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Marketing Nostalgia:
Engaging Consumers Through
Emotional Memories.
A Study of Super Bowl Advertising's
Impact on Consumer Behavior

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ABSTRACT

Marketing Nostalgia: Engaging Consumers Through Emotional Memories. A Study of Super Bowl Advertising's Impact on Consumer Behavior.

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This dissertation examines the role of nostalgia marketing in engaging consumers through emotional memories, focusing on Super Bowl advertisements. Nostalgia, a bridge between past and present, resonates deeply with consumers by evoking cherished memories. The study investigates how nostalgic advertising influences emotional engagement, brand loyalty, and purchase intentions.

Using a quantitative approach, data were collected via an online survey of American residents, assessing nostalgic tendencies, emotional responses, and perceptions of Super Bowl commercials. Statistical analyses revealed that nostalgic advertising significantly boosts emotional engagement, especially during culturally relevant events like the Super Bowl. While demographic factors had minimal direct impact, the perceived importance of Super Bowl commercials enhanced the nostalgic effect.

The findings emphasize nostalgia's strategic role in fostering brand loyalty and consumer connection. Marketers can utilize nostalgic elements such as music, visuals, and storytelling to create impactful campaigns. This research contributes to the academic understanding of nostalgia marketing and highlights its potential in diverse cultural and event contexts.

Keywords: Nostalgia marketing, Emotional engagement, Super Bowl advertisements, Consumer behavior

RESUMO

Marketing Nostálgico: Envolvendo Consumidores por Meio de Memórias Emocionais. Um Estudo sobre o Impacto da Publicidade no Super Bowl no Comportamento do Consumidor.

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Esta dissertação explora como o marketing de nostalgia utiliza memórias emocionais para engajar os consumidores, com foco nos anúncios do Super Bowl. Ao conectar passado e presente, a nostalgia aumenta o engajamento emocional, a lealdade à marca e as intenções de compra.

Dados de uma pesquisa online com residentes americanos revelam que a publicidade nostálgica, particularmente durante eventos culturalmente significativos, aumenta o engajamento emocional. Embora os fatores demográficos mostrem influência direta limitada, a importância percebida dos comerciais do Super Bowl amplifica o impacto da nostalgia.

Estes insights destacam o papel estratégico da nostalgia na criação de campanhas de marketing poderosas e oferecem uma base para futuras pesquisas em contextos diversos.

Palavras-chave: Marketing de nostalgia, Engajamento emocional, Anúncios do Super Bowl, Comportamento do consumidor.

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I- INTRODUCTION

Nostalgia has evolved from a concept of longing and homesickness into a powerful marketing tool that conjures emotional connections between consumers and brands. Initially defined as a medical condition by Swiss physician Johannes Hofer in 1688, nostalgia combined the Greek words nostos (homecoming) and algos (pain). Over time, its interpretation shifted from a pathological affliction to a bittersweet emotion that blends happiness and longing. Fred Davis (1979) played a crucial role in redefining nostalgia, moving it beyond medical and military contexts to a universal emotional experience. In marketing, nostalgia bridges the past and present, resonating with consumers by invoking “cherished memories”. Holbrook and Schindler (1991) emphasized nostalgia’s effectiveness in creating emotional bonds through cues like iconic designs, familiar music, and cultural achievements. In modern marketing practices, nostalgia has gained widespread application, from retro product packaging to advertisements that revive popular songs or characters. It is particularly relevant in high-profile events like the Super Bowl, where brands leverage nostalgia to forge deeper emotional connections with their audiences.

The Super Bowl is not only a sporting event but a cultural phenomenon in the United States, consistently attracting millions of viewers annually. Its commercials often capitalize on collective memories, using nostalgia to evoke emotions and strengthen brand recall. However, the effectiveness of nostalgia marketing is contingent on its authenticity and relevance to the target audience. Misaligned or inauthentic nostalgic cues may fail to elicit the desired emotional response, as noted by Holbrook and Schindler (1991). Despite its potential, nostalgia marketing presents challenges, such as bridging generational gaps and avoiding overly specific references that could alienate certain audience segments. This study investigates the role of nostalgia in Super Bowl advertising, focusing on how nostalgic elements influence consumer engagement, purchase intentions, and brand loyalty.

The primary objective of this dissertation is to analyze how nostalgia marketing engages consumers through emotional memories, with the Super Bowl advertising serving as a case study to explore its impact on consumer behavior. Specifically, this study seeks to address the following research questions: How does nostalgia in marketing impact consumers' emotional engagement? How does the perceived importance of Super Bowl commercials influence emotional responses to nostalgic advertising? How do demographic and attitudinal factors shape consumer reactions

to nostalgic Super Bowl ads? By addressing these questions, the study aims to emphasize the crucial role of nostalgia in building strong emotional connections that strengthen brand loyalty and drive consumer purchase intentions. The research focuses on understanding how emotional memories triggered by nostalgia-driven advertisements influence consumer behavior within the culturally significant context of the Super Bowl.

The academic and managerial relevance of this research lies in its potential to deepen our understanding of nostalgia as a marketing strategy. From an educational perspective, this study contributes to the literature on nostalgia marketing by providing empirical evidence of its impact in the context of Super Bowl advertisements. From a managerial standpoint, the findings can help marketers design more effective nostalgia-driven campaigns, particularly during high-profile events like the Super Bowl. Understanding the nuances of nostalgia marketing allows brands to craft emotionally resonant messages that appeal to diverse demographic groups, ultimately improving brand recall and consumer loyalty. This research is personally significant as it aligns with my interest in marketing and consumer psychology, providing valuable insights for future professional endeavors.

To achieve the research objectives, a quantitative approach using both primary and secondary data is executed. The primary data is collected through an online survey targeting U.S. residents, as the Super Bowl holds unique cultural significance in the United States and is an American sport. The survey consists of structured questions designed to measure participants' nostalgic tendencies, emotional engagement, and perceptions of Super Bowl advertisements. Secondary data includes past research and case studies on nostalgia marketing and Super Bowl commercials. The data analysis involves descriptive statistics to summarize demographic characteristics and inferential statistics, such as correlation and regression analyses, to explore relationships between key variables. A statistical tool, SPSS is utilized to ensure thorough and reliable results. This methodology provides a comprehensive framework for examining the impact of nostalgic advertising on consumer behavior.

The remainder of this dissertation is structured as follows. Chapter 2 presents a literature review, exploring the theoretical foundations of nostalgia marketing, and examining its evolution, types, and applications. This chapter also reviews existing research on the role of nostalgia in consumer behavior, particularly considering demographic factors such as gender and generational

differences. Chapter 3 details the methodology, including the research design, data collection methods, and analytical techniques executed in the study. It outlines the rationale for choosing a quantitative approach and describes the survey used to gather data. Next, Chapter 4 presents the data analysis results, highlighting the key trends and relationships that surfaced. It also discusses the implications of the results for both academic research and marketing practice. Lastly, Chapter 5 provides the main findings and conclusions of the study, discussing their implications. It also addresses the study's limitations and proposes directions for future research.

