NOSTALGIA BRANDING AND MARKETING

Vanshika Khanna[1] and Dr. Shamika Dixit[2]

ABSTRACT

In this research we aim to highlight Nostalgia Branding as a concept and marketing strategy used by brands to inculcate a sense of reminiscence and sentimentality towards a particular product or an entire brand. The study focuses on discussing psychological factors of consumers towards certain brands and how the purchasing intention changes with time. A major contributor to this study is the examination of consumer behaviour. Consumer behaviour comprises the buying, purchasing, using and disposing behaviours. The research study analyses this consumer behaviour and mindset and the marketer's approach towards these behaviours in order to build a better brand and maintain existing brand consistency.

keywords *:* Nostalgia, Branding, Consumer Behaviour, Brand Consistency

Introduction

Recalling the past of good memories is what we call Nostalgia. It is the yearning of the human mind to revoke and revisit a period of the past. The human mind is made up of complex emotions and nostalgia is that part of human emotions that is brought upon by certain events of comfort and security.

A brand is defined to be a name, service or a product or a prominent feature that has the ability to let consumers distinguish between sellers of similar products which leads to explain what is branding. Branding is the art of creation of a brand name and logo to characterise (the product or services') its quality and personalities.

To market a product or a service, branding acts as a promoter to elevate the brand as a whole. It is a marketing technique used to help consumers to identify and distinguish different commodities from one another. Branding also helps in recalling traits of a particular commodity or service for consumers by maintaining consumer-brand relations.

When one talks about nostalgia branding, it is a term that explains how marketers use the effect of brand feelings that consumers have attached to their favourite brands. This feeling could have been something they might have been carrying forward since their childhood. Sometimes certain brand feelings are developed since it is what the individual's family believes in. Usually, brand feelings are developed due to some personal and emotional experiences attached to it.

It is absolutely incredible to realise how certain things can spark childhood memories. As a business, as a marketer, it is important to act upon those feelings of consumer nostalgia so as to improvise and continuously capitalise on your products and services. Since old products might not be able to revive, the use of 'retro' designs is one of recent trends developed in the industry. Brands embark upon this journey keeping in the mind the psychological perspective of nostalgia which has been referred to in psychology literature in a dual perspective. In its first, according to Wildschut (**Wildschut,2012**)``Nostalgia is a self-relevant, positive and social emotion triggered during emotional distress such as loneliness. Its psychological function of increasing self-perception of social connectedness and fostering self-continuity could help individuals make psychological adjustments and infuse meaning into their lives. On the other hand, nostalgia is regarded as a social emotion; it restores positive feeling through heightened perceived social connectedness and social support. In addition, nostalgia is a self relevant emotion, it fosters self- continuity as a compensatory mechanism that enhances self-identity across time".

Literature Review

1. "Childhood Brand Nostalgia: A new conceptualization and scale development

Consumer brand relationships have various factors. One of them being nostalgia, if a brand decides to market its products on the basis of reviving past memories. In the paper authors have used literature review and consumer interviews to infer that childhood brand nostalgia is a positively valenced attachment to a brand because of the brand's association with fond memories of the individual's non lived past. The paper takes examples of certain brands including Quisp Cereal (**Quisp, n.d., retrieved 29, April 2012**). This cereal was introduced in 1965 and was later discontinued in the late 1970s. It is also said that this brand did not reintroduce itself alone. It came with a complete set of items ranging from t-shirts and wallpaper backgrounds. As a brand in the market, it is important to understand that when an older product is being revived in the market, consumers tend to match it to their current preferences. Though some may like it the older way but others usually prefer a revamped version from the brand.

1. United World School of Liberal Arts and Mass Communication, Karnavati University

Brands like Throwback Pepsi and Mountain Dew Throwback are using old recipes to evoke a sense of nostalgia to their consumers (**Brown et** *al*,**. 2003**). Brands like Chrysler PT Cruiser, Cheerios are using the concept of retro branding by using graphics, designs and packaging from the earlier days. Although, retro marketing is one more approach to this. Retro marketing basically refers to the part wherein marketers design their product and brand in a way that they adhere to the consumer's preferences today and allow themselves to thrive in the marketplace while also holding on to the decades of the past.

