



Asia Pacific Journal of Marketing and Logistics

Nostalgic advertising in India: a content analysis of Indian TV advertisements

Ekta Srivastava Satish Sasalu Maheswarappa Bharadhwaj Sivakumaran

Article information:

To cite this document:

Ekta Srivastava Satish Sasalu Maheswarappa Bharadhwaj Sivakumaran , (2017), " Nostalgic advertising in India: a content analysis of Indian TV advertisements ", Asia Pacific Journal of Marketing and Logistics, Vol. 29 Iss 1 pp. 47 - 69

Permanent link to this document:

<http://dx.doi.org/10.1108/APJML-10-2015-0152>

Downloaded on: 12 January 2017, At: 20:12 (PT)

References: this document contains references to 98 other documents.

To copy this document: permissions@emeraldinsight.com

The fulltext of this document has been downloaded 10 times since 2017*

Access to this document was granted through an Emerald subscription provided by emerald-srm:565040 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Nostalgic advertising in India: a content analysis of Indian TV advertisements

Nostalgic
advertising
in India

47

Ekta Srivastava and Satish Sasalu Maheswarappa

Department of Marketing, Indian Institute of Management, Lucknow, India, and

Bharadhwaj Sivakumaran

Department of Marketing, Great Lakes Institute of Management, Chennai, India

Received 6 October 2015

Revised 4 November 2015

3 April 2016

24 May 2016

Accepted 15 July 2016

Abstract

Purpose – The purpose of this paper is to examine the presence of nostalgic advertising in Indian television and its execution with reference to extent of information disclosure, level of involvement, type of products and stages in product life cycle (PLC).

Design/methodology/approach – This research uses a content analysis of 700 TV advertisements aired between January–December 2013 from top five Indian TV channels based on their rank according to Gross Viewership in Thousands.

Findings – Humour/happiness was the most commonly used emotional appeal and nostalgic ads constituted 12 per cent of the emotional ads in Indian television. “References to past family experiences” was the most commonly used nostalgic element. As hypothesised, nostalgic ads use low information disclosure strategy (*vis-à-vis* high/medium information disclosure strategy) and are more commonly used for low involvement products (*vis-à-vis* high involvement products), experience products (*vis-à-vis* search products), and non-durables (*vis-à-vis* durables). Also, nostalgic appeals are more commonly used at maturity stage of PLC (*vis-à-vis* introduction stage).

Originality/value – This is the first research to analyse the content and execution of nostalgic advertising in India. This study is also one of the first to provide a comprehensive framework on nostalgic advertising. The interrelationships among variables such as product category, process of emotional appeal, degree of information disclosure and stage in PLC has not been investigated earlier, in the context of nostalgic advertising. Moreover, this study is the first attempt to present a snapshot of TV ads in India.

Keywords ELM, Content analysis, Emotional appeal, Nostalgic advertising, Resource matching hypothesis, Television ads

Paper type Research paper

Motivation for the study

Advertising plays an important role in helping firms compete in emerging markets such as India. Based on World Advertising Research Centre projections, Indian advertising expenditure is predicted to grow by 13.8 per cent in 2015 which is more than twice the previously projected rate of 5.6 per cent. Moreover, India is one of the few countries to experience the largest boost in ad spend, amid Eurozone stagnation, Russian sanctions and the Asian slowdown. Indian TV advertising, in particular, is witnessing 21 per cent growth in 2015 which is double the originally predicted rate of 10 per cent (Warc, 2016). The TV ad industry in India is close to US\$ 3.5 billion. This is particularly noteworthy, since in developed markets, ad spends on TV are coming down (Chandran, 2009; Steel, 2013).

According to a recent BCG-India report 2015, India among the world's largest TV viewership bases (*Afaqs*, 2015). With more than 800 channels on Indian television, there is a surfeit of ads cluttering the minds of viewers. High levels of competitive intensity in advertising create a need to be different so as to gain attention and receptivity of consumers (Reisenwitz *et al.*, 2004). A BCG-India report also emphasises a fast growing need for innovative and newer ad formats for effective monetisation (*Afaqs*, 2015). Personal relevance of a message is of utmost importance if it has to get into consumer mind space with limited processing ability. An analysis of 1,856 number of US English online ads in the



Asia Pacific Journal of Marketing
and Logistics

Vol. 29 No. 1, 2017

pp. 47-69

© Emerald Publishing Limited

1355-5855

DOI 10.1108/APJML-10-2015-0152

Millward Brown (2009) LinkTM copy-testing database found that ads which focus on an emotional appeal have greater involvement and are more memorable than ads which focus on a rational appeal. Emotions have a more important role in TV advertising compared to logic (Holbrook, 1987). According to a study by Procter & Gamble in 2015, the key to successful advertising lies in discovering all the human emotions, be they positive or negative, so as to leave people touched in some way (Warc, 2015). In present times when product differentiation is hard to achieve, one way for brands to achieve differentiation is by tapping into deeper human emotions. Ads engender various kinds of emotions such as humour, disgust, fear, love and nostalgia and in this research, the focus is on nostalgia.

Indians are more independent, nuclear families are the norm, not the exception (*India Today*, 2015) and this has translated into high TV ownership, among other things. India, partly as a result of this cultural shift is among the largest TV markets in the world (Mehta, 2015). Hitherto, cable TV operators in India used to operate in analog mode but the Telecom Regulatory Authority of India has mandated that by the end of 2016, all cable TV in India would be digitised (Raju, 2015). The process is well under way and most of it is almost complete (Singh, 2014).

India is among the largest TV markets in the world with 160 million households having a TV set (Kohli, 2015). Indian consumers have adopted digitisation of television with facilities such as high definition pictures and videos on demand. They are now able to pay for only the selected channels they watch unlike earlier times when fixed price packages were offered (Thussu, 2013).

Apart from the obvious advantages to viewers (e.g. better sound and picture quality, greater choice), digitisation offers the advantage of tighter targeting to advertisers. It would be hard for broadcasters to fudge viewership numbers since there would be greater transparency in this regard i.e. the question “which household is watching and not watching” (Balivada, 2012) becomes easier to answer like in western countries. Hence, advertisers can bargain for better rates once digitisation is complete. With more precise targeting and cheaper ad rates, digitisation would give a further impetus to the TV ad industry, thus making our study even more relevant.

A study by NBC Universal Integrated Media in 2013 showed that brands that connected to the past acquired top positions in the Brand Power Index (*Adweek*, 2013). Nostalgic advertising gained popularity in recent years and is based on cues or themes that flash back to the past (Reisenwitz *et al.*, 2004). The use of a nostalgia focussed strategy is more popular among marketers in western countries (De Mooij, 2013). It is necessary to examine how psychological theories are applied to advertising in a context outside of developed nations of USA and Europe (Taylor, 2012). Hence, we conduct a content analysis on Indian TV advertisements to explore the current state of emotional advertising in general, and nostalgic advertising in particular.

The remainder of the paper is structured as follows. First, we outline the relevant literature review and identify the gaps and research questions. Next, we delineate research hypotheses built around nostalgia in advertising. Subsequently, we describe the methodology of our research. Finally, we present the results of our study followed by implications, limitations and scope for future research.

Literature review and research questions

We present the literature review in three sections: the advertising literature, nostalgia (the emotion which is being studied in this research) and content analysis of advertisements.

The advertising literature

The literature in advertising in general can be classified into the kinds of ad appeals, consumer responses to those appeals and marketing impact of ads. Before we delve into the nostalgia literature, we briefly outline these below.

Advertisement appeal. An appeal is a persuasive statement based on logic or emotions (Holmes and Crocker, 1987). If the ad emphasises the logical arguments in persuading viewers to buy the product, it is one that has an informational or rational appeal. If the ad evokes feelings of joy, fear, humour, etc., it is based on emotional appeals. The literature in advertising has focussed both on rational appeals and emotional appeals (Holbrook and O'Shaughnessy, 1984; Resnik and Stern, 1977).

Past research focussing on rational appeals studied information content of ads (Panigrahi *et al.*, 2010), comparative advertising (Kalro *et al.*, 2010) and promotions (Joseph and Sivakumaran, 2011). Past research focussing on emotional appeals studied specific emotions such as nostalgia (Lasaleta *et al.*, 2014), empathy and pride (Aaker and Williams, 1998), sympathy and empathy (Escalas and Stern, 2003), shock (Dahl *et al.*, 2003), guilt (Huhmann and Brotherton, 1997) and sex appeal (Gilly, 1988). The focus of our research is nostalgic appeals alone.

Consumer response. Past research studied consumer responses in the form of ad persuasion including attitude towards ad and attitude towards brand (Muehling, 2013), behavioural intentions including purchase intention (Merchant *et al.*, 2013); willingness to pay (Lasaleta *et al.*, 2014), preferences (Schindler and Holbrook, 2003), responses based on incidental affective state (Zhao *et al.*, 2014), intensity of emotions (Marchegiani and Phau, 2013b), mood/affect (Muehling and Sprott, 2004) and self-reflection or mental image (Muehling and Pascal, 2011). In the context of nostalgic ads, consumer responses include future optimism (Cheung *et al.*, 2013) and from a behavioural angle, sensation-seeking/risk-taking/variety-seeking/curiosity motivated behaviour (Orth and Bourrain, 2008).

Marketing impact. Past research has studied marketing impact of advertisements through brand bonds or consumer brand relationship (Kessous and Roux, 2010), brand loyalty (Merchant *et al.*, 2013), reduced price sensitivity and brand equity (Lasaleta *et al.*, 2014).

