

4

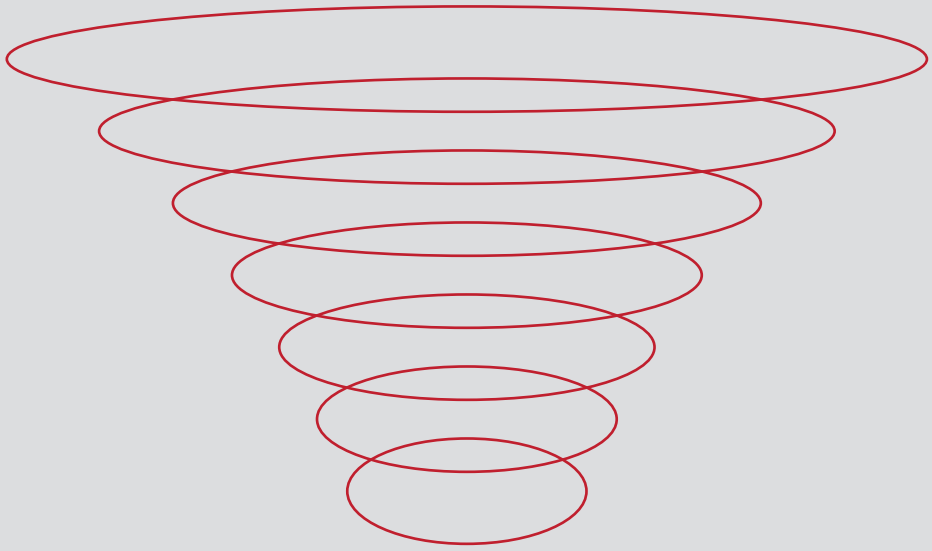
*Nostalgia, Retro-
Marketing, and
Neuromarketing: An
Exploratory Review*

Verónica Crespo Pereira
Matías Membiela Pollán
Eva Sánchez Amboage

ABSTRACT

In the last decades, neuroscience has provided an excellent comprehension of the impact of marketing outputs on cognitive and emotional processing. Understanding what constitutes the neurobiology of consumer decision-making has been the aim of neuromarketing since the beginning. New notions regarding the value of emotions in consumer preferences have changed the way companies develop their actions towards marketing and communication. Nostalgia has emerged as an effective strategy for reinforcing the positioning of established brands. Because of the nature of emotions in nostalgia and the trendy relationship between neuromarketing and emotions in business, this research offers an exploratory bibliographic review to set the guidelines that help in understanding the interplay between retro marketing, nostalgia, and neuromarketing on marketing consumption. This review was carried out in 3 phases: a) review of unstructured information, b) analysis, organization, and synthesis of content, and c) conclusions. Nostalgia is manifested through marketing stimuli that arise from people's internal memory and, therefore, the feelings derived from cognitive responses (attitudes) followed by a particular behavioral reaction. Research points out the lack of literature/studies regarding neuroscientific methodology into nostalgic empirical research.

KEYWORDS: nostalgia, marketing, retro marketing, neuroscience, neuromarketing, retro, vintage, branding



INTRODUCTION

In the last few years, there has been an increase in the use of nostalgia in marketing. It has been found that nostalgia influences consumers' preferences for brands, products/services, and communications since emotional triggers are proven to play a vital role in consumer decision-making. Nostalgic strategy appeals to consumer's emotions, attitudes, and memories in order to achieve brand efficiency.

The potential effect of nostalgia on consumer decision-making is a trendy line of research in academia and the professional sphere. Empirical research on nostalgia has been linked to topics such as advertising and consumer psychology (Wildschut, Sedikides, Arndt, & Routledge, 2006). There is a visible rise of nostalgia in advertising in the last years. 10% of US TV advertisements have used nostalgic outputs such as copy, music, and themes. Other countries such as UK, Russia, and India have also used it for its engaging effects and influence on brand choice (Merchant, LaTou, Ford, & LaTour, 2013). Nostalgia strategy is a worldwide phenomenon.

Many different products from the market, such as music, films, or television shows, can elevate nostalgic emotions (Slavich, Dwyer, & Hungenberg, 2019). However, it does not only relates to the entertainment sector or audiovisual stimuli. The demand for this type of product emerged from the mid-90s and constitutes its peak today. The retro/vintage can be present in many different goods and services, such as products, packaging, design, tangible and intangible things, aesthetics, style, and communication. It is found in areas such as clothing and sports clothing, footwear, cosmetics, colons, luxury products, entertainment and decorative, automotive, high-tech (music), cameras, telephones, electrical appliances, food and beverage, music festivals, films, and series, toys, detergents and soaps, tourist sites, establishments and giveaways (Brown, Kozinets y Sherry, 2003; Hallegatte, 2014; Park et al., 2018; Grebosz-krawczyk & Pointet, 2020).

The creation of emotional bonds becomes a positive tool for brands. In fact, it has been stated that the strategies of nostalgia are increasingly used during times of crises due to their capability to make consumers feel secure and safe and boost sales (Merchant, LaTou, Ford, & LaTour, 2013b). As mentioned, nostalgic outputs have been shown to impact consumer's preferences for their effective influence on emotional and cognitive processing. The use of nostalgic feelings originating from memory creates the necessary bond between brand and consumer to boost purchase behavior, brand trust, and loyalty (Hungenberg, Slavich, Bailey, & Sawyer, 2020). The understanding of the neurobiology behind nostalgic processing is explained by neuroscience and neuromarketing. Neuromarketing is known as the application of neuroscientific methodology with commercial

purposes. It aims to achieve a deep understanding of the consumers' responses to certain marketing stimuli by employing techniques from cognitive neuroscience to improve products, services, advertising and marketing strategies (Lee, Butler & Senior, 2010). For the positive effects of nostalgia in decision-making and neuromarketing's ability to comprehend such influence, retro marketing and neuromarketing might become popular marketing topics in the years to come.

