on the buying behaviour of the consumers and nostalgic advertisements, emotions and retro branding are found to be the major factors influencing the purchase of FMCG products in Tamilnadu state.

Consumer Satisfaction related to Nostalgic FMCG Products

Consumer satisfaction is one of the crucial measures of the effectiveness of the nostalgia marketing in FMCG market. Nostalgic touches like traditional branding, retro packaging, heritage product quality, and emotion-driven advertising help to increase levels of satisfaction, repeat purchases, and brand loyalty. The satisfaction level of the consumer toward nostalgic FMCG products is determined by the different satisfaction dimensions and the results are presented in Table 4.

Table 4: Consumer Satisfaction towards Nostalgic FMCG Products

Satisfaction Variables	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Mean Score	Rank
Overall quality of nostalgic FMCG products	142 (40.57)	128 (36.57)	42 (12.00)	24 (6.86)	14 (4.00)	4.03	II
Traditional taste and product experience	156 (44.57)	122 (34.86)	36 (10.29)	22 (6.29)	14 (4.00)	4.14	I
Attractive retro packaging	134 (38.29)	130 (37.14)	40 (11.43)	28 (8.00)	18 (5.14)	3.90	III
Value for money	126 (36.00)	128 (36.57)	46 (13.14)	30 (8.57)	20 (5.71)	3.83	IV
Emotional connection with the brand	118 (33.71)	132 (37.71)	50 (14.29)	32 (9.14)	18 (5.14)	3.79	V
Availability of nostalgic FMCG products	112 (32.00)	126 (36.00)	54 (15.43)	36 (10.29)	22 (6.29)	3.66	VI
Likelihood of repurchasing nostalgic FMCG products	108 (30.86)	128 (36.57)	52 (14.86)	40 (11.43)	22 (6.29)	3.63	VII
Overall satisfaction with nostalgic FMCG brands	116 (33.14)	132 (37.71)	48 (13.71)	34 (9.71)	20 (5.71)	3.76	VIII

Source: Author Compiled

The level of consumer satisfaction towards the nostalgic FMCG products among the respondents is presented in Table 4. The findings suggest that the traditional taste and product experience (Mean = 4.14) got the highest position, indicating that the original product characteristics are very important, thus the traditional taste should be retained. Overall product quality (Mean = 4.03) and attractive retro packaging (Mean = 3.90) were second and third, respectively. The value for money, emotional connection with the brand and overall satisfaction with nostalgic FMCG brands were also expressed as satisfactory (Mean = 3.83, 3.79, 3.76, respectively). In comparison, availability of nostalgic products (Mean = 3.66) and likelihood of repurchasing nostalgic FMCG products (Mean = 3.63) had comparatively lower mean scores, suggesting areas for improvement for marketers. Overall, the results indicate that consumers in Tamil Nadu are satisfied with nostalgic FMCG products, with a positive effect on customer satisfaction and brand loyalty due to the nostalgic products' traditional taste, quality, and emotional value.

Observations

1. Most of the respondents are in the age group 26-35, male, have an undergraduate/postgraduate degree and are working in the private services sector, with a monthly family income of ₹25,001 to ₹50,000, married, and living in urban areas.
2. The respondents are very aware of the existence of nostalgia marketing in FMCG products. Among the different dimensions of awareness, awareness of nostalgic ads, retro packaging, and heritage FMCG brands are highest.
3. Nostalgia marketing is a positive influence on the consumer buying behaviour. The main drivers of consumer buying of FMCG products are nostalgic advertisements, emotion, retro packaging and heritage branding.
4. Generally, consumers are satisfied with nostalgic FMCG products. Taste, product experience, product quality and retro packaging are the essential elements that create consumer satisfaction and increase consumer re-purchasing motives and brand loyalty.

Conclusion

The results from the study suggest that the effect of nostalgia marketing on the buying behaviour of FMCG products has a significant impact on the consumers in Tamil Nadu. The results show that consumers are very conscious of nostalgic marketing techniques, especially nostalgic ads, nostalgic packaging and nostalgic branding, which build emotions and enhance brand recall. Such reminders can make positive contributions to the consumer decision-making process in terms of building trust, repeat sales and brand preference. Moreover, there is a high satisfaction level among consumers with nostalgic FMCG products, particularly about the product flavour, quality and emotional value of the products. In the ever-changing consumer landscape, the study recommends that FMCG marketers should maintain a balance between nostalgia marketing and current marketing tactics to ensure a robust customer base, improve brand loyalty, and maintain competitive edge.

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