

THE EFFECT OF NOSTALGIA MARKETING TOWARDS ADVERTISING ENGAGEMENT (AQUA CASE)

Ervina Nathasia and Reza Ashari Nasution
School of Business and Management
Institut Teknologi Bandung
ervina.nathasia@sbm-itb.ac.id

Abstract. This research examines the effect of nostalgia marketing towards the advertising engagement. This study attempts to provide an insight and to contribute a research finding about the effect of nostalgia marketing towards advertising engagement. The hypotheses were tested using data collected from two experiments of nostalgic and non-nostalgic groups. Findings indicate that people who have nostalgic feeling towards the ads is engaged with the ads, measured by how they remember the message of the ads and brand image. This paper concludes with a discussion of managerial implications, limitations and directions for future research.

Keywords: nostalgia marketing, advertising engagement, brand image, experimental research

Introduction

In today's crowded marketplace, brands are struggling to compete to get the biggest attention from customers and also marketshare. Corus (2002) added "a recognised and trusted brand image makes people confident that the company is dependable". In communicating brand image to customers, the company needs advertising. Strategic use of an advertising technique can provide a critical advantage. As a study by Consoli (2010) has showed how purchasing choices and decisions are the result of a careful analysis of rational and emotional aspects, bringing emotion in their advertising can be effectively integrated into a brand strategy to drive positive results.

According to Asia-Pacific Campaign website, Danone's Aqua is the world's largest bottled-water brand. As the market leader of mineral water in Indonesia, Aqua seems to be able to recognize the importance of using emotions in their advertising. Gobe (2010) found "consumer behavior is affected by feelings and attitudes". Aqua took this as an opportunity to use the launch of *Ada Apa Dengan Cinta* sequel in their recent advertising to bring out the nostalgia of customers who watched *Ada Apa Dengan Cinta* in order to engage with them.

This research is aim to show the connection between nostalgia marketing to Aqua's brand image. Nostalgia marketing plays a big role in marketing communication as it's related to customer's emotion. Recent studies have also proved that nostalgia marketing gives a positive impact to customer behavior. Zhang (2015) explained "as it influences customer behavior, brand image is the key driver in the company, which refers to consumer's general perception and feeling about a brand". Therefore, brand image needs to be known and remembered by customers. To do that, some companies have applied nostalgia marketing to make it easier for customers to remember their brand image.

As the market leader of mineral water in Indonesia, the name of Aqua has been known by most Indonesians. However, the brand image of Aqua which is the concentration enhancer is still not known and remembered yet by customers. Customers have not associated Aqua as the

concentration enhancer yet. Hiscock (2001) mentioned "the ultimate goal of marketing is to generate an intense bond between customers and the brand". This is what also underlies the problem of why many brands these days cannot get their customers to remember their brand image simply because the customers are not engaged to it enough to be able to remember the brand image easily.

Theoretical foundation

Emotional Appeal As a Type of Advertising

According to Wells, Moriarty, and Brunett (2006), "advertising is complex because there are so many different advertisers trying to reach different types of customers". Thus, considering there are a lot of different types of advertising techniques, the author wants to focus only on emotional appeal type which includes nostalgia marketing. DeJesus (2007) explained emotional appeal relates to the customer's social and/or psychological needs for purchasing a product or service. There are two subsets of emotional appeal which are personal and social. Nostalgia is included in personal subset of emotional appeal. According to Justin James (2013), one often overlooked form of Emotional Appeal is making a timely short term campaign. Murray (2013) argues that the most important characteristic of emotions for customers is that they push us toward action.

Nostalgia Marketing

According to Cui (2015), "in 17th Century, nostalgia is a compound word is derived from the combination of Greek words nostos (back home) and algos (pain), the literal meaning of the word is the pain caused by taking flight home". Holak and Havlena, (1998) defined nostalgia as a feeling or a mood that causes a preference for things that tend to evoke nostalgic responses. Many researches about nostalgia marketing refer to Hookbrook (1993) who thought that people try to recreate aspects of the past in their present life by reproducing past activities and focusing on possessions that remind them of the past. Therefore, Nostalgia in marketing means using themes or products from the past in the current marketing strategy to create a unique emotional feeling in customers.

Various researches suggest that Nostalgia has several psychological benefits, such as: enhance mood, reduced stress, increase self-esteem, and makes people feel younger. Sedikides (1999) found nostalgia can counteract loneliness, boredom, anxiety, and also makes people more generous to strangers and more tolerant of outsiders. Holak and Havlena (1998) concluded that evoking nostalgic feelings through advertising generates predominantly positive emotions.