In the context of nostalgic ads, extant research helped marketers to better identify market segments that are amenable to nostalgic messages and products. Not only it helped marketers to assess whether their product or service would benefit from nostalgic advertising (Reisenwitz *et al.*, 2004), but also enabled them to strengthen their firm's image through association with "good old days" (Sierra and McQuitty, 2007).

Nostalgia and consumer behaviour: overview of past research

We reviewed the past definitions and identified two aspects of nostalgia as follows:

- (1) nostalgia is a yearning to experience the spirit of the past (Wilson, 2005); and
- (2) nostalgia is a complex ambivalent emotion comprising both positive and negative affect, but is predominantly positive (Johnson-Laird and Oatley, 1989).

Prior research related to nostalgia in marketing can be categorised into six groups.

Understanding the concept of nostalgia. Some studies demonstrated various functions of nostalgia. Nostalgia serves a restorative function by increasing the perception of social support and inducing meaningfulness in life (Van Tilburg *et al.*, 2013). Nostalgia also serves some existential functions such as self-enhancement and fostering of close relationships (Sedikides *et al.*, 2004). Thus, the functional utility of nostalgia is not only restricted to strengthening of social bonds; it also increases positive self-regard and affect.

Antecedents of nostalgia. Extant research also focussed on identification of its antecedents such as sensory stimuli (Holak and Havlena, 1992), negative mood (Wildschut *et al.*, 2006), yearning for the past (Sierra and McQuitty, 2007), social exclusion and need to belong (Loveland *et al.*, 2010).

Earlier studies showed that nostalgia is evoked as a result of negative triggers such as negative mood or loneliness (Wildschut *et al.*, 2006). On the other hand, recent

studies are of the opinion that positive goals such as need to belong can also induce nostalgia (Loveland *et al.*, 2010).

Scale development: measurement of nostalgia. Scales for measuring various dimensions of nostalgia were developed: Nostalgia proneness scale: personal and historical nostalgia (Holbrook, 1993), NOSTSCALE: to distinguish between nostalgic feelings associated with an ad and positive affect for an ad (Baker and Kennedy, 1994), attitude towards the past (Holbrook and Schindler, 1994), evoked nostalgia (Pascal *et al.*, 2002), yearning for the past (Sierra and McQuitty, 2007), personal nostalgia scale (Marchegiani and Phau, 2013a) personal and historical nostalgia scales (Muehling, 2013).

Consequences of nostalgia. The marketing consequences of nostalgia have been studied through both comparative (Muehling and Sprott, 2004) and non-comparative studies (Chou and Lien, 2010). Among comparative studies, three categories of studies were observed: Nostalgia vs non-nostalgia (Muehling and Sprott, 2004), personal vs historical nostalgia (Muehling, 2013) and, across different levels of personal nostalgia (Marchegiani and Phau, 2010b). Within each category, there are studies on consequences related to self-reflection or mental image (Muehling and Pascal, 2011); mood/affect (Muehling and Sprott, 2004); brand or ad attitudes (Muehling and Pascal, 2011); consumer brand relationship (Kessous and Roux, 2010); and purchase (Pascal *et al.*, 2002).

Relationship of nostalgia with other concepts. Nostalgia has a positive influence on intention to visit heritage sites (Goulding, 2001) and future optimism through social connectedness and self-esteem (Cheung *et al.*, 2013). Nostalgia also influences the relationship between self and past possessions (Belk, 1990), sensation-seeking behaviour which further leads to risk-taking behaviour, variety-seeking behaviour and curiosity motivated behaviour (Orth and Bourrain, 2008).

Content analysis studies on nostalgia. Few extant studies, using content analysis, examined nostalgic themes and product categories in nostalgic TV ads (Marchegiani, 2010) and, types and frequency of nostalgic ads (Madrigal and Boerstler, 2007). Unger *et al.* (1991) identified six elements evoking nostalgia in advertising: period-oriented symbols, period-oriented music, references to past family experiences, olden days, old brands, patriotic references. Please see Figure 1 for a graphical summary.

Content analysis of advertisements

We reviewed past research using content analysis on advertisements to assess different media used for analysis and the areas of focus.

Medium used for analysis. Around one-third of advertising research using content analyses deals with TV ads (Wicks *et al.*, 2009), with very limited study on website ads (Hutter, 2015) and the bulk of research in this genre deals with print ads (Belch and Belch, 2013).

According to Gilly (1988), print advertisements received greater attention as they usually consist of text or a single picture (if at all present) which is easy to analyse, unlike TV advertisements which consist of a series of pictures making it more complex for analysis.

Areas of focus of content analysis in past. We also looked at the focus of content analysis in past research and found different areas have been studied. These are cross-cultural differences in advertising (Hong *et al.*, 1987, Zarantonello *et al.*, 2014), information content (Resnik and Stern, 1977, Stern *et al.*, 1981), specific emotional appeals such as guilt appeal (Huhmann and Brotherton, 1997), sex appeal (Gilly, 1988), nostalgic appeal (Unger *et al.*, 1991), use of music (Allan, 2008), animations (Bush *et al.*, 1983), role of women (So, 2004) and ambient advertising (Hutter, 2015). Cross-cultural studies focussed on the differences in content in terms of informativeness and ad expression (Zarantonello *et al.*, 2014). Resnik and Stern (1977) suggested criteria based on information cues to classify ads as informative. The research on specific emotional appeals focussed on: differences in the portrayal of sex roles in sex appeals used

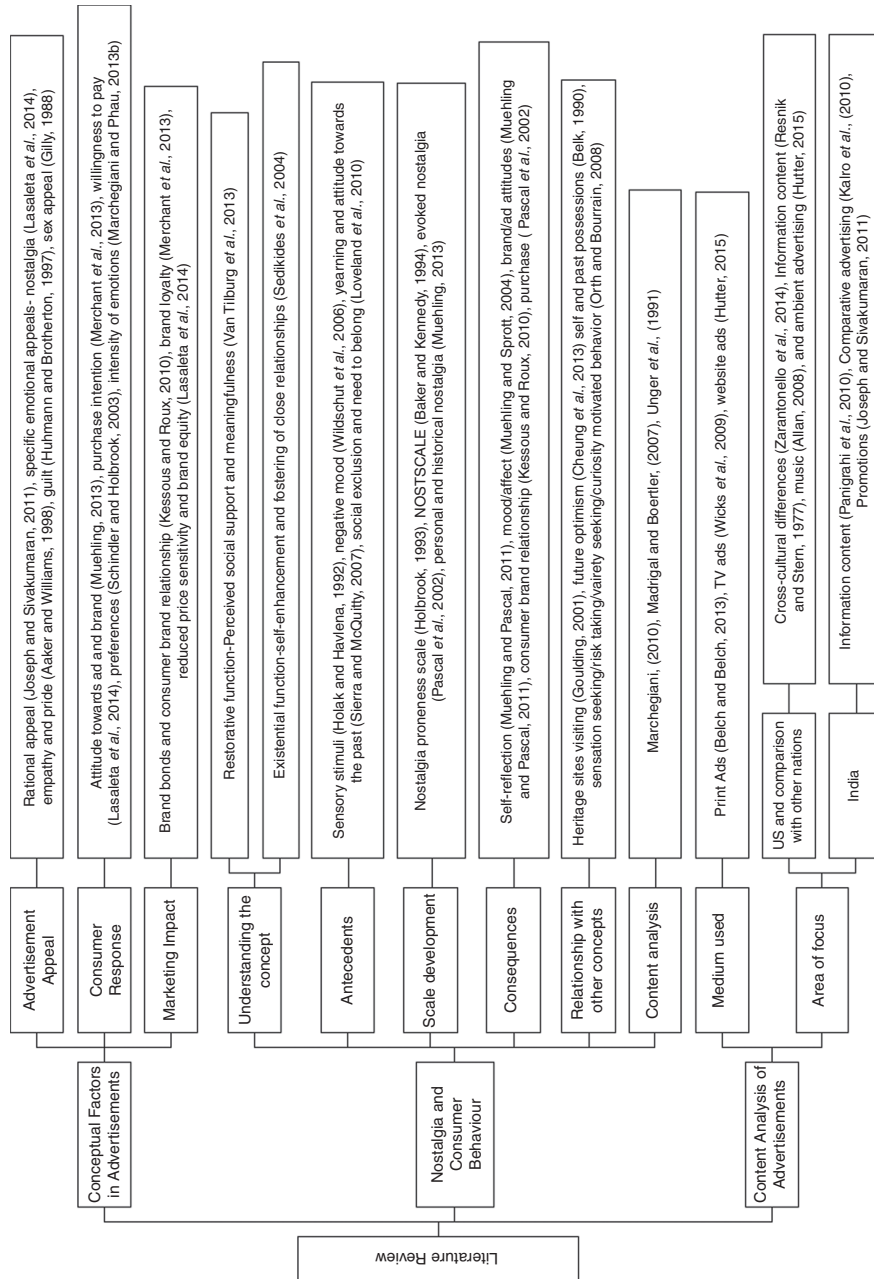


Figure 1.
Literature review

across countries (Gilly, 1988); guilt appeal: frequency, type and products for which they are used (Huhmann and Brotherton, 1997) and, nostalgic appeal: type and nostalgic elements (Madrigal and Boerstler, 2007; Unger *et al.*, 1991). Studies also focussed on placement of music in ads and found how important it is for the music to be relevant to the ad narrative rather than the product or brand advertised (Allan, 2008). Hutter (2015) gave locational and executional insights about ambient advertising and showed that it is more effective than conventional outdoor advertising. A majority of content analysis studies has been done in the context of USA or comparing USA with other nations for studying cross-cultural differences.

