

School Of Higher Commercial Studies

EHEC

**Master's dissertation submitted in partial fulfillment of the
requirements for master's degree in commercial Sciences**

Major: Marketing Management

Subject:

**THE INFLUENCE OF NOSTALGIA ON THE
INTENTION OF PURCHASING A NEW
PRODUCT**

Case Study :

BIMO Algeria

Submitted by:

Hadj Kassem Yasmine

Abbas Wissam Rayane

Supervised by:

Mr Hicham BABAAHMED

Lecturer at EHEC

12th Promotion

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Dedication

For my mother who would've been the proudest

Yasmine

Dedication

To my beloved family

Who can be proud and see here the result of many years of sacrifice and hardship , thank you for helping me move forward in life . Your presence and guidance have been essential throughout this journey. You have been my pillar and my role model throughout my life . This thesis is dedicated to you with all my gratitude and affection . You are and will always be my example of determination and courage.

To my dear husband

You have been by my side through every challenge, offering your wisdom, your presence without fail . Thank you for your endless love and your encouragement. Your sacrifices and constant presence have been the foundation of my progress. This work is as much yours as it is mine. With all my love and gratitude, I dedicate this thesis to you .

To my dear friend Marianne

Thank you for being by my side through the good times and even the bad ones. Your presence, support, and love have meant more to me than words can express. I'm so grateful for your friendship—strong, loyal, and true. Thank you for your constant support, endless laughter, and unwavering belief in me. Your friendship has been a guiding light through every challenge and a joy in every success. I'm truly grateful to have you by my side. May Allah gives you all the khir and whatever you are wishing for or even better .

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Abstract

In today's fast-changing market, brands seek emotional connections rather than relying only on rational appeal. With growing innovation and consumer confusion, nostalgia offers comfort by linking new products to positive past memories.

Nostalgia-based marketing reduces perceived risk and builds trust through familiar cues like visuals, packaging, and storytelling. This emotional link can increase purchase intentions, even for new products.

This study examines how nostalgic elements influence the purchase intention of a new product by Bimo Algeria, known for its traditional galettes, aiming to show how nostalgia supports innovation while maintaining emotional continuity.

Keywords : Nostalgia – Purchase intention – Consumer behavior – Emotional marketing —
New product

Résumé

Dans un marché en mutation constante, les marques cherchent à créer des liens émotionnels profonds pour renforcer la fidélité. Face à la multiplication des produits et technologies, la nostalgie offre aux consommateurs un repère rassurant en les reconnectant à des souvenirs positifs du passé.

Devenue un levier marketing puissant, la nostalgie peut influencer le comportement et l'intention d'achat, même pour des produits inconnus. Par des éléments visuels, l'emballage ou le storytelling, elle réduit le risque perçu et suscite confiance et chaleur émotionnelle.

Cette étude analyse l'impact de la nostalgie sur l'intention d'achat d'un nouveau produit lancé par Bimo Algérie, marque reconnue pour ses galettes traditionnelles, afin de comprendre comment elle peut accompagner l'innovation tout en maintenant un lien affectif avec le consommateur.

Mots-clés : Nostalgie – Intention d'achat – Comportement du consommateur – Marketing émotionnel – Nouveau produit

ملخص

في ظل سوق سريع التغير وكثرة الابتكارات، لم تعد العلامات التجارية تكتفي بالروابط العقلانية، بل تسعى لتعزيز الولاء عبر روابط عاطفية أعمق. في هذا السياق، يمنح الحنين إلى الماضي شعورًا بالأمان والراحة، من خلال استحضار ذكريات إيجابية تُربط بالمنتجات الجديدة.

أصبح الحنين أداة تسويقية فعالة تؤثر في سلوك المستهلك وتزيد من نية الشراء، حتى للمنتجات غير المألوفة. ويمكن أن تتجلى العناصر الحنينية في التغليف، الهوية البصرية، أو السرد القصصي، مما يعزز الثقة والانجذاب العاطفي.

تهدف هذه الدراسة إلى تحليل تأثير الحنين على نية شراء منتج جديد أطلقته بيمو الجزائر، المعروفة بمنتجاتها التقليدية، لمعرفة كيف يدعم التسويق العاطفي الابتكار مع الحفاظ على رابط وجداني مع المستهلك

الكلمات المفتاحية: الحنين إلى الماضي – نية الشراء – سلوك المستهلك – التسويق العاطفي – منتج جديد

List of figures

Chapter one :

Figure 1.1: The role of retro marketing	19
Figure 1.2: Campaign Effectiveness.....	31
Figure 1.3: Generational Nostalgia for Media from Past Decades.....	42

Chapter two :

Figure 2.1: The Multi-Component Model of Consumer Attitude Formation.....	53
Figure 2.2: Theory of planned behavior	57
Figure 2.3: General model for measuring purchase intention	59
Figure 2.4: The behavioral intention model adapted from Fishbein.....	65
Figure 2.5: The consumer decision making process.....	71
Figure 2.6: The Howard-Sheth model of consumer behaviour.....	74

Chapter three :

Figure 3.1 : The launch of Bimo`s spreadable galette	94
Figure 3.2 : Age distribution	98
Figure 3.3 : Gender distribution.....	99
Figure 3.4 : Consumption distribution.....	100
Figure 3.5 : Reminder of a specific moment or past experience.....	101
Figure 3.6 : Emotions associated with Bimo	102
Figure 3.7 : Description of Bimo as a brand.....	103
Figure 3.8 : Purchase Behavior Influenced by Childhood or Past Memories.....	104
Figure 3.9 : Buying decision influencers	105
Figure 3.10 : Impact of Nostalgia on Willingness to Try New Products.....	107
Figure 3.11 : Responders attitude towards the statements.....	110
Figure 3.12 : Awareness of the New "Galette" Product by BIMO.....	113
Figure 3.13 : Factors Motivating the Purchase of "Galette".....	114
Figure 3.14 : Impact of Packaging on the Purchase Decision of "Galette".....	115

List of tables

Chapter one :

Table 1.1: Different definitions of nostalgia	7
Table 1.2: Categories of Nostalgia According to Different Researchers.....	10
Table 1.3: The five senses of nostalgia.....	11
Table 1.4: types of nostalgic experiences.....	17
Table 1.5: Analysis of Nostalgic Marketing Campaigns for Nintendo Switch, Crystal Pepsi, and Heinz Ketchup.....	21
Table 1.6: Different ways that consumers use to acquire a product	23
Table 1.7: The influence of emotions on consumers behavior	30
Table 1.8: Brands that can use nostalgia in Algeria	44

Chapter three :

Table 3.1: Share capital of BIMO INDUSTRY 2018.....	78
Table 3.2: Key Stages in the Industrial Expansion of BIMO INDUSTRY.....	79
Table 3.3: Overview of BIMO's Production Units by Annual Turnover, Output.....	80
Table 3.4: The distribution of Bimo's group employees.....	81
Table 3.5: Age distribution	98
Table 3.6: Gender distribution.....	99
Table 3.7: Consumption distribution.....	101
Table 3.8: Reminder of a specific moment or past experience.....	102
Table 3.9: Emotions associated with Bimo	103
Table 3.10: Description of Bimo as a brand.....	104
Table 3.11: Purchase Behavior Influenced by Childhood or Past Memories.....	105
Table 3.12: Buying decision influencers	106
Table 3.13: Impact of Nostalgia on Willingness to Try New Products.....	109
Table 3.14: Responders attitude towards the statements.....	113
Table 3.15: Awareness of the New "Galette" Product by BIMO.....	114
Table 3.16: Factors Motivating the Purchase of "Galette".....	114
Table 3.17: Impact of Packaging on the Purchase Decision of "Galette"	114

Table 3.18: First cross-tabulation	116
Table 3.19 : Second cross-tabulation.....	118

List of appendices

Appendix 1: The questionnaire

Appendix 2: Bimo`s organizational chart

Summary

INTRODUCTION	1
CHAPTER ONE : nostalgia in marketing	5
1- Definition and theoretical framework of nostalgia in marketing.....	6
2- The role of nostalgia in consumer behavior.....	21
3- The Use of Nostalgia in Marketing Strategies	36
CHAPTER TWO :Purchase intention toward new products	46
1- Understanding consumer attitude.....	47
2-Basic concept of purchase intention	57
3- Basic concept of purchase decision	66
CHAPTER THREE : Evaluation of the influence of nostalgia on the intention of buying a new product	77
1- Presentation of The host organisation ‘BIMO INDUSTRY’.....	78
2- Research methodology.....	95
3-Presentation of collected data	97
CONCLUSION	121

INTRODUCTION

In today's competitive market, emotional factors play a key role in shaping consumer behavior. As brands seek to differentiate themselves and create deeper connections with their audiences, their attention is focusing more on the emotional response elements that can be utilized in marketing strategies. Within those emotional responses, nostalgia emerges as a particularly powerful tool. By tapping into shared cultural references or personal memories, brands can create emotional resonance that enhances the appeal of their products. This thesis focuses on understanding how nostalgic marketing influences consumers' intention to purchase new products. It examines the psychological mechanisms behind nostalgia's impact, the contexts in which it is most effective, and how marketers can strategically use nostalgic cues to drive purchasing behavior.

This research focuses on how elements of nostalgia can influence consumers' intention to buy new products. The main goal is to explore whether the emotional power of nostalgia can be used to shape consumer attitudes and decisions about new products. The study will look at which nostalgic elements have the strongest impact and how they help create emotional connections with consumers. By focusing on how nostalgia can be used in marketing new products, This research will attempt to identify how nostalgia may be initiated in marketing of new products, as well as how nostalgia shapes consumer attitudes and buying behaviors.

The reason for selecting this topic was partly due to curiosity about how past experiences and emotions can shape future-oriented consumer behavior. In today's saturated market, where emotional resonance often trumps product novelty, nostalgia becomes a strategic tool. While its effect on retro or familiar products has been explored, its influence on the intention to buy completely new or unfamiliar products remains under-researched. Understanding this dynamic can offer valuable insights into how brands can use nostalgic cues not just to revive the past, but to inspire action toward the new.

This raises an important issue: how can nostalgia affect the intention of purchasing a new product ?

To delve deeper into this overarching question, let's break it down into several key sub-questions:

- How does nostalgia influence consumer attitudes toward new products?
- What does an emotional connection do to a nostalgic brand ?
- How does nostalgia help consumers relive past memories and how does this affect their purchase intention?

Having examined these key sub-questions , we can now formulate hypotheses to guide further investigation and analysis. Based on the insights gathered, let's propose some hypotheses:

H1 : Nostalgia positively influences consumer attitudes toward new products

H2 : The emotional connection to a nostalgic brand enhances consumer trust

H3 : Nostalgia allows consumers to relive past memories, which increases their purchase intention

To achieve our research objective, we have chosen to adopt two techniques that we consider crucial to our approach :

Documentary research :

By consulting several books, scientific articles, dissertations, as well as specialized websites.

Quantitative study :

Based on the results of the questionnaire which was developed using a free tool called Google Forms , with a sample of 241. Data collection was conducted both online as well as in the fieldwork.

The first chapter, titled “ Nostalgia in marketing “ will focus on the concept of nostalgia in marketing by first defining it and outlining its theoretical framework, then examining its influence on consumer behavior, and finally analyzing how nostalgia is strategically used in marketing campaigns to enhance brand connection and drive purchases.

The second chapter , titled “ Purchase intention towards a new product” . It examines the intention of buying a new product by first exploring consumer attitudes, then examining the

basic concept of purchase intention, and finally addressing the fundamentals of the purchase decision process.

Finally, in the third chapter titled "Evaluation of the influence of nostalgia on the intention of buying a new product" , the focus is on presenting and analyzing the data collected during the research. It begins with an introduction to the host organization BIMO INDUSTRY, followed by a detailed explanation of the research methodology used. The chapter concludes with a presentation of the collected data, offering insights into the findings and their implications.

CHAPTER ONE :

Nostalgia in marketing

"Nostalgia sells because it helps people escape from the uncertainty of the present and the anxiety of the future." Gregory Carpenter , the James Farley/Booz Allen Hamilton Professor of Marketing Strategy at the Kellogg School of Management.

Nostalgia allows brands to create emotional connections by offering consumers a safe haven from uncertainty. In a world that is changing so fast, familiarity and past experience are reassuring, and therefore nostalgia is a powerful marketing tool. Here, we shall explore the application of nostalgia in consumer behavior, its impact on brand loyalty, and how companies use it to guide their strategies.

Section 1 : Definition and theoretical framework of nostalgia in marketing

To understand the application of nostalgia in marketing, it is essential to first define the concept and examine its origins in psychological and consumer behavior theory

1-Fundamentals of nostalgia

We will attempt, in what follows, to understand the concept of nostalgia in literature and psychology , its etymology , its origin and its types :

1-1 Definition of nostalgia

Definitions from key sources:

- cambridge english dictionary :

Nostalgia is a feeling of pleasure and also slight sadness when you think about things that happened in the past

- APA dictionary of psychology :

A longing to return to an earlier period or condition of life recalled as being better than the present in some way

The following table presents various definitions according to different authors :

Researchers / authors	Definition
Holbrook and Schindler	A preference towards experiences associated with objects that were more common when one was younger
Alan Hirsh	Nostalgia is a yearning for an idealized past, a longing for a sanitized impression of the past
Sedikides, Wildschut, and Baden	Nostalgia is the yearning for aspects of the individual's past
Baker and Kennedy	Nostalgia a sentimental or bittersweet yearning for an experience, product or service from the past
Belk	Nostalgia as a wistful mood that may be prompted by an object, a scene, a smell, or a strain of music. In order to emphasize the role of consumption experiences
Cui	Nostalgia can be expressed as nightshade passions that link the person to his or her memories, impacting on the emotional and cognitive reactions and getting the desired behavioral reaction

Table 1.1 : Different definitions of nostalgia

Source : Own elaboration

Nostalgia functions as a psychological bridge between the past and the present. It allows individuals to recall emotionally significant moments and fosters a sense of continuity and identity. These emotional associations can directly influence thoughts, preferences, and consumer decision-making in the present. It allows individuals to recall pleasant moments, and they can reflect on their past experiences and the importance of those moments in their lives. By establishing a sense of familiarity and continuity, nostalgia can be reassuring and

reinforce a sense of identity. This emotional connection with the past can influence thoughts, emotions, and even decision-making in the present.

Although nostalgia can't be defined as a memory itself, it is important to note that memories are formed through experiences, and accumulated past experiences lead to nostalgia. according to Ryyainen and Heinonen , These memories can be categorized into four frames:

- Light nostalgia from one's youth.
- Strong nostalgia from childhood.
- Recent past events
- Consumption practices to be promoted in the future. ¹

1-2 The etymology of the word :

The term 'nostalgia' derives from two Greek words: **νόστος** (nóstos), meaning 'return home,' and **ἄλγος** (álgos), meaning 'pain' or 'suffering.' It encapsulates the bittersweet experience of longing for the past, a desire for emotional reconnection coupled with the discomfort of absence. It is a common feeling of human emotions that reminds individuals of memories, places, and periods that shaped their own identities. Here, we're going to discuss the definition of nostalgia, the psychological impact on individuals, and its position in human life.

1-3 Origin of the concept :

The word nostalgia (equivalent to German term heimweh) was first used by Johannes Hofer in 1688 in his medical dissertation about the psychological underpinnings of missing home he defined nostalgia as the sad mood originating from the desire for the return to one's native land ²

Historically, nostalgia was initially perceived as a pathological form of homesickness. In the 17th century, Johannes Hofer described it as a melancholic condition afflicting Swiss soldiers longing for their homeland. Early interpretations included supernatural or environmental

¹RYYNÄNEN(T) AND HEINONEN(V), « From nostalgia for the recent past and beyond: the temporal frames of recalled consumption experiences », *International Journal of Consumer Studies*, vol. 42, n°1, 2018, pp. 186-194.

²HOFER(J), *Medical Dissertation on Nostalgia*, trad. Carolyn K. Anspach, *Bulletin of the History of Medicine*, vol. 2, 1934 (original 1688), p. 381.

causes, reflecting the era's limited psychological understanding; the first thoughts on nostalgia came from watching Swiss soldiers working for different kings in Europe. People thought it was a Swiss-only sickness, and that idea stuck around for a long time. If you were depressed, had an unstable heartbeat, or didn't want to eat, they blamed things like demons in your head, the weather, or even those cowbells in the Alps messing up your ears and brain.

Around the early 1900s, nostalgia was seen as a mental problem that made you worried, sad, and unable to sleep. Then, some experts thought it was all about secretly wanting to go back to being a kid and called it a type of obsessive problem. Soon after, they decided it was just a form of feeling down, like when you lose someone or something, but it still had to do with missing home. It wasn't until the late 1900s that nostalgia and missing home were seen as totally separate things. Grown-ups think of nostalgia as feeling warm, remembering old times, thinking about childhood, and just really missing something, while missing home is more about being scared to be away from your family. Also, while missing home is mostly a thing for young people leaving home, anyone can feel nostalgic, no matter how old they are. You can see it in all sorts of people, even those with memory problems. . Finally, while homesickness refers specifically to one's place of origin, nostalgia can relate to a variety of objects, including people, events, and places ³

1-4 Types of nostalgia

Several researchers have explored and classified different forms of nostalgia over time. Davis first introduced the concept of personal nostalgia, followed by Stern with historical nostalgia. In the same year, Hirsch introduced the concept of institutionalized nostalgia. Subsequently, Baker and Kennedy expanded the typology, distinguishing between real, simulated, and collective forms.

The table below summarizes these classifications, highlighting the key contributions of each researcher and providing a brief description of each nostalgia type.

³Sedikides(C), Wildschut(T),Arndt(J),Routledge(C), « Nostalgia: past, present, and future », *Current Directions in Psychological Science*, vol. 17, n°5, 2008, pp. 304-307.

Researchers	Year	Type	Description
Davis,F.	1979	Personal nostalgia	Longing for one's past experiences (the way i was)
Stern,B.	1992	Historical nostalgia	Longing for a time before one's own experiences, even before birth ('the way it was')
Baker & Kennedy	1994	Real nostalgia	It's based on consumer's own direct and personal memories
Baker & Kennedy	1994	Simulated nostalgia	Stemming from memories or experiences of others such as parents or grandparents
Baker & Kennedy	1994	Collective nostalgia	Rooted in shared cultural or historical experiences
Sedikides, C. & Wildschut, T.	2008	Existential nostalgia	Nostalgia related to identity, purpose, and life meaning.
Al Sharif	2022	Virtual nostalgia	Nostalgia for digital and online experiences.
Al Sharif	2022	Daily habits nostalgia	Longing for past routines and everyday customs.
Al Sharif	2022	Cultural nostalgia	Nostalgia is tied to traditions, customs, and cultural heritage.

Table 1.2: Categories of Nostalgia According to Different Researchers

Source : own elaboration

1-5 The psychology behind nostalgia :

Understanding why nostalgia is so appealing provides us with a notion of how it influences consumer behavior and attitudes. Nostalgia induces feelings of warmth, comfort, and security that make individuals more receptive to products and experiences that remind them of the

past. Nostalgia enhances emotional connections by recalling positive memories, which can reaffirm trust and attachment to a product or brand. In addition, nostalgia also generates a feeling of belongingness since it relates to collective cultural memories that reinforce shared identity among consumers. Nostalgia is also a form of escapism because it allows people to temporarily detach from present uncertainties and take comfort in the past experiences. This emotional appeal shapes consumer attitudes because it cultivates a taste for products, aesthetics, or messages that resonate with their nostalgic affiliations, therefore impacting decision-making and consumption behaviors.

1-6 The five senses of nostalgia

The table below presents the role of the five senses in evoking nostalgia, highlighting how sensory experiences can trigger memories and emotional connections to the past.

Sense	Nostalgic Echo
Taste	Flavors and tastes are closely linked to nostalgia. The act of tasting a dish or a beverage can trigger nostalgic memories. Research by Vignolles and Pichon (2014) highlights nostalgia particularly induced by flavors from the past. The authors emphasize that food consumption engages all five senses, but it is especially taste and smell that leave strong, lasting impressions on consumers.
Sight	A simple image, a photograph, or a familiar place can revive past memories, evoking nostalgic emotions. Grainge’s research (1999) highlights how monochrome aesthetics in photography can generate a sense of nostalgia and reference the past.

	<p>Commercial photography and certain advertising styles have therefore embraced black-and-white or sepia tones to capitalize on this nostalgic appeal.</p>
<p>Hearing</p>	<p>Sounds, such as songs, melodies, or specific noises, have the ability to instantly transport a person back to a precise moment in their past, triggering nostalgic emotions. In advertising, the brand Mousline evokes this feeling by using its emblematic 1970s melody: “<i>Quand je fais de la purée Mousline</i>” (“<i>When I make Mousline mashed potatoes</i>”). Beyond this classic example, Lien’s research (2010) shows that when popular songs are incorporated into advertisements, they can evoke a strong sense of nostalgia.</p>
<p>Touch</p>	<p>Physical contact, such as touching a loved one or feeling a cherished object, can revive nostalgic memories associated with past experiences. From this perspective, materiality affects sensory recall. Ayouch Boda (1999, p. 271) provides the example of one of his patients who experienced exile, a factor that could “revive and sustain” nostalgia. The emotional nostalgia of this sense is particularly evident in memories of a grandmother, for instance, where a simple scarf can evoke numerous details linked to its texture and the way it was touched or held.</p>

Smell	Scents are particularly powerful in evoking nostalgia. The smell of a dish, a flower, or even a perfume can bring back memories and emotions from the past. According to Hirsch (1992), smell is the sense with the strongest impact on emotions. The use of nostalgia through smell activates the limbic system, making it the most emotionally compelling tool for marketing a product.
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Table 1.3 : The five senses of nostalgia ⁴

Source : RENAULT(S), « Retour vers le futur : La nostalgie comme moteur de la résurrection des marques », *Gérer & Comprendre*, n°156, June 2024, p. 6.our translation

This table indicates the extent that our senses are intertwined with nostalgic memories, and it showcases the potential to leverage the senses within marketing approaches. The enormity of emotional and personal tactile triggers is striking, it is remarkable how simply a familiar smell or a familiar tune can so readily take somebody back to a precise time in their past. It is noteworthy how often taste and smell are stated to be the two strongest sensory nostalgic clues, but It is to be believed, in a creative way, sight and sound are equally effective triggers when used within a visual media or advertisements. Although touch is less often used within marketing approaches, the emotional experience of touch, especially around valued objects should not be overlooked. Overall, the table provided a deeper awareness nostalgia is not merely a feeling-a sensory experience. When brands can activate these senses they create stronger and more personal connections to consumers.

2-Nostalgia in marketing :

In today's world, where uncertainty is greater than ever, many consumers find comfort in looking back at the past. This explains why companies increasingly rely on nostalgia

⁴ RENAULT(S), « Retour vers le futur : La nostalgie comme moteur de la résurrection des marques », *Gérer & Comprendre*, n°156, June 2024, p. 6. .[our translation]

marketing: a strategy designed to intentionally evoke nostalgic emotions in their target audience.

2-1 Definition of nostalgia in marketing

Nostalgia in marketing is defined as the positive nostalgic feeling instilled in consumers by way of using nostalgic elements in the marketing mix. The term nostalgia marketing is used for carrying out nostalgia related marketing activities in order to enliven the feelings of nostalgia and nostalgic memories of consumers leading to a desire for purchasing. Nostalgia based themes have recently attracted increasing attention among marketing and consumer behavior researchers as a common emotion for developing nostalgia based themes, free time activities and products⁵

Nostalgia is increasingly a major marketing tool, leveraging emotional connections to the past to influence consumer behavior. By reviving past appearances, products, or cultural icons, brands establish familiarity and comfort, becoming timeless or dependable. Tactics like retro branding bring back vintage designs to elicit sentimental reactions, while revivals of discontinued products tap into generational loyalties, encouraging consumers to relive or reclaim elements of their past.

It also exceeds personal recall, often re-packing widespread cultural experience as a commercial product. Nostalgic campaigns or products boil down the past into idealized moments and disregard tangled reality. And yet this performative strategy feels manipulative when it is leveraged to communicate to younger ages based on a nostalgia for things they never had. It blurs genuine emotion with constructed appetite, raising issues about authenticity.

There are ethical concerns also, where nostalgia defocuses people from today's issues or repels novelty. Excessive dependence on vintage solutions can be potentially threatening to innovation as businesses tend to play safe with known and nostalgic pulls at the cost of fresh ideas. Yet, its power persists ignited by the hunger for experience-based and "genuine" experiences in this super-digitized space. Ultimately, nostalgia marketing gets by refining

⁵HOLAK(S.L), HAVLENA(W.J) ET MATVEEV(A.V), « Exploring nostalgia in Russia: testing the index of nostalgia-proneness », *European Advances in Consumer Research*, vol. 7, 2006, pp. 195-200.

emotional resonance together with commercial motives, commoditizing remembrance on the razor thin line between passion and exploitation.

Although no researcher has explicitly classified the types of nostalgia in marketing into a clear framework, many studies discuss its role in advertising and connecting consumers to the brand , based on various researches , we concluded these types of nostalgia in marketing :

- Retro branding : it refers to the use of brand elements such as the name , the designs , the logos , the typography ...etc , to ensure the appealing consumer`s emotional connection with the past ⁶
- Reboots and revivals : relaunching products , media or campaigns to capitalize on consumers fond memories⁷
- Nostalgic storytelling : using narratives that evoke memories of the past , often through emotional or personal connections ⁸

2-2 Elements of nostalgia marketing :

While some brands choose the path of innovation, others opt to blend it with elements of the old and familiar

- Retro trends : it's the blent of the old and new in a single product , this element is used to contact customers who are longing for the past while looking for something new
- Iconic collaborations : It involves a co-production between two brands to create a single product, this element is used to increase the brands reach
- Reviving classic products : Another approach to calling for nostalgia is bringing back old-school products, this element is used to highlight the brand`s competitive advantage: its longevity
- Cultural references : it showcases extreme levels of nostalgia by resonating with specific audiences, strengthening brand identity, this element allows brands to offer a tangible connection

⁶BROWN(S), KOZINETS(R) ET SHERRY(J.F), « Teaching old brands new tricks: retro branding and the revival of brand meaning », *Journal of Marketing*, vol. 67, n°3, 2003, pp. 17-33.