II- LITERATURE REVIEW

2.1. Introduction to Nostalgia Marketing

2.1.1 Types of Nostalgia in Marketing

Personal nostalgia pertains to a longing for one's own past experiences and significant moments, often tied to formative stages like childhood or adolescence (Stern, 1992). Holak and Havlena (1998) highlight that personal nostalgia creates emotional comfort by reconnecting individuals with meaningful events from their past. Brands play a key role in bringing forth these emotions, acting as powerful stimuli similar to photographs, music, or scents (Muehling et al., 2014). Ford and Merchant (2010) argue that individuals tend to idealize their past, recalling prior possessions and activities more positively than initially experienced.

The mechanisms underlying personal nostalgia involve both cognitive and emotional processes. Marchegiani and Phau (2010) explain that nostalgia operates as a high-level cognitive function, stimulating the retrieval and generation of memories through the consumer's thought process. This sets nostalgia apart from simpler processes like recall, as it requires a reconstruction of the past, blending lived experiences with emotional triggers. From a cognitive perspective, personal nostalgia is closely tied to autobiographical memory, which plays a crucial role in shaping self-identity (Conway and Pleydell-Pearce, 2000). Research by Muehling and Sprott (2004) shows that nostalgic advertisements increase brand recall and build consumer trust, making nostalgia a persuasive tool in marketing.

Historical nostalgia, in contrast, refers to a longing for a past era or collective memories that precede an individual's own experiences (Stern, 1992). Furthermore, the emotional impact of historical nostalgia is amplified when advertisers incorporate familiar cues such as vintage visuals, iconic music, or cultural references, which help generate positive emotional responses and deepen consumer engagement (Holbrook and Schindler, 1991). Unlike personal nostalgia, which centers on individual experiences, historical nostalgia appeals to shared societal narratives, building a sense of collective identity.

This form of nostalgia draws on specific mechanisms to achieve its impact. Baker and Kennedy (1994) classify nostalgia into real, simulated, and collective forms. Real nostalgia draws from firsthand experiences, while simulated nostalgia relies on indirect sources, such as stories or media. Collective nostalgia, as defined by Belk et al. (1989), refers to a shared longing for a past era that defines a generation or cultural group. These classifications allow marketers to tailor their campaigns effectively, targeting different audience segments.

2.1.2 The Role of Nostalgia in Consumer Behavior and Branding

Consumer behavior impacts decision-making with nostalgia creating strong emotional connections to the past. Sedikides et al. (2004) explains that nostalgia provides a sense of continuity, helping people link past experiences to their present identity. This connection allows brands to use nostalgic cues effectively to influence consumer preferences and buying behavior. For example, a product associated with childhood memories can generate a deep emotional bond, making the consumer feel more connected to the brand. Wildschut et al. (2006) further argues that this emotional link encourages consumers to favor brands that bring familiarity and comfort. Manes and Niro (2015) highlight that advances in neuroscience, economics, and marketing have deepened our understanding of the emotional and cognitive processes driving consumer decisions.

In decision-making, nostalgia serves as an emotional anchor, simplifying the process by offering reassurance and reducing stress. Products that bring back positive memories often feel more personal and satisfying, as highlighted by Marchegiani and Phau (2009). These emotional triggers not only make decision-making easier but also improve the consumer's overall satisfaction with their choice. Merchant, LaTour, Ford, and LaTour (2013) note that the creation

of emotional bonds through nostalgia has become a key strategy for boosting sales, reinforcing its importance in contemporary marketing practices. However, Holbrook and Schindler (1991) caution that for nostalgic appeals to be effective, they must feel authentic and resonate with the target audience's experiences. Inauthentic or poorly aligned nostalgic cues may fail to trigger the brand's desired emotional response, reducing their impact on the consumer. These insights highlight the strategic importance of nostalgia in influencing consumer choices and determining purchase intentions. Research by Pascal, Sprott, and Muehling (2002) and Schindler and Holbrook (2003) further support this, demonstrating that nostalgia can significantly alter consumer attitudes and intentions to purchase.

Establishing brand loyalty through emotional connections is a powerful strategy in marketing. Holbrook and Schindler (1991) argue that the sentimental value of a product often outweighs its functional benefits, as consumers often prioritize the emotional resonance of their purchase. Furthermore, emotional responses to advertisements play a powerful role in shaping consumers' attitudes. Hill and Mazis (1986) differentiate between two dimensions of advertising impact: the cognitive dimension, which involves consumers' rational evaluation of credible sources or product demonstrations, and the emotional dimension, which elicits feelings such as love, joy, and nostalgia, strengthening the emotional connection between brands and consumers. This latter dimension is particularly effective in building emotional bonds between brands and consumers.

Muehling (2013) highlights that nostalgia has increasingly garnered attention in marketing disciplines, being studied for its impact on brand loyalty and consumer emotional engagement. Sedikides et al. (2004) further emphasize that nostalgia is particularly comforting during challenging times, providing a sense of stability and emotional reassurance.

(H₀): There is no significant relationship between an individual's nostalgia level and their emotional engagement with nostalgic advertising.

(H₁): There is a significant positive relationship between an individual's nostalgia level and their emotional engagement with nostalgic advertising.

2.2 Nostalgia Marketing in the Super Bowl

2.2.1 The Super Bowl as a Sport Turned Marketing Phenomenon

The Super Bowl exceeds its role as a football game, evolving into a national tradition and cultural spectacle that merges sports, entertainment, and advertising. As one of the most-watched television events in the United States, the Super Bowl consistently attracts an audience exceeding 90 million viewers, offering brands a unique platform to showcase their creativity and connect with a broad consumer base (Mohr, 2007). In 2024, the halftime show alone drew nearly 130 million viewers, setting a new record (Sports Illustrated, 2024). Although it is merely a sport, what differentiates the Super Bowl is its ability to cultivate a communal atmosphere. Friends and families gather for watch parties, creating shared viewing experiences that heighten the emotional impact of the event. This collective engagement extends to the commercials, as viewers often bond over their reactions, discussing their favorite and least favorite ads the next day. This unified environment strengthens the effect of nostalgia marketing, as familiar themes create stronger emotional connections when experienced together (Otila, 2021).

The Super Bowl's combination of tradition and innovation makes it an ideal platform for nostalgic advertising. With decades of iconic moments to choose from, the event offers advertisers a rich historical backdrop to draw upon (Mohr, 2007). Nostalgia-driven campaigns trigger emotional responses, including feelings of love, joy, patriotism, and nostalgia, which strengthen the connection between consumers and brands (Hill and Mazis, 1986).

The “after effect” of Super Bowl ads further amplifies their impact. According to Eisner Communications (2007), approximately 35% of viewers discuss the commercials post-event, often at workplaces or social gatherings, reinforcing the ad's emotional resonance. Moreover, advancements in digital media and social media have extended the reach and lifespan of Super Bowl advertisements. Social media platforms allow brands to engage audiences before, during, and after the event through teasers, extended cuts, and behind-the-scenes content. According to Seton Hall Sports Poll (2024), 53% of viewers indicated they were likely to discuss or comment on Super Bowl commercials on social media platforms, further boosting the cultural significance and reach of these ads. This multi-dimensional approach sustains viewer interest beyond the

game, allowing nostalgia-driven ads to resonate more profoundly and build enduring connections with the brand (Mohr, 2007).

