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Effects of Nostalgic Advertising Through Emotions and the Intensity of the Evoked Mental Images

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ABSTRACT

In this paper we analyze effects of nostalgic versus non-nostalgic advertising through elicited emotions and the intensity of evoked mental images on consumers' attitudes and purchase intentions. In addition, we examine if imagery instructions are helpful in the context of nostalgic advertising. We conducted two empirical studies to examine these processes. Our results show that nostalgic advertisements evoke more positive emotions and more intensive mental images than non-nostalgic advertisements which in turn affect consumers' attitudes toward the ad and toward the product and their purchase intentions.

INTRODUCTION

People are often not only influenced by immediate circumstances, but also by their pasts and their anticipated futures (Belk 1990). Consumers cannot return to the past, but they can try to preserve it through nostalgic consumption activities (Rindfleisch and Sprott 2000; Sierra and McQuitty 2007; Stern 1992). Nostalgia is a part of people's consumption experience and, therefore, a part of preference or choice (Goulding 2001). Furthermore, nostalgia is an important marketing topic (Gabriel 1993; Havlena and Holak 1991; Reisenwitz, Iyer, and Cutler 2004) that influences trends in designing, decorating, entertaining, collecting, retailing, media, arts, and advertising (Holbrook 1994). Nostalgic advertising is used in different product categories such as food, beverages (Muehling and Sprott 2004; Rindfleisch, Freeman, and Burroughs 2000), music, movies (Holak and Havlena 1992; Baker and Kennedy 1994; Sierra and McQuitty 2007), toy, clothing, candy, chocolate, furniture, vehicle, outdoor equipment, perfume (Belk 1990; Reisenwitz, Iyer, and Cutler 2004; Rindfleisch and Sprott 2000), financial planning (Rindfleisch and Sprott 2000), coffee, watches, cigarettes, medicine (Reisenwitz, Iyer, and Cutler 2004). Marketing practitioners increasingly use nostalgic cues such as themes, images, jingles, and old slogans in advertising and nostalgic products (Havlena and Holak 1991; Baker and Kennedy 1994) to offer consumption experiences which are characterized by a taste of youth (Stern 1992), to evoke memories of consumers' past personal experiences (Sujan, Bettman, and Baumgartner 1993), and to elicit emotions (Braun, Ellis, and Loftus 2002). Nostalgic cues are used with regard to different aspects of life such as buildings, organizational leaders, colleagues (Gabriel 1993), family members, special events (Holak and Havlena 1992; Muehling and Sprott 2004), entertainment (Havlena and Holak 1991), literature, artwork, technology, home (Sierra and McQuitty 2007), odors (Hirsch 1992), vacations, weddings (Baker and Kennedy 1994), restaurants (Reisenwitz, Iyer, and Cutler 2004), and religion (Holak and Havlena 1992).

The effectiveness of nostalgia in an advertising context with regard to effects such as increasing the level of brand awareness and brand attitude has not been broadly analyzed in the literature (Muehling and Sprott 2004; Reisenwitz, Iyer, and Cutler 2004). Moreover, many former studies on nostalgia are rather exploratory than driven by a theory that could explain and predict consumer behavior in nostalgic contexts (Braun, Ellis, and Loftus 2002; Rindfleisch and Sprott 2000; Sierra and McQuitty 2007).

There are only a few studies that deal with emotions in the context of nostalgic advertising. Early studies in this field of

research rather exploratively examine emotional components of nostalgia on the basis of descriptions of nostalgic experiences (Holak and Havlena 1992, 1998). A more recent study focused on effects of nostalgic advertisements through evoked emotions on advertisement and brand attitudes and on purchase intentions, and provided the finding that nostalgic advertising evokes positive emotions which have direct positive effects on the attitude toward the ad and rather indirect effects on the attitude toward the brand and on purchase intention (Pascal, Muehling, and Sprott 2002). However, the authors of this study only tested nostalgic advertisements and did not consider control advertisements which are helpful as a reference. Thus, it is necessary to examine effects of nostalgic advertising versus non-nostalgic advertising through emotions on attitudes toward the ad and the product and on purchase intentions in a new empirical study.

