



Indian Institute of Management Calcutta

Working Paper Series

WPS No 827 /April, 2019

**ENHANCING NOSTALGIA ADVERTISING THROUGH SPIRITUALITY DIMENSION
IN CONTEXT OF INDIAN CONSUMERS**

Ramendra Singh*

Indian Institute of Management Calcutta

DH Road, Joka

Kolkata – 700104 (INDIA)

Email: ramendra@iimcal.ac.in

Yukti Sharma

Indian Institute of Management Calcutta

Email id: yuktim@iimcal.ac.in

Jitender Kumar

Galgotias University

Email id: jitender.7@gmail.com

(* Corresponding Author)

Indian Institute of Management Calcutta

Joka, D.H. Road

Kolkata 700104

URL: <http://facultylive.iimcal.ac.in/workingpapers>

ENHANCING NOSTALGIA ADVERTISING THROUGH SPIRITUALITY DIMENSION IN CONTEXT OF INDIAN CONSUMERS

Ramendra Singh & Yukti Sharma
Indian Institute of Management Calcutta
Jitender Kumar
Galgotias University

ABSTRACT

Spirituality and nostalgia though well examined in the other domains, remained relatively less explored in the field of marketing. In this direction, our study examines how the consumer's spiritual well-being (SWB) fits the advertisements with nostalgia appeal. Thus, the purpose of our study is to introduce the concept of consumer's spirituality in nostalgia marketing. We conducted a web-based survey (N=306) by exhibiting the respondents to a series of advertisements to arouse nostalgia. A survey-based instrument was used to measure the nostalgia intensity scale (NIAD), Ad-evoked nostalgia (NOST), Purchase intensity (PI) and Spiritual Well-Being (SWB) of the respondents. We found a significant positive impact of consumer' spiritual well-being on the cognitive construct of nostalgia, i.e., ad-evoked nostalgia (NOST) as well as the purchase intention (PI) of products featured in ads. Our study contributes to the road less, i.e., spirituality in nostalgia marketing. Further, our study provides a specific direction to the marketers for positioning products to the spiritually well-off consumer based on the proposition of self-exploration.

Keywords: Spiritual wellbeing (SWB); Ad-evoked Nostalgia (NOST); Nostalgia intensity towards ads (NIAD); Purchase Intention (PI).

Enhancing nostalgia advertising through spirituality dimension in the Indian consumers.

Ramendra Singh & Yukti Sharma
Indian Institute of Management Calcutta
Jitender Kumar
Galgotias University

1. Introduction

Spirituality is often described as a source of meaning, and direction in life (Kale 2006); it offers comfort in today as well as hope for tomorrow (Bussema and Bussema 2007; Sullivan 1993). Spirituality results in spiritual wellbeing, which is an index for the spiritual quality of life (Chowdhury and Fernando 2013; Fernando and Chowdhury 2010). The application of spirituality is not only restricted to religion studies but applied to the broad array of disciplines such as psychology, philosophy, religion, nursing, and counseling (Kale 2004, 2006); however, remained comparatively unexplored in the field of marketing (Kale 2006; McKee 2003). This study fills a lacuna in the marketing literature and practices to serve the spiritual needs of consumers (Kale 2006; Shaw and Thompson 2013) through instilling the consumer's spirituality in nostalgia marketing.

Nostalgia has increased application in the disciplines like history, sociology (Davis 1979), and psychology (Sedikides et al. 2015); however, its integration in the field of marketing especially, advertising is relatively new (Jain et al. 2019). Nostalgia is capable of moving the consumer both emotionally (Holak and Havlena 1998) and cognitively (Holbrook and Schindler 1994; Stern 1992). However, negligible studies investigate the synchronous effects of cognitive and emotional components of nostalgia on consumer decision-making except a

study conducted by Sierra and McQuitty (2007). Our study considers both the cognitive (Ad-evoked nostalgia) and emotional (Nostalgia intensity towards ad) components of nostalgia marketing.

This study explores a critical but unexplored link between the spiritual wellbeing as well as cognitive and emotional components of nostalgia. For this, we conducted a web-based survey using instrument measuring nostalgia intensity scale (NIAD) (Baker and Kennedy 1994), Ad-evoked nostalgia (NOST) (Pascal et al. 2002), Purchase intensity (PI) (Putrevu and Lord 1994) and Spiritual Wellbeing (SWB) (Paloutzian and Ellison 1982) after showing the respondents a series of popular print and TV ads of the 1980s and 1990s. The results suggested a significant association of spiritual wellbeing of the consumer with the purchase intention of the advertised products as well as ad evoked nostalgia. However, the spiritual wellbeing was not significantly related to the nostalgia intensity of the consumer towards ads. Our research adds to the literature on consumer's spirituality by suggesting its implication on a particular type of product high on the self-concept, i.e., nostalgic products. The research study fills the lacuna in nostalgia marketing based on the spiritual needs of consumers (Kale 2004, 2006; Shaw and Thompson 2013).

2. Literature Review

2.1. Spirituality in marketing

The word 'spirituality' has a Latin root which originally means 'breath or life.' Spirituality provides connectedness of oneself with the higher entity as well as a sense of purpose in life. Tart (1983) described spirituality as a source of purpose and defined spirituality as "the vast realm of human potential dealing with ultimate purposes, with higher entities, with God, with life,"(p. 4). Spirituality researchers suggest spiritual wellbeing as an outcome of spirituality (Chowdhury and Fernando 2013; Fernando and Chowdhury 2010). Spiritual

wellbeing is an index of spirituality and contemplated as the manifestation of spirituality in one's lifetime.

