

Using nostalgia as a stimuli for purchase in advertising and marketing Algerian products: Analysing vision

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Abstract ;

In the field of marketing and advertising, nostalgia seeks linking a product, service, or brand to the past to create an emotional link. By the time, it has existed in marketing positioning for some time, it has become a strategy that marketers can make use of through retro marketing. Retro marketing involves re-introducing an old product, service or brand, by using well known packaging or product designs, to stimulate a nostalgic link among consumers. This research aims to discuss the meaning and background of nostalgia in addition to its types which are personal, cultural, collective and virtual nostalgia. Moreover, analyzing patterns of using nostalgia in marketing and advertising Algerian products and goods.

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1. Introduction

Nowadays, the role of marketing is not the same as it was in 1900s. The rate of consumption varied because consumers became the determiner of the market. Consumers are not just keen on functional benefits of a product or a brand. That's why marketers don't focus on the product only, but also consumers' needs and wills. As a result, marketing strategies are altered and modified. There are multiple of causes that can be deemed to be behind this structure. The most important of which is the wide range of the product categories. This makes it easier in identifying the consumer preferences as they could reach products at any time in addition to selecting a specific product within the wide expansion of the product categories (Mediacat, 2008).

There are different categories of the brand which assign a place to welcome and deal with people's requests through several brand strategies. The brand planner tries to make a difference in consumers' mind. It isn't only for a competition but also for preferences within those brands in the same category. An instance for different strategy in early days in the marketing is 'nostalgia marketing'. Nostalgia marketing came in to the literature in 1970s. Although its origins can be dated back to the mid-seventeenth century (i.e., Hofer's 1688 "Medical Dissertation on Nostalgia," a psychological explanation for "homesick-ness") (Muehling & Sprott, 2004).

So, Marketing research intensively concentrate on nostalgic ads and retrieving ads with nostalgic themes yield more favorable attitudes toward the ad and the advertised brand (Holak & Havlena, 1998; Merchant et al. 2013; Muehling & Sprott, 2004; Muehling et al. 2014), No Doubt that this is right in all cases; when the brand itself is nostalgic (Havlena & Holak 1991), when the brand is not nostalgic (Muehling & Sprott 2004), and even when the brand is fancy (Muehling et al. 2014). Thus, even new brands can get benefit from nostalgia in their promotional material.

Nostalgia can be expressed as nightshade passions that link the person to his or her memories, impacting on the emotional and cognitive reactions and getting the desired behavioral reaction (Cui, 2015). Nostalgia in advertising aims at retrieving memories through ads and showcasing past culture in advertising campaigns which help potential customers to remember their old memories. Various studies clarified that marketing strategies that originates a personalized influence relating to their memories are more effective and brands using such strategies are seen identifiable from others in the market (Kessous, Roux & Chandon, 2015). Such content makes it important for researchers to study the impact of nostalgia on consumer conduct when used in concurrence with marketing communications and strategies (Chen, Yeh & Huan, 2014).

Nostalgia is a concept that expresses happy emotions in general, and also a bit

sadness when you retrieve things experienced by almost everyone in the past (Cambridge dictionary). Through this experience people can remember some tangible things (places, people) or intangible (music, songs, and feelings). It's the wish that obsessed your life to go back in thought or in fact to a former time in one's life due to external effect that could be a photo or a person you encountered suddenly.

Nostalgia is commonly defined in nostalgia research as a "passionate longing or sad affection for the past" (Baldwin, Biernat, & Landau 2015). This definition refers to limited number of qualities of nostalgia. The longing aspect presents a feeling of loss, which is often identified in nostalgic recollections (Holak & Havlena 1998). The passionate side presents the complex affective signature of nostalgia of being positive and covered with touch of sadness at the same time, as longing to the past comes across realizing that one cannot restore the past (Wildschut et al. 2006). The affection aspect indicates the element of nostalgia through which the past is looked at through rose-tinted glasses, meaning that nostalgic recollections usually get rid of negative aspects of the past (Hepper et al. 2012). This naturally means that a person who longs to the past will see it as more fantastic than it really was (Holak & Havlena, 1998).

2. Literature Review

2.1 Nostalgia – Understanding the notion

The origin of the word Nostalgia is the ancient Greek word "νοστος": homecoming and "αλγος": pain. It was first used by Homer in his *Odysseus* where Ulysses was feeling nostalgic, meaning in this sense, "home sickness". Afterwards, the definition spread and prevailed at the psychological domain, where it was most likely deemed to be a mental illness. In the twentieth century, nostalgia was known for "longing for the past" (Hirsch, 1992).

