

Old school: The relevance of nostalgia in advertising

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ABSTRACT

As the use of nostalgia (an individual's yearning for positive associations with the past) as an evoked emotional appeal in advertising increases in popularity in South Africa, questions begin to arise as to whom this nostalgic appeal is most relevant. For marketers and advertisers to create the most effective advertising, they need to be able to communicate with their target markets using the appeals that are most relevant to them.

This study addresses this in the context of South African print advertisements by analysing whether consumers are indeed receptive to the nostalgic appeals used in the ads, and then seeking to associate their receptiveness to their demographic characteristics (age group, gender and population group). This research was conducted via an online survey and then parametrically tested.

The results indicated that insufficient evidence existed to predict the relevance of nostalgia in advertising by gender or population group. However, evidence was found that suggests that the relevance of nostalgia does vary depending on the consumers' age.

KEYWORDS

1. Nostalgia
2. Advertising
3. South Africa
4. Emotional appeals

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other university. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

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1 INTRODUCTION TO THE RESEARCH PROBLEM

1.1 INTRODUCTION

Our world is a highly materialistic one. New products are developed every day, and marketers and manufacturers will seize any opportunity to present and promote their goods and services over those of their competitors. In many markets, competition is increasing while demand is decreasing (Keller, 1993). South African consumers, as with consumers all over the world, are now bombarded by more advertising than ever before.

The media that carry advertising messages can take many forms, from traditional media like print, radio and television; to more modern options like internet and cell phone marketing; as well as the multitude of new promotional concepts that marketers come up with every day. Considerations like the reach, frequency and target demographic of these media must all be considered by marketers when deciding how best to interact with their customers.

Yet, when companies are not able to create or utilise new media sources, many other options do still exist for them. One of the key ways of tailoring an advertising message to ensure it stands out among the competition is by using various emotional appeals.

Advertising practitioners have adapted their ads from simply being a product description, list of attributes or a product or company image or logo, to something far more effective. Something that is often very subtle yet sometimes

blatantly obvious. Advertisers found a way to actually engage the prospective customers and consumers with their advertised product, through the advertisements. These advertisements were now crafted with an emotional appeal relative to the product and audience.

Moriarty (1991) listed 11 different emotional appeals, of which nostalgia is one. The focus of this study is on this nostalgic appeal as it is used in advertising.

1.2 NEED FOR RESEARCH

In recent history, developments in technology have allowed people access to detailed, accurate information about times gone by. This information has been communicated in many forms, from historical researchers creating documentaries about life several centuries ago, to people simply looking through photos, reading articles or watching cell phone video clips of something that happened the previous week.

Should these recollections be positive and generate an emotional appeal or associated connection to something, they can be termed nostalgic. Braun-LaTour (2007) says that nostalgia makes people feel good and it is generally thought that if the brand can connect to those positive thoughts associated with remembering the past, the brand can benefit.

In recent times, nostalgia is an appeal that has begun to feature quite prominently in South African ads. Holak, Matveev & Havlena (2008) point out

that nostalgic appeal has recently attracted attention in marketing and consumer research. Many advertisers, at some stage, have used some form of nostalgia to connect with their target audience and get their message across more effectively. This nostalgia can take the form of a historical point being re-told, the longing for something or someone that is no longer around, or even just reminiscing about a recent happening. Nostalgia can be a direct memory of an earlier version of a product or an associated memory that was simply created in the consumers mind.

Either way, advertisers now use this nostalgia to create positive associations to brands, companies, products or services; realised in the present and hopefully projected into the future (Holak, Matveev & Havlena, 2008).

However nostalgia is most often a personal reaction. Different situations and memories elicit different feelings and reactions in different people. Prior to going some way to address it with their own study, Pascal, Spratt & Muehling (2002) said that while practitioners have adopted nostalgia-based marketing and advertising strategies, it is not certain whether or not any benefit is realised by companies when a consumer reacts nostalgically to these strategies.

How is an advertiser to know with any level of certainty whether the nostalgic appeal he or she is trying to create is having the desired effect on the target audience? Can generalisations be accurately assumed for different target age groups, genders and population groups?

Verma's (2009) research stated that no communication is complete without feedback or reaction. He said the intent behind advertising is to persuade consumers to purchase and repurchase a product over and over again, but questioned whether the consumer actually responded to all communications sent by the advertisers? He points out that human brains have a limited processing capacity and consumers have the tendency to process the most useful and appealing information first.

1.3 SOUTH AFRICAN CONTEXT

While by no means an anomaly, South Africa is a rather unique country. It is classified as first world by some standards yet third world by others. A highly developed economy, a world leading Constitution and newly implemented advanced Consumer Protection laws all do battle with the huge lack of education and growing unemployment that affects many of its citizens.

The table that follows (Stats SA, 2011) gives an idea of the population breakdown by age group, gender and population group. The Indian and Asian populations have been combined for the purposes of their research.

It is clear that there is an overwhelming Black majority, but the other population groups are still present in sufficient numbers for marketers to take notice. The gender split is roughly half male, half female. Yet, unlike Japan and some other developed European countries, the youth make up the majority in South Africa.

Table 1: 2010 Mid-year Population Estimate

| Age | Population | Male | Female | Population | Male | Female |
|-------|----------------------|---------|---------|---------------------|--------|--------|
| 15-19 | African/Black | 2210177 | 2184746 | White | 162934 | 158519 |
| 20-24 | | 2116775 | 2095198 | | 157423 | 153476 |
| 25-29 | | 1792817 | 1942214 | | 145914 | 146331 |
| 30-34 | | 1578026 | 1685401 | | 139625 | 140783 |
| 35-39 | | 1294725 | 1419755 | | 141971 | 144165 |
| 40-44 | | 848497 | 943228 | | 168803 | 169371 |
| 45-49 | | 716176 | 820608 | | 169962 | 172292 |
| 50-54 | | 632708 | 743831 | | 169372 | 176866 |
| 55-59 | | 502357 | 603271 | | 152843 | 159667 |
| 60-64 | | 368423 | 475551 | | 140967 | 154796 |
| Age | Population | Male | Female | Population | Male | Female |
| 15-19 | Coloured | 199981 | 201671 | Indian/Asian | 54713 | 53471 |
| 20-24 | | 186216 | 189911 | | 61005 | 58529 |
| 25-29 | | 175742 | 188715 | | 65902 | 61333 |
| 30-34 | | 181105 | 196521 | | 58544 | 55758 |
| 35-39 | | 176529 | 194521 | | 46863 | 46557 |
| 40-44 | | 146452 | 164345 | | 41308 | 42169 |
| 45-49 | | 127904 | 145063 | | 38599 | 39864 |
| 50-54 | | 104372 | 120040 | | 35168 | 36691 |
| 55-59 | | 78765 | 92904 | | 30719 | 33056 |
| 60-64 | | 56758 | 70930 | | 24419 | 27765 |

(Stats SA, 2011)

Local advertising agencies need to find ways to serve their clients better. In South Africa, the Association for Communication and Advertising, as well as numerous advertising practitioners, are concerned about the perceived misalignment between advertisers' service expectations and advertising agencies' service delivery (ACA, 2004). 75% of respondents to the Financial Mail's Adfocus Opinion Survey have indicated that advertising agencies could do more to understand their clients business better (Maggs, 2006)

An increasing number of businesses are focussing their efforts on maintaining existing customers rather than trying to attract new ones (Bhat, 2004). Globalisation and liberalisation are affecting economies around the world, and organisations have therefore had to their strategies from pure profit maximisation to rather maximising profits through increased customer satisfaction (Seth, Deshmukh & Vrat, 2005).

By understanding the target markets of their clients better, agencies would be able to adapt the appeals in their ads to ensure the most desirable response by the target consumers. This more focussed output would equate to providing superior service to their clients.

1.4 PROBLEM

South Africa is a country rich in nostalgia. With over 49 million citizens (CIA, 2011) and so many different cultures all being represented in the same geographic region, memories and recollections of the past must be as many as they are diverse.

Yet with such a large young population (CIA, 2011) and such ethnic diversity (CIA, 2011), advertisers can never be certain that the association they are hoping for is what is really felt by their target audience. Are their messages failing completely, or even worse alienating their intended audience?

Keller (1993) notes that with escalating costs, marketers need to increase the efficiency of their marketing expenditure, and should therefore have a more thorough understanding of consumer behaviour in order to make the most strategically effective decisions when determining where their marketing budget will be spent.

1.5 OBJECTIVES

This research aims to provide a clearer indication as to who in South Africa nostalgic advertising is relevant; particularly whether this group can be defined by age, gender or population group. Academic literature indicates that gender and age are indicators of responsiveness toward nostalgia. For example, when Holbrook (1993) researched American movie watchers he found that women were marginally more nostalgic prone than men. He also said that developmental experiences that were associated with age influenced both the targets of nostalgia as well as the amount of nostalgia they process.

However none of this research is specific to the South African market. South Africa is a country with 11 official languages and an even greater number of represented cultures (CIA, 2011). Products and services are developed to satisfy the different demands created by such ethnic diversity but, are the appeals used in the advertisements actually connecting with these diverse consumers?

The population groups selected for this research are those used by Statistics South Africa (2011) for the national census and other demographic reporting, with the exception that Statistics South Africa combines the Indian and Asian groups; possibly due to their comparatively small size. However as the Indian and Asian groups represent very different sub-cultures, a potential value in reporting them separately is inferred. There appears to be a significant enough difference in terms of attitudes and preferences to justify this.

1.6 RELATIONSHIP BETWEEN PROBLEM AND OBJECTIVES

The purpose of this research is to understand the relevance of the nostalgic appeals used in advertising, to different age groups, population groups and genders; specifically with regard to the South African public relating to South African print advertisements.

It is assumed that this research will provide an indication as to whether clearly identifiable differences do exist using these parameters, and will assist advertisers and marketers in determining the relevance of using nostalgic appeals when targeting specific groups; to build brand preference and drive purchase decisions.

1.7 TERMINOLOGY

This study refers to a number of core constructs. These are defined below:

NOSTALGIA - An individual's positive response to, recollection of or longing for experiences, objects or themes that featured in times gone by; from last week, to their childhood or even before birth (Holbrook & Schindler, 1991).

ADVERTISING - The element of the marketing communications mix that is non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas. (Bearden, Ingram & LaForge, 1998). More specifically, the context of this report is only concerned with print advertising; traditional, non-interactive advertisements that would appear in magazines or newspapers.

POPULATION GROUP – One of three demographic variables against which respondents will be analysed. The term is used by Statistics South Africa in the national census. In this research, it refers to the five most accepted and prominent classifications of South African citizens, defined by racial and ethnic characteristics (Stats SA, 2011).

1.8 SCOPE AND STRUCTURE OF REPORT

Considering the size of the South African population and the number of advertisements to which they are exposed on a daily basis, this report can only be seen as an indicator; not an all-encompassing, conclusive evaluation. The segmentation criteria selected (age group, gender and population group) are also only three of a multitude of other criteria that are available, and the degree to which the results can be segmented will depend on the diversity of

respondents; something which can't be accurately predicted before the final data is collected. Similarly, selecting only print (magazine or newspaper) advertisements for use in the survey can also be seen as a possible limitation of this study.

The literature review that follows will delve deeper into the intricacies of the research topic. It will explore in some detail the appeals used in advertising, nostalgia, advertising, nostalgic advertising and the South African public.

Thereafter empirical research will be conducted and evaluated to determine the relevance of nostalgia in advertising to different South African consumers; as per the parameters mentioned above.



2 THEORY AND LITERATURE REVIEW

2.1 INTRODUCTION

Marketers are faced with numerous challenges, including globalisation and advancing technologies (SDL, 2006). However, the primary challenge to marketers is to ensure that their brands go beyond flashy advertisements or striking logos, and that they consistently create positive customer experiences that encourage repeat purchases (SDL, 2006).

Nostalgia is a prominent theme underlying many of today's marketing and advertising strategies (Cosgrove & Sheridan, 2002). Although it might be idealised, in the marketplace of today we see many firms using nostalgia to address a growing desire by consumers to recapture the past through the consumption of this nostalgia (Naughton & Vlassic, 1998). With the rise of nostalgia in popular culture, collective marketing research attention has focussed on defining, categorising, and/or measuring the construct in an effort to better understand how it influences consumer behaviour (Muehling & Sprott, 2004). Although marketplace observations would suggest that nostalgic advertising is a viable creative strategy, surprisingly few academic studies seeking to examine its relative effectiveness have been reported in academic literature (Muehling & Sprott, 2004).

The purpose of this chapter is to inform a study designed to establish whether there is a link between South African consumers to whom nostalgic advertising is relevant, and their age group, gender and/or population group.



2.2 ADVERTISING

2.2.1 DEFINING ADVERTISING

Bearden, Ingram, and LaForge (1998) define advertising as “The element of the marketing communications mix that is non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas.” However, the official definition of advertising has been the subject of debate for many years (see: Appendix 9.2, pg. 86).

For the purpose of finding the true definition of advertising, Richards and Curran (2002) assembled a panel of 14 experts who debated the topic, prompted suggestions and voted on opinions; using the Delphi method. They finally agreed that the new definition of advertising would be:

“Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.”

However, even at the final stage of the process, consensus in the panel was not reached and they had to concede to certain possible flaws in their process and then finally, that definitions are by nature dynamic (Richards & Curran, 2002).

As for the purpose of this research it will be viewed in a broader, more basic, consumer assumed definition sense. An exact academic definition of



advertising is not material to this study. What must be kept in mind is that only print (magazine or newspaper) advertisements will be used the research.

Advertisers are experts in getting people interested in what they have to say and they also know how to make the advertised messages memorable (Verma, 2009). Advertising practitioners acknowledge that effective image based advertising should address both the head and heart. Research is only now beginning to apply learning from cognitive psychology and other sciences on how meaning is created and memories retained when we are looking at these visuals (Verma, 2009).

