

RETRO MARKETING – A POWER OF NOSTALGIA WHICH WORKS AMONG THE AUDIENCE

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ABSTRACT:

The nostalgia behind historic brands and trends is definitely making large waves in the consumer market. With a good idea, even the most modern company can engage in a retro revolution. Studies suggest that nostalgia encourages consumers to spend their money by promising an immediate return in the form of happy memories. The reason why retro marketing has become increasingly popular in recent years is the linking of the brand and the customer at a deeper, emotional level. Brands, especially those that served as milestones of a particular generation should design a heart-warming nostalgia marketing strategy to make a product appeal to a target market. Lots of organisations are falling back into retro marketing as a strategy to increase sales and they are raking in profits. The aim of the study is to present the relevance and possibilities of using 'retro trend' in marketing communication and to point out the power of nostalgia between different age generations. In this scholarly article, examples of retro-communication of global and local food brands are presented. The current marketing situation is described by outcomes of similar studies provided by professional agencies, and economic benefits concerning retro communication campaigns are also provided. In order to meet the objectives of the study, our own research was conducted (530 respondents from the Slovak Republic belonging to Generations Z, Millennials, Generation X and Baby Boomers were involved in the research). The research findings confirmed the significance of retro marketing communication and its impact on consumers attitudes between the above-mentioned age generations. For statistical processing of the results, we used the Kruskal-Wallis Test, Dunn's Test of Contrasts, Fisher's Exact Test and Chi-Square Test of Independence.

KEY WORDS:

brand, consumer behaviour, marketing communication, nostalgia, retro marketing

Introduction

There exist many stimuli influencing consumer behaviour, which refers to the study of the buying tendencies of consumers. Various factors, be it cultural, social, personal or psychological, influence the buying decisions of



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individuals.¹ In today's highly competitive marketplace, nostalgia in advertising can allow both new and old brands to connect with their audience on a powerful emotional level. Nostalgia gives our lives a sense of continuity and meaning as we get older. Marketers have sensed the opportunity and turned nostalgia into a powerful marketing tool. Studies suggest that nostalgia inspires consumers to spend their money because it promises an immediate return in the form of happy memories and comfort. This is why nostalgia marketing campaigns have grown increasingly popular in recent years, as brands begin to discover the value of connecting with their customers on a more in-depth, emotional level.² For marketers, nostalgia can have an extremely powerful emotional hold on an audience. When used appropriately, it can become a powerful part of a marketing strategy. Nostalgia in marketing, then, means using themes or products from the past in current marketing strategy to create a unique emotional feeling in customers.³

Retro marketing is about using nostalgia for the past to make a modern product more attractive. It involves creating a brand identity based on heritage or nostalgia for a company's past products. Today, 'retro' has a strong influence on almost all aspects of retail. Retailers follow the trend of retro marketing and offer traditional products in retro-designed packaging to attract customers.⁴ Retro can draw from any past decade to create a new perspective on an old look.⁵ The positive aspect is that a company that has not been on the market for decades can take advantage of the power of a retro marketing strategy. The only keys to success are emotions, nostalgia, and at the same time the power to offer something new, unrecognized, yet inherently descended from the past.⁶ In an era of impersonal digital media, the values are reduced to a minimum or completely lost,⁷ so building social connectivity through nostalgia is more than welcome. Retro marketing is not only an opportunity to return to the past for older people, but also a means of knowledge for the younger generations, which gives them a picture of an unknown past. Nostalgia is really a powerful tool and if is used correctly it can be beneficial to the business.⁸

The postmodern nostalgia is a celebration of easily accessible and collectible styles of the past. It is no longer about irrecoverable loss, but about the found, about discovery and enjoyment.⁹ Nostalgia marketing practices in social media help brands link consumers with happier times from the past.¹⁰ Furthermore, we identify that nostalgic feelings in advertising are effective because they generate positive feelings of youthfulness that in turn result in positive attitudes toward the ad.¹¹

A popular Internet trend used among social media platforms such as *Instagram*, *Twitter* and *Facebook* for nostalgia content is using hashtags – e.g. *#TBT* and *#FBF* (*Throw-Back Thursday* and *Flash-Back Friday*). Both hashtags express our generation's obsession with nostalgia. They reflect on our memories, movies, songs, products, events, or trends from the past. But why all this nostalgia? No matter the cause, we are a generation that is nostalgic for a reason; research shows that these bittersweet feelings are actually good for us. According to the *New York Times*, "Nostalgia has been shown to counteract loneliness, boredom and anxiety. It makes people more generous and look happier when they're sharing nostalgic memories".¹²