By looking at the suffix and prefix of Greek words "nostos" and "algos", the meaning of the term nostalgia is the innate pain caused by passionate longing for a homeland (Anspach, 1934). However, none of these words conveyed much from its linguistic ancestor. In addition to emphasizing the act of longing to a common place, Nostimon, as portrayed by Homer, had by no means been accompanied by sorrow and agony. It was surrounded by a supernatural human ability to depict strength and motivation out of feelings surrounding the closest ones (Hepper et al., 2012). Particularly, this theme was well expressed in "The Odyssey" in which the hero evokes inerasable memories of his beloved wife Penelope and the home island of Ithaca. He longs for "nostimon emar" – the day of arrival from his ten-year voyage. Etymologically, it is undeniable that the concept of nostalgia is vague as it provides incoherent definitions surrounding two contradictory emotions (Higson, 2013).

During the late 17th century, Johannes Hofer developed the present conception of the term in his 1678 dissertation by merging modern Latin with Heimweh, a German word meaning homesick, to the

current term nostalgia. Johannes Hofer was the first researcher to describe nostalgia as a medical condition (Stern, 1992; Havlena & Holak, 1991).

Negative outcomes of nostalgia reached up to the seventeenth century, where nostalgia was considered as a medical disease connected to homesickness (Hofer, as cited in Kessous, Roux, & Chandon, 2015). From the twentieth century till now, it was accompanied by a look back to an unburdened era (Hamilton, Edwards, Hammill, Wagner, & Wilson, 2013). The impacts of war, revolution, regime change, migration as well as social redevelopments associated with sense of loss and reconstruct societies reckoning of the past. People tend to look for security, in the hope that it helps to, passionately, deal with the present (Fioroni & Titterton, 2009). That's why, it is recommended to rather redefine nostalgia as a wish to return to an earlier state or idealized past (Pickering & Keightley, 2006).

However, within the context of this study its more appropriate to refer to the concept as Modern nostalgia. Modern nostalgia can be defined as the "experience of grief, a hopeless longing for something lost and unretrievable" (Higson, 2013). Higson (2013) characterizes the present world as "unsatisfactory place", as well as a "degraded place", whereas the past that is yearned for is considered as satisficing, without any worries. He further explains that especially due to the digital media and the internet, the feeling of having something lost that is not restorable gets reduced for modern nostalgic people, since photos, styles and objects from past eras

are brought back again, and This was provided by one of the Internet companies in Algeria, through one of its advertisements, which we will discuss later.

That's why nostalgia can be considered to be a sensation you feel even if you didn't live in a certain decade without having any consumption experience with specific products that are associated with a certain decade (Cui, 2015).

Merging of nostalgia into the marketing world was more than "just research craze and harmonize with postmodern conception of consumer nostalgic and regression" (Lefi & Gharbi, 2011) it was also with what Stern (1994) called "the impact of the end of the century". Literature showed how researchers are keen on studying the concept of nostalgia in a marketing way to serve some strategic purposes in addition to coexisting with the nostalgic experience (Lefi & Gharbi, 2011).

2.2 Nostalgia in Marketing

Marketing is a spacious area for consumers, suppliers, manufacturers to have a direct communication and to realize their goal for marketing for a product. A marketing department or a manager is responsible for selling a company's product, which can be goods such as computers, refrigerators and soft drinks; a service such as restaurant, insurance, real estate; or an idea such as a support of an organization and a belief in a candidate (Wells et al, 2006).

Nostalgia is an idea which reminds consumers with their past experiences and memories by functioning some nostalgic elements. This type of marketing is an emotional way to touch the feelings of consumers about a certain brand. At present, even though consumers have different expectations towards the past, they need to encourage different applications of brands. This type of consumers is called as 'postmodern consumer'. They spend most of their time in shopping. In addition, they are open-minded and pleasure seeking persons. In postmodernity, there was a disorder or even a retrieving of a production and it is destructing the role of the consumer who was depended upon in economic theory. The consumer is, henceforth, considered as a doer and producer of the ad desired meaning. Thanks to marketing system, people defines themselves, their statutes or images in contemporary society by the consumption process (Bourdieu, 1984; Ewen 1988 as cited in Hamouda, 2012). This urges the marketers to produce different strategies on their products. They try to contact the consumer through an emotional way or touching his feeling. So, nostalgic marketing is a way of creating positive impression and touching consumers' feelings.

