X and Y Generations' Consumer Purchasing Behaviors for Nostalgic IT Products

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In recent years, various industries have been integrating nostalgic elements in their marketing practices. For example, food retailers are shifting to nostalgic-styled product packaging, and the automobile industry is making nostalgic versions of cars (Chen et al., 2014). Clearly, what feels nostalgic would differ for people in different age and gender groups. Nostalgia is aroused by recalling past personal experiences, but for those who do not have the actual experience, it is aroused by the simulation created in their imagination (Merchant and Rose, 2013).

The objective of this research is to study and compare Generation X (Gen X) and Generation Y's (Gen Y) thoughts and experiences related to technological products integrated with nostalgic elements. The literature points out that Gen X grew up in an environment of economic instability. Therefore, they pay greater attention to the practicality of the products they purchase, tend to have a lower risk tolerance, and tend to make value-oriented decisions (Lissitsa and Kol, 2016). On the contrary, Gen Y grew up in a wealthier and more stable economic environment. Therefore, they have more interest in the entertainment value, style, and quality of the products they buy, and whether these can give them a sense of being in a higher social class and allow them to flaunt their purchasing power (Eastman & Liu, 2012).

This research interviewed 30 Gen X and Gen Y participants (whose genders were equally distributed). Images of technological products with nostalgic elements were used to arouse the interviewees' nostalgic memory and to serve as a reference guide for them to talk about the products and their thoughts and experiences with those products. All interviewees' responses were transcribed and then coded under similar concepts by using the Mean-End-Chain method to elucidate the different conceptual levels and how they are connected to each other (Xiao et al., 2017). A value relation diagram is expected to establish to reflect Gen X and Gen Y's values towards technological products with nostalgic elements.

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