



IS NOSTALGIA MARKETING A GAME-CHANGER FOR TOY INDUSTRY?

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ABSTRACT- The current research paper aims to analyse the role of Nostalgic Emotion in not only creating a better Attitude and Attachment towards the product (here toys), but also by enhancing the purchasing intention among customers. The data for this study was collected from respondents aging from 20 years and above. The findings of this research revealed that there are no significant gender differences in the case of Nostalgic Emotion. Furthermore, the results also showed that Attitude and Attachment towards the product (toys) play as a mediating role between Nostalgic Emotion and the Purchasing Intention of the customers. It can be concluded that toy manufacturing companies can use nostalgia marketing as an effective way to attract more customers, thereby increasing its sales and profit. The results of this paper add to the existing literature on nostalgia marketing and also provides an insight into how nostalgia marketing can be considered as a better marketing tool in the Toy industry.

Keywords: Consumer Behaviour, Mediation, Nostalgia, Nostalgia Marketing, Purchase intention

I. INTRODUCTION

Nostalgia is an ancient term. Nostalgia means yearning for the past (Pascal et al., 2002). Later different scholars researched nostalgia. Nostalgia is always an exciting thing to discuss and feel. When it comes to marketing, experiential marketing has gained a lot of customer attention (Ju et al., 2016). Experiential marketing of a product is done by making use of the emotional aspects of the customers. Nostalgia marketing comes under the concept of experiential marketing. Here, people's feelings and emotions create an emotional link between the consumer and the product. People always have an affection towards their good moments experienced by them in the past. They will try different ways to relive those moments. Marketers can use the customers' nostalgic emotions to make them feel connected to the products. Customers are always fond of the product or service, which has some elements of their past. Such products or services help the consumers to recollect the positive experience of the past.

Nostalgia marketing has been tried in different industries, especially in the fashion and food industry. The incorporation of nostalgia marketing in the fashion industry proved to be a success. In vintage style, the consumers' nostalgic feeling has resulted in vintage clothes (Cervellon et al., 2012). Nostalgia marketing techniques were successful in restaurants where people are attracted more towards nostalgic-themed restaurants (Wen et al., 2019). With Pokémon Go's release, various researches proved that nostalgic emotion is an essential aspect of attracting players in gaming industries (Ghazali et al., 2019; Harborth & Pape, 2019). So, nostalgia marketing can be an excellent option to attract customers in the toy industry.

Toys themselves can create nostalgic connections with customers. Companies producing toys need not modify the toys made by them to bring about nostalgic feelings in customers. Toys are usually purchased by parents or elders, which are in turn given to children. So, there is an opportunity available for the toy manufacturers to use these nostalgic emotions of the parents to create an intention of purchase for toys within them. Even though nostalgia marketing has been tried in different industries, it has not experimented in the toy manufacturing sector to a great extent. Therefore, the current research intends to study the implications that nostalgia marketing has upon the toy manufacturing industry and its eventual impact on the customers regarding how much or to what extent it has affected their purchase intention.

This research aims to understand the relationship between nostalgia marketing and the customers' purchase intention focused on the toy industry. It looks into the direct and indirect effects of various variables and studies their impact on the same. It tries to analyze the respondents' responses on how

nostalgia influences male's and females' decision-making processes differently while making the purchase decision for a product, here taken as toys. This research outcome will help the marketing and sales representatives of companies willing to incorporate any new marketing techniques to increase their profitability.

II. THEORETICAL BACKGROUND

2.1.1 Nostalgic emotion

Nostalgia as an emotion can be developed in a person in different ways. For some people, it is the smell of some scents that remind them of their past. It's packaged food items that they had in the past that create this nostalgic feeling for some other person. It can be understood that nostalgia as an emotion is different for different people, and the reason that triggers the nostalgic feeling also differs from one person to another (Holbrook & Schindler, 2003). Nostalgia in an individual is associated with interest in a special event in their life. So, people tend to attach these nostalgic emotions to different brands. By using those brands, they can relive those moments.(Sierra & McQuitty, 2007).

A study conducted revealed that nostalgic feeling within people leads to vintage clothes' purchase intention (Cervellon et al., 2012). Pinterest showing old ads and photos of classic products on the search feed of people is a way to evoke nostalgic emotions. This has shown positive results as people would search for similar ads after seeing such advertisements (Youn & Jin, 2017).