METHODOLOGY

New knowledge about the impact of emotions on consumer preferences has changed marketing and communication paradigms. Nostalgia has become an effective strategy for reinforcing the positioning of established brands. This paper aims at reflecting on the comprehending neurobiology behind the consumer preference associated with nostalgic experiences. Since emotions of nostalgia is proven to be key in business, the paper also evidences the relationship between nostalgia marketing and neuromarketing (known as a discipline that uses neuroscientific methods to understand consumers from a neurobiology approach). Therefore, this research offers an exploratory literature review to set the guidelines that help in understanding the interplay between retro marketing, nostalgia, and neuromarketing on marketing consumption. This review was carried out in 3 phases: a) review of unstructured information on Scopus and Web of Science, b) analysis, organization, and synthesis of content, c) conclusions. Snowball technique was applied. A total of 34 research papers are discussed. The first part of the paper will discuss the following topics:

- Consumer behavior in nostalgic experiences
- Nostalgia as a cognitive and emotional processing
- Nostalgia and retro marketing
- Retro marketing effectiveness: variables to consider
- Nostalgia and retro marketing in the academia

Complementary, an analysis of the volume of publications by the terms neuromarketing, neuroscience, nostalgia, and retro marketing has been done to deliberate about the interest produced by these topics among the academic community. Scopus and Web of Science were the databases selected. The authors used the filter "Title, abstract, keywords" on Scopus and the filter or "Theme" (that comprises the title, abstract, keywords, and more) on Web of Science. This search took place in May 2021. Results are discussed in the second part of this paper.

1. CONSUMER BEHAVIOR IN NOSTALGIC EXPERIENCES

Nowadays, brands know that it is imperative to connect with individuals by developing memorable experiences to attract and maintain consumers. The retro concept is the strategy of using elements from the past through the stimulation of the senses. In this context, communicative strategies may focus on cultural industries stimuli (such as music, films, e.t.c) to provoke nostalgic experiences (Barbery-Montoya, Lavayen-León & Vera-Suárez, 2019).

Nostalgia has been defined as the longing for the past and a past-focused affective experience (Routledge, Wildschut, Sedikides & Juhl, 2013; FioRito & Routledge, 2020). Due to the capability of nostalgia to impact affective states that drive towards action (FioRito & Routledge, 2020), this feeling has been of interest to many knowledge fields such as sociology, marketing, advertising, or political science (Muehling & Pascal, 2012). However, at the moment, research on nostalgia from the neuroscientific approach is still limited (FioRito & Routledge, 2020) but promising.

In the last decades, there has been a considerable advance *advance in what) from the scientific and technological point of view. Multidisciplinary research, such as Neuroscience, Economics, and Marketing, has provided exciting outcomes about the value of emotional and cognitive processes that affect human decision-making (Manes & Niro, 2015). Technology from Neurosciences allows us to comprehend unconscious emotional processes (Braun-LaTour & Zaltman, 2006; Kenning, Plassmann, & Ahlert, 2007). This knowledge is vital for marketing since it has been manifested that most individuals' decisions are taken based on unconscious factors (Babu & Vidyagaras, 2012), which human beings cannot recognize or control (Ohme, Reykowska, Wiener, & Choromanska, 2009). On the other hand, neuroscience points out the close connection between emotion and cognition. In short, emotion and cognition are an inseparable pair that triggers consumer behavior.

Consumer behavior is classified into the three-reaction process: cognitive, emotional, and behavioral. Marketing triggers bonds with (in?) consumers through emotional approaches. Commercial stimuli want to encourage attention and emotion and create positive memories leading to purchasing behaviors (Pradeep, 2010). Cognitive, emotional, and behavioral variables also appear in nostalgia processes (Sierra & McQuitty, 2007). However, when nostalgia is involved, memory is vital.

Nostalgia is a cognitive and affective experience that activates emotional responses based on the impulse of memories/memory (Slavich et al., 2019). Nostalgia works when people connect with a brand and the memories arising from an individual's past (Muehling, 2013). In other words, memory triggers certain feelings (Hungenberg et al., 2020), and individuals easily remember things

when emotions are triggered. Theories on memory processes and emotions are essential for understanding nostalgia's effects in marketing (Marchegiani & Phau, 2010).

1.1 NOSTALGIA AS A COGNITIVE AND EMOTIONAL PROCESSING

There is the unanimous idea that nostalgia is an emotion (Wildschut et al., 2006). Nostalgia belongs to complex emotions and arises from high-level cognitive processing since reconstructing the past is a must. As stated by Marchegiani & Phau: *"Cognition is perhaps the first important consumer behavior reaction to occur as nostalgic cues will stimulate the retrieval/generation of thoughts through the consumer's memory/thought process. Memory and thought retrieval have their roots in psychology, and many marketers have adapted the theories related to memory to explain the cognitive outcomes in terms of marketing"* (Marchegiani & Phau, 2010, p. 85).

Nostalgia differs from other processes such as recall or remembrance since it operates at a *"unique, effective signature and its psychological functions"* (Wildschut et al., 2006, p. 990). Nostalgia requires memories of the past. These can be classified as lived (people's experienced past) or learned memories (indirect nostalgia since feelings depend on external sources such as a book, a film) (Sierra & McQuitty, 2007). Holak and Havlena classified it into two dimensions: personal vs. collective (personal or shared emotion) and direct vs. indirect (the experience is personally experienced or experienced "through other people or means") (Muehling, 2013). Another differentiation is between personal nostalgia (personally experienced past and related to the self or self-identity) and historical nostalgia (a longing for events the consumer has not directly experienced since it happened a time before one's birth) (Marchegiani & Phau, 2010).