2.2.2 EMOTIONAL APPEALS IN ADVERTISING

In 1991, Moriarty listed 11 different emotional appeals. These included excitement; fear (danger, personal embarrassment); family (love, protection); guilt; love (affection, romance); nostalgia; pleasure (humour, happiness, joy); poignancy; pride; relief; and sorrow (grief, suffering). Some of these appeals are discussed in the pages that follow.

Consumer behaviour researchers have pointed out that individual differences among people receiving the message may lead to wide variations in the way in which they respond to emotional advertising appeals (Moore, Harris & Chen, 1995). Verma (2009) points out that the human brain has a limited processing capacity and consumers have the tendency to process the most useful and



appealing information first. Advertisers use a variety of different appeals and demonstrations to attract and retain customers.

Much research has been conducted into the individual different appeals, including:

Fear (Henthorne, LaTour & Natarajan, 1993, pg. 67): "...the findings of this study suggest that "energizing" potential customers to "take action" should be a primary consideration in the design of fear appeal ads. Advertising practitioners should not merely trust their own "intuition" as to whether or not a fear appeal will be effective."

Humour (Gelb & Zinkhan, 1986, Abstract): "Findings indicate that adding humour to a conventional hierarchy-of-effects model did not improve the model's overall explanatory power. Humour was found to be negatively related to recall and positively related to brand attitude."

Irritation (Aaker & Bruzzone, 1985): After studying 524 television commercials, 16 copy characteristics or advertising approaches that appear to either increase or decrease irritation were identified. The results of this study showed that irritation levels varied by product class and by socioeconomic level.

Nostalgia (Muehling & Sprott, 2004, pg. 25): "The results of our investigation suggest that nostalgic cues in advertising do indeed influence the type of thoughts consumers have during ad exposure, and that these thought



processes appear to have an influence on attitudes toward the advertisement and advertised brand.”

Sex/Arousal (Severn, Belch & Belch, 1990, pg. 13): “Respondents also reported that sexual appeals were more attention getting, likeable, dynamic, and somewhat more apt to increase their interest in the topic than were nonsexual appeals. These findings suggest that persuasion is largely the result of peripheral processing and distraction from somewhat unpleasant messages when receivers are expected to counter argue the message or be resistant to change.”

Warmth (Aaker, Stayman & Hagerty, 1986): Significant and substantial correlations were also found between warmth and liking of the ad, as well as between warmth and purchase likelihood. However the lack of a relationship between warmth and recall suggests that some forms of arousal are not related to recall.

According to the theory that consumers choose brands to fulfil both rational and emotional needs, it is not surprising to discover that ads which evoke feelings of personal enhancement have proven to be very effective (Kover, Goldberg & James, 1995). An advertisement with distinctive influencing appeals positively affects the degree to which it is memorised and recalled, as well as the degree to which it is able to attract the consumers’ attention (Childers and Houston, 1984).



As advertisers increasingly seek greater communication effectiveness, more careful consideration needs to be given to the selection of the type of advertising appeal used for each target group (Verma, 2009).

Sanjeev Verma's (2009) research eventually suggested that when looking at all rational appeals, appeals depicting refreshment affected consumer purchase decisions throughout the ad. It also showed that consumers are more likely to pay more attention to advertisements which portray soft-drinks as refreshing products, and less attention to other rational appeals like product attributes, logic and educative information. However, the results did still suggest that besides refreshment, information like product attributes and educative information may also influence the consumers' purchase and repurchase decisions (Verma, 2009). The advertisements that contained a rational appeal depicting logic had no influence on any of the stages of consumer purchase decision. When looking at the emotional appeals, affection, fear, thrill and pride all managed to attract the consumer's attention towards the advertisement, but thrill and pride were the only constructs that could be said to have had a major influence on consumer purchase decision (Verma, 2009).

Verma (2009) however took note in his region specific study that not many advertisers in India routinely collected data on the differential impact of advertising appeals on the consumer purchase decision. He said the findings indicated that not all emotional ad appeals are equally attractive and that consumers are only influenced by some of them.



Once the advertising appeal with the highest likeability is determined, the advertisers would know the relative importance of these emotional appeals in terms of the relevant target market's perception. Managers can then generate strategies that would be designed specifically for those target market segments (Verma, 2009). With this research however not including many of the recognised emotional appeals and also being subject to relative national respondent biases, the results cannot be seen as conclusive or all encompassing. What can be taken from the findings though, is that there is a need for unique evaluation of the effects of individual emotional appeals relative to the applicable target markets (Verma, 2009).

2.3 NOSTALGIA

2.3.1 DEFINING NOSTALGIA

Davies (1979) explains that the word 'nostalgia' is derived from the Greek terms '*nostos*' referring to a return home to one's native land, and '*algos*' which refers to pain, suffering or grief. This can be loosely interpreted as a longing to return to something in the past or, as stated by Hirsch (1992), the bittersweet yearning for the past. Sedikides *et al* (2008) wrote that nostalgia can literally be described as the suffering endured due to relentless yearning for the homeland. The term nostalgia was coined in the 17th century by the Swiss physician Johanness Hofer (1688/1934), but references to the emotion state it defines can be found in Hippocrates, Caesar, and the Bible.



Although homesickness refers to one's place of origin, nostalgia can refer to a variety of objects, persons, places or events. With this in mind we could assume the contemporary definition of nostalgia as a sentimental longing for one's past (Wildschut *et al*, 2006).

Marchgiani & Phau (2011) say nostalgia may also be generated either from a personally remembered past (personal nostalgia) or from a time in history before one was born (historical nostalgia). Both these appeals are evident in the marketplace, for example in campaigns that connect the brand to a consumer's experience in childhood (personal nostalgia) or the recent surge in younger consumers' fascination with 'retro' items (historical nostalgia).

Muehling (2011) notes that several other academics have also defined different types and forms of nostalgia. Baker and Kennedy (1994), Havlena and Holak (1991), and Stern (1992) have categorised nostalgia as an emotion evoked either by recalling a personally experienced past (referred to as real or personal nostalgia), or recalling simulated, historical, vicarious nostalgia (a sentimental yearning for an indirectly experienced past). Hirsch (1992) also offered an explanation as to the emergence of nostalgia as a dominant theme in society. He said that nostalgia increases as consumers become more dissatisfied with life as it is today.

The value of future investigations into nostalgia as an emotional appeal cannot be disputed. Sedikides *et al* (2008) said that although throughout centuries it was regarded as a psychological ailment, nostalgia is now emerging as a



fundamental human strength. It is acknowledged as being part of the fabric of everyday life and serves at least four key psychological functions. These include the generation of positive affect; elevation of self-esteem; fostering social connectedness; and alleviating existential threat. By so doing, nostalgia can help one navigate successfully the changing phases and conditions of daily life (Sedikides *et al*, 2008)

2.3.2 PERSONAL NOSTALGIA

While it is confirmed that nostalgia has a significant presence in the advertising world, it must still be established whether nostalgic experiences are consistent among individual consumers. Researchers find some people are more nostalgia prone in that they more actively seek out nostalgic information (Holbrook & Schindler, 1996). According to Baker and Kennedy (1994) and Goulding (2001), personal nostalgia is a longing for the personally experienced past; as well as all the things, memories, and people associated with it.

The personal nostalgia experience is made up of both cognitive (autobiographical memories) and emotional dimensions (Baumgartner, 1992). People experiencing personal nostalgia remember things and events in a more positive light than they actually occurred (Ford 2010).

It has also been said that advertisers should move beyond the traditional way of thinking about nostalgic advertising and rather use their consumers' childhood memories as a more general theme in their advertising campaigns. This could



be seen as a way to form a closer emotional bond (Braun-LaTour, 2007). To understand how this can be accomplished, it is important to first differentiate nostalgia from the simple experience of recollection, and the content and meaning associated with these recalled memories (Braun-LaTour, 2007).

Personal nostalgia has been found to influence a preference for certain products and services (Braun-LaTour, LaTour & Zinkhan, 2007). Sullivan (2009) attributes this specifically to the increasing use of personal nostalgia in the advertising for consumer goods; including products like banking, beer, breakfast cereal, colas and insurance. Ford and Merchant (2010) regard personal nostalgia as a particularly relevant construct to be used in communications by companies that claim a long, storied history; as it is possible that several generations of consumers have had past experiences that can be connected to happy periods or events in their lives that have the potential to enhance their emotional orientation towards the company involved.

Memory is a reconstructive process so, what is remembered at any one time may differ substantially from how the event actually occurred. Consumers unconsciously fill in the gaps with their own personality and lifestyle preferences so that the final resultant memories contain important insights into these preferences (Braun-LaTour, 2007).

Some individuals show a higher propensity for nostalgia than others. This propensity has been defined as “a facet of individual character - a psychographic variable or aspect of life-style, or a general customer



characteristic that may vary among consumers” (Holbrook, 1993). Braun-LaTour (2007) suggests that advertisers wanting to form deeper connections to their consumers via childhood memories tap into the underlying meaning that these consumers associate with their specific product or brand, rather than the more generic cultural associations assumed by most advertisers.

However it was suggested that for individuals exposed to personally nostalgic ads that are not aligned to their expectations or do not resonate with their own past or nostalgic recollections, the outcome may be less favourable attitudes towards the brand and advertisement (Muehling and Sprott, 2004).

2.3.3 HISTORICAL NOSTALGIA

Marchegiani & Phau (2011) have termed the recent rapid increase in younger consumers’ level of fascination with “retro” items, historical nostalgia. The appeal and resulting prevalence of historical nostalgia can be seen in the fashion industry, movies and in the resurgence of pop-culture personalities and items amongst members of the younger generation who did not experience these products and icons when they first entered the market. Meuhling (2011) defines historical nostalgia as a type of nostalgia that deals with collective memory and includes events the consumer could not have experienced directly due to time they actually occurred.

Experiencing historical nostalgia involves the employment of collective memory (Meyers, 2001) combined with a little bit of fantasy (Stern, 1992). Collective



memory is described as being shared, passed on and even constructed by the group, or members of modern society. It is also discussed as being in some ways the nostalgic equivalent of virtual reality (Holak *et al*, 2008).

Research has shown that some cognitive responses and attitudes towards the brand change substantially when respondents experience moderate to high levels of historical nostalgia, as opposed to low ones (Marchegiani & Phau, 2011). Attitudes towards the advert and the resulting purchase intentions continue to improve significantly each time the level of historical nostalgia is increased. As the level of historical nostalgia experienced increases, a corresponding increase in thoughts related specifically to this historical nostalgia is also expected (Marchegiani & Phau, 2011). It was also suggested that nostalgic adverts may prompt a certain type of thought production, as opposed simply to prompting more thoughts in general (Muehling and Sprott, 2004).

The findings of Marchegiani & Phau's (2011) research concluded that significant changes in the observed responses that resulted from the intensity of historical nostalgia experienced, are of clear importance to both academics and business people. As marketers become more successful in evoking historical nostalgic reactions in consumers by exposing them to various cues, their increasingly in-depth understanding of and ability to predict reactions, grow more valuable. These findings also show that various cognitive, attitudinal and purchase intent reactions change significantly as a result of the levels of historical nostalgia. When trying to change attitude towards a brand, consumers must at times



experience at least a high level of historical nostalgia before any significant change can be seen (Marchegiani & Phau, 2011). Other reactions require only a moderate level of response to be achieved. For example, by increasing the number of historical nostalgia-related thoughts, after an initial change no benefit was observed when moving from the moderate to the high level of historical nostalgia. Lastly, some reactions, such as the number of message or brand-related thoughts, showed no significant change at any level of historical nostalgia experienced (Marchegiani & Phau, 2011).

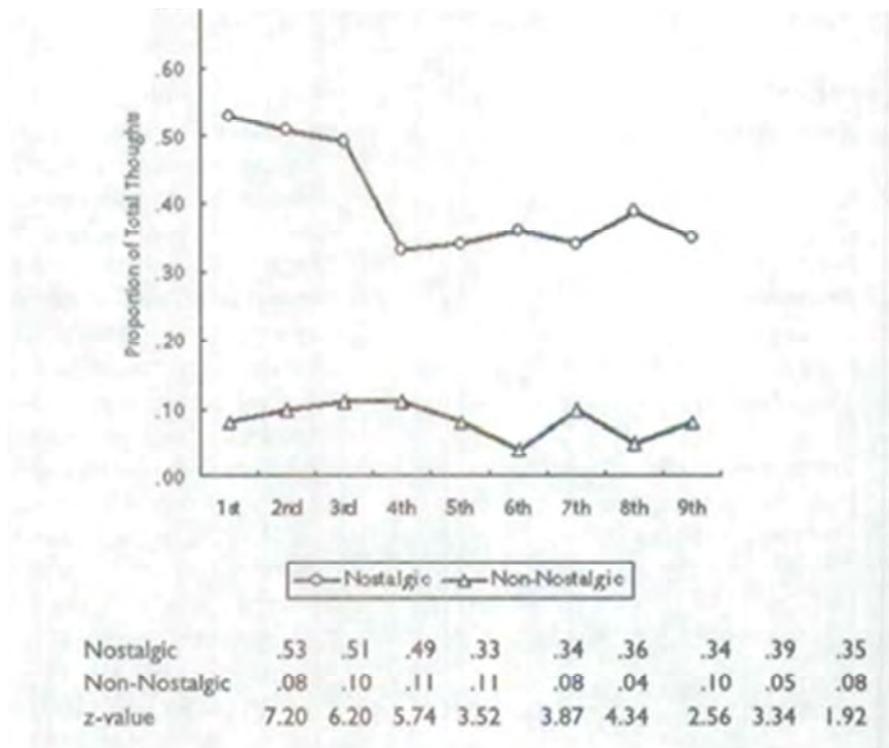
Holbrook and Schindler (1996) noted that individual differences in nostalgia proneness may aid marketers in understanding consumption-related preferences that supersede those explained by age alone.

