



# The Role of Nostalgic Marketing in shaping Hedonic Consumption Behaviour, and Purchase Intentions.

Clara Friederike Görlach

Dissertation written under the supervision of professor João Niza Braga

Dissertation submitted in partial fulfilment of requirements for the MSc in  
Management with Specialization in Strategic Marketing, at the Universidade  
Católica Portuguesa, 29.01.2025

## **Abstract**

**Title:** The Role of Nostalgic Marketing in shaping Hedonic Consumption Behaviour, and Purchase Intentions.

**Author:** Clara Friederike Görlach

This study investigates the influence of nostalgic marketing on hedonic consumption behavior and purchase intentions, with a specific focus on the iconic skincare brand Nivea. As a brand, deeply rooted in tradition and trust, Nivea serves as an ideal case for exploring how nostalgia-driven marketing can enhance emotional resonance and consumer loyalty.

A quantitative experimental design was employed, splitting participants into four groups to assess the interaction between nostalgic marketing and consumption type (hedonic vs. utilitarian). The study utilized a combination of structured surveys and statistical analyses to measure variables such as hedonic & utilitarian motivations, purchase intentions and willingness to pay a price premium, ensuring reliability and validity through structured methodologies.

Findings reveal that nostalgic marketing enhances emotional engagement and hedonic product perceptions. However, it does not consistently translate into increased purchase intentions or willingness to pay a price premium. Notably, brand familiarity emerged as a critical factor in influencing consumer behavior.

This study underscores the strategic potential and limitations of nostalgia in hedonic marketing within the skincare sector.

**Keywords:** Nostalgic Marketing, Consumer Behavior, Hedonic, Utilitarian, Purchase Intention, Skincare Industry.

## **Resumo**

**Título:** O Papel do Marketing Nostálgico na Formação do Comportamento de Consumo Hedônico e das Intenções de Compra.

**Autora:** Clara Friederike Görlach

Este estudo investiga a influência do marketing nostálgico no comportamento de consumo hedônico e nas intenções de compra, com um foco específico na icônica marca de cuidados com a pele Nivea. Como uma marca profundamente enraizada na tradição e na confiança, a Nivea se apresenta como um caso ideal para explorar como marketing baseadas na nostalgia podem fortalecer a ressonância emocional e a lealdade do consumidor.

Foi adotado um design experimental quantitativo, no qual os participantes foram divididos em quatro grupos para analisar a interação entre marketing nostálgico e tipo de consumo (hedônico vs. utilitário). A pesquisa utilizou uma combinação de questionários estruturados e análises estatísticas para medir variáveis como motivações hedônicas e utilitárias, intenções de compra e disposição para pagar um preço premium, garantindo confiabilidade e validade metodológica.

Os resultados revelam que o marketing nostálgico aumenta o engajamento emocional e as percepções hedônicas dos produtos. No entanto, essa estratégia não se traduz consistentemente em maiores intenções de compra ou maior disposição para pagar um preço premium. Além disso, a familiaridade com a marca emergiu como um fator essencial na influência sobre o comportamento do consumidor.

Este estudo destaca o potencial estratégico e as limitações do marketing nostálgico no setor de cuidados com a pele.

**Palavras-chave:** Marketing Nostálgico, Comportamento do Consumidor, Hedônico, Utilitário, Intenção de Compra, Indústria de Cuidados com a Pele.

## Table of Contents

<b>1. Introduction .....</b>	<b>1</b>
<b>2. Literature Review .....</b>	<b>2</b>
2.1 Hedonic and Utilitarian Consumption.....	2
2.2 Consumption Behavior and Motivations for Hedonic Consumption.....	4
2.3 Nostalgia.....	4
2.4 Nostalgic Marketing .....	6
2.5 Hedonic Appeal of Nostalgic Marketing on Consumers Behavior .....	7
2.6 Hypotheses Formulation .....	8
<b>3. Methodology.....</b>	<b>10</b>
3.1 Participants and Sampling.....	11
3.2 Material .....	11
3.2.1 Independent Variables.....	11
3.2.2 Control Variables .....	12
3.2.3 Dependent Variables .....	13
3.3 Procedure.....	14
3.4 Design.....	15
<b>4. Results and Analysis.....</b>	<b>17</b>
4.1 Data Preparation .....	17
4.1.1 Outliers.....	18
4.1.2 Measure Reliability .....	18
4.1.3 Normal Distribution .....	19
4.2 Testing Control Variables .....	19
4.3 Hypothesis Testing.....	20
4.3.1 Hypothesis 1.....	20
4.3.2 Hypothesis 2.....	22
4.3.3 Hypothesis 3.....	23
4.3.4 Hypothesis 4.....	24
4.3.5 Additional Research.....	27
<b>5. Main Findings .....</b>	<b>29</b>
<b>6. Discussion and Conclusion.....</b>	<b>30</b>
<b>7. Managerial Implications .....</b>	<b>32</b>
<b>8. Limitations and Future Research .....</b>	<b>34</b>
<b>9. References .....</b>	<b>36</b>
<b>10. Appendix .....</b>	<b>39</b>

## 1. Introduction

The beauty industry is thriving, with the global market expected to reach around \$580 billion by 2027, growing at an annual rate of 6% (McKinsey, 2023). This growth is driven by the industry's ability to keep pace with ever-changing consumer preferences and cultural trends. These days, beauty brands do much more than sell products: They create experiences and forge emotional connections. In an increasingly competitive market, emotional marketing has become a cornerstone for brands seeking to form genuine, lasting bonds with their audiences (Alba & Williams, 2013).

Among the various emotional marketing strategies, nostalgia marketing has gained considerable attention. By evoking fond memories and associations with the past, nostalgia creates deep emotional connections between consumers and brands. These campaigns tap into consumers' longing for past times and foster feelings of comfort, trust and familiarity. For brands, nostalgia is not just a tool to rekindle past connections, it is a way to inspire loyalty and strengthen emotional resonance with audiences (Alba & Williams, 2013).

Hirschman and Holbrooks' work on consumer experience and hedonic consumption is widely regarded as seminal, laying the foundation for much of the research in this area (Holbrook and Hirschman, 1982). Despite this progress, key questions about the dynamics of hedonic experiences remain unanswered. In particular, the role of nostalgia in shaping these behaviors remains underexplored and represents a gap in existing research. While some studies, such as Holak and Havlenas', have examined the broader influence of nostalgia on consumer behavior, little attention has been paid to its specific impact on hedonic consumption and purchase intentions (Holak and Havlena, 1991). This discrepancy is noteworthy considering the evidence, indicating that nostalgia can evoke robust positive emotions, which in turn enhance consumers' affinity for brands and products.

This research has the goal to bridge these gaps by aligning the concepts of hedonic consumption and nostalgic marketing to answer the central research question “*Has nostalgic marketing an impact on hedonic consumption behavior, and how does it shape purchase intentions among consumers?*”.

Given the beauty industries focus on crafting emotional experiences and offering pleasure-driven products, this research explores the research question in the context of the brand Nivea. This approach provides actionable insights for beauty brands looking to leverage nostalgia

marketing to uncover new market opportunities, drive consumer engagement and build lasting loyalty. By understanding how nostalgic marketing influences hedonic consumption and purchase intentions, businesses can design more impactful marketing that connect with their audiences on a deeper level.

## **2. Literature Review**

### **2.1 Hedonic and Utilitarian Consumption**

Hedonic consumption refers to a type of consumption driven by the desire for pleasure, excitement, and emotional fulfillment (Li et al., 2020). It is an emotionally charged experience, characterized by indulgence, enjoyment, and the pursuit of immediate gratification. As Arnold and Reynolds (2003) explain, hedonic consumption is closely tied to experiential enjoyment and the non-utilitarian benefits of consumption, highlighting its role in satisfying emotional and social needs (Arnold and Reynolds, 2003). Gerhard and Pedrose (2018) further elaborate on the nature of hedonic consumption, describing it as a cyclical process. Thereby it begins with a sense of happiness and satisfaction, but this is often followed by a feeling of dissatisfaction, prompting a renewed search for happiness through subsequent purchases. This dynamic underscores the emotional and experiential dimensions of hedonic consumption (Holbrook & Hirschman, 1982). Moreover, it is not just the consumption of hedonic products that fosters happiness, also the purchasing experience plays a significant role in shaping consumer happiness (Gerhard & Pedrose, 2018). This underscores the autonomy and emotional gratification associated with hedonic consumption, what positions the experience of shopping and consuming as the primary drivers of happiness (Holbrook & Hirschman, 1982).

The underlying value behind hedonic consumption is the pursuit of pleasure in consumption situations. Individuals with strong hedonic values seek more intense and emotionally driven consumption experiences, which ultimately satisfy their desires (Cinjarevic et al., 2011). Cinjarevic et al. (2011) supports this, by highlighting the link between hedonic values and greater happiness, indicating that individuals who prioritize hedonic experiences tend to derive more personal satisfaction from their consumption. Babin et al. (1994) also contribute to this understanding by describing how hedonic shopping value arises from the subjective and emotional aspects of consumption, such as spontaneity, excitement, and enjoyment. Consumers

who engage in hedonic consumption often do so for the experience itself, rather than for any functional benefits as it is at utilitarian consumption (Babin et al., 1994).

Hedonic consumption differs from utilitarian consumption by focusing on personal enjoyment and emotional fulfillment rather than practical or functional needs. While utilitarian consumption emphasizes efficiency and practicality, hedonic consumption prioritizes indulgence, and the pleasure derived from the shopping and consumption experience itself (Gerhard & Pedrose, 2018). This contrast highlights the different motivations behind each type of consumption, with hedonic consumption thriving on emotional gratification and experiential satisfaction, as opposed to the utilitarian nature of utilitarian consumption. To further set these two consumption types into comparison, hedonic consumption is characterized by autonomy and self-expression, as it is less constrained by practicality, while utilitarian consumption, on the other hand, is rooted in rational decision-making (Arnold & Reynolds, 2003). Consumers who engage in hedonic purchases often prioritize emotional satisfaction, variety, and entertainment in the consumption process (Li et al., 2020). Hedonic shoppers seek sensory stimulation, amusement, and indulgence, where the goal of the purchase is to experience pleasure rather than to fulfill a practical need (Kivetz & Zheng, 2017). Consumers engaging in utilitarian shopping behaviors prioritize utility, cost-effectiveness, and practicality. Utilitarian purchases are made to fulfill specific, goal-oriented needs, often after careful consideration of information such as product reviews and feature comparisons to ensure the product fulfills a specific need (Li et al., 2020). The utilitarian value arises from task completion and the accomplishment of practical goals, where consumers seek efficiency and a sense of achievement (Arnold & Reynolds, 2003). Therefore, utilitarian purchases are mostly planned, evaluated before and less influenced by emotional factors (Karachi et al., 2016).

Hedonic shoppers may find it more difficult to justify their indulgent purchases, as these often evoke feelings of guilt. In contrast, utilitarian purchases are easier to justify due to their practical nature. This distinction is essential for understanding how promotions, particularly price-based promotions, play a role in reducing the guilt associated with hedonic purchases by providing external justification (Kivetz & Zheng, 2017).

In exploring the coexistence of these two forms of consumption, Babin et al. (1994) highlight how hedonic and utilitarian values can sometimes conflict. For instance, while hedonic value focuses on the enjoyment derived from an indulgent purchase, utilitarian value emphasizes efficiency and practicality. These opposing values can influence the consumers' experience. In

some cases, an increase in hedonic value may reduce the utilitarian value of a purchase, and the other way around (Babin et al., 1994). Nonetheless, both types of consumption can coexist in consumer behavior, even though they may operate independently (Arnold & Reynolds, 2003).

## **2.2 Consumption Behavior and Motivations for Hedonic Consumption**

Understanding the motivations and purchasing intentions behind hedonic consumption is a key to explore why consumers engage in emotionally driven purchases. As mentioned above, hedonic consumption is primarily motivated by the pursuit of pleasure and excitement (Gerhard & Pedrose, 2018). This conclusion is supported by qualitative and quantitative analyses that identify recurring themes in consumer behavior, such as the excitement of discovering new products and the adventure of exploring trends (Karachi et al., 2016). These findings align as well with the work of Cinjarevic et al. (2011), who emphasize that hedonic motivations often stem from freedom of choice and sensory engagement. Consequently, the data provide support for the assumption that hedonic shopping experiences are driven by emotionally fulfilling and experiential values.

The motivations behind hedonic shopping, such as adventure, gratification, value, and idea shopping, are not only central to pursue emotional satisfaction but also closely linked to impulsive buying behavior (Arnold and Reynolds, 2003). This type of shopping is emotion-driven, and consequently leading consumers to make purchases without a clear need for the product. Especially in environments that emphasize fun, novelty, and sensory engagement, the interplay between positive emotions and hedonic consumption strengthens the urge to make emotional-driven purchases (Cinjarevic et al., 2011).

## **2.3 Nostalgia**

Nostalgia is a longing for the past and a significant role to shape consumer behavior. While nostalgia was once seen as a pathological response to difficulty adapting to the present and a fear of the future, more recent research has redefined it as a positive emotion that can enhance personal well-being (Cheung et al., 2013). However, nostalgia is a complex emotion that can evoke positive and negative feelings. While consumers may experience a sense of loss or longing for the past, the dominant effect of nostalgia in consumer contexts is emotional fulfillment (Holbrook & Schindler, 2003). It provides a sense of comfort and continuity, satisfying a desire to connect with previous experiences (Holak & Havlena, 1991). Consumers

are often more influenced by these sentimental connections than by purely rational decision-making, which underscores nostalgias' role in driving emotionally driven decisions (Holak & Havlena, 1991).

Nostalgia is frequently associated with meaningful life events and close relationships with family, friends, or romantic partners. As a social emotion, it fosters a sense of connectedness and emotional support, helping individuals feel grounded in their personal history (Zhou et al., 2012). Holbrook and Schindler describe nostalgia as a preference or positive attitude towards experiences linked to objects, people, or places from ones' youth. This attachment is often rooted in the sentimental value these experiences carry, particularly when the associated items are no longer accessible or relevant to current consumption patterns. Authors reached these conclusions by analyzing how individuals recall past experiences when interacting with nostalgic products or marketing cues. Their findings are based on behavioral observations and surveys that reveal strong emotional responses to items associated with earlier life stages (Holbrook & Schindler, 2003).

Empirical studies provide further evidence of the effects of nostalgia. Hepper and Dennis (2023) highlight that nostalgia can promote feelings of authenticity, belonging, and flourishing, especially when recalling memories tied to hobbies, games, or sports. These findings emerged from experimental studies where participants were asked to reflect on nostalgic memories, after which they reported heightened feelings of personal growth and thriving. The data supporting these distinctions emphasize nostalgias' ability to evoke positive emotions and enhance a sense of personal fulfillment (Hepper & Dennis, 2023). Additionally, Grebosz-Krawczyk (2020) expands the scope of nostalgia, arguing that it can arise not only from personal experiences but also from memories inherited from others. This perspective suggests that nostalgia is not purely individualistic but also shaped by collective and cultural memory. This conclusion got supported by observational studies that examine how shared family, or societal stories influence consumer behavior (Grebosz-Krawczyk, 2020). Hepper and Dennis (2023) identified two core functions of nostalgia that highlight its psychological and emotional impact. The first is the Enhancing Function, which suggests that nostalgia enhances positive emotions, strengthens social connectedness, and reinforces a sense of self-continuity. This function helps individuals feel more grounded in their past, fostering a sense of stability and emotional well-being. These findings were consistent across various scenarios, indicating that nostalgia consistently enhances emotional resilience and stability. The second is the Regulatory Function, which demonstrates how nostalgia serves as a buffer against negative emotions, such as loneliness.