Neuroscience has provided a good understanding of the impact of marketing outputs on cognitive and emotional processing. Based on the nature of emotions, many neuroscientific studies evidence brain activations by using neuroscientific technologies when individuals are experiencing feelings, i.e., joy or sadness (Pankseep, 2010).

In brand management, nostalgia has been described as a positive feeling that encourages preference towards objects from the past (Greboz-Krawczyk & Pointet, 2020, p. 24). Nostalgia produces positive social and emotional health benefits since it is connected to joy, affection, gratitude. However, nostalgia is also related to negative emotions, such as sadness (Hungenberg et al., 2020). Holak and Havlena (1998) research said that emotions elicited in nostalgic experiences were complex due to mixed affective responses (positive emotions and sadness). Other empirical evidence suggests that emotional responses in commercial communication can be bittersweet, and the positive responses to nostalgic

advertisements may depend on “*the nature and positivity of the retrieved nostalgic memories*” (Zhao, Muehling, & Kareklas, 2014, p. 253).

Even though nostalgia has been traditionally studied as a univalenced state in affective neuroscience, a recent study by Vaccaro, Kaplan, and Damasio (2020) reflects that univalent emotions could rise to an ambivalent feeling since evidence such as the “rapid vacillation and simultaneity of positive and negative affect, albeit at different neurobiological levels.”

Nostalgic initiatives are used to activate the memory and therefore enhance favorable experiences and activate feelings (Hungenberg et al., 2020). Feelings reflect internal states and can modulate the way we think about objects and situations (attitudes). Feelings and emotions are different things. Neuroscientist Antonio Damasio theorized about it and manifested that emotions (reflected in corporal states) have a positive role in the adaptive functions of the mind, and they manifest through conscious awareness via feelings (considered perceptions or ideas of certain aspects of the body):

“Feelings offer us a glimpse of what goes on in our flesh, as a momentary image of that flesh is juxtaposed to the images of other objects and situations; in so doing, feelings modify our comprehensive notion of those other objects and situations. By dint of juxtaposition, body images give other images quality of goodness or badness, pleasure or pain.” (Damasio, 1994, p. 159)

In other words, “*Human feelings emerge when “emotionally competent stimuli” (ECSs) from the external world create “a temporary change in the state of the body proper, and in the state of the brain structures that map the body and support thinking”* (Damasio cited by Pankseep, 2003, p. 112). Therefore, meanwhile emotions are measurable, feelings belong to “subjective aspects that scientists must infer” (Pankseep, 2003, p.117).

Feelings become a key part of sensory marketing since the power of sensory experiences is capable of transforming people’s lives. Senses are proven to impact consumer’s emotions and emotions involved in decision-making since they can influence behavioral intentions (Hungenberg et al., 2020). Physical and invisible stimuli can be implemented to evoke nostalgia. The sight (Chen, 2014), the smell, the touch, the sounds, and the taste can trigger nostalgic memories (Hungenberg et al., 2020). Nostalgia is therefore rooted in experiential marketing, which aims to stimulate senses and feelings that modulate attitudes and therefore purchase behavior.

Whereas yearning for the past is an emotional variable, the attitude (about the past or the message) is cognitive (Sierra & McQuitty, 2007). As said before,

nostalgic decision-making becomes a dual-process model that integrates emotional and cognitive processing. Nostalgic cognitive responses are produced by physiological and psychological mechanisms that trigger positive or negative attitudes towards products. Trust is likely to arise when a consumer develops feelings aligned with positive attitudes (Hungenberg et al., 2020). Nostalgia also encourages positive attitudes toward the advertisement and advertised brand (Pascal et al., 2002), and a positive attitude towards retro-looking products impacts brand loyalty (Oz & Arslan, 2017). In other words, positive nostalgia produces product preferences since its consumption fulfills emotional needs. A positive attitude towards the product leads to product purchasing (Cui, 2015; Sierra & McQuitty, 2007). Since people buy products to maintain the connection with the past, the more people like this type of product, the more likely they will purchase it (Sierra & McQuitty, 2007).

2. NOSTALGIA AND RETRO MARKETING

The term retro marketing is not widely indexed on Scopus nor WoS yet. Retro marketing wants consumers to create bonds with the brand through the yearning for the past (Yücel, Yücel, Gür, & Gündüz, n.d.). It aims to evoke memories and nostalgia (Özkan Pır, 2019) to shape consumers' preferences. In other words, retro marketing focuses on producing consumers' nostalgia, leading to certain behaviors (Cui, 2015). It can be applied as a strategic retro market involving all the elements of the marketing mix (Hajlaoui & Gharbi, 2020) since nostalgia makes the product and the brand identity more attractive (Gajanova & Zdenka, 2020).

Besides the many possibilities that nostalgia marketing offers, the term does not encompass the complex phenomenon that retro marketing embodies. Retro marketing represents a holistic approach. Even though retro marketing employs nostalgia, as explained in this paper, other factors belonging to this concept must be taken into account for a complete comprehension of the implications of this marketing strategy: i.e.

- Familiarity and recognition of the product (Clemente et al., 2013; Jerzyk, 2013)
- Authenticity (Clemente et al., 2013)
- Identification with the product and what it represents (Mafessoli., 2003)
- Personal differentiation (Jenb, 2004)
- Security linked to deep-seated emotions ((Grębosz y Pointet: 2015)
- Escape route to the past (Lowenthal, 1985)
- Quality links to the idea of the brand trajectory and history (Lyon & Colqyhoun, 1999)

Retro marketing is the central and generic concept that describes marketing strategies that take advantage of the past in selling products or services. However, marketers and academics apply other terms belonging to this term (retro product, retro communication, retro branding, brand revitalization, retro style, and retro packaging).