Consumer Response Towards Nostalgia Marketing

Several marketing experts have defined consumer behavior similarly in scope. Schiffman and Kanuk (2007) defined "consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". Another definition of consumer behavior is defined by Solomon, Bamossy et al. (2006), "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires". As it affects customer's emotion, nostalgia marketing gives a positive impact to consumer behavior, especially in customer's purchase behavior. Recently, Lasaleta, Sedikides, and Vohs (2014) in the Journal of Customer Research, researchers have found that "consumers are more likely to spend money when they are feeling nostalgic". According to the model of consumer behavior Cui (2015), "consumer behavior consists of nostalgic emotional reactions, nostalgic cognitive responses and nostalgic behavioral responses". Corresponding to the field of nostalgia marketing, consumer behavior consists of three stages which are nostalgic emotional reaction, nostalgic cognitive reaction, and nostalgic behavioral reaction.

Advertising Engagement

According to Muehling and Pascal (2011), "nostalgia created a more positive view of the ad, as well as of the brand". Enochsson and Samuelsson (2012) argued "even though nostalgia does not have the privilege to be part of the overall literature that surrounds the field of emotions, as times goes by nostalgia and its effects get more accepted and becomes more similar to the effects of emotional engagement".

Soederlund (2003) stated "engagement is very important for marketers and often used in order to raise interest of a brand". The Video Advertising Bureau (2016) has issued a report which defined advertising engagement is a sense of immersion in an activity caused by personal relevance' creates long-term memory encoding of the ad and attention. Unlike the nostalgia marketing, advertising engagement has been studied in more various topics. A research from Omnicom Group's OMD (2007) used copy-test results measuring primarily how much people like ads to measure advertising engagement compared to media engagement. That study found that advertising engagement had a bigger impact than media engagement. A similar research by Obal (2015) suggests that nostalgia in advertising leads to increased advertising engagement, with indication of the ad itself being viewed more favourably, and increased brand retention and perception. Another research by Microsoft Advertising (2008) concluded that focus on creativity in advertising can drive engagement and build brand.

Brand Image

Hiscock (2001) stated "the ultimate goal of marketing is to generate an intense bond between customers and the brand". According to Kapferer (2000), "brand image is the most efficient way to communicate with consumers, revealing the significance of a brand identity".

The concept of brand image has been explained by numerous of marketing experts which are not really different from one another. One of the explanations is from Aaker (1991), he defined brand image as the sum of brand meanings expressed as a product, organization, symbol and person. According to Kapferer (2004), "brand image is what makes a brand unique and different from others". In Business Dictionary, brand image is defined as the impression in the consumers' mind of a brand's total personality. Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

Aaker (1991) highlighted five major roles of brand image. First, it works at the time consumers retrieve and process information. Second, brand image provides a basis for the differentiation and positioning of a product. Third, it offers strong reasons to buy. Fourth, it creates an association that produces a positive attitude and feeling about the brand, and fifth, it determines brand extendibility.

Research Methodology

Research Design

To conduct this research, the author used experimental research method in order to measure the effectiveness of using nostalgia marketing towards the advertising engagement by how they remember the brand image of a company.

There are ten steps in conducting this experimental research. The first one is filtering where the author choose the suitable people to become the participants in this research based on the matched categories, followed by the random assignment which is used to divide participants into two serial experiments. The next step is experiment which consists of pretest, treatment implementation, and posttest. After the experiment has been completed, the data is going to be proceeded using two kinds of t-test analysis; Independent means t test and dependent t test for paired sample. The experiment and analysis will be done two times with the improvement of the previous experiment.

Finally, the findings will be interpreted from the conclusion of the first and second experiments and will be reported.

The author used One Group Pretest – Treatment – Posttest Design. In pretest, each group will be given questionnaires to test their knowledge and awareness about the brand image of Aqua. After the pretest has been done, treatment will be implemented to each participant, in this case they will be asked to watch Aqua advertising that associates *Ada Apa Dengan Cinta*. The next step in this research is the posttest. Participants will be given the same questionnaire as the pretest and an essay to see if they could project the brand image of Aqua from the advertisement they just saw. The objects for this experiment are people who were born in 1990-1999 which is familiarly called as the 90's generation. There will be 10 participants for each experiment that will be assigned randomly, it consists of 5 people who have watched *Ada Apa Dengan Cinta* and also 5 people who never watched *Ada Apa Dengan Cinta*.