A thorough examination of the marketplace suggests that not all reintroductions in the market are successful.Some are received with positivity and excitement, while some can even endure negativity. An example of the same is the Volkswagen Beetle, in the United States of America being introduced in the years between 1998 and 2002 (**Volkswagen New Beetle History, n.d.**) and reportedly the company sold a total of 365000 cars in the time period mentioned. While on the other hand, the popular toy brand G.I.Joe, a popular toy brand in the 1980s in America, reintroduced itself in the market in the form of two movies; G.I.Joe-Cobra and G.I.Joe: Retaliation. This reintroduction of the brand was perceived in different ways by different consumers. A website called RottenTomates.com suggested that only 34 percent of the viewers responded positively to the movie, others were either disappointed with its release or were unable to introduce the brands to their kids the way they themselves or the generation before them were able to accept the same. This showed that it is important for brands to understand and be able to distinguish between the nostalgic and the non-nostalgic factors for marketing their products or services.

Another very interesting concept is the concept of "Bonded Nostalgia". This paper defines the term Bonded Nostalgia as 'a consumer's history of personal interaction with a product during a critical period of preference formation that occurs roughly in the vicinity of age 20 that can create a lifelong preference of the object'(Holbrook and Schindler, 2003:109) . This is explained through various examples of how a consumer might go to a supermarket and only choose certain food products that they rely upon for a long time so that every time one devours it they are hit with a nostalgic reminder of their childhood or how an individual might support their favourite cricket team even though it plays badly. While nostalgia proneness is one concept, which is broader in nature and not specific to a particular brand or product, Bonded Nostalgia is the one which is narrower in nature and describes a consumer's feelings of nostalgia only to one brand or product that a consumer may have interacted with during a critical period of their lifetime.

An interview analysis in this paper decodes three key themes regular to all participants: experiences with the brands in the individual's past, memories of the past with the brand and positive affect associated with the brand in the present.

The paper also discusses the need for a scale development to measure nostalgia proneness of the consumers. It focuses on a series of studies to derive the validity of the arguments posed to reach a general conclusion.

2. *Nostalgia Marketing and (re)-enchantment*
This paper focuses on re-enchantment of brands. Enchantment refers to rendering the ordinary into something special and presenting it in a manner that allows individuals to stay amazed. The paper further studies the three dimensions of nostalgia to examine how and why nostalgia is being used by marketers in the present days to sell their brands. It identifies different modalities of nostalgia in sociological literature - Playful nostalgia, reluctant nostalgia and progressive nostalgia. It is emphasised in the paper that it is necessary to understand the psychological aspects of the human mind in order to create enchantment through brands and reach the consumers in an accepted fashion.

Since nostalgia is the very fabric from which the marketers fashion and promote their brands and products, it is necessary to promulgate consumer values across a wide variety of market offerings. It is stated in the paper that enchantment is critical because it relates to '' individual's experience of larger societal processes witnessed in the trajectory of modernity''. It has been emphasised that enchantment is the mediation via markets leading to contemporary consumer culture. In the words of the author (Benjamin J.Hartman, 2018) "if consumer culture is the ideological infrastructure that undergirds what and how people consume and sets the ground rules for marketers' branding activities, then the desire for enchantment is deeply ingrained in what and how people consume and the marketers' branding activities. Re-enchantment is a process incorporated by marketers and consumers both to turn the ordinary into the extraordinary, or as it is stated "non-functional values of goods and services, into sources of hedonic, symbolic and interpersonal value.

The paper uses various methodologies including certain content analysis and interviews to gather empirical material and come to its findings and conclusions. The findings say that they are three dimensions of nostalgia marketing by re-enchantment: re-instantiation(symbolic retrojection into a past), re-enactment (integrating the performance of past-preferred brands and practices into contemporary everyday life), and re-appropriation (lucid re-interpretation of the past).

The paper further explains the three concepts of re-instantiation, re-enactment and re-appropriation in the followings ways:

Re-instantiation is rooted into melancholic and backward looking nostalgia from which an experience of temporal belonging, back to a happier, more merrier time is produced. Put into other words, past-themed market resources can inject consumers with a sense of strong nostalgia.