⁷MUEHLING(D.D) ET SPROTT(D.E), « The Power of Reflection: An Empirical Examination of Nostalgia Advertising Effects », *Journal of Advertising*, vol. 33, n°3, 2004, pp. 25-35.

⁸STERN(B.B), « Nostalgia in Advertising Text: Romancing the Past », *Advances in Consumer Research*, vol. 19, 1992, pp. 388-389.

- Storytelling : it serves as a emotional bridge that links cherished memories with a brands product , his element is used to create the illusion that a product is more than just a product
- Recreating past advertisements : it consists on recreating iconic and successful past ad campaigns , this element is used to reinforce brand heritage ⁹

2-3 Forms of nostalgic marketing campaigns :

there are a few forms of nostalgia marketing that a brand can use to evoke past memories and increase consumers attachment to it , such as :

- Nostalgic advertising :
It is the most effective way to make customers listen and evaluate the message carefully. It consists of companies using elements like old photos, music, or slogans in their ads to remind their consumers of the past and make them feel connected to it.
- Nostalgic packaging :
it embodies the designing a product's packaging with retro styles like using vintage logos or classic colors or old characters , it is efficient since visual cues from the past can instantly trigger memories and increase purchase intention
- Nostalgic decoration :
is using old-fashioned decor (such as vintage furniture or posters) to create a warm and cozy atmosphere and establish an emotional bond with customers
- Nostalgic proneness :
it is the way a person react to the past and how likely he is to feel nostalgic ¹⁰ , not all consumers feel the same level of nostalgia , some feel more nostalgic than others

2-4 Types of nostalgic experiences

The nostalgic experience involves significant cognitive activity, ranging from the simplest to the most complex, the following table illustrates shows the three levels of nostalgic experiences ¹¹

⁹BALASHOVA(A), « Nostalgia marketing: tapping into emotion for brand connection », *Selzy Blog*, July 15, 2024, retrieved April 4, 2025 at 19:34.

¹⁰GELGILE(H.K), « Nostalgia marketing: examining music retromania », *Consumer Behavior Review*, vol. 5, n°2, 2021, [adapted].

¹¹KESSOUS(A) ET ROUX(E), « La nostalgie comme antécédent de l'attachement à la marque », 2006, [our translation].

Level	Type	Description
I	Simple nostalgia	Desire to live : the good old days
II	Reflective nostalgia	Was it really like that ?
III	Interpreted nostalgia	Why do I feel this way ?

Table 1.4 : Types of nostalgic experiences

Source : Kessous,A.Roux,E.La nostalgie comme antécédent de l'attachement à la marque , 2006,our translation

This typology indicates the intellectual depth of nostalgia, demonstrating how it evolves from a simple yearning for things past to a more reflective and analytical process. Most fundamentally, nostalgia is an affective longing for a bygone life, typically felt as "the good old days." As one gets deeper into it, one begins to question the fallibility of memories and question whether the past really was as one describes. At the most advanced level, nostalgia is a self-questioning consciousness, which compels individuals to examine why they must be nostalgic in the first place. This evolution shows that nostalgia is not a passive emotional condition but an active mental process that organizes individual identity and perception of time.

2-5 Target group of nostalgia marketing

Nostalgic marketing is based on the principle of shared experience. Even though the experiences vary by generation, homogeneous subgroups can be distinguished based on how nostalgia affects the attitudes and behavior of their members

- **Older Adults with Complete Life Experiences:** People who are older are bound to be nostalgic more frequently because they have had the time to accumulate lots of memories and perhaps have more time to reflect. With fewer distractions and at a

stable stage in life, the past provides a source of solace as well as emotional fulfillment when recalled.

- **Shared Experience Groups:** Individuals who share similar life experiences or have a shared past tend to develop collective nostalgia. The shared identity develops a fondness for familiar cultural products, traditions, or aspects, which gains what can be called nostalgic capital—a powerful emotional connection with the past that influences their attitudes and choices.
- **Individuals Displaced from Their Previous Environment:** Individuals who have relocated from their homeland or suddenly find themselves in a new environment are more susceptible to nostalgia for home, old locations, or certain products. Whether they migrated for work, study, or personal reasons, such as businessmen/women in pursuit of opportunities abroad, they are inclined to consider everything from their past to be a part of their identity, reinforcing their nostalgic sentiments.
- **Younger Generations Faced with Speeding Change:** Younger generations, who have grown up in a context of relentless change, face nostalgia in a different way. The sheer pace of modern life, combined with social pressure and insecurity, drives a dual form of nostalgia. On the one hand, nostalgia provides a sense of stability and belonging, and it is reassuring in a world that is constantly changing. On the other hand, it arrives in the guise of a trend, where retro styles, bygone cultural icons, and vintage looks are the cool things that appeal to their desire for both uniqueness and connection with the past.¹²

3- Introducing the concept of retro marketing

The growing interest in nostalgia among consumers has led many brands to revisit elements of the past. This section explores a brief introduction of retro marketing

3-1 Defining retro marketing

The term retro marketing was first introduced by Stephen Brown , he described it as a general term for marketing strategies concentrating on past in order to sell current products or services¹³ , retro marketing offers consumers products or services they have longed for and conveys the feelings they have experienced in the past. Moreover, Retro marketing revises

¹²CUI(R), « A review of nostalgic marketing », 2015, pp. 127-128, [adapted].

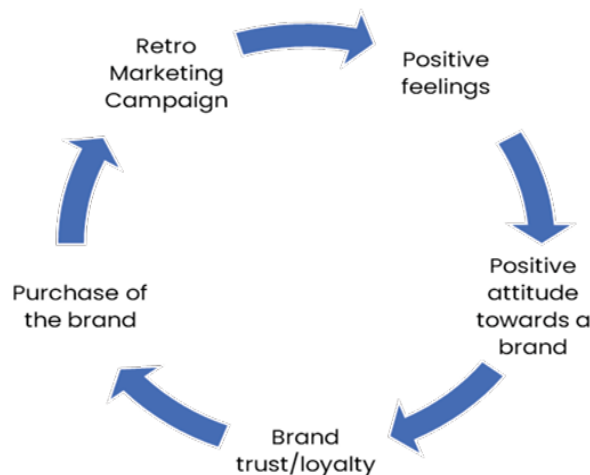
¹³BROWN(S), « Retro-marketing: yesterday's tomorrows, today! », *Marketing Intelligence & Planning*, vol. 17, n°7, 1999, p. 363.

and presents a past product or service in terms of function and performance according to today's conditions. Retro marketing is usually grouped under three Retro product categories:

- **Repro:** It means the derivation of products or services that were good in the past. Converse All Star basketball shoes and Harley Davidson Sportster motorcycles are two examples of Repro products.
- **Repro-retro:** This tool is also called “neo-nostalgia”. Here, products or services developed starting from nostalgia are mentioned. For example, the advertisement made for Fiat's 110th Anniversary presented the various models produced since 1899 and created nostalgia about Fiat from the past to the present.
- **Retro:** Retro is introducing old products or services as different products. For example; TAG Heuer has reproduced a similar product design that was produced in the 1930s.¹⁴

3-2 The role of retro marketing

After understanding what is retro marketing , we will comprehend its role using the figure below



¹⁴ARSLAN(B) ET BANU(Ö), « Determining the Individual Factors That Affect Consumer Attitudes Towards Retro Products », 2017, p. 95.


Figure 1.1: The role of retro marketing ¹⁵

Source: CRESPO-PEREIRA(V), MEMBIELA-POLLÁN(M) AND SÁNCHEZ-AMBOAGE(E), « Nostalgia, retro-marketing, and neuromarketing: an exploratory review », *Journal of Creative Industries and Cultural Studies-JOCIS*, n°7, 2022, pp. 107-126.

A campaign that uses retro feelings can evoke positive emotions by reviving past aesthetics or simply reviving a product , these emotions create positive attitude towards the brand , as consumers associate it with cherished memories and a long gone era , as long as this emotional connection in reinforced , it turns into brand trust or brand loyalty , since the brand aligns with their past or personal history , therefore their likelihood to buy the product increases for it evokes positive and nostalgic feelings

3-3 Examples of the use of nostalgia

The following presents three nostalgic marketing campaigns by three well known brands and an evaluation based on two criteria : campaign strategy and consumer reception

Brand	product	Nostalgic element used	Campaign strategy	Consumer reception
Nintendo switch		Reviving classic games	Re-launching classic franchise while adding new games	The campaign was successful because fans appreciated the blend of old and new

¹⁵ CRESPO-PEREIRA(V), MEMBIELA-POLLÁN(M) AND SÁNCHEZ-AMBOAGE(E), « Nostalgia, retro-marketing, and neuromarketing: an exploratory review », *Journal of Creative Industries and Cultural Studies-JOCIS*, n°7, 2022, pp. 107-126.



Crystal pepsi		Reintroduction of the 1990s clear soda	Limited revival based on social media demand by fans	Short-lived success , the excitement faded away quickly
Heinz ketchup		Revival of 2000s colored ketchup	Attempt of bringing back colored ketchup as a fun and retro product	Mixed reaction : while the older generation felt nostalgic , the youngsters found it unappealing

Table 1.5 : Analysis of Nostalgic Marketing Campaigns for Nintendo Switch, Crystal Pepsi, and Heinz Ketchup

Source : Own elaboration

From this table we note that nostalgia is used to attract initial interest , while it`s effectiveness depends on the brand ability to sustain engagement and create a durable connection with the client

Section 2 : The role of nostalgia in consumer behavior

Major global brands such as Apple and Amazon recognize that long-term success depends on their ability to understand consumer behavior and to design offerings that meet evolving needs and preferences.

1- Core concept of consumer behavior

Consumer behavior is a foundational concept in marketing, encompassing the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences. Understanding consumer behavior is essential for marketers aiming to design effective strategies and influence purchasing decisions. In this section, we begin by defining the term and exploring its key dimensions.

1-1 Definition of consumer behavior

Several scholars have proposed varying definitions of consumer behavior, reflecting its multidimensional nature:

- According to Philip Kotler :

Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units over time¹⁶

- While Micheal R solomon defined consumer behavior as :

The study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires¹⁷

Whereas others like Nasse conceived it as

- An attitude : consumer behavior refers to attitudes, values, and actions exposed in a consumption perspective.
- A choice : Consumer behavior is a mode of purchases or repurchases with some specific choice, consumption, quality, taste, advertising or price requirements and expectations¹⁸

Beyond definitional scope, it is important to examine how consumers interact with the marketplace through different acquisition behaviors. One of the fundamental aspects of this

¹⁶KOTLER(P) ET KELLER(K.L), *Marketing Management*, 12th ed., Pearson Prentice Hall, 2006, p. 183.

¹⁷SOLOMON(M.R), *Consumer Behavior: Buying, Having, and Being*, 13th ed., Pearson Education, 2020, p. 22.

¹⁸ NASSÈ(T.B), « How and why extrinsic religiosity fashions Muslim consumer behavior in a multi-faith geography », *American Journal of Marketing Research*, vol. 7, n°1, 2021, pp. 1-9.

behavior is the process through which consumers acquire products, whether through purchasing, renting, borrowing, or bartering and more . Understanding these acquisition methods provides deeper insight into the decision-making journey and the factors that influence consumer choices :

1-2 Ways of acquiring a product :

The following table outlines eight primary methods through which consumers may acquire products or services, ranging from traditional purchasing to informal practices such as sharing or bartering.¹⁹

Acquisition method	Description
Buying	Buying is a common acquisition method used for many offerings.
Trading	Consumers might receive a good or service as part of a trade.
Renting or leasing	Instead of buying, consumers rent or lease cars, furniture, vacation homes, and more.
Bartering	Consumers (and businesses) can exchange goods or services without having money change hands.
Gifting	Each society has many gift-giving occasions as well as informal or formal rules dictating how gifts are to be given, what is an appropriate gift, and how to respond to a gift.
Finding	Consumers sometimes find goods that others have lost (hats left on a bus) or thrown away.

¹⁹HOYER(D), WAYNE(M), MACINNIS(D.J) ET PIETERS(R), *Consumer Behavior*, 8th ed., 2023, p. 9.

Stealing	Because various offerings can be acquired through theft, marketers have developed products to deter this acquisition method, such as alarms to deter car theft.
sharing	Another method of acquisition is by sharing or borrowing. Some types of “sharing” are illegal and border on theft, as when consumers copy and share movies. A “sharing economy” has now developed through online communities.

Table 1.6 : Different ways that consumers use to acquire a product ²⁰

Source : HOYER (D),WAYNE,MACINNI(D,J).Pieters(R).consumer behavior,8th edition.2023,page9

This classification underscores the distinction between clients and consumers and highlights the importance of understanding the processes by which consumers acquire and use products.

1-3 The factors that influences consumer behavior :

There are several categories of factors that can influence consumer behavior, each playing a significant role in shaping purchasing decisions. These factors include :

- Psychological factors :

Psychological variables are widely acknowledged as integral to understanding consumer behavior, although they can be difficult to quantify. Key psychological components include:

- Perception : it influences how consumers view products and brands
- Motivation : according to Maslow , there are five levels of needs that a person can satisfy : psychological , safety , belongings , esteem and self actualization

²⁰ HOYER (D),WAYNE,MACINNI(D,J).Pieters(R).consumer behavior,8th edition.2023,page9

- Learning : the individual's learning depends on the skills, knowledge and intention. The skills are developed through practice while the knowledge and intention are acquired with the experience
- Beliefs and attitudes : consumer attitudes and beliefs significantly influence decision-making processes. Positive attitudes towards a brand or product can lead to repeat purchases, while negative attitudes can drive consumers towards competitors
- Social factors :since humans are naturally social beings, we need others around us to converse with and discuss various issues, helping us arrive at better solutions and ideas , the four social factors are :
 - Culture : culture includes the shared beliefs, values, norms, and customs of a group. It helps people understand the world and influences how they consume products
 - Social class : social class refers to a group of individuals who share similar economic, social, and educational backgrounds. It plays a significant role in determining an individual's lifestyle, values, and consumption patterns.
 - Reference groups : reference groups are social groups that people turn to for guidance and inspiration. They can be formal, like professional associations, or informal, like friends and family. These groups strongly influence consumer behavior since people tend to try to fit in and be accepted.
 - Family : family shapes a person's preferences and behavior by providing an environment for growth and learning. Children develop buying habits by observing their parents and often continue these choices as adults.
- Personal factors : these factors are highly influential as they are directly linked to the buyer. They vary from person to person, leading to different perceptions and attitudes, they include :
 - Age : the person's buying behavior changes depending on the life cycle stage in which he falls , as the individual gets older , he tends to make more 'mature' decisions
 - Income : the income shapes the purchasing power , it determines what they can afford and how they prioritize spending as well as lifestyle decisions.

- Occupation : people tend to buy those products and services that advocate their profession and role in the society.
- Lifestyle : and by lifestyle we mean an individual's interest, values, opinions and activities that reflect the way in which he lives and acts in the society.
- Economic factors : they are responsible for measuring the level of sales in the market and the financial position of the consumer , they are :
 - Income level : it includes both disposable and expected income , disposable income refers to the money available for spending and saving , while expected income is the anticipated changes in income, such as raises or bonuses
 - Employment rate : low employment rates lead to the rise of financial uncertainty causing people to reduce buying on non-essential products, seek budget-friendly alternatives, and prioritize saving over spending.
 - Inflation : high inflation causes consumers to adopt different spending behaviors. Essential products and services become relatively more expensive, influencing purchase decisions.
 - Interest rates : High interest rates make loans and credit cards more expensive, encouraging people to save and invest due to higher returns on savings accounts and bonds.

1-4 Consumer perception of nostalgia

Nostalgia can shape consumer perception by creating a strong emotional connection between consumers and brands. It creates a sense of warmth, familiarity, and authenticity, making products more valuable and trustworthy. Stern posits in his research titled : Historical and personal nostalgia in advertising text: The fin de siècle effect, consumers exposed to nostalgic stimuli, associate them with pleasant experiences in their past²¹, which reduces uncertainty and strengthens confidence in their buying choices, this is the tactical rationale for using nostalgia in advertising campaigns to impact consumer attitudes by recycling familiar designs, advertising formats, or even product ingredients, they engage with feelings that lead to preference and loyalty

²¹STERN(B.B), « Historical and personal nostalgia in advertising text: The fin de siècle effect », *Journal of Advertising*, vol. 21, n°4, 1992, pp. 11-22

1-5 The role of nostalgia in modifying consumer behavior

Nostalgia functions as a powerful psychological mechanism that reshapes consumer behavior because of the emotional, perceptual, or purchasing consequences it can have. Nostalgia can help bridge the psychological gap between prior experience and present consumption and helps consumers to reconnect with nostalgia-based meaningful past experiences through the familiarity of brands and products. Nostalgia is a powerful psychological connection because it includes an identity. In other words, nostalgia allows people to reconnect with who they are or once were by the experience of their past. Consumers will pursue nostalgic products so they can recover past good memories or simply relive past experiences that provided stability and comfort.

It has the ability to trigger emotional attachment, brands that use nostalgic products evoke a sense of belonging and familiarity, making consumers feel more connected to them, individuals who experience nostalgia tend to have stronger emotional responses to products associated with their past, leading to increased brand attachment and repeat purchases, this is apparent in big consumption industries such as food, fashion and entertainment. It can also enhance perceived product value since consumers view nostalgic products as more authentic and meaningful compared to newer alternatives, This perception influences their willingness to pay a premium for items that remind them of past experiences.

Additionally, nostalgia-driven purchases are majorly influenced not by a logical decision making process but by emotional impulses.

Furthermore, nostalgia also serves as a coping mechanism, by allowing consumers to feel less stressed or lonely or disconnected in periods of uncertainty or social change, in response, brands use nostalgia to create comforting and reassuring messages.

Moreover, nostalgia can strengthen social connection because it serves as shared cultural references, bringing people together through collective memories.

1-6 The influence of nostalgia on consumer decision making processes

To understand how nostalgia affects the decision making process, we have to understand first what is the decision making process.

It is simply the stages a customer experiences throughout their customer journey²², the consumer decision-making process typically involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

- problem recognition : is the realization of the existence of a need or desire
- information search : is the procedure of looking for potential solutions, products or services
- evaluation of alternatives : consumers compare different products or services based on different criteria such as price , quality , availability ...
- purchase decision : at this stage a customer make the decision of buying a certain product or service
- post purchase evaluation : is the evaluation of the satisfaction with the purchased good

1-7 Nostalgia's role in each step of the process :

Nostalgia shapes consumer decisions by evoking memories that influence how they recognize needs, evaluate options, and make purchases. We are going to explore its role in each step of the decision-making process.

- problem recognition : nostalgia can trigger an emotional longing for the past , which makes consumers seek out goods that bring back memories of particular periods of their lives.
- information search : the presence of nostalgia leads to less uncertainty , so consumers rely more on past experiences and familiar brands rather than exploring new options.
- evaluation of alternatives : this step is strongly influenced by nostalgia , it adds emotional weight to familiar products, making them seem more desirable compared to unfamiliar or contemporary substitutes
- purchase decision : nostalgia strengthens consumer trust in companies linked to individual or group memories, which serves as a persuasive element. When a product brings back positive memories of their past, the buying possibility increases

²² CHAPMAN(L), « The five steps of the consumer buying process: Explained », *The five steps of the consumer buying process*, February 1, 2024, retrieved March 25, 2025 at 14:21.

- post purchase evaluation : after a purchase, nostalgia still affects how a customer feels. A product that successfully evoked childhood-like emotions increases customer satisfaction, which leads to repeated purchases and loyalty to the brand

Nostalgia influences consumers' decisions at every level, giving emotional ties preference over logical analysis. This explains why companies frequently incorporate nostalgic elements into their marketing campaigns in an effort to evoke deeper engagement.

2- Introducing the concept of emotional marketing

To understand the strategic importance of emotional marketing, one must first define what constitutes an emotion. According to the American Psychological Association (APA), an emotion is a complex pattern of physiological and psychological responses that are triggered by a personally significant event or stimulus. Emotions encompass both affective experiences and behavioral reactions, and they influence how individuals perceive, interpret, and act upon information.

2-1 Definition of emotional marketing

Emotional marketing, then, refers to the deliberate use of emotional triggers within advertising, branding, and messaging to elicit specific psychological responses from consumers. These responses are designed to shape consumer attitudes, enhance brand perception, and influence purchase behavior. Rather than focusing solely on rational appeals, emotional marketing engages the consumer's affective system to create stronger, more memorable connections

2-2 The use of emotions in marketing

We made it clear in the definition that emotions play a significant role in shaping consumer decisions which makes it a powerful marketing tool that as they allow brands to connect with their audience , build brand loyalty and create memorable experiences for their clients , The table below illustrates the primary emotions and their impact on an individual's behavior and on the brand itself

emotions	action	impact on a brand	campaigns that used the emotion	why it was successful
happiness	share	increases visibility	Coca-Cola –"make it happy"	Created an uplifting message about spreading positivity, showcasing Coca-Cola a symbol of joy.
sadness	empathize and connect	creates emotional connection	Apple "Christmas ad the surprise"	used emotional storytelling to reinforce Apple's brand as personal and heartwarming.
surprise and fear	desperate for something to cling to	creates urgency and engagement	Simplysafe Super Bowl commercial "fear is everywhere"	presented modern fears to highlight the importance of home security, making the ad relatable and impactful.
anger and disgust	Challenge norms, provoke discussions	triggers strong reactions and advocacy	Burger King " the moldy burger campaign	The ad showed a decaying burger to emphasize the brand's commitment to preservative-free food.

Table 1.7: the influence of emotions on consumers behavior

Source : own elaboration

2-3 The impact of emotions on marketing campaigns

The following figure demonstrate emotional marketings effectiveness based on the emotion features and rational information

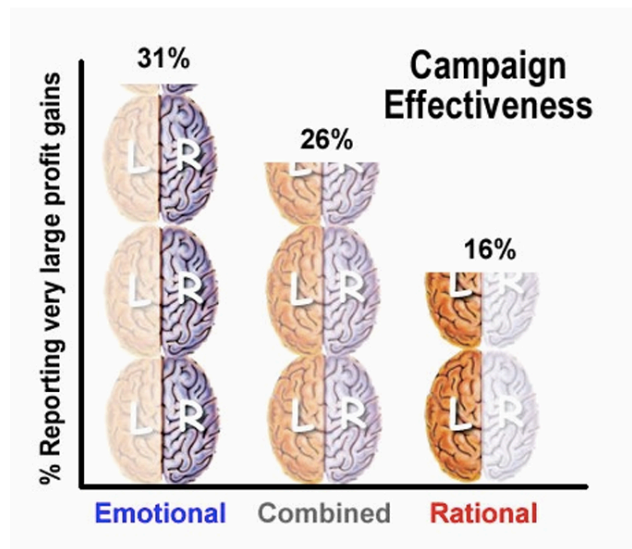


Figure 1.2 : Campaign Effectiveness ²³

Source : DOOLEY(R), « Emotional Ads Work Best », *Neuromarketing*, 2009, [Emotional Ads Work Best - Neuromarketing](#)

As the figure show us advertisements with entirely emotional content is nearly double the amount of rational information , this proves that emotions play an essential role in the decision making process,due to the emotional stimuli that are encoded more powerfully in the brain, making emotional campaigns not only more memorable but also more impactful in driving consumer behavior.

2-4 The emotional impact of nostalgia on consumer behavior

We clarified that nostalgia is a powerful emotion and can be a efficient marketing tool if used correctly in order to shape preferences and influence purchase decisions , the warmth and

²³DOOLEY(R), « Emotional Ads Work Best », *Neuromarketing*, 2009, retrieved March 12 at 2025.

happiness and comfort that a consumer feel when encounters with nostalgia will most definitely enhance consumer satisfaction and brand loyalty , additionally, it helps reduce stress and uncertainty, making nostalgic products more appealing in times of instability and rapid changes . This emotional connection not only drives purchase intention but also strengthens long-term consumer-brand relationships, as individuals are more likely to trust and remain loyal to brands that evoke meaningful personal or collective memories.

2-5 Link of nostalgia in marketing with emotional marketing and retro marketing

Nostalgia marketing is the result of mixing two marketing approaches : emotional and retro marketing in order to create deep emotional connections with consumers , emotional marketing evokes the main emotions (happiness , fear , anger , sadness , disgust,surprise) that influences their purchasing decision and strengthens loyalty and fidelity towards the brand , while retro marketing consists on reviving past aesthetics , branding or products to appeal to both older generations and younger ones that are interested in vintage styles , as we will mention in `examples of nostalgic marketing campaigns ` , the brand Nintendo has successfully used these approaches to reconnect with older users and gain new ones .

3-The role of emotional brand attachment in strengthening brand loyalty and consumer trust

The deep emotional connection that is created by nostalgia enhances both brand loyalty and trust. In this title we will examine how Emotional Brand Attachment can be a useful tool for long term loyalty and fidelity .

3-1 Emotional Brand Attachment

One of the many definitions of emotional brand attachment is : the positive emotional outcomes of a strong connection between a consumer and a brand .²⁴

²⁴THOMSON(M), MACINNIS(D.J) ET PARK(C.W), « The ties that bind: Measuring the strength of consumers' emotional attachments to brands », *Journal of Consumer Psychology*, vol. 15, n°1, 2005, pp. 77-91.

Or is defined as the bond that connects a consumer with a specific brand by involving feelings of affection, passion, and connection²⁵

3-2 Components of emotional brand attachment

There are two factors that represent emotional brand attachment , the following elements determine how deeply a consumer identifies with a brand and how naturally they associate emotions with it.

- the degree of the brand self connectedness :

The Extent of Self-Brand Connectedness This refers to the degree that a brand resonates with a customer's sense of identity, values, and life experiences. A brand that embodies a client's experiences, values, or hopes generates powerful emotional bonds. Self-identity or self-expression: Customers may feel as though brands are reflections of themselves. For example, an individual concerned with ingenuity and style likely feels connected to Apple, while another who identifies more closely with environmental sustainability may be very loyal to Patagonia Symbolic identity: Certain brands represent aspects of cultural or generational identity. Brands established in certain eras develop a unique bond with consumers reinforcing emotional meaning beyond simple customer attachment. Memory and experience: The meanings generated by brands through life moments (childhood, relationships, accomplishments, etc.) reinforce the same emotional connection to a brand. For example a fan of Disney who grew up watching Disney films may feel a long-lasting connection simply based on nostalgia, or memories.

