

Intergenerational Appeal In Nostalgic Market: Bridging The Generational Gap



MA. PSYCHOLOGY

DESSERTATION

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CERTIFICATE

This is to certify that the thesis entitled **“Intergenerational appeal in nostalgic market: Bridging the generational gaps”** submitted by **MEHAK ARORA**, with roll number **862302037**, is part of the requirements for the degree of **MA.PSYCHOLOGY** constitutes a record of original and independent research carried out under **Dr. Vandana Singh’s** supervision.

This thesis has not been submitted to any other university or institution for the award of any degree.

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Declaration

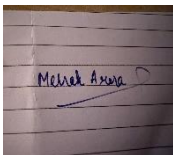
I hereby declare that the thesis entitled **“Intergeneration appeal in nostalgic market: Bridging the generational gap”** submitted to **Thapar Institute of Engineering and Technology, Patiala, Punjab** is required of my degree **MA. Psychology** is the result of my own independent work.

This work has not been submitted previously for any diploma or degree to any university/institution. I have duly acknowledged all sources used in thesis.

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A photograph of a handwritten signature on lined paper. The signature reads "Mehak Arora" in blue ink, with a stylized flourish at the end.

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ABSTRACT

The growing market sector, which is very much inclined towards the emotions- driven marketing strategies, has brought much focus on nostalgia as an instrument used to influence consumers through advertising. . Understanding meaning of nostalgia in an individual's help us to predict consumer behaviour and their purchase intention in industries like food, entertainment, technology, fashion, and many more. However using nostalgia in the market sector can also be result in great market engagement and also help in bridging the generational gaps appealing to both old consumers who experience certain eras first hand and young consumers who are eager and curious and ideal about those times.

This research study examines the subjective experiences of nostalgic feelings and how likely they are with the revival of these nostalgic in the market and its impact across two different generations. Furthermore, the study focuses on the impact of nostalgic and non-nostalgic commercials across two generations of consumers, and how it impacts their emotions and purchase intention. Therefore, the study also aims to examine the influence of age on both nostalgic and non-nostalgic products in the market sector. However, this study also helps us to understand how various advertising can impact our emotion both positively and negatively, and it also shapes our behavioural response, i.e purchase intention. The present study provides both theoretical and practical implications. Theoretically, nostalgia enhances the market effectiveness, but if we look at its practical implications, it gives insight that the marketers should not complete rely on nostalgia, there are also many others which triggers nostalgia for instance, particular age group, sustainability of the product, sentimental values attach towards it, authenticity and traditionalness of the product. All these factors collectively contribute towards the usefulness of the nostalgic feeling and the behavioural responses on

the consumers across the generation. Therefore, interplay of all these factors play a major in the market engagement and brand loyalty.

Chapter one

Introduction

Nostalgia a bittersweet longing for the past, a gentle ache for times and places that hold cherished memories and a sense of warmth, along with the tanginess of sadness and despair. The never ending love for moments you lived, where you felt admired, unhinged and free from this sophisticated, cruel world. Nostalgia kicks you back to memories of past which we still wish to live again, just to show more love and affection cause we didn't realize how precious and admired these moments will be once ended. The beauty of these memories will echo through our heart till the very end of days. The irony about these pleasure moments is one's desire to live such moments again in the near future which will bring us more time to spare and hatred to keep at bay: nostalgia, the serendipity of memories.

Nostalgia is a strong feeling that foster a strong link between a person identity and self concept, it's like a roller coaster of sweet and bitter memories which deeply influences an individuals choice and preferences. Therefore creates a more meaningful and a personalised consumer choice. Understanding meaning of nostalgia in an individual's help us to predict consumer behaviour and their purchase intention in industries like food, entertainment, technology, fashion, and many more. However using nostalgia in the market sector can also be result in great market engagement and also help in bridging the generational gaps appealing to both old consumers who experience certain eras first hand and young consumers who are eager and curious and ideal about those times. Needless to say nostalgia often drives a deep emotional connection of the past experiences and memories which relates differently across different generation. Old consumers tend to feel a strong connections and deep positive emotions while looking at those nostalgic elements. Younger consumers might be drawn to the authenticity of the past, which they never experienced. This dual strategy of

marketing could result in increase of brand engagement to a wider audience. Therefore by capturing their emotional, cognitive, and behavioural responses, the study seeks to identify shared and divergent perspectives that could inform strategies to bridge the generation gap through nostalgia-driven marketing. Research shows that nostalgic branding enhances trust, creates a sense of belonging, and strengthens customer loyalty. Companies often use retro packaging, classic jingles, or reimagined vintage styles to connect with consumers who have fond memories associated with them.

Nostalgia is a sentimental longing for the past, often triggered by sensory cues such as music, fashion, and food (Holbrook, 1993). Marketers have successfully employed nostalgic appeals to evoke positive emotions and strengthen brand-consumer relationships (Merchant et al., 2013). Research has shown that nostalgia can enhance brand trust, perceived authenticity, and purchase intent (Brown et al., 2019).

Significantly, the appeal of nostalgia is not limited to one generation or a particular group of individuals, while old consumers be it our parents and grandparents experience this feelings from events and moments they have lived through in their lives throughout, whereas Genz in particular are drawn to aesthetic and symbolic values of past which they haven't lived through. This interest and romanticization of "simpler times" makes it easy for marketers to increase their brand engagement by reinterpret historic symbols of past time. As a results nostalgia act as bridge connecting generations, encouraging emotional connections and expanding brand engagement across age groups.

Many Academic studies focuses on nostalgia in marketing context, Holbrook (1993) emphasized how sensory cues like music and visual motifs can elicit nostalgic responses, while Merchant et al. (2013) showed that nostalgia-laden advertisements positively affect consumer attitudes and emotional states. More recent studies (Brown et al., 2019) suggest

that nostalgia not only strengthens brand-consumer relationships but also boosts brand trust, perceived product authenticity, and purchase intention. These studies just highlights the psychological and and behaviour mechanism that makes nostalgia such a valuable marketing tool.

By analysing nostalgia's psychological and affective aspect in connection to consumer behaviour. This study aims to add to the expanding conversation on consumer behaviour. Importantly, it focuses on how nostalgic stimuli influence consumers' mind, cognitive abilities and behavioural responses across different generations. It also tells us how nostalgia can be effectively used to bridge generational drives and increase market engagement and promote long term loyalty. By combining both theoretical and empirical research, this study aims to develop a more holistic understanding of nostalgia as a marketing tool which is considered as a strong strategical market tool which foster brand building and consumer relations

In a nutshell, nostalgia is a psychological and cultural phenomenon that continues to influence consumers and surroundings on a commercial level. However, gaining insight into how nostalgia works and how it effects different generations and situation helps marketers to make deeper connections and appealing consumers experience.