Consumers' age factor should also be considered while developing the marketing plan, which uses nostalgic cues (Kazlauske & Gineikiene, 2017). People belonging to different gender and age will have a difference in the nostalgic emotion in them and their attitude towards nostalgic products (Kim & Yim, 2018).

Nostalgia is usually used by depicting ads that reference past experiences relating to one's family and childhood. Additionally, this nostalgic element is mostly used during the maturity stages of the product's life cycle rather than during its initial stages (Srivastava et al., 2017). The paper tries to find out the link between film destinations and the emotional attachment of the people watching them. However, film destinations may have higher tourists for other reasons, but primarily due to the nostalgic feeling people get by visiting those places, which reminds them of the memories while watching it (Rittichainuwat & Rattanaphinanchai, 2015).

Nostalgia can be of two types, namely personal nostalgia and historical nostalgia. It can be seen that the gender of the person singing the old songs also plays an essential factor in determining the audience's attitude towards the products. Moreover, historical nostalgia gives the audience better involvement with the products when a gender mismatch between the actual singer and the singer used in the ads is used (Chou & Singhal, 2017). The role of nostalgia in the food industry and its relationship is being tested by (Renko & Bucar, 2014). It shows that many people are highly influenced by the type of food they used to eat during their childhood. Nostalgia is used as an element to induce connection with the place and people and is thus used to promote tourism in numerous countries, namely Macau (Leong et al., 2015). Nostalgia in sports marketing is a rarely mentioned topic, and (Scola & Gordon, 2019) aim to explore this particular theme. (Scola & Gordon, 2019) talks about discovering prominent themes and their implementation by seeing to what extent retro marketing in connection to the sports team's history can be linked to nostalgia. It was proved that there was a prominent effect on the same.

2.1.2 Nostalgia and attitude towards product/service

Nostalgia advertising has helped the consumers to develop a better attitude towards the product. These advertisements help the customer create nostalgic feelings and connect to the brand even if there is no previous experience using that brand or product.(Muehling et al., 2014). The findings of the research indicate that personal nostalgia has a significant influence on travelers. The research conducted in Italy revealed that nostalgic sentiments of the people could attract more consumers in the tourism industry (Phau et al., 2016). It has been shown in a study conducted that nostalgic emotion could be one of the significant motivating factors for traveling (Sellick, 2004).

Marketers need to consider the role of self-identity of consumers while developing nostalgia marketing plans. These kinds of approaches can develop nostalgic feelings in customers. (Ju et al., 2016). Studies have proved that nostalgic advertisements are capable of generating a favorable attitude towards the product (Muehling & Sprott, 2004).

The paper talks about two types of consumer nostalgia, namely individualistic nostalgia and collectivistic nostalgia. Furthermore, it tries to establish a relationship between these two nostalgias when moderated by consumer self-concept. (Zhao et al., 2014). It can be concluded that with each increase in the intensity level of personal nostalgia, the attitudes and intentions improve in a significant manner (Marchegiani & Phau, 2010).

(Khoshghadam et al., 2019) tries to evaluate the relation between nostalgic music used in advertisements in terms of attitude toward the brand and purchase intention through the mediating factor of life satisfaction. It can be concluded that the current state of one's life satisfaction is a varying variable in the study of nostalgic background music in an advertisement and their involvement in the product.

There are three orders of nostalgia, simple nostalgia on the idea that the life that existed in the past was better and portraying an emotion of returning to it. Then reflexive nostalgia in which a person questions if the past were more superior than the present. Lastly, interpreted nostalgia where individuals compare their past with the present while incorporating the past experiences to augment the current life (Davis, 1979). Alongside, this concept (Sierra & McQuitty, 2007) attempts to find a correlation between nostalgia and the attitudes that potential customers possess towards the intention of purchase—thereby developing a model called Social Identity Theory explaining the procedures and nuances of the same. The paper deals with the impact of three cognitive users impact on memorable experiences with the brand from their past. These three levels include heavy users of such a memorable experience, light users, and non-users. It reveals a contrasting result for each type based on the tests conducted to prove so (Stach, 2017).