To confirm the validity of the study instruments, the author used translation validity. Translation validity consists of face validity and content validity. To confirm the content validity of this research, the author related the experiment questions with model of consumer behavior by Cui (2015), and also the concept of five major roles of brand image by Aaker (1991). While for the face validity, the author has a few people to see if they understand the questions before the author started the experiment.

Results

First Experiment

The first experiment of this research was conducted in August 10th – 11th 2016. The participants who are matched the criteria to be the experiment object were assigned randomly to two groups of experiment, which are nostalgic group and non-nostalgic group. To summarize, the following are the testable hypothesis that drive this research:

Ho: Nostalgia marketing doesn't affect the capability of customers to project the brand image significantly

Ha: Nostalgia marketing affects the capability of customers to project the brand image significantly

This analysis is conducted in order to show a brief profile of the experiment objects and also to show that both nostalgic and non-nostalgic group doesn't have a significant difference in knowledge about Aqua brand image before they participated in this experiment. Below is the descriptive analysis for experiment object profile in the first experiment:

Nostalgic Group

Nostalgic group is for objects who have watched *Ada Apa Dengan Cinta*. The total amount of objects in this group is five with their brief profile as described below:

Table 1: Nostalgic Group If They've Seen The Ads Or Not

No.	Gender	f	%
1	Have Seen	0	0
2	Haven't Seen	5	100
	Total	5	100

As it may affect the research findings, it is mandatory to find participants who haven't seen the ads. Therefore, the effect of treatment that's given to participants can be tested.

Table 2: Nostalgic Group Gender

No.	Gender	f	%
1	Male	2	40

2	Female	3	60
	Total	5	100

As the Aqua ads is really going viral because it's appeared in many local TV channels, it's quite hard to find participants who haven't seen the ads, that's why the gender proportion may not be even with the non-nostalgic group. However, according to Cui (2015), the variance of gender is not affecting the result because the factors that influence nostalgia marketing are someone's generation and experience.

Table 3: Nostalgic Group Year of Birth

No.	Year of Birth	f	%
1	1990-1999	5	100
	Total	5	100

Table 4: Nostalgic Group Familiarity of Aqua

No.	Scale	F	%
1	Really Familiar	5	100
2	Familiar	0	0
3	Quiet Familiar	0	0
4	Not Familiar	0	0
	Total	5	100

Non-Nostalgic Group

Non-Nostalgic group is for objects who never watched *Ada Apa Dengan Cinta*. The total amount of objects in this group is five with their brief profile as described below:

Table 5: Nostalgic Group If They've Seen The Ads Or Not

No.	Gender	f	%
1	Have Seen	0	0
2	Haven't Seen	5	100
	Total	5	100

As it may affect the research findings, it is mandatory to find participants who haven't seen the ads. Therefore, the effect of treatment that's given to participants can be tested.

Table 6: Non-nostalgic Group Gender

No.	Gender	f	%
1	Male	4	80
2	Female	1	20
	Total	5	100

As the Aqua ads is really going viral because it's appeared in many local TV channels, it's quite hard to find participants who haven't seen the ads, that's why the gender proportion may not be even with the nostalgic group. However, according to Cui (2015), the variance of gender is not affecting the result because the factors that influence nostalgia marketing are someone's generation and experience.

Table 7: Non-nostalgic Year of Birth

No.	Year of Birth	f	%
1	1990-1999	5	100
	Total	5	100

Table 8: Non-nostalgic Familiarity of Aqua

No.	Scale	F	%
1	Really Familiar	5	100
2	Familiar	0	0
3	Quiet Familiar	0	0
4	Not Familiar	0	0
	Total	5	100

First Experiment Result

Pre-test Result

After conducting the experiment, the answers of research participants in pre-test were scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants. Using 95% of confidence level, the result for the pre-test is shown by the tables below:

Table 9: Group Statistics

	Object Group	N	Mean	Std. Deviation	Std. Error Mean
Post-test Score	Nostalgic	5	2,6667	,24845	,11111
	Non Nostalgic	5	2,7111	,16851	,07536

Table 10: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Post-test Score	Equal variances assumed	,455	,519	-,331	8	,749	-,04444	,13426	-,35404	,26515
	Equal variances not assumed			-,331	7,037	,750	-,04444	,13426	-,36157	,27268

The significance level from the calculation above is 0.749. According to the criteria of decision making as explained in chapter 4.1, if the significance level or Sig(2-tailed) > 0.05, then it means that there is no significance difference between a group of people that have nostalgia and a group who don't gave nostalgia in their knowledge of a brand before the treatment has been done.