- **A retro product** is a good or service that evokes memories and encourages a nostalgic feeling in the consumer (Amatulli et al., 2018). It may or may not be up to date to current standards for performance and function (Brown, 2001). Retro is present in a wide variety of products.
- **Retro communication** is a retro trend in the communication strategy of numerous global brands (Brown et al., 2003; Grębosz and Pointet, 2015). These ad hoc campaigns use sensations and induce positive nostalgic feelings, creating a tangible connection with the past. They serve to underline the intangible values of the brand and convey a sense of security and tranquility.
- **Retro branding:** Brand strategy in which the brand uses its iconicity to sell new products, maintaining the link with the past (e.g., Ray-Ban New Wayfarer or Volkswagen New Beetle) (Brown et al., 2003; Hallegatte, 2014). The elements of retro branding are authenticity, iconicity, and nostalgia.
- **Brand revitalization:** Although different from retro branding, it is a linked concept. Brands use their iconic past to revitalize themselves in the present (Hallegatte, 2014), although they do not affect the feeling of nostalgia with such relish. This strategy has been carried out by brands such as Fila or Lacoste. Values in brand revitalization are brand credibility, history, and heritage. It is a strategy employed by declining brands.
- **Retro style:** It is the retro/vintage aesthetic of the product, its packaging (retro packaging), the design of stores and establishments of various kinds (retro shops), or the type of communication that is made for the good or service (Clemente et al., 2013: 226; Jerzyk, 2013: 65; Gajanova and Zdenka, 2020: 46).
- **Retro packaging:** It refers to the design that takes advantage of the memory of the past. It involves consciously creating a “sense of history” or “original sense” in the product packaging (Cui, 2015: 129). “Old style” packaging is often used in food, containing images that recall the past, the farm, country cuisine, allusions to the fresh or natural ingredients, and traditional ways of doing things (Lyon and Colquhoun, 1999: 191). Some authors also call it “nostalgic packaging.”

As seen, nostalgia marketing denotes shorter implications in comparison to retro marketing. Having said that, the basis of retro marketing must follow the emotional and cognitive processing sequence based on the central idea of the past, memory recall, recovery, and an emotional root in a past time. Promoting positive emotions based on products/design/communication drawing on past experiences encourages positive attitudes and therefore guides consumer behavior. Interestingly, there is a difference in consumer attitudes towards retro-looking products according to age, gender, income, and education status (Oz & Arslan, 2017).

2.1 RETRO MARKETING EFFECTIVENESS: VARIABLES TO CONSIDER

Brands find the strategy of nostalgia to restore their vitality, revive, differentiate the brand, and launch new products and packaging and innovate to adapt to customer expectations (Grebosz-Krawczyk & Pointet, 2020). However, retro marketing is not for every brand since having a solid brand history is critical for nostalgic brand positioning (Grebosz-Krawczyk & Pointet, 2020). A brand must have been in the market for a certain period in consumer's lives if nostalgic positioning is chosen (Jel, Uspihu, & Segmenti, 2013). Group membership on a past time can influence personal behavior related to that period (Sierra & McQuitty, 2007). Brands that were popular during people's youth will likely influence consumer preferences in products such as music, films, and cars (Wildschut et al., 2006).

Nostalgia might be a key pillar for attracting and retaining audiences since it has been demonstrated to influence consumer demand. Nostalgia in marketing works under the idea that specific experiences produce a positive reminiscence among audiences. However, studies have pointed out that nostalgic inputs produce different outcomes for different audiences.

Age becomes a relevant factor when assessing nostalgic experiences. As stated: "*The intensity of nostalgic sentiment varied across objects, situations, aspects of society, and people*" (Batch, 1995, p. 131). Events that happened during an individual's adolescence are good remembered (Hoolbrook and Schindler, 1996), and the life stage relates to the effectiveness of nostalgic outputs. Older people are more likely to be nostalgic (Batch, 1995). Other studies mention that young people (18-34) seem more difficult to engage than other previous generations, and nostalgic strategies are disputed (Hungenberg et al., 2020). In fact: "The observation that age is significantly related to nostalgic consumer preference and vintage/antique propensity confirms the contemplation that marketers should focus on elderly consumer segments with products and services reflecting a nostalgic appeal" (Rouseau & Venter, 2000, p. 36).

Companies and institutions must find ways for younger people and future generations to trigger and stimulate positive emotions and guarantee engagement since this might be key for traditional companies to survive. New generations intake information and entertainment in a completely different way compared to older people. Young people have less capacity to pay attention than adults, and therefore attention is fragmented. However, children and adults pay the same amount of attention to advertising, and both invest less attention to the advertisement if there is an alternative media present. In sum, it is more difficult to remember the brand (Beuckels, De Jans, Cauberghe, & Hudders, 2021). Since marketing might pursue cognitive outcomes, such as brand memory, it might be interesting to implement strategies focused on engagement (Beuckels et al., 2021). Engagement generates benefits and profits for brands by affecting consumers' perceptions, feelings, and actions (Dessart & Pitardi, 2019).

Consumer engagement has been conceptualized from a multidimensional perspective: cognitive, emotional, and behavioral. Engagement has been defined as a psychological state, particularly a motivational state of mind featured by certain emotional, cognitive, and behavioral activity levels, while interaction is being made with an engagement object (Dessart and Pitardi, 2019). Different studies tried to understand the idea behind the interplay of elements that foster engagement. This concept is related to the elements of storytelling, such as the plot and characters, for the ability of the latter to generate cognitive, emotional, and behavioral responses with different valences and intensities (Dessart & Pitardi, 2019). Even though nostalgia might constitute a relevant strategy for engagement, further research needs to be carried out to understand the relationship between both elements in the youth.