The concept of spirituality has broad applicability in the domain of psychology, philosophy, religion, to name few (Kale 2004, 2006), though it is relatively less explored in the field of marketing (Kale 2006; McKee 2003). Increasingly, businesses have realized the role of the soul in consumption behavior, and they capitalize on the spiritual needs to position even the materialistic products (Kale 2006). Even though marketers acknowledge the potential of spirituality to explain the dynamics of self and consumption, relatively fewer efforts are performed in examining the phenomenon and its repercussions on the marketplace (Kale 2004, 2006). The research studies repeatedly mark a lacuna in the marketing practices to render the spiritual needs of consumers (Kale 2004, 2006; Shaw and Thompson 2013) which forms the basis of our study.

2.2. Nostalgia Marketing

The word Nostalgia has Greek origins whereby 'nostos,' means a return to one's motherland and, 'algos,' means pain, suffering or grief (Holak and Havlena 1992) and marks a unique ability of a human to travel through time (Epstude and Peetz 2012). Nostalgia or "hark back to the past" has gained attention from disciplines such as history, sociology (Davis 1979), and psychology (Sedikides et al. 2015); however, its integration in the field of marketing specifically, advertising is relatively new (Jain et al. 2019; Pascal et al. 2002). Nostalgia in the field of marketing is defined by Holbrook and Schindler (1991) as "an inclination (general loving, inspirational state of mind, or good effect) toward objects (Places People, or things) that were more typical (Fashionable, popular, or broadly circulated) when one was more youthful (in early adulthood, in youthfulness, in adolescence, or even before birth)" (p. 330).

Earlier studies propose the use of nostalgia appeal in advertising as highly persuasive and effective (Jain et al. 2019; Reisenwitz et al. 2004; Rindfleisch and Sprott 2000). The nostalgia appeal in advertising is applied in various product categories such as food, beverages (Muehling and Sprott 2004), music, movies (Baker and Kennedy 1994; Barrett et al. 2010; Sierra and McQuitty 2007), clothing, and, perfume (Belk 1990; Reisenwitz et al. 2004), financial planning (Rindfleisch and Sprott 2000), coffee, and medicine (Reisenwitz et al. 2004).

Conceptualisation of Nostalgia in marketing

Nostalgia comprises of emotional (Holak and Havlena 1998; Sierra and McQuitty 2007) and cognitive components (Holbrook and Schindler 1994; Jain et al. 2019; Stern 1992). Our study considers a cognitive component, i.e., Ad-evoked nostalgia and emotional component, i.e., Nostalgia intensity towards the ad, in nostalgia marketing.

Ad-evoked Nostalgia

In real life, nostalgia can be evoked in several ways as defined by Belk's (1990, p. 670) nostalgia as "a wistful mood that may be prompted by an object, a scene, a smell, or a strain of music." Other nostalgia scholars believe that music, movies, family members, and events are few of the determinants which may evoke nostalgic reflections among people (Holak and Havlena 1992). In the field of marketing, practitioners have established several ways through which nostalgia can be evoked in consumers. The techniques vary from ads requiring the consumers to recapture their past as appeared in Disney's magic campaign or to reiterate of the brand flashes from different eras, for example, Pepsi's Generation campaign which featured Britney Spears or relive the old jingles, for example, Bumble Bee reviving its 1970s jingle again in the year 2009 (see e.g., Merchant et al. 2013).

Nostalgia Intensity towards ads

Though the marketing literature is dominated with the cognitive constructs of nostalgia, in real life, it is often described as an emotion (Holak and Havlena 1998) rather than a cognitive process (Belk 1990). In the marketing field, the emotional constructs investigated include nostalgia intensity (Baker and Kennedy 1994; Reisenwitz et al. 2004) and emotions about the past (Sierra and McQuitty 2007). Our study considers nostalgia intensity towards ads an integral emotional construct of nostalgia advertising. Nostalgia intensity is highlighted in the literature (Baker and Kennedy 1994; Barrett et al. 2010; Marchegiani and Phau 2011; Reisenwitz et al. 2004) and is described as “the strength of the feelings associated with the yearning for a sanitized version of an earlier period” (Stern 1992). The intensity of the nostalgic emotion depends on the level of nostalgia evoked, particularly, the directness of experience (Baker and Kennedy 1994).

3. Development of Hypothesis and conceptual framework

3.1. From Spiritual wellbeing to Purchase intention (SWB→ PI)

We consider possession not as a mean of displaying visible status or simply conspicuous consumption (Stillman et al. 2012) but as a mean to explore oneself (Belk 1988) or explain self-identity (Sierra and McQuitty 2007). Spirituality, as fundamental to an understanding of self (Kale 2006), may manifest the desire for possession of products high on likewise pursuits (Shaw and Thomson 2013). There are particular possessions which can indicate and strengthen an individual’s self-identity (Richins 1994) and allow an individual to connect with their past through recollections, attitudes, and emotions, and is termed as nostalgic possessions (Belk 1988). Further, through evoking self-identity in a transaction, a marketer can enhance the value perceptions of that transaction (Richins 1994) which provide an additional reason to a consumer for buying the product. In concordance with the argument we hypothesis:

H1: Higher spiritual wellbeing (SWB) leads to an increased Purchase Intention (PI) of the product depicted in the nostalgia ads.