By offering comfort and emotional relief, nostalgia helps to restore psychological balance during times of stress or challenge. This is validated as experimental participants reflected on nostalgic memories with reduced levels of stress and anxiety. Consequently, it is highlighting nostalgias' potential as a psychological coping mechanism (Hepper & Dennis, 2023).

## **2.4 Nostalgic Marketing**

Nostalgic marketing leverages consumers emotional connections to the past by introducing products that evoke timeless cultural or historical moments (Holbrook & Schindler, 2003). This approach taps into emotions linked to personal or collective memories, making it a powerful strategy in marketing. Nostalgia not only strengthens personal identity but also provides a sense of comfort, what makes it highly effective in influencing consumer decisions. Despite its effectiveness, nostalgia remains a relatively underexplored field in marketing, with much still to be understood about its full impact on consumer behavior (Mukhopadhyay, 2024).

As Holbrook and Schindler highlight, nostalgic marketing does more than just reconnect consumers with their past, it positions new products as extensions of emotional memories, making them feel relevant and desirable in the present. By bridging the gap between past and present, nostalgic marketing allows consumers to relive past experiences while engaging with modern products. This unique blend of familiarity and innovation makes nostalgic marketing a valuable tool for building strong consumer connections and enhancing brand appeal in today's marketplace (Holbrook & Schindler, 2003).

Greboz-Krawczyk (2020) notes that brands leveraging nostalgia tend to enjoy significantly higher brand equity, driven by stronger brand awareness, perceived quality, and positive associations. These emotional connections are central to the brands' strength in the marketplace. Nostalgic marketing uses these emotional connections to create positive associations with brands, products, or experiences. By reminding consumers of "The good old days," it strengthens emotional engagement and drives purchase behavior (Holak & Havlena, 1991). By incorporating nostalgic themes into advertising, packaging, and product design, brands evoke memories and encourage consumers to associate those positive emotions with the brand itself (Holak & Havlena, 1991). The emotional relationship with nostalgic products stems from the comfort and familiarity they evoke, which allows consumers to reconnect with moments that hold personal significance. These emotional connections through nostalgic

marketing create a sense of brand attachment and foster long-term consumer loyalty (Holbrook & Schindler, 2003). Moreover, in times of uncertainty, whether due to social or political factors, nostalgic marketing can offer a sense of stability and emotional refuge, what makes consumers more likely to turn to brands that evoke comforting memories. This emotional stability not only strengthens consumer loyalty but also creates a lasting bond between the brand and its audience (Bi et al., 2024).

One notable strategy employed in nostalgic marketing is intergenerational appeal, which allows brands to broaden their target market and reach diverse age groups. While older consumers are drawn to familiar products and designs from their past, younger generations can be attracted through an engagement of retro designs. This strategy not only appeals to different generations but also fosters a sense of shared experience, where the past becomes a connecting point of diverse age groups. By leveraging this dual appeal, brands can expand their market reach and build stronger relationships with consumers across multiple ages (Holotova et. al, 2020).

## **2.5 Hedonic Appeal of Nostalgic Marketing on Consumers Behavior**

Greboz-Krawczyk (2020) highlights, that nostalgia plays a central role in influencing consumer preferences by establishing emotional connections to the past. By invoking memories that allow individuals to transcend present realities, nostalgic marketing affect consumer actions in the present (Mukhopadhyay, 2024).

The emotional bonds that consumers form with nostalgic products are often deeply rooted in personal memories from earlier life stages, such as adolescence or early adulthood (Greboz-Krawczyk, 2020). These bonds can be triggered through sensory cues such as images, scents, tastes, or textures, which deepen the nostalgic experience and evoke pleasure, reinforce brand loyalty and establish lifelong preferences for certain brands (Holbrook & Schindler, 2003; Hepper & Dennis, 2023). This sensory connection not only strengthens the emotional attachment to nostalgic products but also drives emotional fulfilling consumption behaviors, particularly in hedonic contexts (Hepper and Dennis, 2023). This emotional complexity makes nostalgic products particularly appealing to consumers, as it offers a way to reconnect with cherished memories. Products associated with these positive recollections often become vehicles for hedonic consumption, as they prioritize emotional satisfaction and experiential value over practical utility (Holbrook & Schindler, 2003). This interplay of joy and longing

motivates consumers to engage with hedonic products, which offer emotional comfort and fulfillment by providing a link to the past (Hepper and Dennis, 2023). In contrast, utilitarian consumption, driven by functionality and practicality, is less influenced by nostalgic triggers as it emphasizes rational decision-making and goal-oriented behavior rather than emotional or sensory gratification (Hirschman & Holbrook, 1982).

Nostalgia also fosters a sense of belonging and social connection, often by recalling meaningful social interactions from the past. This connection-oriented perspective aligns closely with hedonic consumption, where the pleasure and personal significance of the experience take precedence over practicality (Holak & Havlena, 1998).

Nostalgic products often hold a strong consumer preference, even when priced at a premium. Lasaleta et al. (2014) argue that nostalgia fosters a sense of social connectedness, which in turn reduces price sensitivity, making consumers more willing to invest in items that evoke cherished memories. This occurs because the emotional value attached to nostalgic products outweighs financial considerations, particularly in hedonic contexts. This willingness to pay a higher price for nostalgic products aligns with the hedonic perspective, as consumers prioritize the emotional and experiential fulfillment over practical or economic value (Holak & Havlena, 1998). Research demonstrates that consumers exhibit higher spending tendencies, when driven by the emotional comfort and social bonds associated with nostalgic products (Lasaleta et al., 2014). In contrast, nostalgias' focus on emotional satisfaction can be less effective in utilitarian contexts, where consumers evaluate products based on pragmatic criteria such as price, efficiency, or practicality (Holbrook & Hirschman, 1982). Ultimately, nostalgic consumption serves as more than just a preference for products associated with the past. It acts as a tool for emotional coping.

## **2.6 Hypotheses Formulation**

These hypotheses build upon the insights gained from the literature, emphasizing the emotional and experiential impact of nostalgia on consumer behavior, particularly in the context of hedonic versus utilitarian products.

*H1: Nostalgic marketing leads to higher hedonic motivations than non-nostalgic marketing does and has no influence on utilitarian motivations.*

Nostalgia evokes affective responses, enhances sensory pleasure and promotes indulgence, which are key drivers of hedonic consumption (Hirschman & Holbrook, 1982). Furthermore, it exploits these emotional triggers by evoking cherished memories, strengthening emotional bonds and enriching the consumers' experience with hedonic products. Conversely, utilitarian consumption, which is driven by functionality and practicality, prioritizes efficiency, utility and cost over emotional appeal (Hirschman & Holbrook, 1982). By testing this hypothesis, the study aims to further clarify the nuanced relationship between nostalgia and consumption motivations.

*H2: Consumers exposed to nostalgic marketing will have stronger purchase intentions and a higher willingness to pay a price premium, than consumers exposed to non-nostalgic marketing.*

Consumers prioritize the emotional and experiential value of products, making them more willing to pay a price premium for hedonic items (Lasaleta et al., 2014). Nostalgic marketing amplifies this effect by tapping into deeply ingrained emotional memories, fostering stronger purchase motivations and higher perceived value compared to non-nostalgic marketing (Hepper & Dennis, 2023). This hypothesis aims to explore how nostalgia marketing enhances purchase intentions and willingness to pay for hedonic products.

*H3: Consumers exposed to nostalgic marketing will have stronger purchase intentions for hedonic consumption than for utilitarian consumption.*

Hedonic products, with their inherently emotional and experiential nature, provide an ideal platform for nostalgic marketing to evoke positive emotions and create emotional comfort. This makes nostalgic marketing more effective in driving purchase intentions and increasing willingness to pay for hedonic items (Holbrook & Schindler, 2003). In contrast, utilitarian products, are less influenced by emotional appeals, limiting the impact of nostalgic marketing on their purchase motivations (Holbrook and Hirschman, 1982). This hypothesis explores the alignment between nostalgic marketing and hedonic consumption.

*H4: Expectations of pleasure, joy, and excitement will be more strongly influenced by nostalgic marketing when the product is hedonic compared to utilitarian.*

Nostalgic marketing amplifies the emotional and experiential value of products, creating stronger expectations of positive emotions. This is also a key driver of hedonic consumption

(Holbrook & Hirschman, 1982). In contrast, utilitarian products, are less influenced by emotional appeal, limiting its impact on expectations of pleasure or excitement (Hirschman & Holbrook, 1982). This hypothesis explores the stronger emotional resonance of nostalgic marketing with hedonic products compared to utilitarian ones.

*Additional Research: Nostalgic marketing and brand familiarity influence more positively purchase intentions and the price, purchasers are willing to pay, for hedonic products, compared to utilitarian products.*

Brand familiarity and nostalgic marketing collectively enhance purchase intentions and willingness to pay for hedonic products, as both factors evoke emotional comfort and trust. Familiarity with a brand strengthens the emotional appeal of nostalgic marketing, amplifying its impact on hedonic purchase decisions while having a more limited effect in utilitarian contexts (Hirschman & Holbrook, 1982; Holbrook & Schindler, 2003). This hypothesis examines the combined influence of nostalgic marketing and brand familiarity in shaping consumer behavior.

### **3. Methodology**

This chapter provides an in-depth exploration of the research methodology employed in this study. Its objective is to present a structured framework to address the research question “*Has nostalgic marketing an impact on hedonic consumption behavior, and how does it shape purchase intentions among consumers?*”, and to evaluate the hypotheses formulated in the previous section. By explaining the research design, the data collection process, and the experimental approach, this chapter establishes the methodological foundation necessary to derive meaningful insights.

To test my hypotheses, an experimental research method was applied. This approach was chosen to enable the manipulation of key independent variables and to observe their effects on dependent variables under controlled conditions. With the experimental design, interactions of independent variables, dependent variables and environmental variances can be observed and analyzed (Ross and Morrison, 2004).

### **3.1 Participants and Sampling**

For this study, no narrowly defined target group was established. The only criteria for participation were that participants are at least 18 years old and provide informed consent to participate in the research. This approach allowed for the inclusion of participants from diverse cultural backgrounds, age groups, and lifestyles, ensuring a comprehensive dataset that captured varied perspectives. Random sampling was employed as primary sampling technique, which is recognized for its efficiency and practicality, particularly in studies requiring quick and cost-effective data collection (Etikan, 2016). By leveraging this method, the study ensured that the sample was representative and free from selection biases, enhancing the validity and generalizability of the findings.

Participants were recruited through social media platforms and existing social networks, utilizing the widespread reach of these channels to attract a diverse pool of respondents, what forms a solid foundation for the subsequent analysis.

The survey initially recorded 302 responses. However, 113 participants were excluded from the final analysis due to incomplete surveys or their response was part of the pilot study, conducted at the beginning of the research. As a result, the final sample comprised 189 participants deemed relevant for this study.

### **3.2 Material**

To ensure the precision and validity of the data collected, this study carefully defined the independent, dependent, and control variables, alongside incorporating manipulation checks and demographic variables. These elements formed the foundation of the research design, ensuring consistency and reliability in the analysis of relationships between variables. As all participants, regardless of the specific context presented in their experimental condition, were asked identical questions, uniformity in data collection can be guaranteed. This structured approach provided a robust framework for testing the hypotheses and drawing meaningful conclusions.

#### **3.2.1 Independent Variables**

The study incorporated two independent variables. The first independent variable is the Marketing Type, which included two conditions: Nostalgic Marketing and Non-Nostalgic

Marketing. Participants were randomly assigned to one of these conditions, where they were encouraged to imagine themselves in a scenario aligned with the respective marketing style. The nostalgic condition aimed to evoke emotional connections to the past, while the non-nostalgic condition represented a modern and neutral product presentation. The second independent variable is the Consumption Type, divided into two conditions: Hedonic Consumption and Utilitarian Consumption. Participants were randomly assigned to one of these conditions, representing distinct motivations for the consumption type. Hedonic consumption emphasizes pleasure, enjoyment, and indulgence, while utilitarian consumption focuses on practicality and functional utility. Each participant was exposed to a unique, randomized combination of these two independent variables, allowing for a nuanced analysis of their combined effects.

To ensure authenticity and clarity, the consumption descriptions and product visuals of the Nivea product were carefully crafted to represent different marketing approaches and consumption styles. The descriptions were designed to create relatable and immersive scenarios that would encourage participants to consider their consumption behaviors and emotionally engage with the situation. For the nostalgic marketing appeal, product images were carefully generated using AI, incorporating nostalgic design elements to evoke feelings of familiarity and emotional connection. This approach enabled a systematic comparison of the two marketing appeals, their interaction with the different consumption styles and an analysis of consequences perceived by the consumers, expressed through the survey questions.

### **3.2.2 Control Variables**

Control variables play a crucial role in ensuring the integrity and validity of the research findings. They are meticulously kept constant or controlled throughout the study, in order to preserve the underlying relationship between the independent and dependent variables under analysis, as outlined by Li (2016.) Furthermore, control variables provide deeper insights into additional factors that may influence consumer behavior and purchase intentions, enriching the overall analysis. In this study, two key control variables were included due to their relevance and potential impact on the results: brand familiarity and nostalgic appeal.

Brand familiarity was a particularly important control variable in this study, as participants' prior knowledge and experiences with Nivea could significantly influence their reactions to the presented products. To capture this variable, two separate scales were employed. First, participants were asked to evaluate their purchasing history with Nivea using a 5-point Likert

scale, ranging from 1 – Never to 5 – Very often. This allowed the study to categorize participants based on their direct interactions with Nivea products in the past. Additionally, a 7-point Likert scale was used to measure participants' overall familiarity with the brand and their emotional connection to the brand, together defined as the brand familiarity score. Responses ranged from 1 – Not at all to 7 – Very much, providing a nuanced understanding of how personally and emotionally connected participants felt toward Nivea.

Nostalgic appeal is a key element to be monitored in this study, as it captures the emotional foundation of nostalgic marketing and allows for a more accurate and reliable assessment of how nostalgic stimuli influence consumer behavior. Nostalgic appeal was assessed using the Southampton Nostalgia Scale (SNS), a tool designed to measure participants' tendency to experience nostalgia (Routledge et al., 2008). This scale provides a nuanced understanding of how nostalgia influences consumer behavior by capturing the emotional resonance of nostalgic stimuli. In the survey, participants were asked to reflect on the emotions evoked by the presented product. Using a 7-point Likert scale, participants rated how nostalgic the product made them feel and how much it reminded them of the past, with response options ranging from 1 – Not at all to 7 – Very much. The combination of these two questions was defined as the Nostalgic appeal score.

By strategically controlling these variables, it becomes possible to precisely isolate and analyze the independent variables.

### **3.2.3 Dependent Variables**

The dependent variables are those that capture the participants responses to the nostalgic or non-nostalgic product designs and hedonic or utilitarian consumption, as well as their behaviors related to hedonic consumption, purchase intentions, and willingness to pay a premium. These variables served to evaluate how the experimental conditions influenced participants' emotional and behavioral reactions.