3. NOSTALGIA AND RETRO MARKETING IN THE ACADEMIA

Different topic searches have been made to reflect upon the trends regarding nostalgia and retro marketing. The theme of nostalgia is widely discussed in different fields of knowledge in academia. Table 1 shows the number of papers with this term (subject areas discrimination filter has not been applied). In opposition to the results mentioned above, the WoS and Scopus database index has few papers on retro marketing. The small number of articles by this term emphasizes the research potential in this broad area.

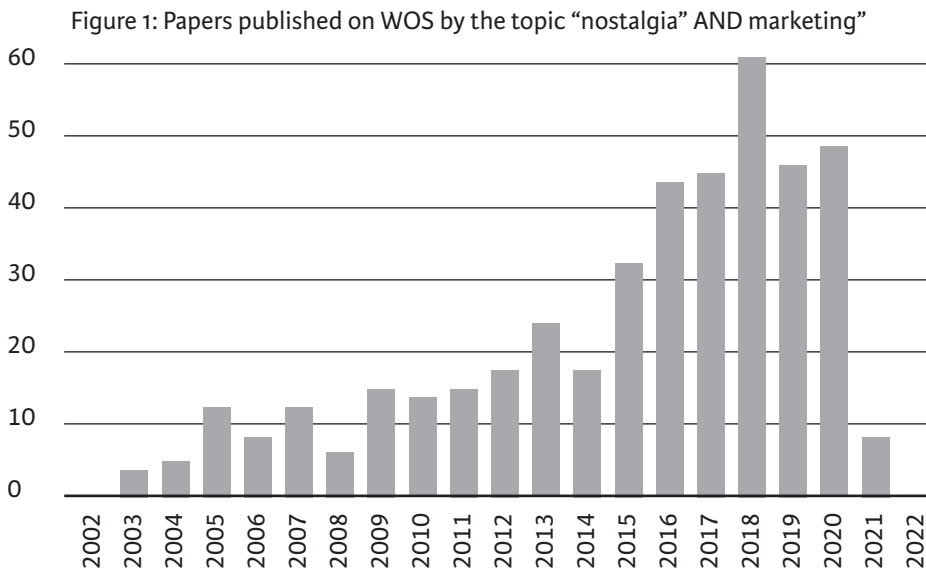
The keyword combination of nostalgia and marketing raises more interest in the Social Sciences field than retro marketing. Web of Science is the platform that has published the most about nostalgia and marketing (457 papers) (Table 1).

Table 1. Topic comparison in WOS and Scopus (May 2021)

Keyword	Scopus	Web of Science
Nostalgia	+ 6.400	+ 8.000
Retro marketing	7	5
Nostalgia AND Marketing	226	457
Nostalgia AND Neuroscience	11	13
Nostalgia AND Neuromarketing	0	0
Retro marketing AND Neuromarketing	0	0
Retro product	14	6
Retro communication	17	20
Retro branding	14	12
Brand revitalization	16	24
Retro style	31	63
Brand packaging	3	3

Source: own elaboration

In 2003, papers started to index in this prestigious platform (WoS), and in 2018, the topic reached its peak. Since then, the volume of publications shows researchers' interest and the database on the theme (Figure 1). With this progression in mind, nostalgic marketing might emerge as a trendy topic in the years to come.

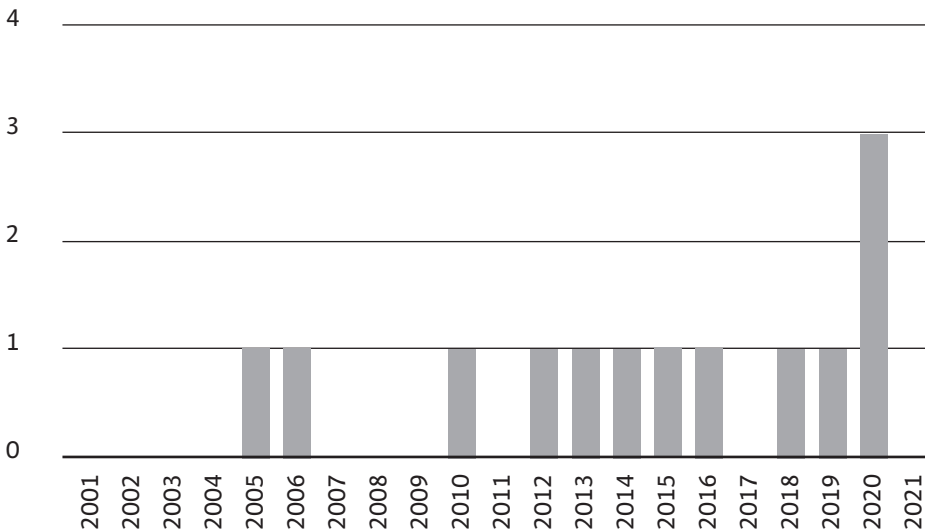


Source: Own elaboration from WoS database

Nostalgia is a concept widely employed by different fields of knowledge: medicine, psychology, sociology, consumer behavior, and marketing (Cui, 2015). Initial studies about nostalgia pointed out the psychological aspect from a clinical perspective (Muehling, 2013; Wildschut et al., 2006). Over the years, nostalgia has gained interest among marketing disciplines, and it is studied from a different point of view: brand loyalty, emotions (Muehling, 2013). Since nostalgia is considered a psychological state, its neural activity concerning marketing stimuli can also be studied. In other words, nostalgia stimuli can be studied through neural recordings (Hungenberg et al., 2020). The academic literature review has identified the lack of empirical work on nostalgia from a neuroscientific approach.

As mentioned before, neuromarketing is a discipline that applies neuroscientific technology to study marketing inputs in consumers. Even though it has gained much attention in academia in the last decade, academic papers have not registered this term aligned with nostalgia nor retro marketing. The use of neuromarketing in the nostalgic and retro marketing sphere is lacking. On the contrary, the term neuroscience is the term that is combined “more frequently” with nostalgia (table 1).