3.2. From Spiritual wellbeing to Nostalgia appeal in marketing

To ascertain the connection between an individual's spiritual wellbeing and nostalgia evoked by the nostalgic advertisement we considered the terror management theory. Terror management theory (TMT) (Becker 1973) suggests awareness of death, also known as mortality salience, instigates insurmountable fear, and individuals seek various methods of coping mechanism to relief death anxiety. Earlier studies suggested two integral coping mechanism- Spirituality (Ring 1984) and Nostalgia (Routledge et al. 2014) to relief an individual of mortality salience.

An acute awareness of death or simply, mortality salience, as observed in the case of near-death experience, may promote the sense of spirituality in an individual (Ring 1984). So, individuals high on the spiritual wellbeing index may fully accept their mortality with a feeling of transcendence (Cozzolino et al. 2004). Another such meaning-providing structure to cope with death anxiety is nostalgia (Ye et al. 2017). Though nostalgia is related to past (Wildschut et al. 2006), but it is capable of casting a positive light on the future (Cheung et al. 2016; Routledge et al. 2014). Nostalgia provides a sense of purpose in life by bringing to mind meaningful and enjoyable life events like holidays and weddings (e.g., Routledge et al. 2011). Thus, nostalgia and spirituality are engraved in a person high on mortality salience.

Spirituality is a quest for mission in life (Myers 1990, p. 11) through increased social integration and support. Spirituality signifies there is something more substantial and better (Richards and Bergin 1997) which is worth existing for (Spilka et al. 1985). Such individual travel through time to past as the nostalgic reflecting on personally treasured past life experiences, allow them to reassure of a meaningful life (Routledge et al. 2014). A spiritually

well-off individual in quest of self-exploration (Kale 2006) may look back to past where one visualizes oneself as a protagonist in an adventuresome life event (Wildschut et al. 2006); thereby providing him with much clarity about his past self.

To best of our knowledge not much of the earlier studies provide a unique link between spirituality and nostalgia, except for a study conducted by Barrett et al., (2010); they considered spirituality as an affective personality trait, to determine its impact on the music evoked nostalgia through context level variables. Thus, an individual high on spiritual wellbeing in quest of happiness; self-exploration and meaning for life, when exposed to an advertisement with the nostalgic appeal is more likely to respond favorably to the cognitive (NOST) and affective (NIAD) component of nostalgia. In this direction we formulate the following hypothesis:

H2: Higher spiritual wellbeing (SWB) of consumer leads to higher evoked nostalgia (NOST) through advertisement

H3. Higher Spiritual wellbeing (SWB) of consumer leads to higher nostalgia intensity towards advertisement (NIAD).

3.3.From Ad-evoked nostalgia to Purchase intention

Previous studies established the significant influence of nostalgia on purchase behavior (Merchant et al. 2013, 2016) specifically for tea (Holak et al. 2008), food (Loveland et al. 2010), movies arts, entertainment (Schindler and Holbrook 2003), songs (Barrett et al. 2010), and prosocial behaviors (Merchant et al. 2011).

The earlier investigation provided evidence that advertisements evoking nostalgic reactions would emotionally charge the consumer, thereby reminding them of the personal memories, and enhance attitudes towards the ad. Thus, through affect transfer of positive attitude towards

the ad on attitudes towards the advertised brand may boost future purchase intentions (Merchant et al. 2016). This argument leads to our hypothesis:

H4: Higher ad-evoked nostalgia (NOST) leads to higher Purchase Intention (PI) of the advertised product.

3.4.From Nostalgia intensity towards Advertisement and Purchase intention

Exposure to the advertisement with nostalgia appeal may insist on yearning for past, necessarily a positive emotion (Baumgartner et al. 1992; Holak and Havlena 1998; Pascal et al. 2002). Due to a positivity bias of memory an individual tends to recall the positive episode majorly from life experience. With the advertisers always aiming to regain the pleasant rather than the unpleasant memories the emotions associated with nostalgia becomes further positively inclined (Sujan et al. 1993). The affect transfer model (MacKenzie et al. 1986), suggests the emotion aroused through advertisement with nostalgic appeals a consumer experience the nostalgic feeling lead to the formation of positive attitudes (Muehling and Sprott 2004) and influence the consumers' judgment processes (Sujan et al. 1993). A higher nostalgia intensity, depicting the strength of these emotions, may significantly influence the purchase behavior of the consumer. In this direction we hypothesis that nostalgia-generated emotions may exert a significant influence on consumer purchase intentions (Pascal et al. 2002; Reizenwitz et al. 2004; Sierra and McQuitty 2007) and state our hypothesis as:

H5: Higher nostalgia intensity (NIAD) towards advertisement leads to higher Purchase Intention (PI) of the advertised brand.

3.5.From Ad-evoked nostalgia to Nostalgia intensity towards ads

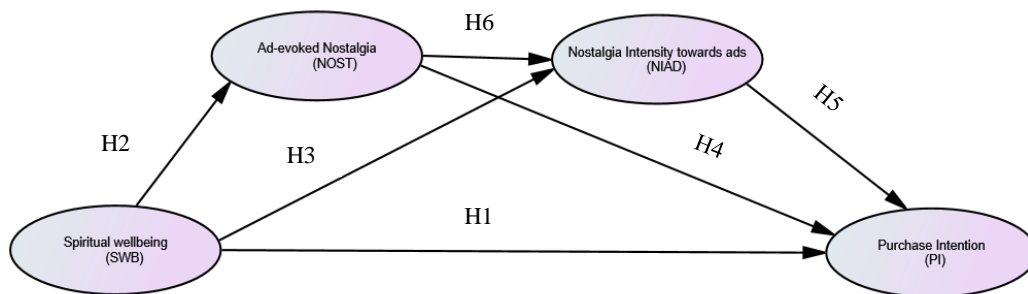
Evoking nostalgic through advertising primarily generates a high level of positive emotions (Holak and Havlena 1998; Pascal et al. 2002). The positive feelings of yearning for past intensify based on the extent of the evoked nostalgia. As according to affect intensity proposition, other things remaining same, the size of an emotional response should be strongly

associated with the quantity of the stimulus (Larsen and Diener 1987). Thus, the hypothesis is formulated as follows:

H6: Higher Ad-evoked nostalgia (NOST) leads to higher nostalgia intensity (NIAD) towards advertisement of the advertised product.

