THE NOSTALGIC ECONOMY: A STUDY ON THE DOMINATION OF NOSTALGIC FOCUS IN CONTEMPORARY MEDIA AND ITS INFLUENCE ON STREAMING PREFERENCES.

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ABSTRACT:

Nostalgia refers to the mixed feelings of happiness and gloominess that occurs while reminiscing the past. In everyday life, we come across many situations or people, where there is longing for the time begone. This intense emotion has played a major role in building a set of audience for the streaming media, wherein this intense emotion of longing for the past has been put to use to influence or manipulate the preferences of the mass. The interlink between the media and human psychology has influenced the change in choice of the mass. This paper will focus on the on the domination of nostalgic focus in contemporary media and its influence on streaming preferences with the objectives of understanding the concept of nostalgia and its psychological functions,potential of streaming media in evoking the feeling of nostalgia among viewers and how it manipulates our preferences using our fascination towards 'good-old-times' and our obsession with the things that we missed out on in the past. The study is conducted based on the primary data collected from 150 samples in Moodbidri.

Key words: Nostalgia, Web Series, Streaming Applications.

INTRODUCTION:

Nostalgia is a term used to refer to that sentimental feeling of both joy and sorrow on account of a past memory. It if often accompanied by a desire to go back to those 'good-old-days'. It is an impulse to look back to our happy times and wish that we were there. The term was coined by a Swiss medical student Johannes Hofer. It is a combination of two Greek words namely, *nostos* which means homecoming and *algos* which means pain. Thus, etymologically 'nostalgia' roughly translates to homecoming pain.

Nostalgia is considered as an emotional experience that triggers the longingness for the days that have gone by. This intense feeling that causes complex emotional surge is, however, at present being used as an effective marketing strategy across products and services all over the world. It plays a major role in attracting and maintaining customers as it is a very fine tool that is instrumental in effective communication. The technique of

deceptive advertising wherein the understanding of human psychology is put into use to manipulate the mass by tapping on their emotional soft spot has become rampant in the day.

As known the video and music streaming applications are very popular among the youth, who are more in number in our country. These very platforms are used to induce the feeling of nostalgia among them which would trigger them to perform an action as desired by the marketer which would in turn be used to condition them to make a purchase of a product or service that is associated with it, thereby easily manipulating the preferences of the mass.

REVIEW OF LITERATURE:

A Review of Nostalgic Marketing by Rubo Cuidiscusses the nostalgia in marketing that is "how it is used as a way to communicate with consumers and is converted into an effective marketing field. It presents the concepts and mechanism of nostalgic marketing, the target group and strategies of nostalgic marketing, etc."

Consumer Nostalgia Literature Review and an Alternative Measurement Perspective by Justina Gineikienediscusses the "represents an attempt to comprehensively assess extant research in consumer nostalgia field, distinguish developments in the literature by summarizing the main findings of previous research and establishing theoretical trends."

An Involvement Explanation for Nostalgia Advertising Effects by Darrel D. Muehling &Vincent J. Pascal "seeks to offer additional insights regarding why positive "nostalgia effects" in advertising may be observed, that is, why nostalgic ads tend to elicit more favorable consumer responses than do non-nostalgic ads. Using the personal relevance component of advertising involvement as a theoretical foundation, the study supports hypothesized expectations that nostalgic ads are capable of inducing greater levels of self-reflection and advertising involvement."

OBJECTIVES:

The intense emotion of has been put to use to influence or manipulate the preferences of the mass by interlinking media and human psychology. This paper will focus on the on the domination of nostalgic focus in contemporary media and its influence on streaming preferences with the objectives of understanding the concept of nostalgia and its psychological functions, positives and negatives of nostalgia, potential of streaming media in evoking the feeling of nostalgia among viewers and how it manipulates our preferences using our fascination towards 'good-old-times' and our obsession with the things that we missed out on in the past.

METHODOLOGY

The study originated from the need to explain the domination of nostalgic focus in contemporary media and its influence on streaming and buying preferences. Survey method was adopted in the study wherein questionnaires were given to 150 respondents between the age group of 18 to 30.

RESULTS AND DISCUSSION:

The intense emotion of has been put to use to influence or manipulate the preferences of the mass by interlinking media and human psychology. This paper will focus on the on the domination of nostalgic focus in contemporary media and its influence on streaming preferences with the objectives of understanding the concept of nostalgia and its psychological functions, positives and negatives of nostalgia, potential of streaming media in evoking the feeling of nostalgia among viewers and how it manipulates our preferences using our fascination towards 'good-old-times' and our obsession with the things that we missed out on in the past.