Figure 2: Papers published on WoS by the keyword “nostalgia” and “neuroscience”



Source: Own elaboration from WOS database

Although the research about “nostalgia” and “neuroscience” has fewer papers (13) (table 1), the interest in this theme has increased significantly increased in

2020 (figure 2). Nostalgia has been studied from a neuroscientific approach regarding music and emotions (5), neuroscience personality scales (1), nostalgia experience design (1), sports (1), and the obsolescence of psychoanalysis (1). One article employs the word nostalgia but in the context of biology. Even though the significantly less neuroscientific methodology is applied to nostalgia, future advances in neuroscience and marketing for understanding the role of emotions will help nostalgic researchers understand the neurobiology behind decision-making and engagement.

CONCLUSIONS

Today, brands need to connect with individuals through the development of memorable experiences. Nostalgia belongs to retro marketing strategies since the latter uses elements from the past to provoke positive emotions. Due to nostalgia's capability to impact behavior, marketing has soon tried to comprehend this outcome's emotional and cognitive processes. In fact, nostalgia has become prominent in marketing research since nostalgic emotions influence consumption intention. In this context, cultural industries might become a valid source to trigger nostalgia since films or music, among others, lead to positive nostalgic experiences.

Understanding emotions is a vital concept in many knowledge spheres. Neuroscience has provided empirical evidence supporting the inseparable bond between human cognition and emotion and its impact on behavioral aspects. In social sciences and humanities, emotions have changed many paradigms. Emotions are proven to have a positive impact on attention, memory, attitude, and consumer behavior.

Nostalgic decision-making becomes a dual-process model that integrates emotional and cognitive processing. Nostalgia exploits emotions and the longing for the past to produce behavioral responses. Literature review shows that nostalgic experience evokes emotions and initiates the cognitive process of recalling and reconstructing information in memory. Retro marketing initiatives can trigger nostalgic memories that have the potential to generate positive feelings that modulate attitudes. Nostalgia encourages positive attitudes toward advertisements and advertised brand, retro-looking products and encourages brand loyalty and trust. A positive attitude about the messages is likely to provoke purchases. However, some variables must be considered when studying the efficiency of nostalgia since age, group community, among others, play a significant role. Future research must examine how other variables such as education, income, status, or gender can impact retro marketing effectiveness.

Despite its convenience for summarizing nostalgic emotions and experiences

for commercial purposes, the term retro-marketing is not used sufficiently in titles, keywords, and abstracts. Nostalgia and marketing are the central combinations in academic databases when discussing the value of the past for guiding consumption behavior. Authors advocate the term retro marketing as it compasses a complex concept (nostalgia and marketing) and incorporates other proper factors that belong to this marketing strategy. It encompasses terms such as familiarity and recognition of the product, the search for authenticity and escapes to the past, the personal differentiation and the security linked to emotions, the identification with the good or service, and the quality. In short, the term retro marketing advocates a holistic approach which nostalgic marketing is lacking.

REFERENCES

- Amatulli, C., Pino, G., De Angelis, M., & Cascio, R. (2018). Understanding purchase determinants of luxury vintage products. *Psychology & Marketing*, 35(8), 616-624. DOI: <https://doi.org/10.1002/mar.21110>
- Babu, S., & Vidyagar, P. (2012). Neuromarketing: Is Campbell in Soup? *The IUP Journal of Marketing Management*, 11 (2).
- Barbery-Montoya, D., Lavayen-León, M., Vera-Suárez, R. (2019). Guardianes de la Galaxia y nostalgia. La banda sonora como factor generador de fidelidad de la marca a través de los recuerdos. *Revista Espacios*, 40 (20), 22.
- Batch, K.I. (1995). Nostalgia: a psychological perspective. *Perceptual and Motor Skills*, 80, 131-143. DOI: <http://doi.org/10.2466/pms.1995.80.1.131>.
- Braun-LaTour, K. A., & Zaltman, G. (2006). Memory Change : An Intimate Measure of Persuasion. *Journal of Advertising Research*, 46 (1), 57-72. DOI: <http://doi.org/10.2501/S0021849906060077>
- Beuckels, E., De Jans, S., Cauberghe, V. & Hudders, L. (2021). Keeping up with Media Multitasking: An Eye-Tracking Study among Children and Adults to Investigate the Impact of Media Multitasking Behavior on Switching Frequency, Advertising Attention, and Advertising Effectiveness. *Journal of Advertising*, 50 (2), 197-206. DOI: <https://doi.org/10.1080/00913367.2020.1867263>
- Brown, S. (2001). The retromarketing revolution: Imagination au pouvoir. *International Journal of Management Reviews*, 3 (4), 303-320. DOI: <https://doi.org/10.1111/1468-2370.00070>
- Brown, S., R. Kozinets y J. Sherry (2003). Sell me the old, old story: retromarketing management and the art of brand revival. *Journal of Customer Behaviour*, 2 (2): 133-147. DOI: <https://doi.org/10.1362/147539203322383537>
- Chen, J.C.C. (2014). The impact of nostalgic emotions on consumer satisfaction