1 KÁDEKOVÁ, Z. et al.: The Impact of Inappropriate Food Advertising on Consumer Behavior. In *Potravinárstvo Slovak Journal of Food Sciences*, 2019, Vol. 13, No. 1, p. 1034.
2 HARVEY, S.: *Passion for the Past: Nostalgia Marketing and the Retro Revolution*. Released on 24th October 2017. [online]. [2019-10-20]. Available at: <<https://fabrikbrands.com/nostalgia-marketing/>>.
3 JONES, K.: *Why Nostalgia Marketing Works*. Released on 1st July 2015. [online]. [2019-10-25]. Available at: <<https://www.searchenginejournal.com/nostalgia-marketing-works/134771/#close>>.
4 BROUČKOVÁ, I., JADERNÁ, E., SRBOVÁ, A.: Promotion of Products in Retro-Designed Packaging. In *Marketing Science and Inspirations*, 2019, Vol. 14, No. 1, p. 12.
5 *Retro Marketing*. [online]. [2019-11-01]. Available at: <https://www.retrowow.co.uk/retro_marketing/retro_marketing.php>.
6 BULANDA, I., VAVREČKA, V.: Perception of the Non-Commercial Advertising of Generation Z from Slovakia. In LORGA DA SILVA, A., TOMIC, D., GRILEC, A. (eds.): *Economic and Social Development*. Varazdin : Varazdin Development and Entrepreneurship Agency, 2019, p. 463.
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9 HIGSON, A.: Nostalgia Is Not What It Used to Be: Heritage Films, Nostalgia Websites and Contemporary Consumers. In *Consumption Market & Culture*, 2014, Vol. 17, No. 1, p. 132.
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11 KIM, Y., K., YIM, M., Y.: When Nostalgia Marketing Backfires: Gender Differences in the Impact of Nostalgia on Youthfulness for Older Consumers. In *Applied Cognitive Psychology*, 2018, Vol. 32, No. 6, p. 822.
12 SHUFFLETON, M.: *#TBT to My #FBF Our Generation's Obsession with Nostalgia*. Released on 12th January 2015. [online]. [2019-10-25]. Available at: <https://www.huffpost.com/entry/tbt-to-my-fbf-our-generat_b_6147948?guccounter=1>.

When something can create an emotional connection, we are much more likely to act. Simply put, re-living positive memories from the past makes us feel good, and brands who can create these 'blast from the past' feelings with their marketing have a greater chance of reaching consumers on an emotional level, especially Millennials.¹³ Millennials grew up in an age where the Internet became the new way of life and are often called the 'Net Generation'.¹⁴ Technology also plays a factor in the dividing lines between generations. Serafino gives an example that the oldest 'Post-Millennial' members would have been 10 when the iPhone was introduced, whereas many Millennials will still have memories of landlines, touch-tones, and rotary phones.¹⁵ The technological advancements we have experienced since the 1980s are nothing short of incredible, and the Millennial generation had the opportunity to experience this revolution in full, witnessing everything from the rise of social media to virtual reality becoming a standard part of our everyday lives.¹⁶ And because of these changes, Millennials love to reminisce and recall how things 'used to be'. Millennials raised with the Internet have had full access to pop culture artefacts from before they were born, and many feel nostalgic about these things as though they actually experienced them. This is why nostalgia marketing is so effective on this group. When brands add a dose of nostalgia to their campaigns, Millennials instantly get excited and are more likely to discuss, share, and even purchase a product because of this feeling.¹⁷

The companies use retro-style in marketing communication, both on local and global levels. In the case of local marketing campaigns, the reference to the past is often connected with underlining local authenticity, history and tradition. In the case of global brands, retro-campaigns are used specially to emphasise the brand's special character, its history and timeless values. The objectives of these retro-campaigns are focused on the development of the brand equity and reinforcement of the brand image.¹⁸ The *Coca-Cola Company* celebrated its 125th year of existence in 2011 through a series of events and celebrations in over 200 countries where it operates. *Coca Cola's* celebration included a retrospective TV ad, outdoor ads, online 'Retro Poster Maker' and iconic graphics on-pack. Each element of the campaign was influenced by the brand's rich and iconic heritage over the decades, bringing to life its enduring appeal and celebrating 125 years of offering happiness in a bottle to consumers.¹⁹ The retro style of this campaign helped to underline intangible values related to this global brand, universal all over the world (Figure 1).



Figure 1: Retro-style campaign of Coca-Cola
Source: MACLEOD, D.: *Coca Cola Celebrates 125 Years*. Released on 10th May 2011. [online]. [2019-11-25]. Available at: <<http://theinspirationroom.com/daily/2011/coca-cola-celebrates-125-years/>>.

13 GARCIA, A.: *Stranger Things Is Proof That Nostalgia Marketing Works*. Released on 18th November 2016. [online]. [2019-11-25]. Available at: <<https://www.socialmediatoday.com/marketing/stranger-things-proof-nostalgia-marketing-works>>.
14 MORAVČIKOVÁ, M.: Digitální domorodci, digitální přistáhovalci. In PRAVDOVÁ, H., RADOŠINSKÁ, J., VIŠŇOVSKÝ, J. (eds.) et al.: *Slovník vybraných pojmů z mediálních studií. Klíčové termíny v současné mediální komunikaci*. Trnava: FMK UCM, 2016, p. 54.
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17 GARCIA, A.: *Stranger Things Is Proof That Nostalgia Marketing Works*. Released on 18th November 2016. [online]. [2019-11-25]. Available at: <<https://www.socialmediatoday.com/marketing/stranger-things-proof-nostalgia-marketing-works>>.
18 GRĘBOSZ, M., POINTET, J.: The "Retro" Trend in Marketing Communication Strategy of Global Brands. In *Journal of Intercultural Management*, 2015, Vol. 7, No. 3, p. 121; MIHINA, Š. et al.: Noise Analysis at Different Technological Solutions of Milking Devices. In *Applied Engineering in Agriculture*, 2018, Vol. 34, No. 6, p. 925.
19 MACLEOD, D.: *Coca Cola Celebrates 125 Years*. Released on 10th May 2011. [online]. [2019-11-25]. Available at: <<http://theinspirationroom.com/daily/2011/coca-cola-celebrates-125-years/>>.