Coming to the second dimension of nostalgia marketing and branding, the paper talks about Re-enactment. Re-enactment is the symbolic return to selected morally valuable aspects of a past. Past themed brands are considered to be more superior in nature to the current brands as they allow a sense of culture to be imbibed by the consumers which they might relate to as a part of their heritage. into a past condition,reminiscing and reclaiming into a romanticised belonging of the past. The example of the brand ''Club Cola'' which was introduced as a doppelganger of the Western brand '' Coca-Cola'' came into picture when it was reintroduced in the year 1993 with the tagline " I know we will meet again". This took the consumers by shock and a feeling of the nostalgic past was evoked. Such a condition is thought to be better than the above dimension since it revokes a feeling of the past and is also an eye to the future moving forward. Re-enactment leverages valuable aspects of the past, such a social and sustainable society and valorizes consumption practices and brands as vessels for recovering enchantment in these consumers' relationships with the world.

The third and final dimension of creation re-enchantment is through the route of re-appropriation. In this dimension of re-enchantment, the past is highlighted as a hedonic, ironic, creative framework in which the present can be based upon. These quirky ideologies enliven the past keeping in mind the current trends in the society. This type of re-enchantment can be seen in trend in the current times. Bizarre styles, aesthetics and grotesque tastes are what consumers are tapping into for a sense of extravaganza. Re- appropriation is said to offer consumers a sense making frame in which the consumption of any past-themed market resource can be purely about style, fascination, romance, spectacle and entertainment thereby attempting to mitigate the political dimension that features so prominently in re-instritation.

To summarise the entire concept, re-enchantment for consumers has been described to be met by three important dimensions of what marketers really need to focus upon and is also a gateway to nostalgia marketing. The dimensions of re-instantiation, re-enactment and re-appropriation enable marketers to create past-theme brands that balance out the feeling of melancholic nostalgia along with a happy sense of belonging evoked into the consumer through the products/brands put forward in the market. Building

upon the essence of nostalgia allows marketers to pose vital implications on different marketing strategies including brand experience design, marketing communications,marketing strategy, positioning, targeting and segmentation.

The ultimate goal for a marketer is to thoroughly research the history of the sociocultural dimensions of the brand's past in order to be able to link it to the consumer preferences in the present. Brands that only work upon the awakening of a nostalgic feeling through a brand might not be able to do as well as those that are able to achieve this in combination to be a trendsetter for the modern times. The human mind is a complex mechanism and with the wide variety of choices in the market today, it is crucial to have an arrangement or innovation in a brand that is being relaunched, to cater to the demands of the consumers. Nostalgic consumption through factual and symbolic dimensions by embracing re-instantiation, re-enactment and re-appropriation are vehicles that create re-enchantment and drive consumer culture.

3. Assessing the revival potential of brands from the past: How relevant in nostalgia in retro branding strategies

The concept of 'retro branding' is something that is said to be one of the most unimagined concepts by consumer culture. It is defined as the 'revival of a product,or service from a prior historical period, which is usually updated to contemporary standards of performance, functionality, or taste'(**Brown et *al*, 2003**). In order to exploit the connection of the consumers as a 'memorable past', brands use this concept of retro branding. The factor of trust helps the consumer in accepting a newer version of the brand when themed in a retro manner. It is for the consumer, that such brands in the market have a significant holding, the trust, the reliability they have had since their childhood becomes a part of internal satisfaction for a brand in the current times.

The Associative Network Theory (Anderson and Bower, 1973) in this paper explains how the human mind works when it comes to retrieving the past memories. The human memory is organised as a network of conceptual nodes linked together to brands. This linkage is known as brand associations (**Keller, 1993**). This works when there is semantic similarity between external cues and internal cues. There is a potential activations and the human mind connects it to the brand association the memory has known of.

Another is the concept of brand heritage. Brand heritage comes with the brand when the brand is of an emotional attachment to the consumer. The consumer can have both personal and social connections to a brand. The personal connection includes the usage of the brand in an individual's daily life causing an emotional upsurge for the brand.

Two main hypotheses of this research study included:

1. The exposure to retro brands elicits nostalgic and emotional associations and communal nostalgia with a positive effect for consumer preference for a revived brand, with respect to a newer brand.
2. The 'retro brand' cannot be revamped as it is; it requires updating with cutting edge functions to harmonise the past with the present.