To measure the first dependent variable, hedonic motivations, participants were asked to evaluate the importance of experiencing pleasure and enjoyment through the product. They were also asked how much the product allowed them to treat themselves, how effectively it satisfied their desires, and how much joy it brought them. Responses were recorded on a 7-point Likert scale, ranging from 1 – Not at all to 7 – Definitely. To provide a contrasting perspective, utilitarian motivations were also measured and defined as dependent variable. This

assessment focused on the products' ability to fulfill practical needs, its role in achieving specific purposes, and its general usefulness. Similarly, participants rated their responses on a 7-point Likert scale, allowing for a structured comparison between the hedonic and utilitarian motivational dimensions.

The second dependent variable, purchase intention, was measured using a 7-point Likert scale ranging from "Not likely at all" to "Very likely", how likely participants are, to make a purchase. Additionally, participants were asked to evaluate how likely they would be to choose the product in comparison to similar products within the same category, using a scale from 1 – Not at all to 7 - Definitely. This approach provides a comprehensive assessment of purchase intentions, by capture absolute and relative preferences.

To measure the dependent variable, hedonic product perception, the VOSS Scale was employed (Voss et al., 2003). This scale is a tool for analyzing product perceptions and understanding how products are mentally represented for participants. Responses were collected using a 7-point Likert scale, allowing participants to rate various statements reflecting hedonic and utilitarian perceptions of the product. For hedonic perceptions, participants were asked to rate the presented product on the attributes dull vs. exciting, not fun vs. fun, not thrilling vs. thrilling, not enjoyable vs. enjoyable, and not hedonic vs. hedonic. In contrast, participants also rated utilitarian perceptions using the same 7-point Likert scale. This included the attributes unhelpful vs. helpful, ineffective vs. effective, not functional vs. functional, impractical vs. practical, and not utilitarian vs. utilitarian.

For the fourth dependent variable, likeliness to pay a price premium, participants were asked to indicate, at a 7-point Likert scale, ranging from 1 – Not at all to 7 – Definitely, their willingness to pay a 10% price premium for the product. This variable is particularly significant, as it captures whether the emotional appeal of nostalgia translates into concrete financial behavior.

### **3.3 Procedure**

The survey was carefully designed to guide participants through a realistic purchasing scenario and assess the influence of nostalgic marketing on consumer behavior and motivations.

Therefore, the survey was structured into five sections, each carefully designed to gather relevant data and ensure a seamless participant experience. It began with an introduction, where

participants were informed about the purpose of the study, assured of their anonymity, and made aware that their consent to participate was implied by continuing with the survey. In the manipulation phase, participants were randomly assigned to both independent variables, designed to present a detailed and immersive scenario. These scenarios encouraged participants to place themselves in a realistic purchasing context, reflecting on their motivations and emotions. The iconic brand Nivea was chosen for its focal point in an industry with broad consumer relevance.

To evaluate the effectiveness of the experimental manipulation, a manipulation check was conducted. This section included targeted questions designed to assess whether participants comprehended and engaged with the scenarios as intended. Following the manipulation check, participants were asked to respond to a series of questions designed to gather data related to the study's dependent and control variables. By systematically addressing dependent and control variables, this stage of the survey gathered the comprehensive data needed to test the study's hypotheses and assess the interaction effects between all variables.

The survey concluded with a demographics section, collecting information about participants' age, gender, and cultural background. At the end of the survey, participants were thanked for their time and informed that their responses would be included in the study.

### **3.4 Design**

To address the research question and test the hypotheses, a combination of secondary and primary data collection methods was employed. This dual approach provided a robust foundation for the study, ensuring that both theoretical and empirical insights were integrated into the analysis.

To gather empirical data, an experimental and quantitative research methodology was developed, involving the creation of an online questionnaire distributed via the Qualtrics platform. This method was chosen for its efficiency, flexibility, and ability to reach a diverse participant pool across geographical boundaries (Regmi et al., 2017). Participants accessed the survey through a link shared via email and social media. Online surveys offer several advantages, including convenience for participants, as they could complete the survey at their own time and in their preferred environment, thereby minimizing constraints and fostering a comfortable setting for honest responses. Additionally, the method allows for rapid data

collection and cost efficiency while ensuring participants' anonymity, which help to reduce biases and encourage candid answers (Regmi et al., 2017). However, it is important to keep in mind that this method also brings certain disadvantages. Participants focus cannot be monitored what is increasing the risk of distraction during the survey completion. Furthermore, the inability to provide immediate clarifications means that any doubts arising during the survey cannot be directly addressed. To mitigate these challenges, the questionnaire was designed to be simple, concise, and comprehensive, with closed response options to reduce effort and ambiguity (Regmi et al., 2017).

The questionnaire design was carefully crafted to align with the research objectives and hypotheses. Great care was taken to ensure simplicity and clarity, using accessible English to ease the survey for the international participant pool. The survey included structured questions with closed-ended response options, designed to minimize ambiguity and reduce the effort required from participants. The logical ordering of questions ensured a smooth flow, and sensitive content was placed towards the end of the survey to avoid discomfort at earlier stages. Although a formal pre-test was not conducted due to time constraints, a pilot run was carried out with a small group of acquaintances. Their feedback was used for better clarity and usability. The five received responses showed that small changes would be helpful for a better understanding. The finalized survey was conducted from 29.11.2024 to 10.12.2024, with responses collected from a diverse sample.

The study employed a 2x2 Between-Subject Design, with the independent variables being Nostalgic or Non-Nostalgic Marketing Appeal and Hedonic or Utilitarian Consumption. This experimental design allowed for the analysis of the interaction between these variables and their influence on consumer behavior and motivations. A statistical "after-only" design was utilized, to enable a direct comparison of responses across all participants without the influence of pre-test conditions. This approach ensured that any observed differences in outcomes could be attributed to the experimental manipulations.

After data collection was completed, the responses were analyzed using the SPSS software. More detailed information about variables and survey design can be found in Appendix 1.

## **4. Results and Analysis**

After the survey was closed on Qualtrics, the collected data was exported and initially cleaned in Excel to ensure accuracy and completeness. The cleaned dataset was then imported into SPSS (Statistical Package for the Social Sciences) for comprehensive analysis. SPSS served as the primary tool for validating the hypotheses and addressing the research question. The analysis began with descriptive statistics to gain a detailed understanding of the sample. This included examining the sociodemographic profile of participants, such as age, gender, and first language, as well as analyzing brand familiarity and nostalgic appeal of the product. Additionally, descriptive statistics provided an overview of general trends and tendencies in participants responses, laying the foundation for subsequent analyses.

Different statistical tests were conducted to test the relationships between the independent variables and the depended variables. Throughout the analysis, a significance level of 0.05 was applied to all statistical tests, ensuring that the results met standard criteria for validity.

### **4.1 Data Preparation**

Among these 189 participants, 44 were assigned to the testing group exposed to nostalgic marketing with hedonic consumption (Appendix 2, Table 1), while 48 were in the group exposed to non-nostalgic marketing with hedonic consumption (Appendix 2, Table 2). Other 45 participants were part of the group exposed to nostalgic marketing with utilitarian consumption (Appendix 2, Table 3), and 52 participants were assigned to the group exposed to non-nostalgic marketing with utilitarian consumption (Appendix 2, Table 4). The slight variations in group sizes were a result of the randomized allocation process, which ensured unbiased distribution. The necessary preconditions for the survey were met, as all participants completed the survey independently, without influence from other respondents. Consequently, the dataset contains no duplicate responses, ensuring its validity for subsequent analysis and research.

Of the 189 participants, approximately 63% were female (n=119), 36% were male (n=68), and 1.1% identified as non-binary (n=2) (Appendix 2, Table 5). The participants' ages ranged from 18 to 60 years, with representation across this entire range. The average age of the participants was approximately 31 years (Appendix 2, Table 6). Regarding linguistic background, 85.2% of participants (n=161) reported German as their first language, making it the largest group. This

was followed by 5.3% (n=10) who selected English as their first language and 3.2% (n=6) who reported Portuguese as their first language. The remaining 12 participants (6.3%) indicated other first languages such as Turkish or Spanish (Appendix 2, Table 7).

#### **4.1.1 Outliers**

An outlier refers to a score that significantly deviates from the overall pattern of the dataset (Field, 2013). The presence of outliers can introduce errors in statistical analyses, what could prompt the need for their identification and removal. To ensure the reliability of the statistical analysis, outliers with a p-value lower than 0.001 were identified using the Mahalanobis Distance test (Appendix 3, Table 1). Based on a critical Chi-Square value of  $X^2_{6, 0.001} = 22.46$  one participants out of the 189 were flagged as potential outliers. Upon thorough examination, however, it was determined that this outlier did not meet the criteria for exclusion. This decision ensures that the dataset remains complete, avoiding unnecessary exclusions and minimizing potential distortions in the statistical analysis.

#### **4.1.2 Measure Reliability**

To ensure the reliability and internal consistency of the measurement scales used in the survey, Cronbachs alpha coefficients were computed for each construct. This step was essential to confirm that the scales effectively captured the intended variables. Cronbachs alpha values, which range from 0 to 1, were calculated for each variable. Notably, except for the constructs “Brand Familiarity” all analyzed constructs demonstrated Cronbachs alpha values equal to or exceeding 0.75, indicating satisfactory, good, or high levels of reliability (Appendix 3, Table 2-7).

The lower Cronbachs alpha for brand familiarity can be attributed to several factors. For the construct, the scale consisted of only two items, which is a known limitation for achieving high alpha values. Short scales often lack sufficient variance to demonstrate strong internal consistency. Furthermore, the two items for brand familiarity may be capturing two complementary aspects of brand familiarity, emotional connection and cognitive recognition, rather than a single unified concept. To further assess the relationship between the two items, a Pearson correlation analysis was conducted. The first item reflected participants past purchase behavior with the brand, while the second item captured their personal connection and familiarity with the brand (Brand Familiarity Score). The analysis revealed a moderate positive and statistically significant correlation between the two items ( $r=0.532$ ), indicating that the items measure similar constructs (Appendix 4, Table 5).

All Cronbachs alpha values for all variables in this study are detailed in this table (Appendix 3, Table 2-7):

Construct	Number of items	Cronbachs Alpha	Reliability Quality
Hedonic Motivation	4	0.871	Good
Utilitarian Motivation	3	0.789	Acceptable
Purchase Intention	2	0.792	Acceptable
Product Perception	10	0.878	Good
Brand Familiarity	2	0.570	Questionable
Nostalgic Appeal	2	0.872	Good

### 4.1.3 Normal Distribution

To assess normal distribution of the data, a Kolmogorov-Smirnov test was conducted, given the sample size of  $n > 50$ . Reviewing the results of the test, show that the data does not follow a normal distribution across all variables, as indicated by p-values lower than 0.05 (Appendix 3, Table 8). Despite this, the Central Limit Theorem (CLT) provides a foundation for assuming normality in the sampling distribution of the mean when the sample size is sufficiently large. Since the sample size for this study exceeds 30 ( $N=189$ ), it is reasonable to assume that the variables approximate normality within the sample. This assumption supports the use of parametric tests, given the robustness of these methods to minor deviations from normality.

T-Tests provide the means of each variable and facilitate their assessment in relation to the midpoints of the respective Likert scales. Across all variables, the observed means exceed these midpoints, indicating a general level of concordance with the constructs (Appendix 3, Table 9).

Having established this foundational information, the study is now prepared to address the research questions and test the hypotheses.

### 4.2 Testing Control Variables

The study was designed to allow participants to respond to all scenarios while incorporating control measures to ensure data validity, response reliability, and facilitation of statistical analysis (Fink and Litwin, 1995).

The control variable brand familiarity measured participants' familiarity with the brand Nivea. The results indicated that 39.7% of participants reported being "very much" familiar with the brand (n=75), while only 1.1% stated they were "not at all" familiar (n=2) (Appendix 4, Table 2). On average, participants rated how familiar they are with the brand at 5.80, on a scale from 1 to 7 (M=5.80; SD=1.34) and their personal connection with the brand at 3.79 (M=3.79; SD=1.80). This leads to a mean of 4.80 (SD=1.33) for those two items, representing the brand familiarity score (Appendix 4, Table 1). Furthermore, purchasing history with Nivea was assessed using a 5-point Likert scale. The results showed that 82.6% of participants (n=156) indicated they had purchased Nivea products "sometimes" or more frequently (Appendix 4, Table 4).

To assess the control variable nostalgic appeal, an independent samples t-test was conducted. The findings revealed no significant main effect for both items ( $F_1=2.171$ ,  $p=0.226$ ;  $F_2=0.947$ ,  $p=0.062$ ) (Appendix 4, Table 8). Looking at the Descriptives, no significant main effect between nostalgic marketing (M=4.04; SD=2.13) and Non-Nostalgic Marketing (M=4.61; SD=2.00), was found, how much the product reminds them of their past (Appendix 4, Table 7).

## **4.3 Hypothesis Testing**

### **4.3.1 Hypothesis 1**

*H1: Nostalgic marketing leads to higher hedonic motivations than non-nostalgic marketing does and has no influence on utilitarian motivations.*

The primary objective of Hypothesis 1 is to examine the impact of nostalgic marketing on consumers' motivations, focusing on its ability to enhance hedonic motivations. To broaden the scope of analysis, the sub-hypothesis propose that nostalgic marketing does not affect utilitarian motivations. The independent variable in this analysis is the Marketing Type, which categorizes participants into two groups, Nostalgic Marketing (Experimental group) and Non-Nostalgic Marketing (Control Group). The dependent variables are hedonic motivations and utilitarian motivations.

To analyze whether nostalgic marketing increases hedonic motivations, a t-test was conducted. Before running the test, all necessary assumptions were verified. For hedonic motivations, Levenes test confirmed equal variances between the experimental and control group ( $F=0.174$ ,

$p=0.677$ ) (Appendix 5, Table 1). For utilitarian motivations, Levenes test confirmed equal variances between the experimental and control group as well ( $F=0.053$ ,  $p=0.818$ ) (Appendix 5, Table 4).

First, hedonic motivations were analyzed. Participants who got presented the nostalgic marketing product ( $M=3.843$ ,  $SD=1.41$ ,  $n=89$ ) demonstrated insignificant higher levels of hedonic motivations than the control group, who got presented the non-nostalgic marketing product ( $M=3.710$ ,  $SD=1.44$ ,  $n=100$ ) (Appendix 5, Table 2). The t-test showed a non-significant main effect of the independent variable on the dependent variable hedonic motivations ( $t(187)=0.638$ ,  $p=0.524$ ) (Appendix 5, Table 1). In addition, a two-way ANOVA was conducted to examine the effects of marketing type and consumption type (hedonic and utilitarian consumption) on hedonic motivations. The analysis revealed no significant main effect of the marketing type on hedonic motivations ( $F(1,185)=0.352$ ,  $p=0.554$ ) and no significant main effect of consumption type ( $F(1,185)=1.304$ ,  $p=0.255$ ) on hedonic motivations. Additionally, the interaction effect between marketing type and consumption type was not significant ( $F(1,185)=1.343$ ,  $p=0.248$ ) (Appendix 5, Table 3). The t-test and the 2x2 ANOVA revealed a non-significant main effect of the independent variable, Marketing Type, on the dependent variable hedonic motivations. Even though the descriptive mean of the experimental group shows a higher value, what suggest that the data goes into the predicted direction, even if it is not significant.

