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EFFECTS ON EMOTIONS**

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ABSTRACT

This research examines changes in emotions of 292 respondents exposed to advertising and experiencing varying intensities of Historical Nostalgia. Five emotions related to Historical Nostalgia are examined under 'low, mid, and high' intensity groups. In four of the emotions an increase in Historical Nostalgia significantly altered the level of emotions experienced, with the fifth a borderline result. This indicates the ability of Historical Nostalgia to effect emotions. Previous studies have empirically tested Historical Nostalgia independent from other forms of nostalgic appeal. As such, previous unknown knowledge as to how Historical Nostalgia at varying intensity levels influences respondent's emotions is revealed.

INTRODUCTION

While empirical studies of emotions in respondents experiencing nostalgia have been conducted, this study increases the rigor of our knowledge by examining emotions under a specific 'type' of nostalgia; namely Historical Nostalgia. The call for studying nostalgia not as a 'unified' appeal, but in more specific terms has been made by previous researchers (e.g. Baker and Kennedy 1994; Batcho 1995; Havlena and Holak 1991; Hirsch 1992; Holak and Havlena 1992; Marchegiani and Phau *in press*; Stern 1992). This call is based on the fact that different 'forms' of nostalgia are expected to differ in terms of consumer reactions, dependent on the form of nostalgia being experienced. Perhaps the most common division of nostalgia is approaching the appeal as either 'Personal' or 'Historical' (Havlena and Holak 1991; Stern 1992). Despite this, empirical research is almost non-existent. This study begins to fill this research gap by examining the important consumer reaction of emotions under varying levels of Historical Nostalgia intensity, independent of the Personal Nostalgia. Specifically, five emotions identified in a previous study on Historical Nostalgia (Marchegiani and Phau 2009) are examined.

BACKGROUND, UNDERPINNINGS AND HYPOTHESIS DEVELOPMENT

Historical Nostalgia refers to responses generated from a time in history that the respondent did not experience directly, even a time before they were born ('the way it was'). This is opposed to Personal Nostalgia that deals with responses from a

personally remembered past ('the way *I* was') (Stern 1992; Havlena and Holak 1991). In brief, experiencing these two types of nostalgia are expected to result different consumer reactions as Historical Nostalgia deals with with more collective or virtual memory (e.g. Halbwachs 1950, 1992; Holak, Matveev, and Havlena 2008) while Personal Nostalgia deals with a form of autobiographical or personal connection (e.g. Krugman 1967; Sujar, Bettman, and Baumgartner 1993; Brewer 1986; Neisser 1988; Belk 1990; Davis 1979; Stern 1992). Despite the clear connection of the two type to cognitive reactions, Pascal, Sprott and Muehling (2002) posed the question of whether or not consumers actually 'think' about the idealized past when exposed to nostalgic ads, resulting in attitude and purchase intentions, or if this same outcome is actually a result of the evoked positive nostalgic "feelings". They suggested further investigation of this issue might assist in providing a better understanding of how nostalgic ads are processed.

As mentioned, empirical evidence of changes in reactions as a result of these two variations independently of one another is a significantly large gap in the knowledge. The concern of this study is only on Historical Nostalgia and how an increase in this reaction effects emotions. Despite the expectation that Personal and Historical nostalgia distinctly different, some findings of previous studies examining nostalgia as a unified concept are expected to still be accurate. In this study, there is an expectation that level emotions will increase as Historical Nostalgia rises. However, we will first clarify emotions and their place in nostalgia.