In order to separate a brand or product from rivals, retro branding seeks to appeal to consumers' nostalgia for the past, generate pleasant feelings and associations with a particular era, and evoke positive emotions and associations with a certain age. In markets like fashion, food and drink, and home goods, where consumers place a high value on vintage and nostalgic aesthetics, retro branding can be effective.

The research method used is logistic regression. The study tests the existence of any event related associations to a historic brand. The study concerns revealing whether a historic brand can be re-emerged in the market instead of a completely new brand or if retro branding strategies are helpful in leveraging nostalgic brand associations. The questions covered were based on the following basis: Assessing whether the historic brand has any connections with the emotional dimensions of a consumer or if consumers have any real 'feelings' attached to the brand. Secondly, assessing if the historic brand or the preferred brand is associated with any kind of security. (Miles and Huberman, 1994)

Feeling brand secure is a concept that consumers usually tend to hold on while choosing a particular brand. When they trust a certain brand and think that it can give them the value and quality they want, consumers tend to feel brand secure. Here are a few strategies for brand security that customers can use: Consumers are more inclined to trust a brand when it communicates consistently across all of its channels. This covers every aspect, from the brand's visual identity to the messaging tone.

Consumers will feel more confident in a brand when it consistently provides high-quality goods or services. Customers are more likely to trust a brand if it is recognised for its quality.

Transparent Business Practices: When a brand is open about its business practices, consumers feel more safe. This encompasses the entire supply chain. Favourable Reviews and Testimonials: When customers read favourable reviews and testimonials about a brand, they are more likely to trust it. These are accessible on the company's website, on its social media profiles, or on independent review websites Strong Customer service: Consumers are more likely to feel confident in their purchase when a brand has strong customer service. This involves responding to questions or complaints promptly and helpfully. In general, brand security is developed by dependable quality product or service delivery, open business practices, and happy customers who feel confident about their purchase. This involves responding to questions or complaints promptly and helpfully. The consistent provision of high-quality goods or services, open communication with customers, and successful business practises all contribute to the security of a brand.

Thirdly, it is about assessing whether a historic brand is associated with distinguished features or what we call authenticity. The level to which a brand is viewed as sincere, truthful, and faithful to its principles, mission, and purpose is referred to as brand authenticity. It gauges how closely a brand adheres to the expectations and ideals of its target audience, partners, and society at large. Genuine brands are open, dependable, and true to themselves, their target audience, and their core principles. They don't pose as someone they're not or make untrue promises to win over clients. Instead, they put an emphasis on establishing long-lasting bonds based on mutual respect, trust, and benefit.

Genuine brands are also receptive to consumer input and demands, and they actively interact with their audience to promote candid and open dialogue. They pay attention to the issues and recommendations of their customers and make improvements to their goods, services, and overall brand experience based on this input. Brand authenticity has emerged as a crucial element in developing brand loyalty, reputation, and uniqueness in today's fiercely competitive and rapidly evolving industry. Customers are more and more eager to support businesses that exhibit authentic behaviour and practises in order to find brands that share their values, ethics, and beliefs.

The assessment of these 3 dimensions of the research study, the first conclusion was averaged into whether the historic brand has a nostalgic association to the consumer. Finally, leading to the conclusion that brand nostalgia is also connected to the attitudinal preferences of a consumer.

Objective of the Study
This research study was conducted to fulfil the certain objectives:

1. To study the themes of Nostalgic Branding and Marketing
2. To examine if retro branding strategies elicit nostalgia in consumers.
3. To analyse the market needs of historically revamped brands.

Methodology
Nostalgia is an emotion evoked by the yearning of childhood memories through a certain sense of semantic similarity. These similarities are caused due

the need for consumers to feel a sense of belongingness.

To gather information on this issue of whether historic brands evoke a sense of nostalgia in consumers, I conducted interviews. These in-depth interviews helped me in understanding the emotions behind the brands that consumers usually relate to.

The feelings of brand associations were evoked by a sense of happiness that consumers felt upon hearing the words like ''childhood brands'' and ''favourite memories''.The word historic brand refers to a brand with a prestigious history of long term operation and cultural value. These certain brands have been in operation for several decades and even centuries and are frequently iconic and well-known among their consumers.Consumers that respect authenticity and heritage may find historic companies appealing because they are frequently connected with quality, trust, and tradition. These companies have strong ties to their target markets and the communities in which they do business, which can offer them an edge over rivals.