Studies on mental images that are evoked in the context of nostalgic advertising are scarce as well. For example, Holak and Havlena (1996) examined nostalgia imagery exploratively by asking consumers to create collages. In a more recent study, Muehling and Sprott (2004) found that nostalgic advertisements generate nostalgia-related thoughts in consumers which are not always positively valenced. This finding provides a first insight in mental processes that can be triggered by nostalgic advertising. However, measuring mental images seems to capture the mental processes evoked by nostalgic advertising more comprehensively than just recording thoughts.

Consequently, the purpose of this paper is to analyze effects of nostalgic versus non-nostalgic advertising through elicited emotions and mental images on consumers' attitudes toward the ad and toward the advertised product as well as on their purchase intention. The focus here is on shedding light on possible processes that are triggered by nostalgic advertising in consumers.

This paper contributes to the existing body of research by providing a new theoretical approach to predict effects of nostalgic advertising and by presenting the results of two empirical studies which aim at analyzing effects of nostalgic advertising through emotions and mental imagery on consumers' attitudes toward the ad and toward the product, and on their purchase intention. The findings of the studies presented here enable marketers to understand the processes triggered by nostalgic advertising in consumers in more detail and to consequently use nostalgic cues more target-oriented.

THEORETICAL AND EMPIRICAL BACKGROUND

The Concept of Nostalgia

Nostalgia is not a theory in itself. It is rather a concept that can provide an explanation of a given situation (Goulding 2001). Nostalgia is a feeling or a mood that causes a preference for things that tend to evoke nostalgic responses (Holak and Havlena 1998). In addition, nostalgia is distinct from autobiographical memory (Muehling and Sprott 2004). Nostalgia is often described as a longing for past times. Thus, 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 (Davis 1979; Holbrook 1993; Holbrook and Schindler 1991; Nawas and Platt 1965; Sierra

and McQuitty 2007; Stern 1992). Furthermore, nostalgia is described as a coping mechanism (Best and Nelson 1985; Davis 1979; Goulding 2001) which is characterized by a mythologization or symbolization of the past (Brown and Humphreys 2002; Rindfleisch, Freeman, and Burroughs 2000) as well as by an imaginary character (Belk 1990) and which helps people to come to terms with their present life circumstances (Gabriel 1993) or with concerns over the future (Nawas and Platt 1965). Belk (1990) and Holak and Havlena (1992) see nostalgia as an emotion consisting of both pleasant and unpleasant components. On the one hand, people reminiscing in memories of the past are happy, but on the other hand, people are sad because they would like to relive the past times and because they realize that this is impossible at the same time (Baker and Kennedy 1994).

Effects of Nostalgic Advertising through Emotions on the Attitude toward the Ad

Evoking nostalgic feelings through advertising generates predominantly positive emotions (Baumgartner, Sujan, and Bettman 1992; Holak and Havlena 1998; Pascal, Sprött, and Muehling 2002) because, due to a positivity bias of the memory, people tend to remember rather positive episodes from their lives and because advertisements often aim at retrieving pleasant rather than unpleasant memories (Sujan, Bettman, and Baumgartner 1993). This argument leads to our first hypothesis:

H1: *Ceteris paribus*, nostalgic advertising evokes more positive emotions than non-nostalgic, modern advertising.

Consistent with affect transfer models of persuasion (MacKenzie, Lutz, and Belch 1986; Zajonc 1980), experiencing nostalgic feelings due to nostalgic appeals in advertisements can influence consumers' judgment processes (Sujan, Bettman, and Baumgartner 1993) and lead to the formation of positive attitudes (Muehling and Sprött 2004). Consequently, emotional responses to nostalgic advertisements are believed to have positive effects on consumers' attitudes toward the ad (Batra and Ray 1986; Baumgartner, Sujan, and Bettman 1992; Machleit and Wilson 1988; Muehling and Sprött 2004; Reisenwitz, Iyer, and Cutler 2004). These considerations lead to:

H2: The more positive the emotions that are evoked by a nostalgic versus a non-nostalgic, modern ad, the more positive is consumers' attitude toward the ad.