Richins (1997) defines emotion as being a 'valenced affective reaction to perceptions of situations'. There is no shortage in the literature of studies that discuss emotion as an important consumer reaction that is of great concern to marketers. For example, Huang (2001) notes many marketers that borrow significantly from psychology in their efforts to investigate the role of emotions in marketing (e.g. Havlena and Holbrook 1986; Havlena, Holbrook and Lehmann 1989; Holbrook and Westwood 1989; Mano and Oliver 1993; Oliver 1992, 1993, 1994; Oliver, Rust and Varki 1997; Westbrook 1987; Westbrook and Oliver 1991). This importance is in part due to the expectation that emotions can influence other reactions such as attitudes, cognition, advert recall, and purchase intentions, amongst others (e.g. Holbrook and Batra 1987a; Edell and Burke 1987; Dube et al. 2003). The connection between emotions

and nostalgia is also ingrained in the literature, with nostalgia being commonly termed as an ‘emotional reaction’ (Holak and Havlena 1998). Both positive and negative emotions have been found in nostalgia, although the negative is often termed as ‘bittersweet’ as although there is a sadness and desire to return to the past, the emotion is not entirely unpleasant (Baker and Kennedy 1994; Havlena and Holak 1991; Hirsch 1992; Holak and Havlena 1992). For example, Larsen, McGraw and Cacioppo (2001) view ‘happy and sad’ emotions as ‘bivariate’ rather than bipolar reactions. However, such division of emotions under nostalgia has been indicated as too simple for the complex range of feelings experienced by respondents (Holak and Havlena 1998). Nostalgic emotions as being complex and requiring a high degree of cognitive appraisal is supported by other studies also (e.g. Johnson-Laird and Oatley 1989; Sedikides, Wildschut and Baden 2004). Holak and Havlena (1998) used items from the Standardised Emotion Profile (SEP) (Holbrook and Batra 1987b) to identify Tenderness, Irritation, Elation, Loss, Fear and Serenity as emotions under a unified nostalgic study. Marchegiani and Phau (2009) extended this work to examine emotions under specifically the Historical Nostalgic condition and five emotions, namely Negative / Irritation, Upbeat / Elation, Gratitude, Warm / Tender, and Serenity / Calm, were revealed.

The expectation for emotions to increase in strength as a result of the increase in Historical Nostalgia is based on the fact that nostalgia, regardless of the type, is expected to result in an emotional reaction as the appeal often is discussed as emotionally charged. Although Personal Nostalgia is expected to be more salient and result in higher emotions than Historical Nostalgia, Historical Nostalgia still makes consumers face a range of cognitive reactions that they may otherwise not consider, such as reflection on times they didn’t experience, times they cannot experience (despite a possible desire to) or even a time they are glad they were not a part of. In terms of the Collective Memory being experienced, this form of memory has received attention by social scientists as a way of measurement or comprehension of cultural, political, and historical events, and can provide a ‘backdrop’ or context of people’s identity (e.g. Baumeister 1986; Kahana and Kahana 2006; Nord 1998; Pennebaker, Paez, and Rime 1997). Collective memory can also assist in creating common values among citizens (Osiel 1999) in the guise of a ‘collective consciousness’ (Durkheim, 1964). More recently, collective memory’s place in journalism has been explored

(Zelizer 2008). Finally, this increase in collective memory (as a result of the increase in Historical Nostalgia) may influence respondents to experience what Pennebaker, Paez, and Rime (1997) call 'historic memories' that are 'real' such as a natural disaster, birth, or a death they did not experience directly, or presumed or concocted memories of history generated by a nation or other group. This wide variety of reactions as a result of increase Historical Nostalgia is expected to also influence the level of emotions being experienced. As such, this study examines emotions and sets the research question of if respondents experiencing an increased intensity of Historical Nostalgia (in this case either Low, Mid, and High) will experience a corresponding increase in the intensity of the emotions being felt.