A high level of brand self-connectedness means the consumer integrates the brand into their lifestyle and identity, making them more loyal and emotionally engaged.

- The Automaticity of Thoughts and Feelings About a Brand :

The automatic casting our thoughts and feelings about a brand Automaticity is how quickly and easily a brand will trigger emotions, memories, and associations in the mind of a consumer

²⁵MALÄR(L), KROHMER(H), HOYER(W.D) ET NYFFENEGGER(B), « Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self », *Journal of Marketing*, vol. 75, n°4, 2011, pp. 35-52.

- Immediate emotional responses - Some brand elements can evoke immediate feelings of happiness, comfort, or excitement, such as the old purple colour of the mandoline caramel bar or the red of the caprice candy
- Unconscious purchase decisions - Some strong emotional connections lead to such strong bias and affinity for a brand, that the consumer will make unconscious purchase decisions with no consideration of any other alternatives
- Habitual brand affection - When emotional connections become habitual, they are more likely to influence long-term behavior. This explains why consumers will make repeated purchases of brands that deliver emotional ties even when there are better brands available.

3-3 Impact of Emotional Brand Attachment on Consumer Behavior :

There is no doubt that the emotional attachment to a brand has a significant impact on consumer behavior , we can observe this impact in several key aspects :

- Increased Brand Loyalty : consumers who feel emotionally attached to a brand are more likely to remain loyal, even in the face of competition. this loyalty can be in the form of : repeat purchases , lower price sensitivity or the resistance to competitors marketing actions
- Higher Willingness to Pay : emotionally attached consumers perceive greater value in the brand which increases their willingness to pay more
- Stronger Word-of-Mouth Marketing : this shows that a customer can be turned into a brand ambassador from recommending the brands to friends and family to posting positive reviews online
- Emotional Resilience to Brand Crises: A strong emotional bond helps brands recover from negative publicity

3-4 Balancing Nostalgia and Innovation :

Although nostalgia and innovation may appear to be at odds with one another, as long as they are in balance, they promote the best of both worlds that builds brand loyalty and long-term relevance. Nostalgia is deeply rooted in a consumer's emotional connection to a product, where they are often programs with familiarity, trust, and comfort , fostering an attachment to

the brand. However, leveraging nostalgia will stagnate the brand when consumer trends or technology change.

Innovation promotes freshness of a brand by being competitive and appealing to the next generation, yet too many changes may widen the gap and alienate loyal customers who desire a company's authentication or brand values. It's a matter of striding nostalgia and innovation, celebrating nostalgia to reinforce brand equity, while introducing intelligent change.

Successful brands balance nostalgia and innovation by taking nostalgic elements and reimagining them for today's consumers. For example : a limited-edition throwback campaign can revive those emotional connections and simultaneously, updating products incrementally or digitally, can infuse a sense of forward-facing appeal. Transparency is fundamental in the innovation adaptation, it leads consumers to feeling secure and trust in your product. Ultimately, brands that truly have achieved this balance will honour the legacy of the product without becoming a ghost– still warmly attached among old consumers, as well as relevant and exciting to new consumers.

Section 3 : The Use of Nostalgia in Marketing Strategies OR nostalgia as a marketing tool

In contemporary marketing practice, brands increasingly prioritize emotional over rational appeals in order to encourage impulse-driven consumer behavior. By leveraging emotional triggers, nostalgia, and persuasive marketing tactics, they create an environment where consumers rely more on sentiment and immediate gratification rather than careful evaluation.

1-Nostalgic brand :

A brand is defined as a name, term, design, symbol, or any distinguishing feature that identifies a seller's goods or services as distinct from those of competitors.

1-1 Definition of nostalgic brand :

While brand nostalgia is defined as an individual's positive affect towards a brand due to the brand's associations with the individual's non-recent lived past ²⁶

This perspective moves beyond Holbrook and Schindler's age-based framework and acknowledges that brand nostalgia can occur even when the brand remains currently available. Here, it positions brand nostalgia as a fond, favorable attitude toward a brand, and not a desire for something to which one no longer has access.

Furthermore, brand nostalgia should not be conflated with nostalgia proneness, which refers to an individual's general susceptibility to nostalgic emotions.. This means that an individual might develop positive attitudes and feelings towards specific brands regardless of his or her general susceptibility to nostalgia.

Loveland, Smeesters, and Mandel distinguished between nostalgic and non-nostalgic brands, they specified that a nostalgic brands are brands that were popular in the past and are still popular now while non nostalgic brands are brands that are popular now but were less so in the past or did not exist in the past

²⁶SHIELDS(A.B), *What Did You Do to My Brand? The Moderating Effect of Brand Nostalgia on Consumer Responses to Changed Brands*, doctoral dissertation, Kent State University, 2012, p. 15.

1-2 Types of nostalgic brands :

Magdalena Grębosz-Krawczyk identifies two primary categories of nostalgic brands . Generational nostalgic brands evoke memories that are direct and personal, originating from the consumer's own past experiences. In contrast , transgenerational nostalgic brands are associated with memories indirectly, such as from the experience of others (eg,Parents or grandparents who in the past experienced nostalgia) or through collective historical nostalgia. These brands play on a common nostalgia, an emotional connection for even those who did not directly live through the era in question.

Cattaneo and Guerini described nostalgic brands by three primary associations: positive feelings, security, and authenticity. In their study, they emphasized that these brands have the potential to evoke : positive past emotional recollections, security and confidence, and authenticity, manifesting tradition and credibility²⁷

1-3 Dimensions of nostalgic brands

Brands can be categorized according to the specific mechanisms through which they evoke nostalgia, such as personal memories, historical associations, or retro aesthetics.

Understanding these dimensions helps explain why certain brands successfully leverage nostalgia to build loyalty and trust among consumers :

- Personal Memories (Personnel Souvenirs) :It is a dimension of nostalgia from an individual's own experience and emotional connection with a brand. Personal memories are usually linked with childhood, family traditions, or specific life events in which the brand was present. For example, a person may feel nostalgic for a childhood snack food brand or a toy used during childhood. These brands create a sense of comfort and familiarity, securing consumer loyalty by inviting consumers into nostalgic experiences.

²⁷CATTANEO(E) ET GUERINI(C), « Assessing the revival potential of brands from the past: How relevant is nostalgia in retro branding strategies? », *Journal of Brand Management*, vol. 19, n°8, 2012, pp. 680-687.

- Historical Memories (Historical Souvenirs)

Historical memories are distinct from personal memories in that they are shared nostalgia associated with periods or cultural moments in the past. Historical memories are likely to be created by media, advertising, or stories passed down through generations. Customers are able to relate to brands that represent a certain era of time, although they themselves may not have experienced it. Vintage fashion brands, old car models, or vinyl records from past decades, for instance, evoke a sense of nostalgia for an era of time instead of personal experience.

- The Perceived Longevity of the Brand

The perceived longevity of a brand is based on its long-standing presence and legacy over time. Consumers tend to trust brands with a long-standing history, associating them with quality, reliability, and authenticity. Even if a brand undergoes changes, its ability to maintain a consistent image contributes to its nostalgic appeal. Brands like Coca-Cola, Levi's, Nintendo or Volkswagen have successfully leveraged their perceived longevity by maintaining their core identity while evolving to stay relevant. This element highlights how a brand's heritage can create emotional connections and influence purchasing behavior.

1-4 The reason of thirvigness of nostalgia in 2025

Nostalgia has become a powerful force in 2025, shaping consumer preferences, marketing strategies, and even product innovation. Several factors contribute to its growing influence:

- Post pandemic reflection :

the aftermath of the covid 19 pandemic continue to affect consumer behaviors as people sought comfort in childhood memories , old music and familiar brands , which encouraged brands to respond by bringing back beloved products or even reviving past ads

- Cultural recycling :

several industries are witnessing the revival of past trends , the most impacted industries are : fashion (Y2K fashion, oversized silhouettes, and vintage sneaker

trends, are making a comeback) , entertainment (big producing companies are capitalizing on nostalgia by producing reboots, sequels, and remastered versions of classic films and TV shows.)and music (synth-heavy 80s beats to 90s pop-punk are more and more popular in the midst of youngsters)

- Technological evolution meets retro aesthetics :
technology nowadays made bleeding nostalgia with innovation easier by exploiting artificial intelligence and designing retro-inspired products or using VR (virtual reality) to relive historical moments, classic video games or iconic concerts , we can say that technology enables nostalgia to evolve rather than remain static
Also social media makes everything accessible to the point where content from the last few decades, and even before, is everywhere and so easily remixed
- Escaping complexity :
The fast pace of modern life made nostalgia a refuge and a solace for many consumers , it took forms in simpler times appeal and the resurgence of analog experiences²⁸

2- Nostalgia in marketing strategies :

Marketers today are increasingly interested in using nostalgia in their marketing strategies. They have recognized that nostalgia has evolved from being a simple emotion to becoming a strategic asset. It helps brands stand out, create emotional connections with consumers, and strengthen customer loyalty.

2-1 Nostalgia as a tactic :

During times of instability, both in public and personal affairs, individuals escape the stresses of the time by withdrawing into comforting memories of the past. A good example is during the COVID-19 pandemic when individuals replayed their favorite childhood television shows as a way of finding comfort and familiarity amidst uncertain times. Nostalgia marketing leverages this emotion by allowing consumers to recall positive emotions and images and therefore be more open to a brand

²⁸ФУРКИ ПРІТЄЇ, « Why nostalgia is the biggest trend of 2025 », *Medium*, January 5, 2025, retrieved April 4, 2025 at 22:05.

message. When a business incorporates nostalgic elements in its marketing campaign, it can actually receive curiosity-driven attention, as long as these elements are perceived as new.

However, this approach can lead to two eventualities: in the first, the consumer is distracted by the nostalgic attraction and fails to link with the actual brand or product; in the second, the constant repetition of the same nostalgic theme results in boredom, ultimately diminishing the novelty effect. The success of nostalgia in advertising relies on reception : either an affective one,

where emotional comfort from familiar advertisements, like family reunions or wedding parties, generates a sense of familiarity but circumvents rational information processing, or a cognitive one where consumers link visions of bygone eras with certain product features resulting in a more analytical ²⁹

What makes nostalgia a powerful tool is that it connects with both older and younger people.

It's not just older generations who feel nostalgic, many young people also feel nostalgic for times they never lived in. They discover old trends, music, or styles through social media or stories from others, and this creates a strong emotional connection to the past.

2-2 Nostalgia in industries :

Nostalgia is used in various industries as brands seek to tap into consumers' emotions

- Nostalgia in entertainment:

The entertainment industry is witnessing a big wave of reboots and remakes such as *Top Gun : Maverik* and *Star Wars*, and Disney live action adaptations such as *Snow White and Cinderella*

Nielsen study shows that in the pandemic era :

54% of television viewers rewatched episodes of an old favorite TV show

53% of music enthusiasts listened to a song they haven't listened to in a while

- Nostalgia in fashion :

Fashion is the most impacted industry with the coming back of vintage clothing with brands re-releasing old lines or launching new products inspired by their old looks from Vans, jean jackets, to graphic tees

²⁹ UNGER(L), MCCONNOCHA(L) ET FAIER(A.J), « The Use of Nostalgia in Television Advertising: A Content Analysis », *Journalism & Mass Communication Quarterly*, vol. 68, 1991, pp. 346-347, [adapted].

- Nostalgia in technology :

The younger generation is fascinated by obsolete technology such as Polaroid instant cameras and vinyl records, record players, or game consoles like the NES Classic Edition , merging old aesthetics with modern features. the new products are designed in a retro style while leveraging nostalgic aspect

- Nostalgia in music :

Artists often sample or revive sounds from the 80s, 90s, or early 2000s , TikTok and other social media platforms have played a key role in reviving forgotten or decades-old songs, turning them into viral hits such as ABBA and Fairouz songs

2-3 Nostalgic trends and the vintage obsession :

Nostalgia is a universal emotion that every human has experienced at some point in their life. In recent years, nostalgic trends have gained significant momentum, shaping consumer behavior, fashion, entertainment, and even technology.

Social media has made past trends and vibes more accessible to younger generations, allowing them to discover and connect with styles, music, and culture from earlier times. At the same time, it helps older generations remember and relive precious and cherished memories, creating a shared sense of nostalgia across different age groups . the following figure illustrates the percentage of individuals from different generations who feel nostalgic for media from specific decades, including periods they may not have personally experienced

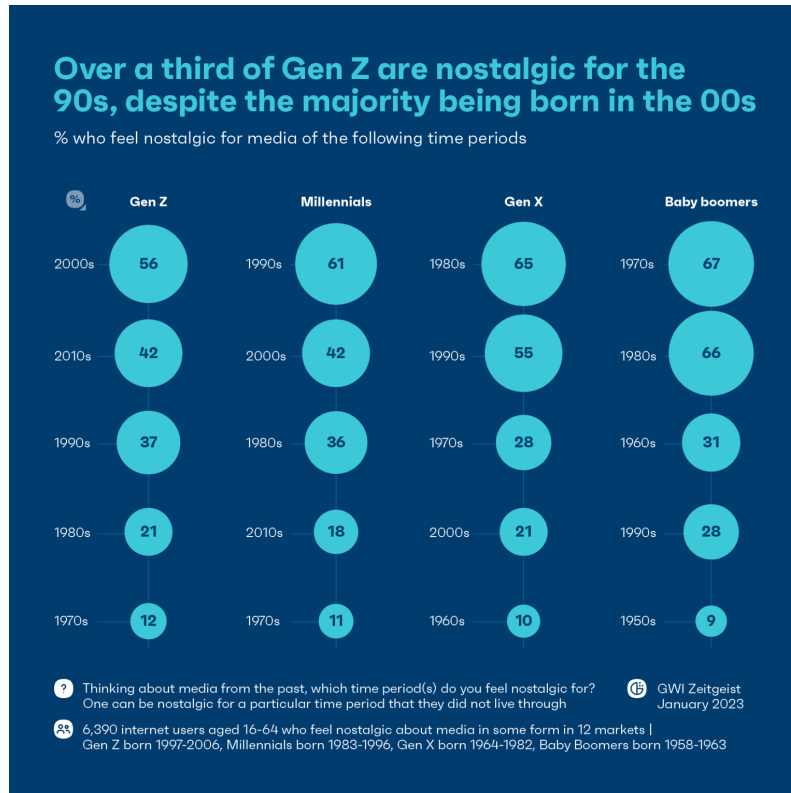


Figure 1.3: Generational Nostalgia for Media from Past Decades ³⁰

Source : Harlow(S).How are gen Z and millenials driving nostalgia ,[How are Gen Z and millennials driving nostalgia? - GWI](#)

A key finding is that more than one-third (37%) of Gen Z expresses nostalgia for the ‘90s, even though most of Gen Z was born in the 2000s, demonstrating that nostalgia is no longer just about firsthand experience and is now at least partially constructed through cultural exposure online and on social media. The most nostalgia from Gen Z is for the 2000s (56%), which corresponds to their early childhood experiences, and this is an established pattern across generations. Millennials have the strongest nostalgia for the ‘90s (61%), coinciding with their formative years, and Gen X has the most nostalgia for the ‘80s (65% nostalgia in the current survey). Likewise, Baby Boomers have the most nostalgia for the ‘70s and ‘80s (67%, 66%, respectively), which further supports the notion that nostalgia for something experienced in adolescence or your early 20s has an emotional impact. This pattern supports



³⁰ HARLOW(S), « How are Gen Z and millennials driving nostalgia? », *GWI*, April 5, 2025, retrieved at 14:18.

the notion that nostalgia is a cross-generational experience rather than something only older individuals endure or understand. This finding also emphasizes the degree of nostalgia for media content in an era from previous decades. Media continues to shape taste, trends, and emotional connections, even for younger consumers. It is apparent how the paradigm shift toward admiration for 90s and early 2000s aesthetics in fashion and music and entertainment can foster a larger experience of nostalgia across generations.

The obsession with vintage is evidently demonstrated in the surging popularity of vinyl records, Polaroid cameras, fashion from the 90s and Y2K, retro video games, and relaunches of classic TV shows. These are not simply passing trends—they signify a significant cultural shift towards reconnecting with the past in modern ways. For many people, owning and using vintage things offers a sense of authenticity and individuality, in a world driven by instant digital content and mass production.

2-4 Brands that can use nostalgia in their strategies in Algeria :

The following table represents both local and international brands that can evoke nostalgic feelings in the algerian consumer

	Marques	Why they can evoke nostalgia in their strategy
Local brands		Bimo biscuits represents the typical algerian lunchbox in the 90's , with their famous Galette and many recalling the ritual of dipping them in milk
		Being Algeria's first locally produced caramel bar , it transports adults to their schoolyard snack breaks.






		<p>The Hamoud Boualem soda carries collective memories of family gatherings and Ramadan nights and family celebrations</p>
		<p>Nouara's `flan` instantly reminds all generation of late summer ramadan nights</p>
<p>International brands</p>		<p>The indestructible Nokia 3310 and ringtones soundtracked Algeria's mobile revolution , our generation is the last generation that experienced it as it has been our grandparents phones</p>
		<p>Before smartphones , Kodak cameras was used to document algerian weddings , birth and all kinds of celebrations and holidays</p>
		<p>Fa's ` eau de toilette ` distinctive fragrance evokes childhood memories</p>

Table 1.8 : Brands that can use nostalgia in Algeria

Source : own elaboration

3-Risks and limits of nostalgic marketing campaigns :

Nostalgic marketing campaigns can be a powerful tool for brands to elicit emotion and build consumer loyalty. However, there are considerable limitations and risks. An overuse of nostalgia runs the risk of pushing away younger audiences, creating generation gaps and even a backlash, if they miss the mark with the execution. Of these risks, perhaps the biggest is authenticity; consumers are smart and can detect an authentic connection to nostalgia when a brand uses a nostalgic play for profit. For example, Pepsi's attempt to connect with protest imagery of the 1960's with a 2017 Kendall Jenner ad ended up backfiring. It was poorly received, tone-deaf and opportunistic, resulting in a public outcry against entrepreneurship able to utilize social justice movements for profit. Another limiting factor is nostalgia fatigue; if the brand is consistently using past or throwback themes (no new value added, no new meaning), the consumers would simply get tired of it. A study by Kantar (2023) expressed that 58% of respondents believed some brands "overuse" nostalgia, leaving their campaigns predictable and lacking impact. Much nostalgia marketing, by definition, would exclude the younger demographics. For example, the brands who build campaigns around pop culture of the 1980s would minimally impact the Millennials or Generation Z who lack any feel-good connection to the specific nostalgia, while the Baby Boomers and Gen X are deeply connected to the nostalgia.

Cultural misalignment is another potential danger. Cultural references from the past that used to be acceptable are now outdated or even inappropriate. For instance, brands can find themselves being publicly shunned for reintroducing retro advertisements that may have contained gender stereotyping or racial insensitivity. Moreover, nostalgia can impede innovation, as companies that dwell on or dwell on nostalgia may struggle to thrive in changing markets. Kodak's initial refusal to accept digital photography and cling to being a film business serves as a warning about nostalgia restricting adaptability. Finally, short-term engagement doesn't convert to long-term loyalty. They may generate excitement, but nostalgia-driven limited editions rarely continue the consumer's interest in the future. If nostalgia is not accompanied by lengthy thinking the brand risks remaining an artifact of the past rather than establishing itself as an artifact of the future. In conclusion, while nostalgia may be an influential marketing lever, brands need to use it cautiously, ensuring authenticity, relevance, and inclusivity to bypass its inevitable pitfalls

CHAPTER TWO :

Purchase intention towards
new products

Section 1 : Understanding consumer attitude

To develop effective marketing strategies, managers must thoroughly understand consumer behavior and the conceptual foundations of consumer attitudes. Beyond this understanding, they are also expected to explain, predict, and analyze evolving consumer practices and emerging trends.

1- The concept of the consumer:

The concept of the consumer is fundamental to the study of market dynamics. This section outlines key characteristics and classifications of consumers to better inform strategic marketing decisions.

1-1 Definition of the term consumer :

“A consumer is an individual who purchases or has the ability to purchase goods and services offered for sale to satisfy personal or household needs, wants, or desires.”³¹

“A person or group of people who uses a good or service to satisfy individual or collective needs”³²

Drawing from established definitions, we can say that a consumer is an individual or a group that acquires, utilizes, or has the capacity to obtain goods and services available for sale. This is done to satisfy personal, household, or collective needs, desires, and preferences. Consumers play a crucial role in the economic system by making purchasing decisions that drive demand and influence market trends .

Discrepancies between practical and theoretical perspectives may create confusion among the terms “consumer,” “customer,” “user,” and “buyer.” While the consumer is the end-user of a product, they may not necessarily be the one who makes or initiates the purchase. Understanding this distinction is often essential for effective marketing decisions.

The term consumer generally refers to two different entities: individuals and groups

³¹ VAN VRACEM(P),JANSSES-UMFLAT(M),, “Comportement du consommateur : facteurs d'influence externe: family, group, culture, economy and business”, Boeck University, Brussels, 1994. P.16.our translation

³²www.cnrtl.fr (centre national de ressources textuelles et lexicales),retrieved 18/03/2025 at 01:40)

1-1-1 The Individuals :

There are several types of consumers:

- **The former consumer:**

anyone who has turned away from a product or brand after having purchased or used it.³³

- **The absolute non-consumer:**

someone who lacks the means, tastes, cultural characteristics, or proximity to engage with an offer and respond to it.³⁴

- **The relative non-consumer:**

someone who has never acquired or used a given product, but who could be mobilized by varying certain components of the marketing mix to bring them to the status of potential consumer.³⁵

- **The potential consumer:**

is defined as someone who could afford to purchase a type of product, but who has not yet been reached by the advertising or promotional information of the company producing that product.³⁶

1-1-2 The groups :

It's important to understand how consumers function not just as individuals but also within collective settings . They include:³⁷

- Private companies (producers, wholesalers, agents, retailers)
- Government authorities at the national and departmental levels, etc.
- Educational institutions, clinics, hospitals, etc.

The main characteristic of groups is their reason for purchase. Indeed, those who purchase are purchasing for the purpose of processing or reselling.

³³ DARPY(D),VOLLE (P) , Comportement du consommateur : concepts et outils, DUNOD, Paris, 2003, P.13.our translation

³⁴ VAN VRACEM(P),JANSSES-UMFLAT(M),, “Comportement du consommateur : facteurs d'influence externe: family, group, culture, economy and business”, Boeck University, Brussels, 1994. P.16.our translation

³⁵ Ibid. P.16.

³⁶VAN VRACEM(P), JANSSES-UMFLAT(M).op.cit. p.14.

³⁷ BELKADI(N) , HOUACINE(S) , Étude sur les déterminants d'achat d'un produit électroménager en Algérie,Université Mouloud Mammeri , Tizi-Ouzou , 2020/2021, p08 .our translation

1-2 Consumer characteristics :

Within a specific market, consumers constitute the ultimate clientele for a product or service. Modern marketing increasingly demands comprehensive information about these consumers, whether individuals or organizations. Through various studies, their analysis enables businesses operating in this market to gain a precise understanding of consumer behavior and tailor their offerings whether in terms of strategy or products to meet their needs effectively .

The main elements that characterize consumers of a product or service are the following:³⁸

- Their number;
- Their sociocultural background (age distribution, gender, social status, etc.);
- Their socio-professional category
- Their geographic location;
- Their purchasing motivation;
- Their purchasing behavior (who buys, how much, when, where, what, why, selection criteria, degree of involvement, etc.);
- Their consumer habits (who consumes, how much, when, where).

2 - The concept of attitude :

Attitude is a fundamental concept in psychology , extensively studied for its influence on human thoughts, emotions, and behavior . This is important because attitudes will significantly influence how a person will appraise their experiences and choices in both personal and social contexts . So it is helpful to first have a definition of attitude

2-1 Definition of attitude according to social psychology :

The concept of attitude is one of the most extensively studied areas in consumer behavior literature. The term "attitude" originates from the Latin word aptitudo, meaning physical ability. It refers to a predisposition to engage in a particular type of action. Today, the notion of attitude has been broadened to include a mental disposition as well .

³⁸ DEMEUR (C), Marketing , Dunodo edition , Paris , 2015 , ED 7 , p 32

- **Allport** in 1935 gave the following first form:

“Attitude is a mental and neural state of preparation, organized through experience, exerting a directive or dynamic influence on the individual’s response to all objects and situations with which he or she interacts.”³⁹

-**Fishbein and Ajzen**, in 1975, from an operational perspective attitude is a learned predisposition to respond consistently in an evaluative manner, favorable or unfavorable, toward a given object.⁴⁰

-An attitude is an evaluation of an object of thought. Attitude objects comprise anything a person may hold in mind, ranging from the mundane to the abstract, including things, people, groups, and ideas.⁴¹

Based on the above definitions, attitude within the realm of social psychology, can be conceptualized as a learned, evaluative predisposition. It signifies a consistent tendency to respond favorably or unfavorably towards a specific object. More broadly, attitude represents a mental and neural state, shaped through experience, that exerts a direct influence on an individual's interaction with diverse objects and situations. These 'attitude objects' encompass a wide spectrum of cognitive representations, ranging from concrete entities to abstract concepts, including individuals, social groups, and ideological constructs."

2-2 Definition of consumer attitude :

Consumer’s attitudes can be defined to be either positive, negative, or neutral regarding a specific object, formed by experiences and the perceived use of it. Attitudes are viewed as consumers preferences or identification in regard to the object in relation to other alternatives . Consumers are part of different groups that share experiences in products, innovations,

³⁹MURCHISON(C) , A Handbook of Social Psychology , Clark University Press and Oxford University Press, 1st edition , Massachusetts , London ,1935 , p 810

⁴⁰ FISHBEIN(M) , AJZEN(I) , Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research, Addison-Wesley , 1st edition ,New York, 1975, p 21-25

⁴¹ Bohner(G), Dickel N), Attitudes and Attitude Change. Annual Review of Psychology, California, 2011,p. 392.

values, and views on societal development. Thereby, the collective attitude of a consumer group can influence purchases and the view of society in relation to meeting their needs.⁴²

-According to **Mercator**,

"An attitude is the set of beliefs, experiences, and feelings, more or less coherent, and stable predispositions to act in a certain way."⁴³

From the parties mentioned in the definition , Consumer attitudes, reflecting a learned predisposition, encompass positive, negative, or neutral evaluations towards specific objects, shaped by experiential interactions and perceived utility. These attitudes represent consumer preferences, positioning objects within a comparative framework of alternatives. As articulated by Mercator, attitudes constitute a coherent and relatively stable constellation of beliefs, experiences, and affective responses, predisposing consumers to particular behavioral patterns. Given that consumers are embedded within social groups sharing product experiences, values, and societal perspectives, collective attitudes exert a significant influence on purchasing behaviors and societal perceptions regarding need fulfillment .