Figure 1:

Chart showing the percentage of population that has access to gadgets that can be used to access the various streaming applications or platforms.
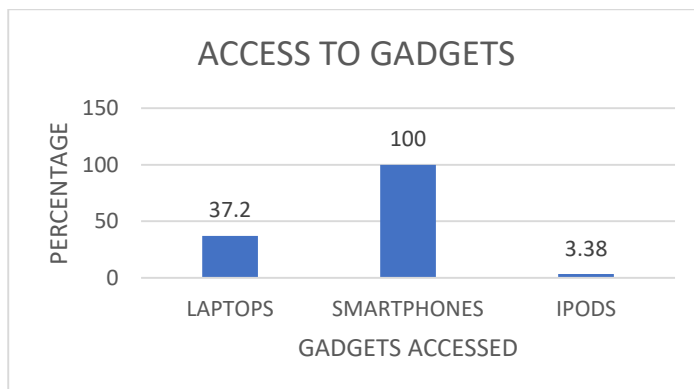

At present almost every individual across the age group has access to smartphones as indicated by the percentage shown in Fig. 1 whereas only 37.2% have access to laptops and very few numbers of people have access to I-pods as indicated by a percentage of 3.28. The reason for universal access to smartphones maybe due to the rapid growth of technology and related domains as well as the increased inclination of youth towards social media. Other factors that influence this trend might be the affordability and the trend-setting as far the gadgets are concerned, technological education, etc.

According to the findings of the survey, there is no much difference among the men and women, as seen in case of access to smartphones. Access to laptops is more among males with 62.35% whereas only 37.65% of females have access to laptops. Out of the 3.38% of i-pod users, males dominate over a negligible number of females.
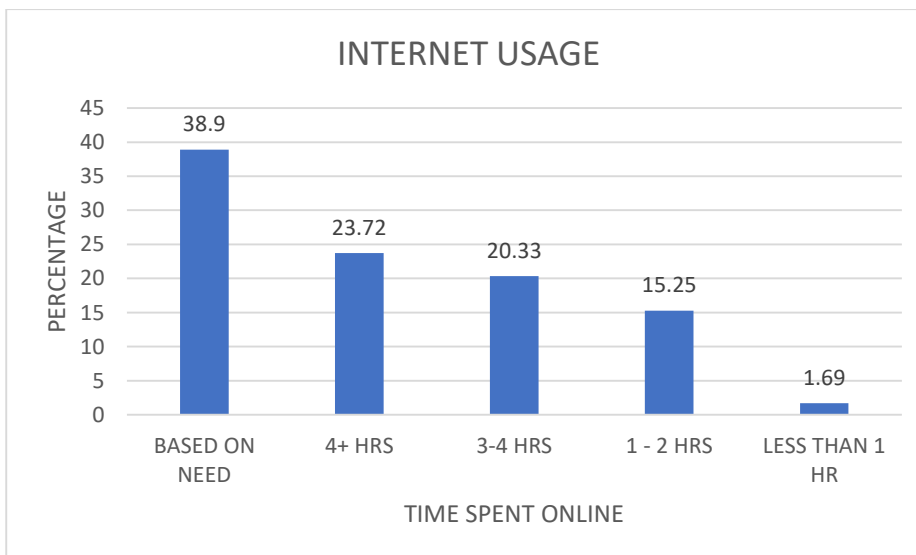
Figure 2:

Chart showing the percentage of population that has access to internet in their gadgets (smartphones, laptops, i-pods, etc.)
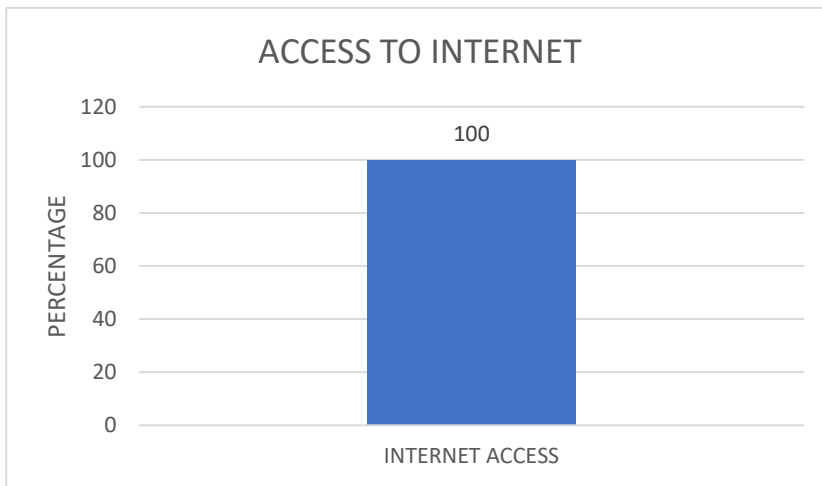
As shown in Fig. 2, every individual has access to internet without much distinction based on gender. The factors that influence this trend too, might be the increased growth in technology and the inclination of youth towards social media platforms. The availability of internet services for affordable and worthy prices may also be another factor that has made internet facility accessible to the majority of the population.

Figure 3:

Chart showing the percentage of people spending time on internet usage across various timespans.