For the sub-hypothesis, which tested whether nostalgic marketing has no influence on utilitarian motivations, a similar approach was taken. Participants who have seen the nostalgic marketing show insignificant lower levels of utilitarian motivations ( $M=5.041$ ,  $SD=1.48$ ,  $n=89$ ), than participants who have seen non-nostalgic marketing ( $M=5.073$ ,  $SD=1.37$ ,  $n=100$ ) (Appendix 5, Table 4). The t-test showed a non-significant effect of the independent variable on the dependent variable, utilitarian motivations ( $t(187)=-0.155$ ,  $p=0.877$ ) (Appendix 5, Table 4). In addition, the two-way ANOVA analysis revealed no significant main effect of marketing type ( $F(1,185)=0.025$ ,  $p=0.876$ ), indicating that nostalgic marketing does not influence utilitarian motivations. Similarly, the main effect of consumption type was not significant ( $F(1,185)=3.126$ ,  $p=0.079$ ). In addition, the interaction effect between marketing type and consumption type was not significant ( $F(1,185)=0.926$ ,  $p=0.337$ ) (Appendix 5, Table 6). The lack of significant effects in the t-test and two-way ANOVA suggests that utilitarian consumption is not influenced by nostalgic marketing.

Conclusion: The results provide partial support for Hypothesis 1. While nostalgic marketing appeared to slightly increase hedonic motivations compared to non-nostalgic marketing, the observed difference is not statistically significant. For utilitarian motivations, no significant effects were found, confirming that nostalgic marketing does not influence utilitarian consumption.

### **4.3.2 Hypothesis 2**

*H2: Consumers exposed to nostalgic marketing will have stronger purchase intentions and a higher willingness to pay a price premium, than consumers exposed to non-nostalgic marketing.*

The second hypothesis aims to investigate the impact of nostalgic marketing on purchase motivations, specifically focusing on the intention to purchase and willingness to pay a price premium. The hypothesis posits that nostalgic marketing enhances the intention to purchase hedonic products and the willingness to pay a premium, compared to non-nostalgic marketing. The independent variable in this analysis is the Marketing Type (nostalgic marketing and non-nostalgic marketing). The dependent variables are purchase intentions and the willingness to pay a price premium.

To examine differences in purchase intentions and willingness to pay, between the experimental and the control group, a t-test was conducted. Before running the analysis, the necessary assumptions were checked and met. Levenes test confirmed equal variances between the experimental and control group (Purchase Intentions: (F=0.226, p=0.460); Willingness to pay price premium (F=0.876, p=0.849)) (Appendix 6, Table 1, Table 2).

#### *Purchase Intentions:*

First, the dependent variable purchase intentions were analyzed. Participants who got shown the nostalgic marketing represented an insignificant lower mean score (M=4.191, SD=1.51, n=89), than the control group, who got shown the non-nostalgic marketing (M=4.355, SD=1.53, n=100) (Appendix 6, Table 1).

The t-test revealed no significant difference in purchase intentions between the two groups (t(187)=-0.74, p=0.46) (Appendix 6, Table 1). These results indicate that nostalgic marketing does not significantly influence purchase intentions compared to non-nostalgic marketing.

### *Willingness to Pay Price Premium:*

To test whether participants exposed to nostalgic marketing were more willing to pay a 10% price premium for products, another t-test was conducted.

Participants who got demonstrated the nostalgic marketing show an insignificant lower mean ( $M=3.618$ ,  $SD=1.939$ ,  $n=89$ ), than participants who got demonstrated non-nostalgic Marketing ( $M=3.670$ ,  $SD=1.82$ ,  $n=100$ ) (Appendix 6, Table 2). The results of the t-test revealed no statistically significant difference in willingness to pay a price premium between the experimental and control group ( $t(187)=-0.19$ ,  $p=0.849$ ) (Appendix 6, Table 2). This suggests that exposure to nostalgic marketing did not significantly increase participants' willingness to pay a premium.

Analyzing additionally the absolute price, participants were willing to pay, it shows a slight difference in the means between the two groups. The mean willingness to pay in the nostalgic marketing group was €3.25 ( $SD = 1.21$ ), compared to €3.00 ( $SD = 1.22$ ) in the non-nostalgic marketing group (Appendix 6, Table 3).

Conclusion: The analysis for Hypothesis H2 demonstrated that there is no statistically significant difference in purchase intentions or willingness to pay a 10% price premium between products marketed with nostalgic appeal and those without. Consequently, the results provide no statistical support for Hypothesis 2. Nevertheless, descriptive statistics indicated a small trend where participants expressed a slightly higher absolute price, they are willing to pay for nostalgic marketing products, what can have in this industry a meaningful impact on overall revenues.

### **4.3.3 Hypothesis 3**

*H3: Consumers exposed to nostalgic marketing will have stronger purchase intentions for hedonic consumption than for utilitarian consumption.*

Following the investigation of nostalgic marketings' impact on hedonic purchase motivations (H1), purchase intentions and willingness to pay a price premium (H2), Hypothesis 3 introduces a comparative perspective between hedonic and utilitarian consumption. This hypothesis explores whether the nostalgic appeal has a stronger influence on purchase intentions for hedonic than for utilitarian consumption.

Only products marketed with nostalgic appeal were considered for this analysis. The independent variable is the Consumption Type, differentiating between hedonic and utilitarian consumption. The dependent variable is again the purchase intentions.

Before conducting the analysis, assumptions were checked and met. Levenes test confirmed equal variances between the experimental and control group ( $F=0.953$ ,  $p=0.494$ ).

Participants with a hedonic consumption type and nostalgic appeal showed a lower mean score ( $M=4.080$ ,  $SD=1.45$ ,  $n=44$ ), than participants with a utilitarian consumption type and nostalgic appeal ( $M=4.300$ ,  $SD=1.57$ ,  $n=45$ ), when analyzing their intention to purchase (Appendix 7, Table 1).

A conducted t-test demonstrated that there is no statistically significant difference between hedonic and utilitarian consumption marketed with nostalgic appeal ( $t(87)=-0.687$ ,  $p=0.494$ ) (Appendix 7, Table 1).

#### *Additional Observations:*

A two-way ANOVA was conducted to examine the effects of marketing type (nostalgic vs. non-nostalgic) and consumption type (hedonic vs. utilitarian) on purchase intentions, specifically comparing Hedonic Consumption x Nostalgic Marketing with Utilitarian Consumption x Non-Nostalgic Marketing. The analysis revealed no significant main effects of Marketing Type or Consumption Type, nor a significant interaction effect between these factors on purchase intentions ( $F(3,185)=0.659$ ,  $p=0.579$ ) (Appendix 7, Table 3). This indicates that no factor, individually or in combination, has a meaningful impact on the dependent variable purchase intentions.

Conclusion: Hypothesis H3 is not supported, as nostalgic marketing does not appear to have a stronger positive effect on purchase intentions for hedonic consumption compared to utilitarian consumption.

#### **4.3.4 Hypothesis 4**

*H4: Expectations of pleasure, joy, and excitement will be more strongly influenced by nostalgic marketing when the product is hedonic compared to utilitarian.*

This hypothesis examines the interaction effect between Marketing Type (Nostalgic vs. Non-Nostalgic) and Consumption Type (Hedonic vs. Utilitarian) on emotional expectations of

pleasure, joy, and excitement. This hypothesis seeks to determine whether nostalgic marketing is more effective in enhancing expectations of pleasure, joy and excitement, when applied to hedonic products compared to utilitarian products.

The analysis includes two categorical independent variables, Consumption Type (hedonic and utilitarian consumption) and Marketing Type (nostalgic and non-nostalgic). The first dependent variable is hedonic motivation. The second dependent variable is hedonic product perception. To test this hypothesis, a Two-Way ANOVA was conducted.

Before conducting the analysis, assumptions were checked and met. Levenes test confirmed equal variances between the experimental and control group, allowing the two-way ANOVA to proceed (Hedonic Motivation: ( $F=0.778$ ,  $p=0.507$ ); product perception ( $F=0.946$ ,  $p=0.420$ )) (Appendix 8, Table 2, Table 6).

#### *Hedonic Motivation:*

Participants with hedonic consumption demonstrated a higher mean for hedonic motivations ( $M=3.902$ ,  $SD=1.34$ ,  $n=92$ ), than participants with utilitarian consumption ( $M=3.650$ ,  $SD=1.49$ ,  $n=97$ ) (Appendix 8, Table 1).

The analysis revealed no significant main effect of the marketing type on hedonic motivations ( $F(1,185)=0.352$ ,  $p=0.554$ ). This indicates that nostalgic marketing did not significantly influence hedonic motivations. Similarly, there was no significant main effect of consumption type on hedonic motivations ( $F(1,185)=1.304$ ,  $p=0.255$ ). This suggests that consumption type did not significantly influence hedonic motivations. Finally, the interaction effect between marketing type and consumption type was not significant ( $F(1,185)=1.343$ ,  $p=0.248$ ) (Appendix 8, Table 3). Also a t-test revealed no significant difference in hedonic motivations between hedonic products and utilitarian products ( $t(187)=1.221$ ,  $p=0.224$ ) (Appendix 8, Table 4).

The results of this analysis demonstrate, as mentioned already in Hypothesis 1, that neither Marketing Type (Nostalgic vs. Non-Nostalgic) nor Consumption Type (Hedonic vs. Utilitarian) had a statistically significant effect on hedonic motivation.

### *Hedonic Product Perceptions:*

Participants who were exposed to hedonic consumption showed a higher mean for hedonic product perceptions ( $M=3.956$ ,  $SD=1.167$ ,  $n=92$ ), than participants who were exposed to utilitarian consumption ( $M=3.661$ ,  $SD=1.339$ ,  $n=100$ ) (Appendix 8, Table 5).

The two-way ANOVA revealed a significant main effect of the Marketing Type on hedonic product perceptions ( $F(1,185)=6.013$ ,  $p=0.015$ ), suggesting that nostalgic marketing leads to higher hedonic product perceptions compared to non-nostalgic marketing. There was no significant main effect of consumption type ( $F(1,185)=2.305$ ,  $p=0.131$ ), nor a significant interaction effect between marketing type and consumption type ( $F(1,185)=1.858$ ,  $p=0.174$ ) (Appendix 8, Table 7). The t-test revealed no significant difference in hedonic product perceptions between hedonic products and utilitarian products ( $t(187)=1.609$ ,  $p=0.109$ ) (Appendix 8, Table 8).

These results suggest that, while nostalgic marketing positively influences hedonic product perceptions, this effect is not dependent on whether the consumption type is hedonic or utilitarian.

### *Additional Observations:*

While the interaction effect between Marketing Type and Product Type on hedonic product perceptions was not statistically significant, but close by, the descriptive statistics provided further insights into group differences. Specifically, nostalgic marketing applied to hedonic products resulted in the highest mean for hedonic product perceptions ( $M=4.06$ ,  $SD=1.20$ ), whereas non-nostalgic marketing applied to utilitarian products had the lowest mean score ( $M=3.34$ ,  $SD=1.31$ ) (Appendix 8, Table 5). These trends suggest that nostalgic marketing have a stronger influence on hedonic perceptions when applied to hedonic products.

Conclusion: The results provide partial support for Hypothesis 4. Nostalgic marketing significantly enhances hedonic product perceptions, especially for hedonic products. However, this effect is statistically not influenced by the type of consumption (hedonic or utilitarian). Furthermore, while hedonically consumption tend to evoke higher hedonic motivations than utilitarian, the observed difference does not reach statistical significance.

#### 4.3.5 Additional Research

*Additional Research: Nostalgic marketing and brand familiarity influence more positively purchase intentions and the price, purchasers are willing to pay, for hedonic products, compared to utilitarian products.*

The analysis includes three independent variables, Consumption Type (hedonic and utilitarian consumption), Marketing Type (nostalgic and non-nostalgic) and brand familiarity with Nivea. The dependent variable is purchase intention and the price, participants are willing to pay.

Interaction terms allow additionally to test combined effects of Marketing Type (X1), Consumption Type (X2) and brand familiarity (X3).

$$Y = \beta_0 + \beta_1(X1) + \beta_2(X2) + \beta_3(X3) + \beta_4(X1 \times X2) + \beta_5(X1 \times X3) + \beta_6(X1 \times X2 \times X3) + \epsilon$$

*Purchase Intention:*

A multiple linear regression analysis was conducted to examine whether the independent variables and the interactions effect purchase intentions. Prior to interpreting the results, key assumptions for multiple linear regression were evaluated and confirmed (Appendix 9, Table 1).

As the ANOVA model was statistically significant, it is indicated that the independent variables can significantly predict purchase intentions (Appendix 9, Table 2).

It is statistically not significant that the Marketing Type influence purchase intentions ( $p=0.506$ ). Further, there is no statistical significance, that the Consumption Type influence purchase intentions ( $p=0.893$ ). Also, brand familiarity shows no statistical evidence, to influence purchase intentions ( $p=0.1$ ), although this value is very close to statistical evidence. With  $p=0.175$  the interaction between Marketing Type and Consumption Type is not significant. Consequently, nostalgic marketing influences purchase intentions similarly across both product types. Also, the interaction between Marketing Type and brand familiarity is not statistically significant ( $p=0.719$ ), so brand familiarity does not moderate the effect of Nostalgic Marketing on purchase intentions. The three-way interaction is not statistically significant, but close to it ( $p=0.134$ ) (Appendix 9, Table 3).

Looking solely on the main effects and excluding the interaction terms from the analysis, the regression model was statistical significant ( $F(3.185)=22.387$ ,  $p<0.001$ ). The Marketing Type

did not have a significant effect on purchase intentions ( $p=0.399$ ). Consumption Type also did not have a significant effect on purchase intentions ( $p=0.432$ ) (Appendix 9, Table 5). But brand familiarity showed a strong positive effect on purchase intentions ( $p<0.001$ ), suggesting that higher brand familiarity significantly increases the purchase intention.

*Price willing to pay:*

A multiple linear regression analysis was conducted to examine whether the independent variables and the interactions influence the price, participants are willing to pay. Prior to interpreting the results, key assumptions for multiple linear regression were evaluated and confirmed. (Appendix 9, Table 6)

As the ANOVA model was statistically significant, it is indicated that these independent variables can significantly predict the price willingness to pay (Appendix 9, Table 7).

The Marketing Type does not have a statistically significant effect on the price willingness to pay ( $p=0.646$ ). Also, the consumption type evokes no statistically significant effect ( $p=0.398$ ). But brand familiarity has a significant positive effect on the willingness to pay ( $p=0.0017$ ). This suggests that higher brand familiarity is associated with a greater willingness to pay. With  $p=0.801$  the interaction between Marketing Type and Consumption Type was not significant. Further, the interaction between Marketing Type and brand familiarity is not statistically significant with  $p=0.400$ . The three-way interaction between Marketing Type, Consumption Type, and brand familiarity is additionally also not statistically significant ( $p=0.389$ ) (Appendix 9, Table 8).

Summing up, the results demonstrate that brand familiarity has a statistically significant positive impact on willingness to pay. For every one-unit increase in brand familiarity, the price, participants are willing to pay increases by 0.733 units. Importantly, none of the interaction terms were significant, suggesting that the influence of brand familiarity on willingness to pay is not affected by the Marketing or Consumption type.

