1. Introduction

America has no now. We are reluctant to acknowledge the present. It is too embarrassing. Instead we reach into the past. Our culture is composed of sequels, reruns, remakes, revivals, reissues, re-releases, re-creations, re-enactments, adaptions, anniversaries, memorabilia, oldies radio and nostalgia record collections [1]. At least in this way the American comedian George Carlin commented on a surge of brands, products and themes from the past. This statement can surely be applied to the facts of Europe and the Slovak Republic as well.

People have a long-time need to remember their past, to discuss with their family or acquaintances their common memories of events. Nostalgia is a feeling we experience in returning to the past, and a sentimental desire for something or someone who has played an important role in our lives. Marketers were able to see and feel the opportunity in this sense and promoted it to a powerful marketing tool. Studies suggest that nostalgia encourages consumers to spend their money by promising an immediate return in the form of happy memories. The reason why retro marketing has become increasingly popular in recent years is the linking of the brand and the customer at a deeper, emotional level. It is designed to create a positive emotion that is favourable to the brand as well as to remember its message. The main aim of the paper is to find out, through secondary data and questionnaire research, how the young generation reacts to the elements and effects of retro marketing, compared to the older population, and what differences can be observed in its impact on the sample of male and female respondents. Subsequently according the results, the possibilities of applying a new trend of communication on the food market – retro marketing, also called nostalgia marketing, were suggested. The questionnaire survey was conducted only in the presence of a geographically limited population, namely Slovak customers. This may represent a certain limit to this paper, as the recommendations are proposed in terms of this limitation. It can be removed, if the research is considered to be relevant for the solution and the results achieved are subject to subsequent verification in an international environment. If these barriers were removed, more accurate results could be achieved.

Keywords: retro marketing, brand, customer behaviour, marketing research, food and beverage market.

RETRO MARKETING – A PHENOMENON OF MODERN TIMES

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Abstract: Currently, consumer behaviour is influenced by trends that are clearly noticeable at different levels. Some organizations monitor changes in consumption and, on this basis, point to the general tendencies that are typical of today’s consumers. The reason why retro marketing has become increasingly popular in recent years is the linking of the brand and the customer at a deeper, emotional level. It is designed to create a positive emotion that is favourable to the brand as well as to remember its message. The main aim of the paper is to find out, through secondary data and questionnaire research, how the young generation reacts to the elements and effects of retro marketing, compared to the older population, and what differences can be observed in its impact on the sample of male and female respondents. Subsequently according the results, the possibilities of applying a new trend of communication on the food market – retro marketing, also called nostalgia marketing, were suggested. The questionnaire survey was conducted only in the presence of a geographically limited population, namely Slovak customers. This may represent a certain limit to this paper, as the recommendations are proposed in terms of this limitation. It can be removed, if the research is considered to be relevant for the solution and the results achieved are subject to subsequent verification in an international environment. If these barriers were removed, more accurate results could be achieved.

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with the purchase, and can thus convince the customer. Even large-scale political or socio-economic events activate desires for things past [15]. The current wave of retro product inflows may be due to the economic downturn and financial crisis, the constant emphasis on the risks, posed by climate change, the increasing importance of environmental organizations, and more. Thus, it is clear, that there are so many trends and events, representing social change that it is difficult for a person to deal with them all at once.

The main aim of the research is to find out, through secondary data and primary data as well, how the young generation reacts to the elements and effects of retro marketing, compared to the older population and what differences can be observed in its impact on the sample of male and female respondents. Subsequently according the results, the possibilities of applying a new trend of communication

2. Materials and Methods

For centuries, retailers have been trying to attract the general public by offering innovative solutions that bring customers the fulfillment of their needs and a set rate of profit. However, many of these consumers are inclined to believe that what has been proven for years can be described as good quality and are sceptical of modern solutions. With such an attitude, the use of the concept of retro marketing, which has found its place and application in the territory of the Slovak Republic, may seem to be a suitably chosen solution. The main aim of the paper is to find out, through available information, statistical methods and our questionnaire, how the young generation reacts to the elements and effects of retro marketing, compared to the older population and what differences can be observed in its impact on the sample of male and female respondents.

The survey was conducted in December 2019 by the CAWI method, on a representative sample of the Slovak population of 370 respondents. The structure of the surveyed sample was socio-demographically representative. The questionnaire consisted of 14 questions, related to retro marketing and 4 classification questions. The aim of the questionnaire was to assess the level of consumer awareness of the marketing of nostalgia and to determine whether its elements influence him/her so much that the consumer responds by buying retro style food or beverages. Another task of the questionnaire survey was to obtain the necessary data for the evaluation of hypotheses. The method of statistical hypothesis testing was chosen for the research. It is one of the most important statistical inference procedures. The role of statistical inference is to decide on the basis of information on the available choices whether to accept or reject certain hypotheses with respect to the basic sample set. In order to do so, we proceeded in accordance with the methodology of statistical hypothesis testing. The variables examined are of nominal and ordinal character, therefore Kendall tau C and Kruskall wallis test were chosen as suitable measures of associations [16].

