

# Nostalgic Marketing: A Study on Baby Boomers Generation

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**Abstract**—Nostalgic marketing is a stimulus for customers to travel back in the past so that they enjoy nostalgia. Customers as individuals involved in marketing activities have experience. It is interesting to find behaviour of the baby boomers as the first generation. Data obtained through interviews with 30 respondents baby boomers generation in Garut Districts. The results of the factor analysis show that the nostalgic marketing dimensions found in the baby boomer’s generation are reminds me of the past, make me feel nostalgic and evokes fond memories at 95% confidence level. Even though there has been research on nostalgic marketing in Indonesia, but there has been no research that examines nostalgic marketing in the baby boomer’s generation in Garut Districts.

**Keywords**—brand attitude, nostalgic marketing

## I. INTRODUCTION

Marketing is an activity that basically turns ordinary things into things that are full of emotion, have a special attraction and for consumers. One of the stimuli to grow consumer emotions by offering resources with themes from the past. For marketers, nostalgia becomes an important value that will be obtained from consumers in various industries. Social media has become a media that connects brands with happy times in the past. Very strong (vs. weak) nostalgia evokes a better response only when social influence is high. In the context of traditional advertising, nostalgic driven advertisements have been found to arouse nostalgic thoughts and pleasant memories and lead to good brand attitude and purchase intentions [1]. Previous research has tested how consumers respond differently to feeling nostalgia depending on age and gender. In particular, older women tend to feel less young when feeling nostalgic [2]. Attitudes towards advertising and buying intentions continue to increase significantly in accordance with the increasing level of historical nostalgia [3]. Previous researchers suggested examining nostalgia that has tended to increase in the last twenty years [4]. It is known that the Baby Boomers generation has a higher income than other generation [5]. The baby boomer’s generation is the generation born in 1940 - 1960. This is the main attraction of this research, how is the appeal of marketing nostalgia for the baby boomers who are now in their 60s.

Nostalgic marketing as a new marketing tool if used properly can build and maintain a brand attitude that can make an important contribution to a company or business [6,7]. The importance of the past consuming experience is used as a framework for conducting consumer behaviour research. That is, the authors can measure the level of consumer loyalty, brand attitude of the baby boomers through nostalgic marketing as independent variables.

## II. LITERATURE REVIEW

### A. Nostalgic Marketing as Marketing Strategy

Nostalgia is seen as a psychological characteristic of someone who experiences longing for the past which is characterized by three main aspects, namely social, sensory input and events [8]. The exploration of nostalgia in the domain of consumer behaviour today is designed to address this problem: 1) Nostalgic perceptions of consumption; 2) Characteristic of a nostalgic experience; 3) Identify the types of products and messages best suited to nostalgia; and 4) The relationship between individual characteristics and nostalgia-prone. As a marketing strategy, nostalgic marketing is the use of nostalgic cues from product design, product packaging and advertising campaigns which are categorized into two types, namely personal and historical [9]. Personal nostalgia is a feeling of nostalgia that consumers have towards their own past, while historical nostalgia is a feeling of nostalgia for a period where consumers did not go through it directly [10] [11]. Nostalgic marketing is fulfilled when consumers buy nostalgic products [11].

TABLE I. OPERATIONALIZATION OF NOSTALGIC MARKETING

Variable	Component	Item
Nostalgic Marketing (X)	Social	Pos Indonesia reminds me of the past about Perum Pos and Giro. Pos Indonesia helps me remember pleasant memories about Perum Pos and Giro. Pos Indonesia evokes fond memories of Perum Pos and Giro. Pos Indonesia reminds me of the good old days of Perum Pos and Giro.

Table 1. Cont.

Variable	Component	Item
	Sensory Input	The Pos Indonesia logo design makes me feel nostalgic about Perum Pos and Giro. Pos Indonesia Service makes me reminisce about the previous time regarding Perum Pos and Giro. The stories about Pos Indonesia that I got from family and friends made me think when I was young.
	Event	When sending documents via Pos Indonesia I remember Perum Pos and Giro. When making money withdrawals at Pos Indonesia, I remember Perum Pos and Giro.