2.4 NOSTALGIC APPEALS IN ADVERTISING

Halbwachs (1992) contended that the process of creating collective memories is absolute and the need to reconstruct the past and the social group's ability to utilise it are so important, that the actual origins of past events recalled are only of secondary importance. This implied that the factual past only has limited significance in the nostalgic process of shaping collective memories so that they suit current needs.

As can be seen in the graph below, nostalgic thoughts have been found to accommodate a significant proportion of total thoughts experienced by a consumer when being exposed to advertising.

Figure 1: Proportion of Nostalgic Thoughts to Total Thoughts Generated Across Advertisement Conditions.



(Muehling, 2004)

Essentially the literature leans towards the opinion that nostalgia is created by society, to serve an ideal that they long for. “The positioning of products as constructed realms of memory offers consumers an emotional and immediate connection to an assumed better past. During this process, advertising also influences the way consumers perceive “real” history” (Meyers, 2009, pg 752).

Advertisers are fully aware of the potential of using this nostalgia to generate sales. Reisenwitz *et al* (2004) confirms this saying that nostalgia is an attention-getting technique that advertisers are using to break through the advertising clutter. Reisenwitz *et al* (2004) also state that product managers are using



nostalgia in the reintroduction of products, and that many firms use nostalgia in at least a portion of their advertising strategy.

In 1987 Mercedes-Benz launched a campaign that showed the milestones of the company's history with images of vintage Mercedes-Benz vehicles juxtaposed against factory workers as vehicles ran off an old assembly line, and race car drivers from the past. All this while "Falling in Love Again" by Marlene Dietrich played in the background. Reminding consumers of past experiences has also been the foundation of Disney's "100 Years of Magic" advertising campaign. This campaign featured all the unforgettable park moments, like a child meeting Mickey Mouse for the first time. Pepsi tried to remind the public of their history by using Britney Spears in a highly publicised Super Bowl ad that tried to try and symbolise different eras of Pepsi consumers. This is what most consumers think of when it comes to nostalgic advertising – advertising that tries to transport consumers back to their past through the use of cultural or symbolic references (Braun-LaTour, 2007).

By associating brands with a consumer's significant memory, marketers can create the impression that the brand is similar to them, like a "friend" or a "companion" that has been there for the full duration of their lives (Kassarjian, 1971). Past research has also shown that nostalgic advertisements produce more favourable attitudes toward the ad and the brand as compared to similar non-nostalgic advertisements (Muehling & Sprott, 2004).

2.4.1 PERSONAL VS. HISTORICAL NOSTALGIA ADS

Figure 2: Examples of Personal vs. Historical Nostalgia Ads



PERSONAL

HISTORICAL

(Muehling, 2011)

These ads for a fictitious camera brand were developed for Muehling's (2011) research. They are identical except for the copy. The ad on the left was written to communicate personal nostalgia and the ad on the right, historical nostalgia.

2.4.2 NOSTALGIC VS. NON-NOSTALGIC ADS

The ads featured below were developed and used by Ford and Merchant (2010) for their research on how nostalgic advertisements affect charitable appeals. While not obviously nostalgic at first glance, reading the copy immediately

points out the difference between nostalgic and non-nostalgic ads used for the same product or purpose.

Figure 3: Examples of Nostalgic vs. Non-nostalgic Ads

Relive the wonderful memories of the past!
Remember your university days ... the learning, sports, friends, parties and graduation day ... the fun and the dreams ... those were the days!
Now, reconnect with the magic of the past by donating money to your University Alumni Association for a new football stadium for the students.



NOSTALGIC

Please donate to your Alma Mater today!
Please donate generously to your University Alumni Association for a new football stadium for the students.
Even a small donation from your side can go a long way in providing top class facilities for the students. You can help build the lives of the students.



NON-NOSTALGIC

Remember growing up with Kermit the Frog!
Kermit the Frog, Big Bird, Curious George ... are some of the icons that generations of Americans have grown up with. Your donation to PBS can help us continue to provide wholesome entertainment.



NOSTALGIC

Pledge your allegiance
This fall please donate generously to the Public Broadcasting Services. We strive to providing cutting edge and quality programs to the whole of the United States. Donate generously to PBS, and pledge allegiance to your nation today!



NON-NOSTALGIC

(Ford & Merchant, 2010)



2.5 CONCLUSION

Current academic literature provides many opinions on nearly all aspects relating to this research topic; but nothing conclusive regarding the most appropriate audiences to target with nostalgic advertisements, and nothing that refers to the South African population and the diversity of its consumers.

Nostalgic appeals are used globally and in virtually every product category advertised. Academic research has established that in most cases, if the marketer is able to connect with the consumer through nostalgic appeals used in advertisements, positive effects relating to brand perception, ad perception and future decision to purchase can be observed.

Yet despite this widespread use, little is known about the consumer audiences most or least receptive to these ads. As Verma (2009) said, as advertisers increasingly seek greater communication effectiveness, more careful consideration needs to be exercised when selecting the type of advertising appeal used for each target group.

Subsequent to this literature review, the empirical research seeks to determine to whom in the South African population nostalgic advertising appeals; based on the parameters mentioned above (age group, gender & population group).

3 HYPOTHESES

The purpose of this research is to determine the relevance of nostalgic advertisements to different age groups, genders and population groups in South Africa. “Population groups” is the term used by Statistics SA (2011) to classify the most prominent South African ethnic-racial groups.

When used as an advertising strategy; ads containing a nostalgic cue, where retrieval of pleasant rather than unpleasant memories or associations are encouraged (hereafter, referred to as nostalgic advertisements), are more likely to generate positively associated feelings than would ads devoid of such nostalgic reference (hereafter, referred to as non-nostalgic advertisements) (Muehling & Sprott, 2004).

With different products having sometimes vastly different target markets, it seems essential that advertisers know whether the nostalgic advertising appeals that they are communicating, are in fact having the desired effect on their specific target market.

3.1 HYPOTHESIS - 1

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer’s age.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer’s age.

3.2 HYPOTHESIS - 2

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer's gender.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's gender.

3.3 HYPOTHESIS - 3

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer's population group.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's population group.



4 RESEARCH METHODOLOGY AND DESIGN

4.1 INTRODUCTION

The following chapter explains the research methodology and design that was used to empirically test the hypotheses presented in chapter three. Beginning with the research design, it goes on to look at the population and sampling methods used. The actual survey is then reviewed before discussing the means of evaluating the results.

4.2 RESEARCH DESIGN

The design selected to best test the hypotheses was a survey. This survey represented an exploratory quantitative design, and was conducted in the form of an online questionnaire.

A web-based questionnaire was used where an invitation (see: Appendix 9.1, pg. 85) and related survey link was emailed to some members of the sample. Another link was also placed on the researcher's Facebook social networking page, with a paragraph urging "friends" to "click" on the link and complete the survey. Respondents were then prompted to answer three questions which defined their age group, gender and population group; followed by analysing five print advertisements that were rated on a ten-statement, five-point likert scale ranging from "strongly agree" to "strongly disagree".



Exploratory research was selected as it helps establish familiarity with the problem situations and identify important variables when forming hypotheses that can be tested in subsequent research (Weiers, 2008)

Saunders, Lewis and Thornhill (2009) urge researchers to make pre-survey contact advising recipients to expect a questionnaire or to send a covering letter with the link; to send a survey link rather than an attachment; and to ensure the message arrive at times when potential respondents are most receptive.

Weiers (2008) also warns of a number of issues that can arise if a survey or questionnaire is not appropriately worded. These include inappropriate vocabulary level; confusing frame of reference; “leading” words or phrases; and sensitive topics.

Weiers (2008) also pointed out the following possible errors of survey research:
Sampling error - When the sample used is not representative of the population as a whole).

Response error - When respondents distort the truth and give answers that they imagine will be more acceptable.

Non-response error - When respondents either do not return the questionnaire or return it incomplete.



4.3 POPULATION AND SAMPLING

In this research the population was defined as all literate South African consumers.

The survey link was initially emailed to approximately 45 members of the sample. These members were clients, colleagues or social contacts of the researcher. The second link was placed on the researcher's Facebook social networking page, with a paragraph urging "friends" to "click" on the link and complete the survey. In both instances, respondents were urged to "forward" the link on to their "contacts" so as to increase the eventual total number and diversity of respondents to the survey. It was assumed that all respondents were consenting adults as the introductory page specified that respondents should only proceed with the questionnaire if they were 18 years or older.

This method is termed Snowball sampling and is used when it is difficult to identify or make contact with members of the desired population (Saunders, Lewis and Thornhill, 2009). The process involves making initial contact with several members of the population; ask them to identify further members; ask these new members to identify even further new members; and then stop when either new members cease to present themselves or when the sample is large enough to be utilised in the research (Saunders, Lewis and Thornhill, 2009).

Limitations to this kind of sampling included the fact that it was not random. In order to participate they also needed internet access. This internet access needed to be associated with a corresponding email address or Facebook



profile. Lee (1993) also recognises the problem of bias as respondents are most likely to identify other respondents that are similar to them, resulting in a homogenous sample. Several respondents did not complete all the questions in the survey and their responses were thus disregarded.

4.4 SAMPLE SIZE

The survey was initially emailed to 45 recipients and made open to voluntary participation through Facebook. Respondents were then urged to encourage other contacts in their own social and business networks to also complete the survey. The target was a minimum of 75 responses. This number was deemed adequate given the time and budget constraints of student research.

4.5 SCALE SELECTION

When reviewing the literature in preparation for this research, an often quoted scale was the ten-item evoked nostalgia (NOST) scale developed by Pascal, Sprott and Muehling (2002). This scale was developed by them for the purposes of their research into the influence of evoked nostalgia on consumers' responses to advertising. The Cronbach's alpha for this scale when used in their study was 0.96, indicating the very high reliability of this scale.

The ten statements used in the scale were:

- Reminds me of the past
- Helps me recall pleasant memories



- Makes me feel nostalgic
- Makes me reminisce about a previous time
- Makes me think about when I was younger
- Evokes fond memories
- Is a pleasant reminder of the past
- Brings back memories of good times from the past
- Reminds me of the good old days
- Reminds me of good times in the past

The purpose of using this scale was to determine respondents' receptiveness to nostalgic appeals used in advertising.

4.6 ADVERTISEMENT SELECTION

The online database of global advertising, Adsoftheworld.com was searched using the filter "South Africa". From the results, the researcher selected 18 print advertisements (two each from nine different campaigns) that were deemed to meet the basic description of nostalgic ads.

These ads were not developed specifically for this research but were existing advertisements used for South African products, and were freely available in the public domain. They were selected to provide a variety of different image types; depict ads that were both copy intensive or that had almost no copy; and reflect a variety of different product types being advertised.



4.6.1 PRE-TESTING

These 18 advertisements were then sent to 20 of the researchers advertising and marketing industry colleagues. These colleagues were then given a brief overview of the research to be conducted as well as standard definition nostalgia, before being asked to vote for the five advertisements they deemed most appropriate. 13 people responded by simply stating “yes” or “no” besides each ad; indicating whether or not they deemed to be a “nostalgic advertisement.”

4.6.2 FINAL AD SELECTION

The five advertisements that scored the highest in the pre-test were then used to compile “Survey 1”; which was sent out via email. The five corresponding ads from the same campaigns as the winning ads were then (regardless of their score) compiled into “Survey 2”; the link to which was placed on Facebook.

The purpose of running two surveys; identical except for the five images used, was to minimise the effect of respondent biases that may have been present towards individual images used in one particular ad in a campaign, over another. The five types of ads selected were referred to as financial services, battery, toy, cake flour and car ads. The results of the two surveys were combined and viewed as one data set when evaluating the final results.



4.7 SURVEY

As can be seen in the table below, the survey began with three introductory questions, which would later be used to segment respondents.

Table 2: Online Questionnaire

| | | | | | |
|--|----------------|--------|----------|----------|-------------------|
| A.01 – Age: | 18-24 | 25-34 | 35-44 | 45-54 | >54 |
| A.02 – Gender: | Male | Female | | | |
| A.03 – Population Group: | Black | White | Coloured | Indian | Asian |
| B.01 – Reminds me of the past | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.02 – Helps me recall pleasant memories | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.03 – Makes me feel nostalgic | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.04 – Makes me reminisce about a previous time | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.05 – Makes me think about when I was younger | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.06 – Evokes fond memories | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.07 – Is a pleasant reminder of the past | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.08 – Brings back memories of good times from the past | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.09 – Reminds me of the good old days | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| B.10 – Reminds me of good times in the past | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |

These three questions were then followed by ten five-point likert scale rated statements, repeated five times (once for each advertisements). This was used to determine the respondents' receptiveness to and the subsequent relevance



of nostalgic appeals used in advertising, to them. This form of scaling is easy to construct but can make it difficult to interpret the true meaning of an individual statement score (Zikmund, 2003).

4.8 DATA GATHERING

The online survey site [Surveymonkey.com](https://www.surveymonkey.com) was employed to host the surveys. Surveymonkey provided the platform on which to create the surveys; provided the links for respondents; and securely gathered all the respondent data.

Once the time was reached to gather the data, Surveymonkey allows users to download the results in a format that can be pre-coded and easily be used in more advanced statistical analysis programs.

4.9 DATA ANALYSIS

Once the survey site was closed and all data downloaded, it was analysed with the assistance of a statistician to ensure accuracy.