Effects of Nostalgic Advertising through Mental Images on the Attitude toward the Advertised Product

Nostalgic advertising messages arouse attention and are entertaining (Reisenwitz, Iyer, and Cutler 2004). Furthermore, they can evoke nostalgic reflections in consumers (Muehling and Sprött 2004) and stimulate an imaginative recreation of a past which can be associated with the advertised product (Stern 1992). Consequently, imagery theory can serve as an explanation for effects of nostalgic advertising on consumers' attitude toward the advertised product. Imagery is a sensory representation of a memory that enables people to relive past experiences (Lutz and Lutz 1978) that they ascribe a special meaning (Baker and Kennedy 1994). A mental image is an imagination of a certain event (Sherman et al. 1985). Imagery processing can either consist in retrieving information from memory or in having fantasies (Hoyer and MacInnis 2004; MacInnis and Price 1987; Sherman et al. 1985) that are elicited by pictures, concrete verbal stimuli, or imagery instructions. Imagery instructions are statements that direct the recipients to form a mental picture of a certain concept (Lutz and Lutz 1978).

According to Burns, Biswas, and Babin (1993) mental images work as a mediator in the relation between predictor variables such as cues or instructions to imagine and the target variable attitude.

Transferred to the context of nostalgic advertising, consumers are believed to have mental images of former consumption situations and experiences (Baumgartner, Sujan, and Bettman 1992). Imagery processing can be evoked by nostalgic advertisements or advertisements with a nostalgia-related imagery instruction. Thus, the contact with a nostalgic advertisement for a certain product or a nostalgia-related imagery instruction evokes nostalgic mental images in consumers that are related to the advertised product. These mental images can contain autobiographical memories and are predominantly positive (Sujan, Bettman, and Baumgartner 1993). These considerations lead to:

H3: *Ceteris paribus*, nostalgic advertising evokes a more intensive mental image associated with the advertised product than non-nostalgic, modern advertising.

As comparatively concrete cues evoke more comprehensive and clearer mental images than comparatively abstract cues (Unnava, Agarwal, and Haugtvedt 1996), we assume that a nostalgic advertisement with a concrete imagery instruction elicits a more intensive nostalgic image than a nostalgic advertisement without such a concrete cue. Thus:

H4: A nostalgic advertisement with an imagery instruction evokes an even more intensive mental image than a nostalgic advertisement without such an instruction.

Having nostalgic thoughts evokes a higher identification with the communicated information (Braun, Ellis, and Loftus 2002). Consequently, the information processed in this way is comparatively persuasive (Baumgartner, Sujan, and Bettman 1992). Thus, a mental image evoked by nostalgic advertising is believed to have predominantly positive effects on consumers' attitude toward the product (Babin and Burns 1997; Bone and Ellen 1992; MacInnis and Price 1987; Sujan, Bettman, and Baumgartner 1993) because the advertisement recipients tend to not consider negative aspects of the advertised product when processing the evoked mental images (MacInnis and Price 1987).

H5: The higher the intensity of the evoked mental image the more positive is consumers' attitude toward the advertised product.

Effects of Nostalgic Advertising through the Attitude toward the Ad on Product Evaluation and Purchase Behavior

Consumers who are exposed to a nostalgic advertisement, are supposed to transfer evoked memories of former times to products (Hirsch 1992). Thus, having nostalgic feelings as well as having mental images of former times in mind may positively influence consumers' judgment processes (Sierra and McQuitty 2007; Sujan, Bettman, and Baumgartner 1993), which results in more favorable product evaluations (Braun, Ellis, and Loftus 2002; Pascal, Sprött, and Muehling 2002; Reisenwitz, Iyer, and Cutler 2004; Sujan, Bettman, and Baumgartner 1993). Furthermore, nostalgic feelings and thoughts drive the behavior of people (Hirsch 1992). When experiencing nostalgia in a consumption context, consumers are supposed to show higher purchase likelihood with regard to the advertised products (Reisenwitz, Iyer, and Cutler 2004) and to purchase especially nostalgia-related products (Goulding 2001; Sierra and McQuitty 2007).