Conclusion: The hypothesis proposed that nostalgic marketing and brand familiarity would positively influence purchase intentions, and the price participants are willing to pay, with stronger effects for hedonic products compared to utilitarian products. The results from the regression analyses, however, indicate mixed findings, leading to a partial confirmation of the hypothesis. Brand familiarity emerged as a significant positive influence on purchase intentions and willingness to pay. In contrast, exposure to nostalgic marketing did not significantly

influence participants' purchase intentions or the amount they were willing to pay for it. Whether the product was categorized as hedonic, or utilitarian had no significant effect on participants' purchase intentions or willingness to pay. Additionally, no significant interaction effects were found between Marketing Type, Consumption Type, and brand familiarity, suggesting that the influence of these variables operates independently rather than interactively.

## **5. Main Findings**

Hypothesis 1 proposed that nostalgic marketing would lead to higher hedonic motivations compared to non-nostalgic marketing and is not influencing utilitarian motivations. The findings suggest that nostalgic marketing trends towards higher hedonic motivations, aligning with the idea that it evokes emotional and pleasurable experiences, resonating with hedonic consumption. However, the overall effect was not strong enough to achieve statistical significance. For utilitarian motivations, no measurable influence of nostalgic marketing was found, as utilitarian motivations appeared statistically unaffected by nostalgic marketing. Utilitarian products are mostly evaluated based on their practicality and functionality, where nostalgic appeals offer little enhancement. These findings align with the analyzed literature, which suggests that utilitarian consumption is less influenced by emotional cues, like nostalgia.

Hypothesis 2 stated that consumers exposed to nostalgic marketing would exhibit stronger purchase intentions for hedonic products and a higher willingness to pay a 10% price premium compared to those exposed to non-nostalgic marketing. The present findings suggest that nostalgic marketing does not necessarily lead to higher purchase intentions or a greater willingness to pay. Consumers may value nostalgic appeals in a general sense, but this does not override other factors influencing purchasing decisions. However, the observed trend in absolute price willingness to pay highlights the potential for nostalgic marketing to have a cumulative impact in revenue-sensitive industries.

Hypothesis 3 posited that nostalgic marketing would have a stronger positive effect on purchase intentions for hedonic consumption compared to utilitarian consumption. The findings suggest that the ability of nostalgic marketing to shape consumer purchase intentions is relatively consistent across the consumption types. In case of utilitarian products, this could reflect a broader acceptance of nostalgic marketings' versatility. Overall, the results highlight that nostalgic appeals do not significantly differentiate purchase behaviors based on consumption

type. This result contrasts with theoretical expectations that hedonic consumption, would respond more strongly to nostalgic marketing.

Hypothesis 4 proposed that nostalgic marketing would more strongly influence emotional expectations of pleasure, joy, and excitement when applied to hedonic products compared to utilitarian products. The analysis did reveal a statistically significant main effect of nostalgic marketing on hedonic product perceptions. It indicates that nostalgic marketing successfully elevates hedonic product perceptions as fun, exciting, and enjoyable, regardless of whether the product was hedonic or utilitarian. This is suggesting that the feeling of nostalgia increases consumers focus on the hedonic value of products.

The findings of the additional research highlight the critical role of brand familiarity in shaping consumer behavior, suggesting that prior positive associations with a brand can enhance the purchase intention and the perceived value of the product. While nostalgic marketing may evoke emotional engagement, its direct impact on purchasing decisions and price sensitivity seems limited, emphasizing the importance of brand familiarity. Participants with greater brand familiarity were more likely to purchase the product and willing to pay a higher price for it. This aligns with existing research, highlighting that brand familiarity reduces perceived risk, builds trust, and enhances emotional connections with the product, leading to stronger consumer purchase behavior (Keller, 1993). These findings are consistent with the work of Dhar and Wertenbroch (2000), who highlighted that hedonic and utilitarian products differ in perceived value, but their impact on purchase behavior often depends on contextual or emotional triggers, such as brand familiarity.

## **6. Discussion and Conclusion**

This discussion addresses the research question: *"Has nostalgic marketing an impact on hedonic consumption behavior, and how does it shape purchase intentions among consumers?"* It synthesizes insights from the literature review with the findings of this study, highlighting alignments, discrepancies, and implications. The study focuses on the brand Nivea and its skincare product, which was presented in the experiment.

Literature positions nostalgia as a motivator in consumer behavior, fostering emotional connections that influence attitudes and purchasing decisions (Mukhopadhyay, 2024). Consequently, nostalgic marketing aligns naturally with hedonic consumption by evoking

positive emotions such as joy, comfort, and excitement, and thereby enhancing brand attachment (Grebosz-Krawczyk, 2020; Mukhopadhyay, 2024). These emotional connections are theorized to increase consumer affinity toward hedonic products and strengthen purchase motivations (Lasaleta et al., 2014). However, the findings of this study reveal a more complex reality. While nostalgic marketing significantly enhanced hedonic product perceptions, it did not translate into statistically significant changes in hedonic motivations or measurable behavioral outcomes, such as purchase intentions or willingness to pay a price premium. Despite literature suggesting that nostalgia reduces price sensitivity and boosts purchase behavior (Lasaleta et al., 2014), participants in the study who were exposed to nostalgic marketing did not demonstrate higher purchase intentions compared to those exposed to non-nostalgic marketing. This finding implies an emotion-behavior gap, where emotional appeals generated by nostalgia do not necessarily lead to behavioral changes without additional reinforcements. That is why one significant finding of this study was the pivotal role of brand familiarity as additional reinforcement. Participants who reported higher brand familiarity with the brand Nivea showed stronger purchase intentions and a greater willingness to pay a premium for the product. This aligns with literature emphasizing the role of brand familiarity in enhancing consumer trust, perceived value, and emotional attachment (Keller, 1993). Consequently, the findings suggest that nostalgic marketing delivers the predicted effects especially, when paired with an already known and trusted brand.

While the increase in willingness to pay, observed in this study, appears modest, it underscores the meaningful impact that nostalgia in combination with brand familiarity can have. Even a small premium, such as the 0.25€ difference between nostalgic and non-nostalgic conditions, carries significance in the skincare industry, where consumers perception of value can be a key driver of purchasing decisions. Small increases in perceived value can translate into substantial revenue gains for the brand.

These findings emphasize, that consumer behavior is shaped by multiple factors, which may weaken the direct impact of nostalgia as a standalone marketing tool. Purchasing decisions are rarely driven by a single marketing appeal or isolated triggers. Instead, nostalgia should be viewed as one element of a broader strategy, where its integration with other influencing variables is crucial for converting emotional engagement into actual purchase behavior. This underscores the need for further research to explore the interplay between nostalgia with other market factors that shape purchasing decisions. Encouragingly, the results of this study

highlight the potential of nostalgic marketing to influence hedonic product perceptions positively, even if its behavioral impact is moderated together with other variables.

Contrary to expectations, the product type (hedonic vs. utilitarian) did not significantly influence dependent variables such as purchase intentions or hedonic motivations in our experiment. As a result, did nostalgic marketing had similar effects across both consumption types. This challenges existing literature, which posits that hedonic products are more responsive to emotional appeals (Kivetz & Zheng, 2017; Holbrook & Schindler, 2003). However, it is essential to consider that the Nivea product, chosen for this study due to its widespread recognition across ages, genders, and countries, represents by its nature hedonic and utilitarian characteristics. This is making it inherently challenging to differentiate between the two consumption types. Skincare products often embody both emotional indulgence (hedonic) and functional practicality (utilitarian), what is blurring the lines between these categories. In contrast, other product categories with more stereotypical differentiation between hedonic and utilitarian consumption, may yield more distinct results when subjected to nostalgic marketing. Such products, due to their clearer alignment with one consumption type, could provide deeper insights into the nuanced effects of nostalgic marketing on hedonic and utilitarian motivations.

In summary, this study demonstrates that nostalgic marketing effectively enhances hedonic product perceptions, particularly for well-established brands like Nivea in the skincare industry. However, its direct impact on measurable behavioral outcomes, such as purchase intentions and willingness to pay, remains limited, emphasizing the complexity of consumer decision-making, where nostalgia alone is rarely a decisive factor in purchasing behavior. While distinguishing between hedonic and utilitarian consumption within the skincare category posed challenges, the findings highlight the importance of context and product characteristics in assessing the effectiveness of nostalgic marketing. Despite these complexities, the study offers valuable insights into the role of nostalgia in reinforcing emotional engagement and provides a foundation for future research and the development of more refined marketing strategies.

## **7. Managerial Implications**

The findings of this study provide actionable insights for marketers and brands, particularly in the skincare industry for well-established brands like Nivea. By integrating insights from the

literature review and the empirical research, this section outlines strategies to leverage nostalgic marketing effectively while addressing its limitations.

Nostalgic marketing is most effective when combined with other reinforcing elements that strengthen consumer attachment and purchasing motivations. Multi-sensory nostalgic cues, such as scents, textures, or packaging elements reminiscent of past eras, can hereby enhance emotional recall and deepen consumer connections.

A key managerial takeaway is that nostalgic marketing should not rely solely on emotional appeal but should be strategically integrated with functional product benefits. This is particularly relevant for products that blend hedonic and utilitarian consumption, such as skincare, where customers seek practical efficiency and emotional gratification. For marketers and managers, this study underscores the importance a holistic nostalgic marketing strategy. By combining nostalgia with brand familiarity as strategic reinforcements, brands can enhance the perceived hedonic value of utilitarian products and bridge the emotion-behavior gap. However, the findings suggest that nostalgic marketing is effective across hedonic and utilitarian products, giving brands the opportunity to create dual value propositions that appeal to diverse consumer motivations. By framing functional products within a nostalgic narrative, brands can appeal to pragmatic consumers who prioritize product efficacy and emotionally driven consumers who value nostalgic connections.

To fully understand the impact of nostalgic marketing, brands must broaden their performance measurement beyond direct sales and conversions. Instead of focusing only on transactional outcomes, marketers should assess, Brand loyalty or Engagement Levels.

This thesis makes a meaningful contribution to managerial understanding by bridging the gap between theoretical insights and practical applications. While existing research predominantly focuses on the emotional outcomes of nostalgic marketing, this study provides empirical evidence on its practical effectiveness in driving consumer behavior within a specific industry and brand context.

The practical insights provided in this study build a foundation for future campaigns, enabling brands in the skincare industry, such as Nivea, to unlock the full potential of nostalgic marketing. In doing so, brands can enhance consumer engagement, strengthen brand loyalty, and drive sustainable value in competitive markets.

## **8. Limitations and Future Research**

Each academic investigation is subject to inherent limitations that must be considered during the interpretation of outcomes. This study, conducted as part of a master thesis, encountered certain constraints inherent to the research design and execution. These limitations not only frame the context of the findings but also provide opportunities for further exploration in subsequent studies.

One significant limitation of this study is the lack of diversity in the sample, which may not fully represent the broader population of Nivea consumers. The sample exhibited an overrepresentation of certain demographics, such as German-speaking participants and females, potentially skewing the findings. Furthermore, the study did not explore how cultural differences might influence responses to nostalgic marketing, despite nostalgia often resonating differently across cultures, shaped by shared histories, emotional triggers, or advertising norms. Consequently, the absence of cross-cultural perspectives restricts the generalizability of the results. Another issue related to the sample is its size. The study analyzed 189 complete responses out of a total of 302 survey submissions. While this was sufficient for statistical analysis, a larger sample would have allowed for a more equitable distribution across the experimental scenarios, increasing the robustness and accuracy of the conclusions

The reliance on an online survey introduced several experimental constraints. The lack of immediate guidance during the response process may have resulted in misunderstandings or disengagement among participants, potentially biasing the data.

Additionally, the visual stimulus used in the experimental section may have been insufficient to effectively convey the intended nostalgic marketing appeal, as participants were not provided with more context or direct interaction to deepen their engagement. Consequently, the experimental stimulus may not have been strong enough to elicit a full nostalgic effect. Testing various visual cues in a pilot study could have ensured that the selected stimulus strongly resonates with consumers' nostalgic memories, leading to maximum pronounced effects in an experimental setting.

The pre-existing nostalgic association with Nivea may have influenced the results as well. As even participants in the non-nostalgic condition have perceived nostalgic elements, the contrast between experimental and control group could be even more strong. Additionally, the use of hypothetical scenarios and static visual stimuli may not fully reflect real-world purchasing

behaviors, where decisions are shaped by factors such as pricing, in-store experiences, and social influences. This limitation affects the ecological validity of the findings, as consumer behavior in controlled experiments may differ from actual market dynamics. Future research could incorporate multi-sensory stimuli, or real-life purchase scenarios to enhance the applicability of results.

Furthermore, it is important to note that the findings of this study are situated within the context of Nivea and the skincare industry, which limits their generalizability to other brands, product categories, or cultural settings. Skincare products often embody emotional indulgence (hedonic) and functional practicality (utilitarian) at the same time making it difficult to distinctly separate these consumption types in the context of nostalgic marketing. In contrast, other product categories with more stereotypical differentiation between hedonic and utilitarian consumption, may yield more distinct results when subjected to nostalgic marketing. Future research should address this limitation by expanding the scope beyond skincare to examine how nostalgic marketing operates across industries with varying degrees of emotional and functional product associations.

The emotion-behavior gap observed in this study may reflect the short-term focus of the research. To gain deeper insights, future studies should adopt longitudinal study designs to examine whether nostalgic marketing fosters long-term brand loyalty, repeat purchases, and sustained consumer engagement. Besides that, investigating the interaction between nostalgic marketing and other strategies, such as price promotions, exclusive product launches, or bundling tactics, could provide a comprehensive understanding of how the gap between emotional engagement and measurable consumer actions can be closed.

In order to address the limitations identified in this study and to pursue the proposed directions for future research, it is recommended that subsequent investigations be undertaken in order to deepen the understanding of nostalgic marketing's impact across consumption types, industries, cultural settings and consumer segments. These efforts will enhance the theoretical foundations of nostalgic marketing with respect to hedonic products and provide actionable insights for brands and marketers.

