

A Study on the influence of childhood Nostalgia Marketing and brand Attachment on Brand Loyalty in the Indian confectionery Market

Dr. Nila A Chotai¹, Sakshi Yadav², Shruti Sharma³, Leonard L⁴

1. Academic Director, ISBR Business School
2. PGDM Student, ISBR Business School
3. Research Assistant, ISBR Business School
4. Assistant Professor, ISBR Business School

ABSTRACT

Marketers looking to cultivate customer emotional attachment and brand loyalty now find that nostalgia marketing is a potent weapon. In the Indian market, nostalgia marketing's effects on emotional connection and brand loyalty are the focus of this study. Using validated measures for brand loyalty, emotional attachment, and nostalgia marketing, data was gathered from a sample of Indian consumers. To investigate the connection between nostalgia marketing and these factors, the data was then examined. The findings show a strong correlation between nostalgia marketing and emotional attachment as well as brand loyalty. The study offers insightful information to marketers that want to increase consumer loyalty and emotional connection to their companies by using nostalgia into their campaigns.

Keywords: Nostalgia marketing, brand loyalty, emotional attachment, Indian confectionery market

INTRODUCTION

Childhood Nostalgia is a complicated emotional state rooted in human psychology. Sedikides and Wildschut (2016) define nostalgia as an emotional longing for the past that is often accompanied by pleasant emotions such as warmth, comfort, and satisfaction. Music, images, smells, and even unique brand logos can all evoke an emotional connection to the past (Cheunget al., 2017).

In the world of marketing, exploiting nostalgia includes utilizing emotional connections to create compelling brand tales. Brands try for authenticity and familiarity with consumers by evoking memories of simpler times or iconic cultural events (Holak and Havlena, 1992). For example, advertising that uses retro visuals or references to pop culture from previous decades may induce nostalgia and appeal to buyers who associate those symbols with positive childhood memories (Bakewell & Mitchell, 2003).

The link between nostalgia marketing and brand loyalty is a hot topic in marketing literature. On the one hand, proponents argue that nostalgic branding fosters deeper emotional connections with customers, leading to increased brand loyalty and repeat purchases (Nunes and Teixeira, 2012). By appealing to consumers' nostalgic impulses, brands can differentiate themselves from competitors and build a loyal customer base who identify with the brand's past and values.

Experts warn against relying too heavily on nostalgia in marketing campaigns. They argue that leaning too heavily on historical visuals and relationships may alienate younger consumers who have no personal experience with the nostalgic era (Brown & Lamb, 2001). Furthermore, there is a risk of nostalgia fatigue, which occurs when consumers get unsatisfied with companies that repeatedly recycle nostalgic motifs without providing true innovation or relevance (Goulding, 2000).

Literature review and hypotheses development

Nostalgia marketing is based on the psychological phenomenon known as nostalgia, which is described as a sentimental desire for the past. Psychological theories such as the socioemotional selectivity theory (Carstensen, 1995) and the self-concept maintenance theory (Holak & Havlena, 1992) suggest that nostalgic cues can elicit positive affective responses by evoking memories of personal experiences, cultural symbols, and historical eras.

Brand attachment

Another significant influence of nostalgia marketing is emotional attachment to brands. Brands may create strong emotional connections with customers by using shared cultural experiences and values through storytelling, imagery, and experiential marketing (Halkias & Kokkinaki, 2017). Zhou, Sweeney, and Miao (2018) discovered that emotional brand attachment plays a crucial role in increasing customer engagement and loyalty, with nostalgia serving as a powerful trigger for building strong emotional ties to brands.

Childhood nostalgia marketing

Successful nostalgia marketing strategies frequently use authentic storytelling and memorable imagery to induce nostalgia in consumers. For example, Coca-Cola's "Share a Coke" campaign restored vintage logos and personalized labels, evoking nostalgia for childhood memories and instilling a sense of belonging in consumers (Hausman & Siekpe, 2009). Similarly, Nike's "Air Jordan" retrospectives honor the brand's storied legacy, appealing to sneakerheads' nostalgic links with the legendary basketball player Michael Jordan (Gwinner, 1997).

Brand loyalty

Research shows that nostalgia marketing has a significant impact on brand loyalty. For example, Cheung and Phau (2019) discovered that nostalgic advertising dramatically enhanced consumers' intentions to buy and recommend nostalgic brands. Similarly, Belk (2014) contends that nostalgic brands act as anchors of continuity in a constantly changing world, resulting in increased brand loyalty among customers seeking comfort and familiarity in nostalgic experiences.