2.1.3 Nostalgia and attachment towards the product/service

The research findings revealed that when the products are developed with nostalgic content, it leads to a high degree of consumer sensitivity. It improves the relationship between the company and the consumer (Errajaa et al., 2013). It has been identified in the research that nostalgic emotion can create sweet relationships between consumers and products. Consumers often come to symbolize 'the first time.' Nostalgia marketing helps to evoke these emotions in the consumers. Consumers tend to use these products because they feel that such products are associated with their past moments or traditional celebrations (Kessous, 2015). In the case of games like Pokémon Go, nostalgia has a significant role in attracting the players. Nostalgic sentiment helped enhance player behaviour (Ghazali et al., 2019; Harborth & Pape, 2019).

Ambivalent nostalgia has been instead an uncertain concept and has not been dealt with much in detail. The paper aims to establish an association between whether ambivalent nostalgia affects consumers' connection with the brand and their willingness to pay a premium for a product. The paper's findings show that if nostalgia can trigger the cognitive processing of the individual which acts as a mediator, then it indicates a positive effect (Srivastava et al., 2019). (Holbrook, 1993) proposes explicit underpinning regarding the significance that nostalgia holds as a phenomenon by influencing both the preferences and the consumers' taste patterns. The study also shows that age does not affect their decision-making process or their level of nostalgia proneness.

Nostalgia has been considered one factor for determining consumers' consumption patterns and experiences while making a purchase. Among other factors such as word-of-mouth, communication, and behavioral intentions, nostalgia intensity positively impacts the same (Triantafillidou & Siomkos, 2014). The two variables, Openness to Experience (OE) and Nostalgia Proneness (NP), are considered to examine the relationship between them and Brand Loyalty (BL), which ultimately results in Purchase Intention (PI) (Özhan et al., 2018).

2.2 Hypothesis formulation

The discussion above leads to understanding the interaction between gender and nostalgic emotion as gender is an essential criterion for developing nostalgia marketing campaigns (Kim & Yim, 2018). Therefore, the following hypothesis has been derived:

H1: There is a statistically significant difference in nostalgic emotion among males and females.

The discussions above lead to the question of interaction between the variables like Nostalgic Emotion (Sierra & McQuitty, 2007; Youn & Jin, 2017), Attitude towards the product (toy) (Marchegiani & Phau, 2010), Attachment towards the product (toy) (Kessous, 2015) and Purchase Intention concerning the toy (Cervellon et al., 2012). Therefore, the following hypothesis was developed:

H2: Nostalgic emotions have a mediating role between the attitude towards the toy and the customers' purchase intention.

H3: Nostalgic emotions have a mediating role between the attachment towards the toy and the purchase intention of the customers

III. METHODS

3.1 Participants

The participants for this study are the customers who purchase toys. The participants' minimum age limit is kept as 20 years with a general assumption that people under the age of 20 generally do not take an independent decision regarding the purchase of toys. Parents are aimed as a significant group of people who are required for this study. There is no maximum age limit that has been set for the participants, as people of any age can buy toys either for their children or for gifting others.

Questionnaires were developed using Google forms and circulated among respondents to collect the responses. Out of the (N=228) responses received from the questionnaire distributed among the people aged 20 and above, 62.7% were female respondents, and 37.3% were male. Additionally, 45.6% of the respondents were parents.

3.2 Research Measure

In order to develop the questionnaire for the purpose of data collection, scales that have been validated in the previous studies have been used.

To measure variable nostalgic emotion, a 10-item scale was developed, and (Pascal et al., 2002) was being used. Four statements were selected out of the ten statements (a sample item: "Reminds me of the past."). A seven-point Likert scale was used to measure the same.

The scale developed by (Louis & Lombart, 2010) was used to measure attachment to toys. It is a 4-item scale, and all the statements are being used (a sample item: "I have a lot of affection for this brand"). A five-point Likert scale was used to measure the same.

The scale used by (Spears & Singh, 2004) is taken to measure attitude towards the toys. It is a 5-item scale, and three statements were selected from it at random (a sample item: "Unpleasant / pleasant"). A five-point Likert scale was used to measure the same.

To measure purchase intention towards the toys, the scale used by (Chu & Lu, 2007) was taken. It is a 3-item scale, and all the statements were considered for the study (a sample item: "The likelihood that I would pay for online music is high"). A five-point Likert scale was used to measure the same.

3.3 Data Analysis

For this research, primary data collected from the circulation of questionnaires were used. Past research papers on similar topics were studied to choose the data analysis technique. ANOVA was used to analyze the gender differences in nostalgic emotions. Mediation analysis was carried out to determine the indirect effect of nostalgic emotion on the purchase intention of the toys. The purpose of selecting the tests mentioned above was to determine if there was any significance in the mediating variables chosen and whether their relevance has a considerable impact on the customer's choice to select toys. Mediation always helps to study how an intervention can affect a particular outcome, thereby changing the results significantly. SPSS and AMOS statistical packages were used for the analysis.