## 9. References

- Alba, J.W., Williams, E.F., 2013. Pleasure principles: A review of research on hedonic consumption. *Journal Consumer Psychology* 23, 2–18. <https://doi.org/10.1016/j.jcps.2012.07.003>
- Arnold, M.J., Reynolds, K.E., 2003. Hedonic shopping motivations. *Journal of Retailing* 79, 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Babin, B.J., Darden, W.R., Griffin, M., 1994. Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal Consumer Research* 20, 644. <https://doi.org/10.1086/209376>
- Batcho, K.I., Shikh, S., 2016. Anticipatory nostalgia: Missing the present before it's gone. *Personality and Individual Differences* 98, 75–84. <https://doi.org/10.1016/j.paid.2016.03.088>
- Bi, S., Pang, J., Chen, H., Perkins, A., 2024. When feeling powerless, we crave nostalgia: The impact of powerlessness on the preference for nostalgic products. *Journal of the Academic Marketing Science*. 52, 998–1017. <https://doi.org/10.1007/s11747-023-00990-y>
- Brunk, K.H., Giesler, M., Hartmann, B.J., 2018. Creating a Consumable Past: How Memory Making Shapes Marketization. *Journal of Consumer Research* 44, 1325–1342. <https://doi.org/10.1093/jcr/ucx100>
- Cheung, W.-Y., Wildschut, T., Sedikides, C., Hepper, E.G., Arndt, J., Vingerhoets, A.J.J.M., 2013. Back to the Future: Nostalgia Increases Optimism. *Personality and Social Bulletin* 39, 1484–1496. <https://doi.org/10.1177/0146167213499187>
- Cinjarevic, M., Tatic, K., Petric, S., 2011. See It, Like It, Buy It! Hedonic Shopping Motivations and Impulse Buying.
- Dhar, R., Wertenbroch, K., 2000. Consumer Choice between Hedonic and Utilitarian Goods. *Journal of Marketing Research* 37, 60–71. <https://doi.org/10.1509/jmkr.37.1.60.18718>
- Etikan, I., 2016. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*. 5, 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Field, A., 2013. *Discovering statistics using IBM SPSS Statistics*, 4th ed.
- Fink, A., Litwin, M.S., 1995. *How to Measure Survey Reliability and Validity*.
- Gerhard, P., Oliveira Mota, F. de F., 2018. Experience of Consumption Process and the Experience of Happiness.
- Grebosz-Krawczyk, M., 2020. How Nostalgia Affects Brand Equity? Consumers' Attitudes Towards Nostalgic Generational and Transgenerational Brands. *ERSJ XXIII*, 1019–1034. <https://doi.org/10.35808/ersj/1729>

- Hartmann, B.J., Brunk, K.H., 2019. Nostalgia marketing and (re-)enchantment. *International Journal of Research in Marketing* 36, 669–686. <https://doi.org/10.1016/j.ijresmar.2019.05.002>
- Hepper, E.G., Dennis, A., 2023. From rosy past to happy and flourishing present: Nostalgia as a resource for hedonic and eudaimonic wellbeing. *Current Opinion in Psychology* 49, 101547. <https://doi.org/10.1016/j.copsyc.2022.101547>
- Holak, S.L., Havlena, W.J., 1998. Feelings, Fantasies, and Memories: An Examination of the Emotional Components of Nostalgia. 217-226
- Holak, S.L., Havlena, W.J., 1991. “The Good Days”: Observations on Nostalgia and its Role in Consumer Behavior. 323-329.
- Holbrook, M.B., 1993. Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes. *Journal Consumer Research*, 245-256. <https://doi.org/10.1086/209346>
- Holbrook, M.B., Hirschman, E.C., 1982. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal Consumer Research* 9, 132-256. <https://doi.org/10.1086/208906>
- Holbrook, M.B., Schindler, R.M., 2003. Nostalgic bonding: exploring the role of nostalgia in the consumption experience. *Journal of Consumer Behaviour* 3, 107–127. <https://doi.org/10.1002/cb.127>
- Holotova, Kadekova, Kosiciarova, 2020. Retro Marketing – A power of Nostalgia which works among the audience, 148-164.
- Karachi, Haq, M., Abbasi, S., IQRA University, Karachi, 2016. Indirect Impact of Hedonic Consumption and Emotions on Impulse Purchase Behavior: A Double Mediation Model. *Journal of Management Sciences* 3, 108–122. <https://doi.org/10.20547/jms.2014.1603202>
- Keller, K.L., 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing* 57, 1–22. <https://doi.org/10.1177/002224299305700101>
- Kessous, A., Roux, E., Chandon, J., 2015a. Consumer–Brand Relationships: A Contrast of Nostalgic and Non-Nostalgic Brands. *Psychology and Marketing* 32, 187–202. <https://doi.org/10.1002/mar.20772>
- Kivetz, R., Zheng, Y., 2017. The effects of promotions on hedonic versus utilitarian purchases. *Journal Consumer Psychology* 27, 59–68. <https://doi.org/10.1016/j.jcps.2016.05.005>
- Lasaleta, J.D., Sedikides, C., Vohs, K.D., 2014. Nostalgia Weakens the Desire for Money. *Journal of Consumer Research* 41, 713–729. <https://doi.org/10.1086/677227>
- Li, F., 2016. Endogeneity in CEO power: A survey and experiment. *Investment Analysts Journal* 45, 149–162. <https://doi.org/10.1080/10293523.2016.1151985>

Li, J., Abbasi, A., Cheema, A., Abraham, L.B., 2020. Path to Purpose? How Online Customer Journeys Differ for Hedonic Versus Utilitarian Purchases. *Journal of Marketing* 84, 127–146. <https://doi.org/10.1177/0022242920911628>

McKinsey, 2023. The beauty market in 2023: A special State of Fashion Report. <https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report>.

Morgan, C., Townsend, C., 2022. Why the drive: The utilitarian and hedonic benefits of self-expression through consumption. *Current Opinion in Psychology* 46, 101320. <https://doi.org/10.1016/j.copsyc.2022.101320>

Mukhopadhyay, M., 2024. Nostalgia marketing - a systematic literature review and future directions. *Journal of Marketing Communications* 1–21. <https://doi.org/10.1080/13527266.2024.2306551>

Regmi, P.R., Waithaka, E., Paudyal, A., Simkhada, P., Van Teijlingen, E., 2017. Guide to the design and application of online questionnaire surveys. *Nepal Journal of Epidemiology* 6, 640–644. <https://doi.org/10.3126/nje.v6i4.17258>

Ross, S.M., Morrison, G.R., n.d. *Experimental Research Methods*. 1021-1043.

Routledge, C., Arndt, J., Sedikides, C., Wildschut, T., 2008. A blast from the past: The terror management function of nostalgia. *Journal of Experimental Social Psychology* 44, 132–140. <https://doi.org/10.1016/j.jesp.2006.11.001>

Shin, H., Eastman, J., Li, Y., 2022. Is it love or just like? Generation Z's brand relationship with luxury. *Journal of Product and Brand Management* 31, 394–414. <https://doi.org/10.1108/JPBM-08-2020-3049>

Van Den Bergh, J., De Pelsmacker, P., Worsley, B., 2024. Beyond labels: segmenting the Gen Z market for more effective marketing. *Young Consumers* 25, 188–210. <https://doi.org/10.1108/YC-03-2023-1707>

Voss, K.E., Spangenberg, E.R., Grohmann, B., 2003a. Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research* 40, 310–320. <https://doi.org/10.1509/jmkr.40.3.310.19238>

Zhou, X., Wildschut, T., Sedikides, C., Shi, K., Feng, C., 2012. Nostalgia: The Gift That Keeps on Giving. *Journal of Consumer Research* 39, 39–50. <https://doi.org/10.1086/662199>

## 10. Appendix

### Appendix 1: Online Survey

#### Introduction

Dear Participant,

Thank you for taking the time to contribute to this research. This study aims to explore the impact of nostalgic marketing on consumption behavior, offering valuable insights into how nostalgic appeal can shape purchase intentions. The survey will take approximately 5 minutes to complete. Please respond as honestly as possible.

You are free to withdraw at any point by simply closing the survey. This study is conducted as part of my Master Thesis at Católica Lisbon School of Business and Economics, under the supervision of Professor João P. Braga. All responses are completely anonymous and confidential. The data collected will be used solely for academic purposes and presented only in aggregated form, ensuring that individual responses cannot be identified.

If you have any questions, please feel free to reach out to me at [s-cgorlach@ucp.pt](mailto:s-cgorlach@ucp.pt). By proceeding, you acknowledge and agree to participate in this study. Thank you for your valuable contribution to this study!

Clara Görlach

#### Testing Group 1: Nostalgic Marketing x Hedonic Consumption

This product brings the best of yesterday into today. With its retro-inspired design, it relives the familiar or discovers the classic for the first time – because some things never go out of style. Indulge in a moment of pure enjoyment with this product. Its delightful design and high quality make it not just a product, but an experience of comfort and pleasure.



Q1: How nostalgic does this add makes you feel?

This add makes me feel nostalgic:

1 – Not at all

2

3

4

5

6

7 – Very much

### Testing Group 2: Non-Nostalgic Marketing x Hedonic Consumption

This product is thoughtfully crafted to meet your needs and has a high standard. Combining reliable quality with a modern touch, the design is known for decades. Indulge in a moment of pure enjoyment with this product. Its delightful design and high quality make it not just a product, but an experience of comfort and pleasure.



Q2: Was this description clear to you?

Yes

No

### Testing Group 3: Nostalgic Marketing x Utilitarian Consumption

This product brings the best of yesterday into today. With its retro-inspired design, it relives the familiar or discovers the classic for the first time – because some things never go out of style. The product is not only practical and efficient - Its design and straightforward functionality makes it a goal-oriented and essential tool for everyday use.



Q3: Did you understand the product attributes as they were described?

Yes

No

Testing Group 4: Non-Nostalgic Marketing x Utilitarian Consumption

This product is thoughtfully crafted to meet your needs and has a high standard. Combining reliable quality with a modern touch, the design is known for decades. The product is not only practical and efficient - Its design and straightforward functionality makes it a goal-oriented and essential tool for everyday use.



Q4: Were the instructions for this task clear?

Yes

No

Purchase Intentions

Think about the product you just saw and the information you have in mind about it. Reflect on how this product makes you feel, what thoughts it evokes, and how these impressions influence your purchase decision. Please indicate your level of likeliness:

Q5: How likely are you to purchase this product?

1 – Not likely at all

2

3


4

5

6

7 – Very likely

Q6: How much would you be willing to pay for the product (in €)?

I would be willing to pay: 1 2 3 4 5 6 7 8  


Q7: Think about the product you just saw and compare it to other similar products in the same category. Reflect on the information you have in mind, how the product makes you feel, and how it stands out to you. Please indicate your level of agreement with the following statements.

Q7.1: If this product was placed alongside similar items, I would choose this one.

1 – Not at all

2

3

4

5

6

7 – Definitely

Q7.2: If this product is 10% more expensive than other products in this segment, I would you still buy it.

1 – Not at all

2

3

4

5

6

7 – Definitely

Hedonic (1-5) / Utilitarian (6-10) Product Perceptions – VOSS Scale

Q8: Think about the product you were presented before and please judge how you think this product is:

	1	2	3	4	5	6	7	
Dull	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Not Fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fun
Not Thrilling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Thrilling
Not Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Enjoyable
Not Hedonic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hedonic
Unhelpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpful
Ineffective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Effective
Not Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Functional
Impractical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Practical
Not Utilitarian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Utilitarian

Hedonic/ Utilitarian Motivations

Q9: Now, think about how this product aligns with your personal preferences and how this product might fulfill those desires.

Q9.1: Experiencing pleasure and enjoyment is important to me when choosing this product

1 – Not at all

2

3

4

5

6

7 - Definitely

Q9.2: This product allows me to treat myself and indulge in a special experience.

1 – Not at all

2

3

4

5

6

7 – Definitely

Q9.3: This product satisfies my desires.

1 – Not at all

2

3

4

5

6

7 – Definitely

Q9.4: This product brings me joy, pleasure, and fun

1 – Not at all

2

3

4

5

6

7 – Definitely

Q10: Think again about how this product aligns with your personal preferences and how this product might fulfill those desires.

Q10.1: It is important to me that this product fulfills a specific purpose.

1 – Not at all

2

3

4

5

6

7 – Definitely

Q10.2: This product helps me achieve my practical needs effectively.

1 – Not at all

2

3

4

5

6

7 – Definitely

Q10.3: The usefulness of this product plays a key role in my decision-making process.

1 – Not at all

2

3

4

5

6

7 – Definitely

### Nostalgic Appeal

Q11: Now, think about the product you just saw. Reflect on the emotions and impressions it evokes, including how it makes you feel and what it communicates to you. Please indicate your level of agreement with the following statements.

Q11.1: This product makes me feel nostalgic.

1 – Not at all

2

3

4

5

6

7 – Very much

Q11.2: Viewing this product reminds me of my past.

1 – Not at all

2

3

4

5

6

7 – Very much

### Brand Familiarity

Q12: Think about your past interactions with the brand of the product you just saw. Reflect on whether you have previously purchased any products from this brand.

Q12.1: I have purchased products from this brand before.

1 – Never

2 – Rarely

3 – Sometimes

4 – Often

5 – Very often

Q13: Now, think about your overall feelings and experiences with the brand of the product you just saw. Consider how familiar you are with this brand and whether it resonates with you on a personal level. Please indicate your level of agreement with the following statement.

Q13.1: I am familiar with this brand.

1 – Not at all

2

3

4

5

6

7 – Very much

Q13.2: I feel a personal connection to the brand.

1 – Not at all

2

3

4

5

6

7 – Very much

### Nostalgic Proneness

Q14: Reflect on how much you value products, experiences, or items that connect you to the past. Consider how familiarity and memories influence your preferences and decisions. Please indicate your level of agreement with the following statements.

Q14.1: I find comfort in items or experiences that remind me of the past.

1 – Strongly disagree

2 – Somewhat disagree

3 – Neither agree nor disagree

4 – Somewhat agree

5 – Strongly agree

Q14.2: I feel more comfortable buying familiar products.

1 – Strongly disagree

2 – Somewhat disagree

3 – Neither agree nor disagree

4 – Somewhat agree

5 – Strongly agree

### Demographics

Q15: Gender

Male

Female

Non-binary / third gender

Prefer not to say

Q16: Age

18 – 60 years

18 21 24 26 29 32 35 38 40 43 46 49 52 54 57 60



Q17: First Language

English

German

Portuguese

Other \_\_\_\_\_

**End of survey.**

## Appendix 2: Frequencies and Demographics

Table 1: Testing Group 1

Group 1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	145	76,7	76,7	76,7
1 - Not at all	8	4,2	4,2	81,0
2	7	3,7	3,7	84,7
3	4	2,1	2,1	86,8
4	3	1,6	1,6	88,4
5	13	6,9	6,9	95,2
6	9	4,8	4,8	100,0
Total	189	100,0	100,0	

Table 2: Testing Group 2

Group 2				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	141	74,6	74,6	74,6
No	7	3,7	3,7	78,3
Yes	41	21,7	21,7	100,0
Total	189	100,0	100,0	

Table 3: Testing Group 3

Group 3				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	144	76,2	76,2	76,2
No	5	2,6	2,6	78,8
Yes	40	21,2	21,2	100,0
Total	189	100,0	100,0	

Table 4: Testing Group 4

Group 4				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	137	72,5	72,5	72,5
No	10	5,3	5,3	77,8
Yes	42	22,2	22,2	100,0
Total	189	100,0	100,0	

Table 5: Gender

Demographics - Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	119	63,0	63,0	63,0
	Male	68	36,0	36,0	98,9
	Non-binary / third gender	2	1,1	1,1	100,0
	Total	189	100,0	100,0	

Table 6: Age

**Statistics**  
Demographics - Age

N	Valid	189
	Missing	0
Mean		31,24

**Demographics - Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18	2	1,1	1,1	1,1
19	4	2,1	2,1	3,2
20	8	4,2	4,2	7,4
21	4	2,1	2,1	9,5
22	10	5,3	5,3	14,8
23	11	5,8	5,8	20,6
24	18	9,5	9,5	30,2
25	26	13,8	13,8	43,9
26	18	9,5	9,5	53,4
27	6	3,2	3,2	56,6
28	11	5,8	5,8	62,4
29	4	2,1	2,1	64,6
30	2	1,1	1,1	65,6
31	5	2,6	2,6	68,3
32	2	1,1	1,1	69,3
33	2	1,1	1,1	70,4
34	4	2,1	2,1	72,5
35	1	,5	,5	73,0
36	1	,5	,5	73,5
37	2	1,1	1,1	74,6
38	5	2,6	2,6	77,2
39	3	1,6	1,6	78,8
40	2	1,1	1,1	79,9
41	2	1,1	1,1	81,0
42	1	,5	,5	81,5
43	1	,5	,5	82,0
44	2	1,1	1,1	83,1
45	3	1,6	1,6	84,7
48	3	1,6	1,6	86,2
49	2	1,1	1,1	87,3
50	2	1,1	1,1	88,4
51	2	1,1	1,1	89,4
52	8	4,2	4,2	93,7
53	3	1,6	1,6	95,2
54	1	,5	,5	95,8
56	3	1,6	1,6	97,4
57	1	,5	,5	97,9
59	1	,5	,5	98,4
60	3	1,6	1,6	100,0
Total	189	100,0	100,0	

Table 7: Linguistic Background

**Demographics - Language**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	10	5,3	5,3	5,3
German	161	85,2	85,2	90,5
Other	12	6,3	6,3	96,8
Portugese	6	3,2	3,2	100,0
Total	189	100,0	100,0	

### Appendix 3: Prerequisites

Table 1: Testing Outliers

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,536 <sup>a</sup>	,287	,264	1,0445	2,024

- a. Predictors: (Constant), ProductPerceptionScore, NostalgicAppealScore, UtilitarianScore, BrandFamiliarityScore, HedonicScore, PurchaseIntentionScore
- b. Dependent Variable: Purchase Intentions – How much would you be willing to pay?