FIGURE 1
RESEARCH MODEL

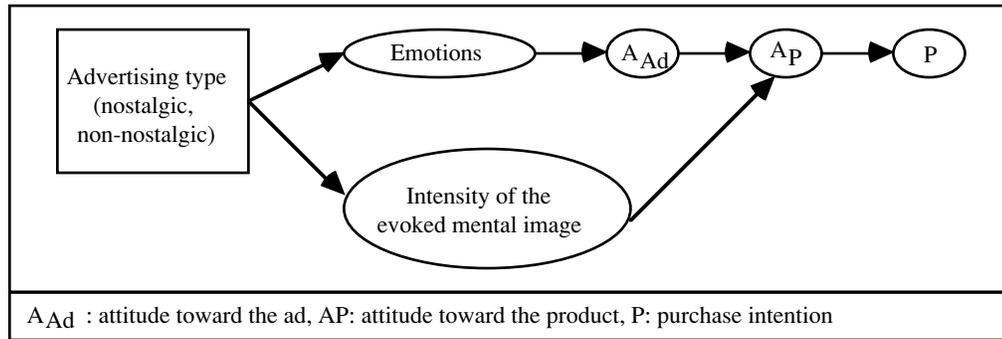


TABLE 1
OVERVIEW OF THE TWO EMPIRICAL STUDIES

Aspect	1	2
Analyzed Variables	attitude toward the ad attitude toward the product purchase intention emotions	attitude toward the ad attitude toward the product purchase intention intensity of the evoked mental images
Sample size	480 participants	465 participants
Respondents	students, employees, retirees	students
Mean age	45.12 years	24.26 years
Gender distribution	242 women, 238 men	231 women, 234 men
Tested products	detergent, pudding, band-aids, cookies	chocolate, soft drinks, fast food, facial cream

Research Model

The theoretical considerations presented above are summarized in the research model shown in figure 1. This research model is tested in an empirical study, which is presented in the next section.

EMPIRICAL STUDIES ON NOSTALGIA EFFECTS IN ADVERTISING

Overview of the Empirical Studies

In order to examine the processes triggered by nostalgic advertising in consumers as comprehensive as possible, we conducted two empirical studies to be able to clearly separate the assumed effects. The two studies differ in one variable: in the first study we measured the emotions, in the second study we measured the intensity of the mental images evoked by nostalgic advertisements. With regard to all other variables the studies are comparable so that the existence of the relations between these variables can be validated by comparing the results of the two empirical studies. Table 1 gives an overview of the two studies.

The study descriptions show that both studies are largely comparable. As nostalgic cues such as nostalgic pictures are believed to be comparatively effective in low involvement advertising situations (Reisenwitz, Iyer, and Cutler 2004), we chose every day low involvement products as examples. We used different product examples in each study to cover a wide range of product categories. We chose brands that had already existed during the childhood of the respondents because early childhood brand relationships are the emotional basis for later adult brand relationships (Braun, Ellis, and Loftus 2002).

Moreover, we intentionally used a sample consisting of people of different age groups in one study and a student sample in the other study to prove that the results hold across age groups.

Nostalgia Manipulation and Measures

In both studies nostalgia was manipulated in the respective advertisements by including nostalgic pictures from former advertisements. The nostalgic advertisements were tested against non-nostalgic modern advertisements from current advertising campaigns for the respective products. In addition to testing nostalgic

TABLE 2
MEASURES APPLIED IN THE TWO EMPIRICAL STUDIES

Model variable	Statement	Factor loadings		Alpha/ correlation
		Study 1	Study 2	
Attitude toward the ad (AAd)	The ad is appealing.	.89 (t=26.50)	.95 (t=43.06)	.86
	I like this ad.	.87 (t=30.05)	.92 (t=25.05)	
	This ad is interesting.	.88 (t=32.55)	.91 (t=29.14)	
Attitude toward the product (AP)	This product is attractive.	.85 (t=21.26)	.92 (t=42.52)	.71
	This product is interesting.	.86 (t=23.92)	.90 (t=46.06)	
	This product is appealing.	.76 (t=7.92)	.86 (t=21.23)	
Emotions (E)	I am fine	.90 (t=31.74)	-	.60
	I feel happy.	.90 (t=32.73)		
Purchase intention (I)	I would like to buy this product.	1.00	1.00	-

Scale: 1 = totally disagree, ..., 7 = totally agree

versus non-nostalgic advertisements in both studies, we had nostalgic advertisements with imagery instructions in the second study. As this study aimed at analyzing the intensity of evoked mental images we intended to additionally examine whether including imagery instructions in advertisements positively influences this intensity. The imagery instruction consisted in the question: "Do you remember the good old days?"