METHOD, SAMPLE, AND MEASURES

An experimental research design was used with respondents exposed to two adverts laden with nostalgic cues. Manipulation checks capable of measuring specifically for Personal and Historical Nostalgia was used to identify respondents experiencing specifically Historical Nostalgia, thus separating out those experiencing the Personal form of nostalgia. This resulted in 292 subjects for analysis. Using interquartile range subjects were divided into groups representing the level of intensity of Historical Nostalgia resulting in 73 respondents in the Low and High groups, and 146 in the Mid. ANOVA showed each group's mean score of the Historical Nostalgia Scale (Cronbach $\alpha = 0.72$) was significantly greater than the lower (Welch $F(2, 141.52) = 450.63, p < .05$). No significant difference in age was found between the three groups (Welch $F(2, 150.36) = 2.83, p > .05$). A Student sample was used. DeVecchio (2000) and Yavas (1994) discuss how student samples can be used as representative of general consumers, and this also provided a relatively homogenous sample for the study in terms of life station and age. The items in the Standardised Emotion Profile (SEP) (Holbrook and Batra 1987) were the main indicators of emotional response, in addition to three items from Burke and Edell's (1989) 'warmth' dimension and 3 items developed from review of the literature, resulting in 57 items. A previous study using these respondents identified five emotions, Negative / Irritation, Upbeat / Elation, Gratitude, Warm / Tender, and Serenity / Calm. ANOVA is used to compare the mean scores of these components between each of the three groups in order to show any significant change.

RESULTS AND DISCUSSION

Results are discussed based on each emotion. Table 1 also provides a comprehensive summary of the results including Mean and Standard Deviation scores.

Emotion: Negative / Irritation

ANOVA shows that the level of Historical Nostalgia being elicited has a significant effect on the negative / irritation emotion when the High level is reached (Welch $F(2, 160.64) = 5.96, p < .05$). This result shows no significant decrease in the emotion unless the High level of Historical Nostalgia is achieved. As such, we see a benefit in reaching High Historical Nostalgia in its ability to result in less negative / irritation emotions in consumers. As can be seen, meeting just a Mid level is of no significant benefit. Historical Nostalgia's ability to lower what seems to be a general negative emotion is an indication of its benefit to marketers.

Emotion: Upbeat / Elation

ANOVA shows that the level of Historical Nostalgia being elicited has a significant effect on the upbeat / elation emotion at the Mid and High level when compared to Low, but is not significant from the Mid to High ($F(2, 289) = 15.13, p < .05$). This indicates that in order to achieve a significant increase in this emotion reaching the Mid level is all that is necessary, as no significant benefit is achieved in moving from Mid to High (although it is not detrimental to do so). The ability of this appeal to increase what seems to be a positive emotion general in nature (as indicated by the items) is a clear benefit to marketers using Historical Nostalgia.

Emotion: Gratitude

ANOVA shows that the level of Historical Nostalgia being elicited has a significant effect on the gratitude emotion if the respondent reaches the High level of Historical Nostalgia compared to Low ($F(2, 289) = 7.88, p < .05$). However, if a Mid level is already being experience, no benefit in reaching the High level is received. So to significantly effect this emotion, the High level must be reached for any significant effect to take place. Furthermore, the effect is only significant if the respondent would otherwise feel a Low level of Historical Nostalgia, as there is no significant benefit in moving them from the Mid to High level. This is an interesting emotion to explore, as the items of 'thankful' and 'grateful' that make up this factor could possible relate to

either positive or negative reactions. The question could be that does this emotion increase as Historical Nostalgia reaches the High level because the respondents are 'grateful' that they did not experience the era they are associating the advert with (e.g. "I'm glad I didn't live in the past"), or is this a positive reaction of gratitude associated with the positive feelings respondents often get when think about the past for enjoyment (e.g. "thankful that I was able to reminisce"). A positive correlation of the gratitude emotion with a positive emotion (such as the 'positive / elation' emotion) or a negative correlation with the 'negative / irritation' emotion can indicate this direction. Bivariate correlation (Person, Two-tailed) shows a significant ($p < .05$) positive correlation with the grateful emotion and all other emotions (Person Correlations of .48, .25, and .16) with the exception of 'negative / irritation' (-.06). This emotion did negatively correlate, although not to a significant amount. Based on this, we determine that the grateful emotion is a positive reaction and as such achieving a High level of Historical Nostalgia is again beneficial in regards to the effect on this emotion.