1.1 Objectives

1. To explore whether nostalgic elements can bridge generational gaps and increase consumers involvement and purchase intention across different generations.
2. Investigate which nostalgic themes, symbols, or elements resonate most with different generational cohorts
3. Investigate the Mediating Role of Personal and Collective Memories

1.2 Research question

1. In comparison to consumers of middle age, how does nostalgia affect the intention to make a purchase among members of Generation Z?
2. What part do one's own personal memories (for example, the experiences they had as children) have in the formation of the nostalgic appeal that different generations have?
3. Are there particular product categories that are more prone to elicit sentiments of nostalgia in one generation to a greater extent than in the other?
4. How does the emotional response to marketing that is driven by nostalgia differ between consumers in the middle range of age and those in the Gen Z generation?

1.3 Rationale

Most previous studies have concentrated on how certain businesses and fashion sectors are progressively using nostalgic components in their marketing efforts.

The way nostalgia speaks to many generations and its efficacy as a bridging tool still remains underexplored, though.

Chapter 2

Literature Review

Over of past few decades, nostalgia has grabbed a lot of attention of research scholars especially in the field of psychology, marketing and consumer behaviour. According to various researches done nostalgia comes out to be a potent source of emotional experience that affects long term loyalty brand engagement and decision making of consumers. However, this study focuses on psychological nature of nostalgia it's impact on consumers emotions and purchase intention and generational difference.

2.1 The psychological foundations of Nostalgia

According to the early visualization and concepts nostalgia is considered as a form of homesickness or melancholia (Sedikides et al., 2008). However, the recent studies have reshaped the negative perspective of nostalgia as largely constructive and psychologically pleasing and a advantageous feeling. It also encourages social connectedness, strengthens self esteem.

2.2 Nostalgia and Consumer's emotion

Nostalgia evokes range of emotions that completely influences consumer responses. Study done by Baker and Kennedy (1994), nostalgic memories often lead to idealized reconstructions of the past, which in turn produce warm, comforting emotions. Therefore, emotions can positively affect brand attitude and purchase intention. Research done by Zhou et al. (2012) shows that nostalgia-evoking advertisements are more persuasive than non-nostalgic ones, especially when they trigger a sense of belonging and interpersonal warmth.

2.3 Nostalgia and Brand relationship

Creating emotional associations that builds strong trust and loyalty with the help of nostalgic branding which improves brand dignity and relationship between a company and consumer. The research conducted by Merchant et al. (2013) shown that the use of nostalgic appeals in advertising has the effect of increasing viewers' emotional attachment to businesses. This is especially true when the brand in question has a history or legacy that consumers can relate with. In a similar vein, Brown et al. (2019) shown that nostalgic marketing promotes increased trust and loyalty to a brand, particularly among customers who view the brand as a representation of their own self-identity or cultural heritage. By evoking memories of "better times" connected with the brand or product category, nostalgia also contributes to an increase in the perceived quality of the product (Kessous & Roux, 2004).

2.4 Generational Perspectives on Nostalgia

Discussing about the market sector, the effects of nostalgia varies depending upon the advertising tactics which are being used to influence consumers behaviour and emotion. positive emotions and trust with nostalgic content (Pascal, Spratt, & Muehling, 2002). Therefore these narrative strategies has led many marketers to explore different target area and generation to seek their attention and influence there attitude and emotions.

2.5 Application in Market Strategy

Many marketers have used the concept of nostalgia in various areas of production ranging from designing to packaging releasing of iconic products and engagement

among consumers. As stated by An and Youn (2018), the proliferation of "throwback" marketing initiatives on social media is more evidence that nostalgia can be a powerful motivator for online engagement and community building among users. These methods do more than just bring back memories; they also establish emotional touchpoints that tie customers to the narrative of the brand it represents.

2.6 Nostalgia for some Particular things and item in market sector

Many marketers and researchers are very much focused on some particular products which are mainly considered as nostalgic things especially clothing industry which is being the major nostalgic generator in the market sector, apart from that food products, skin care products targeting certain nostalgic ingredients are being used. However industries like entertainment, digital media, print media, interior décor is something which is less researched.

Apart from the fact that significant amount of studies has been carried out on the psychological and behavioural implication of nostalgia there is still inadequate level of understanding of the factor among cross cultures and social comparison among different generations how it bridges the generational gap and reconnects each of with common feeling of nostalgia, which is being elicited from varies things such as entertainment, cosmetics, clothing, accessories, digital gadgets, albums, food items and many more. This paper literature builds on the fact that how nostalgic driven markets can bridge generational gaps and enhance consumer brand relationship and attracts diverse age groups and enhance market engagement on a large scale. Needless to say this paper also focuses on many market industries together which all are the potential nostalgic generators like entertainment, food, print and digital media,

interior designing, accessories and many more. This paper discusses all of these industry together and how these are responsible for bridging the generational gaps among two different age groups.

Chapter Three

Methodology

The research methodology used for this study is mixed mixed-methods approach, which is both qualitative and quantitative. Data collection and analysis were done using the same approach.

After the Introduction and Review of the literature, this chapter will focus on the methodology used to measure the purchase intention across different generations and how different generations hold different perspectives about nostalgia and their attitude towards the reviving trend of nostalgic items in the market sector and does it affects their emotional well-being. Purchase intention and emotional well-being were measured by a quantitative method and different generations' perspectives towards nostalgia were analysed using a qualitative approach.

Previous studies are largely based on theoretical methods a few of them has used empirical methods for research. However, previous studies are largely focused on individual groups and quite age-specific, whereas the present study focuses on bridging the generational gap among Gen Z and genX

3.1 Research Paradigm

Generally, considering various research paradigms such as (Positivism, post-positivism, critical constructivism) are the ways in which researcher validates their beliefs and influence the way the research is conducted. Basically, researchers align

with one of their paradigms which suits best for their study, i.e. positivism (quantitative), constructivism (qualitative), and a pragmatism (mixed). In this study pragmatistic paradigm has been used.

Pragmatism supports the application of mixed mixed-methods approach and recognises that researcher values can significantly influence the interpretations and findings.

The hybrid or mixed method approach is deductive/inductive, incorporating both qualitative and quantitative methods. Considering, pragmatic approach/ method a reasonable and flexible framework to address various research questions across multiple paradigms.

Therefore, by balancing out both the perspectives, it helps us to gain insight into both objective and subjective data and it's findings where contextual, dynamic and action-oriented knowledge is put into consideration and helps us to view findings from multiple angles.