Figure 1. visualises the conceptual framework for our study.

Figure 1. Conceptual Framework of the study



4. Data, Sample and Methodology

4.1. Measure

In order to test the hypotheses stated in the earlier section, a web survey was administered to collect the data using the questionnaire as a survey instrument. The questionnaire was devised based on the extensive review of existing literature with the conceptualization of scale as summarized in Table 1. To measure the customer's nostalgia intensity towards ads, five-item nostalgia intensity scale (NIAD) was used from Baker and Kennedy (1994). The nostalgic feeling evoked by advertisements was assessed by using a ten-item evoked nostalgia scale (NOST) scale (Pascal et al. 2002). Purchase intensity (PI) was captured through a three-item scale (Putrevu and Lord 1994). Finally, to measure Spiritual wellbeing (SWB) ten-item scale developed by Paloutzian and Ellison (1982) was used. A standardized seven-point Likert scale

was employed to measure the level of agreement associated with the items whereby one symbolizing strongly disagree and seven as strongly agree.

Table 1. Operationalization of the Construct

Constructs	Coding	Items	References
Nostalgia intensity towards ad	NIAD	5	Baker and Kennedy (1994)
Ad-evoked Nostalgia	NOST	10	Pascal et al. (2002)
Purchase intensity	PI	3	Putrevu and Lord (1994)
Spiritual Well-Being	SWB	7	Paloutzian and Ellison (1982)
Total Items		25	

4.2. Stimulus

Data was gathered from 306 respondents through a web-based survey. Since the previous studies depicted that adults may probably experience nostalgia more than younger people (Davis 1979; Holak and Havlena 1992), therefore, we accumulated data from adults, necessarily, working people, house makers, students enrolled in Undergraduate, Graduate and Post Graduate courses. The respondents were shown a series of popular print and TV ads of the 1980s (<https://www.youtube.com/watch?v=hm03nsa3JSk>) and 1990s era (<https://www.youtube.com/watch?v=1VcwBL789Nw>) to remind them of their childhood days. Subsequently, they were asked to fill questionnaires. Print ads included ads of FMCG products like HLL's Surf, Lifebuoy, Ponds Shampoo, VST's Charminar cigarette, Parle's Poppins, Britannia's Glucose-D, and durable product, e.g. BSA-SLR Cycle; whereas, TV ads included brands like Dhara refined oil, Fevikwik, Dairy Milk, Asian Paints, Nirma washing powder, Raymonds, and Fevicol. The commercials depicted two separate product categories (durable and nondurable). Previous research recommends the selection of these categories to evoke nostalgia through ads (see e.g., Holak and Havlena 1992).

4.3. Data Analysis

Structural equation modeling (SEM) using Amos software (version 22.0) was applied in order to test the earlier proposed hypotheses. Since our study employs several constructs with multiple items, hence instrument validation was established through construct validity and reliability. In order to test the validity and reliability of the constructs, an exploratory factor analysis (EFA), followed by confirmatory factor analysis (CFA) was conducted. After the instrument validation, the hypotheses proposed in the conceptual model (depicted in Figure 1) were examined using SEM as outlined in this section.

The demographic profile of 306 respondents, in terms of their gender, age, educational qualification, and occupation distribution are given in Table 2. Among 306 respondents 171 cases (55.9%) were males against 44.1% of females. Most of the respondents were from the age group of 20-24 years (28.8%), followed by 31-35 and 36-40 years (28.1%). Nearly 70% of the respondents were postgraduates followed by 21% of graduate respondents. Out of the total respondents' maximum were either working (48.4%), or studying (37.3%).

Table 2. Socio-Demographic profile of the respondents

S.No	Category		No. of Respondents	Percentage
1	Gender	Male	171	55.9
		Female	135	44.1
2	Age	20-24	88	28.8
		25-30	27	8.8
		31-35	86	28.1
		36-40	86	28.1
		41-45	15	4.9
		46-50	2	0.7
		51-55	1	0.3
		55+	1	0.3
		3	Educational Qualification	Less than Graduate
Graduate	64			20.9
Post Graduate	213			69.6
Others	13			4.2
4	Occupation	Working	148	48.4
		Student	114	37.3

Homemaker	13	4.2
Others	31	10.1

Data screening

Before performing the instrument validation, the data were screened by addressing three main issues- Missing values, Outliers and unengaged responses (Hair et al. 2010). No missing values were obtained except two observation in the age column, and the same were replaced by the series median. To check the unengaged responses, the standard deviation was calculated, and the cases with zero standard deviation were removed. Five such cases were observed and were removed leading to a total sample size of 301 respondents for final analysis. No potential outliers were observed; few cases depicted potential outliers and were not removed given the data was collected on Likert's' scale.