2.2.2 Key Elements of Nostalgia in Super Bowl Ads

Super Bowl advertisements often rely on nostalgia to engage audiences and enhance brand recall. By using visuals, music, celebrity endorsements, and storytelling, brands tap into emotional connections that make their campaigns memorable and impactful.

Visual and iconography stimuli are central to the success of nostalgic advertising, as they allow brands to trigger powerful emotional connections by drawing on culturally shared and self-relevant memories. Santini et al. (2023) highlight the role of these visual elements in cultivating a sense of familiarity and emotional engagement. Similarly, Yorgos Zotos (2015) highlights the effectiveness of visual strategies in Super Bowl commercials, where the event's cultural significance amplifies the impact of nostalgic cues. A prime example is Coca-Cola's revival of its iconic polar bears during its 2012 Super Bowl campaign, "The Catch". By appealing to older audiences who remembered previous campaigns and younger viewers drawn to the playful visuals, Coca-Cola bridged generational gaps and reinforced its brand identity (Brothers, 2018).

Music and soundtracks are powerful elements in nostalgic advertisements, as they can bring back memories and elicit strong emotional connections. Familiar songs from specific time periods are used in Super Bowl commercials to connect with audiences on a deeper level. Chou and Lien (2014) demonstrated that familiar music improves memory recall and strengthens positive associations with the advertised brand or product. For example, Cheetos' 2020 Super Bowl commercial featured MC Hammer's iconic song, "Can't Touch This." The song's humorous integration into the ad triggered nostalgia, particularly among viewers familiar with the 1990s music scene (Andreas Otila, 2021). Another example is Pepsi's 2009 "Refresh Anthem" Super Bowl commercial. This advertisement combined Bob Dylan's classic song "Forever Young" with a modern rap by The Black Eyed Peas, blending past and present creating generational unity and a shared emotional experience (Elliott, 2009). Holbrook and Schindler (1989) highlighted the role of music as a memory retrieval tool, embedding advertisements in the minds of viewers. In

contexts like the Super Bowl, where collective viewing amplifies emotions, the use of nostalgic music deepens the overall impact (Merchant et al., 2013).

Celebrity endorsements and cultural references play a crucial role in modern advertising by using public figures to represent a brand's qualities and benefits (Friedman & Friedman, 1979; Winterich et al., 2018). These endorsements act as reference points, in turn shaping consumers' decision-making process (Min et al., 2019). Characteristics such as trustworthiness, likability, and personality are vital in shaping consumer attitudes (Farrell et al., 2000; Hung, 2014). Shani and Sandler (1991) emphasize that when a celebrity's image aligns well with a brand's identity, it improves consumers' ability to remember the brand and become connected to the brand. Nostalgia-driven ads often build on this link, bringing personal memories to mind and generating positive emotional responses (Chou & Singhal, 2017; Muehling & Pascal, 2011). Using celebrities who were iconic during a particular decade can also bring out strong positive emotions. Therefore, nostalgic Super Bowl ads tend to rely heavily on cultural references and recognizable celebrities to boost their brand image, resonate with consumers, and generate brand loyalty. Overall, these strategies draw on viewers' past experiences, helping to create relatable and emotionally impactful ads (Tripathi and Chandra, 2020).

An example of successful celebrity endorsement incorporation is Pepsi's 1992 Super Bowl commercial featuring Cindy Crawford. Decades later, the same commercial was recreated and still was able to resonate with both older viewers who remembered the original and younger audiences familiar with Crawford's cultural significance (Fan et al., 2020). These tactics reinforce Pepsi's brand image as both timeless and relevant (Tripathi & Chandra, 2020). Aside from simple celebrity cameos, ads that recreate well-known movie scenes or reference historic Super Bowl moments create a sense of familiarity and emotional engagement for the viewers. Merchant et al. (2013) observed that such elements cultivate a sense of shared history among the audience. Budweiser's "Whassup" ad is a prime example, referencing a popular catchphrase from the 2000s. Andreas Otila (2021) found that this ad successfully evoked nostalgia, as participants associated the phrase with positive memories, in turn leading to positive feedback.

Storytelling and emotional connection in nostalgic Super Bowl ads are effective ways to connect emotionally with the audience. By highlighting universal themes like family, friendship,

or resilience, these stories connect with viewers on a personal level. According to Chen (2014), nostalgia amplifies these connections by linking them to shared cultural memories or personal experiences. For example, Budweiser has long been celebrated for its ability to create emotional connections through its use of animals in Super Bowl advertisements. According to Tomkovick, Yelkur, and Christians (2001), animals significantly boost the likeability of ads by bringing nostalgic feelings to mind and symbolizing their role as beloved, substitute family members in American society. The brand's iconic Clydesdale horses are a prime example of this strategy, seamlessly combining American tradition, patriotism, and emotional resonance to strengthen the bond between Budweiser and its audience. The Clydesdales not only represent Budweiser's values of quality and heritage but also bring forth a comforting sense of familiarity and warmth. This nostalgic appeal has made Budweiser's Super Bowl commercials some of the most memorable and impactful. For instance, the 2015 "Lost Dog" ad, where the Clydesdales protect a puppy, inspires strong feelings of loyalty and connection. These emotional responses improve brand recall and reinforce Budweiser's legacy by tying its history to heartfelt, relatable narratives for American viewers (Brothers, 2018).

(H₀): There is no significant relationship between the perceived importance of Super Bowl commercials and emotional engagement with nostalgic advertising.

(H₂): There is a significant positive relationship between the perceived importance of Super Bowl commercials and emotional engagement with nostalgic advertising.

2.3. Challenges and Risks of Nostalgia Marketing

2.3.1 Generational and Age-Based Differences

Nostalgia marketing faces the significant challenge of resonating with diverse age groups, each with varying levels of attachment to nostalgic cues. Holbrook and Schindler (1991) state that nostalgia often connects more strongly with older consumers, as their emotional connections to past experiences are deeper and more established over a longer period of time. Studies have shown that individuals are particularly nostalgic for products, music, and cultural symbols from their adolescence or early adulthood, as these elements serve as the basis for personal identity

(Holbrook & Schindler, 1996). However, exclusively targeting older audiences can alienate younger generations who may lack the same emotional connections to the nostalgic elements used. Research by Munsch (2021) emphasizes that younger generations, like Gen Z, value innovation and authenticity. While this generation may appreciate retro aesthetics, their engagement depends on combining retro aspects with modern, forward-thinking narratives. For example, Super Bowl advertisements often blend nostalgic visuals with pop-cultural references to appeal to a broader demographic, showcasing their ability to bridge generational gaps.

According to Daszkiewicz (2023), younger generations like Millennials and Gen Z are key drivers of today's nostalgic trends, often appreciating aesthetics from periods they did not directly experience. This aligns with the idea that nostalgia marketing should cater to both emotional connections to the past and a desire for modernity. As GWI Zeitgeist (2023) notes, 37% of Gen Z feel nostalgic for the 1990s, even though many were too young to remember or were not born yet, demonstrating how cultural media plays a crucial role in shaping nostalgic preferences. The effectiveness of nostalgia marketing is evident in its ability to trigger positive emotional responses and strengthen brand recall (Muehling & Sprott, 2004). However, its potential for failure arises when nostalgic elements fail to connect with the target audience's experiences or when they highlight generational gaps. As Daszkiewicz (2023) notes, brands must carefully balance these elements to ensure relevance and inclusivity, as overly specific or outdated references may deter younger audiences.