In retro marketing, the driving forces are mainly origin and authenticity. Luxury clothing brands such as *Dior*, *Chanel* and *Lacoste*, as well as *Chupa Chups* and American ketchup manufacturer *Heinz* have built on their founders and history, or the use of traditional packaging and advertising elements that can be attributed to the just mentioned trend.²⁰ The basic way to support this kind of marketing is to create a unique corporate identity, i.e. a functioning mixture of corporate culture, design, product and corporate communication.²¹ Telling a brand's 'story' through influencers can also help manage and connect with the target audience.²²

Thanks to the research by *Omnicores* – a marketing agency which manages digital marketing for utilising the latest marketing trends and technologies –, we can point out the fact that 75% of Generation X (currently in their late 30s to mid-50s) watch regularly *YouTube* videos that relate to past events or people.²³ On the basis of these results the question arises, "Why is nostalgia influencing consumer behaviour?" We have prepared a list of the most common reasons:

- *combating consumer fatigue* – individuals are 'bombed' by advertising messages daily. Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day.²⁴ The experiment, analysed with the help of *ID Magasin* showed that 99% of adverts make little or no impact.²⁵ Due to advertising overload the consumer becomes skeptical and fails to establish an emotional link with the brand. Brands that we consider to be synonymous with a particular period are able to build on this advantage – activation of pleasant memories and re-engagement.²⁶
- *support for authenticity* – at the moment a person is nostalgic, they usually return to a time in which they felt particularly happy, safe or even carefree. It is not surprising that brands aim to restore positive feelings and create trust with customers. In this way, *Crystal Pepsi* tried to remind us again in 2016 – the unique ultra-clear cola drink was expected to 'take the world by storm' when it was launched in 1993, but it never caught on with the soda-buying public, in spite of a massive advertising blitz. It failed because it did not even look or taste like a cola drink. The main reason which attracted people was exclusivity, as it was only produced in limited quantities.²⁷
- *creating of content which can be shared* – a sense of nostalgia can make people feel more connected with others. This explains why brands commonly use nostalgia to enhance their social content – focus on the consumer's instinct. For this purpose, even hashtags referring to the past were created – e.g. *#TBT* or *#FBF*.
- *combination of past and present* – 'retro' is clearly one of the effective tools to attract consumers' interest, but it can be even more effective if nostalgia is combined with innovation.²⁸ This is demonstrated by *Pokémon Go*. The digital game restores the phenomenon loved by children in augmented reality.²⁹

20 HIGHAM, W.: *Trendológia. Ako rozpoznať a predpovedať budúce trendy v správaní zákazníkov*. Bratislava: Eastone Books, 2010, p. 202.

21 NAGYOVÁ, L., KOŠČIAROVÁ, I., SEDLIAKOVÁ, M.: Corporate Communication as One of the Basic Attributes of Corporate Identity – Case Study of Chocolate Milka. In *Communication Today*, 2017, Vol. 8, No. 1, p. 87.

22 KÁDEKOVÁ, Z., HOLIENČINOVÁ, M.: Influencer Marketing as a Modern Phenomenon Creating a New Frontier of Virtual Opportunities. In *Communication Today*, 2018, Vol. 9, No. 2, p. 95.

23 OMNICORE: *YouTube by the Numbers: Stats, Demographics & Fun Facts*. [online]. [2019-11-26]. Available at: <<https://www.omnicoreagency.com/youtube-statistics/>>.

24 SIMPSON, J.: *Finding Brand Success in the Digital World*. Released on 25th August 2017. [online]. [2019-11-26]. Available at: <<https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/>>.

25 GIBSON, O.: *Shopper's Eye View of Ads That Pass Us by*. Released on 19th November 2005. [online]. [2019-11-28]. Available at: <<https://www.theguardian.com/media/2005/nov/19/advertising.marketingandpr>>.

26 SOUIDEN, N., CHTOUROU, S., KORAI, B.: Consumer Attitudes toward Online Advertising: The Moderating Role of Personality. In *Journal of Promotion Management*, 2017, Vol. 23, No. 2, p. 221.

27 ABT, K.: *The 2018 Crystal Pepsi Comeback*. Released on 21st December 2019. [online]. [2019-12-22]. Available at: <<https://delishably.com/beverages/Crystal-Pepsi-to-Return-in-August>>.

28 GILLILAND, N.: *Four Ways Nostalgia Can Help to Boost Your Marketing Efforts*. Released on 2nd March 2017. [online]. [2019-12-22]. Available at: <<https://econsultancy.com/four-ways-nostalgia-can-help-to-boost-your-marketing-efforts/>>.

29 YOUNG, M.: *Ogilvy o reklamě v digitálním věku*. Prague: Svojtka & Co., 2018, p. 54.

Research Outlines and Methodology

The aim of the study is to present the relevance and possibilities of using 'retro trend' in marketing communication and to point out the power of nostalgia that can reach consumers. Therefore, examples of retro-communication of global and local brands are presented. To describe the current marketing situation, the results of similar studies provided by professional agencies and economic benefits concerning retro communication campaigns are referred to as well. Our partial goal is to find out to what extent retro marketing is just nostalgia or a desire to know the past.

In order to achieve the stated objective, primary and secondary sources of information were collected and used. Secondary data was obtained from available scholarly sources, i.e. from professional publications published by domestic and foreign authors and professional organisations. In order to process individual underlying data and formulate conclusions of the study, analysis, synthesis, induction, deduction and a comparative method were applied. Our own marketing research was conducted during two different weeks in 2019, exactly during 13th – 19th May and 28th October – 3rd November.

These two weeks were chosen deliberately, because 'retro week' was running in the food retail chain *LIDL* during these days, supported by a large marketing campaign (commercials, leaflets, billboards, etc.). During this period, consumers were exposed to a strong influence and our goal was to investigate the intensity of impact as well as consumers views and feelings on products of retro style.