H1: Child nostalgia marketing positively influences the brand loyalty among Indian confectionery consumers.

H2: Brand attachment impacts positively towards brand loyalty of Indian confectionery consumers.

RESEARCH METHODOLOGY RESEARCH DESIGN :

The research design developed for this project is a quantitative method. This is because childhood nostalgia marketing and its impact on consumer behavior are extensive and complex. This study's research design may combine quantitative and descriptive methodologies. While the quantitative technique will help uncover insights into the underlying causes and motives behind these beliefs, the descriptive approach will aid in understanding the current status of childhood nostalgia marketing and its perceived impact on brand loyalty and brand attachment.

Questionnaire Structure: Brand loyalty (BL), Brand attachment (BA), and Childhood nostalgia marketing (CNM) were all mentioned in the questionnaire's statements or items. Using a 5-point Likert scale, which was constructed using brand loyalty scale (Halkias & Kokkinaki, 2013b), brand attachment scale (Cheung, M. F., & To, W. M., 2019b) and childhood nostalgia marketing scale (Shimul et al., 2019c). Participants were asked to indicate how much they agreed or disagreed with each statement.

Therefore, the questionnaire was distributed to family, friends and various groups and data was collected in the areas of childhood nostalgia marketing in brand loyalty, brand attachment, how best practices may be implemented, and their impact on people of different age groups in India.

DATA COLLECTION METHOD

The data was collected via distributing questionnaires via google forms to various groups.

SAMPLE SIZE:

Responses were collected from 111 participants from all over the country.

Inclusion criteria:-

Individuals who are at least eighteen years old, who have shown emotional attachment and brandloyalty to one or more brands, who have nostalgic feelings for items or experiences from their youth.

Exclusion criteria:- People below 18 years old.

People lacking brand attachment to any brand.

DATA ANALYSIS

The independent variable for the study is childhood nostalgia marketing and the dependentvariable is brand loyalty and brand attachment. CNM stands for items related to childhoodnostalgia marketing, BL stands for brand loyalty and BA stands for brand attachment.

FINDINGS:

Gender distribution	No. of participants
Males	54
Females	57
Total	111

Table 1 shows the gender distribution of the participants

Regarding the participants' educational background, six people hold a PhD, sixteen have a highschool diploma, thirty-four have a postgraduate degree, and thirty-five have a graduate degree.

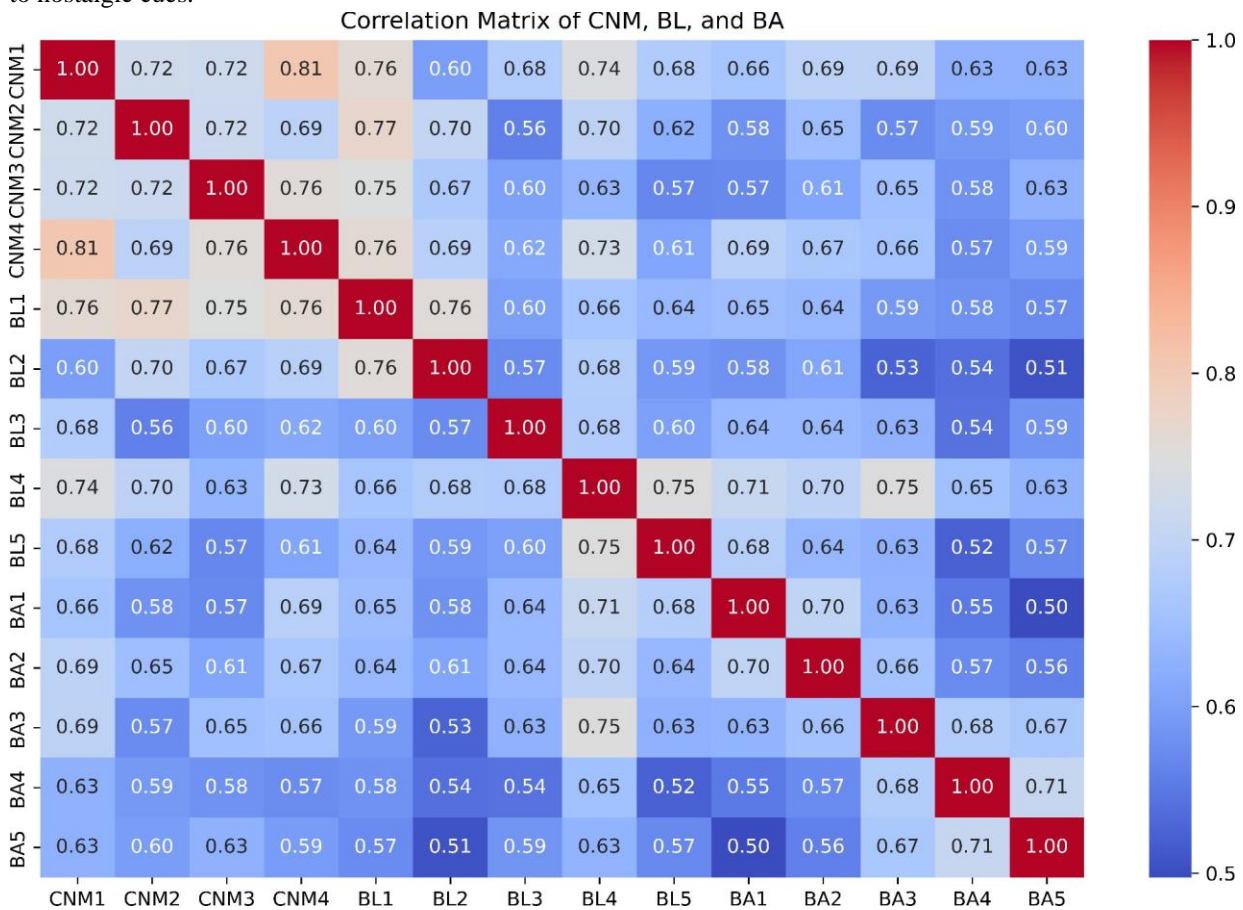
Constructs	Mean score
Childhood nostalgia marketing	3.65
Brand loyalty	3.64
Brand attachment	3.65