There are very few studies that have been conducted in the Indian context (Joseph and Sivakumaran, 2011; Kalro *et al.*, 2010; Panigrahi *et al.*, 2010). Panigrahi *et al.* (2010) analysed information content of Indian magazines ads over a decade and found that highest number of information cues in ads are seen in automobile industry and in entertainment magazines. Kalro *et al.* (2010) studied comparative advertising in Indian print ads and found more frequent usage of direct over indirect comparative advertisements, differentiative over associative claims, maximal over minimal claims and multibrand over single-brand comparisons. Joseph and Sivakumaran (2011) studied promotions and found greater number of non-Consumer Franchise Building (CFB) promotional ads than CFB, use of utilitarian promotional ads for utilitarian products, and message arguments more than peripheral cues. The past research using content analysis has been summarised in Table I. There are various areas which are unexplored in Indian context and advertising literature requires more number of studies on emerging markets such as India (Taylor, 2012).

Based on our review of literature, the following research gaps have been identified: There is insufficient research that focusses on emotional content of ads through content analysis, particularly in the context of India and TV ads. There is limited research on specific emotional appeals such as nostalgia using a methodology of content analysis. More research is needed on how nostalgic advertising is actually practiced (cues used to evoke nostalgia, the kind of product/services using nostalgic advertisements) especially in emerging markets such as India.

Based on the research gaps identified, we intend to answer the following research questions:

- RQ1.* What proportion of emotional ads use nostalgic appeal? What are the different types of nostalgic ads shown on Indian television and in what proportion they are used?
- RQ2.* How is nostalgic advertising executed in Indian context and what are the elements used in Indian ads to evoke nostalgia?

Conceptual framework and hypotheses

We draw on resource matching hypothesis (Meyers-Levy and Peracchio, 1995) and elaboration likelihood model (ELM) (Petty *et al.*, 1983) to build our conceptual framework

Table I.
Overview of past
research using
content analysis

Medium	Number of papers	Major subject of research	Major studies
Print ads (magazines, newspapers and periodicals)	26	Cross-cultural differences in advertising, information content in advertising, B2B and B2C advertising	Hong <i>et al.</i> (1987), Stern <i>et al.</i> (1981) and Turley and Kelly (1997)
Television advertisements	13	Cross-cultural differences in advertising, information content in advertising, sex roles in advertising, children advertising	Zarantonello <i>et al.</i> (2014), Resnik and Stern (1977), Gilly (1988) and Wicks <i>et al.</i> (2009)
Websites advertisements	2	Banners ads on websites, ambient advertising	Hussain <i>et al.</i> (2010) and Hutter (2015)

around nostalgia. According to the resource matching hypothesis, the persuasiveness of a message is maximised when cognitive effort required for the processing of the message content matches with the cognitive resources allocated for it by the individual (Meyers-Levy and Peracchio, 1995). According to the ELM, when the elaboration likelihood is high (low), consumers process information through the central (peripheral) route of persuasion. When the issue or product has high personal relevance or risk associated, it becomes more important to form a reasoned opinion. Thus, when product involvement is high, people are more motivated to devote cognitive effort in order to evaluate the true merits of the product (Petty *et al.*, 1983).

We analysed nostalgic ads in detail to identify different types of nostalgia (personal/historical vicarious/present vicarious), use of information disclosure strategy (low/medium/high), association with different product categories: low/medium/high involvement products, search/experience/credence products, durable/non-durables, and maturity/introduction stage of product life cycle (PLC), and use of process of emotional appeal (story-telling/metaphor/aesthetics).

Types of nostalgia (personal/vicarious)

In this research, we use two forms of nostalgia: personal and vicarious. These two forms of nostalgia can be understood with the help of an example of Mr X who is a 30-year-old man.

Personal nostalgia. If the content of a nostalgic stimulus relates to personally experienced past events, nostalgia evoked by recalling such events is called personal nostalgia (Davis, 1979; Stern, 1992). For e.g. Mr X experiences personal nostalgia whenever he listens to a song which his mother used to sing for him when he was a child.

Vicarious nostalgia. It is a longing for a period outside of an individual's living memory (Goulding, 2002). It may have two subtypes:

- (1) Historical vicarious nostalgia, which is related to a time period before the consumer's birth. It is similar to historical nostalgia defined by Davis (1979) and Stern (1992). For example, Mr X experiences historical vicarious nostalgia whenever he wants to go back in the 1940s, before he was even born, to be a part of India's freedom movement.
- (2) Present vicarious nostalgia, which is related to a present time but experienced by someone else. It is similar to indirect nostalgia defined by Holak and Havlena (1998) but we name it as present vicarious nostalgia in our research. Mr X experiences present vicarious nostalgia when his wife recollects the excitement and restlessness she experienced while she was pregnant and was eagerly waiting for the baby to arrive.

If the past is personally experienced, a greater amount of nostalgia would be evoked (Davis, 1979; Stern, 1992). Muehling and Pascal (2012) showed that perceived self-reflection is more in personal nostalgic ads than in vicarious or non-nostalgic ones. As personal nostalgia deals with one's own past, while vicarious nostalgia does not, the thoughts generated in personal nostalgia are more salient and self-referencing in nature (Marchegiani and Phau, 2010a).

Hence, we hypothesise:

- H1. The number of nostalgic ads evoking personal nostalgia will be more than the number of nostalgic ads evoking vicarious nostalgia.

Degree of information disclosure in nostalgic ads (low/medium/high)

An advertised message may disclose information about the brand name, attributes, benefits, usage and product claims (MacInnis *et al.*, 1991). Thus, information disclosed in a nostalgic ad may relate to various product/brand aspects. According to criteria given by Resnik and Stern (1977), degree of information disclosure in ads is high when at least four information cues are presented while it is low when no more than one cue is presented.

The thoughts generated through nostalgic appeals are salient and self-referencing in nature, though the intensity depends on the type of nostalgia evoked: personal or vicarious (Marchegiani and Phau, 2010a). Self-referenced thoughts use central processing (Muehling and Pascal, 2011) as they demand more resources and are more motivating to get processed. Therefore, when nostalgia is evoked through a nostalgic ad referring to an event in one's life, individuals get occupied with images and memories of past events and distract them from focussing on central aspect of message (Muehling and Pascal, 2011; Muehling and Sprott, 2004). Thus, a consumer is neither motivated nor left with cognitive resources to process information about the product attributes. This view is supported by the resource matching hypothesis (Meyers-Levy and Peracchio, 1995).

Hence, we hypothesise:

- H2. The number of nostalgic ads using low information disclosure strategy will be more than the number of nostalgic ads using high and medium information disclosure strategy.

Product category

High/low/medium involvement products. Mueller (1987) classified products according to the level of involvement. Involvement has been defined as the consumers' motivation to process information at the time of ad exposure and brand choice (Baker and Lutz, 2000). High involvement products (such as durables) are costlier, purchased infrequently and require significant information search as compared to low/medium involvement products. Rational appeals providing details about the product and comparative information with respect to other brands are useful in such a scenario. On the other hand, low involvement products are packaged goods of low price, purchased frequently and do not require information search (such as non-durables). In such situations, consumers purchase the first liked brand and it is the emotional appeal which evokes liking response (Baker and Lutz, 2000). This liking is developed through self-congruity as a result of match between the product user image and the self-concept. This logic is also supported by the ELM which says that when consumer involvement is high, their motivation to expend the cognitive effort for evaluating the true merits of an issue or product is also high, and vice versa (Petty *et al.*, 1983).

Hence, the following hypotheses:

- H3. The number of low involvement products using nostalgic appeal will be more than the number of high involvement products using nostalgic appeal.
- H4. The number of non-durables using nostalgic ad will be more than the number of durables using nostalgic ad.

Search/experience/credence products. Nelson (1974) and Darby and Karni (1973) classified products into three categories based on the amount of pre-purchase knowledge available to consumers: search, experience and credence products. In search products, complete information about important product attributes can be acquired prior to purchase (e.g. smartphone); in experience products, information about important attributes can be known only after purchase and use of the product (e.g. mosquito repellent). In credence products, information about important attributes cannot be known even after use (e.g. toothpaste).

Nostalgic ads simulate the context in which the product is consumed and may describe the important attributes of experience products indirectly through experience of characters in ad (Belk, 1990). Nostalgic ads would be more effective if used with product categories which require less information processing by consumers.

Hence, we hypothesise:

- H5. The number of experience products using nostalgic appeals will be more than the number of search products using nostalgic appeal.

PLC. According to Anderson and Zeithaml (1984), PLC is a fundamental variable that determines an appropriate business strategy. There are four stages in a typical PLC: introduction, growth, maturity and decline. In this study, we simplify this to introduction (combining introduction and growth stage) and maturity (combining maturity and decline). An emotional appeal is more effective in persuasion when the product is in a maturity stage of life cycle (Johar and Sirgy, 1991). In such situations, consumers have sufficient prior knowledge about the product and are not motivated to process more information. On the other hand, emotional appeals would have limited effect when consumers have limited prior knowledge about the product in an introduction stage (Chandy *et al.*, 2001).

In case of nostalgic advertising, consumers are more motivated to process self-referenced thoughts (Muehling and Pascal, 2011). Therefore, according to resource matching hypothesis, nostalgic ads would be more effective if used with products at maturity stage rather than introduction stage. Moreover, nostalgic ads are sometimes used to emphasise brand heritage in order to decrease uncertainty associated with brand (Sethuraman and Cole, 1999). Hence, brands at the maturity stage of PLC are in a better position to use such a strategy.

Hence, we hypothesise:

- H6.* The number of nostalgic ads used in the maturity stage of the PLC will be more than the number of nostalgic ads used in the introduction stage.