3.2 Mixed-Method Approach

It is the third main research methodology, which is widely accepted and put into practice for research purposes and provides valuable insight into both quantitative and qualitative constructs, which further contributes to a comprehensive interpretation of the findings.

According to Johnson, Onwuegbuzie & Turner (2007), mixed methods research is the kind of study that combines aspects of qualitative and quantitative research approaches—e.g.,

utilisation of qualitative and quantitative perspectives, data gathering, analysis, inference. methods for the general goals of breadth and depth of knowledge and verification.

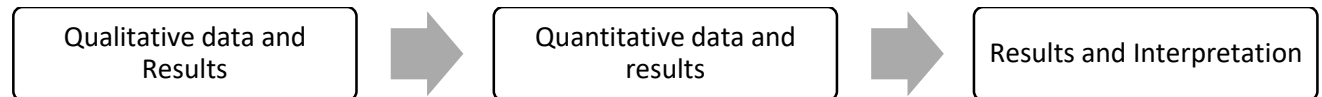
3.3 Research Design

Henry Manheim says that research design not only anticipates and specifies the seemingly countless decisions connected with carrying out data collection, processing and analysis , but it presents a logical basis for these decisions (Selltiz, 1962).

This study has an exploratory methodological approach, which connects one set of data to another for deeper analysis, i.e qualitative to quantitative

Fig no. 3.1

Exploratory design



In this study instrument design model was used, where in the first phase of the study qualitative method was opted for data collection through semi-structured interviews.

The second phase of the study includes a quantitative approach for collecting data, where purchase intentions and emotional well-being of participants was measured using PANAS scale Watson, D., Clark, L. A., & Tellegen, A. (1988).

3.4 Research Plan

The study focuses on a mixed-methods approach, since it appeared to be the potential approach which could address the research question discussed in chapter one. These research

questions were generated by the primary objectives of the present study and were found on the gaps in prior studies. The main purpose of this study was to bridge the generation gap by collecting insight about the subjective experiences of nostalgia and the feelings attached to it of both generations and then measuring their purchase intentions and emotional feelings.

In phase one, where data is collected by a qualitative method in which semi-structured interviews were conducted, and the population was divided into two groups genZ and gen X where each participant was briefed about nostalgia, nostalgic feelings and experiences and their perception across generations. Interviews were semi-structured to allow flexibility , exploring individual experiences and key points. Question were designed covering the key nostalgic aspects such as

- Comeback of food, technology, and clothing, how do these things evoke nostalgia
- Focuses on the memorable events or stories they have experienced and heard of, which reflects nostalgia
- How the Gen X feels rediscovery and reliving their era with a modern touch, and how Gen Z feel about having to experience the things which they have always heard and fantasize about but never truly lived.
- Discussing the perception of both generations about the new emerging trends in the market and what kind of emotional feelings they hold.

Interviews lasted approximately 40 minutes each and were conducted either in person or via a virtual platform. Audio recordings were done and transcribed verbatim for analysis.

In phase two quantitative method was used for data collection. Two experiments were conducted first, nostalgic and non-nostalgic advertisements were shown via survey with a gap of ten days. Firstly they exposed to an advertisement in which nostalgia was induced then the

same participants were shown the non- nostalgic advertisement within the gap of 10 days, where participants of both generations were instructed to rate what kind of emotion they felt while watching these advertisements PANAS scale Watson, D., Clark, L. A., & Tellegen, A. (1988) was used to measure the positive and negative feelings across the generations.

In the second experiment in which a scale was constructed to measure the purchase intention through surveys across the two generation, where both the groups were presented with nostalgic and non-nostalgic items from different industries of the market sector i.e food, technology, clothing, accessories, entertainment, beauty and skincare etc.

1. 3.5 Phase1: QUALITATIVE ANALYSIS

3.5.1 Sample

We had a total sample size of 20 participants both child and parent sent who took part in our research. Parents and children were separately interviewed.

3.5.2 Sample Criteria

Inclusion Criteria:

- The age range was between 18-25 years and 45-60 years.

3.5.3 Data Collection

The study was focusing on bridging the generational gaps between two generation through the nostalgic appeal, Before conducting the interviews, participants were informed about the purpose of the study and the confidentiality of their responses. To gather the insight about their nostalgic experiences and feelings, semi–structured interviews were conducted either in person or online depending on the availability of the participants.Each interview lasted for about 40 to 45 minutes and was audio recorded with consent to ensure maximum accuracy. Questions were asked reflecting the idea of nostalgia and their feelings about the same. How

the Gen X feels rediscovery and reliving their era with a modern touch, and how Gen Z feel about having to experience the things which they have always heard and fantasize about but never truly lived.

Discussing the perception of both generations about the new emerging trends in the market and what kind of emotional feelings they hold.

Thematic analysis was used to identify themes in participants' responses. Transcriptions were reviewed multiple times to extract themes relating to idea of nostalgia for both the generation.

Some of the key themes which were identified included for Gen-Z Revival of iconic Brands, Products, and fashion, The emotional component in Fashion Choices, identity and individuality, The throwback Aesthetic, Influence of Pop culture and Social media. Some key themes which were identified for Gen X were, Intergenerational bonding and desire to pass on it to next, Triggers of nostalgia, Cultural Identity, Symbolic and sentimental Consumption of past item.

3.5.4 Analysis

Interviews were analysed through the method of content analysis. Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyse the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Krippendorff (1980) defined content analysis as a research technique for making replicable and valid inferences from data to their context. To conduct a content analysis on any such text, the text is coded,

or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme. Researchers regard content analysis as a flexible method for analysing text data (Cavanagh, 1997). According to Nachmias & Nachmias, (1976), five major recording units have been used frequently in content analysis research: words or terms, themes, characters, paragraphs and items. In this research themes were used as unit of analysis.

In the analysis process, recorded data was transcribed and codes were developed on the basis of transcription and review of literature. Before coding to identify themes, continuous read and re-read of the data was done after transcription. Thematic analysis was then conducted to determine the categories of different themes. A line by line approach was used to study the data and identify the themes. 'A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set' (Braun and Clarke, 2006). Major themes are defined with the help of data provided and presented in results section.

3.6 Phase II: Quantitative Phase

3.6.1 Scales

Purchase Intention Scale

To measure the Purchase Intention of Nostalgic and Non- Nostalgic Products across generational cohorts, a five item scale was administered where, the participants were asked to rate the willingness to buy the product on a 7-point Likert scale ranging from **1(strongly Disagree) to 7 (strongly agree) .** Items included:

1. I intend to buy this product in the near future
2. I am willing to purchase .
3. I will probably buy rather than other brands.
4. I would recommend to others.
5. I would consider buying again.