The researcher chose the method of interview for two main reasons: First, it was easier for people to understand the emotion behind the question that were being asked by the researcher. On the second hand, though few interviewees were extremely well-literated, a few of them were not able to cope up with the language of the questions. To cope up with this barrier of language and literacy, the method of interviews was preferred over any other.

The target interview age group for this particular research study ranged from 25-55 years of age. People from different backgrounds, economic statuses and occupations were interviewed for this research. About 20 people were interviewed for this research study. More than half of the interviewees were economically well settled, only a few were of a lower economic status. It was found to be necessary to examine their preferences of brands as well since brands are found in every nook and corner of the country and every economic status holder has a different set of preferences for different brands according to what one can afford.

Since most of the interviewees were 25 and above, there was a consistency in financial independence and therefore the preference of what they would want as a consumer was evidently visible. The interview started with a discussion about the individual's childhood, their sweet memories of how life was in the past and what their favourite products were. Continuing further with the discussion, the interviewees were questioned about their favourite brands from their childhood. The questions were based upon their personal preferences in brands. The research was also aimed at viewing if talking about their preferred brands from childhood would evoke any personal or emotional memories attached to the brands. Not only brands but brand advertisements are also something that evoke such memories for the consumers. They were asked to name their favourite advertisements of the brands they remembered and surprisingly the results were quick since the consumers were definite of the memories those brands withheld.

The interviews were really quick and lasted for about 30 minutes, The verbatim transcripts of these interviews were recorded over the phone. The main aim of the research study was to examine and analyse whether historic brands evoke a sense of nostalgia in the consumers and marketing and branding strategies that could be approached by marketers to better sell their brand\ products in the recent times according to the consumer preferences today. Further the questions in the interviews were also aimed at examining whether the consumers wanted their preferred brands to re-emerge in the market and if they wanted revamped versions of their brands simply as they were.

The discussions with the participants were based on the following questions:
Q1. Name any 3 of your favourite childhood brands.
Q2. What are your memories attached to those brands?

Keywords - Childhood, memories, nostalgia
For the above questions, the research study had various different answers from all participants. A few of them included answers of some commonly known brand names including Bajaj, Tobu Cycles, Videocon,Campa Cola etc. It was noticed that the answers to these questions varied due to the age difference between the participants. Although most brand names that were taken during the interview had already disappeared from the market, few of the brand names still do exist. But only in a revamped version. Not all participants agree to these re-introduced brands that have updated their product or service quality and want the earlier versions of these brands to appear in case the brand is re-introduced in the market. The childhood memories of the participants that attached to these brands showcased a very personal and emotional experience with the brand.

Some of the nostalgic feelings observed with brands were:
Happiness: Reminiscing about a favourite toy or sharing a Campa Cola with friends bringing up good memories that are connected to the brand.

Comfort: Brands that generate a feeling of security and comfort and bring back fond memories of favourite foods or drinks or a beloved childhood blanket.

Brands that were connected to a specific cultural or social group can arouse feelings of identification and belonging, which can be a potent source of nostalgia.

Authenticity: Consumers who respect authenticity and tradition may feel nostalgic when they think of brands with a lengthy history and significant cultural importance.

In the opinion of one of the participants, the answer to the above questions of memories attached to the brands was as follows:

''All of these have been close to me and a part of my childhood. I used to love Gap as a brand in clothing because of the way they fit me. Oral-B at that time made an electric brush and sold in the international markets which I was lucky enough to get and loved the brush. The most popular drink mix for children was Bournvita. And at last my personal favourite and the one I miss the most is Cafe Cuba. A revolutionary coffee based aerated drink. It was a very refreshing drink but did not get the proper attention of the Market and eventually company decided to stop its production.''

2) The next set of questions included questions regarding how an individual might remember a brand. According to the researcher, in general, personal and emotional experiences were the common answer to this question. Personal and emotional experiences can aid in brand recall since they build a potent emotional bond with the clientele. When customers interact favourably with a brand, they leave a lasting and memorable impression that may affect their attitudes and behaviours in the future.