Process of emotional appeal

This study focusses on three processes of emotional appeals: metaphor, story-telling and aesthetics (Cutler and Javalgi, 1993). Metaphor deals with allegorical use and unexpected substitution based on similar feature. Story-telling process comprises a narrative, imagery, drama or playlet. Aesthetics deals with pattern or abstraction in the visual, leading to some form of art.

When nostalgia is evoked through a cue referring to an event in one's life, an individual engages in narrative processing and get occupied with images and memories of past events (Muehling and Pascal, 2011). The nostalgia literature says that nostalgic reflections are high in visual imagery, which is more prominent in story-telling than other methods, and helps people to relive and re-experience the past (Bambauer-Sachse and Gierl, 2009). As a result of imagery induced through nostalgic cues in ads, individuals are "better able to picture in their mind the actual event which has been elicited by a certain stimulus" (Baker and Kennedy, 1994).

Hence, we hypothesise:

- H7.* The number of nostalgic ads using the story-telling process of emotional appeals will be more than those using other processes (metaphor and aesthetics).

Methodology

This study tested the hypotheses by using content analysis of Indian TV ads. "Content analysis is a scientific, objective, systematic, quantitative, and generalisable description of communications content" (Kassarjian, 1977, p. 10). According to Kassarjian (1977), content analysis is particularly useful when objective and systematic evaluation of large volume of material is required. In this study, we assess the emotional appeals used in Indian television ads. There is a plethora of ads available from more than 800 channels on Indian television from which we selected a reasonably sized sample. Due to the volume of ads, content analysis is appropriate.

Advertising data set

We subscribed to an online archive of Indian TV advertisements (www.tvadindx.com/, accessed and retrieved on 15 February 2014), covering major television channels (150 TV channels). Top five Indian television channels were selected on the basis of

their rank according to Gross Viewership in Thousands (GVT). They are Star Plus (626,570), Zee TV (467,656), Colors (446,579), Sab TV (318,766) and Sony (298,060) (Indian Television dot com, 2014).

Sample

We downloaded advertisements shown on the five television channels from the online database of Indian TV advertisements. The ads were chosen from the time period January 2013 to December 2013. We eliminated duplicates, promo of TV shows and ads in regional languages, leaving us with a final sample of 700 TV advertisements for this study. Each of these advertisements was coded as described in the next section.

Coding procedures

We followed the coding procedures as followed in prior research (Kassarjian, 1977; Turley and Kelly, 1997). The codes were selected based on our hypotheses. Each advertisement was coded by two independent judges for appeal (rational/emotional), type of product (low/medium/high involvement; consumer durables/non-durables/services/others; search/experience/credence products; PLC: introduction/maturity), type of emotional appeals (adventure/fear/humour/love/sensuousness/status/duty/guilt/contest/affiliation/nostalgic/shame/regret), process of emotional appeal (metaphor/story telling/aesthetics), nostalgic elements, type of nostalgic appeal and degree of information disclosure (low/medium/high). The definitions of different dimensions to be coded along with examples were provided to the judges in the form of a detailed coding manual (see the Appendix). We ensured both the judges understood the dimensions clearly before going ahead with coding.

The coding was done in two phases. In the first phase, the advertisements were coded by two judges independently who were unaware about the objectives of the study. The coding reliability was measured for each variable. In the second phase, a third judge coded those advertisements where disagreement was observed. The coding reliability was again checked based on third judge's evaluations. Our inter-coder reliability indices range from 0.81 to 0.98 which meet the criteria suggested by Kassarjian (1977) (see Table II for κ values).

Table II.
Cohen's κ values

Coded items	κ value	Coded items	κ value	Coded items	κ value
Appeal rational	0.997	Humour	0.943	Nostalgia: personal	0.968
Appeal emotional	0.838	Love/romance	0.965	Nostalgia: historical vicarious	0.998
B2B	1.000	Sensuous/sex	0.966	Nostalgia: present vicarious	0.927
B2C	0.856	Status/luxury	0.947	Info price	0.950
Durables	0.925	Duty	0.908	Info quality	0.915
Non-durables	0.950	Guilt	0.892	Info performance	0.846
Services	0.921	Contest	1.000	Info Component	0.880
Others	na	Affiliation	0.953	Info availability	0.883
Search	0.985	Nostalgic	0.879	Info Spl offer	0.861
Experience	0.876	Shame	0.967	Info taste	0.917
Credence	0.803	Regret	0.846	Info packaging	0.882
Involvement High	0.866	Process: metaphor	0.925	Info guarantee	0.928
Involvement Low	0.936	Process: story	0.825	Info safety	0.831
Involvement Med	0.813	Process: aesthetics	0.927	Info nutrition	0.874
Stage Maturity	0.850	Process: description	0.911	Info independent research	0.856
Stage development	0.846	Process: before/after	0.972	Info co research	na
Adventure	0.952	Process comparative	0.940	Info new idea	0.920
Fear	0.983	Process demo	0.949		

Results

We present descriptive analysis followed by testing of hypotheses.

Analysis of ad content

Out of 700 ads, maximum number of ads (47 per cent) use mixed appeal i.e. both rational and emotional appeal. Only emotional appeal is used by 40.6 per cent of ads and only rational appeal is used by 12.4 per cent of ads (see Table III).

Next, we examined the frequency of different types of emotional appeals (Moriarty and Duncan, 1991) (see Table IV). Out of 613 emotional ads analysed, humour appeal was most commonly used (70 per cent), followed by status/luxury (29.9 per cent), affiliation (27.7 per cent), love/romance (20.2 per cent), duty (16.3 per cent), adventure (13.2 per cent), nostalgia (11.9 per cent), shame (7.8 per cent), sensuousness/sex (5.1 per cent), fear (4.9 per cent), regret (3.3 per cent), guilt (3.1 per cent) and contest/play (0.7 per cent), which was least common. Negative emotional appeals such as shame, guilt, regret and fear were also less commonly used. Nostalgic appeals were not very uncommon and were used in 11.9 per cent of the ads.

We also examined the different combinations of emotional appeals (see Table V). Out of 613 emotional ads, ads using a combination of two emotions were most common (37.8 per cent), followed by ads using a single emotion (29.5 per cent) and ads using a combination of three emotions (23.3 per cent). There were very few ads which used a combination of four (7.7 per cent) and five or more emotions (1.6 per cent).

We examined the types of nostalgic ads used in Indian television (see Table VI). Out of 73 nostalgic ads analysed, most ads evoke personal nostalgia (78.1 per cent), followed by vicarious nostalgia: present (19.2 per cent) and historical (2.7 per cent).

We coded 73 nostalgic ads for nostalgic elements embedded in them. Nostalgic element is the content in the ad that is mainly responsible for producing nostalgia. Some examples of

Appeal	Frequency	% of occurrences
Emotional	284	40.6
Rational	87	12.4
Mixed (both rational and emotional)	329	47
	700	100

Table III.
Frequency of different
appeals used in Indian
TV advertisements

Types of emotional appeal	Frequency	% of occurrences ^a
Adventure	81	13.2
Fear	30	4.9
Humour/happiness	429	70
Love/romance	124	20.2
Sensuousness/sex	31	5.1
Status/luxury	183	29.9
Duty	100	16.3
Guilt	19	3.1
Contest/play	4	0.7
Affiliation	170	27.7
Nostalgia	73	11.9
Shame	48	7.8
Regret	20	3.3

Table IV.
Frequency and types
of emotional appeals
used in Indian TV
advertisements

Note: ^aNumber of emotional ads: 613

nostalgic elements seen in the ads are: an old man looking at the family photos from the past, best friends meeting at a school reunion, siblings fight, etc. Nostalgic elements aid in message comprehension by forming cognitive associations between images of past and product characteristics. Unger *et al.* (1991) identified few types of nostalgic elements, which we used in this study (see Table VI). References to past family experiences focus on the fond memories of interactions with family members. Reference to “olden days” focusses on the old traditional values in the society. Period-oriented symbolism focusses on the objects or themes which are symbolic of the past such as vintage cars. Period-oriented music focusses on the kind of music which is characteristic of old times. Reference to old brands focusses on the old revived brand names, brand ambassadors, spokespersons in the ad while patriotism focusses on the Indian heritage. We added a new element to the list i.e. reference to places which focusses on various places such as home, school, office, tourist places, etc. (see Table VI). References to past family experiences is the most commonly used nostalgic element (83.6 per cent) followed by references to “olden days” (35.6 per cent), references to places (17.8 per cent), period-oriented symbolism (8.2 per cent), period-oriented music (8.2 per cent), references to old brands (5.5 per cent) and patriotism (4.1 per cent).

Next, we examined the various combinations of nostalgic elements used in nostalgic ads (see Table VI). Out of 73 nostalgic ads analysed, maximum number of ads used a combination of two nostalgic elements (47.9 per cent) or just one (45.2 per cent). It was followed by a use of a combination of three nostalgic elements (5.5 per cent) and four or more (1.4 per cent).

Table V.
Frequency and combinations of emotional appeals used in Indian TV advertisements

Combinations of emotional appeals	Frequency	% of occurrences*
Ads based on one emotion	181	29.5
Ads based on two emotions	232	37.8
Ads based on three emotions	143	23.3
Ads based on four emotions	47	7.7
Ads based on five or more emotions	10	1.6
	613	100

Note: *Number of emotional ads: 613

Table VI.
Frequency and types of nostalgic appeals and nostalgic elements used in Indian TV advertisements

Nostalgic elements (frequency, %)	Personal nostalgia (57, 78.1%)	Historical vicarious nostalgia (2, 2.7%)	Present vicarious nostalgia (14, 19.2%)	Frequency	% of occurrences ^a
References to past family experiences	44	2	5	61	83.6
References to “olden days”	20	2	4	26	35.6
Period-oriented symbolism	4	1	1	6	8.2
Period-oriented music	5	0	1	6	8.2
References to old brands	3	0	1	4	5.5
Patriotism	2	1	1	3	4.1
References to places	12	0	1	13	17.8
Combination of nostalgic elements	One	Two	Three	Four or more	
	33	35	4	1	73
% of occurrences ^a	45.2	47.9	5.5	1.4	100

Note: ^aNumber of nostalgic ads: 73

Test of hypotheses

We analysed 73 nostalgic ads and used the χ^2 test for independence to determine if there is a statistically significant relationship between categorical variables in each hypothesis. All the hypotheses were supported. The results are summarised in Tables VII and VIII.