Marketers who depend on nostalgia in marketing strategies address feelings and hearts of consumers. Using nostalgia may help to create an emotional link between consumers and the brand or may be an effective in producing preferable advertising results (Pascal et al., 2002).

The effect of favorable outcomes towards ads and brands when feeling nostalgic is related to the power of association (Muehling & Sprott 2004). Due to the feeling of a person with nostalgia, he will feel many positive impacts (e.g. Wildschut et al., 2006, 2010; Zhou, Wildschut, Sedikides, Chen, & Vingerhoets, 2012), which will be, afterwards, connected with the ad and/or brand in question. Nostalgic ads arouse many feelings and it has often been noted that, even though those emotions are prevailingly positive, sometimes the feelings that nostalgic ideas arouse are a little bit negative in nature, for example, shaded with sadness or regret (Barrett et al. 2010; Merchant et al. 2013; Muehling & Sprott 2004). However, negative responses have not been found to have damaging effects on attitudinal responses towards ads or brands in the case of nostalgia-themed advertising, although, the reason is ambiguous (Muehling & Pascal 2011; Muehling & Sprott 2004). This is weird to some extent because, in general, arousing negative emotions in ads does have a negative effect on a consumer's attitudinal responses towards the ad and the brand (Hong & Lee 2010; Lau-Gesk & Meyers-Levy 2009).

2.3 Nostalgia in advertising

Marketers use various tactics at their disposal, and best marketers use them in appropriate ways to enlarge the influence of their communication activities (Blythe, 2006). Marketers use lot of different promoting methods, however, advertising remains to be the most influencing tool to reach

consumers. It raises the level of awareness towards the brand and this is the most important reason why marketers care for advertising works. As we think nostalgic elements in advertising, we witness the use of nostalgic elements of brands from past to today. There are different instances for using nostalgic elements by different types of brands of advertisements for Algerian goods and products.

Snacky company made anew advertisement that dates back to the 1970s, where people appeared in the advertisement with clothes, cars and even hairstyles that existed in the seventies, in order to use people's nostalgia to motivate them to buy its products.

Apart from various studies and researchers who have suggested that, in certain instances, nostalgic thoughts aroused through advertising are not always positive (Muehling & Sprott, 2004; Holak & Havlena, 1992), Most of nostalgic advertising research has shown positive correlations between attitude towards the advertisement, attitude toward the brand, and probability of purchase (Braun-LaTour, 2007; Sultan, Muehling & Sprott, 2010; Muehling & Pascal, 2012; Muehling, 2013). This, particularly, could be due to the competition, As nostalgic memories are typically shown as a model image of the past, where the processing is selective in nature (Pascal, et al., 2002). From an advertising point of view, it is thought that if brands can connect with those positive emotions of an idealized past, the brand can benefit through association (Braun-LaTour, 2007; Perkins & Forehand,

2012). This modern style of advertising moves beyond a direct-sell approach to an associational approach where you can view memories symbolically rather than literally (Meyers, 2009; Braun-LaTour, 2007).

2.4 Types of Nostalgia

Researchers identified various types of nostalgia. Davis, 1979 (cited in Muehling & Pascal, 2011) argued from a sociological point of view that there are three types of nostalgia that exist: "first type (simple), second type (reflexive) and third type (interpreted) nostalgia". Davis first order of nostalgia depends on on consumer's point of view that "things were better than now" (Muehling & Pascal, 2011). The second and third order is related to the consumer challenging their own nostalgic recollections or questioning their own reactions to the nostalgic feelings itself (Muehling & Pascal, 2011). Davis first order links into Sierra & McQuitty's first level of nostalgia. The first expresses the perspective that things in the past were better and individuals would like to return to the past but realizes its impossibility (Sierra & McQuitty, 2007). Next is an accurate analysis of the past where an individual wonders whether the past was really that fantastic. Finally where the individuals compare the meaning of these nostalgic feelings with the present circumstances to support their life situation and locate the nostalgic source (Sierra & McQuitty, 2007). This connects with Davis's second and third order of nostalgia.