Bud Light's Pac-Man Super Bowl commercial offers a prime example of how nostalgia marketing can bridge generational differences. This ad, part of the "Up for Whatever" campaign, used a life-sized Pac-Man game to trigger nostalgic feelings while targeting the Millennial generation. According to Nick Kelly, Bud Light's spokesperson, the decision to use Pac-Man was strategic: "That game really brings that sentimental moment from when you used to play it. It transcends the demographics... You may never have even played it, but everyone knows what it is" (Hurst, 2015). The commercial not only surfaced nostalgic memories for older viewers who grew up playing the arcade game but also engaged younger audiences by creating a visually immersive and exciting experience, whether they were familiar with Pac-Man or not. The campaign's success lay in its ability to combine retro gaming elements with a modern, vibrant party

atmosphere, appealing to both older consumers familiar with Pac-Man and younger ones drawn to the novelty of a life-sized game (Hurst, 2015).

2.3.2 Gender Differences in Nostalgia Marketing

Gender also plays a crucial role in nostalgia marketing. Studies indicate that men and women experience and respond to nostalgia differently. Holbrook (1993) found that men often associate nostalgic feelings with consumer products like cars, while women tend to connect with personal memories, such as family events or photographs. Additionally, older women are more likely to experience negative emotions when exposed to nostalgic cues, as these reminders can provoke self-discontinuity between their current and younger selves (Kim & Yim, 2018). Nostalgic advertisements that emphasize physical appearance or youthful vitality may inadvertently trigger feelings of inadequacy among older female audiences, leading to negative brand perceptions. In contrast, older men are less affected by such self-comparisons and may respond more positively to nostalgia-driven campaigns (Kim & Yim, 2018). For example, successful campaigns, such as Dove's "Real Beauty" series, demonstrate that integrating nostalgic elements with messages of empowerment and authenticity can foster stronger emotional connections across gender lines (The Brand Hopper, 2024).

Insights from Nelson (2023) further illustrate gender dynamics in Super Bowl advertisements. Their study highlights that women often show greater interest in commercials than the game itself and are more likely than men to share advertisements on social media. Additionally, women tend to rank advertisements higher and engage more actively in "buzz conversations" around ads. These behaviors suggest that women engage with Super Bowl advertisements in ways that amplify their reach and impact, making them an essential demographic for nostalgia-driven campaigns.

(H₀): Demographic and attitudinal factors do not significantly influence emotional engagement with nostalgic Super Bowl advertising.

(H₃): Demographic and attitudinal factors significantly influence emotional engagement with nostalgic Super Bowl advertising.

III- METHODOLOGY

3.1 Research Approach

Chapter 3 discusses the methodology employed to investigate the research questions and presents the hypotheses. The section details the design, procedures, and analysis methods utilized to ensure replicability, reliability, and transparency. A clear and systematic methodology is crucial for ensuring that the findings derived from this study are reliable and valid, providing a solid foundation for the conclusions drawn. A quantitative method was selected for this research as it provides measurable and statistically significant insights, which are essential for understanding consumer behavior in response to nostalgic advertising during the Super Bowl. A survey was chosen due to its capacity to collect data from a large sample size, allowing the identification of patterns and trends across diverse demographics. This approach is especially valuable for marketing studies as it allows for the analysis of specific variables, such as how nostalgic elements influence emotional engagement and purchasing decisions. Through the utilization of a structured format, the survey facilitates the collection of standardized data, making it possible to compare responses and draw generalizable conclusions about the effectiveness of nostalgia in advertising campaigns. This method aligns well with the topic, as it makes it possible to explore consumer reactions at scale, providing strong evidence to understand the impact of nostalgia on consumer behavior in the context of widely viewed Super Bowl advertisements.

The study implemented both descriptive and explanatory designs. Descriptive research was used to classify and summarize the collected data, identifying trends and characteristics of the sample, such as age distribution and geographic representation. Explanatory research was utilized to explore the relationships between variables, such as age and the perception of nostalgia, allowing for a deeper understanding of the factors driving consumer attitudes toward nostalgic marketing.

The data collection process was executed using an online survey administered via the Qualtrics platform. This ensured consistency and accessibility for respondents while maintaining the integrity of the data. The survey was specifically designed to target U.S. residents, as the cultural context of Super Bowl advertisements is predominately American. Structured questions were crafted to enable a range of analyses, including descriptive statistics, chi-square tests, and ANOVA. Pre-testing of the survey was conducted to refine the questionnaire, ensuring clarity and

relevance, thereby minimizing potential bias or ambiguity. This constant approach enhanced the reliability and validity of the survey instrument, which is critical for the research findings.

3.2 Data Collection

The data for this study was collected explicitly through a structured survey designed to explore the role of nostalgia in advertising, particularly within the context of Super Bowl campaigns. Ethical considerations were central to the research process, ensuring that participation was entirely voluntary and anonymous. Participants were informed that their responses would remain confidential and that they had the right to withdraw at any time without any penalty. These measures were taken to ensure compliance with ethical research standards and to foster trust among respondents. Convenience sampling was implemented, targeting American adults familiar with Super Bowl advertisements. This method was selected for its efficiency and practicality, allowing the researcher to reach a diverse pool of respondents.

Sample recruitment strategies involved a combination of email invitations, personalized messages, and posts on social media platforms to ensure diverse demographic representation and maximize reach. Personal and professional networks were utilized to expand visibility and connect with a broad audience of American participants. The survey was open for three weeks to allow sufficient time to meet the target of 150 participants, a sample size considered statistically reliable for analysis and critical for generating a strong dataset. This extended timeframe provided the necessary flexibility to address recruitment challenges and secure a diverse range of respondents. Successfully gathering this data required significant preparation, particularly for understanding the cultural nuances of nostalgia within the American context. To achieve this, extensive research into iconic Super Bowl advertisements and their emotional resonance with U.S. audiences was conducted. Additionally, ensuring geographic diversity among participants introduced further complexity, requiring targeted outreach and consistent follow-ups across multiple states. Despite these challenges, the recruitment efforts were effective in delivering a dataset aligned with the study's research objectives, offering a strong foundation for future analysis.

3.3 Stimuli Development

The survey stimuli were carefully crafted to address the research objectives and were divided into three main sections, a tripartite structure with 22 questions in total that proved effective for systematically exploring the study's goals. The first section focused on gathering demographic information, including age, gender, geographic location, and occupation. Understanding demographic variables was essential for providing a detailed context for the analysis. This data helped segment the sample into meaningful categories, enabling the study to identify patterns and trends that might influence perceptions of nostalgic advertising. For instance, age groups provided insight into generational differences in nostalgia.