Results for instrument validation

The research model suggested in this study has four constructs. We have presented the results of the validity of each construct, followed their respective reliability. We measured the construct validity through the face or content validity, convergent validity, and discriminant validity (Hair et al. 2010). Since the items used in our study were adopted from the existing literature, adequate face validity was observed (Hair et al. 2010). Convergent validity of the construct was appraised by performing EFA and CFA.

The results of EFA are summarised in Table 3. EFA using Principle Component Analysis and Promax rotation ($Kappa = 4$) was performed, and all the items were loaded adequately (factor loadings ≥ 0.35) on their respective constructs with 60% of variances extracted (Hinkin 1998). The KMO value of Sampling Adequacy was recorded at 0.862 with significant Bartlett's Test of Sphericity (p value=.000). In order to ensure unidirectionality of each construct few items with

multiple cross loading were removed NIAD 3, NOST 1, NOST 2, NOST 3, SWB 2, SWB 6 and SWB 10.

Table 3. EFA results obtained using PCA and Promax rotations

Variable	Item acronym	NIAD	NOST	PI	SWB
NIAD	NIAD1	.784			
	NIAD2	.800			
	NIAD4	.587			
	NIAD5	.623			
NOST	NOST4		.641		
	NOST5		.779		
	NOST6		.774		
	NOST7		.838		
	NOST8		.815		
	NOST9		.790		
PI	NOST10		.549		
	PI1			.898	
	PI2			.922	
	PI3			.820	
SWB	SWB1				.676
	SWB3				.772
	SWB4				.710
	SWB5				.749
	SWB7				.646
	SWB8				.794
	SWB9				.744

CFA was performed to examine the validity and reliability of the measurement model. To measure the convergent and discriminant validity of the measurement model we used Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Average Shared Variance (ASV). The convergent validity describes the extent to which observed variables describe the latent factor. To ensure convergent validity, the AVE of all the constructs must be higher than 0.50 (Malhotra and Dash 2011). However, NIAD and SWB constructs represented convergent validity concerns with average variance extracted (AVE) of NIAD (0.410) and SWB (0.462) was less than 0.50. The discriminant validity depicts the extent to which own

observed items explain the latent factor than by some other variable. In order to ensure the discriminant validity, MSV should be less than AVE (Hair et al. 2010; Malhotra and Dash 2011). NIAD construct not only depicted convergent validity concerns but discriminant validity issues, as well as the recorded MSV (0.469), was higher than AVE.

To correct the convergent validity issue, we removed about 10% outlier cases depicted through significant Mahalanobis' Distance. Thereby, leading to 270 cases left for further analysis. In order to ensure discriminant validity, few items with high cross loading and low regression weights NOST 4, NOST 5, NIAD 5, SWB 7, and SWB 9 were removed. This ensured sufficient convergent and discriminant validity and the results for the same are furnished in Table 4.

After applying the corrective measures for convergent validity, we checked the CMIN (χ^2/df) value which was recorded at 2.315. For an adequate model fit, the Chi-square normalized (simply, divided) by degrees of freedom (χ^2/df), should not exceed 3. Thus, our CMIN value represented an acceptable fit of the measurement model. Further, other fit-indices values are exhibited in Table 4, which depicts an acceptable and reasonable fit of the measurement model (Byrne 2010).

Table 4. Model fit index Value of the constructs

CFI	0.951
IFI	0.952
TLI	0.940
NFI	0.918
RFI	0.900
GFI	0.932
RMSEA	0.070

CFI, comparative fit index; IFI, incremental fit index; TLI, Tucker-Lewis index; NFI, normed fit index; RFI, relative fit index; GFI, goodness of fit index; RMSEA, root mean square error of approximation.

The convergent validity was estimated by calculating the average variance extracted (AVE) for four constructs as depicted in Table 5. Each measurement item represented

significant loading, i.e., greater than 0.50 onto their respective latent constructs reflecting high convergent validity of the constructs (Hair et al. 2010). The fulfillment of the conditions mentioned above indicates that constructs used in our study possess convergent validity (Fornell and Larcker 1981).

Table 5. Convergent validity of the constructs

Construct Name	Item Acronym	Factor loadings	AVE	Cronbach's Alpha
NIAD	NIAD1	.770	0.501	0.735
	NIAD2	.755		
	NIAD4	.582		
NOST	NOST 6	.687	0.699	0.918
	NOST 7	.843		
	NOST 8	.915		
	NOST 9	.879		
	NOST 10	.839		
SWB	SWB 1	.638	0.521	0.841
	SWB 3	.731		
	SWB 4	.758		
	SWB 5	.824		
	SWB 8	.642		
PI	PI 1	0.880	0.795	0.919
	PI 2	0.942		
	PI 3	0.850		

To ascertain the discriminant validity, we compared AVE with the squared inter-construct correlations as shown in Table 6. A higher value of AVE as compared to the squared inter-construct correlations proposes distinctiveness of the constructs (Fornell and Larcker 1981). As depicted in Table 6, the off-diagonal values measured squared inter-construct correlations. Since AVE value of each construct is higher than the squared inter-construct correlation in comparison with the rest of the constructs; thus, the constructs used in our study possess discriminant validity.