Post-test Result

After conducting the pre-test and treatment, the answers of research participants in post-test were also scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants. Using 95% of confidence level, the result for the post-test is shown by the tables below:

Table 11: Group Statistics

	Object Group	N	Mean	Std. Deviation	Std. Error Mean
Post-test Score	Nostalgic	5	3,3333	,46398	,20750
	Non Nostalgic	5	2,8833	,46993	,21016

Table 12: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Post-test Score	Equal variances assumed	,002	,962	1,524	8	,166	,45000	,29533	-,23104	1,13104
	Equal variances not assumed			1,524	7,999	,166	,45000	,29533	-,23106	1,13106

The significance level from the calculation above is 0.166. According to the criteria of decision making as explained in chapter 4.1, if the significance level or Sig(2-tailed) > 0.05, then accept Ho and reject Ha. It can be concluded that from the first experiment, there is no significant difference between a group that have nostalgic feeling with a group that doesn't have nostalgic feeling to their capability to remember the brand image of a company from the advertisement they just watched.

Pre-test and Post-test Comparison

Pre-test and post-test results are also compared in order to know if there's a significant change between pre-test and pro-test for each group. It is analyzed using dependent means t-test analysis. The result is shown by the table below:

Table 13: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	nostalgic_x2 - nostalgic_x1	.666667	.5306938	.2373335	.0077234	1.3256101	2.809	4	.048

Pair 2	non_x2 - non_x1	.1722222	.5570812	.2491343	-.5194855	.8639299	.691	4	.527
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Using dependent t test for paired sample, the author found pvalue for nostalgic group is 0.048 which means there is a significant difference between pre-test and post-test for nostalgic group because Sig.(2-tailed) < 0.05. However, pvalue for non-nostalgic group is 0.527 which means there is no significant difference between pre-test and post-test for non-nostalgic group because Sig.(2-tailed) > 0.05. The factor that caused this difference is the treatment, nostalgia makes people emotionally engaged with the ads. That's why there's a significant difference between pre-test and post-test for nostalgic group and vice versa.

Testing Emotional Engagement

Referring to Chapter 2 regarding the effect of nostalgia, it can be assumed that emotional engagement has already occurred at the moment participants saw the ads. To prove it, the author decided to test the emotional engagement of each participant towards the ads by giving them two questions to see if they remembered the ads and the brand image of Aqua after 3 days. This time range determination is based on Manasco (2016) who said that "short-term memory normally lasts for longer than 30 seconds up to a few hours". If the person doesn't engage to it, the ads is considered as their short-term memory. Therefore, nostalgic group is expected to be engaged with the ads, and keep the ads in their long-term memory so they remember the ads after days, while the non-nostalgic doesn't. The result is shown from the table below using the independent means t-test:

Table 14: Group Statistics

	Categories	N	Mean	Std. Deviation	Std. Error Mean
Score	Nostalgic	5	7,4000	,89443	,40000
	Non-nostalgic	5	3,6000	1,14018	,50990

Table 15: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Score	Equal variances assumed	,264	,621	5,864	8	,000	3,80000	,64807	2,30554	5,29446
	Equal variances not assumed			5,864	7,571	,000	3,80000	,64807	2,29066	5,30934

It can be concluded from those tables above that Sig.(2-tailed) < 0.05, it means that there is a significant difference between a group of people who have watched *Ada Apa Dengan Cinta* and a group who never watched *Ada Apa Dengan Cinta* days after they saw the advertisement. The experiment result shows that a group of people who have nostalgic feeling can remember the

message of the ads and the brand image more than a group of people who don't have a nostalgic feeling about the ads.

Second Experiment

After analyzing the result of the first experiment, it can be concluded that beside the range of time between video and post-test, another most-likely reason of why there was no significant differences between a group who have nostalgic feeling about the ads and a group who don't have non-nostalgic feeling about the ad is because there is an explicit message about what the ad is about in the end of the ad. It may cause why the non-nostalgic group can understand and get the brand image of Aqua just as much as the nostalgic group. Therefore, in the second experiment which was conducted in August 15th-16th 2016, the author modified the video to remove the explicit message about what the ad is about and gave participants the same questionnaires for pre-test and post-test. Below is the descriptive analysis for experiment object profile in the second experiment:

Nostalgic Group

Nostalgic group is for objects who have watched *Ada Apa Dengan Cinta*. The total amount of objects in this group is five with their brief profile as described below:

Table 16: Nostalgic Group If They've Seen The Ads Or Not

No.	Gender	F	%
1	Have Seen	0	0
2	Haven't Seen	5	100
	Total	5	100

As it may affect the research findings, it is mandatory to find participants who haven't seen the ads. Therefore, the effect of treatment that's given to participants can be tested.