According on self-referencing theory, advertising nostalgia marketing encourages self-referencing thoughts that help consumers to process information by relating it to one's personal experience or self-structure (table 1) [12]. Marketing nostalgia, which refers to self-referencing, blocks the message, helping to improve brand attitude [1]. Therefore, the research hypothesis proposed to be tested is:

H<sub>1</sub>: The increase in brand attitude was due to an increase in nostalgic marketing.

**B. Brand Attitude**

Marketers need to understand consumer attitudes as consumer psychological factors that have a strong and positive relationship with consumer behaviour [13]. Even attitude is seen as an effective predictor of consumer behaviour. If a consumer has a positive attitude towards the product, then the consumer will make a selection and purchase. On the contrary, if consumers have a negative attitude, they will not consider the product as a purchase choice. In fact, it is not uncommon to convey negative attitudes towards friends, relatives and neighbours. Based on this, marketers need to develop positive attitudes towards brands, products and companies [13]. Brand attitude can be defined as the overall brand evaluation by consumers [14]. Brand attitude becomes an exploration of nostalgia in the domain of consumer behaviour to overcome the problem of nostalgic perceptions related to consuming experiences. Attitude is a long-term process of organizing motivation, emotion, perception and cognitive and is related to the surrounding environmental aspects. The attitude is permanent and has a tendency to process in a long period of time as a result of learning. The constructs that form a brand attitude are good impression, brand belief and brand satisfaction [15].

TABLE II. OPERATIONALIZE BRAND ATTITUDE

Variable	Construct	Item
Brand Attitude (Y)	Good impression	Giving the Pos Indonesia branding is the right thing. There are many brands for freight forwarding services and taking money, but Pos Indonesia is the most useful. Pos Indonesia brand gives me a positive value.
	Brand convenience	I love the Pos Indonesia brand.
	Brand satisfaction	Pos Indonesia brand is very satisfying.

**III. METHODS**

The type of marketing research that will be used is causal. Causal design is a design for collecting data and creating data structures that allow researchers to understand causal relationships on research variables [16]. The purpose of causal research design is: 1) Understand the independent and dependent variables on the marketing phenomenon. 2) Determine the nature of the relationship between the cause and effect variables to be predicted, and 3) To exam causal variable relationship hypothesis.

The method of obtaining data in a causal research design is a Survey as a method of collecting data from a sample using a questionnaire in the form of structured questions [17]. The questionnaire as a data collection technique is done by giving a set of questions or written statements to respondents to be answered [17]. First, a descriptive questionnaire requires respondents to write down nostalgic experiences related to the brand in detail. Including their opinion triggers the most impactful stimuli and product features. Respondents are Indonesians who live in Garut Regency who were born between 1940 to 1960.

TABLE III. BRAND CATEGORY EXPLORATION

No	Brand	n
1	PN Postel	8
2	Ducati Luxor	2
3	Perum Pos dan Giro	9
4	Osella	5
5	Volkswagen	1
6	Tjap Tangan	2
7	Volkschool / Sekolah Rakyat	3
		30

Source: Primary Data

Based on Table 3, the exploration results of the saturated brand category that triggered baby boomers in Garut District were the Perum Pos and Giro brands, currently called Pos Indonesia. Then, a brand name that is proven to take a nostalgic marketing approach, namely Pos Indonesia, will be examined as the object of the next stage. Nostalgia as a very contextual thing for the people involved [10].

The results of the second questionnaire were conducted to obtain data on nostalgic marketing and brand attitude with an interval measurement scale. The interval scale is a scale that allows researchers to perform arithmetic calculations on the data collected from respondents. The measurement has no real zero value. The measurement of consumer attitudes that is commonly used in marketing research is the Likert scale. The Likert scale is a scale that asks respondents to respond to the extent to which they agree or disagree about a perceived object, namely strongly agree, agree, neutral, disagree and strongly disagree.

Data analysis techniques in quantitative research use statistics Bivariate regression is a method used to predict the relationship between one independent variable and one

dependent variable. The program used to perform data analysis with multiple regression methods is Statistical Product and Service Solution (SPSS).