The responses were coded as follows:

AGE GROUP

“18-24” – 1, “25-34” – 2, “35-44” – 3, “45-54” – 4, “54<” - 5

GENDER

Male – 1, Female – 2



POPULATION GROUP

Black – 1, White – 2, Coloured – 3, Indian – 4, Asian – 5

LIKERT SCALE

Strongly agree – 1, Agree – 2, Neutral – 3, Disagree – 4, Strongly disagree – 5

There were no open-ended questions and respondents needed to complete the previous question to be able to move on to the next, and eventually the end. Only surveys completed right to the end were to be used in the hypothesis testing.

4.9.1 CRONBACH'S ALPHA

The first tests were run to determine the reliability or internal consistency of the scale (Cronbach, 1951). The Cronbach Alpha statistic can be interpreted as a coefficient or reliability. It is a measure between 0 and 1; where 0 indicates poor reliability and 1 indicates complete reliability.

4.9.2 HOMOGENEITY OF VARIANCE ASSUMPTION

The assumption of homogeneity of variance is that the variance within each of the populations is equal. The assumptions were checked using Levene's test; which is used to check the equality of variances in different samples (Levene, 1960). This assumption is made for statistical procedures like ANOVA and t-



tests. When the p-value of Levene's test is less than the critical value (often 0.05), it indicates that it is unlikely that the differences in the sample variances would have occurred in a random sample.

4.9.3 ANALYSIS OF VARIANCE (ANOVA)

If a numerical variable can be divided into three or more distinct groups using a descriptive variable, the likelihood of these groups being different can be assessed with an ANOVA. The differences in the means of the groups are measured, and should the likelihood of any difference between these groups occurring simply by chance be low, it will be represented by a large f statistic with a probability less than 0.05. This is then termed statistically significant (Saunders, Lewis and Thornhill, 2009).

Calculating the ANOVA results determines whether there were significant differences in the respondents' sentiments towards the five different adverts tested; across all age group, gender and population group categories.

4.9.4 INDEPENDENT T-TEST

If a numerical variable can be divided into two distinct groups using a descriptive variable, the likelihood of these groups being different can be assessed with an independent t-test. The differences in the means of the two groups is measured, and should the likelihood of any difference between these two groups occurring simply by chance be low, it will be represented by a large



t -statistic with a probability less than 0.05. This is then termed statistically significant (Saunders, Lewis and Thornhill, 2009).

Should results of the ANOVA tests determine any categories to have statistically different means, they will be further analysed using the t-tests.

4.10 ASSUMPTIONS

In conducting this research, certain basic assumptions were made concerning the methodology. These included that the respondents were fluent in the English language and that they had a sufficient level of computer literacy to connect to and navigate the survey.

5 RESULTS

5.1 INTRODUCTION

This chapter presents the results of the empirical research conducted. Descriptive statistics are initially employed to depict the data relating to the survey and actual respondents, before the results of the hypothesis testing are presented.

5.2 DESCRIPTIVE STATISTICS

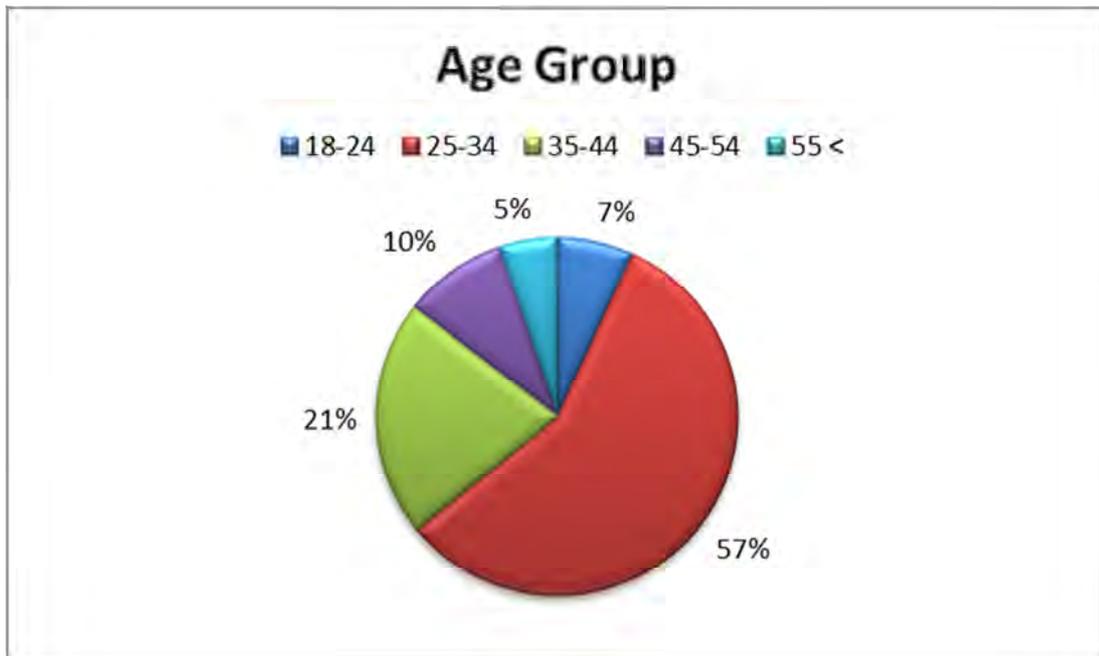
Of the 117 surveys that respondents started completing, all 117 respondents completed the first three questions relating to their individual details. As nothing could be accurately inferred as to reason that 20 of the respondents didn't manage to complete the survey in its entirety, it was assumed that all 117 responses were valid for calculating an initial view of the total respondent profile.

Following the initial display of results, several comparative tables will also be shown to further expand on the data collected.

5.2.1 AGE GROUP

The majority of respondents (57%) fell within “25-34” age group, followed by 21% in the “35-44” group. The “45-54” group was next with 10%, ending with the “18-24” and “55<” groups at 7% and 5% respectively.

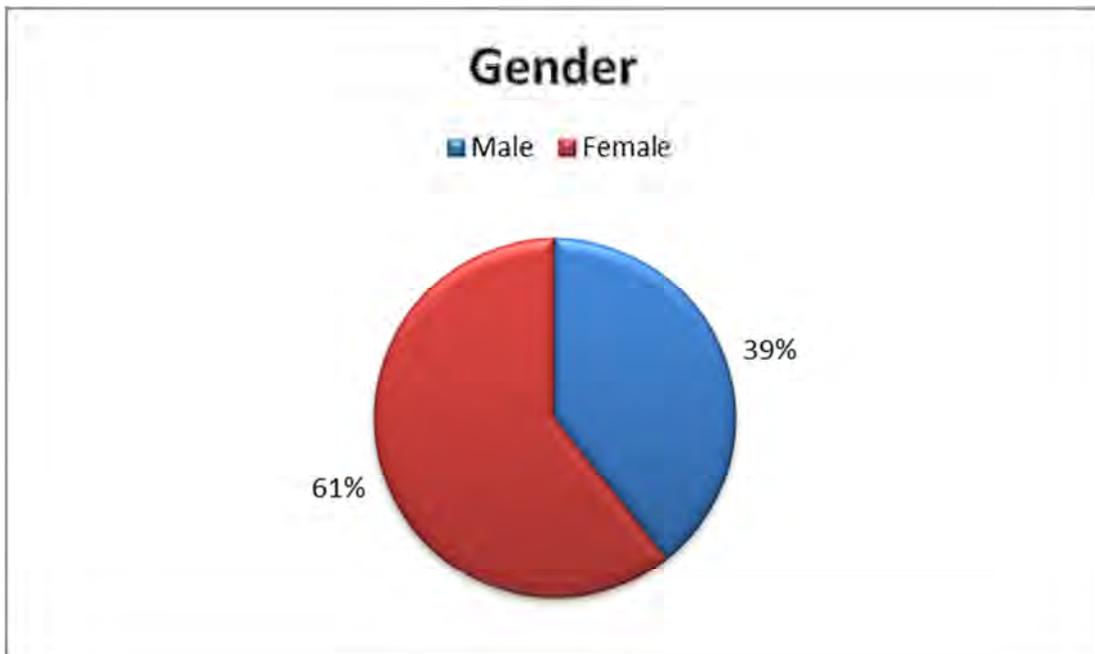
Figure 4: Age group profile of respondents



5.2.2 GENDER

61% of respondents were female. 39% were male.

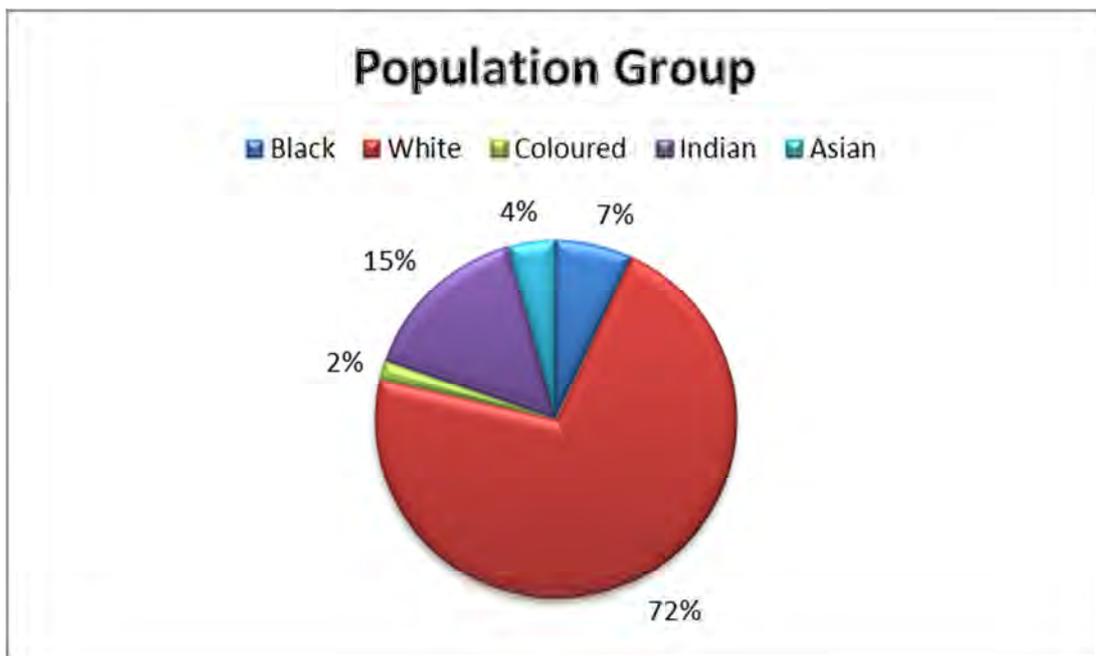
Figure 5: Gender profile of respondents



5.2.3 POPULATION GROUP

With an overwhelming majority of 72%, Whites were the most prominent population group among respondents. Indian (15%) and Black (7%) respondents also replied in significant numbers. Asian (4%) and Coloured (2%) respondents were few.

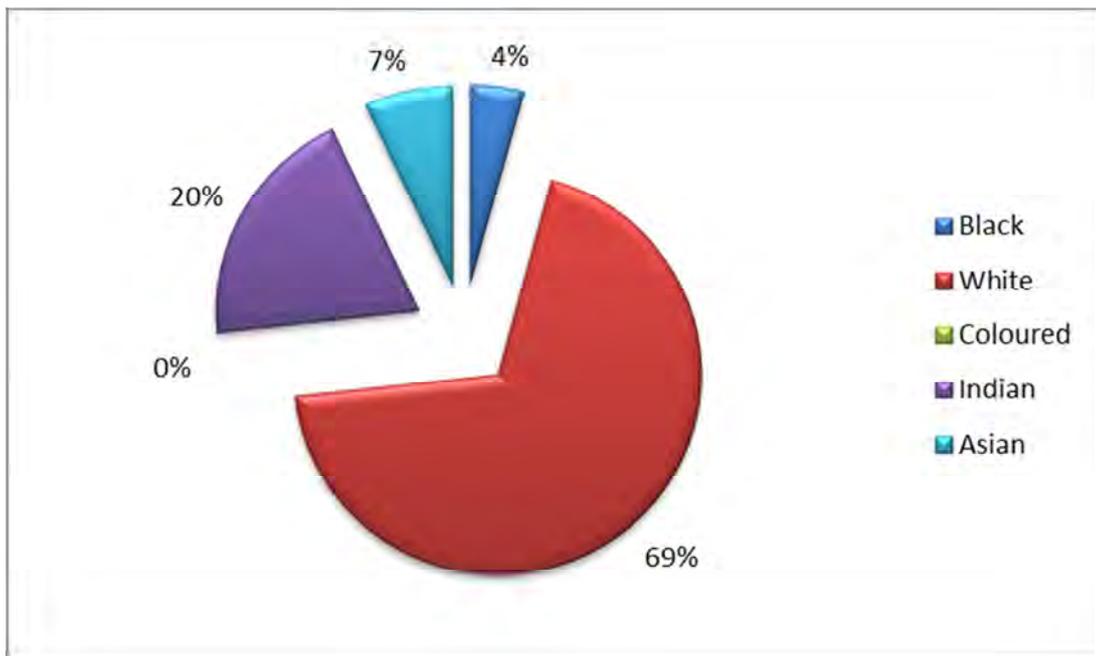
Figure 6: Population group profile of respondents



5.2.4 FEMALE RESPONDENTS BY POPULATION GROUP

Most female respondents were in the White population group (69%), followed by Indian (20%). There were no female Coloured respondents, while the Black and Asian groups made up 7% and 4% respectively.