Table 2 depicts the overall mean score for the dataset. These values represent the average scores across all participants for childhood nostalgia marketing, brand loyalty, and brand attachment.

The scores for the various attributes (CNM1 to BA5) range from 1 to 5, with 5 being the highest.

The standard deviations for CNM (1.10), BL (1.15), and BA (1.15) indicate moderate variability in the scores across

participants. This suggests that the effects of nostalgia marketing may vary among individual consumers, potentially influenced by factors such as personal experiences, age, cultural backgrounds, or individual differences in susceptibility to nostalgic cues.



Visualization of correlation matrix showing the relationships between Childhood Nostalgia Marketing (CNM), Brand Loyalty (BL), and Brand Attachment (BA).

The heatmap displays the correlation coefficients between different variables. Values close to 1 or -1 indicate a strong positive or negative correlation, respectively, while values close to 0 indicate little to no correlation. It can be observed how each CNM variable correlates with each BL and BA variable. This aids in understanding the relationship between childhood nostalgia marketing, and brand loyalty and brand attachment in the study.

RESULTS

The Cronbach's reliability analysis was conducted on 14 items and the composite reliability was 0.961 which is above the recommended value of 0.70. Hence the scaled items used of the study are internally consistent and reliable (Table 1). Among the three demographic criteria namely age, gender and education, only age had a statistical impact. The F Statistics analysis reveals that BL1 and BL 3 have different mean values across 4 groups of age. Hence BL1 (F Statistics: 2.496, p value: 0.064) and BL3 (F Statistics: 2.593, p value: 0.056) shows statistical impact on Brand loyalty. Further the eta square of BL1 was 0.0654 and BL3 was 0.0677, reveals a significant influence of variance in age and its impact on brand loyalty (Table 2).

Further, multivariate GLM model analysis was carried out to study the statistical impact of the constructs namely brand attachment and childhood nostalgia marketing on brand loyalty among Indian confectionery consumers. Instead of multivariate regression, MGLM was conducted as each of the independent constructs were having multiple items.

CNM1, CNM2, BA1 and BA2 shows statistical impact on brand loyalty as their F Statistical value was significant due to the p value which was lesser than the critical value of 0.05 (Table 3).

Table 4 reveals that the independent constructs namely childhood nostalgia marketing with items CNM2, CNM3 and CNM4 along with brand attachment items BA1 and BA3 carries a partial between subject influence on brand loyalty as their F statistics value was significant with pvalues lesser than the recommended critical value of 0.05.