**IV. RESULTS AND DISCUSSION**

The first analysis was conducted to determine the value of the regression coefficient on each dimension of nostalgic marketing on the dimension of brand attitude.

**TABLE IV. REGRESSION COEFFICIENT**

Dimension		Regression Coefficient	Standard Error	t <sub>value</sub>	Sig	Remark
X	Y					
Constant		0.465	2.189	1.733	0.095	
Social	Good impression	0.428	0.138	-0.058	0,945	No effect
Sensory input		0.674	0.177	3.449	0,002	Effect
Event		0.406	0.297	0.668	0,510	No effect
Constant		0.612	1.009	0.555	0.583	
Social	Brand convenience	0.284	0.070	-0.959	0.346	No effect
Sensory input		0.573	0.089	2.937	0.007	Effect
Event		0.404	0.149	1.308	0.202	No effect
Constant		0.567	0.879	2.099	0.046	
Social	Brand satisfaction	0.316	0.056	-0.344	0.734	No effect
Sensory input		0.560	0.071	2.719	0.012	Effect
Event		0.326	0.119	0.556	0.583	No effect

Source: Data processing

The second analysis was conducted to determine the level of the relationship between nostalgic marketing and brand

attitude. Testing is done by using the value of the relationship coefficient and the coefficient of determination.

**TABLE V. MODEL SUMMARY**

Model	R	R Square	Adjust R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.F Change
1	0.574 <sup>a</sup>	0.329	0.305	2.032	0.329	13.749	1	28	0.001

<sup>a</sup> Predictors (Constant), Nostalgic Marketing

<sup>b</sup> Dependent Variable: Brand Attitude

<sup>c</sup> Source: Data processing

Based on Table 5, The coefficient of the relationship between nostalgic marketing and brand attitude is stated with an R value of 0.574. If the coefficient interval is 3.00-0.599, it shows that the level of relationship between nostalgic marketing and brand attitude is low. Meanwhile, the R2 value of 0.329 is stated as the coefficient of determination between nostalgic marketing and brand attitude. That is, nostalgic marketing affects brand attitude by 32.9%. Meanwhile, 67.1% are other independent variables outside the regression model.

The third analysis was conducted to determine whether the three components of nostalgic marketing together affect brand attitude. In this study, the main hypothesis that was tested was H<sub>1</sub>: an increase in brand attitude was due to an increase in nostalgic marketing. Testing is done using a significance value.

**TABLE VI. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.743	1	56.743	13.739	0.001 <sup>b</sup>
	Residual	115.557	28	4.127		
	Total	172.300	29			

<sup>a</sup> Dependent Variable: Brand Attitude

<sup>b</sup> Predictors: (Constant), Nostalgic Marketing

Based on Table 6, if the significance value is  $0.001 < 0.05$  then H<sub>1</sub> is accepted. This means that increasing nostalgic marketing can increase brand attitude. This research is assumed to be widely applied outside the focus of research on the effect of nostalgic marketing on Pos Indonesia's brand attitude by providing the same research results on different samples. The results of this study have similarities with the opinion that nostalgic marketing refers to self-referencing as blocking messages, thereby helping to improve brand attitudes [1].

Based on the analysis, the nostalgic marketing component that affects brand attitude is sensory input. The input sensory that describes nostalgic marketing is logo design, services and stories about Pos Indonesia. The baby boomer generation in Garut Districts argues that: 1) The Pos Indonesia brand is appropriate to use as a substitute for the Perum Pos and Giro brands; 2) Even though there are many new companies that provide services for sending goods and collecting money, the benefits of Pos Indonesia services are irreplaceable; 3) Pos Indonesia always provides positive value in providing goods delivery and money collection services; and 4) Until whenever the Pos Indonesia brand will always be liked and satisfying.

## V. CONCLUSION

After analysing the theory and results of previous research, the researcher obtained the results to answer the problem formulation. This research wants to see how the effect of nostalgic marketing on brand attitude is carried out with a case study of the Baby Boomers generation in Garut District who are using goods delivery and money withdrawal services at Pos Indonesia. The researcher made a conclusion based on the results of data analysis, that there was an effect of nostalgic marketing on brand attitude. The author provides suggestions for further research to use a larger sample size.

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