This scale was adapted from previous studies used scales for studying consumer's behaviour and advertising research (Dodds, Monroe, & Grewal, 1991; Putrevu & Lord, 1994; Spears & Singh, 2004). It has been widely used in many studies to investigate purchase intention and study consumer's behaviour and has shown strong psychometric properties. In the present study the scale showcases s high internal consistency, with a Cronbach's alpha coefficient of 0.90, indicating high level of reliability.

Positive and negative affect schedule [PANAS]

The positive and negative affect schedule is a widely used psychological tool developed by Watson, Clark and Tellegen [1988] to measure two primary dimensions of affect- positive affect [PA] and negative affect [NA]. The scale is based on the idea that the positive and negative affects are relatively independent dimensions of mood and emotional experience. The scale consists of 20 items, with 10 items representing positive affect [e.g. interested, excited, enthusiastic] and 10 items representing negative affect [e.g. distressed, upset, nervous]. Respondents are asked to rate the extent to which they feel each emotion after the provided scenario on a 5 point Likert scale.

1= Very slightly or not at all

2= A little

3= Moderately

4= Quite a bit

5= Extremely

The PANAS is scored by summing the responses to its two distinct scale- positive affect and negative affect. Each subscale consists of 10 items, with participants rating the extent to which they experienced each affect state on a five point Likert scale ranging from 1 to 5. The PA is calculated by adding the responses to 10 positive items, while the NA score is obtained by summing the 10 negative emotion items. Each subscale yields a score ranging from 10 to 50, where higher scores reflect greater intensity of the respective affect.

3.6.2 Sample

The Sample for this study included individual in two groups, first one age range of 18-25 Gen-Z and another one age range of 45-60. Gen –X. A total of 130 participants were included in the study and were randomly selected. Out of which 65 participants were from age range 18-25 years and the other 65 participants were from age range 45-60 years.

3.6.3 Data Collection

Data for present study was collected using a self-administered online questionnaire

distributed via google forms. Firstly, the participants were shown an nostalgic advertisement that was designed to induce feelings of nostalgia. Therefore, after the interval of 10 days again the same participants were shown a non- nostalgic advertisement. The participants were instructed to rate the feelings while watching the advertisement.

Subsequently, participants were presented with a form which consists of both nostalgic and non-nostalgic items. Therefore, participants were instructed to rate their willingness to purchase the item mentioned in the form using a same standardized purchase intention scale. The procedure was followed for the age groups.

The form consisted of a brief demographic section, followed by two standardised psychological scales, PANAS and a Standardized Purchase intention scale. Participants were instructed to respond based on their feelings while watching the video. The link to the form was distributed through convince sampling on social media platforms and messaging apps. Participation was entirely voluntary and informed consent was obtained digitally before participants could proceed with the survey. A total of 130 valid responses were received and included in the final analysis.

3.6.4 Research population

The study is focused on two generations. In this study participants falling in age range of 18-25 were considered as GEN Z and participants falling in age range of 40-60 were considered

as GEN X. The main reason for choosing this population was to bridge the generation gap among these two generations and to study the variations and impact of nostalgia it's experience, feelings and purchase intention and decision making process of these generation.

3.6.5 Analysis

Data was entered and analysed using SPSS. The analysis was done in three sections i.e.

descriptive statistics, correlation and regression.

CHAPTER FOUR

RESULTS

The main aim of this study was to measure how nostalgia acts as a bridging tool across different generations, their perspective are towards the comeback of nostalgic trends.

This section is divided into two sections, i.e, Qualitative Analysis and Quantitative Analysis.

Part A will discuss the subjective experiences and feelings of nostalgia among Gen Z, and the next section of this part will discuss the nostalgic feelings and experiences of Gen X.

Part A: Qualitative Analysis

This part is divided into two sections. The first section presents the themes, their definitions, and verbatim derived from Gen Z, and the second section reports the same for Gen X.

Section 1

To ascertain the subjective nostalgic feelings and experiences among Gen-z an interview was conducted. The themes derived using content analysis are presented below.

4.1 Revival of iconic Brands, Products, and fashion

The participants has expressed interest in well-established iconic brand, which showcase sophistication and elegance, and that these old brands are rich in classic silhouette and luxury, with a defined style which today's casual fashion is missing.

- *It's Ralph Lauren, They've got clothes that speak a lot about old money, royal families, and their polo shirts.*
- *I think three-layer tuxedos making a comeback as well*
- *In my city Jammu particularly there is this dish called Kaladi Kulcha*

dishes like dal bhati which we cannot find in the street

4.2 The Throwback Aesthetics

For participants, throwback aesthetics is not so much replicating the normal things, but it's more of mixing or we can say create a fusion of those trends with adding style elements from the traditional or nostalgic item or clothing.

- *I have seen them carrying the Polaroid camera everywhere and their capturing moments*
- *Mario that has always been there, but it's a vintage game, and we used to play it on like special special systems that were used in the 90s or 20s like there was a green chip that we used to insert in a box*
- *The flip flop mobile phone I still fascinates me*
- *Many people wearing sneakers and then cargoes like I mentioned Check shirts and bootcut jeans.*
- *Baggy jeans, long coats with boots is something I prefer to wear.*
- *90s or 20s like there was a green chip that we used to insert in a box*
- *The flip flop mobile phone I still fascinates me*
- *Many people wearing sneakers and then cargoes like I mentioned Check shirts and bootcut jeans.*
- *Baggy jeans, long coats with boots is something I prefer to wear*

4.3 Influence of Pop Culture and social media

Social media if we look at is platform for bridging the generational gaps by providing the insights of past and present, although the participants reported the same, that it allows them to acknowledge and cherish the old times and embrace it's uniqueness, by making it their own and also being culturally relevant.

- *Peaky Blinders* which showed the older, which showed the old England version of menswear, including tailored suits, overcoats, boots, and pocket watches. I think men or adolescents these days are definitely trying to replicate those looks in their own ways.

4.4 Cultural cycle and reinterpretation, statement accessories, clothing and patterns and food.

Participants has reported that they enjoy reinterpreting retro fashion by combining the timeless elegance of previous decades with modern street- style wear. As many participants has recalled the trend of trench coats, check shirts, baggy jeans and many more, that how these traditional styles are cycled with fusion nowadays.