The questionnaire was evaluated by contingency tables prepared in MS Excel; graphic representations of the obtained data were created subsequently. Statistical data processing was performed via XLStat. We used the Kruskal-Wallis Test, Dunn's Test of Contrasts, Fisher's Exact Test and Chi-Square Test of Independence. As we were interested in a deeper analysis of the results, the following assumptions were tested:

Assumption 1: There are differences in decisive factors when buying retro food products between age generations.

Assumption 2: There is a dependency between relationship to food brands and consumers' gender.

Assumption 3: There is an association between specific feelings associated with purchase and age generations.

The questionnaire was processed in Google Forms and the respondents were asked to participate in the research on social media and via e-mails. Some questionnaires were completed in printed form at personal meetings. Finally, 530 respondents from the Slovak Republic were involved, as can be seen in Table 1.

Table 1: Sociodemographic characteristics of respondents

	Category	Absolute frequency	Relative frequency
Gender	Female	300	56.6%
	Male	230	43.4%
Age group	Generation Z	99	18.7%
	Millennials	147	27.7%
	Generation X	168	31.7%
Residence	Baby Boomers	116	21.9%
	City	298	56.2%
Economic activity of respondents	Countryside	232	43.8%
	Employed	304	57.4%
	Unemployed	24	4.5%
	Student	85	16.0%
	Maternity Leave	36	6.8%
	Retiree	81	15.3%

Source: Own processing

We divided our respondents into individual age generations according to classification by Pew Research Center (see Figure 2).

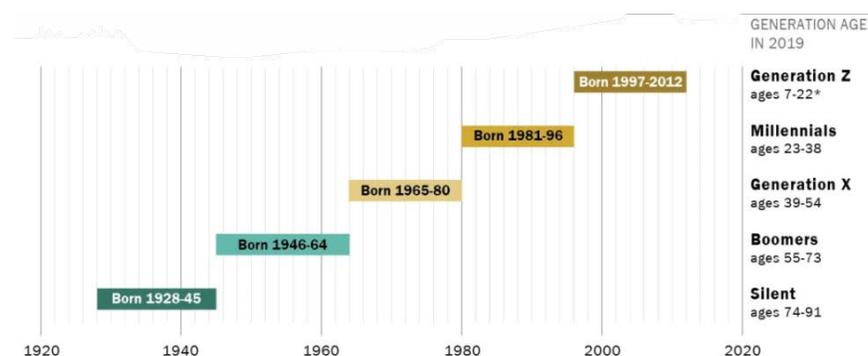


Figure 2: Pew Research's demographic analysis
Source: DIMOCK, M.: *Defining Generations: Where Millennials End and Generation Z Begins*. [online]. [2019-04-15]. Available at: <<https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>>.

Previous Researches on the Addressed Topic

Nostalgia can be a strong tool for marketing various types of products. According to research conducted by *NPD Group*, provided by the *AYTM* research platform in 2017,³⁰ there are several areas where nostalgic purchases are surging, ranging from fashion accessories, through foodstuffs to kids' toys. So how many consumers can be swayed by nostalgia when it comes to making purchases? And what types of purchases are most likely to be impacted by that nostalgia? To get relevant answers 1,000 respondents from the USA were asked about their buying habits and how they can be impacted by nostalgia. Figure 3 displays the items which are most likely purchased as they have a connection with nostalgia feeling.

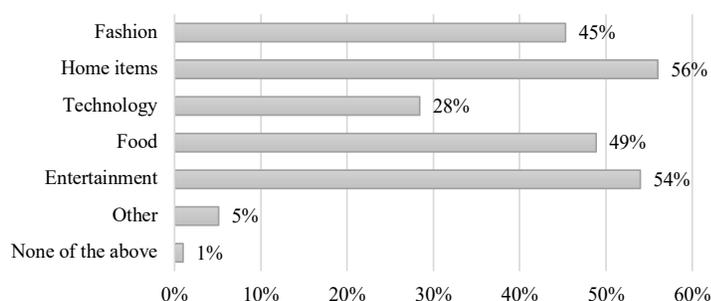


Figure 3: What types of items are you most likely to purchase based on nostalgia?
Source: PILON, A.: *Nostalgic Purchases Survey: Consumers Prefer Established Brands*. [online]. [2019-12-15]. Available at: <<https://aytm.com/blog/nostalgic-purchases-survey/>>.

Of those who have made nostalgic purchases, 56% said that they like purchasing retro home items. 54% have bought entertainment items based on nostalgia. Half of the respondents (50%) have bought retro food items, 45% have made nostalgic fashion purchases and 28% have bought nostalgic tech items. More specifically, *Nintendo* was the most popular brand that people associate with nostalgic purchases. But respondents also named other favourite brands like *Hasbro*, *Disney*, *Coca-Cola*, *Atari*, *Sony* and *Levi's*.

³⁰ *AYTM*. [online]. [2019-12-15]. Available at: <<https://aytm.com/blog/nostalgic-purchases-survey/>>.