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,940	6	13,323	12,213	<,001 <sup>b</sup>
	Residual	198,545	182	1,091		
	Total	278,486	188			

- a. Dependent Variable: Purchase Intentions – How much would you be willing to pay?
- b. Predictors: (Constant), ProductPerceptionScore, NostalgicAppealScore, UtilitarianScore, BrandFamiliarityScore, HedonicScore, PurchaseIntentionScore

Table 2: Cronbachs Alpha for Hedonic Motivations

#### Reliability Statistics

Cronbach's Alpha	N of Items
,871	4

Table 3: Cronbachs Alpha for Utilitarian Motivations

#### Reliability Statistics

Cronbach's Alpha	N of Items
,789	3

Table 4: Cronbachs Alpha for Purchase Intentions

#### Reliability Statistics

Cronbach's Alpha	N of Items
,792	2

Table 5: Cronbachs Alpha for Nostalgic Appeal

#### Reliability Statistics

Cronbach's Alpha	N of Items
,872	2

Table 6: Cronbachs Alpha for Brand Familiarity

#### Reliability Statistics

Cronbach's Alpha	N of Items
,570	2

Table 7: Cronbachs Alpha for Product Perception

Reliability Statistics	
Cronbach's Alpha	N of Items
,878	10

Table 8: Test of Normality

	Tests of Normality					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
HedonicScore	,068	189	,034	,984	189	,034
UtilitarianScore	,156	189	<,001	,912	189	<,001
PurchaseIntentionScore	,135	189	<,001	,968	189	<,001
NostalgicAppealScore	,127	189	<,001	,931	189	<,001
BrandFamiliarityScore	,100	189	<,001	,969	189	<,001
ProductPerceptionScore	,097	189	<,001	,958	189	<,001

a. Lilliefors Significance Correction

Table 9: T-Test of variables

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
HedonicScore	189	3,7725	1,42446	,10361
UtilitarianScore	189	5,0582	1,41739	,10310
PurchaseIntentionScore	189	4,2778	1,51792	,11041
NostalgicAppealScore	189	4,4656	1,84510	,13421
BrandFamiliarityScore	189	4,7963	1,33171	,09687
ProductPerceptionScore	189	4,3841	1,02254	,07438

One-Sample Test							
Test Value = 0							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
HedonicScore	36,409	188	<,001	<,001	3,77249	3,5681	3,9769
UtilitarianScore	49,061	188	<,001	<,001	5,05820	4,8548	5,2616
PurchaseIntentionScore	38,744	188	<,001	<,001	4,27778	4,0600	4,4956
NostalgicAppealScore	33,273	188	<,001	<,001	4,46561	4,2009	4,7304
BrandFamiliarityScore	49,514	188	<,001	<,001	4,79630	4,6052	4,9874
ProductPerceptionScore	58,943	188	<,001	<,001	4,38413	4,2374	4,5309

## Appendix 4: Control Variables

Table 1: Control Variable Brand Familiarity – Descriptives

### Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Num_BrandFamiliarity_FamiliarWithBrand	189	1,00	7,00	5,8042	1,34828
Num_BrandFamiliarity_FeelPersonalConnection	189	1,00	7,00	3,7884	1,80356
Valid N (listwise)	189				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BrandFamiliarityScore	189	1,00	7,00	4,7963	1,33171
Valid N (listwise)	189				

Table 2: Control Variable Brand Familiarity – Frequencies 1

### Frequency Table

Brand Familiarity – I am familiar with this brand.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Not at all	2	1,1	1,1	1,1
	2	4	2,1	2,1	3,2
	3	9	4,8	4,8	7,9
	4	10	5,3	5,3	13,2
	5	39	20,6	20,6	33,9
	6	50	26,5	26,5	60,3
	7 – Very much	75	39,7	39,7	100,0
Total		189	100,0	100,0	

Table 3: Control Variable Brand Familiarity – Frequencies 2

Brand Familiarity – I feel a personal connection to the brand.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Not at all	27	14,3	14,3	14,3
	2	27	14,3	14,3	28,6
	3	25	13,2	13,2	41,8
	4	39	20,6	20,6	62,4
	5	35	18,5	18,5	81,0
	6	23	12,2	12,2	93,1
	7 – Very much	13	6,9	6,9	100,0
Total		189	100,0	100,0	

Table 4: Control Variable Brand Familiarity – Frequencies 3

Brand Familiarity – I have purchased products from this brand before.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Never	5	2,6	2,6	2,6
	2 – Rarely	28	14,8	14,8	17,5
	3 – Sometimes	61	32,3	32,3	49,7
	4 – Often	52	27,5	27,5	77,2
	5 – Very often	43	22,8	22,8	100,0
	Total		189	100,0	100,0

Table 5: Correlation I have purchased the brand before x Brand Familiarity

Correlations			
		Num_BrandFamiliarity_PurchasedBefore	BrandFamiliarityScore
Num_BrandFamiliarity_PurchasedBefore	Pearson Correlation	1	,532**
	Sig. (2-tailed)		<,001
	N	189	189
BrandFamiliarityScore	Pearson Correlation	,532**	1
	Sig. (2-tailed)	<,001	
	N	189	189

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

Table 6: Control Variable Nostalgic Appeal

**Descriptives**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Num_NostalgicAppeal_ProductMakesMeFeelNostalgic	189	1,00	7,00	4,5873	1,83322
Num_NostalgicAppeal_ProductRemindsMeOfPast	189	1,00	7,00	4,3439	2,07908
Valid N (listwise)	189				

Table 7: Control Variable Nostalgic Appeal - Testing Nostalgic vs Non-Nostalgic Marketing

**T-Test**

Group Statistics					
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean
Num_NostalgicAppeal_ProductMakesMeFeelNostalgic	1,00	89	4,4157	1,89981	,20138
	2,00	100	4,7400	1,76738	,17674
Num_NostalgicAppeal_ProductRemindsMeOfPast	1,00	89	4,0449	2,13153	,22594
	2,00	100	4,6100	2,00452	,20045

Table 8: Control Variable Nostalgic Appeal – T-Test

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means					
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Num_NostalgicAppeal_ProductMakesMeFeelNostalgic	Equal variances assumed	2,171	,142	-1,215	187	,113	,226	-,32427	,26681	-,85061	,20207
	Equal variances not assumed			-1,210	180,555	,114	,228	-,32427	,26794	-,85296	,20442
Num_NostalgicAppeal_ProductRemindsMeOfPast	Equal variances assumed	,947	,332	-1,878	187	,031	,062	-,56506	,30096	-1,15877	,02866
	Equal variances not assumed			-1,871	181,240	,031	,063	-,56506	,30204	-1,16103	,03092

## Appendix 5: Hypothesis 1 Testing

Table 1: T-Test for the dependent variable “Hedonic Motivation”

### T-Test

[DataSet1] /Users/cclaragoerlach/Documents/Masterarbeit/SPSS Daten/SPSS Daten R1 defined.sav

Group Statistics											
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean						
HedonicScore	1,00	89	3,8427	1,41491	,14998						
	2,00	100	3,7100	1,43712	,14371						

Independent Samples Test											
Levene's Test for Equality of Variances						t-test for Equality of Means					
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
HedonicScore	Equal variances assumed	,174	,677	,638	187	,262	,524	,13270	,20791	-,27745	,54284
	Equal variances not assumed			,639	185,087	,262	,524	,13270	,20772	-,27710	,54250

Table 2: 2x2 ANOVA for the dependent variable “Hedonic Motivation” - Descriptives

Descriptive Statistics				
Dependent Variable: HedonicScore				
MarketingType	ConsumptionType	Mean	Std. Deviation	N
1,00	1,00	3,8409	1,40813	44
	2,00	3,8444	1,43741	45
	Total	3,8427	1,41491	89
2,00	1,00	3,9583	1,29682	48
	2,00	3,4808	1,53221	52
	Total	3,7100	1,43712	100
Total	1,00	3,9022	1,34499	92
	2,00	3,6495	1,49245	97
	Total	3,7725	1,42446	189

Table 3: 2x2 ANOVA for the dependent variable “Hedonic Motivation”

Tests of Between-Subjects Effects						
Dependent Variable: HedonicScore						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6,522 <sup>a</sup>	3	2,174	1,073	,362	,017
Intercept	2690,736	1	2690,736	1327,625	<,001	,878
MarketingType	,713	1	,713	,352	,554	,002
ConsumptionType	2,643	1	2,643	1,304	,255	,007
MarketingType * ConsumptionType	2,723	1	2,723	1,343	,248	,007
Error	374,945	185	2,027			
Total	3071,250	189				
Corrected Total	381,467	188				

a. R Squared = ,017 (Adjusted R Squared = ,001)

Table 4: T-Test for the dependent variable “Utilitarian Motivation”

T-Test

Group Statistics											
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean						
UtilitarianScore	1,00	89	5,0412	1,47951	,15683						
	2,00	100	5,0733	1,36706	,13671						

Independent Samples Test											
Levene's Test for Equality of Variances						t-test for Equality of Means					
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
UtilitarianScore	Equal variances assumed	,053	,818	-,155	187	,438	,877	-,03213	,20709	-,44067	,37640
	Equal variances not assumed			-,154	180,108	,439	,877	-,03213	,20805	-,44266	,37839

Table 5: 2x2 ANOVA for the dependent variable “Utilitarian Motivation” – Descriptives

Descriptive Statistics				
Dependent Variable: UtilitarianScore				
MarketingType	ConsumptionType	Mean	Std. Deviation	N
1,00	1,00	5,3258	1,35351	44
	2,00	4,7630	1,55801	45
	Total	5,0412	1,47951	89
2,00	1,00	5,1597	1,22617	48
	2,00	4,9936	1,49289	52
	Total	5,0733	1,36706	100
Total	1,00	5,2391	1,28419	92
	2,00	4,8866	1,51984	97
	Total	5,0582	1,41739	189

Table 6: 2x2 ANOVA for the dependent variable “Utilitarian Motivation”

Tests of Between-Subjects Effects						
Dependent Variable: UtilitarianScore						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	7,784 <sup>a</sup>	3	2,595	1,298	,277	,021
Intercept	4819,698	1	4819,698	2410,441	<,001	,929
MarketingType	,049	1	,049	,025	,876	,000
ConsumptionType	6,250	1	6,250	3,126	,079	,017
MarketingType * ConsumptionType	1,851	1	1,851	,926	,337	,005
Error	369,909	185	2,000			
Total	5213,333	189				
Corrected Total	377,693	188				

a. R Squared = ,021 (Adjusted R Squared = ,005)

## Appendix 6: Hypothesis 2 Testing

Table 1: T-Test for the dependent variable “Purchase Intentions”

T-Test

Group Statistics											
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean						
PurchaseIntentionScore	1,00	89	4,1910	1,50851	,15990						
	2,00	100	4,3550	1,52966	,15297						

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
PurchaseIntentionScore	Equal variances assumed	,226	,635	-,740	187	,230	,460	-,16399	,22147	-,60088	,27290
	Equal variances not assumed			-,741	185,025	,230	,460	-,16399	,22129	-,60056	,27258

Table 2: T-Test for the dependent variable “Willingness to pay Price Premium”

T-Test

Group Statistics											
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean						
Num_Willingness_to_pay_premium	1,00	89	3,6180	1,93946	,20558						
	2,00	100	3,6700	1,82051	,18205						

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Num_Willingness_to_pay_premium	Equal variances assumed	,876	,351	-,190	187	,425	,849	-,05202	,27359	-,59174	,48769
	Equal variances not assumed			-,189	181,125	,425	,850	-,05202	,27460	-,59385	,48981

Table 3: Test “Price, willing to pay” – Descriptives

Group Statistics					
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intentions – How much would you be willing to pay?	1,00	89	3,247	1,2055	,1278
	2,00	100	3,023	1,2237	,1224

## Appendix 7: Hypothesis 3 Testing

Table 1: T-Test for the dependent variable “Purchase Intentions”

T-Test

Group Statistics					
	ConsumptionType	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntentionScore	1,00	44	4,0795	1,45051	,21867
	2,00	45	4,3000	1,57177	,23431

Independent Samples Test											
Levene's Test for Equality of Variances						t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
PurchaseIntentionScore	Equal variances assumed	,953	,332	-,687	87	,247	,494	-,22045	,32079	-,85805	,41714
	Equal variances not assumed			-,688	86,714	,247	,493	-,22045	,32049	-,85750	,41659

Table 2: 2x2 ANOVA for the dependent variable “Purchase Intentions” – Descriptives

Descriptive Statistics					
Dependent Variable: PurchaseIntentionScore					
MarketingType	ConsumptionType	Interaction_ConsumptionType_X_MarketingType	Mean	Std. Deviation	N
1,00	1,00	1,00	4,0795	1,45051	44
		Total	4,0795	1,45051	44
	2,00	2,00	4,3000	1,57177	45
		Total	4,3000	1,57177	45
	Total	1,00	4,0795	1,45051	44
		2,00	4,3000	1,57177	45
Total		4,1910	1,50851	89	
2,00	1,00	2,00	4,5104	1,32283	48
		Total	4,5104	1,32283	48
	2,00	4,00	4,2115	1,69875	52
		Total	4,2115	1,69875	52
	Total	2,00	4,5104	1,32283	48
		4,00	4,2115	1,69875	52
Total		4,3550	1,52966	100	
Total	1,00	1,00	4,0795	1,45051	44
		2,00	4,5104	1,32283	48
		Total	4,3043	1,39457	92
	2,00	2,00	4,3000	1,57177	45
		4,00	4,2115	1,69875	52
		Total	4,2526	1,63319	97
	Total	1,00	4,0795	1,45051	44
		2,00	4,4086	1,44453	93
Total	4,00	4,2115	1,69875	52	
Total	Total	4,2778	1,51792	189	

Table 3: 2x2 ANOVA for the dependent variable “Purchase Intentions”