A χ^2 test showed that the number of nostalgic ads evoking personal nostalgia (78 per cent) were significantly more (χ^2 (df = 1, $n = 73$) = 73.000, $p < 0.001$) than those evoking vicarious nostalgia (22 per cent), thus, supporting *H1*. The number of nostalgic ads using low information disclosure strategy (62 per cent) were significantly more (χ^2 (df = 1, $n = 73$) = 64.901, $p < 0.001$) than those using high and medium information disclosure strategy (36 per cent), thus, supporting *H2*. The number of nostalgic ads with low involvement products (40 per cent) were significantly more (χ^2 (df = 1, $n = 73$) = 22.132, $p < 0.001$) than those with high involvement products (31 per cent), thus, supporting *H3*. The number of nostalgic ads with non-durables (48 per cent) were significantly more (χ^2 (df = 1, $n = 73$) = 23.657, $p < 0.001$) than those with durables (26 per cent), thus, supporting *H4*. The number of nostalgic ads with experience products (53 per cent) were significantly more (χ^2 (df = 1, $n = 73$) = 35.454, $p < 0.001$) than those with search products (45 per cent), thus, supporting *H5*. The number of nostalgic ads used at maturity stage of

Parameters analysed ^a	Related Hypothesis	Observations
Type of nostalgia evoked	<i>H1</i>	Personal nostalgia (78%) > vicarious nostalgia (22%)
Information disclosure strategy used in nostalgic ads	<i>H2</i>	Low (62%) > high or medium (36%)
Product category for which nostalgic ads are used	<i>H3</i>	Low involvement (40%) > high Involvement (31%)
	<i>H4</i>	Non-durable (48%) > durable (26%)
	<i>H5</i>	Experience (53%) > search (45%)
Stage in product life cycle at which nostalgic ads are used	<i>H6</i>	Maturity stage (75%) > introduction stage (25%)
Process of emotional appeal used in nostalgic ads	<i>H7</i>	Story-telling (99%) > metaphor and aesthetics (4%)
Note: ^a Number of nostalgic ads: 73		

Table VII.
Parameters analysed
in nostalgic ads

Hypothesis	χ^2	df	p	Result
<i>H1</i> : The number of nostalgic ads evoking personal nostalgia will be more than the number of nostalgic ads evoking vicarious nostalgia	73.000	1	0.000*	Supported
<i>H2</i> : The number of nostalgic ads using low information disclosure strategy will be more than the number of nostalgic ads using high and medium information disclosure strategy	64.901	1	0.000*	Supported
<i>H3</i> : The number of low involvement products using nostalgic appeal will be more than the number of high involvement products using nostalgic appeal	22.132	1	0.000*	Supported
<i>H4</i> : The number of non-durables using nostalgic ad will be more than the number of durables using nostalgic ad	23.657	1	0.000*	Supported
<i>H5</i> : The number of experience products using nostalgic appeal will be more than the number of search products using nostalgic appeal	35.454	1	0.000*	Supported
<i>H6</i> : The number of nostalgic ads used at a maturity stage of product life cycle will be more than the number of nostalgic ads used at an introduction stage of product life cycle	73.000	1	0.000*	Supported
<i>H7</i> : The number of nostalgic ads using story-telling process of emotional appeals will be more than the number of nostalgic ads using metaphor and aesthetics processes	23.657	1	0.000*	Supported

Note: *Significant at $p < 0.001$

Table VIII.
Summary of
hypotheses testing

PLC (75 per cent) were significantly more (χ^2 (df = 1, n = 73) = 73.000, p < 0.001) than those used at introduction stage of PLC (25 per cent), thus, supporting *H6*. The number of nostalgic ads using story-telling process of emotional appeals (99 per cent) were significantly more (χ^2 (df = 1, n = 73) = 23.657, p < 0.001) than those using other processes (metaphor and aesthetics) (4 per cent), thus, supporting *H7*.

Discussion of the results

The results of content analysis of Indian TV advertisements revealed following patterns and trends. Advertisers in India more commonly use a mix of rational and emotional appeal rather than rational or emotional appeal alone. The logic behind this trend in practice can be traced to a study conducted by Millward Brown. Based on 330 ads analysed in Millward Brown (2009) LinkTM copy-testing database, it was found that most successful ads are those which use both rational and emotional appeals rather than rational or emotional appeals alone. The presence of factual claims along with emotional cues might help people in justifying their brand choices based on reason and not feelings alone.

Advertisers in India use humour appeals more often than other emotional appeals. Humour appeals are most common may be because of the positive emotions they can evoke. Moreover, high incidence of status appeal and affiliation may be attributed to hierarchical nature of Indian society and a collectivist culture, respectively (Albers-Miller and Gelb, 1996; Singh *et al.*, 2005). Given the lesser attention paid to nostalgic appeals in academic research, it was interesting to find that nostalgic appeals (comprising 12 per cent of emotional ads) are not very rare in India. On the other hand, there is less use of negative emotional appeals such as guilt, regret and fear, and sexual appeals. This may be because of socio-cultural values in India which do not approve explicit presentation of negative or sexual content (Nelson and Paek, 2005). Also, advertisers prefer to use a combination of two emotions in emotional advertisements in India.

The most common nostalgic element used by advertisers to evoke nostalgia in Indian ads is "references to past family experiences". This finding is similar to what was found by Unger *et al.* (1991) in the context of US. This may be attributed to collectivist culture in India (Albers-Miller and Gelb, 1996). As expected, nostalgic ads evoking personal nostalgia are more commonly used than those evoking vicarious nostalgia. As personal nostalgia deals with one's own past, while vicarious nostalgia does not, the thoughts generated in personal nostalgia are more salient and self-referencing in nature (Marchegiani and Phau, 2010a) and therefore are more effective. Advertisers use low information disclosure strategy with nostalgic ads more often than high or medium information disclosure strategy in India, thus, providing support to resource matching hypothesis (Meyers-Levy and Peracchio, 1995). Advertisers prefer to use nostalgic ads for low involvement products, non-durables, and experience products rather than for high involvement products, durables and search products. They also prefer to use nostalgic ads at maturity stage of PLC rather than at introduction stage of PLC. These findings support the ELM which says that when consumer involvement is high, their motivation to expend the cognitive effort for evaluating the true merits of an issue or product is also high, and vice versa (Petty *et al.*, 1983). Advertisers also use the story-telling process of emotional appeals more than the aesthetic or the metaphor process.

Implications

The study has the following implications:

Theoretical implications

This is the first research to analyse the content and execution of nostalgic advertising in India. Thus, this study is a significant addition to the scarce literature on content analysis of

nostalgic advertising- both globally and in India (Marchegiani, 2010; Madrigal and Boerstler, 2007; Unger *et al.*, 1991). Past content analysis research on nostalgic advertising coded data based on a set of variables but did not further explore and statistically test the relationships among them. Our study significantly fills this gap by investigating relationships among variables such as product category, process of emotional appeal, type of nostalgic appeal, degree of information disclosure and stage in PLC. To the best of our knowledge, our study is one of the first to provide a comprehensive framework on nostalgic advertising.

There are very few studies which have used content analysis for studying the present state of advertising in India. These include studies on information content (Panigrahi *et al.*, 2010), comparative advertising (Kalo *et al.*, 2010) and promotions (Joseph and Sivakumaran, 2011) in Indian print ads. Our study makes a significant contribution to this growing sphere of content analysis research on Indian advertising. Moreover, this study is the first attempt to present a snapshot of TV ads in India. The extant literature points to the fact that content analysis of TV advertisements is complex (Gilly, 1988); moreover, TV ads account for 38 per cent of all Indian advertising and is growing fast as well (Exchange4media, 2015). To fill this lacuna is therefore critical. Therefore, this research is a significant addition to the scarce literature on content analysis based on TV ads. Our results throw light on the moderate presence of nostalgic advertisements in Indian TV, which should be enough to provoke continued research into various aspects of nostalgic advertising.

Managerial implications

This research describes the present state of the emotional advertising in general and nostalgic advertising in particular in an emerging market of India. Since, nostalgic advertising has always been a more popular concept in western countries, this study would boost confidence of MNC's to use nostalgic advertising in India while earlier they may not be confident of using them in Indian context. The findings from this study suggest various product categories which are heavier users of nostalgia and those which are not. Brand managers in such categories may decide to embrace the nostalgic appeal if the brands in the same category are successful with this appeal or else may decide not to use it. Thus, a set of thumb rules on when to use nostalgic appeal can be fixed by the brand managers. This study may serve as a guide for new and potential entrants in deciding the type of product for which they can use nostalgic advertising and the process of emotional appeal to be used. Advertisers may benefit through this study by knowing which nostalgic elements they should use to evoke nostalgia in Indian context. This study can be used by marketers to decide on the degree of information to be disclosed in case of nostalgic appeals so that persuasive impact of nostalgic ads is maximised.