- *I like to wear neutral and solid colors, which is quite laid back and have a loose fit, more like a street wear.*
- *Black-and-white polka dots and again that bottoms and on head ribbons tying in the hair*
- *My father used to buy me a bracelet, which was also candy, which needs to be. Which needed to be kept in the refrigerator. It was made out of sucrose and glucose, which was in the shape of beads.*
- *So being from a punjabi family, my grandmother still makes kadha prashaad*

- *Pizza is making a big comeback as I like its of i authentic style like that flavour a lot as it use sits r own made it from real tomato sauce, with authentic way to cook*

4.5 The emotional component in Fashion Choices, identity and individuality

Nostalgia is like a mixture of many emotion, a complex emotional state which involves longing for positive experiences lived previously, blended with love, warmth and a certain connection which is felt deeply, and provides comfort and feelings of happiness and pleasure.

- *I really think that classic styles do come back in trend after a couple of decades. I think this is because of the emotional connection that people have*

4.6 Sustainability and upcycling in fashion choices

Gen-Z is recreating and upcycling vintage clothes and other things is because of the sustainability factor. As many participants reported that thy use upcycle their clothes into different styles to remain in touch with their roots without being old- fashioned and sustaining it as an memory, simultaneously concentrating on future.

- *Like I remember wearing my mumma's saree for my farewell, draping it in a unique way which would give an aesthetic appeal.*
- *Meri mumma da fav blue colour da sharra, which I have styled with a stylish embracing her love and college days*

Section 2: To ascertain the subjective nostalgic feelings and experiences among Gen-X an interview was conducted. The themes derived using content analysis are presented below.

4.7 Intergenerational bonding and desire to pass on it to next

They prefer passing the things like silk sarees and many more to next generation reflection their values, because of their nostalgic emotional component and connection to their cultural and products that help them collaborate their cultural heritage

- *Family of 22 members used to come under one roof and celebrated the festivity all together, which in one happy memory.*
- *Diwlai de tym sareyan ne ikatha hunn patake chlane, joint family cgi na apni bht vdia lgda hunda c.*
- *Pind ch sarreyan nal ral milk ke khedna sarra di*

4.8 Longing for simplicity and quality In a fast-paced, technology-driven world

The participants report that earlier times had more enduring, straightforward, and meaningful experiences or products. Participants associate past eras with less stress, greater satisfaction, and better craftsmanship, such as the rise in demand for handmade or sustainable goods, as well as lifestyle shifts toward minimalism or slow living.

- *kitna kuch hota kren ko sbh logv kaise milkr baithna kehlan kudna aur b bhaut kuch, ajkl beta sbh kuch kitna boring hogeya , wahi same photos, pictures b wahi same story pe based abh ek insaan kitna hi dekh lega*
- *Ajkl beta sbh kuch kitna fast hai kisi ke pass time nhi hai, humare time simple lifestyle tha sbh pyar se rehte hai bulate the ek dosre ko ajkl vaise toh kuch hai hi nhi*

4.9 Triggers of nostalgia

Sensory memories like right of flair flock, pink bubblegum, aroma of turmeric pulao. bigger nostalgia and hence emotional. This also impacts their purchase intention especially in items of couture, fabrics and brands which impact their sensory memories may evoke nostalgic longing and thus influence purchasing.

- *Food was so pure and healthy to have them but nowadays food is very adulterated and no homecooked meals which back then were made by our mothers nowadays cooks make which are not made by that much love.*
- *Ajkl sbjiyan ghre nhi bndia milwati bht aa sbh kuch, dhoodh dahi sbh kuch artificial aa*

4.10 Desire for the revival of the Past and search for authenticity

Almost all the participants had a wish to revive trends from their youth like, mumtaz- style tight fittings clothes or garra style, they had a strong desire for such familiar styles to revive. Therefore they prefer fashion and home décor brands which can tap into nostalgia by reintroducing especially those items brands that allow them to revive past.

4.11 Symbolic consumption and sentimental value

For this generation every item has a symbolic connection with their past and carries lot of sentimental value. They keep referring to items like ‘mother’s shawl or sarree, jewellery

clutch symbolizes their fraternity bonds, and therefore they keep looking for items which tell them some stories and hold some good memories.

- *Meri mom di ditti hoyi silk di saree meri lyi kaafi saade ghre uss time*
- *TV hunda c, and muhalle de sarre bacheyan sagge ghre aake dekhna bht vdia feeling hundi oho*

4.12 Cultural Identity

It emphasizes the role of shared nostalgia in creating a sense of belonging within a cultural or social group. This generation nostalgia memories are connected to their cultural identity like they keep providing details of Punjabi outfit and food which gives a sense of belongingness

- *Longeyeliners, buns, puffed sleeves, frock suits, Patiala salwar etc were quite popular at that time, umm so far the way older styles are coming back with fusion*
- *They stick to particular style like now what is if I see there is too much of complexities, there is nothing so defined.*

Therefore, they also have a strong sense of connection and belonging to the nostalgic items.

As far as it seen in the themes and excerpts that they have a strong connection of with their identity, which they find very much authentic and genuine.

“Ajkl beta sbh kuch kitna fast hai kisi ke pass time nhi hai, humare time simple lifestyle tha sbh pyar se rehte hai bulate the ek dosre ko ajkl vaise toh kuch hai hi nhi”

“Food was so pure and healthy to have them but nowadays food is very adulterated and no homecooked meals which back then were made by our mothers nowadays cooks make which are not made by that much love.”

It was very much evident that the way participants find a way to connect to their children and bridge the gap between generations and also shows a desire to maintain a certain tradition and style to which they have attached symbolic meanings.

“Family of 22 members used to come under one roof and celebrated the festivity all together, which in one happy memory.”

“Diwlai de tym sareyan ne ikatha hunn patake chlane, joint family cgi na apni bht vdia lgda hunda c”.