The second section explored marketing nostalgia, delving into participants' nostalgic tendencies, emotional connections, and preferences for various advertising techniques that employ nostalgia. This section was designed to introduce the topic thoughtfully and engagingly, gradually building participants' understanding of the concept. Questions were intentionally designed to start with low-stress topics, such as participants' tastes and emotional connections to nostalgia, to create a comfortable and reflective environment. By beginning with simpler questions, the study ensured that participants could ease into the subject matter, allowing them to fully consider their perceptions of nostalgia without bias. This approach also avoided mentioning the Super Bowl directly, ensuring that participants' opinions about nostalgia marketing were not immediately influenced by the specific context of Super Bowl advertisements. Addressing the topic broadly before introducing its specific application in the Super Bowl allowed for a smoother transition and provided a clearer structure for guiding participants through the survey.

The final section examined nostalgia marketing within the context of Super Bowl advertisements, a culturally significant event. This part of the survey investigated participants' familiarity with Super Bowl ads, their evaluations of nostalgia-based themes, and their perceptions of the effectiveness of these campaigns compared to other advertising methods. Together, these three sections provided a structured and comprehensive approach to analyzing nostalgia as a marketing strategy, particularly in its application to one of the biggest nights for advertising of the year. This design ensured that the instrument captured nuanced insights into the dynamics of nostalgic advertising, contributing significantly to the research objectives.

3.4 Measurement and Indicators

The survey used a mix of nominal, ordinal, and scale data types to gather a wide range of insights from participants. Constructs were designed based on the literature review and translated into measurable items for the survey. For example, nostalgic tendencies were assessed using a five-point Likert scale, which allowed participants to express their level of agreement with statements, ranging from strongly disagree to strongly agree. This method captured the intensity of their feelings, offering meaningful quantitative data. Preferences for nostalgic advertising platforms and techniques were evaluated using ranking tasks to identify which strategies participants valued most.

Key metrics included the frequency with which participants noticed nostalgia in advertising and their evaluation of the effectiveness of nostalgic campaigns compared to other advertising approaches. The survey revealed that different types of nostalgia-based themes, such as music, celebrities, and past events, connect differently with participants during Super Bowl ads, providing valuable insights into consumer behavior. These indicators were grounded in validated academic frameworks to ensure the findings aligned with broader discussions on nostalgic marketing.

The questionnaire's reliability was tested through pilot responses from a small group of American participants. Feedback from this process helped identify and resolve ambiguities, refine question phrasing, and ensure a logical flow. Internal consistency was validated using tools like Cronbach's alpha, confirming that items within each construct worked cohesively. These pre-testing efforts minimized bias, improved clarity, and ensured that the survey was easy to navigate. Overall, these steps ensured that the collected data was both reliable and directly applicable to answering the study's hypotheses.

3.5 Data Analysis

The collected data were analyzed using SPSS, a statistical software package widely used in academic research. Several analytical techniques were employed to test the hypotheses and generate meaningful insights. Descriptive statistics were used to summarize demographic characteristics and provide an overview of the data trends. Pearson correlation analyses were

conducted to explore the relationship between key variables, such as nostalgia levels and emotional engagement, as well as the perceived importance of Super Bowl commercials and emotional engagement.

To deepen the analysis, simple linear regression was used to predict emotional engagement based on nostalgia levels and the perceived importance of Super Bowl commercials, providing valuable insights into how much variance in emotional engagement could be attributed to these factors. Additionally, a one-way ANCOVA evaluated the effects of demographic variables like gender and generational group on emotional engagement, while accounting for the perceived importance of Super Bowl commercials. This approach clarified whether demographic differences meaningfully shaped responses to nostalgic advertising, enriching the understanding of these relationships.

These statistical methods ensured that the study's findings were both robust and nuanced, addressing the research questions comprehensively. Building on these analyses, the next chapter transitions to the presentation of results and an in-depth discussion of their implications, connecting the findings to the broader context of the research objectives.

IV- RESULTS AND DISCUSSION

4.1. Cleaning the Data

The survey dataset initially included 150 responses collected through the Qualtrics platform, of which 114 valid and complete responses were kept for analysis after a thorough cleaning process. Thirty-six responses were excluded due to participants not completing the survey, which ensured the dataset remained reliable and free of biases caused by missing data. To further guarantee completeness, all questions were mandatory, resulting in no missing values across the 22 survey items. Additionally, the survey included two open-ended questions designed to engage participants and verify their focus. One of these questions, *“Do you remember any specific Super Bowl advertisements that made you feel nostalgic? Please describe them,”* was included in the Super Bowl section at the very end and required written responses, allowing for deeper insights and support of the data's authenticity. The second question asked participants to specify the state in which they reside, which was part of the demographic section and served to confirm the

geographic distribution of the participants. Rather than directly asking if respondents were American, the requirement to name their state provided a more precise way to verify eligibility while minimizing the risk of inaccurate answers. This approach, combined with distributing the survey exclusively to Americans through controlled channels, ensured the integrity of the target group. Additionally, the survey was designed to be concise, engaging, and straightforward, minimizing participant fatigue and ensuring a high completion rate with reliable data.

Qualitative responses to the question, “*Do you remember any specific Super Bowl advertisements that made you feel nostalgic? Please describe them,*” were analyzed using SPSS. During the cleaning process, each response was reviewed, and only the brand names mentioned were retained. These brand names were then classified into categories such as “celebrity endorsements,” “past events,” “music,” or “other,” aligning with the responses to another related question: “*What types of nostalgia-based themes resonate most with you during Super Bowl ads?*” This systematic categorization ensured a clear connection between open-ended responses and thematic trends, enabling the integration of qualitative data into the study’s quantitative framework. SPSS facilitated this process, ensuring consistency in coding and enhancing the richness of the analysis by identifying patterns and linking them to broader insights about nostalgic advertising themes.

4.2 Descriptive Statistics

4.2.1 Sample Characterization

As previously mentioned, the survey included 114 valid responses distributed across different demographic groups. Among participants, 51.8% identified as men and 48.2% as women, showing a balanced gender representation. This balance ensured fair analysis of gender-related differences in the perception of nostalgia, avoiding biased results caused by an unequal representation of one gender. Most respondents were younger adults, with 36.8% aged 18-24 and 29.8% aged 25-34. Another 17.5% were aged 35–54, while 6.1% were over 65. This distribution reflects the study’s focus on younger generations, who often engage with nostalgic advertising.

Table 1 : Demographic Characteristics of Respondents

Demographic Variable	Category	N	Percent (%)
Gender	Man	59	51.8
	Woman	55	48.2
Age	Under 18 years old	1	0.9
	18–24 years old	42	36.8
	25–34 years old	34	29.8
	35–54 years old	20	17.5
	55–64 years old	10	8.8
	Over 65 years old	7	6.1

Geographically, participants represented various U.S. states, with Minnesota (21.9%) and California (10.5%) being the most represented. Other states included North Carolina (7.9%) and Wisconsin (8.8%). This diversity in location strengthens the findings by ensuring a broad range of perspectives, particularly valuable when studying emotional and cultural constructs like nostalgia, which can vary across regions.