**Tests of Between-Subjects Effects**

Dependent Variable: PurchaseIntentionScore

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4,577 <sup>a</sup>	3	1,526	,659	,579
Intercept	3401,078	1	3401,078	1468,070	<,001
MarketingType	,000	0	.	.	.
ConsumptionType	,000	0	.	.	.
Interaction_ConsumptionType_X_MarketingType	,000	0	.	.	.
MarketingType * ConsumptionType	,000	0	.	.	.
MarketingType * Interaction_ConsumptionType_X_MarketingType	,000	0	.	.	.
ConsumptionType * Interaction_ConsumptionType_X_MarketingType	,000	0	.	.	.
MarketingType * ConsumptionType * Interaction_ConsumptionType_X_MarketingType	,000	0	.	.	.
Error	428,589	185	2,317		
Total	3891,750	189			
Corrected Total	433,167	188			

a. R Squared = ,011 (Adjusted R Squared = -,005)

## Appendix 8: Hypothesis 4 Testing

Table 1: Descriptives for the dependent variable “Hedonic Motivations”

**Between-Subjects Factors**

N		
MarketingType	1,00	89
	2,00	100
ConsumptionType	1,00	92
	2,00	97

**Descriptive Statistics**

Dependent Variable: HedonicScore

MarketingType	ConsumptionType	Mean	Std. Deviation	N
1,00	1,00	3,8409	1,40813	44
	2,00	3,8444	1,43741	45
	Total	3,8427	1,41491	89
2,00	1,00	3,9583	1,29682	48
	2,00	3,4808	1,53221	52
	Total	3,7100	1,43712	100
Total	1,00	3,9022	1,34499	92
	2,00	3,6495	1,49245	97
	Total	3,7725	1,42446	189

Table 2: 2x2 ANOVA for the dependent variable “Hedonic Motivations” – Levenes Test

**Levene's Test of Equality of Error Variances<sup>a,b</sup>**

		Levene Statistic	df1	df2	Sig.
HedonicScore	Based on Mean	,778	3	185	,507
	Based on Median	,706	3	185	,550
	Based on Median and with adjusted df	,706	3	181,557	,550
	Based on trimmed mean	,784	3	185	,504

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: HedonicScore

b. Design: Intercept + MarketingType + ConsumptionType + MarketingType \* ConsumptionType

Table 3: 2x2 ANOVA for the dependent variable “Hedonic Motivations”

**Tests of Between-Subjects Effects**

Dependent Variable: HedonicScore

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6,522 <sup>a</sup>	3	2,174	1,073	,362
Intercept	2690,736	1	2690,736	1327,625	<,001
MarketingType	,713	1	,713	,352	,554
ConsumptionType	2,643	1	2,643	1,304	,255
MarketingType * ConsumptionType	2,723	1	2,723	1,343	,248
Error	374,945	185	2,027		
Total	3071,250	189			
Corrected Total	381,467	188			

a. R Squared = ,017 (Adjusted R Squared = ,001)

Table 4: T-Test for the dependent variable “Hedonic Motivations”

**Group Statistics**

	ConsumptionType	N	Mean	Std. Deviation	Std. Error Mean
HedonicScore	1,00	92	3,9022	1,34499	,14023
	2,00	97	3,6495	1,49245	,15154

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
HedonicScore	Equal variances assumed	1,514	,220	1,221	187	,112	,224	,25269	,20703	-,15573	,66111
	Equal variances not assumed			1,224	186,521	,111	,223	,25269	,20646	-,15461	,65999

Table 5: Descriptives for the dependent variable “Hedonic Product Perceptions”

**Between-Subjects Factors**

		N
MarketingType	1,00	89
	2,00	100
ConsumptionType	1,00	92
	2,00	97

**Descriptive Statistics**

Dependent Variable: HedonicProductPerceptionScore

MarketingType	ConsumptionType	Mean	Std. Deviation	N
1,00	1,00	4,0591	1,19890	44
	2,00	4,0311	1,28555	45
	Total	4,0449	1,23647	89
2,00	1,00	3,8625	1,14197	48
	2,00	3,3423	1,31259	52
	Total	3,5920	1,25494	100
Total	1,00	3,9565	1,16726	92
	2,00	3,6619	1,33864	97
	Total	3,8053	1,26347	189

Table 6: 2x2 ANOVA for the dependent variable “Hedonic Product Perceptions” – Levenes Test

**Levene's Test of Equality of Error Variances<sup>a,b</sup>**

		Levene Statistic	df1	df2	Sig.
HedonicProductPerceptionScore	Based on Mean	,946	3	185	,420
	Based on Median	,805	3	185	,493
	Based on Median and with adjusted df	,805	3	182,996	,493
	Based on trimmed mean	,934	3	185	,425

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: HedonicProductPerceptionScore

b. Design: Intercept + MarketingType + ConsumptionType + MarketingType \* ConsumptionType

Table 7: 2x2 ANOVA for the dependent variable “Hedonic Product Perceptions”

**Tests of Between-Subjects Effects**

Dependent Variable: HedonicProductPerceptionScore

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16,432 <sup>a</sup>	3	5,477	3,572	,015
Intercept	2751,764	1	2751,764	1794,530	<,001
MarketingType	9,221	1	9,221	6,013	,015
ConsumptionType	3,535	1	3,535	2,305	,131
MarketingType * ConsumptionType	2,850	1	2,850	1,858	,174
Error	283,682	185	1,533		
Total	3036,880	189			
Corrected Total	300,115	188			

a. R Squared = ,055 (Adjusted R Squared = ,039)

Table 8: T-Test for the dependent variable “Hedonic Product Perceptions”

**Group Statistics**

	ConsumptionType	N	Mean	Std. Deviation	Std. Error Mean
HedonicProductPerceptionScore	1,00	92	3,9565	1,16726	,12169
	2,00	97	3,6619	1,33864	,13592

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
HedonicProductPerceptionScore	Equal variances assumed	2,026	,156	1,609	187	,055	,109	,29467	,18310	-,06654	,65587
	Equal variances not assumed			1,615	185,709	,054	,108	,29467	,18244	-,06525	,65458

## Appendix 9: Additional Research Testing

Table 1: Assumptions for the dependent variable “Purchase Intentions”

1. Linearity: The relationship between the independent variables and the dependent variable (Purchase Intention) was confirmed to be linear, as indicated by the standardized residual plot (Appendix C.5.1).
2. Homoscedasticity: The scatterplot of residuals versus predicted values demonstrated constant variance across levels of predicted values. (Appendix C.5.1).
3. Normality: The residuals followed a normal distribution, as evidenced by the histogram of residuals and the P-P plot, where the points closely followed the diagonal line (Appendix C.5.1).
4. Independence of Residuals: The Durbin-Watson statistic was 2.206, which falls within the acceptable range of 1.5 to 2.5. This indicates that the residuals are not autocorrelated, supporting the assumption of independence (Appendix C.5.1).

Since all assumptions were met, the regression results can be considered valid and reliable.

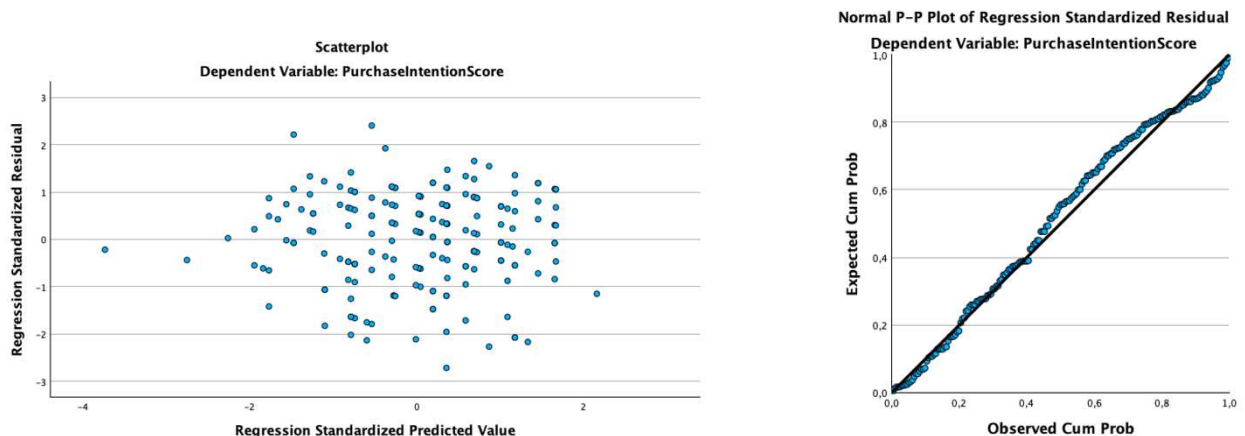


Table 2: ANOVA for the dependent variable “Purchase Intentions”

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120,795	6	20,132	11,730	<,001 <sup>b</sup>
	Residual	312,372	182	1,716		
	Total	433,167	188			

a. Dependent Variable: PurchaseIntentionScore

b. Predictors: (Constant), Interaktion\_MarketinTypeXConsumptionTypeXBrandFamiliarity, BrandFamiliarityScore, MarketingType, ConsumptionType, Interaktion\_MarketinTypeXBrandFamiliarity, Interaktion\_ConsumptionType\_X\_MarketingType

Change Statistics				
Change	df1	df2	Sig. F Change	Durbin-Watson
11,730	6	182	<,001	2,201

BrandFamiliarityScore, MarketingType, ConsumptionType\_X\_MarketingType

Table 3: Linear Regression for the dependent variable “Purchase Intentions”

		Coefficients <sup>a</sup>						Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error	Beta					
1	(Constant)	2,005	1,385		1,448	,149			
	MarketingType	,742	1,115	,245	,666	,506	,029	34,088	
	ConsumptionType	,084	,625	,028	,135	,893	,093	10,737	
	BrandFamiliarityScore	,386	,233	,339	1,654	,100	,094	10,591	
	Interaction_ConsumptionType_X_MarketingType	-,791	,580	-,580	-1,362	,175	,022	45,698	
	Interaktion_MarketingType_XBrandFamiliarity	-,071	,198	-,151	-,360	,719	,023	44,332	
	Interaktion_MarketingType_XConsumptionType_XBrandFamiliarity	,136	,090	,555	1,504	,134	,029	34,371	

a. Dependent Variable: PurchaseIntentionScore

Table 4: ANOVA for the dependent variable “Purchase Intentions” – focusing on Brand Familiarity

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115,369	3	38,456	22,387	<,001 <sup>b</sup>
	Residual	317,798	185	1,718		
	Total	433,167	188			

a. Dependent Variable: PurchaseIntentionScore

b. Predictors: (Constant), BrandFamiliarityScore, MarketingType, ConsumptionType

Table 5: Linear Regression for the dependent variable “Purchase Intentions” – focusing on Brand Familiarity

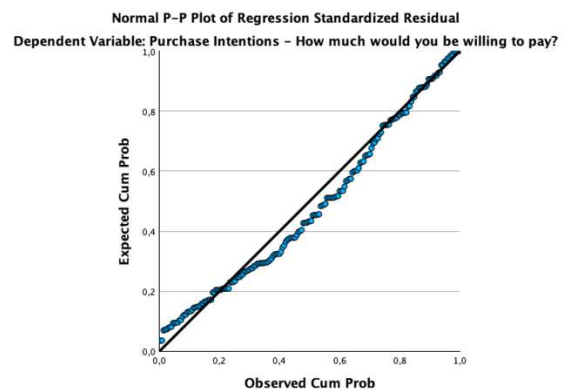
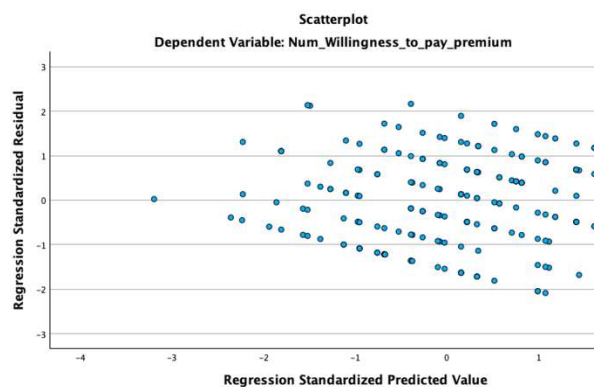
		Coefficients <sup>a</sup>						Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error	Beta					
1	(Constant)	1,449	,531		2,729	,007			
	MarketingType	,162	,191	,053	,846	,399	1,000	1,000	
	ConsumptionType	-,150	,191	-,050	-,787	,432	,996	1,004	
	BrandFamiliarityScore	,586	,072	,514	8,145	<,001	,996	1,004	

a. Dependent Variable: PurchaseIntentionScore

Table 6: Assumptions for the dependent variable “Price willing to pay”

1. Linearity: The relationship between the independent variables and the dependent variable (Price, willing to pay) was confirmed to be linear, as indicated by the standardized residual plot (Appendix C.5.3).
2. Homoscedasticity: The residuals (errors) were observed to have constant variance across all levels of the predicted values. This assumption was confirmed through the scatterplot of residuals versus predicted values (Appendix C.5.3).
3. Normality: The residuals followed a normal distribution, as evidenced by the histogram of residuals, that displayed a normal curve, and the P-P plot, where the points closely followed the diagonal line (Appendix C.5.3).
4. Independence of Residuals: The Durbin-Watson statistic was 2.124, which falls within the acceptable range of 1.5 to 2.5. This indicates that the residuals are not autocorrelated, supporting the assumption of independence (Appendix C.5.3).

These assumptions being met ensured that the regression results could be interpreted with confidence.



Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	,449 <sup>a</sup>	,202	,175	1,70053	,202	7,662	6	182	<,001	2,124

a. Predictors: (Constant), Interaction\_ConsumptionType\_X\_MarketingType, BrandFamiliarityScore, MarketingType, ConsumptionType, Interaktion\_MarketinTypeXConsumptionTypeXBrandFamiliarity, Interaktion\_MarketinTypeXBrandFamiliarity

b. Dependent Variable: Num\_Willingness\_to\_pay\_premium

Table 7: ANOVA for the dependent variable “Price willing to pay”

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132,941	6	22,157	7,662	<,001 <sup>b</sup>
	Residual	526,307	182	2,892		
	Total	659,249	188			

a. Dependent Variable: Num\_Willingness\_to\_pay\_premium

b. Predictors: (Constant), Interaction\_ConsumptionType\_X\_MarketingType, BrandFamiliarityScore, MarketingType, ConsumptionType, Interaktion\_MarketinTypeXConsumptionTypeXBrandFamiliarity, Interaktion\_MarketinTypeXBrandFamiliarity

Table 8: Linear Regression for the dependent variable “Price willing to pay”

		Coefficients <sup>a</sup>						Collinearity Statistics	
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	1,056	1,797		,588	,557			
	MarketingType	,665	1,447	,178	,460	,646	,029	34,088	
	ConsumptionType	-,687	,811	-,184	-,847	,398	,093	10,737	
	BrandFamiliarityScore	,733	,303	,521	2,418	,017	,094	10,591	
	Interaktion_MarketingType XBrandFamiliarity	-,217	,257	-,372	-,843	,400	,023	44,332	
	Interaktion_MarketingType XConsumptionTypeXBrandFamiliarity	,101	,117	,335	,863	,389	,029	34,371	
	Interaction_ConsumptionType X_MarketingType	-,190	,753	-,113	-,253	,801	,022	45,698	

a. Dependent Variable: Num\_Willingness\_to\_pay\_premium