Table 1: Reliability Analysis

Cronbach's Alpha	N of Items
.961	14

Table 2: One way ANOVA of Age and Brand loyalty

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
BL1 Between Groups	9.129	3	3.043	2.496	.064
Within Groups	130.456	107	1.219		
Total	139.586	110			
BL2 Between Groups	5.167	3	1.722	1.423	.240
Within Groups	129.500	107	1.210		
Total	134.667	110			
BL3 Between Groups	10.543	3	3.514	2.593	.056
Within Groups	145.025	107	1.355		
Total	155.568	110			
BL4 Between Groups	7.035	3	2.345	1.931	.129
Within Groups	129.956	107	1.215		
Total	136.991	110			
BL5 Between Groups	6.486	3	2.162	1.478	.225
Within Groups	156.505	107	1.463		
Total	162.991	110			

Analysis:

Effect of Age on Brand Loyalty: Age was found to have a statistically significant effect on two dimensions of brand loyalty (BL1 and BL3) by one-way ANOVA analysis (Table 2). The brand loyalty items in question have a moderate

influence of age, as indicated by the eta-squared values of 0.0654 for BL1 and 0.0677 for BL3. This shows that age may influence brand loyalty in customers, maybe as a result of generational preferences, varying life experiences, or nostalgic connotations.

Table 3: Multivariate GLM model analysis

Multivariate Tests^a

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept Pillai's Trace	.038	.761 ^b	5.000	97.000	.580	.038
Wilks' Lambda	.962	.761 ^b	5.000	97.000	.580	.038
Hotelling's Trace	.039	.761 ^b	5.000	97.000	.580	.038
Roy's Largest Root	.039	.761 ^b	5.000	97.000	.580	.038
CNM1 Pillai's Trace	.160	3.700 ^b	5.000	97.000	.004	.160
Wilks' Lambda	.840	3.700 ^b	5.000	97.000	.004	.160
Hotelling's Trace	.191	3.700 ^b	5.000	97.000	.004	.160
Roy's Largest Root	.191	3.700 ^b	5.000	97.000	.004	.160
CNM2 Pillai's Trace	.189	4.518 ^b	5.000	97.000	.001	.189
Wilks' Lambda	.811	4.518 ^b	5.000	97.000	.001	.189
Hotelling's Trace	.233	4.518 ^b	5.000	97.000	.001	.189
Roy's Largest Root	.233	4.518 ^b	5.000	97.000	.001	.189
CNM3 Pillai's Trace	.092	1.972 ^b	5.000	97.000	.090	.092
Wilks' Lambda	.908	1.972 ^b	5.000	97.000	.090	.092
Hotelling's Trace	.102	1.972 ^b	5.000	97.000	.090	.092
Roy's Largest Root	.102	1.972 ^b	5.000	97.000	.090	.092
CNM4 Pillai's Trace	.101	2.188 ^b	5.000	97.000	.062	.101
Wilks' Lambda	.899	2.188 ^b	5.000	97.000	.062	.101
Hotelling's Trace	.113	2.188 ^b	5.000	97.000	.062	.101
Roy's Largest Root	.113	2.188 ^b	5.000	97.000	.062	.101
BA1 Pillai's Trace	.158	3.645 ^b	5.000	97.000	.005	.158
Wilks' Lambda	.842	3.645 ^b	5.000	97.000	.005	.158
Hotelling's Trace	.188	3.645 ^b	5.000	97.000	.005	.158
Roy's Largest Root	.188	3.645 ^b	5.000	97.000	.005	.158
BA2 Pillai's Trace	.036	.724 ^b	5.000	97.000	.607	.036
Wilks' Lambda	.964	.724 ^b	5.000	97.000	.607	.036
Hotelling's Trace	.037	.724 ^b	5.000	97.000	.607	.036
Roy's Largest Root	.037	.724 ^b	5.000	97.000	.607	.036

BA3	Pillai's Trace	.114	2.507 ^b	5.000	97.000	.035	.114
	Wilks' Lambda	.886	2.507 ^b	5.000	97.000	.035	.114
	Hotelling's Trace	.129	2.507 ^b	5.000	97.000	.035	.114
	Roy's Largest Root	.129	2.507 ^b	5.000	97.000	.035	.114
BA4	Pillai's Trace	.038	.775 ^b	5.000	97.000	.570	.038
	Wilks' Lambda	.962	.775 ^b	5.000	97.000	.570	.038
	Hotelling's Trace	.040	.775 ^b	5.000	97.000	.570	.038
	Roy's Largest Root	.040	.775 ^b	5.000	97.000	.570	.038
BA5	Pillai's Trace	.052	1.058 ^b	5.000	97.000	.389	.052
	Wilks' Lambda	.948	1.058 ^b	5.000	97.000	.389	.052
	Hotelling's Trace	.055	1.058 ^b	5.000	97.000	.389	.052
	Roy's Largest Root	.055	1.058 ^b	5.000	97.000	.389	.052