The measures used in the empirical studies are summarized in table 2. Emotions had been operationalized by measuring subjective feelings because those represent the conscious awareness of the emotional state a person is experiencing (Desmet 2004). As the study was conducted in Germany, the items had been translated into German. Each model variable that was used in both studies is ascribed two alpha values (one value for each study). Table 2 additionally contains the factor loadings of the respective items. The significantly positive factor loadings as well as the high alpha values and correlations show that the applied items are appropriate for measuring the respective model variables.

In addition to the variables listed in table 2 we needed to measure the intensity of the nostalgic mental images elicited by the contact with the advertisements in the second study. As the quantity and the vividness of evoked images are the most important dimensions of the intensity of mental images (Ellen and Bone 1991) we measured these two aspects as follows. The respondents were asked to document the mental images that had come to their mind as follows: "Please describe the images that came to your mind when regarding the ad." Instead of asking the respondents to indicate the vividness of these mental images, we coded the images reported by the respondents according to the detailedness with which the respondents described the images (1=low, 2=moderate, and 3=high vividness). The two dimensions of the intensity of the mental images were combined by weighting the number of mental images by the respective vividness.

Procedure

In both studies, each participant saw only one print advertisement for a brand of one of the chosen product categories (either a nostalgic or a non-nostalgic, modern advertisement) because we wanted to avoid that the respondents would be primed for the relevant measures (emotions, intensity of evoked mental images) when evaluating further advertisements. The procedure, which was

the same for both studies, was as follows. The participants saw one advertisement and were subsequently asked to fill in a questionnaire with measures for their emotions/for the intensity of the evoked mental images, and with statements concerning their attitudes toward the ad and toward the brand, and their purchase intention. Finally the respondents had to answer demographic questions which were used to prove that the different experimental groups were structurally equal with regard to age and gender.

Effects of Nostalgic versus Non-Nostalgic Advertisements

For all of the data analyses presented below, we pooled the data across products. In a first step we basically analyze possible effects of nostalgic versus non-nostalgic advertisements on emotions and the intensity of mental images. The results of a *t* test and an ANOVA show that the advertising type (nostalgic versus non-nostalgic, modern advertising) has significantly positive effects on emotions ($E_{Ad_nos}=3.10$, $E_{Ad_mod}=2.85$, $t=2.71$, $p<.01$) and on the intensity of the evoked mental images ($MI_{Ad_nosII}=1.10$, $MI_{Ad_nos}=1.09$, $MI_{Ad_mod}=.65$, $F=4.79$, $p<.01$). Thus nostalgic advertisements elicit significantly more positive emotions and significantly more intensive mental images than non-nostalgic, modern advertisements. However, the data show that the difference between a nostalgic advertisement with and a nostalgic advertisement without an imagery instruction is not significant. Thus, H4 is not supported. Based on these findings, a more detailed analysis of the effects of nostalgic versus non-nostalgic advertising through emotions and the intensity of the evoked mental images on the response variables attitude toward the ad, attitude toward the product and purchase intention is presented in the following section of the paper.