Holak, Matveev & Havlena (2008) emphasized that there are several types of

nostalgia, It can be shown in the following table:

Table 1. Types of nostalgia

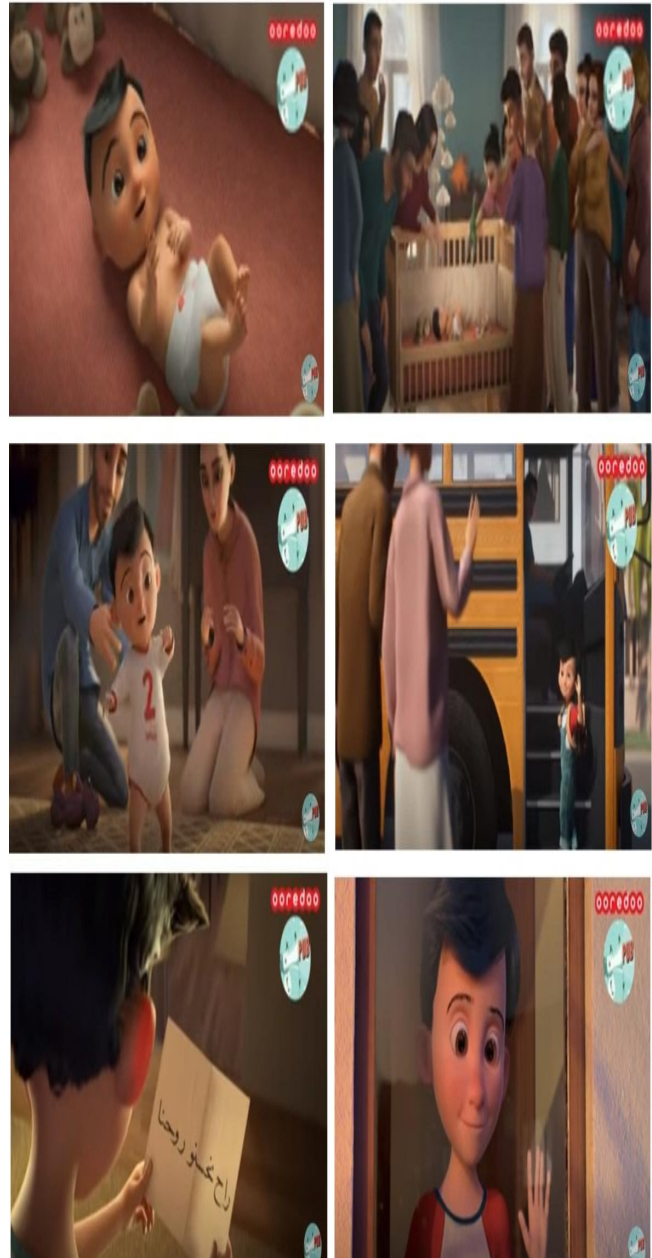
	Personal	Interpersonal	Cultural	Virtual
Type of experience	Direct individual	Indirect individual	Direct collective	Indirect collective
Examples	Brand experience linked to own past, recalling memories from childhood	Brand experience shared through family	Use of a famous figure of a country's history	Use of a scenery to reproduce the past

Source: (Sierra & McQuitty, 2007, 103)

2.4.1 Personal nostalgia

Personal nostalgia aims to offer a “taste of youth” to normal consumers when the product or brand is purchased and relink consumers to their youth days (Stern, 1992). Personal nostalgia connects with real nostalgia which Baker and Kennedy put forward as the first type of nostalgia. Stern (1992) labeled personal nostalgia as being the “emotional home of one’s childhood, retrieved in adulthood as the font of warmth, security and love”. The most important characteristic of personal nostalgia is the depiction of a “time in one’s own (Stern, 1992). It is an idealization of a “personally remembered past”, which includes familiar and recollected scenes and places that summon

up fantastic memories of the past (Stern, 1992)