Table 2 : Geographic Distribution of Respondents

State	N	Percentage
Alabama	1	0.9
Arizona	1	0.9
California	12	10.5
Colorado	4	3.5
Florida	5	4.4
Georgia	2	1.8
Illinois	4	3.5
Indiana	1	0.9
Iowa	3	2.6
Massachusetts	6	5.3
Michigan	2	1.8
Minnesota	25	21.9
Missouri	1	0.9
Montana	3	2.6
Nebraska	4	3.5
New Jersey	3	2.6
New York	5	4.4
North Carolina	9	7.9
Oregon	1	0.9
Pennsylvania	4	3.5
Texas	3	2.6
Utah	2	1.8
Virginia	3	2.6
Wisconsin	10	8.8

4.2.2 Participants' Perceptions of Nostalgic Advertising

Participants evaluated their nostalgic tendencies by responding to the question, "Do you consider yourself a nostalgic person?" on a scale of 0 to 10. The mean score was 7.36, with a standard

deviation of 2.369, indicating that respondents generally perceive themselves as moderately nostalgic. This self-assessment aligns with the broader effectiveness of nostalgic advertising, as individuals with higher levels of nostalgia are more likely to resonate with such campaigns.

Participants also assessed their agreement with statements about nostalgic advertising, with the analysis resulting in a Cronbach's Alpha of 0.894, indicating excellent internal consistency across the five items. Among the statements, respondents agreed most strongly that "nostalgic advertising is more memorable than other types of advertising" (mean = 4.06), followed by "nostalgic advertising makes me feel more connected to a brand" (mean = 3.92) and "nostalgic advertising influences my perception of a company's brand image" (mean = 3.88). Conversely, statements such as "nostalgic advertising motivates me to purchase the product" (mean = 3.46) and "nostalgic advertising increases my loyalty to a brand" (mean = 3.58) received lower levels of agreement. The corrected item-total correlations ranged from 0.658 to 0.790, confirming that all items positively contributed to the scale and reliably measured perceptions of nostalgic advertising. These findings suggest that while nostalgia effectively strengthens emotional and cognitive associations with brands, its direct impact on purchasing behavior and loyalty is less pronounced.

4.2.3 The Engagement with Super Bowl Commercials

The analysis began by examining whether respondents typically watch the Super Bowl, providing insights into engagement with this significant cultural event. The mean score of 1.32 indicates that most participants lean towards regularly watching the Super Bowl, with some occasionally watching and very few not watching at all. In fact, 81.6% of participants reported watching the event regularly, and only 5.3% stated they do not watch it. To gain further insights, the importance of commercials during the Super Bowl was analyzed, as they represent one of the event's most prominent features. Participants ranked the significance of commercials on a scale from 1 to 10, resulting in a mean score of 7.44, with responses ranging from 0 to 10 and a standard deviation of 2.668. This suggests that while commercials are generally considered important, there is some variability in how respondents value them. Notably, regular Super Bowl viewers tend to rate commercials more highly compared to occasional viewers, highlighting the cultural significance of advertisements during this event. In fact, when participants were asked about the importance of discussing Super Bowl advertisements with friends or family, a high

score of 64.9% indicated they were "very likely" to do so, with a mean score of 2.58 on a scale from 1 to 3 (SD = 0.623).

A follow-up question explored nostalgia-based themes within the explicit context of Super Bowl advertising, where additional themes more commonly associated with this event were presented. In this context, music emerged as the most resonant theme (mean rank = 1.51), followed by celebrity endorsements (mean rank = 2.55), past events (mean rank = 2.25), and "Other" themes, which ranked lowest in preference (mean rank = 3.68).

4.2.4. Nostalgia's Role Across Age Groups and Generations.

The survey also explored whether respondents perceived potential risks in nostalgia marketing for brands. A majority, 52.6%, affirmed this possibility, while 32.5% stated it "somewhat" could fail, and only 5.3% believed it could not fail. This suggests that while nostalgia is often considered a promising strategy, its success may depend on various factors and is not guaranteed. Interestingly, despite these perceived risks, nostalgia marketing continues to generate overwhelmingly positive reactions. When participants were asked how they feel about brands that use nostalgia in their Super Bowl advertisements, 80.7% expressed positive sentiments, while 19.3% were neutral. These findings highlight the emotional appeal of nostalgia marketing in high-profile events like the Super Bowl, demonstrating its ability to connect with diverse audiences. Furthermore, when asked if nostalgia in Super Bowl ads is an effective strategy, 70.2% of respondents agreed, while 28.1% stated it "somewhat" could be effective, and only 1.8% disagreed.

Building on these insights, descriptive analysis further revealed that respondents who affirmed nostalgia marketing's effectiveness rated its impact significantly higher (mean = 7.90) than those who were uncertain (mean = 5.76). Finally, the survey also examined whether nostalgia marketing is more effective for specific age groups in the context of Super Bowl advertising. The mean for "do you believe nostalgia marketing in Super Bowl ads is more effective for certain age groups" was 1.46, reflecting a strong tendency toward agreement. The majority of respondents (78.9%) concurred that nostalgia resonates more strongly with specific demographics. These findings underline the importance of strategically using nostalgia in culturally significant events to maximize its impact.

4.3 Inference Statistics

4.3.1 Multicollinearity Analysis

Before proceeding with the hypothesis tests, a multicollinearity check was conducted to ensure no significant interdependence between the predictors. The correlation matrix revealed that none of the correlation coefficients exceeded the threshold of 0.8, confirming that multicollinearity is not a concern in this dataset. For instance, the correlation between “How important are commercials during the Super Bowl to your viewing experience?” and “In your opinion, how effective do you find nostalgic advertising compared to other types of advertising?” was 0.476, while its correlation with “How do you feel about brands that use nostalgia in their Super Bowl advertisements?” was 0.420. Both values are well below the multicollinearity threshold, ensuring the reliability of subsequent analyses.

Table 3 : Correlation Analysis of Demographic, Behavioral, and Attitudinal Variables Related to Nostalgic Super Bowl Advertising

		What best describes your gender?	How old are you?	Do you typically watch the Super Bowl?	In your opinion, how effective do you find nostalgic advertising compared to other types of advertising?	How important are commercials during the Super Bowl to your viewing experience?	How do you feel about brands that use nostalgia in their Super Bowl advertisements?	How likely are you to discuss Super Bowl advertisements with friends or family?	Do you believe nostalgia marketing in Super Bowl ads is more effective for certain age groups?
What best describes your gender?	Pearson Correlation	--							
	N	114							
How old are you?	Pearson Correlation	-,119	--						
	Sig. (2-tailed)	,207							
Do you typically watch the Super Bowl?	Pearson Correlation	,041	,059	--					
	Sig. (2-tailed)	,662	,533						
In your opinion, how effective do you find nostalgic advertising compared to other types of advertising?	Pearson Correlation	,317**	,011	-,253**	--				
	Sig. (2-tailed)	<,001	,910	,007					
How important are commercials during the Super Bowl to your viewing experience?	Pearson Correlation	,303**	-,053	-,295**	,476**	--			
	Sig. (2-tailed)	,001	,574	,001	<,001				
How do you feel about brands that use nostalgia in their Super Bowl advertisements?	Pearson Correlation	-,250**	,032	,259**	-,420**	-,482**	--		
	Sig. (2-tailed)	,007	,738	,005	<,001	<,001			
How likely are you to discuss Super Bowl advertisements with friends or family?	Pearson Correlation	,231*	-,115	-,242**	,372**	,640**	-,421**	--	
	Sig. (2-tailed)	,013	,222	,009	<,001	<,001	<,001		
Do you believe nostalgia marketing in Super Bowl ads is more effective for certain age groups?	Pearson Correlation	-,143	,141	,031	-,237*	-,243**	,066	-,163	--
	Sig. (2-tailed)	,129	,133	,744	,011	,009	,483	,084	
	N	114	114	114	114	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.3.2 Hypothesis Test

Hypothesis 1: Relationship Between Nostalgia Level and Emotional Engagement

(H₀): There is no significant relationship between an individual's nostalgia level and their emotional engagement with nostalgic advertising.