Limitations and future scope of the study

This study provides a snapshot of the television advertising in India in terms of usage of emotional appeals in general and nostalgic appeal in particular. But this snapshot is limited to India in terms of location and for a period of one specific year. Our study considered ads on the basis of high GVT of channels such as Star plus, Colors and Zee TV which target a specific segment of audience. Future research may be conducted by selecting channels based on other parameters and those which target different audience. This study might provoke future researchers to measure the amount of nostalgia evoked through different types of nostalgic elements and further investigate the effectiveness of different combinations. This study opens interesting research avenues to explore the differences between nostalgic appeal and another commonly used appeal such as humour in Indian TV advertisements. Moreover, differences in nostalgic advertising between different nations and different media can also be explored in future. Also, findings on lack of use of negative emotional appeals and sexual appeals in Indian TV ads, might provoke researchers to further explore these areas in Indian context.

This study may also provoke researchers to discover new emotions that can be used in advertisements. While our study focussed on nostalgic advertising on TV, other studies on content analysis in India have generally been confined to the print medium (e.g. Kalro *et al.*, 2010; Fernando *et al.*, 2014); would their results be the same if they are replicated on TV ads? This would be interesting to probe. While our study did give snapshot of the nostalgic ad scenario in India, it does not offer prescriptive suggestions to brand managers. Research may study when different types of nostalgic appeals are effective and when they are not. While we found that nostalgic appeals are used more extensively for products in the maturity phase of the PLC, what we do not compare is the relative efficacy of nostalgic appeals vs other types of appeals (e.g. humour) for such products. Future research can examine this. While our study did give snapshot of the nostalgic ad scenario in India, it does not offer prescriptive suggestions to brand managers. Research may study when different types of nostalgic appeals are effective and when they are not.

Conclusion

We conducted this study to understand the current state of nostalgic advertising in Indian television. For this, we subscribed to an online database of advertisements and selected top five Indian channels based on their ranks according to GVT. Our final sample consisted of 700 TV ads shown on Indian television over a period of one year. Each advertisement was analysed and coded for various parameters such as type of appeal, category of product, type of emotional appeals, process of emotional appeal, nostalgic elements, type of nostalgic appeal and degree of information disclosure. ELM and resource matching hypothesis were used to develop our research model and formulate research hypothesis. All the seven hypotheses were supported and the results were found to be statistically significant. This study showed a moderate presence of nostalgic advertising in Indian television.

References

- Aaker, J.L. and Williams, P. (1998), "Empathy versus pride: the influence of emotional appeals across cultures", *Journal of Consumer Research*, Vol. 25 No. 3, pp. 241-261.
- Adweek (2013), "Seven brands that are winning with nostalgia: living in the past isn't such a bad thing", *Adweek*, 5 May, available at: www.adweek.com/news/advertising-branding/seven-brands-are-winning-nostalgia-149174 (accessed 15 February 2015).
- Afaqs (2015), "Presentation: Indian media and entertainment (M&E) industry has the potential to reach USD100 billion by 2025", 20 October, available at: www.afaqs.com/news/story/46008_Presentation-Indian-media-and-entertainment-ME-industry-has-the-potential-to-reach-USD100-billion-by-2025 (accessed 28 October 2015).
- Albers-Miller, N.D. and Gelb, B.D. (1996), "Business advertising appeals as a mirror of cultural dimensions: a study of eleven countries", *Journal of Advertising*, Vol. 25 No. 4, pp. 57-70.
- Allan, D. (2008), "A content analysis of music placement in prime-time television advertising", *Journal of Advertising Research*, Vol. 48 No. 3, pp. 404-417.
- Anderson, C.R. and Zeithaml, C.P. (1984), "Stage of the product life cycle, business strategy, and business performance", *Academy of Management Journal*, Vol. 27 No. 1, pp. 5-24.
- Baker, S.M. and Kennedy, P.F. (1994), "Death by nostalgia: a diagnosis of context-specific cases", *Advances in Consumer Research*, Vol. 21 No. 1, pp. 169-174.
- Baker, W.E. and Lutz, R.J. (2000), "An empirical test of an updated relevance-accessibility model of advertising effectiveness", *Journal of Advertising*, Vol. 29 No. 1, pp. 1-14.
- Balivada, S.K. (2012), "Digitization of TV services and its impact", *Brandalyzer*, 13 June, available at: <https://brandalyzer.wordpress.com/2012/06/13/digitization-of-tv-services-and-its-impact/> (accessed 22 March 2016).

- Bambauer-Sachse, S. and Gierl, H. (2009), "Effects of nostalgic advertising through emotions and the intensity of the evoked mental images", *Advances in Consumer Research*, Vol. 36 No. 1, pp. 391-398.
- Belch, G.E. and Belch, M.A. (2013), "A content analysis study of the use of celebrity endorsers in magazine advertising", *International Journal of Advertising*, Vol. 32 No. 3, pp. 369-389.
- Belk, R.W. (1990), "The role of possessions in constructing and maintaining a sense of past", *Advances in Consumer Research*, Vol. 17 No. 1, pp. 669-676.
- Bush, A.J., Hair, J.F. Jr and Bush, R.P. (1983), "A content analysis of animation in television advertising", *Journal of Advertising*, Vol. 12 No. 4, pp. 20-41.
- Chandran, A. (2009), "India's ad spending growth the highest in Asia-Pacific region", *Shine*, 22 October, available at: <http://info.shine.com/article/indias-ad-spending-growth-the-highest-in-asia-pacific-region/5680.html> (accessed 11 February 2015).
- Chandy, R.K., Tellis, G.J., MacInnis, D.J. and Thaivanich, P. (2001), "What to say when: advertising appeals in evolving markets", *Journal of Marketing Research*, Vol. 38 No. 4, pp. 399-414.
- Cheung, W.Y., Wildschut, T., Sedikides, C., Hepper, E.G., Arndt, J. and Vingerhoets, A.J. (2013), "Back to the future nostalgia increases optimism", *Personality and Social Psychology Bulletin*, Vol. 39 No. 11, pp. 1484-1496.
- Chou, H.Y. and Lien, N.H. (2010), "Advertising effects of songs' nostalgia and lyrics' relevance", *Asia Pacific Journal of Marketing and Logistics*, Vol. 22 No. 3, pp. 314-329.
- Cutler, B.D. and Javalgi, R.G. (1993), "Analysis of print ad features: services versus products", *Journal of Advertising Research*, Vol. 33 No. 2, pp. 62-69.
- Dahl, D.W., Frankenberger, K.D. and Manchanda, R.V. (2003), "Does it pay to shock? Reactions to shocking and nonshocking advertising content among university students", *Journal of Advertising Research*, Vol. 43 No. 3, pp. 268-280.
- Darby, M.R. and Karni, E. (1973), "Free competition and the optimal amount of fraud", *Journal of Law and Economics*, Vol. 16 No. 1, pp. 67-88.
- Davis, F. (1979), *Yearning for Yesterday: A Sociology of Nostalgia*, Free Press, New York, NY.
- De Mooij, M. (2013), *Global Marketing and Advertising: Understanding Cultural Paradoxes*, Sage Publications, Los Angeles, CA.
- Escalas, J.E. and Stern, B.B. (2003), "Sympathy and empathy: emotional responses to advertising dramas", *Journal of Consumer Research*, Vol. 29 No. 4, pp. 566-578.
- Exchange4media (2015), "Pitch Madison Media Advertising Outlook predicts Indian advertising industry to grow at 9.6% in 2015", 20 February, available at: www.exchange4media.com/advertising/pitch-madison-media-advertising-outlook-predicts-indian-advertising-industry-to-grow-at-9.6-in-2015_59163.html (accessed 3 March 2015).
- Fernando, A.G., Sivakumaran, B. and Suganthi, L. (2014), "Nature of green advertisements in India: are they greenwashed?", *Asian Journal of Communication*, Vol. 24 No. 3, pp. 222-241.
- Gilly, M.C. (1988), "Sex roles in advertising: a comparison of television advertisements in Australia, Mexico, and the United States", *Journal of Marketing*, Vol. 55 No. 2, pp. 75-85.
- Goulding, C. (2001), "Romancing the past: heritage visiting and the nostalgic consumer", *Psychology & Marketing*, Vol. 18 No. 6, pp. 565-592.
- Goulding, C. (2002), "An exploratory study of age related vicarious nostalgia and aesthetic consumption", *Advances in Consumer Research*, Vol. 29 No. 1, pp. 542-546.
- Holak, S.L. and Havlena, W.J. (1992), "Nostalgia: an exploratory study of themes and emotions in the nostalgic experience", *Advances in Consumer Research*, Vol. 19 No. 1, pp. 380-387.
- Holak, S.L. and Havlena, W.J. (1998), "Feelings, fantasies, and memories: an examination of the emotional components of nostalgia", *Journal of Business Research*, Vol. 42 No. 3, pp. 217-226.
- Holbrook, M.B. (1987), "Mirror, mirror, on the wall, what's unfair in the reflections on advertising?", *Journal of Marketing*, Vol. 51 No. 3, pp. 95-103.