- with packaging design. *Journal of Business and Retail Management Research*, 8(2), 71-79.
- Clemente Ricolfe, J. S., Vera, J. M. B. & Emper, E. S. (2013). Estudio de los factores de compra de productos retro y segmentación del mercado potencial retro. *Contaduría y administración*, 58 (1), 225-250. DOI: [https://doi.org/10.1016/S0186-1042\(13\)71204-X](https://doi.org/10.1016/S0186-1042(13)71204-X)
- Cui, R. (2015). A Review of Nostalgic Marketing. *Journal of Service Science and Management*, 8(1), 125-131. DOI: <https://doi.org/10.4236/jssm.2015.81015>
- Damasio, A. (1994). *Descartes' error: emotion, reason, and the human brain*. New York: Putnam.
- Dessart, L. & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research*, 104, 183-195. DOI: <https://doi.org/10.1016/j.jbusres.2019.06.045>
- Fiorito, T. A. & Routledge, C. (2020). Is Nostalgia a Past or Future-Oriented Experience? Affective, Behavioral, Social Cognitive, and Neuroscientific Evidence. *Frontiers in Psychology*, 11:1133. DOI: <https://doi.org/10.3389/fpsyg.2020.01133>
- Gajanova, L., & Zdenka, V. (2020). Retro Marketing—A Phenomenon of Modern Times. *Technology transfer: innovative solutions in Social Sciences and Humanities*, 3, 42-44. DOI: <https://doi.org/10.21303/2613-5647.2020.001299>
- Grebosz-Krawczyk, M. & Pointet, J.M. (2020). The Strategy of Nostalgic Brand – Experts' Study. *Journal of International Business Research and Marketing*, 5(6), 23-27. DOI: <https://doi.org/10.18775/jibrm.1849-8558.2015.56.3004>
- Grębosz-Krawczyk, M., & Pointet, J. M. (2015). The “retro” trend in marketing communication strategy of global brands. *Journal of Intercultural Management*, 7(3), 119-132. DOI: <https://doi.org/10.1515/joim-2015-0024>
- Hajlaoui, L.L., & Gharbi, A. (2020). Nostalgia: An Attractive Theme for Marketing Researchers. *International Journal of Marketing Studies*, 12(1), 30-38. DOI: <https://doi.org/10.5539/ijms.v12n1p30>
- Hallegatte, D., & Marticotte, F. (2016). Nostalgia's Role in Retromarketing. In Kim, Kacy K. (Ed.), *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing? Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 747-748). Springer. DOI: https://doi.org/10.1007/978-3-319-26647-3_158
- Holak, S.L. & Havlena, W.J. (1998). Feelings, Fantasies and Memories. An examination of the emotional components of nostalgia. *Journal of Business Research*, 42 (3), 217-226. DOI: [https://doi.org/10.1016/S0148-2963\(97\)00119-7](https://doi.org/10.1016/S0148-2963(97)00119-7)
- Hoolbrook and Schindler (1996). Market segmentation based on age and attitude toward the past: concepts, methods and findings concerning nostalgic influences on customer tastes. *Journal of Business Research*, 37, 27-39.

- DOI: [https://doi.org/10.1016/0148-2963\(96\)00023-9](https://doi.org/10.1016/0148-2963(96)00023-9)
- Hungenberg, E., Slavich, M., Bailey, A., & Sawyer, T. (2020). Examining Minor League Baseball Spectator Nostalgia: A Neuroscience Perspective. *Sport Management Review*, 23(5), 824-837. DOI: <https://doi.org/10.1016/j.smr.2020.04.001>
- Jerzyk, E. (2013). Retromarketing – Nostalgia for the past. The sources the success of retromarketing in the segment of older consumers. *Visnik. Logistika*, . 762, 62-66.
- Jenb, H. (2004). Dressed in History: Retro styles and the construction of authenticity in youth culture. *Fashion Theory*, 8 (4), 387-404. DOI: <https://doi.org/10.2752/136270404778051591>
- Kenning, P., Plassmann, H., & Ahlert, D. (2007). Applications of functional magnetic resonance imaging for market research. *Qualitative Market Research: An International Journal*, 10 (2), 135–152. DOI: <https://doi.org/10.1108/13522750710740817>
- Lee, N., Butler, M., Senior, C. (2010). The brain in business: neuromarketing and organizational cognitive neuroscience. *Journal für Marketing*, 49, 129-131. DOI: <https://doi.org/10.1007/s12642-010-0033-8>
- Lyon, P., & Colquhoun, A. (1999). Selectively living in the past: nostalgia and lifestyle. *Journal of Consumer Studies & Home Economics*, 23 (3), 191-196. DOI: <https://doi.org/10.1046/j.1365-2737.1999.00108.x>
- Lowenthal, David (1985). Nostalgia Tells it Like it Wasn't. In C. Shaw (Ed.), *The Imagined Past: History and Nostalgia* (pp. 18–32). Manchester, U.K.: Manchester University Press.
- Maffesoli, M. (2003). *L'instant éternel, le retour du tragique dans les sociétés postmodernes*. Paris: La Table Ronde.
- Manes, F., & Niro, M. (2015). *Usar el cerebro: conocer nuestra mente para vivir mejor*. Barcelona: Paidós.
- Marchegiani, C., & Phau, I. (2010). Away from “Unified Nostalgia”: Conceptual differences of personal and historical nostalgia appeals in advertising. *Journal of Promotion Management*, 16 (1-2), 85-95. DOI: <https://doi.org/10.1080/10496490903572991>
- Merchant, A., LaTou, K., Ford, J.B., & LaTour, M.S. (2013). How strong is the pull of the past? Measuring personal nostalgia evoked by advertising. *Journal of Advertising Research*, 53 (2), 150-165. DOI: <https://doi.org/10.2501/JAR-53-2-150-165>
- Muehling, D. D. (2013). The relative influence of advertising-evoked personal and historical nostalgic thoughts on consumer's brands attitudes. *Journal of Marketing Communications*, 19 (2), 98-113. DOI: <https://doi.org/10.1080/13527266.2011.560613>