Table 17: Nostalgic Group Gender

No.	Gender	f	%
1	Male	3	60
2	Female	2	40
	Total	5	100

As the Aqua ads is really going viral because it's appeared in many local TV channels, it's quite hard to find participants who haven't seen the ads, that's why the gender proportion may not be even with the non-nostalgic group. However, according to Cui (2015), the variance of gender is not affecting the result because the factors that influence nostalgia marketing are someone's generation and experience.

Table 18: Nostalgic Group Year of Birth

No.	Year of Birth	f	%
1	1990-1999	5	100
	Total	5	100

Table 19: Nostalgic Group Familiarity of Aqua

No.	Scale	F	%
1	Really Familiar	5	100
2	Familiar	0	0
3	Quiet Familiar	0	0
4	Not Familiar	0	0
	Total	5	100

Non-Nostalgic Group

Non-Nostalgic group is for objects who never watched *Ada Apa Dengan Cinta*. The total amount of objects in this group is five with their brief profile as described below:

Table 20: Nostalgic Group If They've Seen The Ads Or Not

No.	Gender	f	%
1	Have Seen	0	0
2	Haven't Seen	5	100
	Total	5	100

As it may affect the research findings, it is mandatory to find participants who haven't seen the ads. Therefore, the effect of treatment that's given to participants can be tested.

Table 21: Non-nostalgic Group Gender

No.	Gender	f	%
1	Male	4	80
2	Female	1	20
	Total	5	100

As the Aqua ads is really going viral because it's appeared in many local TV channels, it's quite hard to find participants who haven't seen the ads, that's why the gender proportion may not be even with the nostalgic group. However, according to Cui (2015), the variance of gender is not affecting the result because the factors that influence nostalgia marketing are someone's generation and experience.

Table 22: Non-nostalgic Group Year of Birth

No.	Year of Birth	F	%
1	1990-1999	5	100
	Total	5	100

Table 23: Non-nostalgic Group Familiarity of Aqua

No.	Scale	F	%
1	Really Familiar	4	80
2	Familiar	1	20
3	Quiet Familiar	0	0
4	Not Familiar	0	0
	Total	5	100

Second Experiment Result

Pre-test Result

After conducting the experiment, the answers of research participants in pre-test were scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants. Using 95% of confidence level, the result for the pre-test is shown by the tables below:

Table 24: Group Statistics

	Categories	N	Mean	Std. Deviation	Std. Error Mean
Score	Nostalgic	5	23,6000	3,20936	1,43527

Non-nostalgic	5	22,0000	3,00000	1,34164
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Table 25: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Score	Equal variances assumed	,006	,940	,814	8	,439	1,60000	1,96469	-2,93058	6,13058
	Equal variances not assumed			,814	7,964	,439	1,60000	1,96469	-2,93416	6,13416

The significance level from the calculation above is 0.439. According to the criteria of decision making as explained in chapter 4.1, if the significance level or Sig(2-tailed) > 0.05, then it means that there is no significance difference between a group of people that have nostalgia and a group who don't gave nostalgia in their knowledge of a brand before the treatment has been done.

Post-test Result

After conducting the pre-test and treatment, the answers of research participants in post-test were also scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants. Using 95% of confidence level, the result for the post-test is shown by the tables below:

Table 26: Group Statistics

	Categories	N	Mean	Std. Deviation	Std. Error Mean
Score	Nostalgic	5	36,2000	2,77489	1,24097
	Non-nostalgic	5	29,0000	4,79583	2,14476

Table 27: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper

Score	Equal variance assumed	,396	,547	2,906	8	,020	7,20000	2,47790	1,48595	12,91405
	Equal variance not assumed			2,906	6,408	,025	7,20000	2,47790	1,22922	13,17078

The significance level from the calculation above is 0.053. According to the criteria of decision making as explained in chapter 4.1, if the significance level or Sig(2-tailed) > 0.05, then accept Ho and reject Ha. It can be concluded that after the message of the ads has been removed, there is a significant difference between a group that have nostalgic feeling with a group that doesn't have nostalgic feeling to their capability to understand and remember the brand image of a company from the advertisement they just watched. The group who has nostalgic feeling towards the ad is more able to understand the message of the ads.