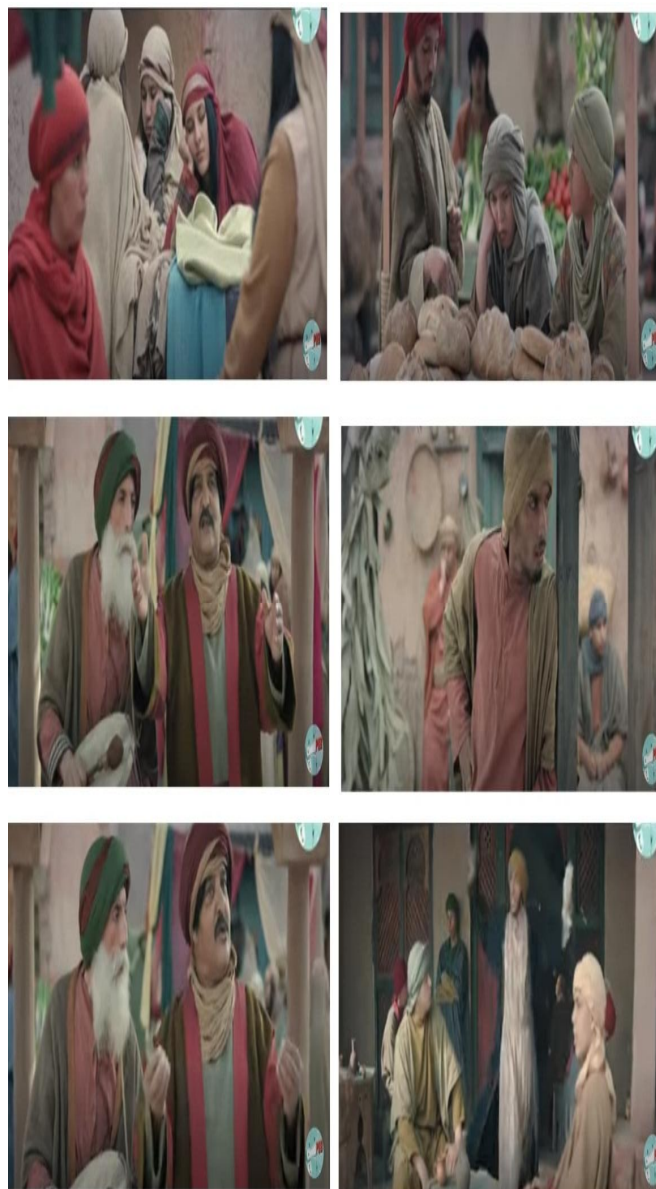


The internet corporate Ooredoo presented an advertisement to viewers expressing nostalgia, where life was better. A child appeared happy from the moment of his birth, with all his family members surrounding him, and his whole life was full of happiness, but when he grew up and joined school, he became nostalgic to the past, where he was cheerful and all his family around him, so Ooredoo by their

internet brought his family nearer to him again, which made him feel happy, and this advertisement influences the feelings of a large number of viewers who are nostalgic for the past.

2.4.2 Historical Nostalgia

Advertising campaigns use both historical and personal nostalgia, such as: linking the brands to consumer's experience in childhood is personal nostalgia and younger consumer's fascination with retro items from the past coming back into fashion is historical nostalgia (Phau & Marchegiani, 2010). Historical nostalgia is defined as the desire to leave the present life and go back to the distant past which is viewed as superior to the present (Stern, 1992). The most important element of historical nostalgia is the expressing of the past as "the time before the audience was born" (Stern, 1992). When experiencing historical nostalgia, collective memory will be experienced (Phau & Marchegiani, 2010). Sentimental memory. Stern (1992, p.13) defines it as returning to the "world of myth". The aim of historical nostalgia is to make the consumer "enjoy the glory of the past in the hope that some of it will magically rub off" (Stern, 1992). Historical nostalgia can be witnesses in the "fashion industry, movies, the resurgence of pop-culture personalities and items among the youths who did not experience the first coming of such products icons" (Phau & Marchegiani, 2010).



Djezzy's advertisement, which brought to mind the idea of the herald who used to go around the streets in old times to tell people about the decisions issued by the Sultan, as it appeared in the advertisement that all people wear the clothes of antiquity, and the herald passes and taps the drums, and this advertisement expresses a kind of return to the historical past because it expressed a historical time period which did not live by Consumers.



Moreover, there is an advertisement for the company Pâte à tartiner DZIRIYA, which presented its product by returning in history to very old times, where people wore clothes that express ancient times and soldiers carrying swords.

2.4.3 Cultural Nostalgia

They are those that are related to the popular cultural aspects between members of the group, which shape out their conscience and emotions, for example, the memories and ceremonies of social

celebrations such as holidays, seasons and weddings, and the individuals conduct related to the customs and traditions that accompany those occasions, and individuals usually tend to preserve the details of those celebrations and rituals, and they try to teach them to their children as a kind of connection with the lands in which they lived (Al Sharif, 2022).



An example of this is Idal's advertisement, (Publicité Idéal) which dealt with the celebration of the holy month of Ramadan, through celebrations in the streets and the use of Ramadan lanterns. In addition, the advertisement takes the viewer back through the form of clothing used in the advertisement, which expresses the culture of the Algerian people, in

addition to the advertisement's use of old fashioned cars.