IV. RESULT AND DISCUSSION

4.1 Reliability analysis and Validity Check

Cronbach alpha value is 0.839 indicating a high level of internal consistency of scale within this sample. The value of Cronbach alpha is above 0.70, which is the permissible limit for social science research (Hair et al., 2012).

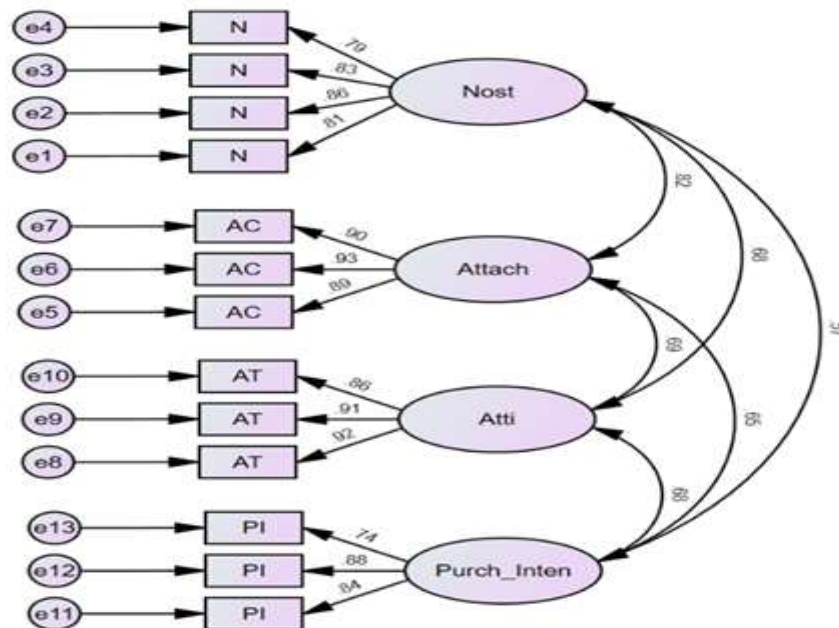
Construct	Statements	Item	Factor loadings	Cronbach's Alpha (>0.70)
Nostalgia	Makes me think about when I was younger	N4	0.81	0.891

	Makes me feel nostalgic	N3	0.86	
	Helps me recall pleasant memories	N2	0.83	
	Reminds me of the past	N1	0.79	
Attachment	Thinking about this toy brings me a lot of joy, pleasure	AC3	0.89	0.932
	I am attached to these toys	AC2	0.93	
	I have a lot of affection for these toys	AC1	0.90	
Attitude	Unpleasant attitude / Pleasant attitude	AT3	0.92	0.923
	Bad attitude / Good attitude	AT2	0.91	
	Unlikeable attitude / Likeable attitude	AT1	0.86	
Purchase Intention	In near future, I would consider purchasing Toys	PI2	0.84	0.857
	My willingness to buy toys is very high	PI2	0.88	
	The likelihood that I would pay for toys is high	PI1	0.74	

Source of data: Primary data

Confirmatory Factor Analysis (CFA)

Figure 1 Confirmatory Factor Analysis



Note: Nost – Nostalgic emotion

Atti – Attitude towards the toy

Attach – Attachment towards the toy

Purch_Inten – Purchase intention towards the toy

	Path	Estimate	S.E.	C.R.	P	
N4	<---	Nostalgia	1.000			
N3	<---	Nostalgia	0.978	0.710	13.732	***
N2	<---	Nostalgia	0.903	0.069	13.128	***
N1	<---	Nostalgia	0.865	0.070	12.367	***
AC3	<---	Attachment	1.000			
AC2	<---	Attachment	1.006	0.050	20.216	***
AC1	<---	Attachment	1.000	0.053	18.701	***

AT3	<---	Attitude	1.000			***
AT2	<---	Attitude	0.983	0.049	19.972	***
AT1	<---	Attitude	0.988	0.056	17.727	***
PI2	<---	Purchase Intention	1.000			
PI2	<---	Purchase Intention	0.979	0.071	13.816	***
PI1	<---	Purchase Intention	0.791	0.070	11.275	***

Note: C.R. = Critical Ratio

*** significant at 0.05

S. E. = Standard Error

Source of data: Primary data

As per table 2, it can be seen that the probability value (*p*-value) is less than 0.05 indicating that they are within the permissible limit. The three main model fit indices in CFA for the purpose of checking the reliability of the model are stated below.