2.3 Importance of Studying Consumer Attitudes

It is important to understand consumer attitudes for several reasons. First, consumer attitudes have a direct effect on purchasing decisions that affect market trends. Critical factors that influence consumer attitudes such as environmental issues, economic situations, and advancements in technology will allow manufacturers and policymakers to adjust their approaches to fit consumer attitudes better. Second, studying consumer attitudes provides an understanding of barriers. Many potential consumers have hesitations such as range anxiety, inadequate charging locations, and performance. By providing demographic information as well as targeted education and outreach, those barriers can be changed to help ease the transition. Third, consumer attitudes differ based on demographic variables. Age, income, geographic location, and education are all social and demographic variables that adequately predict consumer attitudes and adoption. Understanding this will allow for better marketing messages targeted to different consumer attitudes and for policy makers to understand new adoptions based on demographics.

⁴²EICKHOFF(F), ZHEVAK(L) , The consumer attitude towards AI in marketing , Jönköping International Business School, Master Thesis in Business Administration, May 2023 , p 20

⁴³ 1 BAYNAST(A), LENDREVIE (J) and LEVY (J): Mercator, Dunod, ED13, Paris, 2021 , p 63

2.4 The Components and the the measurements of Consumer Attitude :

Affect, behaviour, and cognition are all components of attitude, each component has its own measures .The associations between these three components were weak, showing the practical need for differentiating them :

- Cognitive : It is the information relating to a product or a brand that the individual has. He can use it when he is looking for a solution to a felt need. Some of this knowledge is informative, such as the tangible attributes of the product, while others are evaluative and refer to the benefits provided by the product. The measurement of beliefs is done by identifying the degree of association of a product or a brand with each of the attributes retained by the consumer to evaluate it. This presupposes a prior identification of these attributes.⁴⁴
- Affective: It encompasses the entirety of feelings and emotions experienced by the consumer with respect to a stimulus. It manifests as a global evaluation, the valence of which will be positive or negative. It is unidimensional, unlike beliefs. The measurement of the affective component can be conducted using ordinal measures of preference or interval scales⁴⁵.
- Behavioural : This dimension refers to the consumer's intention to purchase or reject a product or a brand. The intention or probability of purchasing a product or a brand can be measured using interval scales.⁴⁶

The following figure illustrates the multi-component model of consumer attitude :

⁴⁴ VIOT(C). « La connaissance du marché des consommateurs De l'étude du marché aux choix stratégiques Le marketing mix ». BERTI Editions, Alger, 2006 , p. 23.our translation.

⁴⁵ Ibid. p.23

⁴⁶ Ibid. p.23

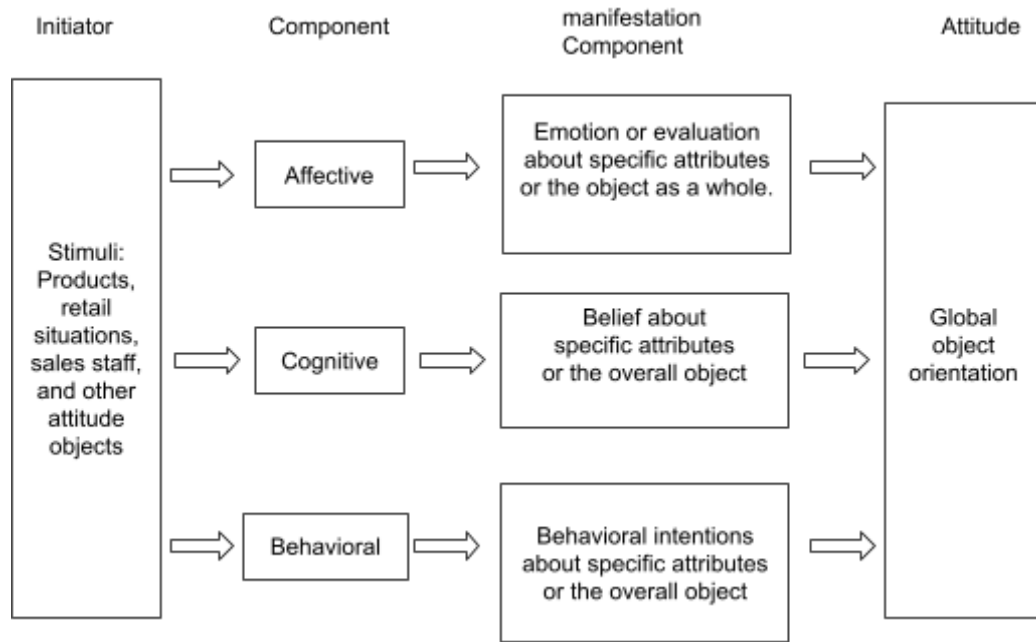


Figure 2.1: The Multi-Component Model of Consumer Attitude Formation

Source : BOUSAHLA (M) et SALAH (I) : Formation et développement des attitudes du consommateur à l'égard de la marque , April 2008, p13

This means that The consumer's attitude is influenced by various stimuli, including products, retail environments, and sales staff. The plan clearly outlines attitude formation through affective, cognitive, and behavioral components, demonstrating how specific behaviors toward a product lead to specific outcomes

3- Behavior and attitude :

Understanding consumer behavior requires a deep examination of the beliefs and attitudes that drive decision-making. Behavioral beliefs shape individuals evaluations of outcomes associated with a particular action, which in turn influence their overall attitude toward that behavior. These attitudes are critical predictors of behavioral intentions and actual behavior . This section explores the relationship between behavioral beliefs and attitudes, defines attitude toward behavior, and introduces the TPB as a foundational theory in predicting and explaining consumer behavior.

3-1 Behavioral beliefs and attitude toward the behavior

The idea that beliefs form the foundation for our attitudes is embedded in the most popular model of attitude formation and structure, the expectancy value (EV) model. According to the

EV model, behavioral beliefs emerge when we associate a specific behavior with particular outcomes. Thus, perhaps as a result of reading a newspaper article, we may come to believe that reducing sugar intake (the behavior) causes a drop in energy but also leads to weight loss, prevents tooth decay, and lowers the chance of developing diabetes (outcomes). Because the outcomes that come to be linked to the behavior are already valued positively or negatively, we automatically and simultaneously acquire an attitude toward the behavior. In this fashion, we learn to form positive attitudes toward behaviors we believe produce mainly desirable outcomes, and we form unfavorable attitudes toward behaviors we associate with mostly undesirable outcomes. Although people can form many different behavioral beliefs, it is assumed that only a relatively small number influence their attitudes at the moment. It is these readily accessible beliefs that are considered to be the prevailing determinants of a person's attitude.⁴⁷

3-2 Attitude towards behavior :

Attitudes can be categorized into two distinct forms: attitudes toward objects, and attitudes toward behaviors. As this study is about measuring the influence of nostalgia on the intention of purchasing a new product, then attitudes toward behaviors is the one that is relevant to the context of this study. Attitude toward a behavior refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior to be acted upon . In other words, attitude toward a behavior can be referred to as an individual's positive or negative evaluation of a relevant behavior and is composed of an individual's salient beliefs regarding the perceived consequences of performing a behavior. These definitions clearly highlight the affective nature of attitude.⁴⁸

When the individual's attitude towards the given behavior is favorable, this indicates a positive evaluation to perform the action. In contrast, one can also have an unfavorable attitude, indicating a negative evaluation of the action and thereby not being likely to perform it . The effects of personal and external factors on attitudes towards a behavior can be either positive or negative. Further on, the behavioral outcome is based on the individual's personal potential benefits and consequences associated with the behavior. One is not likely to pursue a given behavior, if the consequence of the behavior is considered unfavorable for the

⁴⁷ AJZEN(I), Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions , Firenze University Press and University of Florence ,Florence , 2016 , p 127

⁴⁸ MUTAZ (M) , MAMOUN (N) , «Consumer attitudes towards online shopping », University of Jordan and The German Jordanian University, Amman , 2014 , p 03

individual . Consumers attitudes and their emotions toward a purchase-related action form their behavior to some extent, together with their beliefs and values. Positive attitudes can impact the purchasing intention positively while a negative attitude can have a negative impact on their purchasing intention.⁴⁹

3-3 Theory of planned behavior :

The Theory of Planned Behavior (TPB) originated from the Theory of Reasoned Action in 1980, aiming to predict an individual's intention to perform a behavior in a given context. It was designed to explain behaviors that individuals can consciously control. The central element of this model is behavioral intention, which is shaped by one's attitude toward the expected outcome of the behavior and the subjective assessment of its risks and benefits. The theory of planned behavior is based within the social psychology field and aims to explain an individual's behavior in relation to attitude and personality traits . According to Ajzen, it has been developed to be one of the most commonly used social psychology theories. It is used to predict human behavior within different departments like business, medical sciences, management and accounting⁵⁰ . The theory founded by Ajzen , builds on the single individuals' intention to perform a given behavior, regarding the level of willingness to pursue the action in relation to their effort to fulfill the behavior. The author explains that individuals have control over their decision to engage in a given behavior, depending on the opportunities and resources available to them. The capacity to pursue the given behavior depends on one's motivation, indicating the intention, and the ability for the behavioral control .⁵¹

further on , Bosnjak et al. identify three key considerations that guide human behavior according to the Theory of Planned Behavior. First, behavioral beliefs refer to an individual's expectations about the likely outcomes of a behavior. Second, normative beliefs relate to the perceived social expectations of others. Finally, control beliefs involve the perceived presence of factors that could facilitate or hinder behavior. Based on this, behavioral beliefs shape both positive and negative attitudes, normative beliefs influence subjective norms, and control beliefs contribute to perceived behavioral control ⁵².

⁴⁹EICKHOFF(F) , ZHEVAK(L) , The consumer attitude towards AI in marketing , Jönköping International Business School, Master Thesis in Business Administration, May 2023 , p21

⁵⁰ Psychology & Health , Volume 26, Issue 9 , 2011

⁵¹ Organizational Behavior and Human Decision Processes , Volume 50, Issue 2 , 1991

⁵² BOSNJAK, (M) AJZEN (I) & SCHMIDT(P) ,The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, volume 16, issue 3 , 2020

According to Ajzen , attitude reflects whether individuals evaluate a given behavior positively or negatively. The second factor, subjective norms, refers to the perceived social pressure to engage in or avoid the behavior. The third factor, perceived behavioral control, represents an individual's perception of how easy or difficult it is to perform the behavior. Additionally, a key element of the Theory of Planned Behavior is the role of behavioral beliefs, which are an individual's internal beliefs about the potential consequences of performing a behavior, shaping their attitude toward it⁵³.

According to Prodanova et al. , the elements of attitudes which are subjective norms and perceived control, are considered to have a positive effect on an individual's behavioral intentions and their actual behavior⁵⁴ . Buchan argues that favorable attitudes and positive social norms alone may not be enough to influence an individual's perception of incomplete control over a behavior⁵⁵. Bosnjak et al. expand on this by suggesting that the effects of attitude and subjective norms are moderated by perceived behavioral control, meaning that an increase in these factors strengthens one's sense of control⁵⁶. Lastly, Lim and An highlight that individuals are more likely to engage in a behavior if they believe it will lead to an outcome aligned with their personal values.⁵⁷

The following figure represents the Theory of Planned Behavior, which explains how attitude, subjective norms, and perceived behavioral control influence an individual's intention to perform a behavior, which in turn predicts actual behavior .

⁵³ op . cit . Volume 50, Issue 2

⁵⁴ PRODANOVA (J), SAN-MARTIN (S), & Jimenez (N), Are you technologically prepared for mobile shopping? The Service industries journal, volume 41, issue (9-10), 2021

⁵⁵ BUCHAN (H. F) Ethical Decision Making in the Public Accounting Profession: An Extension of Ajzen's Theory of Planned Behavior. Journal of business ethics, volume 61, issue 2, 2005

⁵⁶ BOSNJAK(M), AJZEN(I) AND SCHMIDT(P) , The Theory of Planned Behavior: Selected Recent Advances and Applications. Europe's journal of psychology, volume 16, issue 3,2020 .

⁵⁷LIM(H.-R) AND AN(S) , Intention to purchase wellbeing food among Korean consumers: An application of the Theory of Planned Behavior. Food quality and preference, 104101, 2021

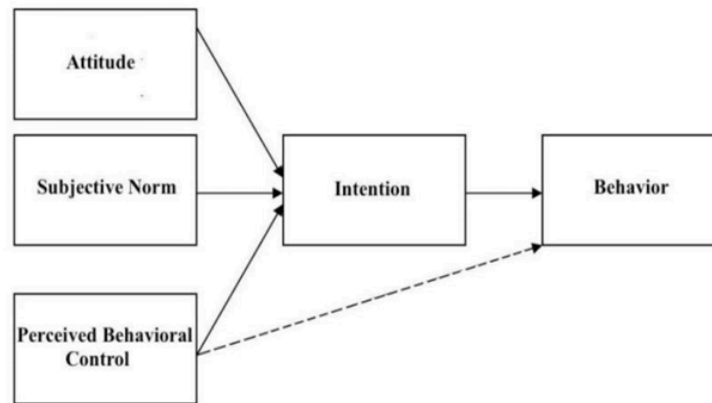


Figure 2.2: Theory of planned behavior

Source : AJZEN, (I). *The theory of planned behavior*. Organizational Behavior and Human Decision Processes, 50(2), 1991, page 182

Section 2 : Basic concept of purchase intention :

Without a doubt, sales performance is one of the major concerns of sales directors and researchers in the field, as it is directly related to the success of the company. To this end, purchase intentions have been considered by many researchers in the literature as a superior measure to attitude, beliefs, or other cognitive measures and thus as an effective means of predicting sales. Understanding the basic concept of purchase intention is essential in analyzing consumer decision-making processes. It functions as a key construct in understanding how consumers translate their evaluations and preferences into potential purchasing actions . By studying purchase intention, researchers and marketers can gain valuable insights into consumer motivations and market trends.

1- Understanding purchase intention :

Understanding purchase intention involves exploring its core aspects, including how intentions connect to behaviors, the ways to measure them, and the importance of their specificity in influencing consumer choices.

1-1 The definition of purchase intention :

Without a doubt, sales performance is one of the major concerns of sales directors and researchers in the field, as it is directly linked to the company's success. Purchase intention refers to a consumer's likelihood of buying a product or service⁵⁸. Fishbein and Ajzen's Theory of Reasoned Action posits that purchase intention is a function of attitudes towards the behavior and subjective norms⁵⁹. This means that it is shaped by an individual's attitude toward buying a product and the perceived social pressure (subjective norms) to perform that behavior.

According to Morinez et al. purchase intention as a circumstance in which a buyer is inclined to acquire a specific product under particular conditions.⁶⁰ This definition essentially means that purchase intention is the state of a potential buyer having a predisposition or willingness to buy a certain product when certain factors are present.

Customer's purchasing decisions are complicated. According to Mirabi et al, purchase intent is often connected to customer behaviour, beliefs, and attitudes. Purchase behaviour is an important factor in a consumer's ability to access and assess a certain product.⁶¹

1.2 Measurement of purchase intention :

Morrison significantly advanced the understanding of measurement quality concerning intention and enhanced the practical utility of such measures. Morrison presented a formal model that described the relationships between intentions and purchasing, by lending itself to statistical estimates and tests mathematics. It is in this model, the first time it has been specified, that Morrison described a three-step transformation process, which converts stated intention into an estimated purchase probability. The overall model is summarized in the form of a schematic in Figure .

⁵⁸ ALTUĞ(O) , The Impact of Social Media Brand Fan Page Usage and Engagement on Consumer Purchase Intention , Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi , Issue 69 , 2024

⁵⁹FISHBEIN(M) AND AJZEN(I), *Belief, attitude, intention, and behavior: An introduction to theory and research*, Addison-Wesley, 1975, p 11

⁶⁰ MORWITZ(V.G), STECKEL(J.H) AND GUPTA(A), When Do Purchase Intentions Predict Sales? , the International Journal of Forecasting , volume 23, issue 3 , 2007

⁶¹ VAHID(M), HAMID(A) AND HAMID(T) , A Study of Factors Affecting on Customers Purchase Intention , Multidisciplinary Engineering Science and Technology journal , Volume: 2 , Issue: 1 , 2015

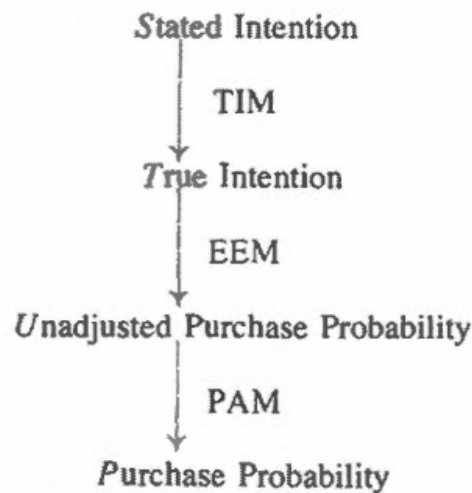


Figure 2.3 : General model for measuring purchase intention Taken from Morrison

Source : MORRISSON (D.G), (1979). *The measurement of purchase intention*. Journal of Marketing Research, 16(4), 482-488 , adapted

The model comprises three sequential stages: the Truth-In-Intention Model (TIM), the Expectation Estimation Model (EEM), and the Purchase Adjustment Model (PAM) :

- **TIM** (Truth-In-Intention Model): aims to fix the issue that people often do not report their "true" intentions when they are asked to rate their likelihood to buy a product. Consumers might exaggerate or downplay their intentions due to social pressure. TIM operates to amend self-reported intentions to achieve a closer representation of a "true" intention by accommodating for the typical errors associated with intentions reported by consumers, thus making the final measurement more accurate when predicting actual purchase behaviour.
- **EEM** (Expectation Estimation Model): takes the "true intention" from TIM and converts it into a probability of purchase. This means it estimates the likelihood that a person will actually buy the product, based only on their true intention. At this stage, EEM assumes ideal conditions—meaning it doesn't yet account for outside factors like price changes, time pressure, or other influences that might affect the purchase decision. It focuses purely on the internal motivation to buy. Essentially, EEM gives an initial estimate of purchase likelihood, based on the consumer's intent without complicating it with real-world challenges .

- **PAM** (Purchase Adjustment Model) : takes the initial purchase likelihood produced by EEM and refines it to reflect real-world conditions. It recognizes that, even with a strong intention, factors like price changes, limited availability, competing offers, or personal constraints can raise or lower the actual chance of buying. PAM applies adjustments based on these practical influences—drawing on market data, past behavior, or observed purchase patterns—to produce a final purchase probability that more accurately predicts what consumers will do in reality.⁶²

Morrison's model is important in being one of the first formal, mathematical models to systematically transfer verbal intention measures into an estimate of actual purchase behavior in probabilities. Each transformation (TIM, EEM, PAM) allows for statistical manipulation and testing which also adds internal validity and practical utility of intention-based marketing research.

1.3 Specificity of intentions :

In behavioral and social sciences, the concept of intention is not viewed as a singular construct but as one comprising four essential elements: the behavior to be performed, the target of that behavior, the situation in which it will occur, and the time at which it is expected to take place.

- **Specificity of Target, Situation, and Time** : Intentions can be held with respect to a particular object, a class of objects , or any object . Similarly, with respect to situations, a person may intend to perform a behavior in a given situation or location , a class of locations or any location. Finally, intentions can be held with respect to a particular point in time , a specified time period , or an unlimited time period (some time in the future). It should be clear that these factors are not unrelated. Certain objects never appear in a given location or at a given point in time; certain locations or situations are accessible only at specified time periods, etc.⁶³

⁶² MORRISSON (D.G), (1979). *The measurement of purchase intention*. Journal of Marketing Research, 16(4), 482-488 , adapted

⁶³ AJZEN(I) AND FISHBEIN(M),. *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley, 1975 , p 292

- **Behavioral Specificity :** It is usually possible to distinguish between specific and general behavioral intentions. A person's intentions to be gregarious, cooperative, or cautious are clearly very general since many different specific intentions may fall under these categories⁶⁴. For example, the intentions to help out with a community event, to be a mentor for a colleague, or to offer assistance to a neighboring unattended car are all specific forms of the general intention to be helpful. However, it is difficult to determine whether the specific behavior is a specific instance of a specific general intention. The intention to stay late at work might indicate the person's intention to be helpful, but it may also reflect a general intention to be responsible, to be recognized, or to avoid conflict. Thus, although it seems possible to say that one intention is more behaviorally specific than another, it may be difficult to determine whether some specific intention is an instance of a more general intention.

1-4 Factors influencing purchase intention

According to Fishbein's theory, a person's intention to engage in a behavior is shaped by their attitude toward performing the behavior and by the influence of social expectations. The theory explains that external factors can only affect intentions indirectly by impacting either the attitude or the social influence, or by altering the balance between them. A factor will therefore affect intentions if it fulfills one or more of the following conditions :

- It changes the person's attitude toward the behavior, and this attitude plays a major role in forming the intention.
- It changes the social pressure the person feels, and this pressure is a key influence on their intention.
- It shifts the importance between attitude and social pressure.

Even if a factor influences either attitude or social pressure, it will not necessarily change the intention unless the influenced component plays a significant role in shaping that intention.⁶⁵

For example, one important influence outside the model that has received particular attention is the subject's attitude toward the target object or person. It is assumed that people would tend to perform positive behaviors toward people and objects they like, and negative behaviors

⁶⁴AJZEN(I) AND FISHBEIN(M),. *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley, 1975 , p 293

⁶⁵ *ibid* , p 307

toward objects or people they dislike. However, an individual's attitude toward one specific person or group (for example, their attitude toward Black persons) may not show any relationship to either their personal attitude or the impact of social expectations. In this case, the attitude will not have any impact on their intentions about that person or group. More so, even if a standard measure of attitude shows a connection with one of the two components, it will still not influence intention if that component carries little or no importance in shaping the behavioral intention.

Understanding what drives consumers to intend to purchase is key for food businesses. Several factors influence this purchase intention. Here are five determinants of purchase intention⁶⁶ :

- **Brand Credibility** : Is defined as the customer's perception of a brand or product's trustworthiness and credibility. Brand credibility is built over time based on the cumulative perceptions of the public about an organization and its past marketing activities. A brand embodies the unique cultural and value proposition of a particular product, company or service. Brand credibility is a key motivation for purchase intention, with consumers being most likely to express the intent to purchase products and services from brands they believe to be credible and trustworthy. Other key factors that will impact credibility will be brand image and awareness, as they will be both involved in shaping consumer perceptions and purchase intention.
- **Communal-Brand Connection**: Communal-brand connection is described as consumers' pursuit of a meaningfully communal identification and connection with other users of the brand. Connection gives consumers a clear sense of "we-ness", with shared identity and experience providing that sense of order and security. This connection would impact purchase intention positively, as consumers may have the motivation to buy products and services to engage or feel some sense of belonging and connection in a brand community. A brand community is defined as a unique community, non-geographically bound, where there is a structured set of social relationships among the fans of a particular brand. Here, consumers in brand communities tend to sense an important, and often significant connection not only to

⁶⁶AURE (P), LOPEZ (B), SANTANA (A), TAN (L), VILLAFLOR (S), DUI (R), & PAREDES (M) ,
Determinants of purchase intention towards social enterprise personal care brands: A PLS-SEM approach,
International Journal of Entrepreneurship, 2020 , 24(1), 345

the brand but, more importantly, to each other, even if they have never previously met, there is a sense that at one level they "know each other".

- **Self-Efficacy:** Is the confidence of the consumer that he/she has the capability to purchase a product. It is related to one's belief of having the necessary capabilities and resources to accomplish the purchase of that good. Although the concept of self-efficacy is related to outcome expectations, the more significant the self-efficacy, the more the intention to purchase; consumers who believe they can successfully purchase a product are more likely to develop an intention to purchase than consumers with weak self-efficacy.
- **Self-Concept Connection:** It refers to the extent to which a product fits a consumer's self-image and values and is related to the individual's assignment of self-image to a certain possession, which may operate as a function of self-enhancement. Consumers tend to purchase products that they perceive to be consistent and congruent with their self-concept (whether it is reality or ideal), and this association recognized through self-image congruity hypotheses, has been shown to be a primary driver of purchase intention as consumers may look to the products they purchase and use to express, enhance, or validate their self-identity.
- **Interpersonal Influence:** Interpersonal influence involves the impact of social influences on purchasing decisions based on others' inducements to conform. The interpersonal influence includes the need to identify with others through purchases, along with conforming to social expectations.

5 - Theoretical model of intention :

This section explores the theoretical foundations of intention, beginning with Fishbein's model, a foundational framework for predicting behavioral intentions based on attitudes and subjective norms. It then examines the critical link between intention and actual behavior, highlighting the factors that may strengthen or weaken this relationship.

5-1 Fishbein's model for the prediction of intentions :

Fishbein's model asserts that behavioral intention—defined as an individual's readiness or willingness to perform a specific action—is the most direct and immediate determinant of actual behavior . In a given situation, a person is assumed to form a behavioral intention based on certain beliefs and evaluations, which then influence their overt behavior. According to the

model, behavioral intention reflects a person's motivation to perform a particular action and is shaped by two main factors: a personal or "attitudinal" component, and a social or "normative" component. These components are assigned empirical weights, emphasizing the role of both personal attitudes and perceived social pressures in decision-making.

Fishbein states that a personal or "attitudinal" component of behavior will be the person's average evaluation of performing the behavior. This attitude is a product of beliefs concerning the likely consequences of behaviors and the value of those consequences to the individual. If the person thinks behaving in a certain way will have an overall positive consequence, and the positive consequences have high value, then it is likely they will have a positive attitude toward the behavior. This attitude reflects the person's internal disposition and is a key in the element of behavioral intention.