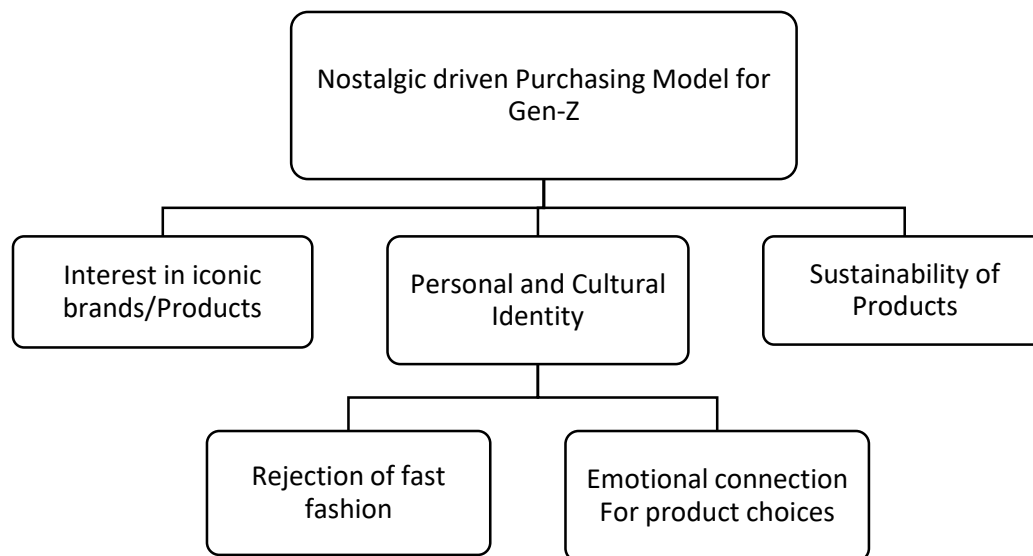
“Pind ch sarreyan nal rul mil ke khedna sarra di”

4.13 Nostalgia-driven purchasing model for both generation are as follows:

Generational Perspectives.

To study the generational differences based on nostalgia based consumer behaviour, two models were developed for both the generations. These models depicts the major interests and the emotional component behind the nostalgic consumption across different generations.

Figure 4.1 Shows the nostalgia-driven purchasing model for GEN-Z



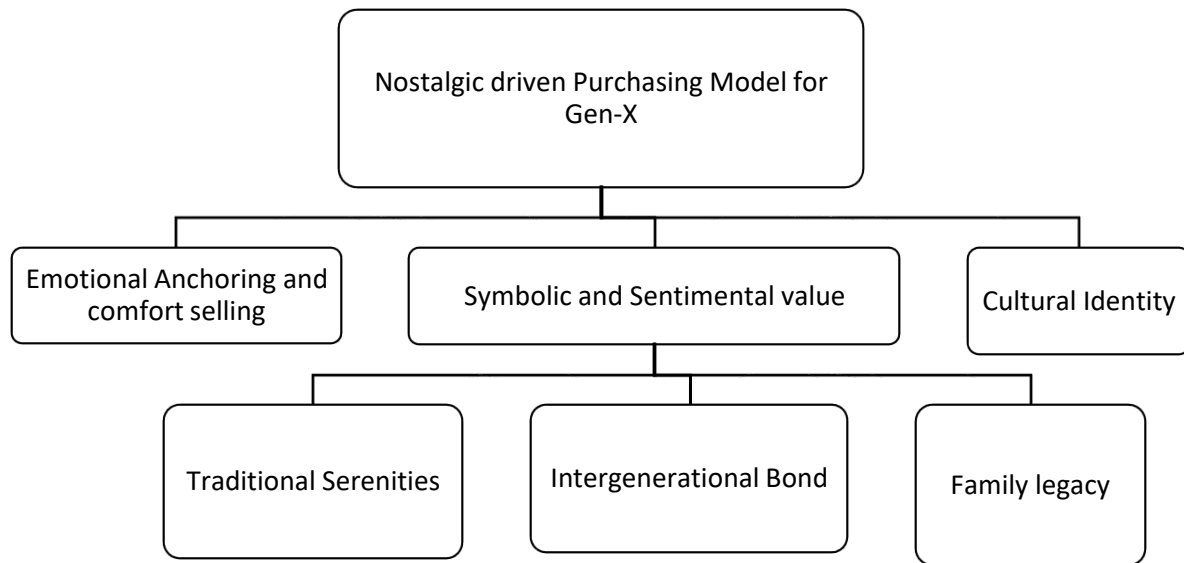
- The nostalgic purchases intention model discusses about how the Gen-z mindsets and attitude are shaped towards the nostalgic products in the market sector. The model is overall characterized by the three main themes,
- Interest in iconic brands/Products,
- Personal and Cultural Identity,

Rejection of fast fashion

Emotional connection For product choices

- Sustainability of Products

Figure 4.2 Shows the nostalgia-driven purchasing model for GEN-X



The nostalgic purchases intention model discusses about how the Gen-z mindsets and attitude are shaped towards the nostalgic products in the market sector. The model is overall characterized by the three main themes,

Part B : Quantitative Analysis

Table 4.1 Descriptive Statistics for key Variables

	N	Minim um	Maxim um	Mean	Std. Deviation
Age of the participants	65	1.00	2.00	1.4769	.50335
Purchase intentions for nostalgia	65	94.00	393.00	233.07 69	72.87989
Purchase intention for non-nostalgic	65	92.00	358.00	242.66 15	71.26234
Positive emotions nostlagic	65	10.00	50.00	28.061 5	8.85804
Negative Emotions nostlagic	65	10.00	40.00	18.215 4	7.89084
positive emotions non-nostalgic	65	10.00	48.00	25.830 8	10.53353
Nega tive emotions non nostalgic	65	10.00	42.00	19.507 7	9.38603
feeling	65	.00	2.00	1.0769	.40727
feeling	65	.00	2.00	1.1231	.54508
Valid N	65				

This Table summarizes the descriptive statistics of the study's main variables, including participant's age, purchase intention (nostalgic and non- nostalgic), and emotional responses (positive and negative). According to the results the mean purchase intention were slightly higher for non- nostalgic ad (M=242.66, SD =71.26) than for nostalgic ads (M= 233.08,SD= 72.88). Positive emotions were stronger for nostalgic ads (M = 28.06, SD = 8.86), non nostalgic ads (M = 25.83, SD = 10.53), whereas negative emotions were slightly lower for nostalgic ads (M = 18.22, SD = 7.89) as compared for non nostalgic ads (M= 19.51, SD= 9.39).

Table 4.2 Descriptive Statistics for Emotions and Purchase Intention.

		Statistics				
		Age of the participants	Purchase intentions for nostalgia	Purchase intention for non nostalgic	Positive emotions nostalgic	Negative Eotions nostalgic
N	Valid	65	65	65	65	65
	Missi ng	0	0	0	0	0

As demonstrated in the table, full data was acquired from all 65 participants of the both the generation for all variables with no missing values. This shows the dataset is strong and can be used in the future for statistical analyses, including making inferences between conditions (nostalgic vs. non-nostalgic) and exploring emotional predictors of purchase intentions

Table 4.3 Emotional Responses

		Frequen cy	Percen t	Valid Percent	Cumulative Percent
Val	no feelings	3	4.6	4.6	4.6
id	Positive emotions	54	83.1	83.1	87.7
	negative emotion	8	12.3	12.3	100.0
	Total	65	100.0	100.0	

The table mentioned above provide us with the frequency and percentages of participants across different age groups and their reported emotions. The age distribution was balanced, with 52.3% of participants in group 1 and 47.7% in group 2. The majority of the participants reported positive emotions in response to nostalgic ads (83.1%) and non-nostalgic ads (69.2%), indicating favourable emotional reactions to both advertising types stimuli.