Fit indices	Benchmark	Value	Fitness index result
Chisq	p<0.05	0.000	Achieved
RMSEA	p<0.80	0.074	Achieved
CFI	p>0.90	0.970	Achieved
TLI	p>0.90	0.960	Achieved
CMIN/df	p<3.0	2.069	Achieved

Source of data: Primary data

A chi-square test of independence was performed in order to examine the maximum likelihood statistic, χ^2 (59, *N* = 228) = 122.056, *p* = 0.000.

The Contrast Media Induced Nephropathy/Degrees of Freedom (CMIN/DF) value is 2.069 which is less than 3 so it can be concluded that the data fits the model. The Root Mean Square Error of Approximation (RMSEA) value is less than 0.1 so no covariances needed to be drawn between the error terms. The RMSEA value is 0.074 which is also between 0.05 and 0.08 which is an indication that it is a good fit for the model.

The Confirmatory Factor Index (CFI) value is 0.970 which is between the range of 0 and 1, and is greater than 0.95 level which indicates that it is a good fit. Additionally, with CFI, even the Tucker Lewis Index (TLI) is reported which has a value of 0.960 that ranges between 0 and 1, and is greater than 0.90 level indicating a good fit of the model. Also, as both the CFI and TLI values are less than one, we can see that CFI is greater than TLI (CFI=0.970 > TLI=0.960).

Validity Check

Variable	C.R.	AVE	MSV	ASV	Nostalgia	Attachment	Attitude	Purchase Intention
Nostalgia	0.893	0.677	0.679	0.487	0.823			
Attachment	0.934	0.824	0.679	0.529	0.824	0.908		
Attitude	0.925	0.805	0.482	0.469	0.676	0.694	0.897	
Purchase Intention	0.861	0.674	0.468	0.407	0.571	0.653	0.684	0.821

Source of data: Primary data

Construct validity is used to measure the questionnaire used in the research and their validity in interpreting the results thereof. Reliability Check conducted shows that the Composite Reliability (CR) for all the variables have a value greater than 0.7. Construct validity can be further classified into two such as Convergent Construct Validity and Discriminant Construct Validity.

Convergent Construct Validity is a measure of the relationship between the constructs which demonstrates that all the constructs are related to one another. As per table 4, it can be elucidated that Average Variance Extracted (AVE) for all the variables depicts values greater than 0.5 along with CR also

being greater than AVE for all the four variables. This denotes that there exists a strong relationship within construct validity.

Discriminant Construct Validity signifies the relationship present between a construct and any unrelated measure. As per table 4, it can be interpreted that AVE is greater than Maximum shared Squared Variance (MSV). Furthermore, it can be seen that AVE for all the variables are greater than Average shared Squared Variance (ASV).

4.2 ANOVA

The first hypothesis developed was to check whether there is any significant difference in gender in case of nostalgic emotion. There were 3 gender categories: male, female and others. No response was received for the third category. Here the independent variable is the nostalgic emotion and the dependent variable is purchase intention, with Attachment and Attitude taken as mediating variables.