The survey focused on the study of retro food was carried out by the Faculty of Economics, University of South Bohemia in České Budějovice in the months of June – July 2017. In total, 1,012 questionnaires were completed. Participants were presented with traditional products in their original – retro packaging and at the same time with the same products in their present packaging (Figure 4). Colour, graphic design and attractiveness were assessed. The aim of this research project was to find out the importance of the justification and repeatability of the introduction of retro packaging on the counters of retail stores. More than 50% of respondents aged under 24 and those aged 35 – 44 admit that current packaging is more attractive to them. Surprisingly, people that are 25 – 34 years old (33.9%) tend to be more impressed with retro packaging. Some respondents consider the communist regime to be a time of higher quality or better taste, due to the lower percentage of substitute raw materials used. The result of the research is that the memories of the above-mentioned regime were raised in 233 respondents aged 35 years and over. However, the purchase decision itself is significantly influenced by this fact only in older respondents – the age category 55 – 64 years and 65 years and more. It is therefore necessary to focus on the fact that in territories that have not gone through a period of communism, the success of the marketing of retro-packaging will be different from those countries which had previously established such regimes.³¹



Figure 4: Original (retro) packaging of the products (on left side) vs. present packaging of the same products (on right side)
Source: JADERNÁ, E., SRBOVÁ, A., BROUČKOVÁ, I.: *Rozdíly ve vnímání retroobalů a současných obalů tradičních výrobků*. In *Marketing Science and Inspirations*, 2017, Vol. 12, No. 4, p. 5-6.

Return to the Roots or Modernisation of Old Content

Other examples of the successful use of retro marketing are the rebranded *Royal Crown Cola* (orig. *RC Cola*) and the modernisation of old *Budweiser* beer ads. By partnering *Kofola* with *RC Cola International*, *Royal Crown Cola* was created, a new premium craft cola with branding that capitalises on *RC Cola* brand's history and legacy of almost 115 years. *Kofola* has been licensed to *RC Cola* in its portfolio since 2014. Its relaunch has come in a big manner. In the case of *Kofola*, the outcome of their *Royal Crown* launch and initial campaigns completely surpassed expectations.³² Advertising spots – authentic and tradition-based – are part of the marketing campaign. The aim is to present the origin and values of the brand. It is simply an enjoyment,

³¹ JADERNÁ, E., SRBOVÁ, A., BROUČKOVÁ, I.: *Rozdíly ve vnímání retroobalů a současných obalů tradičních výrobků*. In *Marketing Science and Inspirations*, 2017, Vol. 12, No. 4, p. 5-7. [online]. [2019-10-25]. Available at: <https://www.mins.sk/wp-content/uploads/2018/01/MSI_v12_iss4.pdf>.

³² *Royal Crown Cola Helps Kofola Maximise Its Revenue*. [online]. [2019-11-06]. Available at: <<https://www.foodbev.com/news/royal-crown-cola-helps-kofola-maximise-its-revenue/>>; *Kofola prvýkrát promuje prémiovú značku Royal Crown Cola*. Released on 11th July 2018. [online]. [2019-11-06]. Available at: <<https://strategie.hnonline.sk/marketing/1777172-kofola-prvykrat-promuje-premiou-znacku-royal-crown-cola>>.

the heat in the south is still the same as in 1905, the stories told during the summer evenings longer, and *Royal Crown Cola* is exactly what we remember – full of unusual stories and tastes, not to be forgotten.³³ In the Czech Republic alone, *Royal Crown's* sales grew 200% and by 290% in Slovakia since the introduction of the product at the end of 2017.



Figure 5: RC Cola has changed to Royal Crown Cola
Source: MICHL, P.: Rebranding Royal Crown Coly z Česka je inspirací pro celý svět. [online]. [2019-11-29]. Available at: <https://www.focus-age.cz/m-journal/marketing/rebranding-royal-crown-coly-z-ceska-je-inspiraci-pro-cely-svet__s277x13976.html>.

Another interesting use of retro marketing was a remake of the original *Budweiser* beer print campaigns from the 1950s and 1960s (Figure 6).³⁴ The original posters depicted a married couple where a woman appears in a role subordinate to her husband – preparing breakfast for her husband, pouring beer after work, preparing dinner, and taking care of children. The aim was to put the women on the posters into a position where they would be equal to their husband as well as in society. *Budweiser's* marketing team planned this action together with #SeeHer for International Women's Day. The organisation claims that only 61% of today's ads point to the real status of women.³⁵

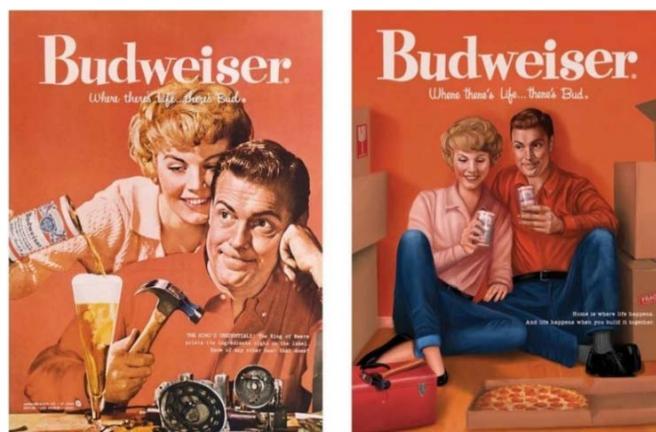


Figure 6: Poster from 1958 (left) and 2019 (right)
Source: BARTIROMO, M.: Budweiser Updates Old Ads for International Women's Day to Show Women in 'More Balanced and Empowered Roles'. [online]. [2019-11-30]. Available at: <<https://www.foxnews.com/food-drink/budweiser-updates-old-ads-for-international-womens-day-to-show-women-in-more-balanced-and-empowered-roles>>.

33 See: *Royal Crown Cola sa vracia ku tradičným koreňom*. [online]. [2019-11-07]. Available at: <<https://www.kofola.sk/aktuality/royal-crown-cola-sa-vracia-ku-tradicnym-korenom>>; *Royal Crown Cola*. [online]. [2019-12-01]. Available at: <<https://www.rccola.sk/#produkty>>.