Table 6. Discriminant validity of the constructs

	CR	AVE	MSV	MAXR(H)	PI	NIAD	NOST	SWB
PI	0.921	0.795	0.250	0.933	0.891			
NIAD	0.748	0.501	0.469	0.767	0.500	0.707		
NOST	0.920	0.699	0.469	0.935	0.488	0.685	0.836	
SWB	0.844	0.521	0.244	0.857	0.400	0.403	0.494	0.722

After testing the constructs validity, subsequently, we examined the construct reliability which measures the internal consistency of each construct. Construct reliability was determined using the following two measures:

- (1) Cronbach's alpha (α);
- (2) composite reliability; and

Table 5 and 6 provided Cronbach's α and the composite reliability (CR) values respectively. From the respective Tables, it can be observed that the value of the composite reliability of each construct is higher than the minimum acceptable value of 0.60 (Fornell and Larcker 1981); and the value Cronbach's α is higher than the cut-off of 0.7 (Hair et al. 2010). Hence it can be concluded that the measurement items represent adequate internal consistency.

5. Structural Model and Hypothesis Testing

The paths were drawn from Spiritual well-being to the other three endogenous variables: Evoked nostalgia (NOST), Nostalgia intensity towards ad (NIAD), and Purchase intention (PI). Paths were also drawn from evoked nostalgia (NOST) to both nostalgia intensity towards ads (NIAD) and Purchase intention (PI)—and from nostalgia intensity (NIAD) to purchase intention. Finally, in order to test the higher order effects, the scores for each construct were imputed.

The measurement model was converted into a subsequent structural model (Depicted in Figure 2) by specifying the relationship between the constructs (Hair et al. 2010). The results indicated an adequate fit is reflected in Table 7 (Hu and Bentler 1999). To report the model fit

index, we used one absolute fit index and one incremental fit index (Hair et al. 2010, p. 654). RMSEA, an absolute fit index is estimated at 0.071 less than .08 (Hair et al. 2010; Hu and Bentler 1999), which suggest the model as a good fit. Another, absolute fit statistics, the normed chi-square, CMIN (Chi-square/ DF) is 2.361(p value=.000), indicated acceptable fit and provide additional support for the model fit (Hair et al. 2010). CFI, widely used incremental fit, recorded at 0.951, suggesting an adequate fit (Hu and Bentler 1999). Thus, the model suggests an overall adequate fit index.

Figure 2. From Measurement Model to Structural Model

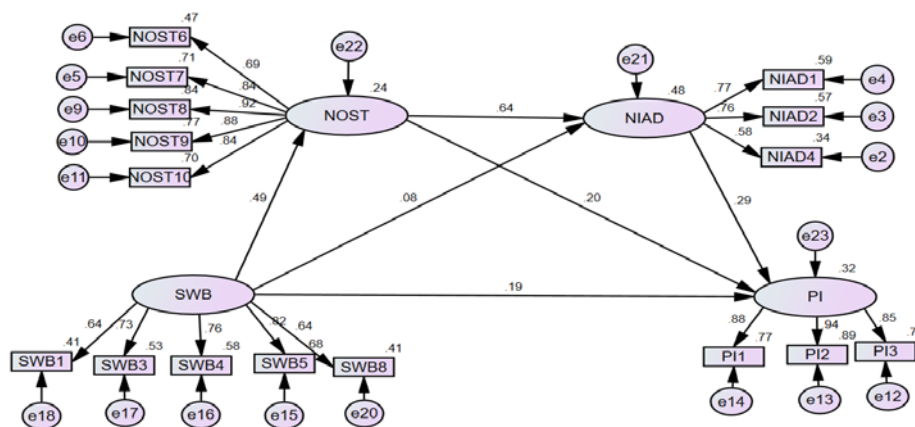


Table 7. Model fit index Value of the constructs

Model fit index	Value of the constructs
CMIN(Chi-square/DF)	2.361
GFI	0.906
CFI	0.951
AGFI	0.870
RMSEA	0.071

GFI, goodness of fit index; CFI, comparative fit index; RMSEA, root mean square error of approximation.

The hypothesized model with interrelationships among the different constructs was tested, and results for hypotheses testing are shown in Table 8. Table 8 depicts the standardized path

coefficients along with the respective p-values. All path coefficients were found to be significant at a p-value of 0.05, except for hypothesis 3 (H3).

Table 8. Hypothesis testing results

Hypothesis No.	Hypothesized path	Standardized estimates	P value	Results
H1	SWB→PI	0.185	.009	Supported
H2	SWB→NOST	0.494	***	Supported
H3	SWB→NIAD	.085	.243	Not supported
H4	NOST→PI	0.197	0.036	Supported
H5	NIAD→PI	0.290	0.003	Supported
H6	NOST→NIAD	0.643	***	Supported

Note: Model is tested at .05 level of significance

6. Discussions and Conclusions

This study is propelled by the research questions of inculcating spirituality dimension of a consumer into the nostalgia marketing. For the purpose, we measure the spirituality of the respondent using SWB scale and determined its impact on purchase intention of product in the nostalgia advertisements, also on the cognitive, i.e., ad-evoked nostalgia as well as emotional, i.e., nostalgia intensity towards ads, constructs in nostalgia marketing. Our study suggested that spiritual well-off individual may buy more of the products high with a nostalgic component on account of the exploration of past selves (Kale 2006). This finding contrasts with the earlier studies which inferred that an individual high on spirituality might become empty of materialism (Stillman et al. 2012). Using terror management theory, we hypothesized that an individual high on spiritual wellbeing would also manifest higher cognitive and emotional components of nostalgia. However, our findings propose that although the high account of spirituality may evoke more nostalgia through ads, however, unable to predict the intensity of nostalgic emotions. Thus, we failed to accept our hypothesized relationship between individual spiritual wellbeing and emotional dimension of nostalgia. Our findings that cognitive and emotional components of nostalgia positively influence the purchase intentions

corroborates with the earlier studies. Past research suggested advertisements evoking nostalgic reactions generate a more favorable perception of the ad and advertised brand, thus, contributing to higher purchase likelihood (Merchant et al. 2013, 2016).