Methods of Data Analysis and Model Fit in Both Studies

In order to test our research model, we applied two structural equation models. The most common procedures to estimate structural equation models are LISREL and PLS. As our independent variable is nominal (nostalgic versus non-nostalgic advertisement) we had to choose the most appropriate procedure. A review of research in high reputation journals has shown that PLS models are preferred over LISREL models if categorical data are used as exogenous variables because PLS models do not require metric input data (e.g., Fichman and Kemerer 1997; Kahai, Avolio, and

TABLE 3
MODEL FIT, RELIABILITY, AND VALIDITY MEASURES IN BOTH STUDIES

Study	R ²		Composite reliability		Average variance extracted		Correlations between endogenous variables (squared correlations)					
							A _{Ad}		A _P		I	
	1	2	1	2	1	2	1	2	1	2		
AAd	.34	.01	.91	.95	.78	.86						
AP	.26	.18	.84	.92	.63	.79	.49 (.24)	.26 (.07)				
Purchase intention (I)	.17	.56	1.00	1.00	1.00	1.00	.24 (.06)	.18 (.03)	.41 (.17)	.75 (.56)		
Emotions (E)	.15	-	.89	-	.81	-	.57 (.32)	-	.39 (.15)	-	.18 (.03)	-
Intensity of the evoked mental images (MI)	-	.12	-	-	-	-	-	.05 (.00)	-	.11 (.01)	-	.05 (.00)

A_{Ad}: attitude toward the ad, A_P: attitude toward the product

TABLE 4
PATH COEFFICIENTS OF THE PLS MODEL IN STUDY 1

Effect of... on	E	A _{Ad}	A _P	I
Nostalgic versus non-nostalgic ad	.22 (t=1.79**)	n.s.	n.s.	n.s.
E	-	.56 (t=7.23****)	.15 (t=1.39*)	n.s.
A _{Ad}	-	-	.41 (t=3.96****)	n.s.
A _P	-	-	-	.42 (t=4.41****)

E: emotions, A_{Ad}: attitude toward the ad, A_P: attitude toward the product, I: purchase intention
****: p<.001, ***: p<.01, **: p<.05, *: p<.10, n.s.: not significant

Sosik 1998). Therefore, we used two PLS models to test the effects assumed in our hypotheses. Both PLS models differ with regard to one variable: the first model contains emotions whereas the second model contains the intensity of the evoked mental images. Emotions are included in the first PLS model as a metric variable measured by reflective indicators. The intensity of the evoked mental images is included as a metric variable with one formative indicator in the second PLS model. Besides this difference, both models contain the same variables. Consumers' purchase intention is the target variable. The attitude toward the product and the attitude toward the ad are integrated as mediator variables. Thus, both models have three endogenous variables in common that are measured by reflective indicators. In the first model the exogenous model variable (advertising type: nostalgic ad versus non-nostalgic, modern ad) is included through one formative indicator which is a common procedure for binary exogenous variables (e.g., Crilley and Sharp 2006; Kahai, Sosik, and Avolio 2004; Li et al. 2006). In the second model the advertising type (nostalgic ad, nostalgic ad with imagery instruction, and non-nostalgic, modern ad) is included through two formative binary indicators (reference:

non-nostalgic, modern ad). The model fit, reliability and validity measures for both models are shown in table 3.

The R² values of the partial models are acceptable. Furthermore, the composite reliability values are sufficiently high (Bagozzi and Yi 1991). Moreover, the average variance extracted values exceed the squared correlations between the model variables providing discriminant validity (Fornell and Larcker 1981).

Results of Study 1: Effects of Nostalgic Advertising through Emotions

The purpose of the first study is to analyze the effects of nostalgic versus non-nostalgic advertising through emotions that are triggered by nostalgic appeals on consumers' attitudes toward the ad and toward the product, and on their purchase intention. The estimated path coefficients of the first PLS model are summarized in table 4.

The results show that the advertising type (nostalgic versus non-nostalgic advertising) has a significantly positive effect on the extent to which consumers experience emotions. Thus, H1 is supported and the data indicate that nostalgic advertisements arouse

TABLE 5
PATH COEFFICIENTS OF THE PLS MODEL IN STUDY 2

Effect of... on	MI	A _{Ad}	A _P	I
Nostalgic versus non-nostalgic ad	.24 (t=2.37**)	n.s.	n.s.	n.s.
Nostalgic ad with imagery instruction versus non-nostalgic ad	.26 (t=2.59**)	n.s.	n.s.	n.s.
MI	-	n.s.	.34 (t=3.45****)	n.s.
A _{Ad}	-	-	.27 (t=2.68***)	n.s.
A _P	-	-	-	.75 (t=15.17****)

MI: intensity of the evoked mental images, A_{Ad}: attitude toward the ad, A_P: attitude toward the product
I: purchase intention; ****: p<.001, ***: p<.01, **: p<.05, *: p<.10, n.s.: not significant

more positive emotions in the ad recipients than non-nostalgic, modern advertisements. The results also mirror the fact that the advertising type does not have any direct effects on the attitude toward the ad, the attitude toward product, or on purchase intention.