34 PAULÍK, J.: *Ženy nie sú povinné nalievat mužovi pivo. Budweiser modernizuje staré sexistické reklamy*. [online]. [2019-11-30]. Available at: <<https://refresher.sk/63780-Zeny-nie-su-povinne-nalievat-muzovi-pivo-Budweiser-modernizuje-stare-sexisticke-reklamy>>.

35 BARTIROMO, M.: *Budweiser Updates Old Ads for International Women's Day to Show Women in 'More Balanced and Empowered Roles'*. [online]. [2019-11-30]. Available at: <<https://www.foxnews.com/food-drink/budweiser-updates-old-ads-for-international-womens-day-to-show-women-in-more-balanced-and-empowered-roles>>.

Nostalgia marketing is an effective strategy for many companies in our country as well. Over the years, retro marketing has found recognition in our territory and brings us the joy of memories in the 21st century. In this section, we give some examples of how this type of marketing is used in our country.

Zlatý Bažant '73

Zlatý Bažant '73, an extraordinary lager inspired by the oldest preserved brew log of *Zlatý Bažant* beer from 16th April 1973, was able to win the hearts of Slovaks. The sales results exceeded optimistic expectations. The brewery's effort was to create an engaging retro design to reach the younger generation and to evoke nostalgic memories for the older one. The advertising campaign received seven Golden Nail awards in 2016 and it won up to eight of the top awards in the Slovak Beer Crown tasting competition. In the British weekly *The Economist* a special column was dedicated to this Slovak beer. It also mentions the stunts of *Heineken*. They say that the success of beer in Slovakia is conditioned by the fact that people do not see the future clearly, and therefore return to the past gives them a sense of security.³⁶ At the beginning of the advertising campaign, a retro pub *Pohostinstvo '73* was created (Figure 7), which gained the authentic atmosphere of hospitality – retro chairs as well as retro taps and retro staff clothes. The success was not long in coming and in the first weeks the cult beer was sold out.



Figure 7: Unique retro pub with tasty beer and pleasant environment called *Pohostinstvo '73*
Source: MORAVČÍK, M.: *Späť do roku 1973. V Bratislave otvorili unikátnu retro krčmu s chuťným pivom a príjemným prostredím*. [online]. [2019-12-05]. Available at: <<https://refresher.sk/32509-Spat-do-roku-1973-V-Bratislave-otvorili-unikatnu-retro-krcmu-s-chutnym-pivom-a-prijemnym-prostredim?gdpr-accept=1>>.

'Retro Week' in Lidl

Since 2015, *Lidl* has brought more than 60 retro products to its customers during their Retro Weeks (Figure 8). This strategy is prepared in cooperation with suppliers who not only bring the original retro packaging, but wherever possible they also want to preserve the original recipe and taste. They also return products that can no longer be bought to the counters of 134 *Lidl* stores – wafers *Vlnky*, *Koukou Roukou* or cosmetics such as *Pitalon*, *Alpa* or *Barbus*. Why did *Lidl* gain so much success? Slovaks love retro. They are always looking for certainty and therefore are satisfied with certain sure food taste and quality of food products. Experts attribute it to the name of remembrance optimism – in childhood everything was better, so when we eat sweets we know from this period, it brings back our memories. However, the same experts are raising a warning finger: nothing is eternal, and the retro trend may soon fade away.

36 *Britský The Economist píše o kampani Zlatý Bažant '73. Nostalgia je hitom*. Released on 21st September 2016. [online]. [2018-11-15]. Available at: <<https://strategie.hnonline.sk/media/829714-britsky-the-economist-pise-o-kampani-zlaty-bazant-73-nostalgia-je-hitom>>.



Figure 8: Retro Week in Lidl

Source: Online leták. [online]. [2019-12-05]. Available at: <<https://www.lidl.sk/o-nas/informacie/online-letak>>.

Results of the Authors' Own Research

Our marketing research was conducted in order to determine the power of nostalgia when buying food retro products, a strong attribute that can reach target customers. We also wanted to point out consumers' views and feelings on products of retro style. Some of our questions are presented in the text below.

In the introductory part of the questionnaire, the respondents were asked which factors were decisive for them when buying retro food products (Figure 9). We wanted to find out which factors can affect a respondent so much that they reach for a retro product available in a store. In this question, respondents had the opportunity to mark up to 3 factors.

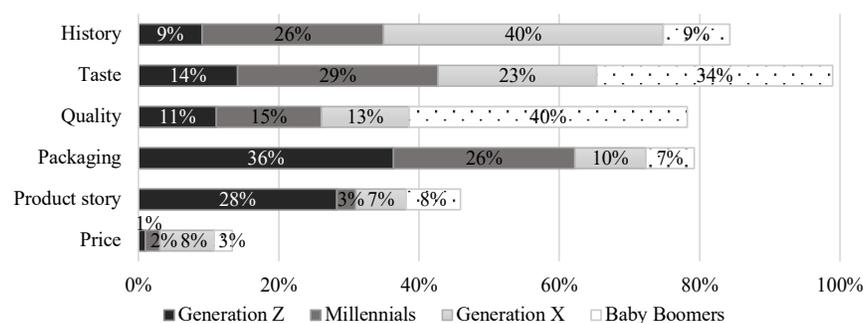


Figure 9: The decisive factors when buying retro food products

Source: Own processing

Out of the total number of individual response markings, the responses 'Taste' and 'History' achieved the best ranking. These are the factors that represent the tradition and quality of the original recipe. Our goal (priority) was to find out different preferences according to individual age generations. As we can see in Figure 8, the most important factors for Generation Z are 'Packaging' (36%) and 'Product story' (28%). In the Millennials case, there was no significant difference between the most important factors as 'Taste' accounted for 29% of all respondents of this generation and the second most frequently labelled were 'History' (26%) and 'Packaging' (26%). 'History' (40%) was most commonly identified by respondents of Generation X. Baby Boomers rated 'Quality' (40%) and 'Taste' (34%) as the most critical factors, while 'History' was not such a significant factor (9%), along with 'Product story' (only 8% of all possible answers).