Further, our findings corroborate the earlier studies and suggest that the positive emotions generated by exposure to an ad with nostalgia appeal may influence consumer preferences for the nostalgia product. Finally, an integral finding inferred a significant positive relation between Ad-evoked nostalgia and Nostalgia intensity towards ads. Thus, suggesting that evoking nostalgic feelings through advertising generates a high level of positive emotions (Holak and Havlena 1998; Pascal et al. 2002).

References

- Baker, S. M., & Kennedy, P. F. (1994). Death by nostalgia: A diagnosis of context-specific cases. *Advances in Consumer Research*, 21, 169–174
- Barrett, F. S., Grimm, K. J., Robins, R. W., Wildschut, T., Sedikides, C., & Janata, P. (2010). Music-evoked nostalgia: Affect, memory, and personality. *Emotion*, 10, 390–403.
- Becker, E. (1973). *The denial of death*. New York: Free Press
- Belk, R. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139.
- Belk, R. (1990). The role of possessions in construction and maintaining a sense of past. *Advances in Consumer Research*, 17, 669-675.
- Bussema, E. F., & Bussema, K. E. (2007). Gilead revisited: Faith and recovery. *Psychiatric Rehabilitation Journal*, 30(4), 301-305.
- Byrne, B. M. (2010). *Structural Equation Modeling with Amos: Basic Concepts, Applications, and Programming* (2nd ed.). New York: Taylor and Francis Group.

- Cheung, W. Y., Sedikides, C., & Wildschut, T. (2016). Induced nostalgia increases optimism (via social-connectedness and self-esteem) among individuals high, but not low, in trait nostalgia. *Personality and Individual Differences*, 90, 283–288.
- Chowdhury, R. M. M. I., & Fernando, M. (2013). The role of spiritual well-being and materialism in determining consumers' ethical beliefs: An empirical study with Australian consumers. *Journal of Business Ethics*, 113(1), 61–79.
- Cozzolino, P., Staples, A., Meyers, L., & Samboceti, J. (2004). Greed, Death, and Values: From Terror Management to Transcendence Management Theory. *Personality And Social Psychology Bulletin*, 30(3), 278-292.
- Davis, F. (1979). *Yearning for yesterday: a sociology of nostalgia*. New York.
- Epstude, K., & Peetz, J. (2012). Mental time travel: A conceptual overview of social psychological perspectives on a fundamental human capacity. *European Journal of Social Psychology*, 42(3), 269–275.
- Fernando, M. & Chowdhury, R. (2010). The Relationship Between Spiritual Well-Being and Ethical Orientations in Decision Making: An Empirical Study with Business Executives in Australia. *Journal of Business Ethics*, 95(2), 211-225.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- Hinkin, T. R. (1998). A brief tutorial on the development of measures for use in survey questionnaires. *Organizational Research Methods*, 1, 104–121.

- Holak, S. & Havlena, W. (1998). Feelings, Fantasies, and Memories. *Journal of Business Research*, 42(3), 217-226.
- Holak, S. L., & Havlena, W. J. (1992). Nostalgia: An exploratory study of themes and emotions in the nostalgic experience. *Advances in Consumer Research*, 19, 380–386.
- Holak, S., Matveev, A., & Havlena, W. (2008). Nostalgia in post-socialist Russia: Exploring applications to advertising strategy. *Journal of Business Research*, 61(2), 172–178.
- Holbrook, M. & Schindler, R. (1994). Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. *Journal of Marketing Research*, 31(3), 412.
- Holbrook, M. B., & Schindler, R. M. (1991). Echoes of the dear departed past: Some work in progress on nostalgia. *Acrwebsite.org*. Retrieved 10 April 2019, from <http://www.acrwebsite.org/volumes/7181/volumes/v18/NA-18>.
- Hu, L.-T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55.
- Jain, V., Merchant, A., Roy, S. & Ford, J. (2019). Developing an emic scale to measure ad-evoked nostalgia in a collectivist emerging market, India. *Journal of Business Research*, 99, 140-156.
- Kale, S. (2004). Spirituality, Religion, and Globalization. *Journal Of Macromarketing*, 24(2), 92-107.
- Kale, S. (2006). Consumer spirituality and marketing. In M. C. Lees, T. Davies, & G. Gregory (Eds.), *Asia-Pacific advances in consumer research* (Vol. 7, 108–110). Sydney: University of Sydney.