The social or "normative" component pertains to perceived social pressure. This component does not reflect what the person believes are social norms, but what the person perceives to be the attitudes of referent groups (society, family, friends) with respect to the behavior in question; it does consider the person's willingness to comply with what others want. For example, if some significant others want the person to behave in a certain manner, and the person has some intent to look like they want to conform to what others want, it is likely they will have a stronger intention to perform the behavior. The attitudinal and normative components or dimensions of attitudes act together to determine the strength of a person's behavioral intention⁶⁷

5-2 The relationship between intentions and behaviors

In 1959, Tobin was among the first scholars to identify a positive correlation between purchase intentions and actual purchasing behavior. Since then, numerous studies in the field of consumer behavior have supported the notion that behavioral intentions serve as significant predictors of consumer actions. The social psychology research suggests that intentions are the best prognosis of an individual's behavior, as they allow each individual, independently, to incorporate all relevant factors that can influence real behavior⁶⁸

The Fishbein model and its derivatives explain the relationship between intentions and behaviors :

⁶⁷ *ibid* , p 301

⁶⁸ AJZEN(I) AND FISHBEIN(M),«Attitude-behavior relations: A theoretical analysis and review of empirical research ». Psychological Bulletin, vol. 84, no 5, 1977, p. 888.

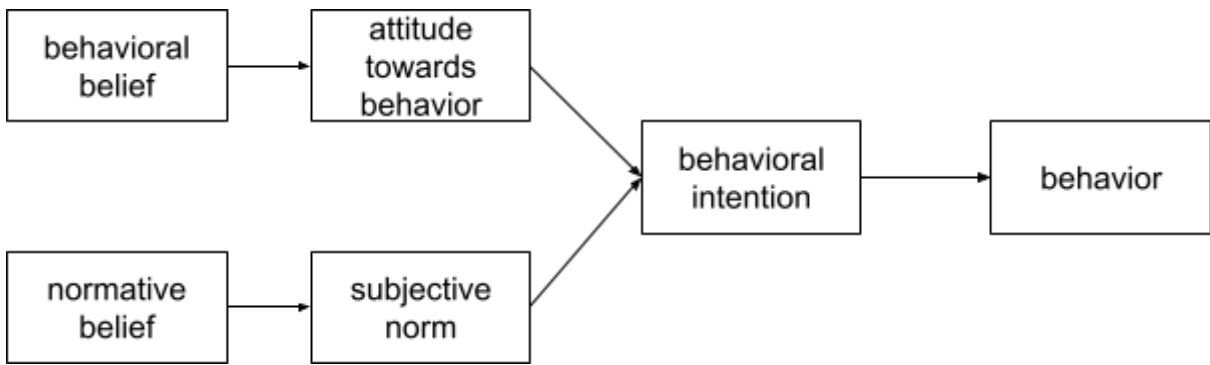


Figure 2.4 : The behavioral intention model adapted from Fishbein

Source : AJZEN(I) AND FISHBEIN(M),«Attitude-behavior relations: A theoretical analysis and review of empirical research ». Psychological Bulletin, vol. 84, no 5, 1977, p. 888.

This model developed by Fishbein and Ajzen defines the links between the beliefs, attitudes, norms, intentions, and behaviors of individuals . According to this model, a person's behavior would be determined by its behavioral intention to adopt it . This intention would, for its part, be determined by the individual's attitude as well as by the subjective norms associated with the considered behavior. Fishbein and Ajzen defined subjective norms as the individual's perception that most of the people who are important to him believe that he should or should not engage in the behavior in question .⁶⁹

However, several studies (for example: Bagozzi and Burnkrant, Budd, Fazio, Powell, and Williams, Norman, Schultz and Oskamp) have highlighted discrepancies between individuals' measured intentions towards an object and their actual behavior. The modeling examining the link between attitude and behavior thus shows that this relationship can exhibit a certain fragility, as suggested by the conclusions of these various authors.

According to several authors (e.g., Bagozzi, Bagozzi and Yi, Bentler and Speckart, Ferber and Piskie, Fishbein and Ajzen,), this fragility would result from the relationship between intention and behavior. Although intention is widely considered the best approximation of future behavior , it remains imperfect. The difficulty of validation seems to mainly lie at the

⁶⁹ AJZEN(I) AND FISHBEIN(M). « Beliet, attitude, intention and behavior: an introduction to theory and research ». Reading MA, Addison Wesley, 1975 , p 302

level of the last link in the attitude-intention-behavior triad, as it is precisely on this relationship that previous research appears to be the least abundant.

Hérault argues that it is no longer about demonstrating the strength of the correlation between attitude and behavior, but to understand under what conditions this link exists.⁷⁰

Even if a factor influences either attitude or social pressure, it will not necessarily change the intention unless the influenced component plays a significant role in shaping that intention.⁷¹

For example, one important influence outside the model that has received particular attention is the subject's attitude toward the target object or person. It is assumed that people would tend to perform positive behaviors toward people and objects they like, and negative behaviors toward objects or people they dislike. However, an individual's attitude toward one specific person or group (for example, their attitude toward Black persons) may not show any relationship to either their personal attitude or the impact of social expectations. In this case, the attitude will not have any impact on their intentions about that person or group. More so, even if a standard measure of attitude shows a connection with one of the two components, it will still not influence intention if that component carries little or no importance in shaping the behavioral intention.

section 3 : Basic concept of purchase decision

Purchase intention is a key concept in consumer behavior research; it bridges the gap between consumer attitudes and their eventual behaviors. It represents an important step in the consumer decision-making process, highlighting how thoughts, feelings, and external influences are transformed into actual buying actions. Understanding the basic concepts underlying purchase intention is essential for comprehending how various marketing strategies can successfully influence consumer decisions. By examining the drivers and dynamics of purchase intention, marketers and researchers can better anticipate consumer needs and design strategies that encourage positive purchasing outcomes .

⁷⁰ HERAULT (S) , « Étude des processus de formation de l'attitude envers la marque : un essai de modélisation intégrant une variable psychologique, la confiance en soi ». Doctorat thesis , Panthéon Sorbonne, Université Paris , 1999 , p 53

⁷¹ *ibid* , p 307

1 - Foundations of the purchase decision :

The foundation of the purchase decision lies in the transition from intention to action. This part outlines what a purchase decision entails, the various types of purchases consumers make, and the key factors that determine how these decisions are formed.

1-1 Definition of purchase decision :

According to Fishbein and Ajzen's Theory of Reasoned Action (1975), purchase decision can be understood as the final action that follows an individual's purchase intention⁷²

According to Spears and Singh (2004) purchase intention is defined as :

*"An individual's conscious plan to make an effort to purchase a brand or product."*⁷³

From the above definitions , The purchase decision can be understood as the final action that follows an individual's purchase intention.. so , the purchase decision is the outcome of the intention, where the consumer moves from a planned intent to actually making the purchase. Essentially, the intention serves as the mental commitment, and the decision is the physical manifestation of that commitment .

1-2 The different types of purchases :

The purchasing decision is not the same depending on the type of product; purchases can be classified into three categories:

- **Routine purchase** : The purchase is made without reflection because it is a habitual purchase (food products, newspaper...). This type of purchase is characterized by:
 - A low level of involvement from the consumer .
 - The time spent on the purchase is very low .
 - The price is rather low.⁷⁴

⁷² FISHBEIN(M) AND AJZEN(I), *Belief, attitude, intention, and behavior: An introduction to theory and research* , Addison-Wesley, 1975 , p 6 -7

⁷³ SPEARS (N), & SINGH (S) , Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, 2004 , 26(2), 53-66.

⁷⁴ NATHALIE (G) , REGUINE (V) ,”comportement du consommateur et de l'acheteur “, édition Bréal ,2004, p 113,our translation

- **impulsive purchase** : The purchase is decided very quickly at the mere sight of the item and without reflection, it is an unplanned purchase, the period of information search and reflection is very short (purchase of food, clothing, etc.). This type of purchase is characterized by:
 - A low level of involvement from the consumer
 - The time spent on shopping is low
 - The consumer is influenced by others⁷⁵

- **Thoughtful purchase (involving)** : The buyer will take time to search for information about the product, and to compare and evaluate the different offers. This type of purchase generally involves durable goods (car, house...). This type of purchase generally concerns durable goods (car, house...). This type of purchase is characterized by:
 - A strong involvement from the consumer;
 - The time spent on shopping is significant;
 - The price is rather high. ⁷⁶

1-3 Determination of Purchase Decision:

To increase sales, business actors must sell products to potential consumers using various strategies designed to attract their attention. However, an engaging promotional or marketing approach does not always directly translate into consumer buying interest. Several factors influence the purchase decision, including product quality, brand trust, price perception, emotional connection, and social influence. For this reason, understanding the key determinants of purchase decisions is essential for businesses to develop more effective marketing strategies and to better align their offerings with consumer expectations and behaviors .

The determinants of a purchase decision commonly include product quality, price, and place :

- **Product Quality** : Refers to a product's capability to deliver its intended functions reliable and accurately, which includes performance, durability, and reliability. It

⁷⁵ DENIS (D) , PIERRE (V) , “Comportements du consommateur – Concepts et outils” , Dunod , 2^e édition , 2007 , p 136 our translation

⁷⁶ NATHALIE (G) , REGINE (V), op. cit., p. 113

pertains to physical and functional characteristics and nature of the product that are consistent with and fulfill consumer desire, needs, and requirements, given the money paid. The fundamental product quality indicators include performance, reliability, aesthetics, durability, serviceability, perceived quality, extra features, and conformance to specifications.⁷⁷

- **Price** : Price refers to the amount of money that consumers are required to pay for a product or service, or equivalent value they need to give up in order to extract the benefits of owning or using the offering. Price significantly affects consumer perceptions and purchase decisions, reflecting both the economic cost as well as perceived value. Price indicators are price affordability, price equal to product quality, price to compete, and price suited to the amount of benefits received.⁷⁸
- **Place** : Place encompasses all activities undertaken by a company to ensure that its products are easily accessible and readily available to the target consumers. The role of distribution is critical in achieving this objective, as it focuses on delivering goods and services to consumers at the right time and location to meet their needs and preferences. In addition, place refers to the physical location where a company operates and conducts its production or service activities, which directly relates to important economic aspects. The selection of an appropriate business location is a strategic decision that can significantly influence the success or failure of a business. According to previous studies, key indicators of place include access, visibility, traffic flow, availability of parking space, potential for expansion, the surrounding environment, level of competition, and adherence to government regulations⁷⁹

2- Participants and Processes :

Participants and Processes examine who is involved in a purchase decision and how the decision unfolds. This part highlights the key decision-makers, outlines the main steps of the buying process, and explores the different behaviors consumers adopt when making a purchase

⁷⁷ PRIHARTONO , *Determination of Purchase Decision: Product Quality, Price and Place (Literature Review)*. Dinasti International Journal of Economics, Finance & Accounting, 2021 , 2(3), p 358

⁷⁸ *ibid* , p 358

⁷⁹ *ibid* , p 358

2.1 The participants in a purchase decision :

Every individual is a consumer, but consumption habits differ from one person to another. It is therefore essential to distinguish the different roles individuals can play in the purchasing process, as these roles are multiple and complementary.⁸⁰We distinguish three essential roles in this context :

- **The Initiator:** This is the person who feels the need or suggests the idea of purchasing a product.
- **The Influencer:** This is the person who has an impact on or influences the purchase decision, either directly or indirectly
- **The Decision-Maker:** This is the person who makes the final decision on whether or not to buy the product or brand.
- **The Buyer:** This is the person responsible for carrying out the purchase decision.
The Prescriber: This is the person who gives the order to buy a product or brand, like a doctor.
- **The User:** This is the person who benefits from the purchase by using the product to meet their needs and desires.⁸¹

2-2 The main steps of a decision-making process :

The purchasing process does not only concern the act of buying itself or the later use of the product, but rather it refers to a series of steps that follow one another, with the possibility of going back to a previous step.

This process is influenced by several determinants and can be divided into five main phases: recognition of a need, information search, evaluation of options, the actual act of

⁸⁰ VAN VRACEN(P) et JANSSENS-UMFLAT(M), "le comportement du consommateur, facteurs d'influence externe :famille, groupe, culture, economie et entreprise", de BOECK UNIVERSITE, Bruxelles, 1994 , p 14 our translation

⁸¹ ibid , p 14

purchase, and finally, evaluation of post-purchase outcomes.

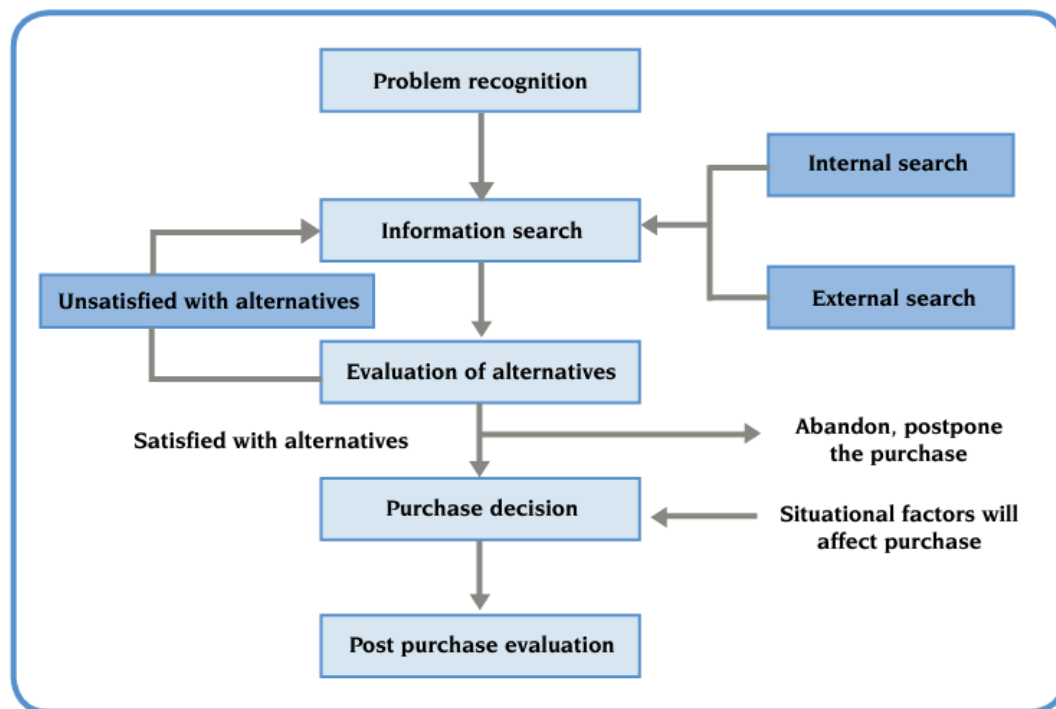


Figure 2.5 : The consumer decision making process from Lewie Diasz

Source : DIASZ(L) , “Marketing & Business Strategy”, Printing & Packaging ,Sri Lanka,2017 , p535

- **Problem recognition :** This is the beginning of the process where the consumer recognizes a need or the problem .
- **Information search :** The three areas of obtaining product information are :
 - a) **Personal sources (Word of mouth) :** Family, friends, neighbors, work and colleagues.
 - b) **Commercial and public sources :**Advertising, selling, packaging, point of sale and display, promotions, websites, exhibitions and mass media.
 - c) **experiential :**Dealing with, inspecting and using the product. Consumers get the majority of their information from commercial sources. Personal sources are the most persuasive since they endorse the product. Branding is

essential since the product, or service, can easily be identified along with the brand values.

- **Evaluation of alternatives** :This refers to how the consumer's information is processed leading to a choice of a particular brand. It may involve a rational calculation, weighing up the benefits and costs of the attributes of competing brands. The purchase may be a more impulse-based decision with little or no logical evaluation undertaken. Marketers are tasked with trying to establish what attributes, benefits the consumer desires in a product (Positive evaluation) and include them in their product offer. i.e. Supermarkets - Space, range, discount or parking.
- **Purchase decision** :Here, the consumer develops the intention to buy the brand that most promptly promises satisfaction of the need. The marketer's responsibility is to make sure availability and customer service happen here.
- **Post purchase evaluation** : Once the purchase has been made the consumer will either have a desire to be satisfied or dissatisfied with the consumption experience based upon how well the experience met the consumer's expectations. The task of the marketer will be to help manage cognitive dissonance .⁸²

2-2 Types of behaviours in making the decision to buy :

- **Complex buying behavior** - This happens when consumers have high involvement in a purchase: and meaningful differences, or are able to distinguish one brand from another. Consumers may have high involvement if the product is expensive, risky, purchased infrequently, and highly self expressive.
- **Dissonance-reducing buying behavior** : This is when consumers tend to be highly involved with expensive, infrequent, risky purchases and see little differences between the brands. After they have made the purchase, they usually go through some post-purchase dissonance if they notice some negatives about the purchase or hear additional positive information about other brands. Counter dissonance occurs with after sale communications to provide support for claims and help consumers feel better about the purchase.
- **Habitual buying behavior** : This happens when consumer involvement is low and there is no significant difference between brands. In these situations consumer

⁸² DIASZ(L) , “Marketing & Business Strategy”, Printing & Packaging ,Sri Lanka,2017 , p535

behaviour does not necessarily follow the normal belief-attitude- behaviour sequence. In this mode the consumer is in 'autopilot' mode and will sometimes result in a consumer acting spontaneously.

- **Variety seeking buying behavior** : Consumers undertake variety-seeking buying behavior in situations characterized by low consumer involvement, but significant perceived brand differences. In such cases, consumers would do more than usual brand switching⁸³

3 - Consumer Behavior Models

Consumer Behavior Models provide structured insights into how and why consumers make purchasing decisions. This section focuses on the Howard-Sheath model and explores the **Source** : process behind adopting new products.

3-1 The Howard-Sheath model of consumer behaviour

Howard-Sheath noted that potential customers are subject to change through many influences, including personal needs and attitudes. Buyers are influenced emotionally, and rationality consequently becomes intertwined. The result of emotional and rational influences is purchasing behavior that might seem illogical to the purchaser. Buyer behavior models assist with understanding the buying process, assisting with selecting a marketing strategy that is most relevant to the specific situation.

⁸³ ibid , p 526

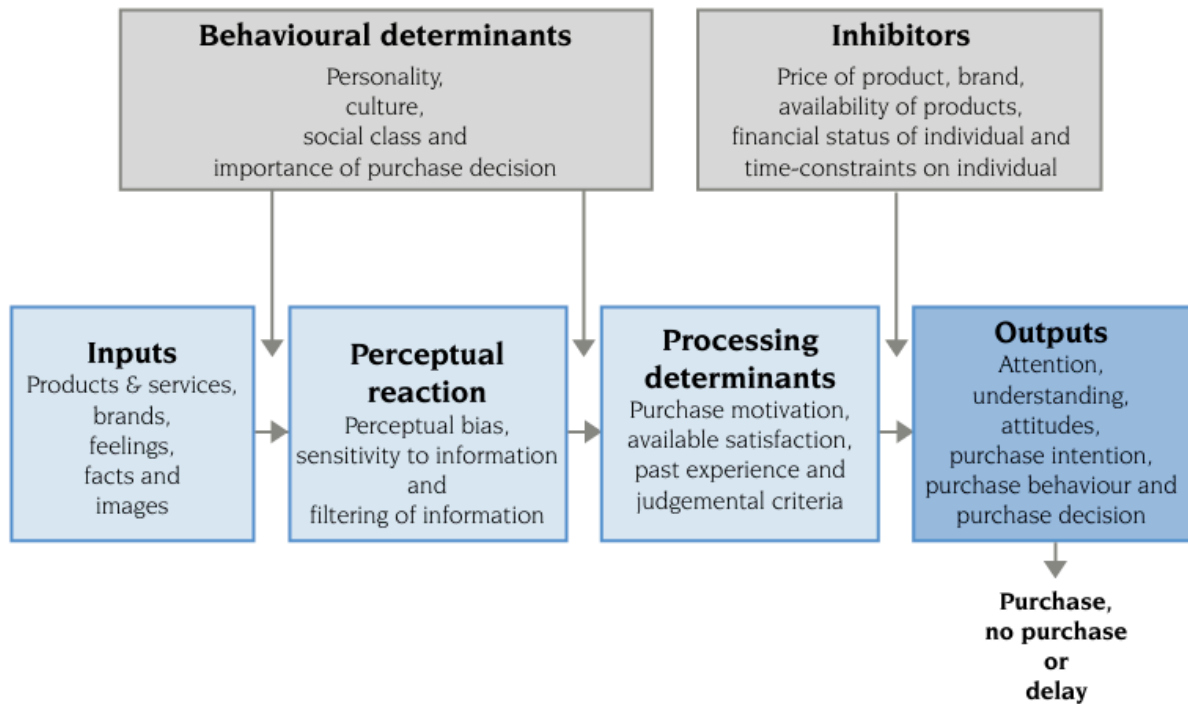


Figure 2.6 : The Howard-Sheth model of consumer behaviour (1969).

Source : HOWARD (J.A), JAGDISH (N). *The Theory of Buyer Behavior*. John Wiley & Sons, 1969, p 23

- **Inputs :** Information inputs about the alternative services available include both rational and emotional elements.
- **Behavioural determinants :** These elements include the existing predispositions of the user, which have been influenced by culture, the socio-economic group, family and personality factors, amongst others. This element will have a larger role for significant purchase decisions.
- **Perceptual reaction :** Information from inputs are not accepted at face value and interpreted. For example, an individual is likely to value information more highly if it has been actively sought than if it has been passively received.
- **Processing determinants :** These are the factors that affect how the information gathered is evaluated.
- **Inhibitors :** There are external constraints on actual or potential purchase behaviour.
- **Outputs :** The outcome of the complex process of interacting elements may be a purchase decision, a decision not to buy or a decision to delay buying.⁸⁴

⁸⁴ HOWARD (J.A), JAGDISH (N). *The Theory of Buyer Behavior*. John Wiley & Sons, 1969, p 23

3-2 The consumer's decision to adapt new product :

Culture is shaped over time by society's experiences, it is not fixed— it evolves. Old cultural patterns give way to new ones, and as consumers encounter new products, they often look back on the past with longing, driven by nostalgia. These nostalgic feelings can influence their purchasing decisions, as they seek products that remind them of previous technologies or simpler times, making nostalgia a powerful force in shaping consumer behavior and intention to purchase new products.

Newness is the quality a product needs to have in order to be called "new"; it is what distinguishes new products from older, known products. It has always been difficult to determine a scale for newness due to people's varied perceptions of what they consider new. There are always attempts to set parameters for newness. Four bases for measuring newness can be identified⁸⁵:

- The first basis draws a distinction between complete newness of a product in comparison with existing products on the one hand, and sheer modernization (the modification of an existing product to make it perform a new vital function) on the other hand.
- The second basis takes the period for which the product lasts on the market as a measure for the extent to which the product is considered new.
- The third basis takes the degree of the product diffusion into the market as a measure of newness. Diffusion means the degree of market saturation with the product. The measure is the ratio of consumers who have adopted the product to the total number of target consumers. The ratio indicates that the product remains new so long as adopters do not reach 10% of the expected consumer population.
- The fourth basis uses the consumer's perception as a measure of what is considered new; for a product is considered new as long as the consumer considers it so, and vice versa.

An American study has defined a new product in the eyes of the consumer as something that he is not currently familiar with. With respect to the product, it could indeed be an

⁸⁵ AL- JERAISY (K) , Consumer behavior: An analytical study of the Saudi family's purchase decisions (purchasing computers), Riyadh: Al-Obeikan Publishing , 2008 , p 110

entirely new product, a new package for an existing product, an ad-on for an existing product, re-design of an existing product, launching an existing product in a new market or even a new means of distribution (like selling it over the internet). In these studies, some have described three levels of newness: (a) there is total agreement on the newness of the product, such as the first time an electric refrigerator is launched; (b) the product is partially new, as when a steam iron is launched; (c) the limited newness, such as launching a television set with a remote control.

CHAPTER THREE:

Evaluation of the influence of
nostalgia on the intention of
buying a new product

Section 1 : Presentation of The host organisation ‘BIMO INDUSTRY’

This section provides an overview of the host company, BIMO INDUSTRY, where the internship was conducted.

1-Company profil : BIMO INDUSTRY

To better understand the context of the internship, we begin with a general presentation of BIMO INDUSTRY.

1-1 Presentation of BIMO INDUSTRY :

- Juridical status :

The BIMO Group is structured into four distinct limited liability companies (SARL), each operating independently. Every entity is led by a director and supported by a team that includes a production manager, a quality manager, a sales manager, as well as a technical team comprising supervisors and operational personnel.

When it was founded, BIMO Group employed around 30 people. Today, the company has grown significantly, with its workforce reaching nearly 2,200 employees

- BIMO INDUSTRY's share capital :

The Group has capital of 6,180,000,000 DA spread over its various units as the following table illustrates :

The SARL	The capital
SARL BISCUITERIE MODERNE BIMO	2 020 000 000 DA
SARL CHOCOLATERIE BIMO	1 638 000 000 DA
SARL GAUFRETTIERIE BIMO	1 268 000 000 DA
SARL CACAO BIMO	1 254 000 000 DA

Table 3.1 : Share capital of BIMO INDUSTRY 2018

Source: Bimo marketing department

being its primary activity , BIMO GROUP invested a significant amount in SARL BISCUITERIE MODERNE BIMO

1-2 The history of BIMO INDUSTRY:

BIMO INDUSTRY is a company operating in the food industry. It was founded in 1984 and is located in the Baba Ali industrial zone, in the Wilaya of Algiers. From the outset, the company has implemented a strategy of diversifying and integrating production activities, which has enabled it to grow the business and consolidate its position in the domestic market. In line with that development strategy, the group has progressively launched several production units of varying specialization and methods of production, each aiding in the development of the company in a new food industry segment. The subsequent milestones are provided in the table below:

Year	Unit established	description
1984	Establishment of BIMO INDUSTRY	Founded in the Baba Ali industrial estate (Algiers), focusing on food products
1986	Chocolate and Vegécao Manufacturing Unit	Positioned BIMO as the national leader in chocolate and Vegécao production
1997	Cocoa Bean Processing Unit	Allowed for upstream integration and control of raw materials
1999	Gaufretterie Unit	Expanded product range to include wafers (<i>gaufrettes</i>).