The analysis of decisive factors was carried out by the Kruskal-Wallis Test, the results of which are given in Table 2. In connection with the evaluation of this question, we wanted to find out whether the choice of the particular option (decisive factor) is different for individual age generations (*Assumption 1*). The following hypotheses were tested:

H_0 : There do not exist differences in the answers given by individual different age generations.

H_1 : There exist differences in the answers given by individual different age generations.

Based on the theoretical level of significance, the zero-hypothesis related to the same choice of answer by all age generations is rejected. In other words, we can assert that there are statistically significant differences in the choices associated with age-based reasons at the level of alpha significance.

Table 2: Results of Kruskal-Wallis Test

Kruskal-Wallis test:	
K (Observed value)	29.21197
K (Critical value)	3.6241
DF	4
p-value (Two-tailed)	< 0.0001
alpha	0.05

Source: Own processing

Based on the results of Dunn's Test of Contrasts, we can confirm there are statistically significant differences between the individual generational groups. Table 3 lists the P-Values of the paired comparison of each category.

Table 3: Results of Dunn's Test of Contrasts

	Factor – Generation Z	Factor – Millennials	Factor – Generation X	Factor – Baby Boomers
Factor – Generation Z	1	0.0099	0.0049	<0.0001
Factor – Millennials	0.0099	1	0.0053	<0.0001
Factor – Generation X	0.0049	0.0053	1	0.0062
Factor – Baby Boomers	<0.0001	<0.0001	0.0062	1

Source: Own processing

In the next question, we focused on respondents' relationship to brands that use the trend of returning to the past (*Assumption 2*). We wanted to compare this relationship separately for men and women and see if the attitudes differed according to gender. We can say that only a small percentage of respondents have a negative attitude towards such brands. 38% of men and 27% of women have a neutral attitude. More than half, namely 65.7% of the total number of respondents, rated their relationship to the retro brands' presence on the market as positive. It can be seen from Figure 10 that more women (72%) have a positive attitude towards food labels that use the trend of returning to the past than men, since only 57% of the total number of surveyed men expressed a positive attitude. We assumed such a result because women buy much more and often decide on the food consumed in their households. We can characterise men rather as technical innovators who are not looking back but looking for new possibilities and functions. To evaluate this question, we used the Fisher's Exact Test (see Table 5), testing the following hypotheses:

H_0 : There is no dependency between relationship to food brands and the consumers' gender.

H_1 : There is a dependency between relationship to food brands and the consumers' gender.

The dependence is expressed in Table 4 using the Phi Coefficient, the Contingency Coefficient and the Cramer Coefficient. The values of these coefficients indicate moderate dependence.

Table 4: Results of Fisher's Exact Test

Statistic	DF	Value	Prob
Chi-Square	1	53.7085	<.0001
Likelihood Ratio Chi-Square	1	27.1842	<.0001
Mantel-Haenszel Chi-Square	1	13.1517	<.0001
Phi Coefficient		0.671	
Contingency Coefficient		0.4225	
Cramer's V		0.3964	

Fisher's Exact Test	
Table Probability (P)	2.148E-05
Pr<= P	5.62E-02

Source: Own processing

Based on Fisher's Exact Test results, we reject the zero hypothesis at the significance level $\alpha = 0.05$. In other words, we can assert that there is a statistically proven dependency between relationship to food brands and the consumers' gender.

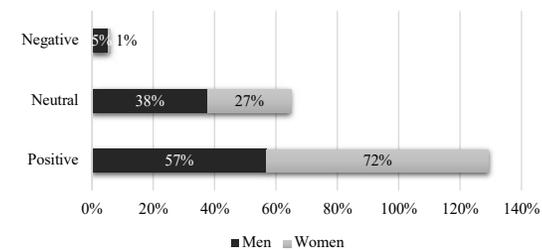


Figure 10: Relationship of respondents to retro food brands by gender

Source: Own processing

The following question focused on exploring the emotions experienced when purchasing retro food products. Respondents had the opportunity to mark 1 or 2 emotions. Figure 11 shows the absolute numbers of respondents for choosing individual options by age group. The emotion most commonly associated with the purchase of retro food products is 'Nostalgia', which is experienced by up to 426 respondents. The second most common emotion is 'Enthusiasm', which was identified by a total of 307 respondents. The Top 3 category also includes 'Happiness' (274 respondents).

Based on the achieved results it can be stated that respondents are more likely to associate the purchase of retro food products with more positive than negative emotions and feelings. This can be a good guide for marketers as to which elements to place in the advertising message when promoting retro products.

At first glance, we can see different preferences in terms of choice of individual emotions according to age generations. If marketers want to focus on Generation Z and Millennials, they should include 'Enthusiasm' and 'Happiness' in their messages. In the case of Generation X and Baby Boomers, similar preferences are noted, as 'Nostalgia' is the strongest emotion for both mentioned groups. Baby Boomers, as the oldest group of respondents, associate purchasing of retro food products with memories from the past, as up to 74 of them have identified 'Lightness' as a strong emotion when shopping.