- Larsen, R., & Diener, E. (1987). Affect intensity as an individual difference characteristic: A review. *Journal Of Research In Personality*, 21(1), 1-39. doi: 10.1016/0092-6566(87)90023-7
- Loveland, K., Smeesters, D., & Mandel, N. (2010). Still preoccupied with 1995: The need to belong and preference for nostalgic products. *Journal of Consumer Research*, 37(3), 393–408.
- MacKenzie, S., Lutz, R., & Belch, G. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal Of Marketing Research*, 23(2), 130-143.
- Malhotra N. K., Dash S. (2011). *Marketing Research an Applied Orientation*. London: Pearson Publishing.
- Marchegiani, C., & Phau, I. (2011). The value of historical nostalgia for marketing management. *Marketing Intelligence & Planning*, 29(2), 108–122.
- McKee, D. (2003). Spirituality and Marketing: An Overview of the Literature. In R. A. Giacalone & C. L. Jurkiewicz (Eds.), *Handbook of Workplace Spirituality and Organizational Performance* (pp. 57–75). Armonk, NY: M.E. Sharpe.
- Merchant, A., Ford, J. B., & Rose, G. M. (2011). How personal nostalgia influences giving to charity. *Journal of Business Research*, 64(6), 610–616
- Merchant, A., Ford, J. B., Dianoux, C., & Herrmann, J. L. (2016). Development and validation of an emic scale to measure ad-evoked nostalgia in France. *International Journal of Advertising*, 35(4), 706–729
- Merchant, A., Latour, K., Ford, J., & Latour, M. (2013). How Strong is the Pull of the Past?. *Journal Of Advertising Research*, 53(2), 150-165. doi: 10.2501/jar-53-2-150-165.

- Muehling, D. D., & Sprott, D. E. (2004). The power of reflection: An empirical examination of nostalgia advertising effects. *Journal of Advertising*, 33(3), 25–35.
- Myers, J. E. (1990). Wellness Through the Lifespan. *Guidepost*, 23, 11.
- Paloutzian, R., & Ellison, C. (1982). Loneliness, spiritual well-being and the quality of life. In L. A. Peplau & D. Perman (Eds.), *Loneliness: A sourcebook of current theory, research and therapy* (pp. 224–237). New York: Wiley-Interscience.
- Pascal, V., Sprott, D. and Muehling, D. (2002). The Influence of Evoked Nostalgia on Consumers' Responses to Advertising: An Exploratory Study. *Journal of Current Issues & Research in Advertising*, 24(1), 39-47.
- Putrevu, S. and Lord, K. (1994). Comparative and Noncomparative Advertising: Attitudinal Effects under Cognitive and Affective Involvement Conditions. *Journal of Advertising*, 23(2), 77-91.
- Reisenwitz, T. H., Iyer, R., & Cutler, B. (2004). Nostalgia advertising and the influence of nostalgia proneness. *Marketing Management Journal*, 14(2), 55–66.
- Richards, P. S., & Bergin, A. E. (Eds.). (1997). *A spiritual strategy for counselling and psychotherapy*. Washington, DC: American Psychological Association.
- Richins, M. (1994). Valuing Things: The Public and Private Meanings of Possessions. *Journal of Consumer Research*, 21(3), 504.
- Rindfleisch, A., & Sprott, D. E. (2000). Moving forward on looking backward: Advancing theory and practice in nostalgia. In S. J. Hoch, & R. J. Meyer (Eds.), *Advances in consumer research* (Vol. 27, pp. 34–35). Provo, UT: Association for Consumer Research.

- Ring, K. (1984). *Heading toward Omega: In search of the meaning of the near-death experience*. New York: Morrow.
- Routledge, C., Arndt, J., Wildschut, T., Sedikides, C., Hart, C. M., Juhl, J., et al. (2011). The past makes the present meaningful: Nostalgia as an existential resource. *Journal of Personality and Social Psychology*, 101(3), 638–652.
- Routledge, C., Juhl, J., Abeyta, A., & Roylance, C. (2014). Using the past to promote a peaceful future: Nostalgia proneness mitigates existential threat induced nationalistic self-sacrifice. *Social Psychology*, 45(5), 339–346.
- Schindler, R., & Holbrook, M. (2003). Nostalgia for early experience as a determinant of consumer preferences. *Psychology and Marketing*, 20(4), 275–302
- Sedikides, C., Wildschut, T., Routledge, C., & Arndt, J. (2015). Nostalgia counteracts self-discontinuity and restores self-continuity. *European Journal of Social Psychology*, 45(1), 52–61
- Shaw, D. and Thomson, J. (2013). Consuming spirituality: the pleasure of uncertainty. *European Journal of Marketing*, 47(4), 557-573.
- Sierra, J. and McQuitty, S. (2007). Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory. *Journal of Marketing Theory and Practice*, 15(2), 99-112.
- Spilka, B., Shaver, P., & Kirkpatrick, L. A. (1985). A general attribution theory for the psychology of religion. *Journal for the Scientific Study of Religion*, 24 (1), 1–118.
- Stern, B. (1992). Historical and Personal Nostalgia in Advertising Text: The Fin de siècle Effect. *Journal Of Advertising*, 21(4), 11-22.

- Stillman, T., Fincham, F., Vohs, K., Lambert, N. and Phillips, C. (2012). The material and immaterial in conflict: Spirituality reduces conspicuous consumption. *Journal of Economic Psychology*, 33(1), 1-7.
- Sujan, M., Bettman, J. R., & Baumgartner, H. (1993). Influencing consumer judgments using autobiographical memories: A self-referencing perspective. *Journal of Marketing Research*, 30(4), 422–436.
- Sullivan, W. P. (1993). It helps me to be a whole person: The role of spirituality among the mentally challenged. *Psychosocial Rehabilitation Journal*, 16(3), 125-134
- Tart, C. (1983). *Transpersonal psychologies*. El Cerrito, CA: Psychological Processes Inc.
- Wildschut, T., Sedikides, C., Arndt, J., & Routledge, C. (2006). Nostalgia content: Trigger, functions. *Journal of Personality and Social Psychology*, 91(5), 975–993.
- Ye, S., Ng, T., & Lam, C. (2017). Nostalgia and Temporal Life Satisfaction. *Journal of Happiness Studies*, 19(6), 1749-1762.