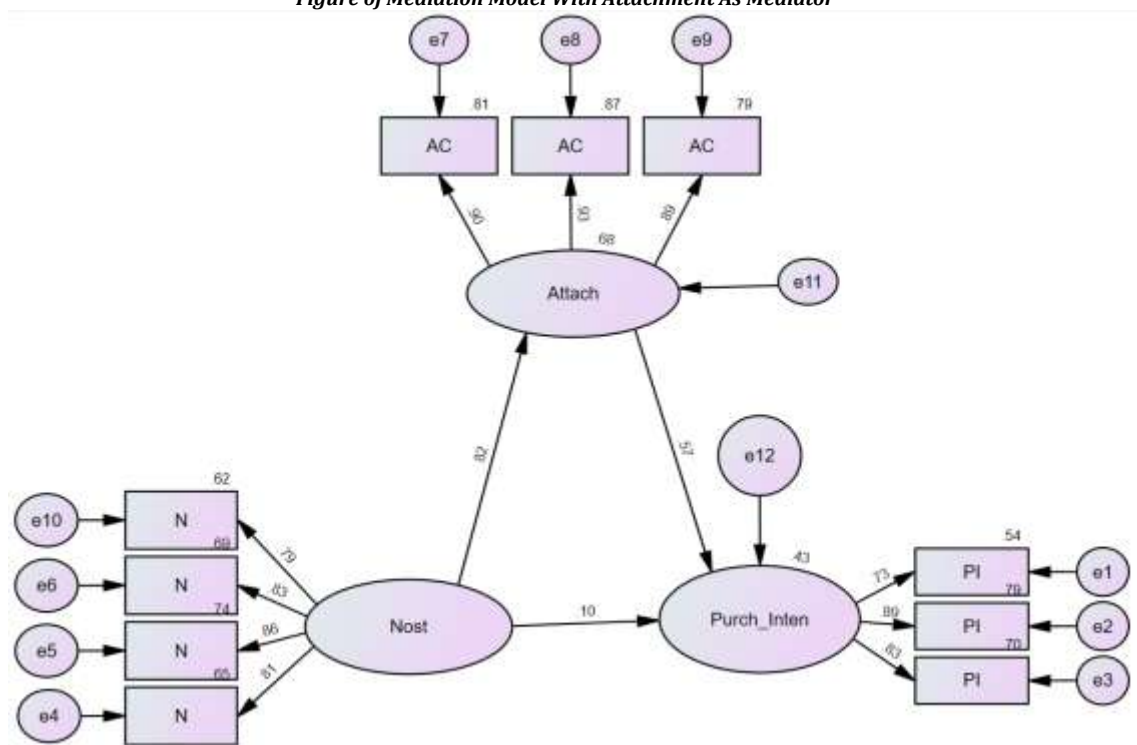
ANOVA test result ($F(3, 192) = 1.207, p(0.309) > 0.05$) indicated that there is no significant difference between the groups under gender in case of nostalgic emotion as the p -value is greater than 0.05.

4.3 Mediation Results

Mediation is conducted to investigate whether Nostalgia affects Purchase Intention through the mediating variables of Attachment towards the Product and Attitude towards the Product, respectively. This will be helpful in order to analyse how much influence does the mediating variables have upon the independent variable of Nostalgia and the dependent variable Purchase Intention.

The path diagrams illustrate the mediational relationship between the independent variable and the dependent variable along with indicating the beta weights or the standardized regression coefficients. Also, the statistical significance of the indirect effects has been tested by using bootstrapping as given by (Hayes & Scharkow, 2013).