Table 4.4 Correlations between Purchase Intention of Nostalgia and Non-Nostalgia

		Purchase intentions for nostalgia	Purchase intention for non-nostalgic	Positive emotions nostalgic
Purchase intentions for nostalgia	Pearson	1	.796**	-.095
	Correlation			
	Sig. (2-tailed)		.000	.450
	N	65	65	65
Purchase intention for non nostalgic	Pearson	.796**	1	.018
	Correlation			
	Sig. (2-tailed)	.000		.887
	N	65	65	65
Positive emotions nostalgic	Pearson	-.095	.018	1
	Correlation			
	Sig. (2-tailed)	.450	.887	
	N	65	65	65
Negative Emotions nostalgia	Pearson	-.003	.102	.390**
	Correlation			
	Sig. (2-tailed)	.979	.420	.001
	N	65	65	65
positive emotions non nostalgic	Pearson	-.244	-.018	.433**
	Correlation			

	Sig. (2-tailed)	.050	.888	.000
	N	65	65	65
negative emotions	Pearson	-.008	.140	.385**
non nostalgic	Correlation			
	Sig. (2-tailed)	.948	.266	.002
	N	65	65	65

The correlations tables showcase the correlation coefficients between purchase intention and emotional responses. Purchase intention for nostalgic and non- nostalgic ads was strongly correlated ($r = 0.796$, $p < 0.1$), negative emotion also showed similar results ($r = .622$, $p < .0$

Table 4.5 Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1				
Purchase intentions for nostalgia	233.07	65	72.87989	9.03964
Purchase intention for non nostalgic	242.66	65	71.26234	8.83901
Pair 2				
Positive emotions nostalgic	28.061	65	8.85804	1.09870
positive emotions non nostalgic	25.830	65	10.53353	1.30652

Pair	Negative Emotions nostalgic	18.215 4	65	7.89084	.97874
	negative emotions non nostalgic	19.507 7	65	9.38603	1.16419

The negative emotions were slightly lower in the nostalgic advertisement condition.

Showing that nostalgia may have pleasing effect, decreasing unpleasant emotional responses.

Table 4.6 Paired Samples Correlations

		N	Correlati on	Sig.
Pair	Purchase intentions 1 for nostalgia & Purchase intention for non-nostalgic	65	.796	.000
Pair	Positive emotions 2 nostalgic & positive emotions non nostalgic	65	.433	.000
Pair	Negative Emotions 3 nostlagic & negative emotions non nostalgic	65	.622	.000

The table shows a strong positive correlation between purchase intention for nostalgic and non-nostalgic products $r = .796$, and a moderate correlation for both the emotions, $r = .622$.

Table 4.7 Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower
Pair 1	Purchase intentions for nostalgia - Purchase intention for non nostalgic	-9.5846	46.09226	5.71704	-21.00572
Pair 2	Positive emotions nostalgic - positive emotions non nostalgic	2.2307	10.41899	1.29232	-.35093
Pair 3	Negative Emotions nostalgic - negative emotions non nostalgic	1.2923	7.63160	.94658	-3.18333

Pair 1: The mean difference of -9.58 shows that participants had significantly higher purchase intentions for nostalgic products as compared to when the products were not

nostalgic. The negative value indicates the score for non-nostalgic was lower than that for nostalgic.

Pair 2: The mean difference of +2.23 suggests that positive emotional responses were significantly higher when participants viewed nostalgic advertisements, which is also evidence of nostalgia inducing warmer, favourable emotions.

Pair 3: The mean difference of -1.29 demonstrates that negative emotions were higher when viewing non-nostalgic advertisements overall. The nostalgic content had lower levels of negative emotional responses overall.

Table 4.8 Paired Samples Test

		Paired	t	df	Sig. (2-
		Differences			tailed)
		95%			
		Confidence			
		Interval of			
		the			
		Difference			
		Upper			
Pair	Purchase intentions for	1.83649	-1.676	64	.099
1	nostalgia - Purchase intention for non nostalgic				
Pair	Positive emotions	4.81247	1.726	64	.089
2	nostalgic - positive emotions non nostalgic				

Pair	Negative Emotions	.59871	-1.365	64	.177
3	nostalgic - negative emotions non nostalgic				

Table 4.9 Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
Corrected Model	Purchase intentions for nostalgia	51362.756 ^a	1	51362.756	11.213
	Purchase intention for non nostalgic	26416.899 ^b	1	26416.899	5.574
Intercept	Purchase intentions for nostalgia	3562972.35 6	1 6	3562972.3 56	777.85 6
	Purchase intention for non nostalgic	3848724.09 9	1 9	3848724.0 99	812.03 3
	Purchase intentions for nostalgia	51362.756	1	51362.756	11.213
AGE	Purchase intention for non nostalgic	26416.899	1	26416.899	5.574
	Purchase intentions for nostalgia	288571.860	63	4580.506	

	Purchase intention for non nostalgic	298595.655	63	4739.614
Total	Purchase intentions for nostalgia	3871050.00	65	0
	Purchase intention for non-nostalgic	4152513.00	65	0
Corrected Total	Purchase intentions for nostalgia	339934.615	64	
	Purchase intention for non-nostalgic	325012.554	64	

This table shows that participants of both generations had a statistically significant impact on their purchase intention for nostalgic advertisement.

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.152 ^a	.023	-.009	71.56659

This table summarizes the regression model that predicts purchase intention for non-nostalgic advertisements based on emotional responses. The model shows a very low R-squared value of 0.23, which shows that only 2.3% of the variance in purchase intentions can be explained by the predictors (positive and negative emotions). Indicating emotional responses alone are not strong predictors of purchase intention in the non-nostalgic condition.