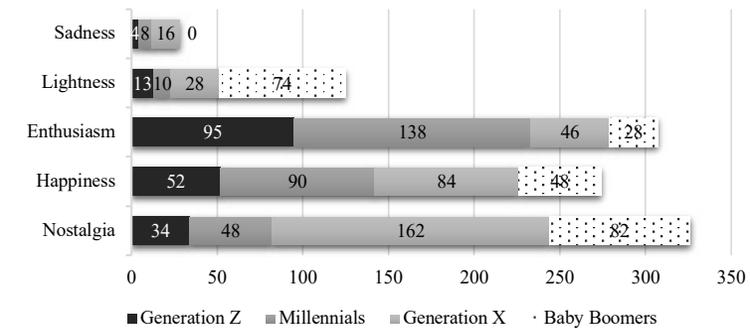


Figure 11: Feelings associated with purchasing of retro food products

Source: Own processing

In relation to the data obtained via this question and answers provided by the respondents, Assumption 3, where we assume that there is an association between specific feelings which occur during purchase of retro food products and age generation, was statistically tested.

H0: There is no association between age generation and specific emotions.

H1: There is an association between age generation and specific emotions.

For assessing associations between categorical variables, we conducted the Chi-Square Test of Independence where we tested whether or not a statistically significant relationship exists between the two variables. Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), we reject the null hypothesis (Table 5). We can conclude that there is enough evidence to suggest an association between age generations and emotions.

Table 5: Results of Chi-Square Test of Independence

2 test	
Chi-square (Observed value)	296.405
Chi-square (Critical value)	21.026
DF	12
p-value	< 0.0001
alpha	0.05

Source: Own processing

In the last presented question, respondents were asked to express on the 1 – 5 scale the degree of agreement or disagreement with the statement: "I consider food and beverages from the past to be better and safer than food products that are marketed as a novelty."

Figure 12 shows that the majority of respondents (67%) took a positive stance on this statement, of which up to 44% strongly agree that retro food products are better. 27% of respondents were unable to express themselves and took a neutral stance. On the positive side, only 6% of respondents disagree that retro food products are better and of higher quality. We can conclude that consumers have a positive perception of the quality of foods that have their traditions and history.

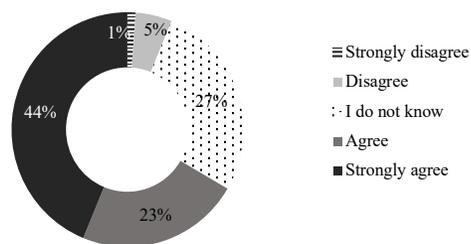


Figure 12: Agreeing and disagreeing with the statement "I consider food and beverages from the past to be better and safer than food products that are marketed as a novelty".

Source: Own processing

Discussion and Conclusions

Across the fields of music, fashion, entertainment, technology, food and design, our society nods to decades past with the resurgence of old trends. Moreover, retro marketing has a strong influence on many aspects of retail; it can draw from every decade and can create a new perspective on old products as well. Today, every generation has a defining label, and a group of stereotypical attributes attached.

However, tapping into strong memories can be one of the most powerful ways to elicit emotion – particularly if we are targeting a millennial audience.³⁷ It is no secret that Millennials have a fascination with nostalgia, which was also confirmed by our research. The clever marketers can benefit from the sense of nostalgia with a marketing strategy that is appropriately called nostalgia marketing. Baby Boomers and Generation X are usually found to have an emotional attachment to the past, although the new generation is also attracted to retro brands.

In our study, we have outlined the power of nostalgia as an integral part of retro marketing strategy. To describe the current marketing situation the examples of retro-communication of global and local food brands were presented. The presented study examined the retro marketing phenomenon, discussing its characteristics, causes, consequences, and the reasons of its topicality for different age generations. In our marketing research we focused on important issues that can define differences for different age groups, their preferences and different perceptions of the past. We focused on exploring the emotions and decisive factors when purchasing retro food products and overall appreciation of current offerings. These findings can serve as a guide for marketing experts in creating successful retro marketing campaigns.

Retro marketing can be more effective when alongside the memories it concurrently provides new products, services and experiences that deliver on the modern needs consumers have. The Internet has provided a great platform with easily available pictures, videos and documents about the past and helped them to create awareness about the brand. Campaigns using social media and video sharing websites also helped to spread the feel of the retro brands, music and lifestyles associated with them, which gave an evergreen experience for the brand.

Finally, postmodernist nostalgia is no longer about loss and the irrecoverable, but about the found, about discovery and enjoyment. The experience of the past is totally different. The past is celebrated; not because it can now be recovered, but because it was never lost.³⁸ This is particularly characteristic for Generation Z who sees in the past the opportunity to discover the unknown and nostalgia means excitement in the form of retro products. In essence, brands do not need to be blatant about using nostalgia or similar emotions in order for it to be an effective selling point. Marketers can use subtle things like retro branding or marketing materials that

³⁷ HARVEY, S.: *Passion for the Past: Nostalgia Marketing and the Retro Revolution*. Released on 24th October 2017. [online]. [2019-10-20]. Available at: <<https://fabrikbrands.com/nostalgia-marketing/>>.

³⁸ HIGSON, A.: *Nostalgia Is Not What It Used to Be: Heritage Films, Nostalgia Websites and Contemporary Consumers*. In *Consumption Market & Culture*, 2014, Vol. 17, No. 2, p. 126-128.

call attention to company history and can still benefit from consumers' affinity for nostalgia. The question is, for how long will the retro trend be successful? If the group of Millennials is not a purchasing power, will the elements of nostalgia disappear?

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