- Holbrook, M.B. (1993), "Nostalgia and consumption preferences: some emerging patterns of consumer tastes", *Journal of Consumer Research*, Vol. 20 No. 9, pp. 245-256.
- Holbrook, M.B. and O'Shaughnessy, J. (1984), "The role of emotion in advertising", *Psychology & Marketing*, Vol. 1 No. 2, pp. 45-64.
- Holbrook, M.B. and Schindler, R.M. (1994), "Age, sex, and attitude toward the past as predictors of consumers' aesthetic tastes for cultural products", *Journal of Marketing Research*, Vol. 31 No. 3, pp. 412-422.
- Holmes, J.H. and Crocker, K.E. (1987), "Predispositions and the comparative effectiveness of rational, emotional and discrepant appeals for both high involvement and low involvement products", *Journal of the Academy of Marketing Science*, Vol. 15 No. 1, pp. 27-35.
- Hong, J.W., Muderrisoglu, A. and Zinkhan, G.M. (1987), "Cultural differences and advertising expression: a comparative content analysis of Japanese and US magazine advertising", *Journal of Advertising*, Vol. 16 No. 1, pp. 55-68.
- Huhmann, B.A. and Brotherton, T.P. (1997), "A content analysis of guilt appeals in popular magazine advertisements", *Journal of Advertising*, Vol. 26 No. 2, pp. 35-45.
- Hussain, R., Sweeney, A. and Mort, G.S. (2010), "Typologies of banner advertisements' attributes: a content analysis", *Journal of Promotion Management*, Vol. 16 Nos 1-2, pp. 96-113.
- Hutter, K. (2015), "Unusual location and unexpected execution in advertising: a content analysis and test of effectiveness in ambient advertisements", *Journal of Marketing Communications*, Vol. 21 No. 1, pp. 33-47.
- India Today (2015), "Are young Indian couples gravitating towards nuclear families?", 24 March, available at: <http://indiatoday.intoday.in/story/young-indian-couples-gravitating-towards-nuclear-families/1/425534.html> (accessed 3 March 2016).
- Indian Television dot com (2014), "Colors and Life OK witness a rise in Wk 3", 23 January, available at: www.indiantelevision.com/television/tv-channels/gecs/zee-tv-still-at-second-position-life-ok-back-to-no-4-140123 (accessed 2 February 2014).
- Johar, J.S. and Sirgy, J.M. (1991), "Value-expressive versus utilitarian advertising appeals: when and why to use which appeal", *Journal of Advertising*, Vol. 20 No. 3, pp. 23-33.
- Johnson-Laird, P.N. and Oatley, K. (1989), "The language of emotions: an analysis of a semantic field", *Cognition and Emotion*, Vol. 3 No. 2, pp. 81-123.
- Joseph, J. and Sivakumaran, B. (2011), "Consumer promotions in the Indian market", *Journal of International Consumer Marketing*, Vol. 23 No. 2, pp. 151-165.
- Kalro, A.D., Sivakumaran, B. and Marathe, R.R. (2010), "Comparative advertising in India: a content analysis of English print advertisements", *Journal of International Consumer Marketing*, Vol. 22 No. 4, pp. 377-394.
- Kassarjian, H.H. (1977), "Content analysis in consumer research", *Journal of Consumer Research*, Vol. 4 No. 1, pp. 8-18.
- Kessous, A. and Roux, E. (2010), "Brands considered as 'Nostalgic': consequences on attitudes and consumer-brand relationships", *Recherche et Applications en Marketing (English Edition)*, Vol. 25 No. 3, pp. 29-55.
- Kohli, V. (2015), "Has another attempt at cable TV digitisation failed?", *Business Standard*, 31 January, available at: www.business-standard.com/article/companies/has-another-attempt-at-cable-tv-digitisation-failed-115013101013_1.html (accessed 21 March 2016).
- Lasaleta, J.D., Sedikides, C. and Vohs, K.D. (2014), "Nostalgia weakens the desire for money", *Journal of Consumer Research*, Vol. 41 No. 3, pp. 713-729.
- Loveland, K.E., Smeesters, D. and Mandel, N. (2010), "Still preoccupied with 1995: the need to belong and preference for nostalgic products", *Journal of Consumer Research*, Vol. 37 No. 3, pp. 393-408.
- MacInnis, D.J., Moorman, C. and Jaworski, B.J. (1991), "Enhancing and measuring consumers' motivation, opportunity, and ability to process brand information from ads", *Journal of Marketing*, Vol. 55 No. 4, pp. 32-53.

- Madrigal, R. and Boerstler, C. (2007), "Nostalgia advertisements: a content analysis", *Advances in Consumer Research*, Vol. 34 No. 1, pp. 424-426.
- Marchegiani, C. (2010), "A content analysis of nostalgia in advertising", School of Marketing Working Paper No. 2010015, *Marketing Insights*, School of Marketing, Curtin University of Technology, Perth.
- Marchegiani, C. and Phau, I. (2010a), "Away from 'Unified Nostalgia': conceptual differences of personal and historical nostalgia appeals in advertising", *Journal of Promotion Management*, Vol. 16 Nos 1-2, pp. 80-95.
- Marchegiani, C. and Phau, I. (2010b), "Effects of personal nostalgic response intensity on cognitions, attitudes, and intentions", *Journal of Research in Interactive Marketing*, Vol. 4 No. 3, pp. 241-256.
- Marchegiani, C. and Phau, I. (2013a), "Development and validation of the personal nostalgia scale", *Journal of Marketing Communications*, Vol. 19 No. 1, pp. 22-43.
- Marchegiani, C. and Phau, I. (2013b), "Personal and historical nostalgia—a comparison of common emotions", *Journal of Global Marketing*, Vol. 26 No. 3, pp. 137-146.
- Mehta, N. (2015), "India and its television: ownership, democracy, and the media business", *Emerging Economy Studies*, Vol. 1 No. 1, pp. 50-63.
- Merchant, A., LaTour, K., Ford, J.B. and LaTour, M.S. (2013), "How strong is the pull of the past: measuring personal nostalgia evoked by advertising", *Journal of Advertising Research*, Vol. 53 No. 2, pp. 150-165.
- Meyers-Levy, J. and Peracchio, L.A. (1995), "Understanding the effects of color: how the correspondence between available and required resources affects attitudes", *Journal of Consumer Research*, Vol. 22 No. 2, pp. 121-138.
- Millward Brown (2009), "Should my advertising stimulate an emotional response?", available at: www.millwardbrown.com/docs/default-source/insight-documents/knowledge-points/MillwardBrown_KnowledgePoint_EmotionalResponse.pdf (accessed 03 June 2014).
- Moriarty, S.E. and Duncan, T.R. (1991), "Global advertising: issues and practices", *Current Issues and Research in Advertising*, Vol. 13 Nos 1-2, pp. 313-341.
- Muehling, D.D. (2013), "The relative influence of advertising-evoked personal and historical nostalgic thoughts on consumers' brand attitudes", *Journal of Marketing Communications*, Vol. 19 No. 2, pp. 98-113.
- Muehling, D.D. and Pascal, V.J. (2011), "An empirical investigation of the differential effects of personal, historical, and non-nostalgic advertising on consumer responses", *Journal of Advertising*, Vol. 40 No. 2, pp. 107-122.
- Muehling, D.D. and Pascal, V.J. (2012), "An involvement explanation for nostalgia advertising effects", *Journal of Promotion Management*, Vol. 18 No. 1, pp. 100-118.
- Muehling, D.D. and Sprott, D.E. (2004), "The power of reflection: an empirical examination of nostalgia advertising effects", *Journal of Advertising*, Vol. 33 No. 3, pp. 25-35.
- Mueller, B. (1987), "Reflections of culture: an analysis of Japanese and American advertising appeals", *Journal of Advertising Research*, Vol. 27 Nos 6-7, pp. 51-59.
- Nelson, M.R. and Paek, H.J. (2005), "Cross-cultural differences in sexual advertising content in a transnational women's magazine", *Sex Roles*, Vol. 53 Nos 5-6, pp. 371-383.
- Nelson, P. (1974), "Advertising as information", *Journal of Political Economy*, Vol. 82 No. 4, pp. 729-754.
- Orth, U.R. and Bourrain, A. (2008), "The influence of nostalgic memories on consumer exploratory tendencies: echoes from scents past", *Journal of Retailing and Consumer Services*, Vol. 15 No. 4, pp. 277-287.
- Panigrahi, B., Misra, R. and Bala, R.K. (2010), "Reflections on content analysis of Indian magazine advertisements of 1995 and 2005", *International Journal of Business Research*, Vol. 10 No. 1, pp. 163-171.
- Pascal, V.J., Sprott, D.E. and Muehling, D.D. (2002), "The influence of evoked nostalgia on consumers' responses to advertising: an exploratory study", *Journal of Current Issues and Research in Advertising*, Vol. 24 No. 1, pp. 39-47.