(H₁): There is a significant positive relationship between an individual's nostalgia level and their emotional engagement with nostalgic advertising.

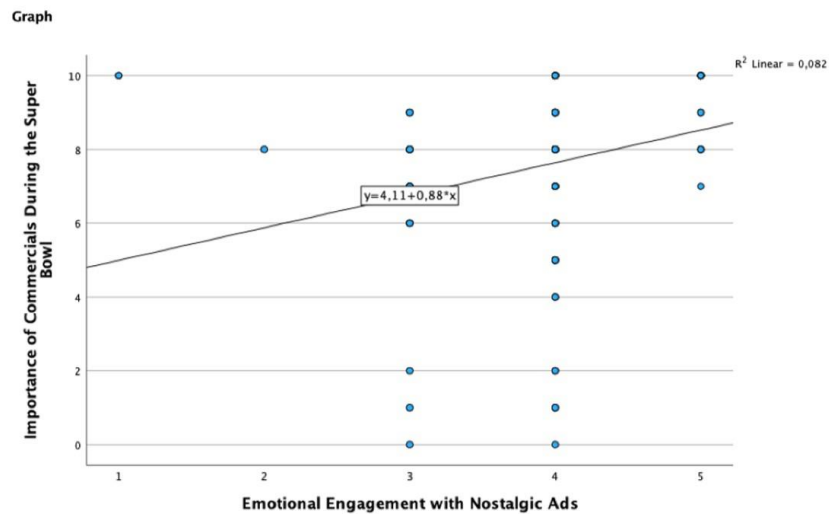
A Pearson correlation analysis revealed a moderate positive relationship ($r = 0.406$, $p < 0.001$) between these two variables, suggesting that individuals who identify as more nostalgic are likely to feel stronger emotional connections to brands through nostalgic advertising. The sample size ($N = 114$) further supports the reliability of these results.

To explore the predictive relationship, a simple linear regression was conducted. The model showed that nostalgia level explained 16.5% of the variance in emotional engagement ($R^2 = 0.165$), a modest but significant contribution for behavioral research. The ANOVA results confirmed the statistical significance of the model ($F(1, 112) = 22.063$, $p < 0.001$). For every 1-point increase in nostalgia level, emotional engagement increased by 0.141 points ($B = 0.141$, $p < 0.001$). The standardized coefficient (Beta) of 0.406 further underscored the moderate positive effect. The constant ($B = 2.886$) represented the baseline level of emotional engagement when the nostalgia level was zero.

A scatterplot illustrated this positive trend, showing that participants with higher nostalgia levels consistently reported stronger emotional engagement. The clustering of high nostalgia scores (8–10) aligned with participants who “Agree” or “Strongly Agree” that nostalgic advertising fosters brand connection. These findings strongly support Hypothesis 1 and emphasize the importance of leveraging nostalgia in marketing to build emotional bonds with consumers.

8.472, $p = 0.004$). The unstandardized regression coefficient (B) of 0.093 ($p = 0.004$) indicated that a 1-unit increase in the importance of commercials leads to a 0.093-point increase in emotional engagement.

Table 5 : Scatterplot Showing the Relationship Between the Importance of Super Bowl Commercials and Emotional Engagement with Nostalgic Ads



These findings support Hypothesis 2 by highlighting the statistically significant, albeit weak to moderate, positive relationship between the perceived importance of Super Bowl commercials and emotional engagement with nostalgic advertising. The scatterplot offers a clear visual representation of the relationship, showing that higher perceived importance of Super Bowl commercials aligns with greater emotional engagement. This highlights the role of consumer attitudes in shaping emotional responses to nostalgic advertising. Future research could delve into potential mediators or moderators, such as personal nostalgia or specific commercial characteristics, to further investigate these dynamics.

Hypothesis 3: Demographic and Attitudinal Influence on Emotional Engagement with Super Bowl Advertising

(H₀): Demographic and attitudinal factors do not significantly influence emotional engagement with nostalgic Super Bowl advertising.

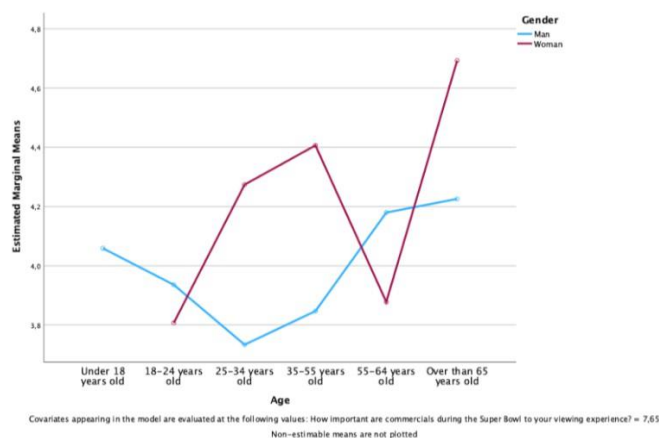
(H₃): Demographic and attitudinal factors significantly influence emotional engagement with nostalgic Super Bowl advertising.

Descriptive statistics revealed slight variations in emotional engagement across generational groups and genders. Women generally demonstrated higher emotional engagement with nostalgic Super Bowl commercials than men, particularly in the 25–34 and 35–55 age groups, where women reported mean scores of 4.45 and 4.43, respectively. Men exhibited more consistent but lower levels of emotional engagement, with the lowest mean of 3.75 in the 25–34 age group.

A one-way ANCOVA was conducted to test the hypothesis, with the perceived importance of commercials as a covariate and examining the main effects of gender and generational group, as well as their interaction. The results revealed that the perceived importance of commercials had a significant main effect on emotional engagement ($F(1, 85) = 6.030, p = 0.016, \eta^2 = 0.066$), indicating that individuals who place higher importance on Super Bowl commercials tend to feel more emotionally connected to brands through nostalgic advertising. However, gender ($F(1, 85) = 0.898, p = 0.346, \eta^2 = 0.010$) and generational group ($F(5, 85) = 0.501, p = 0.774, \eta^2 = 0.029$) did not show significant main effects, nor did the interaction between gender and generational group ($F(4, 85) = 1.080, p = 0.371, \eta^2 = 0.048$).

The profile plot visually illustrated higher emotional engagement scores among women across most generational groups compared to men. However, the lack of statistical significance in the interaction effects suggests that these differences are not practically meaningful.

Table 6: Estimated Marginal Means of Emotional Engagement with Nostalgic Super Bowl Advertising by Age and Gender



These findings indicate that while the perceived importance of Super Bowl commercials significantly influences emotional engagement with nostalgic advertising, demographic factors such as gender and generational group have minimal impact. This underlines the universal appeal of nostalgic Super Bowl advertising and its potential to resonate with diverse audiences. Future research could explore additional moderating variables, such as cultural background or prior exposure to Super Bowl traditions, to provide further insights into these relationships.