a. Design: Intercept + CNM1 + CNM2 + CNM3 + CNM4 + BA1 + BA2 + BA3 + BA4 + BA5

b. Exact statistic

Analysis :- Impact of CNM and BA on Brand Loyalty: The multivariate GLM model analysis (Table 3) showed that specific items of childhood nostalgia marketing (CNM1 and CNM2) and brand attachment (BA1) had a statistically significant impact on brand loyalty. This finding supports the hypotheses (H1 and H2) that childhood nostalgia marketing and brand attachment positively influence brand loyalty among Indian confectionery consumers.

Table 4: Multivariate GLM Between subjects analysis

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	BL1	102.444 ^a	9	11.383	30.953	.000	.734
	BL2	82.119 ^b	9	9.124	17.538	.000	.610
	BL3	89.372 ^c	9	9.930	15.151	.000	.574
	BL4	100.643 ^d	9	11.183	31.072	.000	.735
	BL5	98.153 ^e	9	10.906	16.988	.000	.602
Intercept	BL1	.067	1	.067	.182	.671	.002
	BL2	1.838	1	1.838	3.534	.063	.034

CNM1	BL3	.061	1	.061	.093	.761	.001
	BL4	.001	1	.001	.002	.962	.000
	BL5	.080	1	.080	.125	.724	.001
	BL1	1.310	1	1.310	3.563	.062	.034
	BL2	1.252	1	1.252	2.406	.124	.023
CNM2	BL3	2.556	1	2.556	3.899	.051	.037
	BL4	.464	1	.464	1.290	.259	.013
	BL5	2.132	1	2.132	3.321	.071	.032
	BL1	4.776	1	4.776	12.988	.000	.114
	BL2	5.774	1	5.774	11.098	.001	.099
CNM3	BL3	.094	1	.094	.144	.705	.001
	BL4	2.008	1	2.008	5.580	.020	.052
	BL5	1.889	1	1.889	2.943	.089	.028
	BL1	2.073	1	2.073	5.636	.019	.053
	BL2	1.905	1	1.905	3.661	.059	.035
CNM4	BL3	.662	1	.662	1.010	.317	.010
	BL4	.560	1	.560	1.555	.215	.015
	BL5	.055	1	.055	.085	.771	.001
	BL1	1.111	1	1.111	3.020	.085	.029
	BL2	2.964	1	2.964	5.698	.019	.053
BA1	BL3	.136	1	.136	.208	.650	.002
	BL4	.785	1	.785	2.182	.143	.021
	BL5	.373	1	.373	.581	.448	.006
	BL1	.860	1	.860	2.339	.129	.023
	BL2	.449	1	.449	.863	.355	.008
BA2	BL3	3.387	1	3.387	5.168	.025	.049
	BL4	1.961	1	1.961	5.449	.022	.051
	BL5	7.518	1	7.518	11.711	.001	.104
	BL1	.004	1	.004	.010	.922	.000
	BL2	.845	1	.845	1.625	.205	.016
BA3	BL3	1.407	1	1.407	2.147	.146	.021
	BL4	.232	1	.232	.645	.424	.006
	BL5	.451	1	.451	.703	.404	.007
	BL1	.265	1	.265	.722	.398	.007
	BL2	.139	1	.139	.266	.607	.003
BA4	BL3	.535	1	.535	.817	.368	.008
	BL4	3.844	1	3.844	10.680	.001	.096
	BL5	1.084	1	1.084	1.688	.197	.016
	BL1	.090	1	.090	.245	.622	.002
	BL2	.649	1	.649	1.248	.267	.012
	BL3	.036	1	.036	.055	.816	.001

BA5	BL4	.298	1	.298	.829	.365	.008
	BL5	.583	1	.583	.909	.343	.009
	BL1	.012	1	.012	.033	.855	.000
	BL2	.104	1	.104	.199	.656	.002
	BL3	1.600	1	1.600	2.441	.121	.024
Error	BL4	.113	1	.113	.313	.577	.003
	BL5	1.582	1	1.582	2.464	.120	.024
	BL1	37.142	101	.368			
	BL2	52.547	101	.520			
	BL3	66.196	101	.655			
Total	BL4	36.348	101	.360			
	BL5	64.838	101	.642			
	BL1	1654.000	111				
	BL2	1627.000	111				
	BL3	1547.000	111				
Corrected Total	BL4	1622.000	111				
	BL5	1648.000	111				
	BL1	139.586	110				
	BL2	134.667	110				
	BL3	155.568	110				
	BL4	136.991	110				
	BL5	162.991	110				