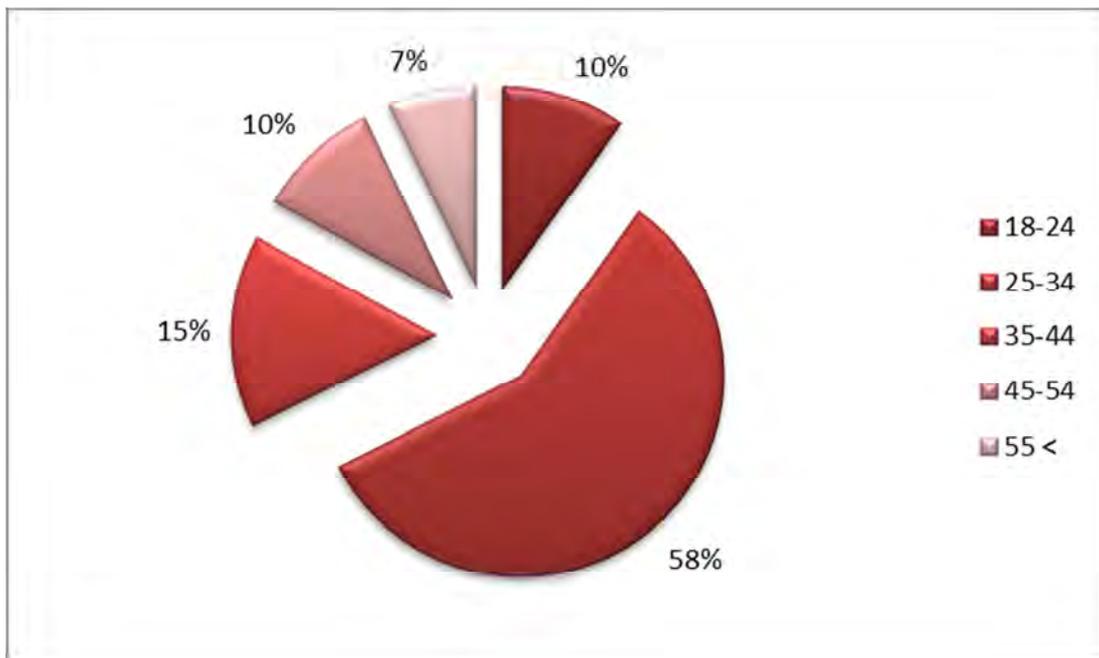
Figure 7: Female respondents by population group



5.2.5 FEMALE RESPONDENTS BY AGE GROUP

More than half (58%) of all female respondents were in the “25-34” age group. “35-44” accounted for 15% while “18-24” and “45-54” each added another 10%. The remaining 7% was made up by the “55<” age group.

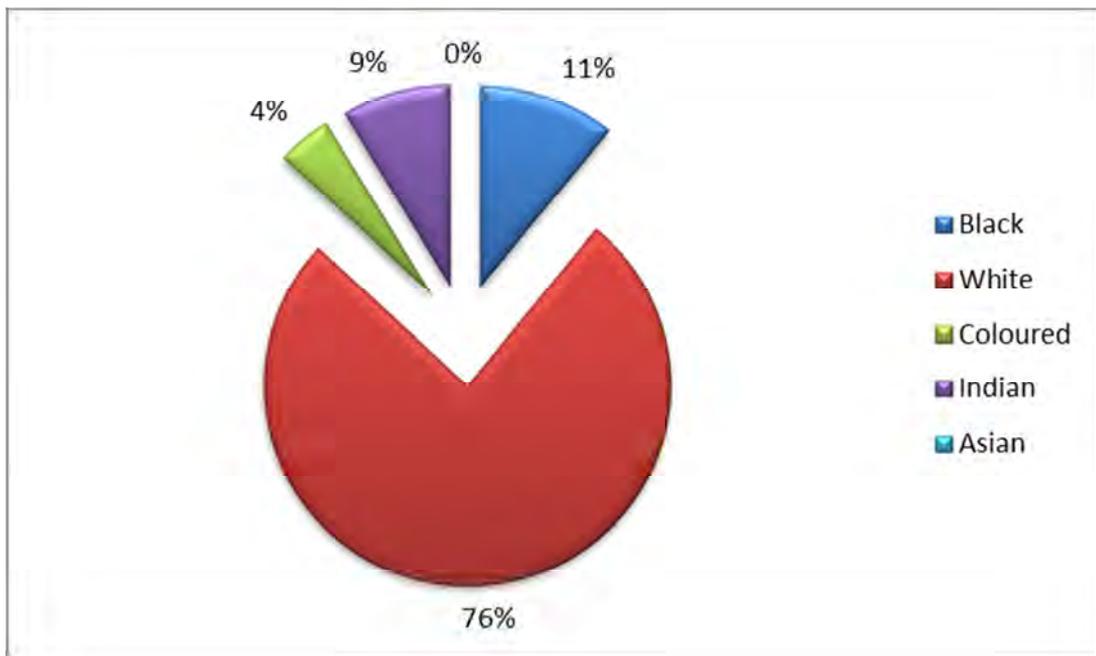
Figure 8: Female respondents by age group



5.2.6 MALE RESPONDENTS BY POPULATION GROUP

Most male respondents were in the White population group (76%), followed by Black (11%). There were no male Asian respondents, while the Indian and Coloured groups made up 9% and 4% respectively.

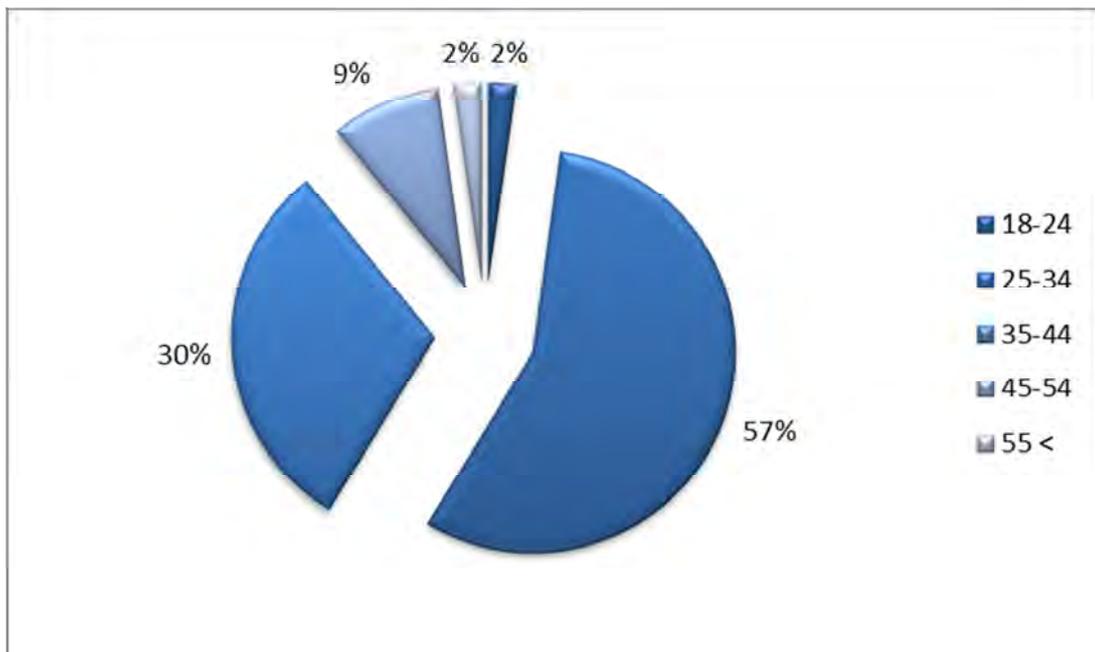
Figure 9: Male respondents by population group



5.2.7 MALE RESPONDENTS BY AGE GROUP

More than half (57%) of all male respondents were in the “25-34” age group. “35-44” accounted for 30% while “18-24” and “55<” each added another 2%. The remaining 9% was made up by the “45-54” age group.

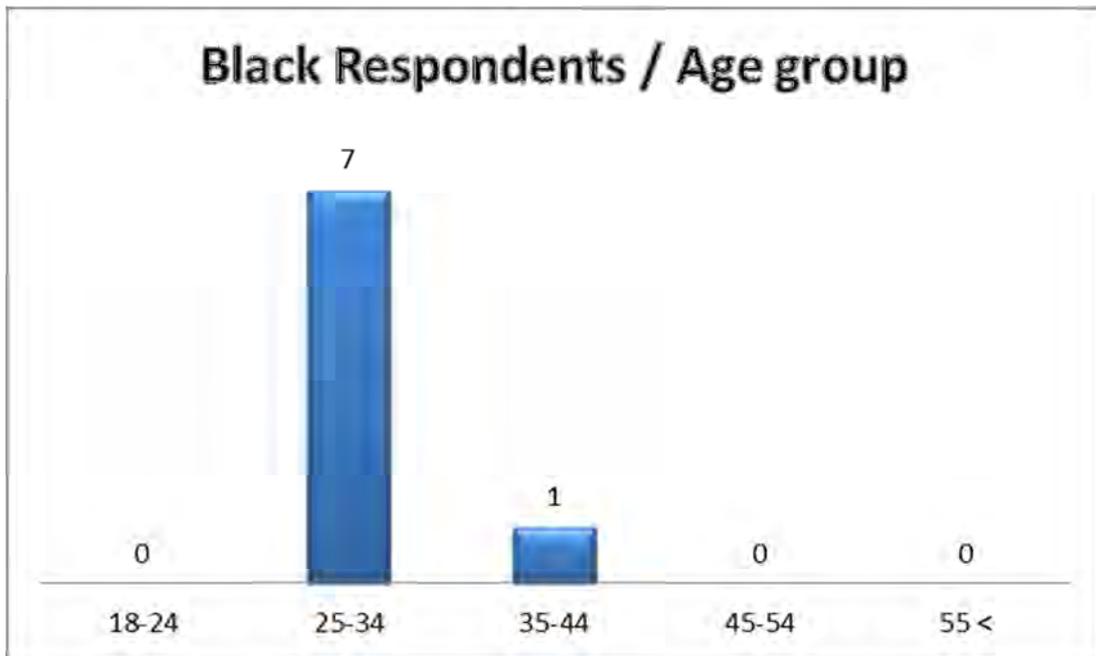
Figure 10: Male respondents by age group



5.2.8 BLACK RESPONDENTS BY AGE GROUP

There were seven Black respondents in the “25-34” group and one in the “35-44” group. There were none in any of the other three groups.

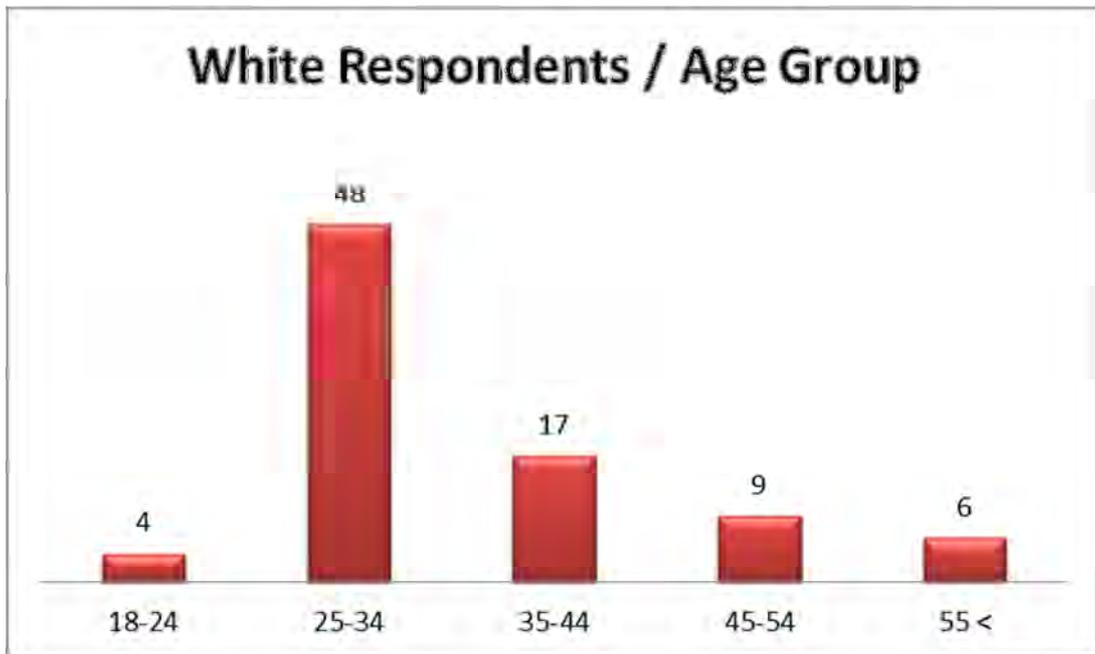
Figure 11: Black respondents by age group



5.2.9 WHITE RESPONDENTS BY AGE GROUP

With 48 respondents, the “25-34” group was the largest. Followed by “35-44” with 17, “45-54” with nine, “55<” with six, and lastly the “18-24” group with four.