- Muehling, D. D., & Pascal, V. J. (2012). An involvement explanation for nostalgia advertising effects. *Journal of Promotion Management*, 18(1), 100–118. DOI: <https://doi.org/10.1080/10496491.2012.646222>
- Ohme, R., Reykowska, D., Wiener, D., & Choromanska, A. (2009). Analysis of neurophysiological reactions to advertising stimuli by means of EEG and galvanic skin response measures. *Journal of Neuroscience Psychology and Economics*, 2(1), 21–31. DOI: <https://doi.org/10.1037/a0015462>
- Oz, A., & Arslan, B. (2017). The effect of retro-looking products oriented consumer attitude on brand loyalty. *Pressacademia*, 4(1), 158–170. DOI: <https://doi.org/10.17261/Pressacademia.2017.531>
- Özcan Pir, E. (2019). Nostalgic evolution of marketing: retromarketing. *The Journal of Social Science*, 6, 613–624. DOI: <https://doi.org/10.30520/tjsosci.616780>
- Pankseep, J. (2003). Damasio's Error? *Consciousness & Emotion*, 4 (1), 113–134. DOI: <https://doi.org/10.1075/ce.4.1.10pan>
- Park, S., Hwang, D., Lee, W. S., & Heo, J. (2018). Influence of nostalgia on authenticity, satisfaction, and revisit intention: The case of Jidong mural alley in Korea. *International Journal of Hospitality & Tourism Administration*, 1–17. DOI: <https://doi.org/10.1080/15256480.2018.1511497>
- Pascal, V.J., Sprott, D.E., & Muehling, D.D. (2002). The influence of evoked nostalgia on consumers' responses to advertising: An exploratory study. *Journal of Current Issues and Research in Advertising*, 24(1), 39–49. DOI: <https://doi.org/10.1080/10641734.2002.10505126>
- Pradeep, A. K. (2010). *The Buying Brain: Secrets for Selling to the Subconscious Mind*. New Jersey: John Wiley & Sons, Inc.
- Rouseau, G.G. & Venter, D.J.L. (2000). The relationship between nostalgia and consumer preference: replication and extension. *Journal of Industrial Psychology*, 26(2), 32–36. DOI: <https://doi.org/10.4102/sajip.v26i2.705>
- Routledge, C., Wildschut, T., Sedikides, C. & Juhl, J. (2013). Nostalgia as a Resource for Psychological Health and Well-Being. *Social and Personality Psychology Compass*, 7(11), 808–818. DOI: <https://doi.org/10.1111/spc3.12070>
- Sierra, J.J., & McQuitty, S. (2007). Attitudes and emotions as determinants of nostalgia purchases: An application of social identity theory. *Journal of Marketing Theory and Practice*, 15(2), 99–112. DOI: <https://doi.org/10.2753/MTP1069-6679150201>
- Slavich, M.A., Dwyer, B., & Hungenberg, E. (2019). Taken Back at the Ballgame: The Impact of Nostalgia within the Minor League Baseball Spectator Experience. *Journal of Sport Behavior*, 42(2), 200–224.
- Vaccaro, A.G., Kaplan, J.T. & Damasio, A. (2020). Bittersweet: The Neuroscience of Ambivalent Affect. *Perspectives on Psychological Science*, 15(5), 1178–1199. DOI: <https://doi.org/10.1177/1745691620927708>

- Wildschut, T., Sedikides, C., Arndt, J. & Routledge, C. (2006). Nostalgia: content, triggers, functions. *Journal of Personality and Social Psychology*, 91(5), 975-993. DOI: <https://doi.org/10.1037/0022-3514.91.5.975>
- Yücel, N., Yücel, A., Gür, Y.E., & Gündüz, K. (2020). Examining retromarketing ads from the perspective of neuromarketing: the example of Nestle Brand. *Erciyes University Journal of Faculty of Economics and Administrative Sciences*, 55, 77-90. DOI: <https://doi.org/10.18070/erciyesiibd.566698>
- Zhao, G., Muehling, D.D., & Kareklas, I. (2014). Remembering the good old days: The moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising. *Journal of Advertising*, 43(3), 244-255. DOI: <https://doi.org/10.1080/00913367.2013.853633>

Verónica Crespo-Pereira es Doctora en Comunicación por la Universidad de Vigo. Licenciada en Publicidad y Relaciones Públicas por la Universidad de Vigo y diplomada en Turismo por la Universidade da Coruña. Posee un máster en Producción y Gestión Audiovisual. Ha desarrollado su carrera académica en diversas universidades españolas y ecuatorianas desde 2015. Ha sido líder del grupo de investigación METACOM y coordinadora del Máster de Comunicación Política de la Pontificia Universidad Católica del Ecuador Sede Ibarra. Actualmente trabaja en la Universidad de A Coruña donde es profesora en el área de Comunicación y Marketing. Sus líneas de investigación se vinculan a las audiencias, televisión y neuromarketing campos en los que ha publicado en revistas indexadas en WOS/JCR y Scopus y participado en congresos nacionales e internacionales.

Matías Enrique Membiela-Pollán es Doctor en Ciencias Económicas y Empresariales por la Universidad de A Coruña. Especialista en Comercio Exterior y Marketing Internacional por CEPADE–Universidad Politécnica de Madrid. Profesor en el Área de Marketing e Investigación de Mercados de la Universidade da Coruña y miembro del grupo de investigación iMARKA (UDC). Sus líneas de investigación están vinculadas al marketing y el capital social; habiendo publicado artículos en diversas revistas internacionales indexadas en WOS/JCR y Scopus, y libros en los diferentes roles de autor, coautor, coordinador y editor.

Eva Sánchez-Amboage es profesora del Área de Comercialización e Investigación de Mercados en la Universidade da Coruña, donde imparte docencia en los grados de Administración y Dirección de Empresas, Comunicación Audiovisual, así como en el máster de Planificación y Gestión de Destinos y Productos Turísticos. Es editora asociada de Redmarka. Revista Académica de Marketing Aplicado e investigadora del grupo de investigación iMARKA de la Universidade da Coruña. Sus líneas de investigación están vinculadas, principalmente, a la comunicación turística en los medios sociales y al marketing de influencia.