Table 3.2: Key Stages in the Industrial Expansion of BIMO INDUSTRY

Source : own elaboration

This table illustrates the primary achievements of BIMO INDUSTRY's growth since it was created. Every unit that has been created shows the dedication of the company to defining its product range and integrating its production process, allowing it to consolidate its position as a key player of the food industry in Algeria.

At present, the BIMO INDUSTRY Group has 06 specialised production units all in the food industry sector in 2 industrial estates: Baba Ali industrial zone and the Boghni industrial estate in the state of Tizi-Ouzou A biscuit factory. A 'Bulle d'or' confectionery shop .

Unit	annuel turnover	output
`Biscuiterie`	4 675 585 184 DA	43 000 Tons
`gaufretterie`	2 059 907 991 DA	7400 Tons
`chocolaterie`	2 351 286 199 DA	23000 Tons
cocoa	2 477 187 152 DA	7800 Tons

Table 3.3: Overview of BIMO's Production Units by Annual Turnover, Output⁸⁶

Source : Bimo marketing department

1-3 Values and objectives and mission of BIMO INDUSTRY

This section presents the company's core values, its main objectives, and its mission, which together reflect its commitment to quality, innovation, and customer satisfaction :

- **Values :**
 - Quality : group Bimo has always aimed to provide high quality products to its clients
 - innovation : the company values creativity and constantly strives to innovate in its product

⁸⁶ Bimo's marketing department

- National Pride : Supporting Algeria's economic growth and self-sufficiency in food production
- consumer centered : BIMO INDUSTRY prioritizes the needs and preferences of its customers, aiming to provide products that meet and exceed customer expectations.

- **Objectives :**
 - market leadership : expand market share both locally (currently around 38 % in algeria) and internationally
 - longevity : Our objective is to ensure the long-term sustainability of the group through the continuous improvement of its performance. ⁸⁷
 - diversification : Continuously diversify its range of products, focusing on innovation to meet the changing needs and tastes of consumers
 - consumer satisfaction : Strive to consistently meet or exceed customer expectations by delivering high-quality products and exceptional service.

- **Mission :**

BIMO GROUP's main mission is to provide nutritious , accessible , and culturally resonant food products that meet the evolving needs of algerian families while upholding the highest standard of quality and tradition ⁸⁸

1-4 The distribution of the workforce

As previously stated, Bimo Group is separated into four distinct SARLs, each of which has its own staff. These are distributed as follows:

The SARL	Number of employees
Biscuiterie	1334

⁸⁷ official site of Bimo group , [La marque | Groupe Bimo](#)

⁸⁸ Bimo`s marketing department

Gauffereterie	503
Chocolaterie	212
Cocoa processing	199

Title 3.4: the distribution of Bimo`s group employees

Source : Bimo`s marketing department ⁸⁹

1-5 Organisational structure and department :

BIMO INDUSTRY employs a hierarchical organizational model to establish clear functional relationships between diverse business units , this structure features

- Executive leadership : the Chief Executive Officer (CEO) holds ultimate responsibility for:
 - Strategic direction
 - Operational management
 - Corporate planning
- Governance Body : a Board of Directors supports the CEO in:
 - Decision-making processes
 - Corporate governance
 - Long-term policy development
- Specialized Operational Units : the Import/Export Department manages:
 - International trade operations
 - Raw material procurement and logistics
 - Customs clearance and transit coordination

Above the CEO there are two deputy general managers in charge of sharing the management of the four departments of BIMO INDUSTRY has three laboratories that have been in existence for more than 10 years:

⁸⁹ Bimo`s marketing department

- MICROBIOLOGICAL LABORATORY which analyses : the degree of total germs , faecal coliforms and staphylococcus aureus of raw materials , creams and finished products
- PHYSICO-CHEMICAL laboratory , which cheks product humidity , PH , weight and acidity of the products
- WATER TREATMENT laboratory , which treats water internally at the plant and externally with the state ⁹⁰

The Commercial Department's structure consists of two main services: Sales Service and Marketing Service. Sales Service has management of billing and delivery operations of : sales which means to accept all transactions and send products as needed. The Marketing Service : manages communication and marketing study which encompasses building brand association and stimulating customer further sales through campaigns. The focus separates accountability of the department while improving efficiency of administrative work and sales and promotion questions and administration.

2- BIMO's Products and branding

In this section , we will present the host companies products and brands strategies

2-1 BIMO's product strategy

BIMO's product strategy centers on offering consumers in Algeria the largest choice of affordable, yet quality range of snacks that address the everyday needs of Algeria consumers. BIMO's various assortment of biscuits, wafers, cakes, and galettes gives everyone an option based on their age and consumption occasions. BIMO also emphasizes consistency in a taste and quality, which cultivates an established trust among consumers. Though the brand has deep roots in heritage, it is also innovative, particularly in the introduction of the spreadable galette due to evolving consumer tastes. BIMO also seeks to ensure that its products are presented and packaged in an appealing, functional manner, providing an aesthetic appeal to the brand while enhancing functional use. In broader terms, BIMO's strategy is based on reliability, local relevance, and product innovation, which helps maintain BIMO's status as a leader in Algeria's snack category.

⁹⁰ BIMO's marketing departement

2-2 Classification of products : by category

Given that BIMO offers a wide range of products, we will focus on showcasing its most popular products in each category

- **Dry biscuits :**

- Galette :

We simply can't talk about BIMO without mentioning the iconic Galette, the childhood treat of many generations



- cookies :

BIMO's cookie line is part of its strategy to expand beyond traditional biscuit formats. These products are designed to appeal to consumers seeking more variety in texture and flavor, and they reflect an effort to align with changing consumption habits, especially among younger demographics.



- croc matin :

Croc Matin is marketed as a breakfast product, though it is also consumed as a light snack throughout the day. It fits within BIMO's strategy of developing product lines aligned with specific consumption moments, such as breakfast or school breaks.



- choco Bimo pesos :

This product combines a wafer base with a chocolate filling and is positioned within the impulse snack category. It reflects a diversification of BIMO's offerings toward more indulgent, sweet products, likely intended to compete with similar imported items.



- **Wafers :**

- Best of Bimo :

It is a wafer product composed of layered crispy wafers filled with a chocolate-flavored cream. It is positioned as a simple, accessible snack that fits within BIMO's broader wafer category. Its straightforward composition and familiar taste make it a product suited for regular consumption, particularly among younger consumers and families.



- **Double mix :**

It consists of biscuits that combine two distinct flavors or textures in a single product. This dual-flavor approach suggests an attempt to innovate within traditional formats



- **Twist :**

It is a filled biscuit product featuring a spiral or twisted design. Its presentation and texture are intended to distinguish it within BIMO's portfolio and attract attention through visual appeal and varied flavor combinations.



- **chocolate :**

- **Ambassadeur extra fin au lait :**

The legendary milk chocolate variety is positioned as a smooth, accessible option for everyday consumption and perfect for cakes



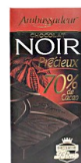
- Ambassadeur noir :

A dark chocolate variant intended for consumers who prefer richer, less sweet chocolate profiles.



- Ambassadeur précieux 70 % de cacao :

Positioned as a premium offering, this product contains a higher cocoa content and targets consumers with more refined taste preferences



2-3 Classification of products : by target audience

- **Children :**

- Z'animaux :

Z'animaux are animal-shaped biscuits created to attract children through amicable shapes and a mild flavor profile. This product has elements of snack, paired with a designer quality intended to stimulate re-consumption by children.



- Bimo Chico :

Bimo Chico is a small-sized biscuit that is generally filled or flavored to entice the children's palette. Its size and packaging are adjusted to allow for changing consumption occasions, such as children's snacks or between classes, where convenience is pivotal while appealing to children.



- **Families :**

- Tango :

Tango is a process of biscuit creation designed for families in slabs of biscuits to be rinsed. The characteristic texture of a biscuit and taste protrudes its usage, expecting children to enjoy portions at tea, as well as snack times.



- Macao :

Macao is positioned as family snacks that develop a crisp texture and a mildly expected universal taste. Moreover, packaging comprises sizes and flavors that suggest group consumption, rather than one single portion.



- **Adultes :**

- Goldy :

Goldy features soft cookies with a fruit or chocolate filling. The packaging is targeted towards a somewhat older demographic than the other cookies which is touted with a richer filling and a less playful presentation. It is a more indulgent option than simpler cookies



- sandwich :

BIMO Sandwich cookies consist of a cream filling in between two detailed cookies. Based on flavor and visual presentation, we believe they are targeting adult consumers seeking a balance of taste, structure, and a "mature" packaging



2-4 Brand identity :

Brand identity helps customers recognize the brand and feel connected to it. It includes the name, logo, and other elements that make the brand unique and easy to remember.

- **Name of the brand :**

BIMO is an Indonesian word that translates to “the quality of bravery.” It is short, easy to pronounce, and memorable for consumers. This name also provides uniqueness and distinguishes the brand from other competitors in the market.

- **logo :**

The BIMO logo is written in a bold, red, cursive font. The letters are rounded and flowing, giving it a friendly and approachable appearance.

The BIMO logo features the brand name written in a custom cursive typeface, characterized by bold, rounded letters, the font is believed to be 'Seventies regular' with slight changes, this typographic is smooth and flowing which gives the logo a friendly and approachable appearance and the brand an informality and accessible appearance

- **colors :**

The choice of the color red evokes feelings of energy and warmth, while also enhancing the brand's visibility and ability to attract consumer attention

2-5 Product innovation and development :

BIMO's innovation is evidenced in the recent release of three new products: Spreadable Galette, Ambassadeur Hazelnut Spread and Ambassadeur Milk Chocolate with Whole Hazelnuts. All three products represent a shift away from BIMO's traditional biscuit and wafer based products, into more varied and value-added formats.

- **Spreadable galette**

represents an original reinterpretation of one of BIMO's most iconic products. By converting a dry biscuit to a form suited for spreading the brand manages to rekindle some interest by way of novelty, while also becoming adaptive to shifting consumption habits and preferences.



- **Ambassadeur hazelnut spread**

It represents BIMO's entry into the chocolate spread category, a segment experiencing significant growth and attracting new competitors and markets. The product is positioned as an affordable, locally produced alternative, aiming to offer a taste comparable to that of leading international brands.



- **Ambassadeur : milk chocolate with whole hazelnuts**

product works towards establishing itself as a premium chocolate product. It is targeting consumers willing to pay more for a perceived indulgence with its taste and quality. This

could signify a desire by BIMO to capture a higher-end segment of the market and diversify its portfolio of products.



Overall, these innovations demonstrate BIMO's ability to continue to evolve its products while still providing “continuity” to its brand identity and consumer expectations.

3- BIMO’s Marketing Strategy for the Launch of the Spreadable Galette :

This section presents the marketing strategy adopted by BIMO for introducing the Spreadable Galette. It focuses on the product, price, distribution, and promotional decisions designed to ensure a successful market launch.

3-1 Product strategy :

BIMO INDUSTRY Group has emerged as a prominent force within its field by providing an extensive and impactful array of quality products that address changes in local and international markets. BIMO has a solid domestic presence in sales and has expanded export sales and value regarding reliability and quality worldwide.. The BIMO product line continues to be developed and refined through innovation and ongoing investments in research, development, and state-of-the-art manufacturing techniques. The commitment to innovation and advancement has allowed BIMO to introduce cutting-edge and improved products emphasizing evidence-based positions ensuring the company stays ahead of market trends and continues to meet customer needs. By developing a forward-thinking, quality, and flexible approach, BIMO strengthens its competitiveness and commitment to building on its Canadian leadership role and a sustainable future for all.

The launching of the spreadable galette is a prominent example of this, as it is at once the firm’s traditional item as well as a new innovation, representing the traditional sweet biscuit

in a widely accepted functional spread form. It is an example of the firm's ability to repurpose familiar products that meet contemporary expectations without altering or compromising the institutional identity or brand. The broader statement here is that BIMO enhances the constitution of being forward-thinking and flexible, which is a hallmark of combining tradition with innovation for enduring competitive advantage.

3-2 Pricing strategy :

BIMO Group employs a standardized pricing methodology, where the sales team establishes product prices in advance based on the product's production costs and the standard profit margin the company is trying to achieve. Thus, all direct customers receive fixed and standardized prices. However, pricing becomes less regulated once the products are in the distribution flow, as wholesalers and retailers leverage their own margins, ultimately resulting in different retail prices, depending on the distributor or the point of sale. To eliminate this problem, BIMO tries to minimize price variation and programmatically ensure pricing is aligned across the national geography.

3-3 Distribution strategy :

BIMO INDUSTRY operates through two main distribution channels. The first is a direct distribution circuit, where BIMO INDUSTRY will supply products directly to nearby supermarkets, for example, Algiers (e.g., Ardis, Carrefour), and Blida (e.g., FamilyShop, TopShop). The company plans to develop its own product distribution fleet. This strategic move aims to improve the company's control over its supply chain and sustain stable prices for its retail partners, specifically by decreasing reliance on third-party distributors and maintaining stable purchase-buying terms.

3-4 Promotion strategy :

To promote the launch of its new product, Galette à tartiner, BIMO INDUSTRY announces a dual communication approach including below-the-line (BTL) and above-the-line (ATL) communication. First, for the BTL communication, the company has promoted the product through the direct engagement of consumers at a few important national festivals, including

the National Production Fair (Foire de Production National) and the Foire Ramadan event. BIMO also executed an in-store animation at Ardis, with its collaborator Zaki Emballage, allowing consumers to experience the product directly held in their hands . For ATL communication, BIMO worked with the Algerian influencer Maya Redjil in Ramadan to promote the product on three major social media platforms; Instagram, Facebook, and TikTok, to target an expansive audience , especially youth and social media users in general. The combination of physical engagement via key events with digital visibility via influencer marketing created a comprehensive, impactful campaign to launch Galette à tartiner.



Figure 3.1 : the launch of Bimo`s spreadable galette

Source : Bimo`s launch on the three plateformes : Instagram , Facebook , Tiktok : 19 december 2024

3-5 BIMO`s positioning

BIMO emerges as a national brand, where quality, value, and accessibility all coexist. The BIMO brand targets consumers from children through to adulthood, offering a diverse array of products reflecting various tastes and needs. The continual innovation forward thinking approach to manufacturing is a hallmark of this modern yet traditional brand. BIMO's position

consistently engages the consumer using products that are relatable yet accessible through the nostalgic approach to its BIMO brand, including products that use modern formats such as the spreadable galette. Reaching this fine balance in an ever-evolving market allows for positioning as a leading brand in the marketplace. Moreover, it strengthens BIMO's brand identity as a household name in Algeria.

Section 2 : Research methodology

This section outlines the methodology we adopted to address our research problem and to either confirm or refute our hypotheses

1- Presentation of the survey

This study was conducted from a quantitative perspective to effectively examine how nostalgia influences the purchase intention of a new product.

The objective of this survey is to determine the effect nostalgia have on the intention of buying a new product with a particular emphasis on the Algerian brand : Bimo and to test our research hypotheses mentioned above :

Hypothesis 1: nostalgia positively influences consumer attitudes toward new products

Hypothesis 2: the emotional connection to a nostalgic brand enhances consumer trust

Hypothesis 3: Nostalgia allows consumers to relive past memories, which increases their purchase intention

choice of research methodology : the quantitative survey

2- The survey samples

In our study, the sample size for the questionnaire was set at 241 participants, including 71 surveyed in the field .

The sample was drawn using a non-probability sampling strategy, namely the convenience sampling method, which was deemed appropriate given the accessibility and availability of participants within the targeted context.

3-Questionnaire administration

The questionnaire was developed using the free tool Google Forms, chosen for its ease of use and functionalities aligned with our research objectives. Data collection was conducted both online and in the field. The offline survey took place in two supermarkets: Top Shop in Blida and another called Zoom located in Khraicia , Algiers. Additionally, the questionnaire was distributed via social media platforms.

The online survey was conducted from April 13 to April 17, 2025, while the offline data collection occurred from April 20 to April 23, 2025 .

4-Structure of the questionnaire

Prior to the official launch of our questionnaire, we conducted a pilot test with a sample of 15 individuals. This pre-test revealed that some participants encountered difficulties in understanding certain questions. Consequently, we revised the wording to enhance clarity and ensure better comprehension. The final version of the questionnaire comprised 15 questions .

We structured our questionnaire as follows :

Part One: This section includes personal information about the respondents, such as age, gender, their consumption attitudes toward the brand Bimo, and whether they have ever purchased a product because it reminded them of their childhood or past experiences.

Part Two: This section targets individuals who have not bought a product for nostalgic reasons. It contains two questions aimed at understanding the reasons behind their choice.

Part Three: This section is for respondents who have bought a product because it reminded them of their childhood or past experiences. It includes two questions designed to explore how nostalgia influences their purchase intention.

Part Four: This section aims to identify the factors that motivate consumers to buy Bimo's new galette spread.

Part Five: This final section aims to understand how the respondents would describe the brand Bimo to someone who isn't familiar with it

5-Processing and analysing the results

After compiling respondents' answers to the questionnaire, the next task was to sort and organize the data to prepare for analysis that could allow us to better interpret the findings, specifically on how nostalgia may impact consumers' intentions to purchase new products.

In order to sort through the data and better organize the findings, we entered survey data into an Excel spreadsheet. The program allowed for some basic statistical analysis, and also helped increase accountability and transparency within our findings.

For the data processing stage, we used two techniques for sorting the data: simple (flat) sorting and cross-tabulation. Simple sorting involved examining variables separately (i.e., respondents' age groups, their tendency and feelings of nostalgia, stated purchase intentions etc.) Cross-tabulation allowed us to look for possible relationships between variables (e.g., did those with greater nostalgic feelings think they would be more likely to buy the new product?).

The data was analyzed and reported by way of tables, figures, and charts, which include supporting notes. The graphics and descriptive process identified some of the more obvious patterns and supported our hypotheses.

Section 3 : Discussion of the collected data

In this section, we present the data collected during our study and provide an analysis to better understand the results.

1- Data analysis and discussion

To address our research question, we will begin by analyzing the questionnaire using a flat-sorting method

1-1 flat sorting

We begin by organizing and analyzing the data to highlight key findings

Questions 1 : Age

	frequency	percentage
under 18	7	2,90%
18-24	95	39,42%
25-34	35	14,52%
35-44	40	16,60%
45-54	30	12,45%
above 55	34	14,11%
total	241	100,00%

Table 3.5 : Age distribution

Source : Developed using Excel data.

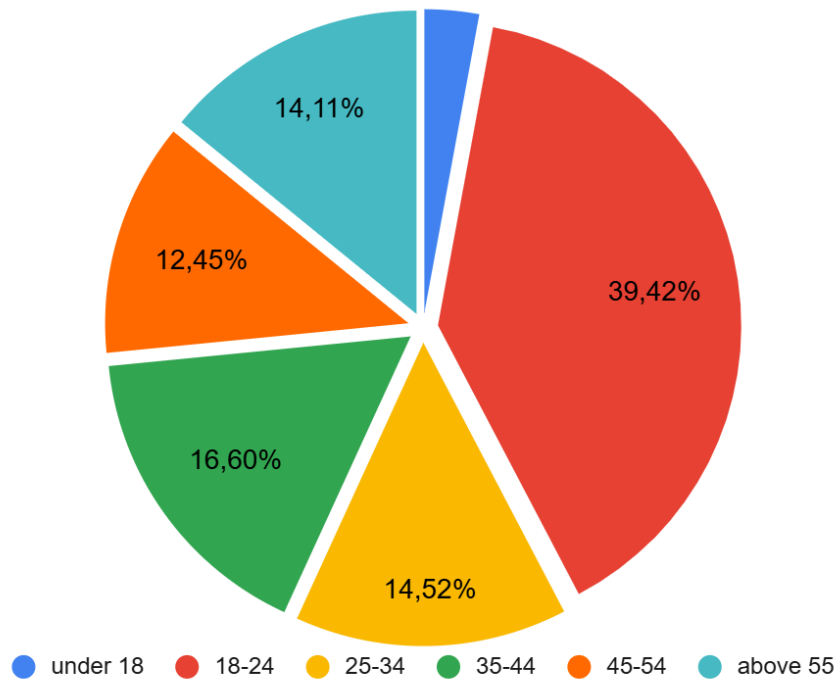


Figure 3.2: age distribution

Source : Developed using Excel data.

Comment : The majority of participants were 18 to 24 years, making up 39.42% of the sample, but it was close to the 35-44 year configuration with an age-related response rate of 16.60%, and the amount was closely followed by those 25-34 years (14.52%) and above 55 years (14.11%) groups, with the 45-54 age-rated participants being 12.45% and lastly, the under 18 join participants accounting for 2.90% of the survey results.

Question 2 : sexe

	frequency	percentage
male	98	68,53 %
female	143	59,34%
total	241	100%

Table 3.6: gender distribution

Source : Developed using Excel data.

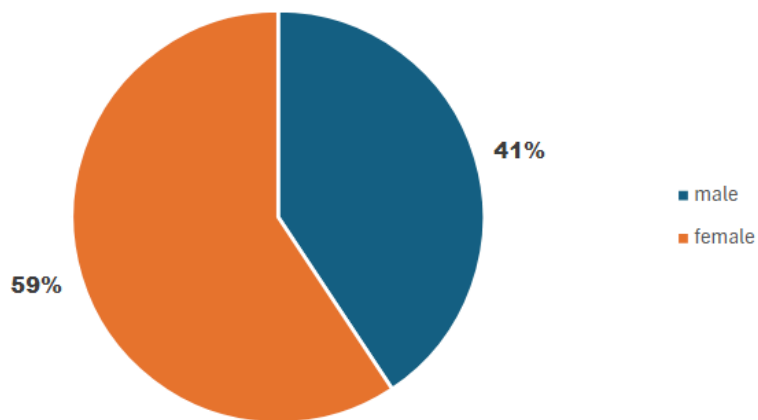


Figure 3.3: gender distribution

Source : Developed using Excel data.

Comment : out of the 1241 individuals surveyed, women constitute the majority with 59%, whereas men make up 41% of the sample.

Question 3 : how often do you consume BIMO`s products

	frequency	percentage
never	0	0%
rarely	42	17,43%
occasionally	121	50,21%
frequently	78	32,37%
total	241	100%

Table 3.7: Consumption distribution

Source : Developed using Excel data.

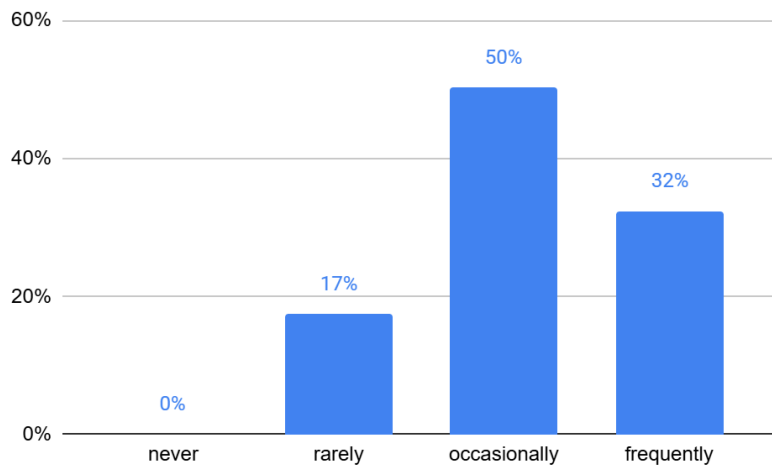


Figure 3.4: Consumption distribution

Source : Developed using Excel data.

Comment : 50.21% of our respondents consume Bimo’s products occasionally, while 32.37% report frequent consumption. In contrast, 17,43% of participants rarely consume Bimo’s products.

Question 4 : Bimo`s products remind me of a specific moments or experiences from my past

	frequency	percentage
yes	202	83,82%
no	39	16,18%
total	241	100%

Table 3.8 : reminder of a specific moment or past experience

Source : Developed using Excel data.

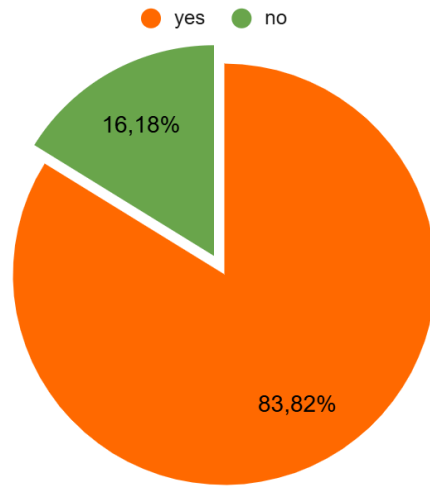


Figure 3.5 : Reminder of a specific moment or past experience

Source : Developed using Excel data.

Comment : the majority of the surveyed participants answered yes to our statement with percentage of 83,82% , while 16,18% answered no

Question 5 : What emotions do you associate with Bimo

	frequency	percentage
happiness	47	18,95 %
comfort	84	33,87%
trust	80	32,26%
curiosity	22	8,87%
indifference	15	6,05%
other	0	0,00%
total	248	100,00%

Table 3.9 : Emotions associated with Bimo

Source : Developed using Excel data.

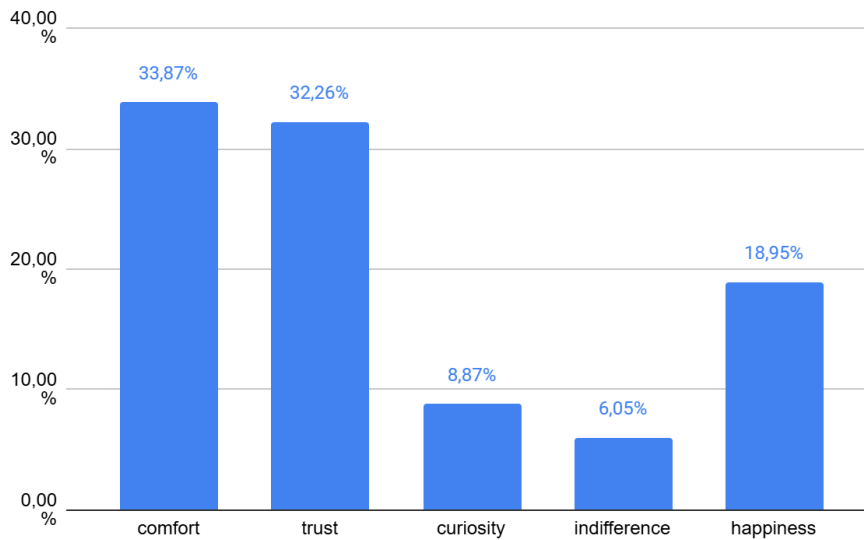


Figure 3.6 : Emotions associated with Bimo

Source : Developed using Excel data.