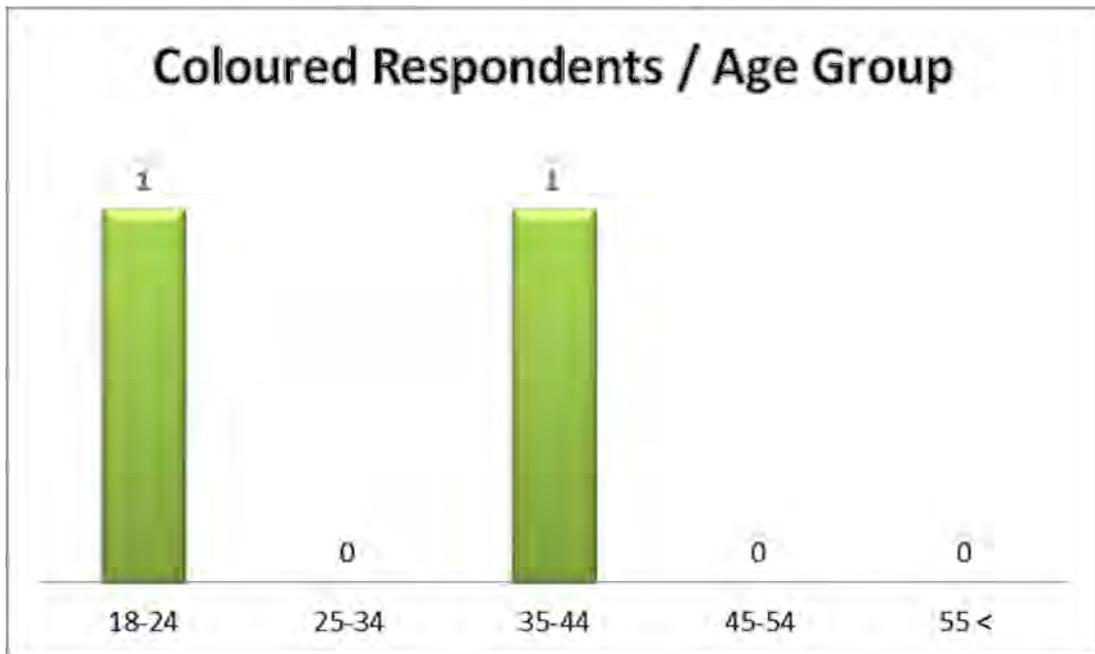
Figure 12: White respondents by age group



5.2.10 COLOURED RESPONDENTS BY AGE GROUP

Having the least respondents of all the population groups, there was only one Coloured respondent in the “18-24” and one in the “35-44” group.

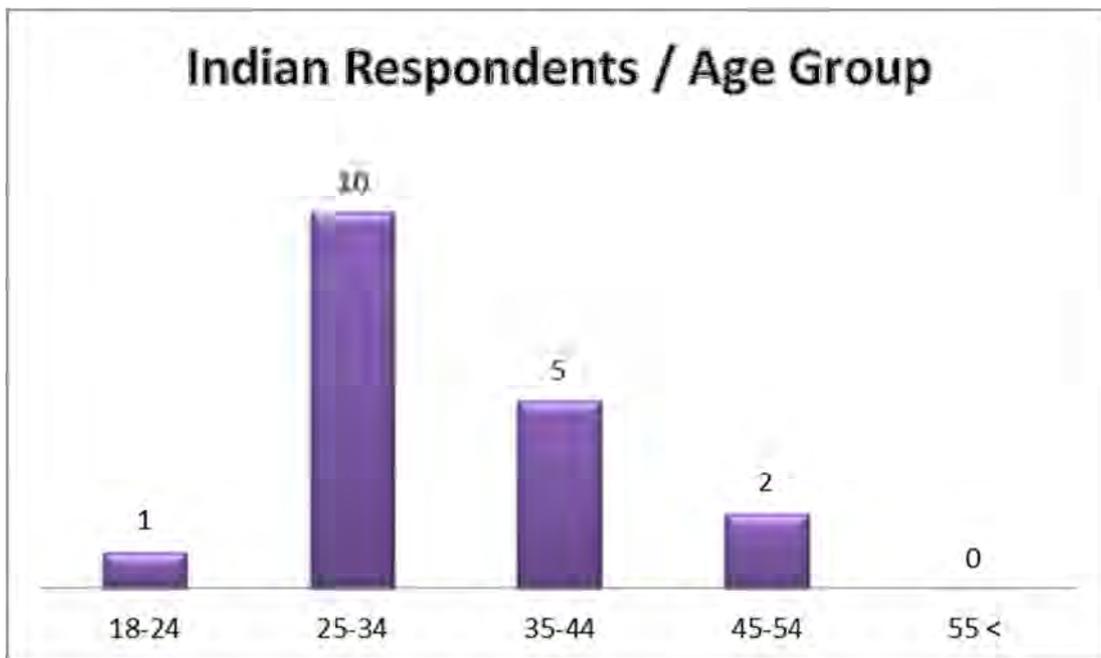
Figure 13: Coloured respondents by age group



5.2.11 INDIAN RESPONDENTS BY AGE GROUP

Similarly distributed to the White respondents except with no respondents in the “55<” age group. There were ten in “25-34”, five in “35-44”, two in “45-54” and one in “18-24”.

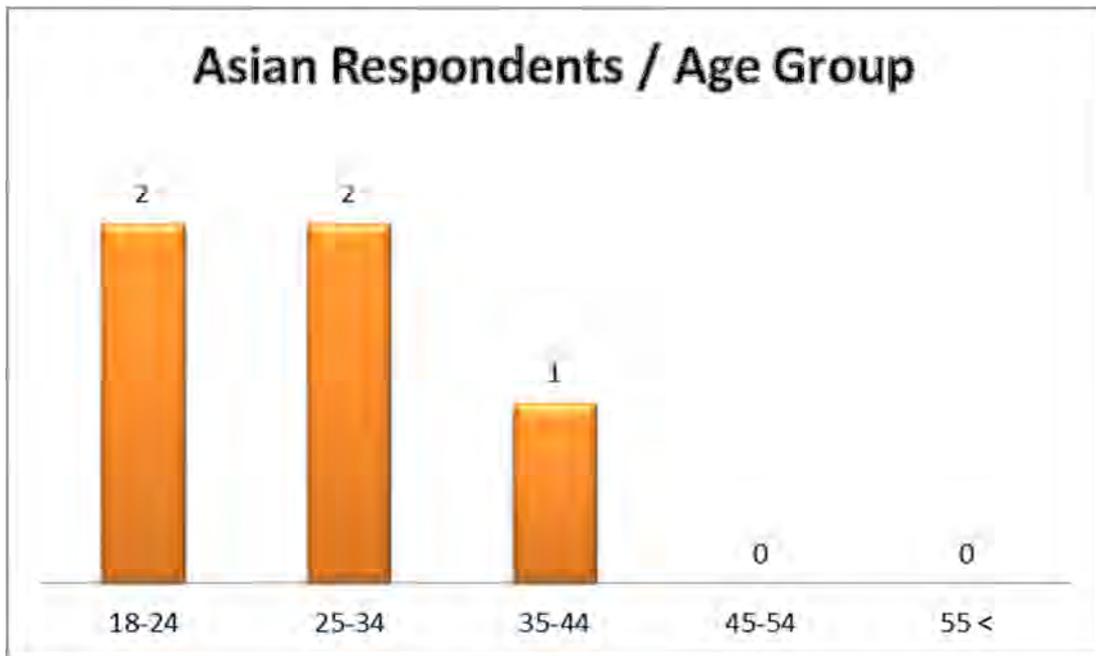
Figure 14: Indian respondents by age group



5.2.12 ASIAN RESPONDENTS BY AGE GROUP

With no respondents in the two oldest groups, there were two respondents each in the “18-24” and “25-34” groups, and one in the “35-44” group.

Figure 15: Asian respondents by age group



5.3 HYPOTHESIS TESTING

The final relevant sample was composed of 97 respondents. This was lower than the initial figure of 117 respondents as 20 respondents were disregarded as they had failed to complete the entire survey.

When the final 117 responses were analysed, it was shown that 78 of these came from the emails sent out and 39 from Facebook. The qualifying (entirely completed survey) number of respondents was 70 and 27 respectively; resulting in a usable sample size of 97 respondents.

5.3.1 RELIABILITY RESULTS

Five different ad campaigns were rated on a ten-statement, five-point likert scale. This scale ranged from “strongly agree” to “strongly disagree”. The statistic of relevance is the Cronbach Alpha.

Table 3: Summary of Cronbach’s Alpha Results

| Advert Type | Cronbach’s Alpha |
|--------------------|------------------|
| Financial Services | 0.96 |
| Battery | 0.97 |
| Toy | 0.97 |
| Cake Flour | 0.98 |
| Car | 0.98 |

The Cronbach Alpha statistic can be interpreted as a coefficient of reliability. It is a measure between 0 and 1; where 0 indicates poor reliability and 1 indicates complete reliability. As all of the Alphas are very close to 1, the rating scales had proven to be very reliable.

5.3.2 ASSUMPTION OF HOMOGENEITY OF VARIANCE

The assumption of homogeneity of variance is that the variance within each of the populations is equal. The assumptions were checked using Levene's test; which is used to check the equality of variances in different samples (Levene, 1960). When the p-value of Levene's test is less than the critical value (0.05), it indicates that it is unlikely that the differences in the sample variances would have occurred in a random sample.

Table 4: Summary of Levene test results

| Levene Statistic | AVEFIN | AVEBAT | AVETOY | AVEFLOUR | AVECAR |
|------------------|--------|--------|--------|----------|--------|
| AGE | 0.475 | 3.324* | 2.319 | 1.069 | 2.371 |
| GENDER | 0.776 | 2.307 | 2.345 | 0.543 | 0.148 |
| POPULATION | 2.799* | 1.553 | 0.497 | 3.354* | 1.239 |

*p < 0.05 (i.e. significant at the 5% significance level)

Statistics marked with an asterisk violate the assumption of homogeneity of variance; hence it can be concluded that their ANOVA results might not be entirely accurate.

5.3.3 ANOVA RESULTS

ANOVA is a test to check whether there is a significant difference in the mean values of each group or category within a group or category variable.

Table 5: Summary of ANOVA results

| F(df1,df2) | AVEFIN | AVEBAT | AVETOY | AVEFLOUR | AVECAR |
|------------|---------------|--------------|-------------|--------------|--------------|
| AGE | 3.134(4,102)* | 2.18(4,97) | 1.236(4,96) | 3.553(4,94)* | 2.553(4,93)* |
| GENDER | 0.499(1,105) | 0.752(1,100) | 0.26(1,99) | 1.201(1,97) | 0.015(1,96) |
| POPULATION | 1.125(4,102) | 1.118(4,97) | 0.415(4,96) | 1.786(4,94) | 1.09(4,93) |

*p < 0.05 (i.e. significant at the 5% significance level)

From the results shown in the table above, it was concluded based on the ANOVA results that there are no significant differences in the respondents' sentiments towards the five different adverts across all relevant "gender" and "population group" categories.

With regards to the "age" category, the ANOVA results suggested that there are significant differences in the average values for the "financial services", "cake flour" and "car" adverts.

5.3.4 T-TEST RESULTS

In order to comment on and identify these differences, the next step was to look at the individual mean differences between the different categories. Note was taken of the actual average values for each age group across the three different adverts, in the table below.

Table 6: Summary of mean values

| | | N | Mean | Std. Deviation | Std. Error | Minimum | Maximum |
|----------|-------|-----|--------|----------------|------------|---------|---------|
| AVEFIN | 18-24 | 8 | 2.4625 | .82969 | .29334 | 1.50 | 4.00 |
| | 25-34 | 61 | 2.6803 | .91648 | .11734 | 1.00 | 5.00 |
| | 35-44 | 25 | 3.2520 | .98536 | .19707 | 1.60 | 5.00 |
| | 45-54 | 7 | 3.5714 | 1.04357 | .39443 | 1.70 | 5.00 |
| | >54 | 6 | 3.0167 | .68532 | .27978 | 2.00 | 4.00 |
| | Total | 107 | 2.8748 | .96222 | .09302 | 1.00 | 5.00 |
| AVEFLOUR | 18-24 | 6 | 4.3500 | .50498 | .20616 | 4.00 | 5.00 |
| | 25-34 | 56 | 3.4714 | 1.01242 | .13529 | 1.20 | 5.00 |
| | 35-44 | 25 | 3.7200 | 1.04083 | .20817 | 1.30 | 5.00 |
| | 45-54 | 7 | 2.5857 | 1.03349 | .39062 | 1.00 | 4.00 |
| | >54 | 5 | 2.8000 | .66332 | .29665 | 1.80 | 3.60 |
| | Total | 99 | 3.4909 | 1.03855 | .10438 | 1.00 | 5.00 |
| AVECAR | 18-24 | 6 | 4.4333 | .47610 | .19437 | 4.00 | 5.00 |
| | 25-34 | 55 | 3.4164 | 1.09185 | .14722 | 1.00 | 5.00 |
| | 35-44 | 25 | 3.6240 | 1.07869 | .21574 | 1.90 | 5.00 |
| | 45-54 | 7 | 3.5286 | .79732 | .30136 | 2.70 | 5.00 |
| | >54 | 5 | 2.5200 | .52631 | .23537 | 1.90 | 3.00 |
| | Total | 98 | 3.4939 | 1.06081 | .10716 | 1.00 | 5.00 |

The graphs and the table that follow clearly point out where the significant differences were observed in the means.