Moreover, the data show that the emotions aroused by the respective advertisement have a significantly positive effect on consumers' attitude toward the ad supporting H2. Thus, the more positive the emotions that are triggered by an advertisement, the more positive is the recipients' evaluation of the ad. The additional effect of emotions on the attitude toward the product is only significant at the 10 percent level. Furthermore, emotions do not influence consumers' purchase intention. Thus, the results show that emotions evoked by an advertisement predominantly influence consumers' formation of an attitude toward the ad. In addition, the results indicate that the attitude toward the ad has a significantly positive effect on the attitude toward the product which in turn has a significantly positive influence on purchase intention. The findings of our first study are in line with previous findings of Pascal, Spratt, and Muehling (2002).

Results of Study 2: Effects of Nostalgic Advertising through the Intensity of Evoked Mental Images

The purposes of the second study were to gain additional insights in effects of nostalgic versus non-nostalgic advertising through the intensity of mental images that are activated in consumers on their attitudes toward the ad and toward the product as well as to validate the findings of the first study. The estimated path coefficients of the second PLS model are shown in table 5.

The results indicate that nostalgic advertising evokes a significantly more intensive mental image than non-nostalgic advertising. Thus, H3 is supported. Again, the advertising type does not have any direct effects on consumers' attitudes toward the ad and toward the product and on their purchase intention. Moreover, the results show that the intensity of the evoked mental images neither has effects on consumers' attitude toward the product nor on their purchase intention, but it does have a significantly positive effect on the attitude toward the product. Thus, H5 is supported. Analogous to the results of study 1, the path coefficients of the second PLS model show that consumers' attitude toward the ad has a significantly positive effect on their attitude toward the product, but no effect on consumers' purchase intention. Finally, the attitude toward

the product has a significantly positive effect on purchase intention.

CONCLUSION

The purpose of this paper has been to analyze effects of nostalgic versus non-nostalgic advertising through emotions and the intensity of evoked mental images on consumers' attitudes toward the ad and toward the product, and on their purchase intention. The results of two empirical studies show that, *ceteris paribus*, nostalgic advertisements evoke more positive emotions and more intensive mental images than non-nostalgic, modern advertisements. Furthermore, the results indicate that the evoked emotions are rather ad-related, whereas the elicited mental images are rather product-related.

Positive emotions evoked by nostalgic advertisements positively influence consumers' attitude toward the ad and have positive indirect effects through the attitude toward the ad on the attitude toward the product and on purchase intention. Consequently, marketers can profit from using nostalgic advertisements best when advertising emotional products that are advertised by emotional advertisements because nostalgic instead of modern advertisements evoke additional positive emotions and thus enhance the effect of other positive emotions in this context.

Nostalgic instead of non-nostalgic modern advertisements additionally evoke a more intensive mental image which has direct positive effects on consumers' attitude toward the product. Thus, nostalgic advertising is especially appropriate when advertising products that are likely to be subject to mental images. Moreover, as the effect of nostalgic advertising on the intensity of the evoked mental images can only be slightly enhanced by using an additional imagery instruction, marketers can omit such an instruction when it would cause an information overload in an advertisement.

Moreover, the fact that the positive effects of nostalgic versus non-nostalgic, modern advertising have been shown for a student sample as well as for a sample consisting of younger and older people shows that positive effects of nostalgic advertising do not necessarily depend on the age of the advertising recipients.

In further research, it might be interesting to analyze emotion and mental imagery paths in a comprehensive study because there might be interesting interaction effects. Moreover, further research might focus on controlling for personality variables such as nostal-

gia proneness, visual-verbal style of processing, and need for cognition.

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