3. Results

The results of all established statistical hypotheses are shown in Fig. 1. To calculate the test statistic for the hypothesis, IBM SPSS Statistics software was used.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Level of significance</th>
<th>Test statistic (p-value)</th>
<th>Decision rule</th>
<th>Result of testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis A: There is no statistical dependence between the age and knowledge of retro marketing.</td>
<td>0.05</td>
<td>0.739</td>
<td>0.05-0.739</td>
<td>Hₐ acceptance</td>
</tr>
<tr>
<td>Hypothesis B: There is no statistical dependence between the gender and frequency of retro food and beverage purchases.</td>
<td>0.05</td>
<td>0.000</td>
<td>0.05-0.000</td>
<td>Hₐ rejection</td>
</tr>
<tr>
<td>Hypothesis C: There is no statistical dependence between the gender and frequency of retro food and beverage purchases.</td>
<td>0.05</td>
<td>0.000</td>
<td>0.05-0.000</td>
<td>Hₐ rejection</td>
</tr>
<tr>
<td>Hypothesis D: There is no statistical dependence between the gender and experiencing a feeling of nostalgia by retro food and beverage purchases.</td>
<td>0.05</td>
<td>0.002</td>
<td>0.05-0.002</td>
<td>Hₐ rejection</td>
</tr>
<tr>
<td>Hypothesis E: There is no statistical dependence between the gender and perception of the quality and safety of retro food and beverage.</td>
<td>0.05</td>
<td>0.058</td>
<td>0.05-0.058</td>
<td>Hₐ acceptance</td>
</tr>
<tr>
<td>Hypothesis F: There is no statistical dependence between the age and perception of the quality and safety of retro food and beverage.</td>
<td>0.05</td>
<td>0.000</td>
<td>0.05-0.000</td>
<td>Hₐ rejection</td>
</tr>
<tr>
<td>Hypothesis G: There is statistical dependence between the age and perception of the quality and safety of retro food and beverage.</td>
<td>0.05</td>
<td>0.913</td>
<td>0.05-0.913</td>
<td>Hₐ acceptance</td>
</tr>
</tbody>
</table>

First of all, we were interested in whether age affects the knowledge and frequency of buying foods that use the retro trend. There was no statistically significant ratio in the relationship between retro marketing knowledge and age. It was interesting, however, that the younger age categories knew the term more than the older ones. The purchase frequency and age dependence was confirmed in this case. This dependence was also confirmed in the case of the respondent’s gender. Another confirmed hypothesis was also the hypothesis, verifying the dependence between the relation to food brands that use the retro trend and gender. However, our assumption that women experience nostalgia more strongly than men has not been confirmed. The hypotheses F and G concerned the perception of the quality and safety of retro foods. In this case, it was confirmed, that the perception of the safety and quality of retro food, compared to the newness on the market, is different in terms of gender, but not the age of the respondent.

4. Discussion

Based on the obtained theoretical information and after conducting a marketing survey, we found out several facts in connection with which we propose to companies, interested in using elements of retro marketing for their promotion, the following recommendations. Retro marketing brings the possibility of reviving a marketing campaign, used in the past, which has been a success. This also confirms the profitability of retro marketing – it is relatively easier to re-promote the prod-
uct, using the same technique as was used in the past and thus become a symbol of a certain period. The retro strategy needs to be based on authenticity. Such a strong marketing tool must retain its originality, so if companies are considering using a nostalgic marketing campaign, they must be critical. Most importantly, the brand’s identity must be preserved. Therefore, we recommend taking advantage of your own history, reminding people how it all started and where the brand got. Based on the results of the questionnaire survey, it can be stated, that the use of retro marketing is of interest not only to older age categories, but also to younger ones. For this reason, we propose that businesses use social networks with nostalgic hashtags that link to the past. In this way, the young generation will also be able to access information, related to the company's history and thus establish a strong relationship with it that is important for retro marketing. Connecting the past with the present. It is important to remember that customers are still living in the digital age, so we need to make sure that the campaigns are both exciting and nostalgic so that the right balance is struck. If businesses want to create a nostalgic marketing campaign that has a real impact, attention needs to be paid to details. There are many ways to make a retro campaign more modern and just a small detail can make a difference. Fonts, cover elements, or a word can instantly take people back to the most beautiful moments of childhood.

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References


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