Figure 2
Figure of Mediation Model With Attachment As Mediator



Note: Nost – Nostalgic emotion

Atti – Attitude towards the toy

Attach – Attachment towards the toy

Purch_Inten – Purchase intention towards the toy

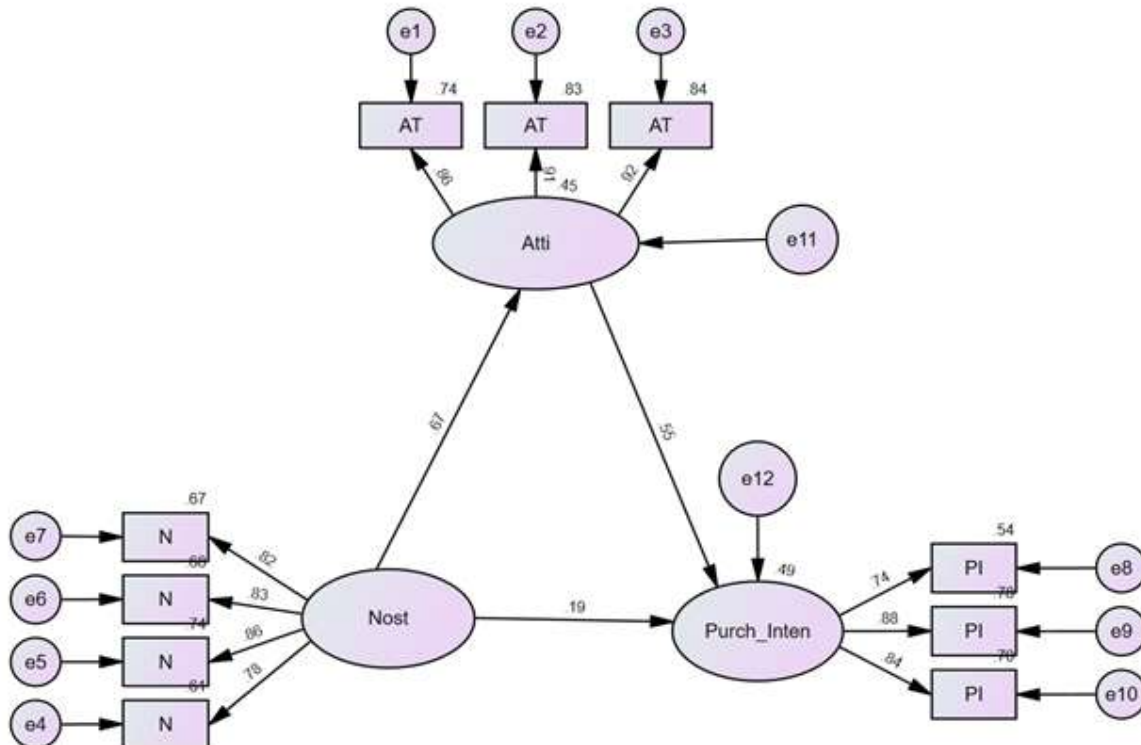
Independent variable	Mediator	Dependent variable	Effects	P	Results
Nostalgia	Attachment	Purchase Intention	Standardized Direct Effect	0.635	Full Mediation
Nostalgia	Attachment	Purchase Intention	Standardized Indirect Effect	0.013	
Nostalgia	Attitude	Purchase Intention	Standardized Direct Effect	0.071	Full Mediation
Nostalgia	Attitude	Purchase Intention	Standardized Indirect Effect	0.007	

Source of data: Primary data

The relationship between Nostalgia and Purchase Intention was mediated by Attachment towards the Product. It can be interpreted from the results in table 5, that the standardized direct effect between Nostalgia and Purchase Intention has a p -value which is not within the permissible limit and is hence statistically not significant ($p=0.635$, $p>0.05$). The standardized indirect effect between Nostalgia and Purchase Intention through the mediating variable Attachment towards the Product has a p -value within the permissible limit of 0.05 ($p=0.013$, $p<0.05$) and is hence statistically significant.

The bootstrapping analysis also showed that the standardized direct effect of 0.635, 95 percent boot CI: (LB: -0.252, UB: 0.378) does include a 0 in between, indicating that there is no mediation. But, the bootstrapping analysis of the standardized indirect effect of 0.013, 95 percent boot CI: (LB: 0.162, UB: 0.738) does not include a 0 in between, indicating that there is mediation after the introduction of the mediating variable (Preacher & Hayes, 2008). Therefore, it can be concluded based on path analysis that there is full mediation between Nostalgia and Purchase Intention when Attachment towards the Product is taken as the mediating variable.

Figure 3
Figure of Mediation Model With Attitude As Mediator



Note: Nost – Nostalgic emotion
Atti – Attitude towards the toy
Attach – Attachment towards the toy

Purch_Inten – Purchase intention towards the toy

The relationship between Nostalgia and Purchase Intention was mediated by Attitude towards the Product. It can be interpreted from the results in table 5, that the standardized direct effect between Nostalgia and Purchase Intention has a p -value which is not within the permissible limit of 0.05 ($p=0.071$, $p>0.05$) and is hence not statistically significant. The standardized indirect effect between Nostalgia and Purchase Intention through the mediating variable Attitude towards the Brand has a p -value within the permissible limit of 0.05 ($p=0.007$, $p<0.05$) and is hence statistically significant.

The bootstrapping analysis also showed that the standardized direct effect of 0.071, 95 percent boot CI: (LB: -0.019, UB: 0.451) does include a 0 in between, indicating that there is no mediation. But, the bootstrapping analysis of the standardized indirect effect of 0.007, 95 percent boot CI: (LB: 0.239, UB: 0.547) does not include a 0 in between, indicating that there is mediation after the introduction of the mediating variable (Preacher & Hayes, 2008). Therefore, it can be concluded based on the path analysis that there is full mediation between Nostalgia and Purchase Intention when Attitude towards the Brand is taken as the mediating variable.