Personal and emotional encounters can aid customers in remembering a brand in the following ways:
Positive associations: If customers identify a brand with good feelings and experiences, they are more likely to remember it. For instance, if a customer enjoys a product or service, they are more likely to remember the company and tell others about it.
Personal Relevance: If a brand is relevant to a consumer personally, they are more likely to remember it. For instance, consumers are more likely to remember and seek out a brand if it offers goods or services that cater to a particular need or interest of the customer.

Emotional Engagement: Consumers are more likely to recall brands that appeal to their emotions. A brand can leave a lasting impression on consumers by using narrative or evoking an emotional response through advertising, for instance.

Consistency: Companies with consistent branding and marketing are more likely to stick in people's minds. As an illustration, if a brand maintains a unified logo, colour design, and messaging across all platforms, Customers may find it easier to recall the brand and tell it apart from rivals.

Overall, positive associations, personal relevance, emotional engagement, and consistency-based emotional connections built via personal and emotional experiences can help customers recall a brand. Brands can establish a long-lasting relationship with consumers and foster increased advocacy and loyalty by giving them a memorable and satisfying experience.

The experience of the brand that satisfied the customers with the brand to a level to evoke a sense of nostalgia after these many years was what was captured during the interview. The advertisements, the product quality and consistency foster the decade long brand-customer relationship of the brand.

3) The next part of the discussion further led to the questions of brand advertising and memories of audiences related to those. The most common answer to this question was the answer of 'Nirma'. The brand definitely created such an impact on the audiences through its advertisement jingle that the consumers of that brand still remember it till date.

'' I remember, everytime we used to switch on the television in our house, the Nirma jingle would play and all the children and members of the house would sing along with it. The jingle used to play on the radio as well and it was a popular choice of all mothers for the best quality that it offered of its products''

In the due discussion it was observed that brand memories are important for several reasons. Firstly, it allows brand loyalty to stay intact or just evoke whenever the topic arises. Consumers are loyal to a brand when they feel the emotional connection due to happier personal experiences with a certain brand which leads them to choosing the brand in the future. Continuing with the above stated, Secondly, brand memories also lead to repeated purchases. When consumers have good brand memories they are likely to purchase a certain brand over and over again rather than choosing a new one. It is because of the trust that the brand has built up with their customers. Repeat purchases help a brand provide a stable revenue. Repeat purchases help a brand in building a strong brand reputation. Through that brand reputation is spread through word-of-mouth, customers become loyal to the brand and become brand advocates to others.

Thirdly, creating a unique brand means having a brand that is easily differentiated from its competitors. Competition and survival in the industry are necessary for a brand and brand memories are a sign of a unique brand personality. Last, but not the least, brand memories contribute to an overall positive brand perception in the minds of its consumers.

4) Additionally, the next set of questions were based upon examining if consumers would like to see their preferred childhood brands re-emerge in the market. While growing up, it is normal for individual choices and preferences to change as to what they were

earlier. Yet, brands that are able to keep this alive or even evoke a feeling of yearning in the minds of consumers have an edge over any new brand in the market.

Majority of interviewees responded positively to the questions where it was asked if they would feel comfortable with their brands of choice re-emerging in the market. In the due discussion, another question that was a part of the interview analysed that not only would some consumers want the brands to re-emerge but they were also open to a little bit of a revamped version. The revamped version definitely was not directed to the entire things changing but it was rather to be designed according to the current market trends with a little bit of nostalgic element in it. This was only true for consumers in the age group of 25-40. Opinions of those in the age group of 40 and above remain quite positive to the brands bouncing back exactly as they were.

"Not too long ago, I remember my friend circle talking about Cafe Cuba.It was a Parle product. It vanished from the market as soon as it came. Although I remember being fortunate enough to have had a taste of it. You know it's like being a caffeine lover but wanting it without milk but also not wanting just a water based drink because it gets too harsh. It was a summer refreshment for coffee lovers who wanted something light and on the go fizz". It would definitely be a sense of refreshment to see this back in the market someday. The same old taste, the same old fizz."

"Me and my entire family have always been a Parle fan. Every time we stop to buy groceries, it is the Parle product that catches our attention. Even though the products are still relevant in the industry,there, but are still some major changes that we've seen over the years.The Parle packaging was absolutely different in our times. There used to be advertisements on radio and television for just a Parle biscuit. It's been so long that I have even seen one....But every decade has bought us a better version of it and we do like the change....''