The message of the ads that's shown explicitly in the video is more affecting the result compared to the time range in the first experiment, because after the message has been removed, even without the time range between treatment and post-test, the result already showed there's a difference between nostalgic and non-nostalgic on how they project the brand image. It is also caused there's no significant difference between nostalgic and non-nostalgic group when they're given the post-test right away after treatment in the first experiment.

Pre-test and Post-test Comparison

Pre-test and post-test results are also compared in order to know if there's a significant change between pre-test and pro-test for each group. It is analyzed using dependent means t-test analysis. The result is shown by the table below:

Table 28: Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 pretest_nostalgic - posttest_nostalgic	-.39444444	.25107792	.11228546	-.70619886	-.08269003	-3.513	4	.025
Pair 2 pretest_non_nostalgic - posttest_non_nostalgic	.02777778	.44876373	.20069324	-.52943599	.58499155	.138	4	.897

Using dependent t test for paired sample, the author found pvalue for nostalgic group is 0.025 which means there is a significant difference between pre-test and post-test for nostalgic group because Sig.(2-tailed) < 0.05. However, pvalue for non-nostalgic group is 0.897 which means there is no significant difference between pre-test and post-test for non-nostalgic group because Sig.(2-tailed)

> 0.05. The factor that caused this difference is the treatment, people who haven't watched *Ada Apa Dengan Cinta* won't understand the message of the ads, and therefore couldn't project the brand image of Aqua better than those who do. That's why there's no significant difference between pre-test and post-test for non-nostalgic group and vice versa.

Conclusion

Summary

In Aqua case which recently used nostalgia marketing in their advertisement, it's proven that their method is effective to deliver the message of Aqua's brand image as the concentration enhancer. After conducting two experiments with the same questionnaires but with different treatment and people, the result shows a similar result. The first experiment shows that there is a significant difference between people who have nostalgic feeling towards the ads and people who don't in the way they describe Aqua's brand image as the concentration enhancer.

With the help of the message that's shown explicitly in the ads, Aqua can reach both nostalgic and non-nostalgic customers to understand and associate their brand image as the concentration enhancer effectively. However, this method is only effective for the nostalgic group, as the non-nostalgic group mostly forgot about the ads in only three days after treatment. It is correlated with The Video Advertising Bureau's (2016) report defined "emotional engagement is a sense of immersion in an activity caused by personal relevance' creates long-term memory encoding of the ad and attention". Because of the treatment, nostalgic group is engaged with the ads which caused them to keep the ads in their long-term memory, while the non-nostalgic isn't.

The second experiment shows a similar result even though it's done with a different treatment and people. After modified the video that's used as the treatment so the message of the ads is not explicitly shown, the result shows that people who have nostalgic feeling towards the ads can understand the message of the ads and can also describe the brand image precisely, while the group who don't have nostalgic feeling towards the ads cannot understand the message of the ads and describe the brand image.

From the result of two experiments that have been conducted, it can be concluded that nostalgia marketing can increase the capability of customers to remember the brand image in general. However, it is more effective to be used for people who have nostalgic feeling towards the ads. It proves Soojian's (2015) theory that said "nostalgia marketing can also lead to customer's positive reaction towards brand image". It is also in line with Marchegiani and Phaus's (2011) research which shows attitude toward advertising, attitude toward the brand, and purchase intention are strongly affected by the highest level of nostalgia to which individuals are exposed.

Finally, even though this research has reached its aim, there might be some weaknesses since the assessment of the pre-test and post-test was conducted by the author herself, it is unavoidable that in this study, certain degree of subjectivity can be found. In fact, it would have been sort of objective if it had been decided by two or three examiners. Nevertheless, as this research is only studying 90's generation who mostly are still kids when the movie came out, further research may be needed to analyze the impact of nostalgia to the older generation, in this case, people who watched *Ada Apa Dengan Cinta* when it was first released in cinema.

Managerial Implications

The following managerial implications are offered for related research in the field of nostalgia marketing:

1. As nostalgia marketing is proven to be an effective tool to make customers engage with the advertisement to those who have the nostalgic feeling towards the ad, a company needs to

consider choosing a nostalgia who's most popular for their target market, so they can get most of them to engage with the ads.

2. As this research only focused on 90's generation, further research of Aqua case may need to be done to analyze the effect of nostalgia marketing to an older generation who have more engagement towards *Ada Apa Dengan Cinta* as they are the ones who watched it mostly on the day the movie was released to see if there's a significant difference of the effect for them to engage with the ads.

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