V. DISCUSSION

The analysis results of this research have proved that there is no significant difference in gender in nostalgic emotion. Nostalgic emotions have the same effect on males and females. It has been identified in a study conducted that there is a gender difference in the case of Nostalgic emotion (Kazlauske & Gineikiene, 2017; Kim & Yim, 2018). The current study gives a different result when compared to the previous studies. The reasons for such differences could be the differences in the product or service under the study. Also, current research has been conducted in India. Previous studies were conducted in Lithuania and the United States. Toy manufacturers, therefore, can plan uniform nostalgia marketing researches to attract customers of a different gender.

Toys are something which people purchase occasionally. Out of 196 responses received, 38.3% of the people purchased the toys occasionally once or twice in a year. Out of the total response received, only 5.6% of people buy toys very often, once or twice in a month. In such a scenario, toy manufacturers can come up with marketing campaigns to boost their sales. The findings of this research prove that nostalgia marketing is a good option for toy manufacturers. Mediation results conducted revealed that there is full mediation. Toys manufacturers, by employing nostalgia marketing techniques, can develop a positive attitude towards the product and the attachment towards the product. Several researches have already proved that nostalgic emotion can lead to customers' positive attitudes (Muehling et al., 2014; Phau et al., 2016). In the case of attachment, studies conducted have already proved that nostalgic emotion within people leads to the attachment between the product and customers. This mainly because the nostalgic elements remind them of their good moments in the past (Ghazali et al., 2019; Harborth & Pape, 2019; Kessous, 2015). This positive attitude and attachment towards the toys are leading to purchase intention. Thus, nostalgia marketing can increase the sales of toys. Here, marketers need to consider the parents' nostalgic emotions and other older people who buy toys for children. In this research, to understand people's nostalgic emotions, very old advertisements for toys were used. Research conducted revealed that such ads can create nostalgic feelings in the customer's mind (Muehling et al., 2014). Previous research has also proved that nostalgic advertisements can create a favorable attitude that non-nostalgic advertisements (Muehling & Sprott, 2004). The questionnaire survey conducted in this research revealed that most of the elders are attracted to ads that contain either Barbie dolls or Beyblade or Yoyo. Various analyses conducted under this study have proved that such old advertisements were successfully created a positive attitude and better attachment towards the toys. Therefore, marketers here need to analyze what aspects of parents' childhood can be brought to marketing activities to attract customers. Marketers need to understand that getting back old advertisements attracts elderly customers. This helps them recollect the good moments in their childhood. The marketer should reduce the gap between the past and present self of the consumer (Ju et al., 2016).

With the advent of new and innovative technologies, the millennials and Generation Z kids have lost the personal touch of playing with toys or even sharing them with their friends and relatives. The main reason behind it is smartphones and the numerous gaming applications that can be played anywhere and anytime. Online and virtual games have also become a medium through which parents can keep their children entertained and occupied, whether during travel or home. In this new era where kids are drawn towards mobile phones and other electronic gadgets, sales of toys may decrease as parents may not be

interested in buying kids' toys. This convenience available to the parents has become why they are uninterested and unwilling to purchase toys as they see no use. Thus, as a consequence of this, the toy manufacturing companies and the stores face its brunt. Marketers have no other choice but to develop innovative measures to attract the customer's interest, who are the parents and convince them to purchase their kids' toys—this where the marketers and the analysts can extensively use nostalgia marketing. Hence, this current study helps the toy companies and stores overcome this problem by providing feasible solutions that are both effective and can be applied easily by marketers. The mediation analysis indicates full mediation after incorporating the mediating variables, showing that the customers had developed an increased feeling of attachment towards the product (here toys) when they were shown images of old toys used by them in their childhood. Nostalgia is a potent emotion, which, if used wisely by anyone, the analysts and the marketers, can prove beneficial.

VI. CONCLUSION

The study conducted under this current research revealed no difference in males and females regarding nostalgia as an emotion. It has also been proved that nostalgic feelings within people have resulted in developing attachment and a better attitude towards toys. This positive attitude and attachment towards toys are due to the nostalgic emotion that creates purchase intention in the customers' minds. This research assures the fact that nostalgia marketing is a successful marketing strategy in the toy manufacturing industry. This research's major limitation is that the research respondents were from the southern part of India only. Also, the study focused more on whether nostalgia marketing is possible in the toy industry or not. Reasons why nostalgia marketing works in the toy industry, have not been analyzed under this topic and can be taken up later. Future researches could be conducted on that aspect as well. A similar research pattern can be adapted to new industries where nostalgia marketing is still not introduced or introduced but is still at a very nascent stage.

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