Figure 16: t-Test for Age and Financial Services ads

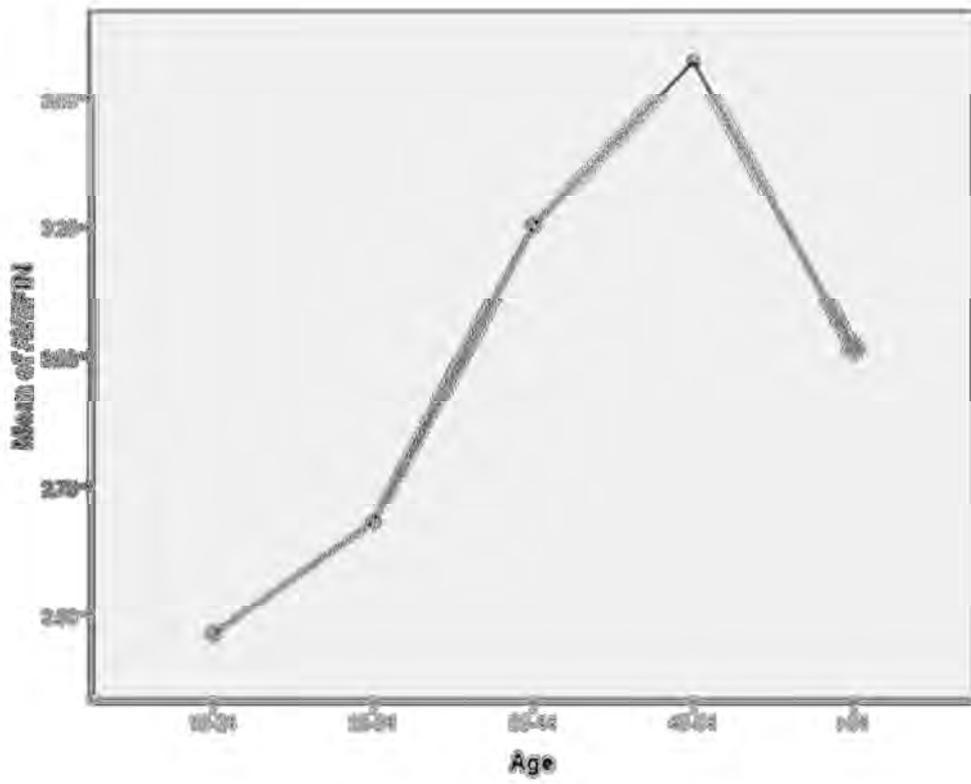


Figure 17: t-Test for Age and Cake Flour ads

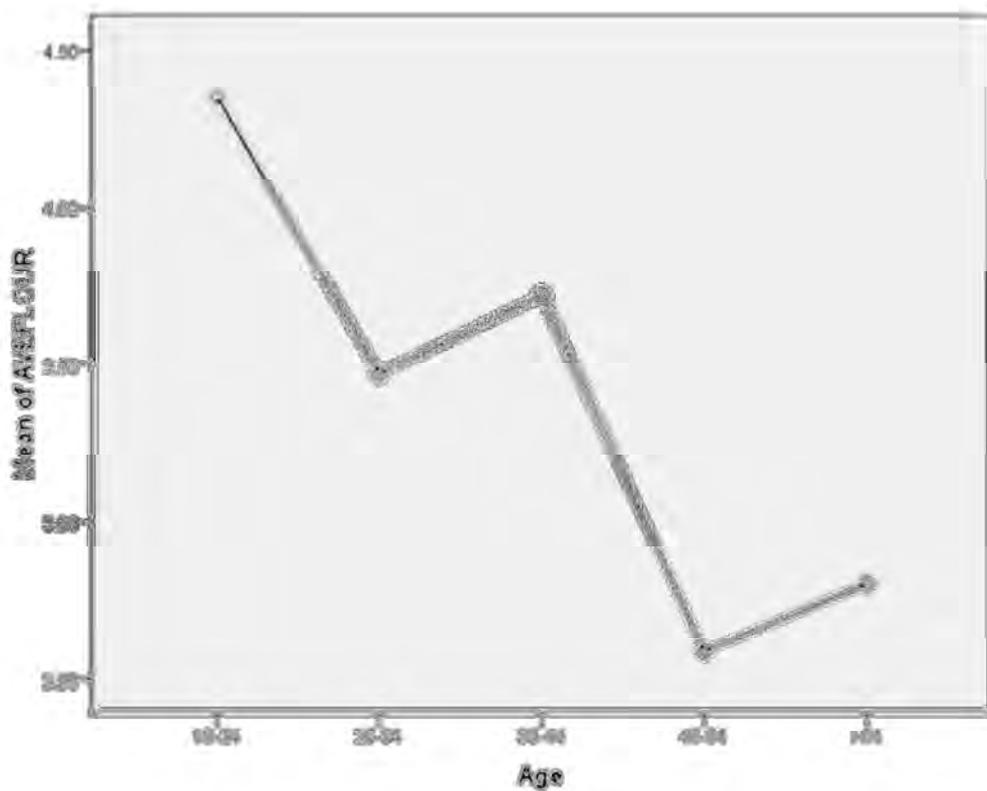


Figure 18: t-Test for Age and Car ads

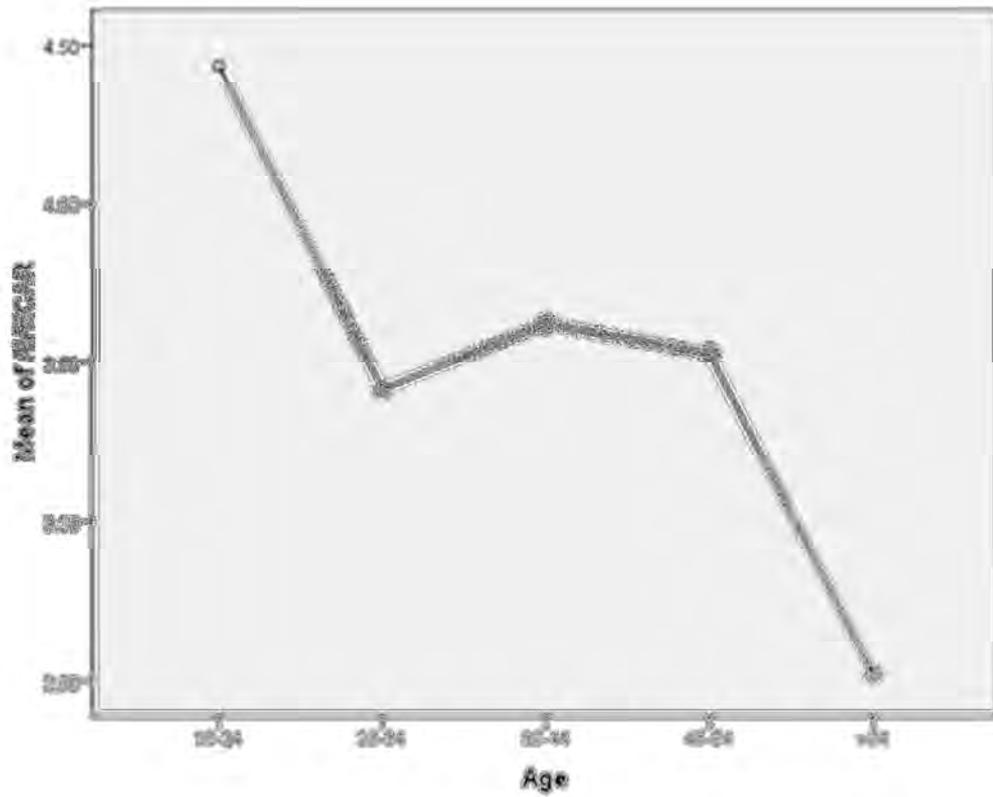


Table 7: Summary t-test Results

| Dependent Variable | Age | Age | Mean Difference | Std. Error | Sig. |
|--------------------|-------|-------|-----------------|------------|------|
| AVEFIN | 18-24 | 25-34 | -.21783 | .34807 | .983 |
| | | 35-44 | -.78950 | .37601 | .360 |
| | | 45-54 | -1.10893 | .47908 | .260 |
| | | >54 | -.55417 | .49992 | .873 |
| AVEFLOUR | 18-24 | 25-34 | .87857 | .42455 | .376 |
| | | 35-44 | .63000 | .44930 | .742 |
| | | 45-54 | 1.76429* | .54985 | .043 |
| | | >54 | 1.55000 | .59846 | .162 |
| AVECAR | 18-24 | 25-34 | 1.01697 | .44215 | .267 |
| | | 35-44 | .80933 | .46751 | .561 |
| | | 45-54 | .90476 | .57215 | .646 |
| | | >54 | 1.91333 | .62272 | .059 |

*. The mean difference is significant at the 0.05 level.

As indicated by the red highlighted data in the table above, the mean difference in the “45-54” age group is significant with regards to the “cake flour” ads. What should also be noted is that although not statistically significant, the mean differences in the “>54” “car” group and the “45-54” “financial services” group (highlighted in amber) do differ quite significantly from the other age groups relating to those ads.

5.4 HYPOTHESES

5.4.1 HYPOTHESIS - 1

Parametric tests were conducted in order to reject the null hypothesis.

Null hypothesis:

H₀: The relevance of nostalgic appeals in advertising does not vary depending on the consumer’s age.

The results provided sufficient evidence to reject the null hypothesis.

5.4.2 HYPOTHESIS - 2

Parametric tests were conducted in order to reject the null hypothesis.

Null hypothesis:

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's gender.

Insufficient evidence was provided by the results to reject the null hypothesis.

5.4.3 HYPOTHESIS - 3

Parametric tests were conducted in order to reject the null hypothesis.

Null hypothesis:

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's population group.

Insufficient evidence was provided by the results to reject the null hypothesis.

6 DISCUSSION OF RESULTS

6.1 INTRODUCTION

The nostalgic emotional appeal used in many advertisements and discussed in chapter two, was researched to determine whether those to whom it was relevant could be segmented by specific demographic criteria. Snowball sampling was used to compile the sample which eventually stood at 117 respondents. This number was however later reduced to 97 respondents (83%) as 20 people had not completed the survey in its entirety and their responses were thus excluded from the hypothesis testing.

The demographics (age group; gender; and population group) of the survey were described using descriptive statistics. Thereafter, Cronbach's Alpha was used to test the reliability of the scale which was employed to establish whether respondents were indeed receptive to the nostalgic appeals used in advertising. After testing the homogeneity of the results using Leven's test, the Hypotheses were tested for significant differences using ANOVA and independent t-tests.

6.2 DESCRIPTIVE STATISTICS

A total of 117 responses were initially received. 78 of these originated from the email link that was initially emailed out while 39 originated from the link placed on the researchers Facebook page. Of the 97 responses that were fully completed and thus eligible for inclusion in the statistical evaluation, 70 came

from email and 27 from Facebook. As all 117 initial respondents did complete the first three demographic questions, all 117 responses were included in the descriptive statistics section.

6.2.1 AGE GROUP

The majority of respondents (57%) fell within “25-34” age group, followed by 21% in the “35-44” group. Only 7% were under 25 and only 5% were over 54. Possible reasons behind this imbalance could include the respondent bias mentioned by Lee (1993) when referring to Snowball sampling. Especially when the sampling process is conducted over a relatively short timeframe with a relatively small number of respondents, a researcher is likely to compile a relatively homogenous sample.

6.2.2 GENDER

When evaluating the gender of respondents, 61% were female and 39% were male. Given that the South African population, regardless of age or population group, is almost evenly divided when it comes to genders (Stats SA, 2011), this occurrence cannot be explained. It is assumed that, as with the bias in age group classification, this is the result of the Snowball sampling method. It is envisaged that with a larger sample the result would be more reflective of the national population division.

6.2.3 POPULATION GROUP

With an overwhelming majority of 72%, whites were the most prominent population group among respondents. Indian (15%) and black (7%) respondents also replied in significant numbers; however the response numbers from the Coloured and Asian groups was negligible. Again, as with the last two groups, it is assumed that this bias is a factor of the Snowball sampling method. Should the sample be allowed to continue to grow it is inevitable that it will eventually become more representative of the national population breakdown (Stats SA, 2011).

6.2.4 GROUP COMPARISONS

The biases towards one particular segment in all the group comparisons that were looked at in the results can all be attributed to the same homogeneity bias inherent in the Snowball sampling method (Lee, 1993). This logic has already been used to explain the previously mentioned unbalanced results and there is thus no value in discussing it further.

6.3 HYPOTHESIS TESTING

Parametric tests were employed to test the three hypotheses. Only the 97 fully-completed responses were used.

6.3.1 CRONBACH'S ALPHA

Following a pre-test to determine whether the researcher's perception of a nostalgic ad was accurate; five different South African print advertisements were selected for use in the survey. Another five corresponding ads from the same campaigns were then also selected to be placed in an otherwise identical survey to the first one, in order to minimise possible individual image or theme bias. These ads were then evaluated using the NOST (10-point evoked nostalgia) scale developed by Pascal, Sprott and Muehling (2002). Five different ad campaigns were rated on a ten-statement, five-point likert scale; ranging from "strongly agree" to "strongly disagree".

The Cronbach Alpha test determines the reliability of a scale. With results scoring between 0.7 and 0.9 generally being regarded as acceptable levels, the 0.96 alpha scored for the survey was already above average.

The Cronbach Alpha scores for each of the ads used in this research range from 0.96 to 0.98. Such high alphas signify exceptional reliability of the NOST scale when measuring the nostalgic sentiments of the sample.

6.3.2 LEVENE'S TEST

The assumption of homogeneity of variance is that the variance within each of the populations is equal. The assumptions were checked using Levene's test; which is used to check the equality of variances in different samples (Levene, 1960).

The results indicate that that “population”, with regards to the “financial services” and “cake flour” ads; and “age”, with regards to the “battery ads” have a p-value of less than 0.05 and thus violate the assumption of homogeneity of variance. This indicates that it is unlikely that the differences in the sample variances would have occurred in a random sample, and their ANOVA results might not be entirely accurate. In other words, if the ANOVA results indicate a significant difference in averages between two categories, there might be an unaccounted factor causing this (for example: unequal group sizes).

6.3.3 ANOVA RESULTS

ANOVA is a test to check whether there is a significant difference in the mean values of each group or category within a group or category variable. For example, “gender” has 2 categories (male and female) and the ANOVA test will establish whether the male average is significantly different from the female average.

The ANOVA results conclude that there are no significant differences in the respondents’ sentiments towards the five different adverts across all relevant “gender” and “population group” categories.

However, in the “age” category, the *f*-statistics for the financial services, cake flour and car ads were calculated as being significant at the 5% significance level. This indicated that there were significant differences in the average values

for the “financial services”, “cake flour” and “car” adverts, and thus prompted the need for t-testing.