Emotion: Warm / Tender

ANOVA shows that the level of Historical Nostalgia being elicited has a significant effect on the warm / tender emotion at each increase of the Historical Nostalgia intensity reaction ($F(2, 289) = 9.95, p < .05$). This result indicates a benefit in endeavouring to cause respondents to feel as high a Historical Nostalgia related response as possible in regards to significantly affecting an increase of this emotion. This is expected to be of benefit to marketers as increases in warm / tender emotions could result in positive reactions transferred to attitudes and intentions (e.g. Burke and Edell 1989; MacKenzie, Lutz and Belch 1986).

Emotion: Serenity / Calm

ANOVA shows that the level of Historical Nostalgia being elicited has no significant effect on the serenity / calm emotion ($F(2, 289) = 2.35, p > .05$). However, it should be noted that the actual p value = .06, only just outside the range of significance. Boferroni's post-hoc test also shows a sig. value of .06 between on comparing the Low to High levels, falling just outside of the accepted level of significance. We can see that the mean score of this emotion component steadily increases as Historical Nostalgia rises in each intensity group. As such, while there is no significance in

comparing the three historical nostalgic groups in this study, the possibility of the serenity / calm emotion being significantly altered by the level of Historical Nostalgia experienced should not be entirely discounted under different circumstances or under more severe comparisons of historical nostalgic levels.

Table 1

Emotion	Group	Mean	S.D.	Groups	Sig.	Comments
Negative / Irritation	Low	1.73	0.99	L → M H	n.s.	High group significantly lower than Mid and Low
	Mid	1.62	0.88	L M → H	sig.	
	High	1.35	0.57	L → → → H	sig.	
Upbeat / Elation	Low	3.00	1.09	L → M H	sig.	High and Mid group sig. higher than Low
	Mid	3.67	1.05	L M → H	n.s.	
	High	3.97	1.21	L → → → H	sig.	
Gratitude	Low	3.87	1.49	L → M H	n.s.	High group significantly higher than Low
	Mid	4.35	1.38	L M → H	n.s.	
	High	4.80	1.40	L → → → H	sig.	
Warm / Tender	Low	4.81	1.13	L → M H	sig.	Significant increase at each level
	Mid	5.25	1.31	L M → H	sig.	
	High	5.71	1.14	L → → → H	sig.	
Serenity / Calm	Low	5.21	1.09	L → M H	n.s.	No confirmed significant change
	Mid	5.36	1.14	L M → H	n.s.	
	High	5.62	0.87	L → → → H	n.s.	

Groups column indicates group compared (L=low, M=Mid, H=High). Sig. = $p < .05$, n.s. = $p > .05$.

SUMMARY DISCUSSION, LIMITATIONS AND FUTURE DIRECTIONS

Under the three Historical Nostalgia intensity groups, it can be seen that the Negative / Irritation emotion is lower in the High group as opposed to the Mid and Low. However, as there is no significant difference in the Mid to Low group, at least a High level is needed to take advantage of this change in emotions. Upbeat / Elation emotions are only significantly affected when comparing the High or Mid group to the Low. However, if a Mid level is reached, there is no benefit in reaching the High level from this point, and as such only a Mid level is needed for this emotion. In a similar case, the gratitude emotion is significantly greater in the High level compared to Low, but the High level must be reached to achieve any significant change. If the respondent is feeling Mid level however, no benefit is achieved in encouraging them to move to the High level. The Warm / Tender emotion can be seen to increase significantly at each level, indicating that this particular emotion may be affected with more ease than the other emotions explored that need a High level before significant

effects occur. Finally, the Serenity / Calm emotion showed no significant change between intensity levels, although the High compared to Low group was very close, and as such, affecting this emotion as a result of the level of Historical Nostalgia may not want to be entirely discounted in every scenario. These results have provided an understanding of the changes in emotions as a result of the level of Historical Nostalgia respondents experienced, independently of Personal Nostalgia.

Further research into emotions under this specific type of nostalgia would be beneficial, including using different contexts and adverts, varying involvement, product types, and respondents, as this study alone lacks generalisability due to the respondents used. Emotion's place in an overall model of Historical Nostalgia's affect on other consumer behaviour responses would also be of value.

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