4.4 Discussion

This section explores the interpretation of the research findings, their alignment with the study's objectives, and their connection to the broader literature on nostalgia marketing. Additionally, it reflects on the methodology and data collection techniques and considers the implications of the results for both professional and academic contexts.

The primary objective of this study was to investigate how nostalgic advertising impacts emotional engagement. Hypothesis 1 demonstrated a statistically significant moderate positive relationship between self-reported nostalgia levels and emotional engagement with nostalgic advertisements. These findings align with Holbrook and Schindler's (1991) assertion that nostalgic cues create emotional connections, supporting the hypothesis that nostalgic advertising strengthens emotional engagement among individuals with high nostalgia levels. Hypothesis 2, which specifically analyzed the impact of Super Bowl commercials, revealed a weak to moderate positive relationship between the perceived importance of these commercials and emotional engagement. This outcome aligns with prior literature suggesting that high-profile events like the Super Bowl amplify the emotional impact of advertisements (Otila, 2021). Finally, Hypothesis 3 showed that while the perceived importance of Super Bowl commercials significantly influenced emotional engagement, demographic factors such as gender and generational group had minimal impact. These results suggest that nostalgic advertising appeals broadly across demographic segments, reinforcing findings by Merchant et al. (2013) that nostalgia-driven marketing strategies transcend age and gender barriers.

The study's results reinforce established theories on nostalgia marketing. The correlation between nostalgia and emotional engagement (H1) aligns with Sedikides et al. (2004), who emphasized the role of nostalgia in providing emotional continuity. Similarly, the significance of Super Bowl

commercials in shaping emotional engagement (H2) echoes Holbrook and Schindler's (1996) findings that culturally significant events amplify the emotional impact of advertisements. Hypothesis 3's findings, which highlighted the universal appeal of nostalgic advertising, align with Daszkiewicz's (2023) insights that nostalgia marketing resonates across generational divides when implemented effectively.

The methodology employed, including the use of online surveys and inferential statistical techniques, proved effective in addressing the research questions. The sample size of 114 participants, with balanced gender representation and a diverse age range, strengthened the reliability of the findings. However, reliance on self-reported data introduces potential biases, such as social desirability or memory recall errors. Future studies might consider incorporating experimental designs or biometric measures to validate emotional engagement.

From a professional perspective, these findings highlight the strategic value of nostalgia in marketing campaigns, particularly in high-profile events like the Super Bowl. Brands can leverage nostalgic elements to build emotional connections and boost consumer loyalty. Academically, this study contributes to the growing body of literature on nostalgia marketing by providing empirical evidence of its effectiveness in modern advertising contexts. Further research could explore the role of cultural background and media consumption habits in shaping responses to nostalgic advertising.

While this study provides valuable insights, it is not without limitations. The use of a predominantly U.S.-based sample limits the generalizability of the findings to other cultural contexts. Additionally, the study focused solely on nostalgic advertising within Super Bowl commercials, which may not reflect broader advertising strategies. Future research could examine nostalgia marketing across different cultural settings or events such as the Super Bowl explore its long-term impact on consumer behavior. Furthermore, while the Super Bowl was mentioned in the literature review, its role as a platform for marketing nostalgia through specific themes requires deeper exploration. Investigating nostalgic elements, such as music or visuals within Super Bowl advertisements, could provide richer insights into the mechanisms driving emotional engagement.

VI- CONCLUSIONS AND LIMITATIONS

This study aimed to analyze how nostalgia marketing engages consumers through emotional memories, using Super Bowl advertisements as a case study to explore its impact on consumer behavior. The findings revealed that nostalgic elements in advertising significantly enhance emotional engagement, particularly when aligned with the target audience's cultural and personal experiences. Addressing the first research question, the results demonstrated that nostalgia in marketing positively impacts consumers' emotional engagement. A strong correlation between self-reported nostalgia levels and emotional responses to nostalgic advertisements was observed. This finding supports existing literature, such as Holbrook and Schindler (1991), which highlights the power of nostalgia in evoking emotional connections that enhance brand affinity. Regarding the second research question, the perceived importance of Super Bowl commercials was shown to influence emotional responses to nostalgic advertising. Individuals who placed higher value on Super Bowl advertisements exhibited stronger emotional engagement with nostalgic elements. This reinforces the role of high-profile events as amplifiers of advertising impact, as previously noted by Otila (2021). For the third research question, the study found that demographic factors, including gender and generational groups, had minimal direct influence on emotional engagement with nostalgic advertising. However, slight variations in emotional responses across different demographic groups suggest that while nostalgia appeals broadly, tailored strategies may further enhance its effectiveness. These findings align with research by Merchant et al. (2013), which indicates that nostalgia-driven marketing transcends demographic barriers when executed thoughtfully.

Overall, the study's findings emphasize nostalgia's strategic importance in cultivating emotional connections, developing brand loyalty, and influencing consumer purchase intentions, particularly during large and culturally significant events like the Super Bowl. From a managerial perspective, the results highlight the potential for nostalgia-driven campaigns to create meaningful emotional bonds with consumers. Marketers can leverage nostalgic elements such as music, visuals, and storytelling to evoke positive associations and increase brand recall. The effectiveness of Super Bowl commercials demonstrates the importance of aligning nostalgic cues with culturally relevant events to maximize impact. To bridge generational gaps, brands should consider blending retro elements with modern themes, appealing to both older and younger

audiences. For instance, integrating familiar visuals or celebrities from past decades alongside pop-cultural trends can broaden the campaign's reach and resonance.

Academically, this study contributes to the growing body of literature on nostalgia marketing by providing empirical evidence of its impact on consumer behavior in the context of Super Bowl advertising. It also underlines the value of exploring emotional and cognitive processes in consumer decision-making. Future research could further investigate the relationship between nostalgia and other emotional triggers, such as humor or pride, to identify additional drivers of consumer engagement regarding advertising. Moreover, examining the role of cultural background and regional differences could amplify understanding of nostalgia's universal and context-specific applications.

Despite its contributions, this study is not without limitations. The sample was primarily composed of U.S.-based participants, which may limit the generalizability of the findings to other cultural contexts. Additionally, the study focused exclusively on Super Bowl advertisements, which may not fully represent broader advertising practices. Future research may explore nostalgia marketing across different cultural and event contexts to validate and expand on these findings. Another limitation lies in the reliance on self-reported data, which may be influenced by biases such as social desirability or inaccurate recall. Incorporating experimental designs or biometric measures, such as eye-tracking or galvanic skin response, could provide more objective insights into consumer emotional engagement with ads.

Further studies could also examine the long-term effects of nostalgia marketing on brand loyalty and consumer behavior. Such as tracking purchase patterns and brand interactions over time could reveal whether the emotional connections established through nostalgia go beyond the initial campaign. Additionally, exploring specific nostalgic elements, such as the use of iconic characters, products, or historical moments, could offer deeper insights into the mechanisms that drive consumer engagement in marketing. These avenues for future research will help refine and enhance the application of nostalgia marketing in both academic and practical contexts.

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