Table 4.11 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7462.369	2	3731.184	.728	.487 ^b
	Residual	317550.185	62	5121.777		
	Total	325012.554	64			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), negative emotions non-nostalgic, positive emotions non-nostalgic

This table presents the Analysis of Variance (ANOVA) for the same regression model. The F-value is .728 and the corresponding p-value is .487

Table 4.12 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	229.989	27.087		8.491	.000
	positive emotions non-nostalgic	-.405	.882	-.060	-.459	.647

negative emotions non	1.186	.990	.156	1.199	.235
nostalgic					

The above mentioned table summarizes regression analyses, showing results for purchase intention based on emotional responses. For nostalgic and non nostalgic ads, none of them neither positive nor negative emotions significantly predicts purchase intention. This depicts that while emotions are evoked by advertisements, they may not directly influence consumers intention to purchase

Chapter five

DISCUSSION

The study provides a significant insight into how nostalgia functions across different generations, thus influencing consumer behaviour and bridging generational divides. The themes, which are being classified into six broad categories and are being elicited from the interviews with both generations (child and parent set), highlight the emotional connection and cultural preferences of both generations, which tend to be similar and different in a unique way, along with sentimental and traditional values. Nostalgia will always provide a way for Gen-Z to relive the times of which they have always heard of and get a chance to boost their creativity in reviving the nostalgic elements and experiencing it. However, for Gen-X nostalgia and nostalgic elements reflect a sense of belonging of their times and history and culture background that builds their personal identity and belonging hence bridging the generational divides. Studies also indicate that nostalgia fosters emotional bonds that can affect consumers preferences and choice and increase brand loyalty (Holbrook & Schindler, 2003). Nostalgia also works as a means of honouring cultural history, strengthening both personal and societal identities (Sedikides et al., 2008). The GenX maintains those qualities and still searches for the things and elements that contain the same traditional, emotional and cultural values and tries to maintain these qualities today as well. Whereas, Genz is more into reinterpreting and enhancing their individuality within nostalgic frameworks, for instance like they have discussed upcycling of their vintage clothes with some fusion and using nostalgic elements to have some aesthetic appeal and on the contrary the genX is more inclined to preserve their culture and heritage so that there authenticity remains forever and ever be it there traditional recipes, clothes accessories etc. Needless to say both the groups demands for uniqueness and individuality within the nostalgic framework leaving behind these fast paced trends and focusing more on the revival of nostalgic elements, which cultivates emotional

connection and continuity. In addition, nostalgia corresponds with contemporary principles including authenticity, substantiality, and collectivism. Nostalgic products also highlight the durability and quality, which eventually influences the consumer's choices and preferences. The interaction between nostalgia and sustainability illustrates wider consumer trends towards ethical consumption and responsible purchasing practices (Cherrier & Murray, 2007).

The study has also investigated the impact of advertising nostalgic and non-nostalgic commercials on consumers that it effects their feelings and emotions. Despite the fact that other studies (Holak & Havlena, 1998; Pascal, Sprott, & Muehling, 2002) have placed an emphasis on the emotional appeal of nostalgia in marketing, the findings of this study imply that there is multifaceted influence across the generations particularly in terms of emotional responses and and consumer's purchase intention.

5.1 Emotional Responses to the advertisement

On comparing the both the ads commercial, one with nostalgia and another non-nostalgic, it was evident that these commercials with nostalgic content has somewhat elicited greater levels of positive emotions and significantly lower levels of negative emotions. Needless to say the differences did not meet the statistical significance. This shows, that although nostalgia is emotionally compelling, the impact in this sample did not differ sufficiently from non-nostalgic stimuli. However, it suggest that the participants might not have had significant personal connection with those advertisements, which decreases the emotional responses of the consumers.

The findings suggests that nostalgic triggers for the consumers to elicit emotions are dependent to the individual life's experience and identity.

5.2 Purchase intentions and influence of emotional factors

In the behavioural terms if we discuss, the participants indicated slightly higher intention to purchase non-nostalgic items. Despite the difference were not statistically significant, the pattern of the effect was in the opposite direction of what one might anticipate assuming the nostalgic appeal of nostalgia. However, nostalgia don elicit feelings of love, warmth, but it's not necessary that these emotions also converts or make them inclined and impact their purchase intentions, unless accompanied by other factors and their utility and sustainability, brand loyalty and many more across the generations.

Additionally, regression analysis suggested that neither positive nor negative emotions significantly predicts the intention to purchase in both the conditions. Needless to say ,regardless of the feelings elicited by nostalgia, its's not sufficient enough to determine the consumer's purchase intentions and decisions. On the other hand, models such as the Affect Infusion paradigm (Forgas, 1995) contend that mood and emotion can greatly impact judgments and decisions. This is in contrast to the above mentioned paradigm.

The findings also predict that the consumer's decision making involves many other factors like its utility, sustainability, durability, price, branding and many more.

5.3 The Impact of Age

These findings show tthat age has stastiscally significant impact on the desire to purchase the nostalgic products. This also provides us a deeper insight into the generational relevance theory, which suggests that the influence of nostalgic triggers depending on the stage of life , memory and the individual experiences varies. Younger participants, might find the content much appealing or that much connecting to themselves and might have interpreted differently. Whereas, for the older participants, they have felt a deeper connection and sense of belongingness to the nostalgic stimuli. When it comes to building nostalgic

advertisements, it is essential for marketers to take demographic breakdown into consideration. This is because an approach that fits everyone may reduce the impact of the appeal the campaign is trying to make.

5.4 Implications of both qualitative and quantitative analysis

The findings, when viewed from a theoretical perspective, make a contribution to the expanding body of literature that creates complications for the presumed good influence of nostalgic marketing. Not only does advertising that appeals to nostalgia have the potential to generate emotional involvement, but it does not necessarily ensure improved buy intentions or consumer loyalty. It is possible that emotional connection alone will not be sufficient unless the nostalgic material is viewed as genuine, personally significant, and pertinent to the product that is being advertised.

From a practical point of view, this study recommends that when utilizing methods that are based on nostalgia, marketers should carefully examine the age of their target audience as well as the cultural background of that group. Nostalgia can be an effective technique; however, this is only the case when the consumer has a true connection to the experience that is being evoked. In order to establish a connection with younger consumers, nostalgia may need to be updated or reframed in a different way. This could be accomplished through the use of vintage aesthetics or shared cultural touchpoints from more recent past.

Chapter Six

Limitations and future implications

Limitations

The sample size of the study was relatively small, which may have restricted statistical significance. Furthermore, it is possible that the nostalgic stimuli might not have uniformly meaningful impact on all individuals. Study is limited to self-reported data which can have introspective biases.

Future researches can be done studying the purchase intentions and emotional responses across different genders, utilization of personal nostalgic trends, collecting a larger data with more demographic variation. Also, considering also the varied factors on which consumers decisions rely and then measuring their purchase intentions.

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APPENDIX A**Reliability**

Item-Total Statistics	
	Cronbach's Alpha
[I intend to buy in the near future.]"	.968
[I am willing to purchase .]"	.962
[I will probably buy rather than other brands.]"	.969
[I would recommend to others.]"	.971
[I would consider buying again.]"	.963