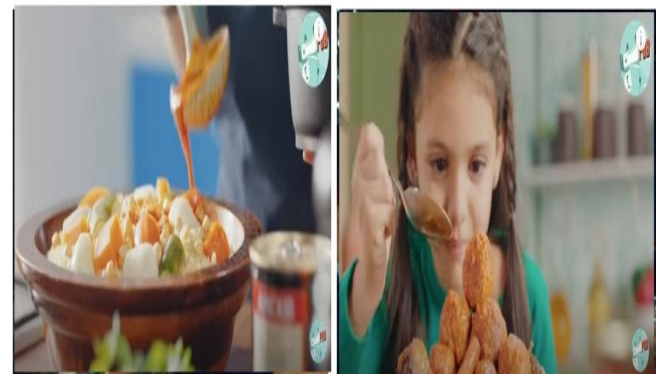
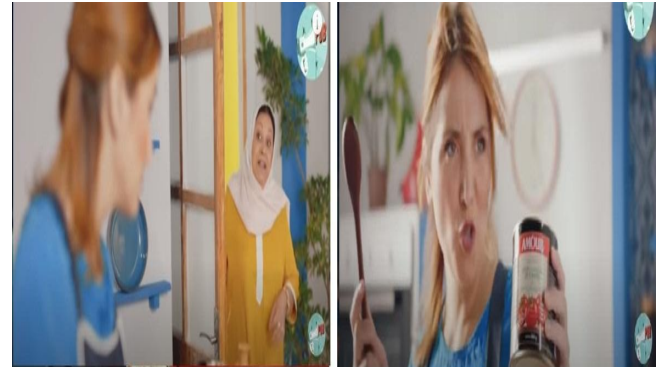
and an essential component of the culture of any society (Al Sharif, 2022).



In addition to the advertisement of the internet company Ooredoo, which focused on the image of the Algerian family gathering at the dining table in the month of Ramadan, and wearing their religious clothes which are preferred by Muslims during the holy month.

2.4.4 Daily Habits Nostalgia

They are those that are related to the daily habits of individuals, such as the habits of food, drink, clothing and fashion, and they are closely related to cultural nostalgia, because they are an integral part



Amour Company, one of the sauce companies in Algeria, presented an advertisement explaining the grandmother's wish to obtain food with the old taste that she was accustomed to, Her daughter showed her that the solution was Amour sauce and she cooked the food, and the grandmother and grandchildren highly appreciated the quality of the food, This announcement is a kind of nostalgia for the past mixed with present

2.4.5 Virtual Nostalgia

They are those that are based on fairy tales and legends that may not have occurred in real life, but people learned them, heard about them, and were connected to them, regardless of how true and correct they are and how coherent they are with reason and logic to the past that they accustomed to and brought up on (Al Sharif, 2022)

An example of this kind of nostalgia is the Life Lessive advertisement (Publicité Life Lessive), which dealt with the story of Cinderella, whose stepmother did not allow her to go to the party with her daughters due to the accumulation of dishes in the kitchen. However, by using the Life Lessive product, the girl was able to finish all the dishes and was ready to go with them to the party. This advertisement aims to connect people's minds with their beloved legends that are closely related to their childhood.



3. Conclusion

Nostalgia can be an obligatory variable in the decision-making process for Algerian consumer. Through the connection with personal, historical, and collective nostalgia, Algerian consumers receive influence from brands that could push them to purchase a product. Well understanding and good usage of nostalgia triggers and their relation with consumers' behavior, make the marketer's opportunity very abundant.

Algerian brands that have a historical lineage have the unique opportunity to capitalize on retro marketing, as a branding strategy. Retro marketing, coupled with the use of retro branding, could be a cost-effective way to arouse nostalgia in Algerian consumers who feel personally or historically nostalgic towards the brand. In addition to that, Retro marketing is an interesting concept that marketers can harness and utilize for the coming years. With the continuing emergence of previous popular styles and products, it is necessary to understand how to use the trend effectively. The conceptual model and research propositions derived from this literature, allow Algerian marketers to harness nostalgia to evoke action with their brand. Nostalgia can be used on Four levels (personal, historical, Virtual and collective) to generate Algerian consumer feeling towards branding. To entice a purchase, nostalgia can be applied through these four aspects to connect with varying homogeneous or heterogeneous audiences. Applying retro marketing, through retro branding, can create personal connection

with consumers. As young Gen moves into adulthood and generate buying power, they should become a target audience of importance to marketers, as their preference will form advertising. Nevertheless, nostalgia in marketing will continue to play a role for years to come, Whether in the Algerian market or all over the world.

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