6.3.4 T-TEST RESULTS

When looking at the individual mean differences between the different categories, as shown in the table and subsequent graphs, it is clear that the mean difference in the “45-54” age group is significant with regards to the “cake flour” ads. What should also be noted is that, although not statistically significant, the mean differences in the “>54” “car” group and the “45-54” “financial services” group (highlighted in amber) do differ quite significantly from the other age groups relating to those ads.

These results indicate in certain situations, as per Hypothesis-1, that the relevance of nostalgic appeals in advertising does vary depending on the consumer’s age.

6.4 HYPOTHESIS - 1

Parametric tests were conducted in order to reject the null hypothesis.

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer's age.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's age.

- According to the results of this research, there is sufficient evidence to reject the null hypothesis.
- It can therefore be concluded that the relevance of nostalgic appeals in advertising does vary depending on the consumer's age.

These results are consistent with previous research (Holbrook, 2003). The graphs (see: Figure 16, 17 & 18) indicate differences in relevance to three of the ads, by age.

Table 7 highlights the data indicating that with regards to the "cake flour" ads, the mean difference was most significant in the "45-54" age group. A look at the Figure 16 however reflects a generally positive trend as age increases. This could be linked to certain factors. It might have been inferred that this was due to the nature of the product advertised. Cake flour is hardly an exciting product and is least relevant to young adults of university going age. However as consumers progress to ages where they might be involved in family life (and any associated required baking), the relevance increases. Another inference was that the style and imagery used in the advertisements was indicative of the more distant past. With minimal colour used and an almost "vintage" or "illustrated" style to them, it could be said that they appealed to the personal nostalgia sentiments of the older respondents (Baker & Kennedy, 1994) (Goulding, 2001) (Muehling, 2011).

The other two highlighted areas on Table 7 note that, although not statistically significant, the mean differences in the “>54” “car” group and the “45-54” “financial services” group differ quite significantly from the other age groups when referring to the specific advertisements.

Regarding the “car” ads, relevance also generally increases as the respondents got older. While it is unlikely that the style of the ads or nature of the product had much to do with this, the imagery used and specific product might have. These ads were for a budget vehicle that, after a long, successful history in South Africa, had recently ceased production. The ads were promoting cost-saving tips during the recession.

What was inferred here is that the recession is over. The car is no longer produced. The youth want what is new and “cool” and these ads are no longer relevant to them. Again, the older respondents find the ad more relevant as it links to their personal nostalgic sentiment (Baker & Kennedy, 1994) (Goulding, 2001) (Muehling, 2011) as either a car either they or a friend once owned, or one that they purchased for their children. The only age group to whom these ads were relevant was “54<”

Finally, the “financial services” ads; which while depicting black-and-white photograph images, are otherwise not styled to reflect any specific era. The evoked sentiment is again one of personal nostalgia (Baker & Kennedy, 1994) (Goulding, 2001) (Muehling, 2011). The copy links the images to the benefits of perseverance and planning in making long-term investments. Yet the results indicated the relevance of these ads decreased as the respondents’ age increased, until the most visible mean difference is reflected in Table 7 at the “45-54” age group; to whom the ads are least relevant.

It was inferred that this is due largely due to the nature of the product being advertised. Long-term investing is most important and relevant to consumers when they are young, as this is when the growth benefits are most appealing. A long-term investment is far less relevant to a consumer in the later years of their life. The nature of the advertised industry also points to fact that younger, less

experienced consumers might trust a seemingly older, more established company to handle their financial investments rather than a new and unproven one. The evoked impression of being “older and wiser” is another inferred reason for holding greater relevance with younger respondents.

6.5 HYPOTHESIS - 2

Parametric tests were conducted in order to reject the null hypothesis.

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer’s gender.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer’s gender.

- According to the results of this research, there is insufficient evidence to reject the null hypothesis.

It can thus be said that insufficient evidence exists to conclude that nostalgic appeals in advertising vary depending on the consumer’s gender. This finding is contrary to Holbrook’s (1993) results which concluded that different levels of receptiveness to nostalgia could indeed be observed between men and women.

6.6 HYPOTHESIS - 3

Parametric tests were conducted in order to reject the null hypothesis.

H1: The relevance of nostalgic appeals in advertising varies depending on the consumer’s population group.

H0: The relevance of nostalgic appeals in advertising does not vary depending on the consumer's population group.

- According to the results of this research, there is insufficient evidence to reject the null hypothesis.

It can thus be said that insufficient evidence exists to conclude that nostalgic appeals in advertising vary depending on the consumer's population group. No previous record of research into the relationship between the relevance of nostalgic appeals and the consumers' population group were found.

7 CONCLUSION

7.1 INTRODUCTION

In Chapter 2, the terms “advertising”, “emotional appeals” and “nostalgic appeals in advertising” were defined and discussed at length. It was concluded that advertising be communicated through many different media, but that only print advertisements would be surveyed in this research.

The research problem was that while South African advertisers seemed comfortable selling the concept of nostalgic appeals in advertising to their clients, and then using them to advertise a broad variety of products with differing target markets, no research was available to indicate whether or not these target markets were receptive to these adverts. The objective of this research was to provide a clearer indication as to who in South Africa nostalgic advertising is relevant; with reference to their age group, gender and population group.

This paper summarised a sample of the South African population’s responses and evaluated them to determine whether a relationship existed between the demographic traits of respondents and the relevance of nostalgic ads to them. A survey gathered data on their age group, gender and population group before showing them five South African print advertisements that were deemed by pre-testing to be nostalgic in nature. A previously published ten-statement, five-point likert scale (Pascal, Spratt & Muehling, 2002) was then employed to judge whether respondents were receptive to the evoked nostalgic appeals in the ads.

The results indicated that insufficient evidence existed to predict the relevance of nostalgia in advertising by gender or population group. However, evidence was found that suggested that the relevance of nostalgia does vary depending on the consumers' age.

7.2 LIMITATIONS

Several limitations were however identified in this research:

Sampling method

Snowball sampling was selected as the most appropriate method given the time and financial limitations experienced by the researcher. However, this method if utilised over a short time frame results in a somewhat homogenous, biased sample. This sample cannot then be said to be representative of the population being studied.

Size

Considering the size of the South African population and the number of advertisements to which it is exposed on a daily basis, this report can only be seen as an indicator; not an all-encompassing evaluation. A larger population sample and larger number of advertisements surveyed would give more conclusive results.

Segmentation criteria

The segmentation criteria selected (age group, gender and population group) are also only three of many criteria that used by advertisers when determining their target audience. Depending on the individual campaigns, certain other criteria, or combinations of criteria might be more relevant.

Media

Selecting only print (magazine or newspaper) advertisements for use in the survey can also be seen as a possible limitation of this study. Not all brands or products can be appropriately advertised in print media. The results therefore cannot be said to be all-encompassing and conclusive when referring to advertising in general.

7.3 FUTURE RESEARCH

Many of the limitations just discussed however do provide valuable opportunities for future research.

Bigger sample

Similar research utilising a larger, random sample might provide significantly different results to those calculated from this research. It is assumed that if researched, the results would be more representative of the South African population as well as providing more conclusive links between the relevance of

nostalgic appeals in advertising and the demographic variables (age group, gender and population group) measured.

Contributing factors

Another opportunity lies in that the ads used in this research were classified as being representative of nostalgic advertisements. What was not classified were the elements making up those ads; as discussed in the t-test results. There is an indication that these individual elements might play as much of a, if not a more significant a role in determining relevance to consumers (Kover, Goldberg & James, 1995) (Childers and Houston, 1984); than the fact that the ads are broadly classified as having nostalgic appeal alone.

Other demographic factors

The LSM (living standards measure) criteria utilised by the South African media provide a multitude of demographic characteristics by which the population can be classified; over and above age group, gender and population group. Knowing which of these factors really appeal to which cross-sections of consumers would undoubtedly provide additional value to an advertiser's offering.)

Media by appeals

In the same line of thinking, determining which media best support which emotional appeals used in advertising would also add significant value.

Product categories

Lastly, while representing different product categories, the advertisements used in this research cannot be said to be all-encompassing of ads in these different categories. Conducting future research on the relevance of nostalgic appeals in advertising for specific product categories will undoubtedly supplement the conclusions already established.

7.4 RECOMMENDATIONS

A primary challenge of marketers is to ensure that their brands go beyond flashy adverts or striking logos, and to ensure that they consistently create a positive customer experience that encourages repeat purchase (SDL, 2006). In communicating to the customer it is essential that marketers find ways to invite the brand into the customers' life and provide a non-threatening method of communication to encourage repeat purchase that will result in increased profitability (van der Lith, 2007).

Marketers need engaging marketing communications that can influence customer attitudes and behaviours; thereby increasing sales and customer loyalty. To achieve success, marketers should strive for deeper customer insight (Mitchell, 2005).

Nostalgia has been proven to positively influence the relevance of advertising and brands and to consumers (Braun-LaTour, 2007). The results of this research further indicate that the relevance of this nostalgia might be able to be

further classified in terms of its association to consumer age groups. However, further research on this topic is required before results can be said to be conclusive.

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9 APPENDIX

9.1 SURVEY CONSENT

THANK YOU for clicking on the link and electing to participate in my MBA research assignment on the Relevance of Nostalgia in Advertising. Answering all the questions in the survey will supplement the information required for this thesis.

This survey should only take around 10 minutes to complete.

In proceeding, you consent to the following:

- You are 18 years or older
- You are a citizen or resident of South Africa
- You are completing this survey voluntarily and can withdraw at any time without penalty
- No names will be recorded and the results will in no way link back to you

If you have any concerns please contact me or my supervisor; details listed below:

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9.2 ADVERTISING DEFINITIONS

Table 8: Advertising Textbook Definitions of Advertising

| Advertising Textbooks | |
|----------------------------------|--|
| Arens (1996) | The non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods & services) or ideas by identified sponsors through various media. |
| Belch & Belch (1998) | Any paid form of non-personal communication about a product, service, or idea by an identified sponsor/organisation. |
| O'Guinn, Allen & Semenik (2000) | A paid, mass-mediated attempt to persuade. |
| Vanden Bergh & Katz (1999) | Non-personal communication for products, services, or ideas that is paid for by an identified sponsor for the purpose of influencing an audience. |
| Wells, Burnett & Moriarty (1998) | Paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. |

(Richards & Curran, 2002)

Table 9: Marketing Textbook Definitions of Advertising

| Marketing Textbooks | |
|----------------------------------|--|
| Armstrong & Kotler (2000) | Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. |
| Bearden, Ingram & LaForge (1998) | The element of the marketing communications mix that is non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas. |
| Czinkota <i>et al.</i> (2000) | Non-personal communication that is paid for by an identified sponsor, and involves either mass communication via newspapers, magazines, radio, television, and other media (e.g., billboards, bus stop signage) or direct-to-consumer communication via direct mail. |
| Lamb, Hair & McDaniel (2000) | Impersonal, one-way mass communication about a product or organisation that is paid for by a marketer. |
| Perreault & McCarthy (1999) | Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor. |
| Zikmund & d'Amico (1999) | An informative or persuasive message carried by a non-personal medium and paid for by an identified sponsor whose organisation or product is identified in some way. |

(Richards & Curran, 2002)

Table 10: Older Textbook Definitions of Advertising

| Advertising Textbooks | (older) |
|------------------------------|--|
| Bolen(1981) | Any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market. |
| Cohen (1972) | Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. |
| Dunn (1969) | Advertising is paid, non-personal communication through various media by business firms, non-profit organisations and individuals who are in some way identified in the advertising message. |
| Kaufman (1980) | Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for, by an identified sponsor. |

(Richards & Curran, 2002)

Table 11: Other Definitions of Advertising

| American Marketing Association | |
|---------------------------------------|--|
| Bennett (1995) | The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organisations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organisations, or ideas. |
| Bennett (1988) | Paid, non-personal communication through various media by business firms, non-profit organizations, and individuals who are in some way identified in the advertising message and who hope to inform and/or persuade members of a particular audience; include communication of products, services, institutions, and ideas. |
| Alexander (1960) | Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. |
| Dictionaries | |
| Graham (1952) | The non-personal communication of a sales message to actual or potential purchasers by a person or organisation selling a product or service, delivered through a paid medium for the purpose of influencing the buying behavior of those purchasers. |
| Pearsall & Trumble (1996) | The practice of influencing people through public media in order to promote sales of products and services or promote political or other messages. |
| Rosenberg (1995) | A paid-for non-personal presentation or promotion of goods, services, and/or ideas. It is usually paid for by an identifiable sponsor. |

| | |
|-------------------------------------|---|
| Toffler & Imber (1994) | Paid form of a non-personal message communicated through the various media by industry, business firms, non-profit organisations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience. Advertising is a marketing tool and may be used in combination with other marketing tools, such as sales promotions, personal selling tactics, or publicity |
| Urdang(1992) | A marketing process which uses advertisements directed to prospects as a means of meeting marketing objectives: as a marketing tool, advertising is uniquely able to reliably and quickly deliver consistent messages, efficiently. |
| Webster's College Dictionary (1997) | The act or practice of offering goods or services to the public through announcements in the media. |
| Other | |
| Public Citizen v. FTC (1989) | Advertising involves any action to "call public attention to [a product]... so as to arouse a desire to buy." |

(Richards & Curran, 2002)

9.3 SURVEY ADVERTISEMENTS

Figure 19: Financial Services Ads Used in Survey



(Ads of the World, 2011)

Figure 20: Battery Ads Used in Survey



(Ads of the World, 2011)

Figure 21: Toy Ads Used in Survey



(Ads of the World, 2011)

Figure 22: Cake Flour Ads Used in Survey



(Ads of the World, 2011)

Figure 23: Car Ads Used in Survey



(Ads of the World, 2011)