Comment : When asked about the emotions they associate with Bimo, 33.87% of respondents linked the brand to comfort, followed closely by 32.26% who associated it with trust. Additionally, 18.95% of respondents connected Bimo with happiness, while 8.87% and 6.05% associated it with curiosity and indifference, respectively.

Question 6 : how would you describe BIMO as a brand

	frequency	percentage
modern	7	2,76 %
nostalgic	152	59,84 %
trustworthy	91	35,83 %
innovative	4	1,57 %
other	0	0,00 %
total	254	100,00 %

Table 3.10: description of Bimo as a brand

Source : Developed using Excel data.

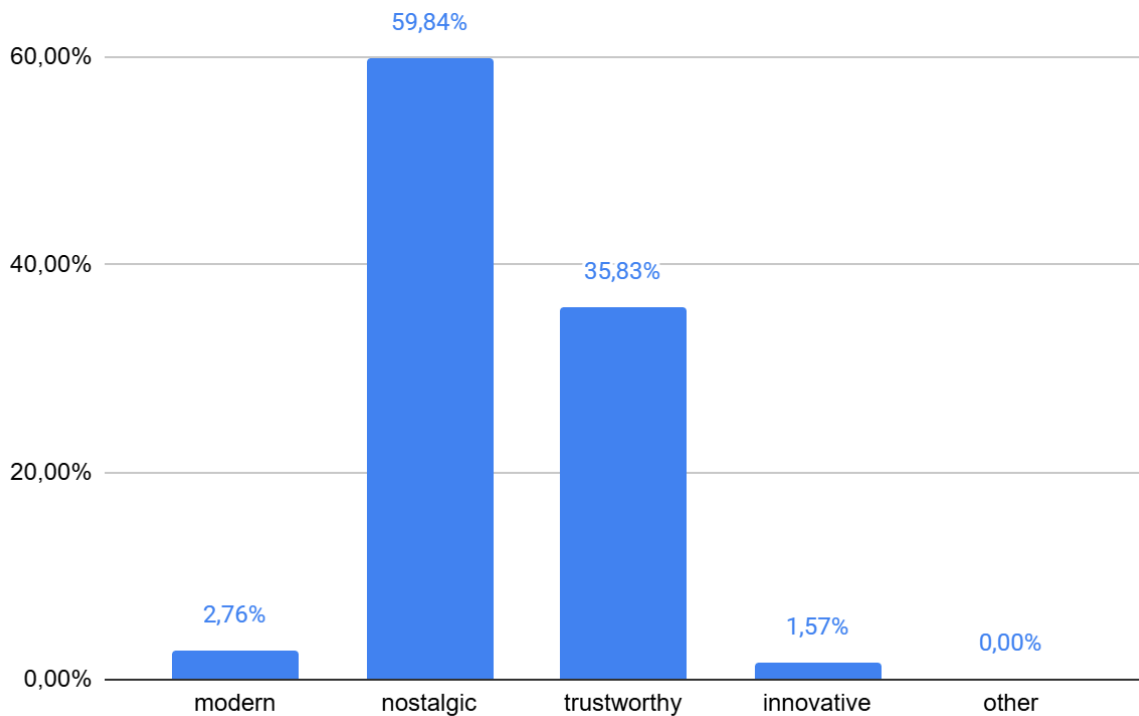


Figure 3.7 : description of Bimo as a brand

Source : Developed using Excel data.

Comment : 59,84% of the responders describe Bimo as a nostalgic brand , 35,83% describe it as a brand that's worth their trust , while 2,76% and 1,57% describe it as a modern and innovative brand ,respectively.

Question 7 :Have you ever purchased a product because it reminded you of your childhood or past experiences?

	frequency	percentage
yes	198	82,16 %
no	43	17,84%
total	241	100%

Table 3.11: Purchase Behavior Influenced by Childhood or Past Memories

Source : Developed using Excel data.

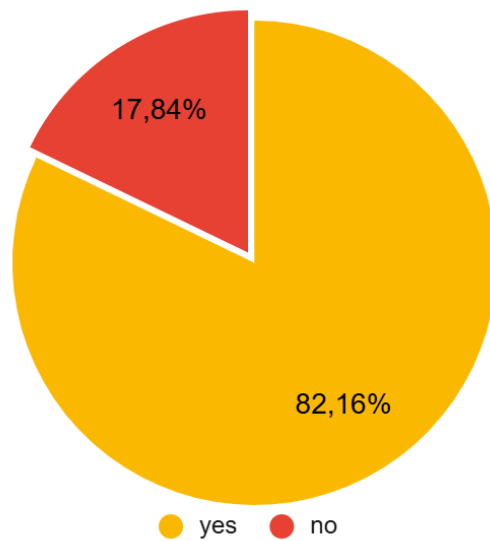


Figure 3.8 : Purchase Behavior Influenced by Childhood or Past Memories

Source : Developed using Excel data.

Comment : 82,16% have purchased a product that reminded them of their childhood or past experience , 17,84% have not purchased a product that reminded them of their childhood or past experience .

Question 7 : what influences your buying decision

	frequency	percentage
price	10	21,28%
packaging	3	6,38%
taste and quality	10	21,28%
promotions	2	4,26%
accessibility	8	17,02%
recommendations	14	29,79%
total	47	100%

Table 3.12 : buying decision influencers

Source : Developed using Excel data.

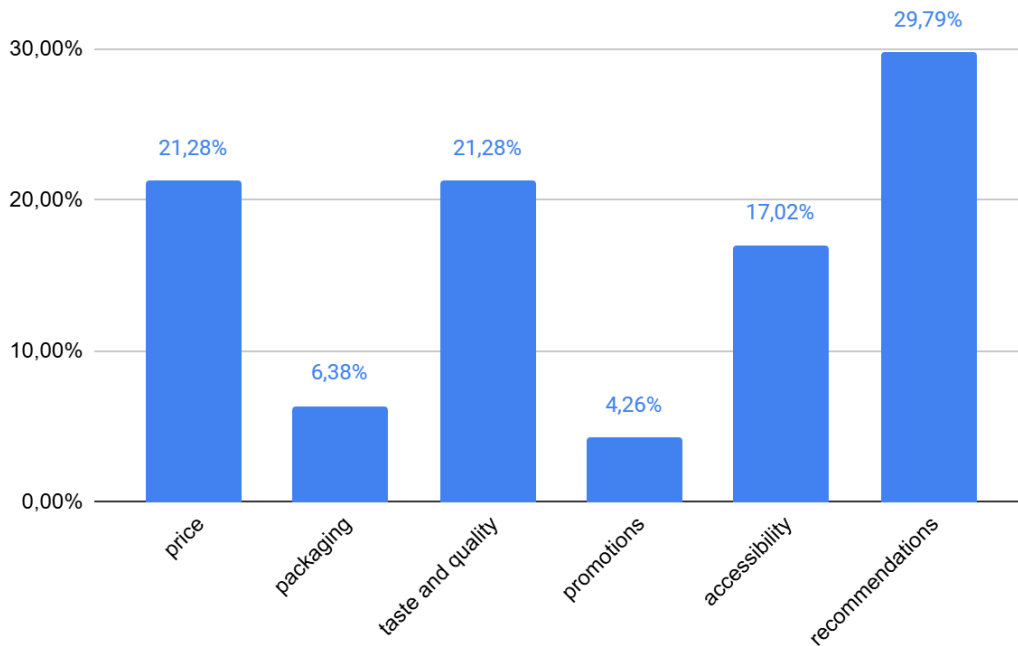


Figure 3.9 : buying decision influencers

Source : Developed using Excel data.

Comment : Through this question , We derive the factors affecting respondents who did not buy a product based on it reminding them of their childhood or past experiences. Personal networks play a significant role, with nearly 30% of respondents stating that recommendations from family and friends influence their buying decisions, factors such as taste, quality, and price come in close behind, each influencing just over 21% of the participants. This shows that practical considerations still hold strong sway, especially in a market where consumers are increasingly value-conscious. Interestingly, availability also plays an important part: 17% of respondents admitted they're more likely to buy Bimo products simply because they're easily accessible, on the other hand, more aesthetic or promotional factors like packaging (6.38%) and promotions (4.26%) seem to play a more minor role

Question 8 : In your opinion, why does nostalgia not influence your purchasing decisions?

Comment : we have grouped the answers into the following categories :

- people who prefer novelty and trying new product
- people who prefer quality

- people who consider the purchasing power and the price more important factor
- people who consider promotions more important factor

Question 9 : Are you more likely to try a new product if it evokes nostalgic memories?

	frequency	percentage
definitely yes	98	50,52 %
probably yes	90	46,39%
neutral	3	1,55%
probably no	3	1,55%
definitely no	0	0%
total	194	100%

Table 3.13: Impact of Nostalgia on Willingness to Try New Products

source : Developed using Excel data.

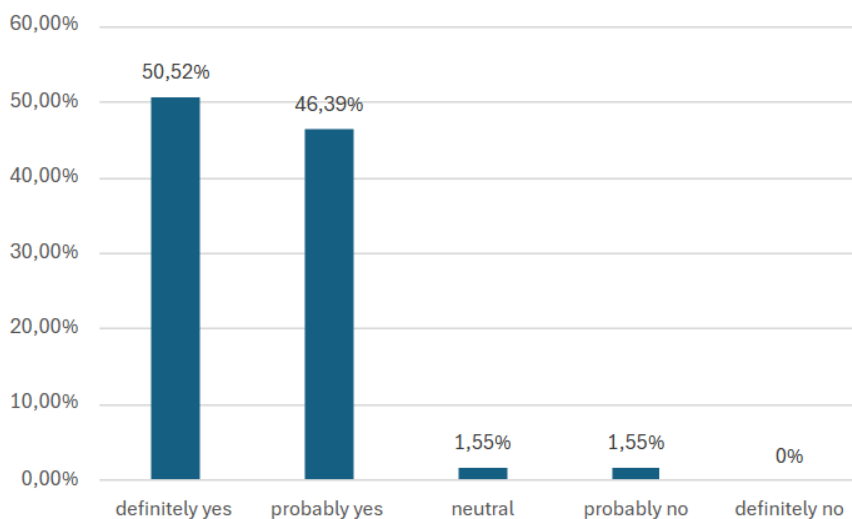


Figure 3.10 : Impact of Nostalgia on Willingness to Try New Products

Source : Developed using Excel data.

Comment : we asked the people who have purchased a product that reminded them of their childhood or past experiences about whether they are more likely to try a new product if it evokes nostalgic memories , the vast majority expressed a strong inclination toward nostalgia-driven choices. Over half (50.52%) responded “definitely yes,” while 46.39% chose “probably yes,” highlighting a clear emotional influence on trial behavior. Only 1.55% remained neutral or leaned slightly negative, suggesting that nostalgic appeal is a powerful motivator in product trial decisions.

Question 10: Please indicate below your level of agreement or disagreement with the following statements

	strongly disagree		disagree		neutral		agree		strongly agree	
	frq	%	frq	%	frq	%	frq	%	frq	%
I trust brands that evoke nostalgic feelings more than new, unfamiliar brands.	27	13,92%	45	23,20%	32	16,49%	67	34,54%	23	11,86%
My emotional connection to a nostalgic brand makes me believe Their new products are high quality.	31	15,98%	44	22,68%	32	16,49%	66	34,02%	21	10,82%

reliving past experiences through a brand increases my willingness to purchase their new products .	23	11,86%	27	13,92%	25	12,87%	87	44,85%	32	16,49%
nostalgic brands remind of positive memories from the past	23	11,86%	24	12,37%	16	8,25%	91	46,90%	40	20,62%
i feel emotionally attached to brands that were popular during my childhood/teenage years	25	12,89%	27	13,91%	20	10,30%	72	37,11%	50	25,77%
when a nostalgic brand launches a new product, i am more likely to view it positively	26	13,40%	35	18,04%	32	16,50%	71	36,60%	30	15,46%

nostalgia is important in my food purchasing decisions	31	15,98%	60	30,93%	47	24,23%	38	19,59%	18	9,28%
The nostalgic aspect of a product makes me feel positive toward it	25	12,89%	37	19,07%	30	15,46%	82	42,27%	20	10,31%

Table 3.14 : responders attitude towards the statements

Source : Developed using Excel data.

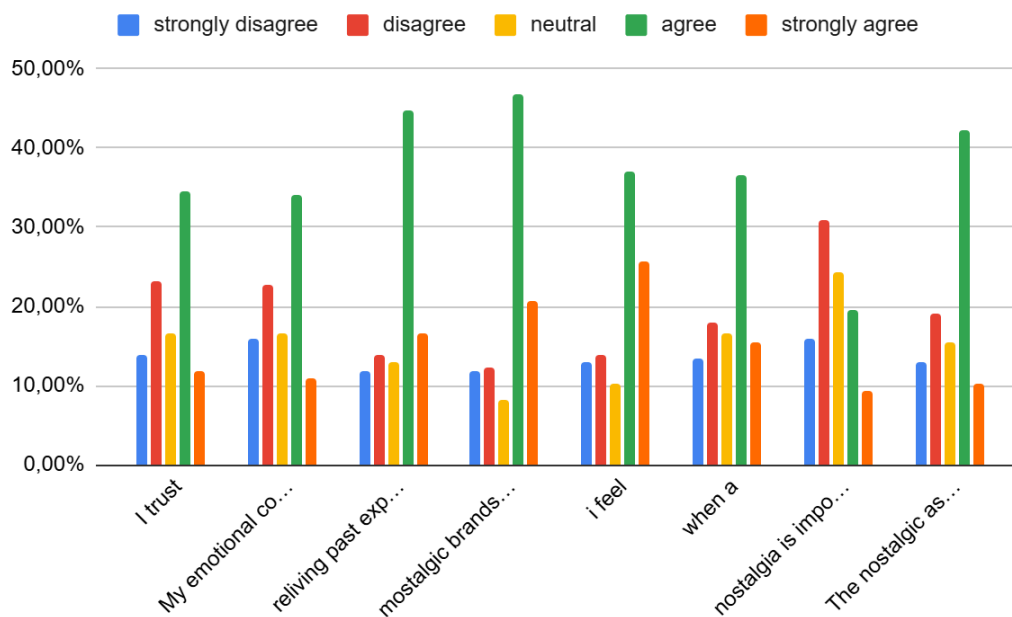


Figure 3.11 : responders attitude towards the statements

Source : Developed using Excel data.

Comment : When asked about the level of agreements and disagreements , the results are as follows :

- **I trust brands that evoke nostalgic feelings more than new, familiar brands:**

These responses also give evidence to create an important level of trust based on

nostalgia , nearly half of the participants (46.4%) expressed a clear preference for nostalgic brands over newer ones, suggesting that emotional memory can be more persuasive than novelty , over a third (34.54%) agreed, and 11.86% strongly agreed, so clearly, for a number of people, trust can come from memories that create an emotion of familiarity and trustworthiness, but not everyone agreed with the trust idea , approximately 37% of respondents pushed back to the idea of universal trust because it is familiar. Therefore, those who only offered their response as neutral (16.49%) may indicate that just because the brand is nostalgic or because it seems familiar, does not mean that they will trust it; something has to be connected like quality or reputation for them to develop a sense of trust.

- **My emotional connection to a nostalgic brand makes me believe their new products are of high quality:**

Here, we see how emotions influence perceptions of quality, even in products that consumers haven't tried before. About 45% of respondents admitted that their emotional attachment to a nostalgic brand makes them more likely to believe in the quality of its new products , 45% of respondents said that emotional loyalty to a nostalgic brand made them more likely to place their faith in quality new products. We've demonstrated the influence of brand storytelling and emotional connection in the willingness to expect something positive. Of course, skepticism sets in, as nearly 39% expressed doubt, meaning that not all respondents let sentiment defeat critical thinking. The other of our respondents remained neutral 16.49% .

- **Reliving past experiences through a brand increases my willingness to purchase their new products:**

This statement illustrates the degree of effectiveness that emotional memory has on consumer behavior. Over 61% of respondents, (44.85% agree; 16.49% strongly agree), stated personal memories associated with a brand enhance their willingness to try the brand's new products. Nostalgia connects consumers to the past and now can allow them to consider future offerings, thereby maintaining brand loyalty across product generations. There were still around 26% of respondents disagreeing with this statement, indicating while nostalgia can be powerful, it could very well be short lived and not override rational thinking for every consumer type. The remaining 12.87% respondents were neutral, indicating either ambivalence towards nostalgia, or viewing nostalgia as important, but not determining, towards their purchase behavior.

- **Nostalgic brands remind me of positive memories from my past:**

The emotional weight of nostalgia is even more evident in this case. The vast majority, a total of over two-thirds (46.9% agree, 20.62% strongly agree) connect nostalgic brands with positive personal memories, again reinforcing the notion that nostalgic brands are more than just products, they are also emotional touchpoints. Few respondents disagreed with this, suggesting that nostalgia is predominantly a positive emotional charge. This emotional halo likely enhances both trust and receptivity toward these brands offerings

- **I feel emotionally attached to brands that were popular during my childhood or teenage years:**

This assertion demonstrates that brand connections formed early in life can lead to emotional connections that endure over time. Given that a large percentage (over 62%) agree to some extent (37.11% agree, 25.77% strongly agree) that they feel emotional connections to the brands associated with their youth, these emotional connections are derived from memory, shared culture, and a sense of comfort. However, it is important to note that the 27% who represent those disagreeing or strongly disagreeing may suggest that consumers do not always carry brand loyalty from childhood into adulthood; they may have outgrown the brands and developed newer preferences

- **When a nostalgic brand launches a new product, I am more likely to view it positively:**

Here we observe how nostalgia can not only influence memory but also shape perception. Over half of respondents (36.6% agree and 15.46% strongly agree) indicated they tend to view a newly launched product by a nostalgic brand more positively initially. This suggests that nostalgia can be viewed as a form of goodwill, providing an initial advantage to new products when viewed by consumers. The 31.44% choosing to disagree or strongly disagree show that there are limits to the emotional bias, as some consumers still rely on actual product performance or value, as opposed to emotionality.

- **Nostalgia is important in my food purchasing decisions:**

While nostalgia plays a role in food choices, the responses here show a more divided landscape. Only about 29% (19.59% agree, 9.28% strongly agree) affirmed that nostalgia significantly influences their food purchasing behavior. Interestingly, the largest portion—30.93%—disagreed, and another 15.98% strongly disagreed, suggesting that for many, factors such as taste, price, or nutrition may override

emotional appeal. The 24.23% who remained neutral could reflect consumers who appreciate nostalgic associations but don't consider them a decisive factor.

- **The nostalgic aspect of a product makes me feel positive toward it:**

This statement highlights the emotional warmth nostalgia brings to consumer perception. A significant 52.58% (42.27% agree, 10.31% strongly agree) responded positively, suggesting that when a product evokes the past, it often generates a favorable emotional response. Only a small share: 31.96% (19.07% disagree, 12.89% strongly disagree) rejected this idea, implying that most people respond emotionally, if not consciously, to nostalgic cues. The 15.46% neutral responses could indicate a more analytical mindset or indifference toward nostalgic branding

Question 11 : Have you heard of the new product "Galette" by BIMO?

	frequency	percentage
yes	99	51,03%
no	95	48,97%
total	194	100%

Table 3.15 : Awareness of the New "Galette" Product by BIMO

Source : Developed using Excel data.

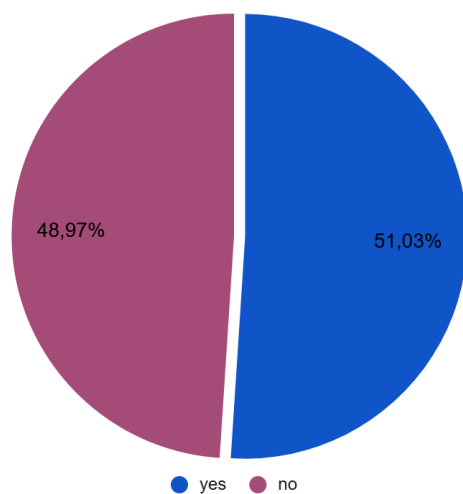


Figure 3.12 : Awareness of the New "Galette" Product by BIMO

Source : Developed using Excel data.

Comment : Awareness of BIMO’s new spreadable Galette is quite evenly balanced, with respondents reporting being aware of the product just over half the time 51.03% to be exact while the remainder 48.97% was unable to recognize it.

Question 12 : Which of these factors would motivate you most to purchase "Galette"?

	frequency	percentage
nostalgic connection (reminds me of my childhood)	41	19,62%
taste and quality	53	25,36%
price	32	15,31%
brand reputation	52	24,88%
recommendations	31	14,83%
total	209	100%

Table 3.16: Factors Motivating the Purchase of "Galette"

Source : Developed using Excel data.

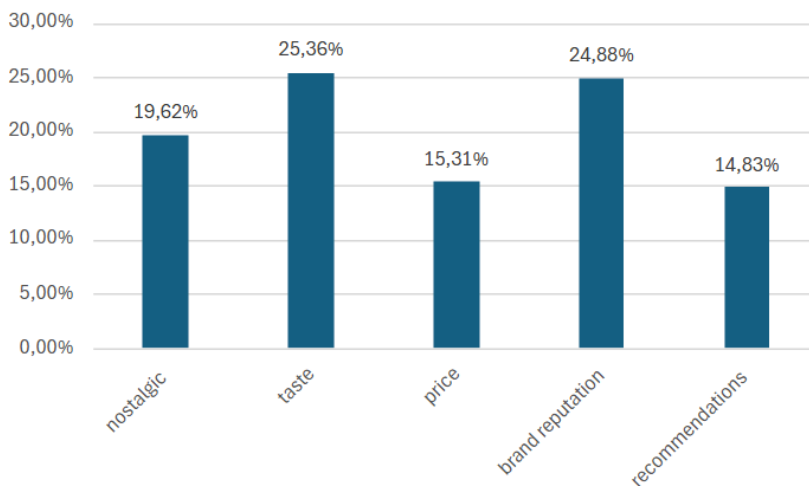


Figure 3.13 : Factors Motivating the Purchase of "Galette"

Source : Developed using Excel data.

Comment : Among those familiar with BIMO’s new spreadable Galette, taste and quality clearly stand out as the primary drivers of purchase intention, chosen by 25.36% of respondents. Close behind is BIMO’s strong brand reputation (24.88%), which reflects the trust the company has built over the years. Interestingly, nostalgia plays a notable role, motivating nearly one in five respondents (19.62%), showing that emotional connection to the past still holds persuasive power. Meanwhile, practical considerations like price (15.31%) and word-of-mouth from friends and family (14.83%) remain important but secondary influences.

Question 13 : Would nostalgic packaging influence your decision to buy "Galette"?

	frequency	percentage
yes	68	68,69%
no	31	31,31%
total	99	100%

Table 3.17 : Impact of Packaging on the Purchase Decision of "Galette"

source : Developed using Excel data.

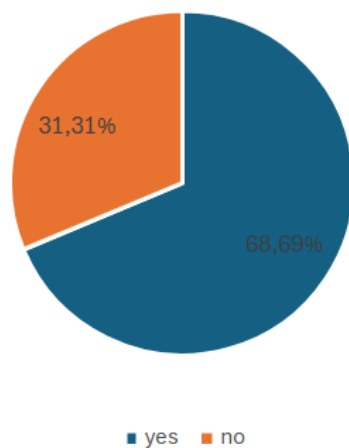


Figure 3.14 : Impact of Packaging on the Purchase Decision of "Galette"

Source : Developed using Excel data.

Comment : A significant majority of respondents (68.69%) indicated that nostalgic packaging could sway their decision to purchase "Galette." This suggests that visual and emotional cues tied to childhood memories or familiar imagery play a powerful role in

consumer behavior. On the other hand, 31.31% said they wouldn't be influenced by the packaging, implying a more rational or quality-focused approach.

Question 14 : how would describe Bimo to someone who has never heard of it ?

Comment : we have grouped the answers into the following categories :

- people who consider Bimo as a childhood brand
- people who consider Bimo one of the best brands who maintained the quality of its product despite the competition
- people who said that Bimo has the best quality-price ratio
- people who consider Bimo a pillar in the algerian biscuit market

1-2 Cross sorting :

After analyzing all sections of the questionnaire using a flat sorting , we would like to further refine the results we obtained through a cross-tabulation analysis. To do this, we selected a few results that we considered useful for testing our hypotheses .

Question 09 : Are you more likely to try a new product if it evokes nostalgic memories ?

Question 10 : Indicating the level of agreement or disagreement :

- When a nostalgic brand launches a new product , i am more likely to view it positively

		When a nostalgic brand launches a new product , i am more likely to view it positively											
		Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Total	
		Frq	%	Frq	%	Frq	%	Frq	%	Frq	%	Frq	%
Are you more likely to try a new product if it evokes nostalgic memories ?	Definitely no	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
	Probably no	0	0 %	1	2,70%	0	0 %	2	2,74%	0	0 %	3	1,54%
	Neutral	0	0 %	0	0 %	1	3,33%	1	1,37%	1	3,57%	3	1,54%

Probably yes	12	46,15%	17	45,95%	17	56,67%	38	52,05%	6	17,86%	90	46,15%
Definitely yes	14	53,85%	19	51,35%	12	40,00%	32	43,84%	22	78,57%	99	50,77%
Total	26	13,33 %	37	18,97 %	30	15,38 %	73	37,44 %	29	14,87 %	195	100 %

Table 3.18: First cross-tabulation

Source : Own elaboration

Comment :

The cross-tabulation analysis supports Hypothesis 1, suggesting that nostalgia positively influences consumer attitudes towards new products. Respondents who agreed that their emotional connection to a nostalgic brand makes them believe its new products are of high quality also demonstrated higher trust in nostalgic brands over unfamiliar ones, with 56.06% agreeing and 37.50% strongly agreeing with the trust statement. Conversely, those who strongly disagreed with the emotional connection statement were more likely to distrust nostalgic brands, with 56.67% strongly disagreeing with the trust statement. These results align with responses to Question 9 ("Are you more likely to try a new product if it evokes nostalgic memories?") and Question 10 ("When a nostalgic brand launches a new product, I am more likely to view it positively"), indicating that emotional attachment to nostalgic brands not only enhances trust but also fosters favorable evaluations of new product offerings, thereby reinforcing the hypothesis.