- Petty, R.E., Cacioppo, J.T. and Schumann, D. (1983), "Central and peripheral routes to advertising effectiveness: the moderating role of involvement", *Journal of Consumer Research*, Vol. 10 No. 2, pp. 135-146.
- Raju, K. (2015), "Cable TV digitisation by 2016", *The Hindu*, 2 April, available at: www.thehindu.com/news/national/tamil-nadu/cable-tv-digitisation-by-2016/article7060617.ece (accessed 21 March 2016).
- Reisenwitz, T.H., Iyer, R. and Cutler, B. (2004), "Nostalgia advertising and the influence of nostalgia proneness", *Marketing Management Journal*, Vol. 14 No. 2, pp. 55-66.
- Resnik, A. and Stern, B.L. (1977), "An analysis of information content in television advertising", *Journal of Marketing*, Vol. 41 No. 1, pp. 50-53.
- Schindler, R.M. and Holbrook, M.B. (2003), "Nostalgia for early experience as a determinant of consumer preferences", *Psychology & Marketing*, Vol. 20 No. 4, pp. 275-302.
- Sedikides, C., Wildschut, T. and Baden, D. (2004), "Conceptual issues and existential functions", in Greenberg, J., Koole, S. and Pyszczynski, T. (Eds), *Handbook of Experimental Existential Psychology*, Guilford Press, New York, NY, pp. 200-213.
- Sethuraman, R. and Cole, C. (1999), "Factors influencing the price premiums that consumers pay for national brands over store brands", *Journal of Product & Brand Management*, Vol. 8 No. 4, pp. 340-351.
- Sierra, J.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*, Vol. 15 No. 2, pp. 99-112.
- Singh, M.P. (2014), "Govt to kickstart next phase of cable TV digitization: Javadekar", *The Hindu*, 8 October, available at: www.thehindu.com/news/national/third%20-phase-of-cable-tv-digitization-in-2015-prakash-javadekar/article6480983.ece (accessed 21 March 2016).
- Singh, N., Zhao, H. and Hu, X. (2005), "Analyzing the cultural content of web sites: a cross-national comparison of China, India, Japan, and US", *International Marketing Review*, Vol. 22 No. 2, pp. 129-146.
- So, S.L.M. (2004), "A comparative content analysis of women's magazine advertisements from Hong Kong and Australia on advertising expressions", *Journal of Current Issues & Research in Advertising*, Vol. 26 No. 1, pp. 47-58.
- Steel, E. (2013), "TV's reign over ad spending to end after three decades", *The Financial Times*, 8 December, available at: www.ft.com/intl/cms/s/0/c02669da-5ec3-11e3-8621-00144feabdc0.html#axzz49TYoebHp (accessed 11 February 2015).
- Stern, B.B. (1992), "Historical and personal nostalgia in advertising text: the fin de siecle effect", *Journal of Advertising*, Vol. 21 No. 4, pp. 11-22.
- Stern, B.L., Krugman, D.M. and Resnik, A. (1981), "Magazine advertising – an analysis of its information", *Journal of Advertising Research*, Vol. 21 No. 2, pp. 39-44.
- Taylor, C.R. (2012), "On advertising in the BRICs and other emerging markets", *International Journal of Advertising*, Vol. 31 No. 2, pp. 227-230.
- Thussu, D.K. (2013), "India in the international media sphere", *Media, Culture & Society*, Vol. 35 No. 1, pp. 156-162.
- Turley, L.W. and Kelley, S.W. (1997), "A comparison of advertising content: business to business versus consumer services", *Journal of Advertising*, Vol. 26 No. 4, pp. 39-48.
- Unger, L.S., McConocha, D.M. and Faier, J.A. (1991), "The use of nostalgia in television advertising: a content analysis", *Journalism & Mass Communication Quarterly*, Vol. 68 No. 3, pp. 345-353.
- Van Tilburg, W.A., Igou, E.R. and Sedikides, C. (2013), "In search of meaningfulness: nostalgia as an antidote to boredom", *Emotion*, Vol. 13 No. 3, pp. 450-461.
- Warc (2015), "Emotional ads pay off for P&G", 23 March, available at: www.warc.com/LatestNews/News/Emotional-ads-pay-off-for-PG.news?ID=34492 (accessed 2 April 2015).
- Warc (2016), "Indian adspend grew 17.6% in 2015", 15 February, available at: www.warc.com/LatestNews/News/Indian-adspend-grew-17.6-in-2015.news?ID=36206 (accessed 02 March 2016).

- Wicks, J.L., Warren, R., Fosu, I. and Wicks, R.H. (2009), "Dual-modality disclaimers, emotional appeals, and production techniques in food advertising airing during programs rated for children", *Journal of Advertising*, Vol. 38 No. 4, pp. 93-105.
- Wildschut, T., Sedikides, C., Arndt, J. and Routledge, C. (2006), "Nostalgia: content, triggers, functions", *Journal of Personality and Social Psychology*, Vol. 91 No. 5, pp. 975-993.
- Wilson, J.L. (2005), *Nostalgia: Sanctuary of Meaning*, Bucknell University Press, Lewisburg, PA.
- Zarantonello, L., Schmitt, B.H. and Jedidi, K. (2014), "How to advertise and build brand knowledge globally? Comparing television advertising appeals across developed and emerging economies", *Journal of Advertising Research*, Vol. 54 No. 4, pp. 420-434.
- Zhao, G., Muehling, D.D. and Kareklas, I. (2014), "Remembering the good old days: the moderating role of consumer affective state on the effectiveness of nostalgic advertising", *Journal of Advertising*, Vol. 43 No. 3, pp. 244-255.

Appendix. Detailed coding manual for the coders

Ad appeal (0 = rational/1 = emotional)

- rational: if the ad theme emphasises logic such as comfort, convenience, ease of use, economy, health, profitability, quality, reliability, time saving, efficiency, variety/diversity, environmental friendliness, comparison; and
- emotional: if the ad theme emphasises emotions such as adventure, fear, humour, romance, sensuousness/sex, status, care for loved ones, guilt, play/contest, affiliation, nostalgia.

Product category

(1) 1 = consumer durables/2 = non-durables/3 = services/4 = others:

- consumer durables: they are generally costlier and purchased infrequently, e.g., automobiles, electronics, computers and software, furniture, appliances, luggage, recreational equipment, and home-repair items;
- consumer non-durables: they are generally packaged goods of low price and purchased frequently, e.g., food, drinks, books, movies, cosmetics, pet food, household supplies, pens, and personal hygiene items;
- services: they provide intangible benefits, e.g., auto leasing, ship lines, travel, travel agencies, airline service, tourism, insurance, investments, and banking services; and
- others: they include anything which cannot be classified under categories described above, e.g., advocacy ads, public service ads, industrial or business products, and power/heat/electricity.

(2) 0 = search/1 = experience/2 = credence products:

- search: relevant attribute information (e.g. price, quality, performance, dimension, size, colour, style, safety, warranty) can be easily obtained prior to use/purchase, e.g., electronic goods;
- experience: relevant attribute information cannot be known until the trial/use of the product/service, e.g., restaurants, vacations, health care products/services, beauty products, bottle of wine; and
- credence: relevant attribute information is not available prior to and even after the use of the product/service for a considerable period of time, e.g., financial investments, education, some forms of medical treatment, maintenance services, nutritional supplements, toothpaste, hair oil.

(3) 0 = high involvement/1 = low involvement/2 = medium involvement products:

- high involvement products: high motivation to process information at the time of ad exposure or brand choice, e.g., automobiles, electronics; and
- low involvement products: low motivation to process information at the time of ad exposure or brand choice, e.g., food, drinks; and
- medium involvement products: they are generally mid-priced and require moderate search effort, e.g., furniture, luggage.

(4) Stage in PLC: 0 = maturity stage/1 = introduction stage:

- maturity stage: product has been in market for years and Consumers have sufficient prior knowledge about the product, e.g., refrigerator, air conditioner, basic mobile phones; and
- introduction stage: product is recently launched in market and consumers have limited prior knowledge about the product, e.g., smartphones, tablets, smart watches, health food, LCD TV.

Type of emotional appeal

- (1) adventure: emphasises desire to seek an unknown and risky experience, thrill and excitement;
- (2) fear: emphasises some form of threat to individual well-being;
- (3) humour/happiness: emphasises fun, laughs and happiness;
- (4) love/romance: emphasises love and intimacy between two persons of opposite sex;
- (5) sensuousness/sex: emphasises erotic behaviour;
- (6) status/luxury: emphasises position, rank and competitiveness within the context of a group and products are shown as symbolic markers of success;
- (7) duty: emphasises nurturance and care within a family;
- (8) guilt: appeals to individual's conscience; negative evaluation of self for breaking a rule and violating own standards or beliefs;
- (9) contest/play: appeal to participate in a competition or contest;
- (10) affiliation: emphasises belongingness of an individual to others or a group;
- (11) nostalgic: emphasises the attractiveness and yearning of past events, objects or people;
- (12) shame: others negatively evaluate a person who does not use the advertised product/service resulting him feeling inferior, helpless or embarrassed; and
- (13) regret: dissatisfaction with previous choices made in life.

Process of emotional appeal

- (1) metaphor: allegorical use, unexpected substitution based on similar feature, e.g., speed of a motorbike being compared to that of a leopard;
- (2) story telling: narrative, imagery, drama or playlet; and
- (3) aesthetics: details of the visual become art, a pattern or abstraction in the visual.

Ads coded as 11 (nostalgic) under "type of emotional appeal", must be further coded as.

Type of nostalgia: personal/vicarious nostalgia

- (1) personal nostalgia: if the content of a nostalgic stimulus relates to personally experienced past events, nostalgia evoked by recalling such events is called as personal nostalgia, e.g., ads using reference to places such as school would evoke personal nostalgia;

- (2) vicarious nostalgia: it is a longing for a period outside of an individual's living memory;
- (2.1) historical vicarious nostalgia: related to a time period before the consumer's birth, e.g., ads using reference to a period when there was a British rule in India; and
- (2.2) present vicarious nostalgia*: related to a present time but experienced by someone else, e.g. ads using reference to past family experiences such as woman's pregnancy and seeing a new born baby, or family trip to places such as Switzerland.
- *Ads which cannot be classified as "personal nostalgia" or "historical vicarious nostalgia" generally would fall under third category called as "present vicarious nostalgia". These ads might also evoke personal nostalgia in rare cases.

Degree of information disclosure

Code degree of information disclosure as:

- low: if not more than one cue is presented;
- medium: if two to three cues are presented; and
- high: if at least four cues are presented.

Notes: coders were asked to follow the Resnik and Stern (1977) criteria for evaluating degree of information disclosure. They were initially asked to observe following cues for informativeness in ads and code as 1(if present): Price/value, quality, performance, components/contents, availability, special offers, taste, packaging/shape, guarantees/warrantees, safety, nutrition, independent research, company sponsored research, new ideas.

Corresponding author

Ekta Srivastava can be contacted at: ekta.srivastava@iiml.org