- R Squared = .734 (Adjusted R Squared = .710)
- R Squared = .610 (Adjusted R Squared = .575)
- R Squared = .574 (Adjusted R Squared = .537)
- R Squared = .735 (Adjusted R Squared = .711)
- R Squared = .602 (Adjusted R Squared = .567)

Analysis:- (Table 4) revealed that specific items of childhood nostalgia marketing (CNM2, CNM3, and CNM4) and brand attachment (BA1 and BA3) had a partial influence on brand loyalty. These results suggest that certain aspects of nostalgic marketing strategies and emotional brand connections resonate more strongly with consumers and contribute to fostering brand loyalty.

Correlations: The correlation analysis and heatmap visualization showed strong positive correlations between childhood nostalgia marketing (CNM) and brand loyalty (BL), as well as between CNM and brand attachment (BA). These findings align with the hypotheses and existing theoretical frameworks, indicating that nostalgic marketing strategies can effectively enhance brand loyalty and emotional connections with brands among Indian consumers.

Variability in Responses: The moderate standard deviations for CNM, BL, and BA scores suggest variability in responses across participants. This variability could be attributed to individual differences in factors such as personal experiences, age, cultural backgrounds, or susceptibility to nostalgic cues. It highlights the need for marketers to consider segmentation and personalization strategies when employing nostalgia marketing to cater to diverse consumer preferences and responses.

Overall, the study provides valuable insights into the positive impact of childhood nostalgia marketing on brand loyalty and emotional brand attachment in the Indian confectionery market. The findings suggest that leveraging nostalgic elements in

CONCLUSION:-

The study concludes that childhood nostalgia marketing has a significant positive impact on brand loyalty and emotional brand attachment among Indian consumers in the confectionery market.

The strong positive correlations observed between childhood nostalgia marketing strategies and brand loyalty, as well as brand attachment, suggest that evoking nostalgic emotions and memories can effectively enhance consumer loyalty and deepen emotional connections with brands.

Specific aspects of nostalgia marketing strategies, such as evoking childhood memories and emotional connections, resonate more strongly with consumers and contribute to fostering brand loyalty and attachment.

Age was found to have a moderate influence on certain aspects of brand loyalty, indicating that consumers' life experiences, nostalgic associations, or generational preferences may shape their loyalty towards brands.

The variability in responses suggests that the effects of nostalgia marketing may vary among individual consumers, potentially influenced by factors such as personal experiences, age, cultural backgrounds, or individual differences in susceptibility to nostalgic cues.

The study concludes that childhood nostalgia marketing has a significant positive impact on brand loyalty and emotional brand attachment among Indian consumers in the confectionery market.

FUTURE IMPLICATIONS :-

Practical Implications: The findings provide valuable insights for marketers operating in the Indian confectionery market, encouraging them to incorporate nostalgic elements into their campaigns to cultivate consumer loyalty and emotional brand attachment.

Specific Nostalgic Elements: Future research could explore the specific nostalgic elements (e.g., visual aesthetics, music, scents, cultural icons) that are most effective in different product categories or target demographics, allowing brands to tailor their nostalgia marketing strategies for maximum impact.

Longitudinal Studies: Conducting longitudinal studies could investigate the long-term effects of nostalgia marketing on

consumer behavior and brand equity, providing insights into the sustainability and potential diminishing returns of nostalgic campaigns over time.

Cross-Cultural Comparisons: Expanding the research to include cross-cultural comparisons could examine the impact of nostalgia marketing across different cultural contexts and identify potential variations in consumer responses based on cultural values and norms.

Segmentation and Personalization: Further research could explore the potential for segmenting consumers based on their susceptibility to nostalgic cues and personalizing nostalgia marketing strategies accordingly, enhancing their effectiveness and relevance.

The study contributes to the understanding of nostalgia marketing's impact on consumer behavior in the Indian context and highlights the potential benefits of leveraging nostalgic elements in marketing campaigns to cultivate brand loyalty and emotional attachment. However, it also emphasizes the need for further research to explore the nuances and specific strategies that are most effective across various contexts.

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