6) Lastly, if felt necessary to ask the interviewees what made them loyal to their favourite brands.

Loyalty comes with several things that brands need to understand and apply in order to retain their consumer base. These few things include:

a)Communication - Communication is an integral part of building and retaining a consumer base. Communication with customers helps in gaining confidence and helps in gaining trust. Effective communication by brands should be timely, clear and personalised. Brands can use platforms like social media to communicate with their customers. In today's era, that has proved to be one of the most effective ways of communicating.Social media is helpful in providing information about products and services, receiving and providing feedback and sharing any new news or updates over to the masses. One more easier way to communicate is now live chat. Live chats were definitely not a part of the olden days but now with the help of technological advancements it surely is a boon to the industry. Live chats are easier to connect to with software and questions and queries are definitely easier to address. Customer support is last but certainly not the least way of helping brands improve their communication services with the customers. It is essential for brands to provide timely and effective support to their customers in order to build brand loyalty.

b) Consistency- Customers expect consistency from brands in terms of quality services and experiences. Consistency can be achieved by brands in the following ways: brands need guidelines. Establishing guidelines in terms of visual elements like logos, fonts, colours. Guidelines ensure that all communications and other brand touchpoints have a consistent look and feel. Brands should also keep a check on quality control to ensure their products and services main quality standards. Customer feedback and continuous improvement are also a part of maintaining brand consistency.

c)Personalization - This technique might be helpful to foster better results. This includes targeted marketing and personalised customer experiences. Making customers feel recognised and cherished by the brand will improve the customer experience, boost customer loyalty, and increase sales. Personalization can take many different forms, including tailored product recommendations, personalised emails, and targeted advertising. It's crucial to remember that personalisation must be carried out responsibly and ethically, respecting customers' rights to their data and privacy. Brands need to make sure that they are honest about how they are utilising customer data and that they are collecting and using it in line with all applicable laws and regulations.

Discussion

Analysing the in-depth interviews of the target group interview for the research study it is known that consumer's intentions to buy nostalgic products are influenced by yearning for as well as attitudes for the past. The research also suggests that nostalgic advertisements arouse nostalgic thoughts and pleasant memories in the consumer's mind resulting in more positive brand attitudes and purchase intentions. Brands like Coca-Cola, Volkswagen, Microsoft,McDonald's and many more use this technique of nostalgia marketing to connect and reconnect with their audiences to enhance their intentions of purchase and to also allow them to maintain and create healthy and strong customer-brand relationships. It was also observed during the SuperBowl of 2012, that brands marketed themselves by showing their nostalgic advertisements to their customers, hence evoking a sense of yearning for the older brands compared to the new ones.

Nostalgic marketing as a term has been now widely recognised by marketers worldwide as a technique for better sales. It is used to effectively communicate with consumers. Brands aim to connect consumers with memories attached from the past by utilising nostalgic elements to the product design and advertising campaigns.

Nostalgic is not only something that can be observed through the product but also elements that define a brand including product design, logo, advertisement jingle etc.and evidently marketing campaigns. Nostalgia proneness and self- continuity are considered to strongly influence nostalgia marketing.Another integral part of effective nostalgia marketing is understanding consumer behaviour. Consumer behaviour includes consumer selecting, purchasing, using and disposing of products, services, ideas and experiences to satisfy their needs and desires.

Each generation has their unique symbols connected to nostalgic memories. Consumers have different needs and desires. According to the research study conducted, two types of people and their nostalgic memories attached to certain brands were studied and they turned out to be evidently different. Interviewees of an elderly age, people that are unable to adapt to fast-changing world had more nostalgic memories to childhood brands rather the fast world, technologically advanced world millenials wherein they adapt themselves to newer things on a faster pace. Hence, it is important to note that brands need to create strategies related to nostalgia marketing in a way that they are able to satisfy the needs and desires of both groups of consumers.

Limitations
The limitations faced while conducting this research study included challenges related to the language barriers and educational backgrounds of some people.

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Benjamin J. Hartmann a, Katja H. Brunk School of Business, Economics and Law, University of Gothenburg, Sweden Center for Market Communications, European University Viadrina, Frankfurt (Oder), Germany

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