Question 10 : Indicating the level of agreement or disagreement :

- I trust brands that evoke nostalgic feelings more than new unfamiliar brands ,
- My emotional connection to a nostalgic brand makes me believe their new products are high quality

		I trust brands that evoke nostalgic feelings more than new unfamiliar brands
--	--	--

		Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Total	
		frq	%	frq	%	frq	%	frq	%	frq	%	frq	%
My emotional connection to a nostalgic brand makes me believe their new products are high quality	strongly disagree	17	56,67 %	8	18,18 %	5	15,15 %	0	0 %	0	0 %	30	15,46 %
	Disagree	11	36,67 %	22	50,00 %	2	6,06%	8	12,12 %	1	6,25%	44	22,68 %
	Neutral	1	3,33 %	5	11,36 %	12	36,36 %	13	19,70 %	1	6,25%	32	16,49 %
	Agree	1	3,33 %	7	15,91 %	10	30,30 %	37	56,06 %	11	37,50 %	66	34,02 %
	Strongly agree	0	0 %	2	4,55%	4	12,12 %	8	12,12 %	8	50,00 %	22	11,34 %
	Total	30	15,90 %	44	22,56 %	33	16,41 %	66	33,85 %	21	11,28 %	194	100 %

Table 3.19 : Second cross-tabulation

Source : Own elaboration

Comment :

The cross-tabulation analysis supports Hypothesis 2, which posits that emotional connection to a nostalgic brand enhances consumer trust. The data reveal a strong association between emotional attachment and brand trust: among respondents who agreed that their emotional connection to a nostalgic brand makes them believe its new products are of high quality, 56.06% also agreed and 37.50% strongly agreed that they trust brands evoking nostalgic feelings more than unfamiliar ones. In contrast, individuals who strongly disagreed with the emotional connection statement predominantly expressed distrust, with 56.67% strongly disagreeing with the trust statement. These findings suggest that emotional bonds formed through nostalgia play a key role in fostering trust, highlighting how emotional familiarity can influence consumer perceptions of brand reliability and credibility.

2-Interpretation of results and recommendations

2-1 Summary of the results

- among the 241 people surveyed , 98 are males and 143 are females
- 39,42% are aged between 18 and 24 years old
- 50,21% consume Bimo`s products occasionally
- 83,82% have stated that Bimo`s products remind them of a specific moment or past experiences
- 33,87% associate Bimo with comfort
- 59,94% describe Bimo as a nostalgic brand
- 82,16% have purchased a product because it reminded them of their childhood or past experiences

the people who have not purchased a product because it reminded them of their childhood or past experiences

- 29,79% have stated that their buying decision is influenced by recommendations

the people who have purchased a product because it reminded them of their childhood or past experiences

- The results suggest that nostalgia generally reinforced brand trust, emotional attachment, and purchase intentions. The respondents tended to associate nostalgia brands with positive memories and view the new products favorably. However, the role of nostalgia is less defining for food purchasing intentions
- 51,03% have heard of the new spreadable Galette by Bimo
- 25,36% sited that taste and quality is the most influential factor when buying the spreadable Galette
- 68,69% agree that nostalgic packaging influence their decision to buy the spreadable Galette

2-2 Testing the hypothesis

From the summarization results, it is clear nostalgia greatly impacts consumers' purchase intentions. The results also highlight that nostalgia is a strong marketing tool because it creates emotional ties, reinforces trust, and improves perceptions of new products. This emotional tie improves consumers' loyalty and leads to positive evaluations of products with

familiarities that evoke pleasant memories. Overall, using nostalgia appears to be a deliberate practice for managing consumer behavior and purchasing decisions.

We will now present and discuss our various research hypotheses :

Hypothesis 1:nostalgia positively influences consumer attitudes toward new products, This hypothesis is confirmed as our results confirm that the nostalgic associations significantly impact more positive assessments of new products.

Hypothesis 2: the emotional connection to a nostalgic brand enhances consumer trust , the second hypothesis is also confirmed ,the results indicate that consumers have greater trust in the brand that evokes nostalgic emotions than an unfamiliar brand.

Hypothesis 3:Nostalgia allows consumers to relive past memories, which increases their purchase intention ,the final hypothesis is also confirmed , the final results indicated that recalling good past experiences via a brand greatly increases consumers' willingness to purchase.

2-3 Suggestions and recommendations

- In the competitive marketplace organizations today operate in, brands must use emotional routing in their marketing, most importantly nostalgia, to establish a greater connection with consumers that could impact purchasing behavior.
- With the integration of experiential elements into the decision-making process, brands should be more aware of how they can elicit nostalgic memories during product launches and communications campaigns to derive positive attitudes among consumers.
- In the case of BIMO's spreadable Galette, it is crucial to emphasize the brand's legacy and history in promotional materials to strengthen nostalgic bonds with consumers and foster trust in the new product.
- As spirited emotional connections with nostalgic brands can increase trust and purchase intention, companies ought to feature their heritage, key milestones, and previous successes across their marketing channels all the time.
- Our findings also demonstrate that, while nostalgia has an important impact, variables relating to product taste and quality decision remain primary. Hence, BIMO must

ensure that the spreadable Galette meets quality standards and will maintain their positive perceptions.

- Finally, while nostalgia is a powerful driver, brands should balance it with innovation to stay relevant to younger audiences who may not share the same emotional history with the brand.

CONCLUSION

This dissertation has examined how nostalgia affects the intention to purchase new products. The memoir is structured into three main chapters. The first chapter focuses on nostalgia in marketing. It begins examining definitions and theoretical constructs of nostalgia, then examines how nostalgia affects consumer behavior before discussing how nostalgia is used as a marketing tool to create emotional attachments in order to influence purchases. The second chapter addresses the intention of buying a new product. It covers the key elements that shape consumer attitudes, the purchase intention concept, and the process of decision making involved in purchasing. The third and final chapter addresses the analysis and interpretation of our results. The chapter begins by presenting the host organization, BIMO Industry, and then concludes with an explanation of our methodology and the results of our research. The chapter shares a presentation of our data collection and interpretative analysis against all the theoretical concepts introduced in the former chapters. This memoir concludes with reflection on the implications of our findings, and recommendations for future research and use in marketing practice.

The objective of this thesis is to understand how nostalgic elements of marketing influence consumer's attitudes and intentions toward the purchase of new products. By utilizing both theoretical analysis and empirical work, this study aims to understand the psychological and emotional elements of nostalgic marketing and examine the effectiveness of nostalgia on consumer decision-making.

In this context, to carry out our study, we completed an internship within the company BIMO INDUSTRY , Relying on a literature review as well as a quantitative study conducted through a questionnaire with a sample of nearly 241 people, in order to answer our research question.

After collecting and processing the data from our questionnaire, we were able to analyze our hypotheses and arrive at the following results:

- **Hypothesis 01** : nostalgia positively influences consumer attitudes toward new products

We confirm this hypothesis : nostalgia is positively related to consumer attitudes toward new products. Specifically, consumers who were given the nostalgic stimulus rated the new product significantly more positively than those who did not receive the nostalgic stimulus.

This result shows that nostalgia can create positive emotions and foster memories that ultimately affect consumer perceptions of and attitudes toward new products . In this case, consumers can be influenced to adopt the new product

- **Hypothesis 02** : the emotional connection to a nostalgic brand enhances consumer trust

We confirm this hypothesis : Through our experiences in the internships, we came to understand that nostalgic emotional connection to a brand increases consumer trust, as participants who had a strong emotional connection to a nostalgic brand component expressed significantly higher levels of trust towards that brand. This finding is indicative of a nostalgic emotional connection growing familiarity and emotional connection in the product and thus increasing consumer confidence in the brand.

- **Hypothesis 03** : Nostalgia allows consumers to relive past memories, which increases their purchase intention

We confirm this hypothesis 3 : nostalgia allows consumers to relive memories that increased purchase intention. Respondents who recalled nostalgic feelings during the study also more likely indicated their desire to purchase the new product. This suggests that through the nostalgic cue of reliving an important memory, an emotional tie is created and increases the consumers' motivation to purchase. These results reinforce the notion that nostalgia can be considered a strong psychological lever that influences consumer's actions.

In conclusion this study could be considered a step in the right direction for the port in order to mitigate the current obstacles, and looking ahead, future studies could build upon the foundation laid in this memoir to further enrich our understanding of the dynamics between nostalgia-driven consumer behavior and new product adoption . We have demonstrated that nostalgia increases emotional ties, trust and purchase intention, providing a base for potential future study of emotion-based marketing strategies. Future studies may examine the potential impact of nostalgic stimuli in many different forms, such as music, visuals, storytelling and on other consumer segments. Future studies may also examine the lasting impact nostalgic branding has on customer loyalty and brand equity. Additionally, future studies should explore the ethical implications and representation issues involved in nostalgic marketing to promote inclusivity and make it appealing across audiences. Expanding on the findings

presented in this thesis may lead to research that is more emotionally empathetic and useful for brand marketers and organizations.

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APPENDIX

Appendix 1 : Questionnaire

Section 1 :



enquête sur : l`influence de la nostalgie sur l`intention d`achat d`un nouveau produit , cas : **Bimo** استبيان حول: تأثير الحنين إلى الماضي على نية شراء منتج جديد - دراسة حالة

Nous sommes deux étudiantes en Master spécialisant en **Marketing Management à l'École des Hautes Études Commerciales (EHEC)** , dans le cadre de notre projet de fin d'études, nous menons cette étude pour comprendre **comment les émotions nostalgiques influencent l'intention d'achat d'un nouveau produit** . Vos réponses seront traitées de manière **anonyme et confidentielle**.

Le questionnaire prendra **5 à 7 minutes** à remplir.

Merci infiniment pour votre temps et votre contribution à notre recherche !

وفي إطار مشروع (EHEC) نحن طالبتان في مرحلة الماجستير متخصصتان في إدارة التسويق بمدرسة الدراسات التجارية العليا. نهدف إلى فهم كيف تؤثر المشاعر الحنينية على نية الشراء لمنتج جديد. سنتم معالجة إجاباتكم بشكل مجهول وسري. سيستغرق استكمال الاستبيان من 5 إلى 7 دقائق. نشكركم جزيل الشكر على وقتكم ومشارككم في بحثنا

yasminehadjkassem@gmail.com [Changer de compte](#)



 Non partagé

Section 2 :

Section sans titre

العمر / Âge *

- Moins de 18 ans / أقل من 18 سنة
- ans18-24 / سنة 18-24
- ans 34-25 / سنة 25-34
- ans 44-35 / سنة 35-44
- ans 54-45 / سنة 45-54
- et plus 55 / فما فوق 55

الجنس / Genre *

- Masculin / ذكر
- Féminin / أنثى

* **À quelle fréquence consommez-vous les produits BIMO ? / كم مرة تستهلك منتجات بيمو؟**

- Jamais/أبداً
- rarement/نادرأ
- occasionnellement/أحيانأ
- fréquemment/كثيرأ

* **Les produits BIMO me rappellent un moment ou une expérience spécifique de mon passé./ منتجات بيمو تذكرني بلحظة أو تجربة معينة من ماضي.**

- oui / نعم
- non / لا

* **Quelles émotions associez-vous à BIMO ?/ ما هي المشاعر التي تربطها بمنتجات بيمو؟**

- Joie / السعادة
- réconfort/ الراحة
- confiance/ الثقة
- curiosité / الفضول
- indifférence / اللامبالاة
- Autre : _____

* كيف تصف علامة بيمو التجارية؟ / Comment décrieriez-vous la marque BIMO ? *

- Moderne / عصرية
- nostalgique / تدعو للحنين
- digne de confiance / موثوقة
- innovante / مبتكرة
- Autre : _____

* Avez-vous déjà acheté un produit / هل سبق لك شراء منتج لأنه ذكرك بطفولتك أو تجاربك السابقة؟
car il vous rappelait votre enfance ou des expériences passées ?

- Oui / نعم
- Non / لا

Section 3 :

Qu'est-ce qui influence votre décision lors de l'achat d'un produit ? *

- Prix / السعر
- Emballage / التغليف
- Goût et qualité / الطعم والجودة
- Promotions ou réductions / التخفيضات أو العروض
- Accessibilité / التوفر
- Recommandations / التوصيات

À votre avis, pourquoi la nostalgie n'influence-t-elle pas vos choix d'achat ? (question ouverte)

Votre réponse

Section 4 :

Seriez-vous plus enclin à essayer un nouveau produit s'il évoque des souvenirs nostalgiques ? *

- Tout à fait d'accord / بالتأكيد نعم
- Probablement oui / ربما نعم
- Neutre / محايد
- Probablement non / ربما لا
- Pas du tout d'accord / بالتأكيد لا

* / Veuillez indiquer votre niveau d'accord ou de désaccord avec les affirmations suivantes :

	لا أوافق بشدة / Pas du tout d'accord	لا أوافق / Pas d'accord	محايد / Neutre	أوافق / D'accord	أوافق بشدة / Tout à fait d'accord
أثق في العلامات التجارية التي تثير مشاعر الحنين أكثر من العلامات الجديدة غير المألوفة. / Je fais plus confiance aux marques qui évoquent la nostalgie qu'aux nouvelles marques inconnues.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ارتباطي العاطفي بعلامة تجارية تثير الحنين يجعلني أعتقد أن منتجاتها الجديدة عالية الجودة./Mon lien émotionnel avec une marque nostalgique me fait croire que ses nouveaux produits sont de haute qualité.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
إحياء التجارب السابقة من خلال العلامة التجارية يزيد من رغبتني في شراء منتجاتها الجديدة./Revivre des expériences passées à travers une marque augmente mon envie d'acheter ses nouveaux produits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

تذكرني العلامات التجارية
الحنينية بذكرات إيجابية من
ماضي./Les marques
nostalgiques me
rappellent des
souvenirs positifs du
passé.

أشعر بارتباط عاطفي بالعلامات
التجارية التي كانت مشهورة في
طفولتي/مراهقتي./Je me
sens attaché(e)
émotionnellement
aux marques
populaires pendant
mon
enfance/adolescence.

عندما تطلق علامة تجارية
حنينية منتجاً جديداً، أميل إلى
رؤيته بشكل إيجابي./Quand
une marque
nostalgique lance un
nouveau produit, j'ai
plus tendance à le
percevoir
positivement.

الحنين إلى الماضي مهم في
قراراتي لشراء المواد
الغذائية./La nostalgie
est importante dans
mes décisions
d'achat de produits
alimentaires.

الجانب الحنيني للمنتج يجعلني
أشعر بشكل إيجابي
تجاهه./L'aspect
nostalgique d'un
produit me donne une
impression positive.

Section 4 :

هل سمعت عن المنتج الجديد "غالييت" من BIMO? / Avez-vous entendu parler du nouveau produit « Galette » de BIMO ? *



- Oui / نعم
- Non / لا

Section 5 :

* / Lequel de ces facteurs vous motiverait le plus à acheter « Galette » ?
أي من هذه العوامل سيثبجك أكثر على شراء "غاليت"؟

- Lien nostalgique (me rappelle mon enfance) / (بذكرني بطفولتي) الارتباط العاطفي (يذكرني بطفولتي)
- Goût et qualité / الطعم والجودة
- Prix et accessibilité / السعر والقدرة على الشراء
- Réputation de la marque (Groupe BIMO) / (مجموعة BIMO) سمعة العلامة التجارية
- Recommandations d'amis/famille / توصيات الأصدقاء/العائلة

* / Un emballage nostalgique influencerait-il votre décision d'acheter « Galette » ?
هل يؤثر التغليف الذي يثير الحنين على قرارك بشراء "غاليت"؟

- Oui / نعم
- Non / لا

/ Comment décririez-vous BIMO à quelqu'un qui ne le connaît pas ? (question ouverte)
لشخص لم يسمع به من قبل؟ (سؤال مفتوح) كيف تصف BIMO

Votre réponse

Appendix 2 : BIMO's organisation chart

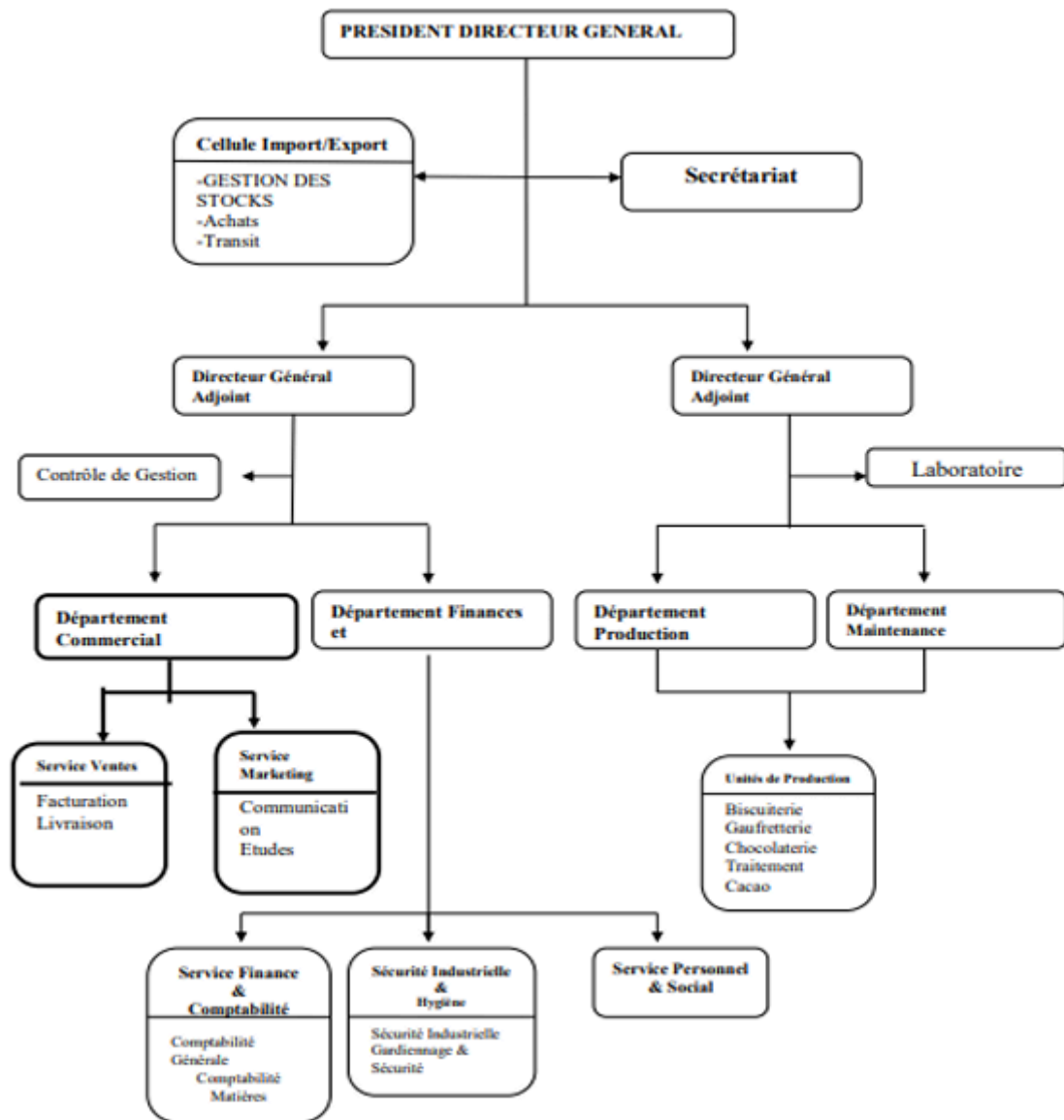


TABLE OF CONTENTS

Dedication.....	I
Acknowledgement.....	III
Abstract	IV
Resumé	V
ملخص.....	VI
Liste of figures.....	VII
List of tables	VIII
List of appendices	IX
Summary.....	X
Introduction.....	1
Chapter 01: Nostalgia in marketing	5
Section 1 : Definition and theoretical framework of nostalgia in marketing	6
1 - Fundamentals of nostalgia	6
1-1 Definition of nostalgia.....	6
1-2 The etymology of the word	8
1-3 Origin of the concept	8
1-4 Types of nostalgia.....	9
1-5 The psychology behind nostalgia	10
1-6 The five senses of nostalgia	11
2 - Nostalgia in marketing	13
2-1 Definition of nostalgia in marketing.....	14
2-2 Elements of nostalgia marketing	15
2-3 Forms of nostalgic marketing campaigns	16
2-4 Types of nostalgic experiences	16
2-5 Target group of nostalgia marketing	17
3 - Introducing the concept of retro marketing	18
3-1 Defining retro marketing	18
3-2 The role of retro marketing	19
3-3 Examples of the use of nostalgia	20
Section 2 : The role of nostalgia in consumer behavior.....	21
1 - Core concept of consumer behavior	22
1-1 Definition of consumer behavior	22
1-2 Ways of acquiring a product	23

1-3	The factors that influences consumer behavior	24
1-4	Consumer perception of nostalgia	26
1-5	The role of nostalgia in modifying consumer behavior.....	27
1-6	The influence of nostalgia on consumer decision making processes.....	27
1-7	Nostalgia’s role in each step of the process	28
2 -	Introducing the concept of emotional marketing	29
2-1	Definition of emotional marketing	29
2-2	The use of emotions in marketing.....	29
2-3	The impact of emotions on marketing campaigns	31
2-4	The emotional impact of nostalgia on consumer behavior	31
2-5	Link of nostalgia in marketing with emotional marketing and retro marketing..	32
3 -	The role of emotional brand attachment in strengthening brand loyalty and consumer trust	32
3-1	Emotional Brand Attachment	32
3-2	Components of emotional brand attachment	33
3-3	Impact of Emotional Brand Attachment on Consumer Behavior	34
3-4	Balancing Nostalgia and Innovation	34
	Section 3 : The Use of Nostalgia in Marketing Strategies	36
1 -	Nostalgic brand	36
1-1	Definition of nostalgic brand	36
1-2	Types of nostalgic brands	37
1-3	Dimensions of nostalgic brands.....	37
1-4	The reason of thirvigniness of nostalgia in 2025	38
2 -	Nostalgia in marketing strategies.....	39
2-1	Nostalgia as a tactic	39
2-2	Nostalgia in industries.....	40
2-3	Nostalgic trends and the vintage obsession.....	41
2-4	brands that can use nostalgia in their strategies in Algeria	43
3 -	Risks and limits of nostalgic marketing campaigns	45
	Chapter 02 : Purchase intention towards new products.....	46
	Section 1 : Understanding consumer attitude	47
1-	The concept of the consumer.....	47
1-1	Definition of the term consumer.....	47

1-2	Consumer characteristics	49
2 -	The concept of attitude	49
2-1	Definition of attitude according to social psychology.....	49
2-2	Definition of consumer attitude	50
2.3	Importance of Studying consumer attitudes.....	51
2.4	The Components and the the measurements of Consumer Attitude	52
3 -	Behavior and attitude	53
3-1	Behavioral beliefs and attitude toward the behavior.....	53
3-2	Attitude towards behavior.....	54
3-3	Theory of planned behavior.....	55
Section 2 : Basic concept of purchase intention.....		57
1-	Understanding purchase intention	57
1-1	The definition of purchase intention.....	58
1-2	Measurement of purchase intention.....	58
1-3	Specificity of intentions	60
1-4	Factors influencing purchase intention	61
5 -	Theoretical model of intention	63
5-1	Fishbein's model for the prediction of intentions	63
5-2	The relationship between intentions and behaviors	64
Section 3 : Basic concept of purchase decision		66
1 -	Fondation of purchase decision.....	67
1-1	Definition of purchase decision.....	67
1-2	The different types of purchases.....	67
1-3	Determination of Purchase Decision.....	68
2-	Participants and Processes.....	69
2-1	The participants in a purchase decision.....	70
2-2	The main steps of a decision-making process.....	70
2-3	Types of behaviours in making the decision to buy.....	72
3 -	Consumer Behavior Models.....	73
3-1	The Howard-Sheath model of consumer behaviour.....	73
3-2	The consumer's decision to adopt a new product.....	75

Chapter 03 : Evaluation of the influence of nostalgia on the intention of buying a new product.....	77
Section 1 : Presentation of The host organisation ‘BIMO INDUSTRY’.....	78
1 - Company profil : BIMO INDUSTRY	78
1-1 Presentation of BIMO INDUSTRY.....	78
1-2 The history of BIMO INDUSTRY.....	79
1-3 Values and objectives and mission of BIMO INDUSTRY	80
1-4 The distribution of the workforce	81
1-5 Organisational structure and department.....	82
2 - BIMO`s Products and branding	83
2-1 BIMO`s product strategy	83
2-2 Classification of products : by category.....	84
2-3 Classification of products : by target audience.....	88
2-4 Brand identity	90
2-5 Product innovation and development	91
3 - BIMO`s Marketing Strategy for the Launch of the Spreadable Galette	92
3-1 Product strategy.....	92
3-2 Pricing strategy.....	93
3-3 Distribution strategy	93
3-4 Promotion strategy.....	93
3-5 BIMO`s positioning.....	94
Section 2 : Research methodology	95
1- Presentation of the survey	95
2- The survey samples	95
3- Questionnaire administration	96
4- Structure of the questionnaire.....	96
5- Processing and analysing the results	97
Section 3 : Presentation of collected data	97
1- Data analysis and presentation	97
1-1 flat sorting	98
1-2 cross sorting	116
2- Interpretation of results and recommendations	118
2-1 Summary of the results	119

2-2	Testing the hypothesis	119
2-3	Suggestions and recommendations	120
	Conclusion	122
	Bibliography	
	Appendixes	