As shown in Figure 3, 38.9 percentage of people spend their time online on social media platforms, streaming applications, internet surfing, etc. based on the need, 23.72 percentage spend more than 4 hours a day online, 20.33 percentage and 15,25 percentage of them spend 3 to 4 hours and 1 to 2 hours of their time per day on internet respectively whereas only a negligible amount of people accounting for 1.69 percentage spend less than a hour online per day.

The technological advancements catering to digitalized mode of working, introduction of digital/smart learning, social media addiction, introductio0n of e-news platforms, etc. might be a few reasons as to why such trend is seen in the time spend on using internet on a daily basis.

Figure 4:

Chart showing the percentage of population that has access to various video streaming applications.
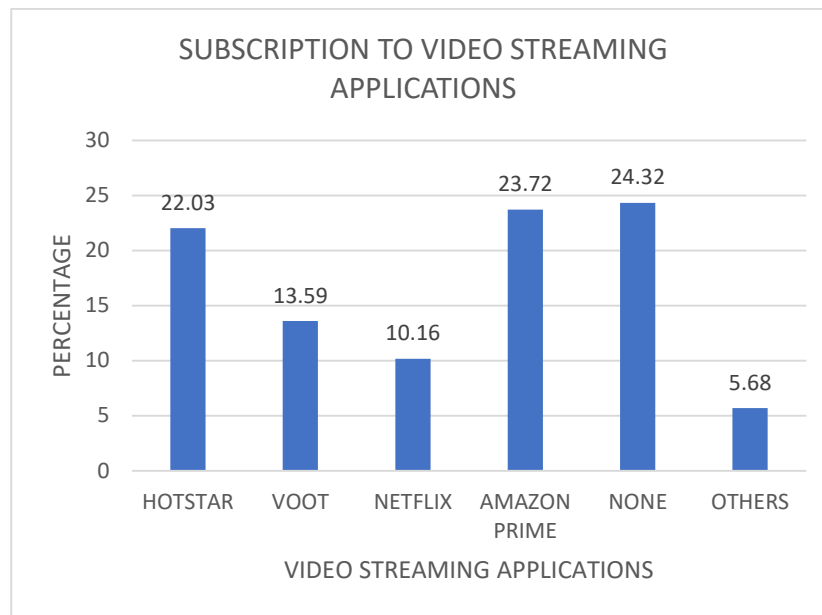

As shown in Figure 4, 24.32 percentage of the population has subscribed to none of the video streaming applications but access freemium streaming services. As far as the rest are concerned, 23.72 percent have subscribed to Amazon Prime, making it the most preferred streaming application. The factors that influence the popularity of Amazon Prime may be the subscription fee, the tie-up they have with airtel (recharge packages), the content quality and the benefits that the Prime users avail such as free and fast delivery, discounts, etc.

HotStar follows closely behind with 22.03 percent subscribing. As seen 13.59 percent and 10.16 percent have subscription to Voot and Netflix respectively and 5.68 percent have subscription to other streaming applications such as CrunchyRoll, PokemonGo, Rakuten Viki, Viu, etc.

Figure 5:

Chart showing the percentage of population that has access to various music streaming applications.
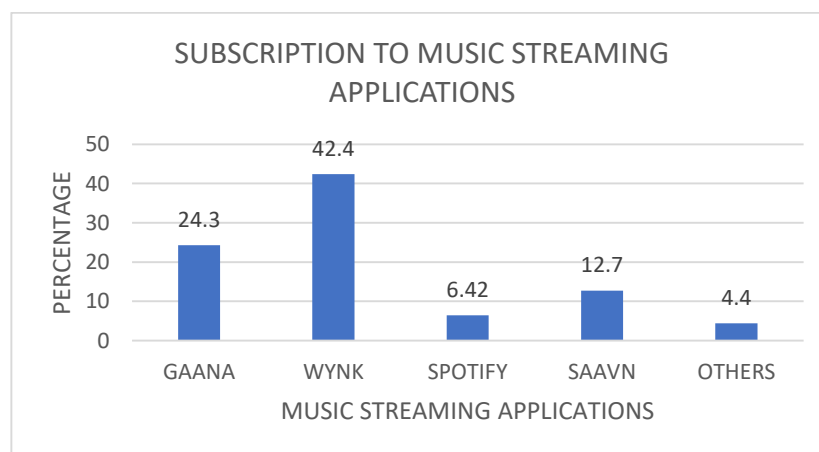

Among people, Wynk Music is the most preferred music streaming application as indicated in the Figure 4 with a percentage of 42.4. This might be due to the provision of free, unlimited listening and downloading made accessible to majority. Gaana stands second with 24.3 percent subscribing to it, followed by JioSaavn with 12.7

perecnt, Spotify with 6.42 percent and other music streaming applications such as Hungama, Google Play Music, Amazon Prime Music, etc.
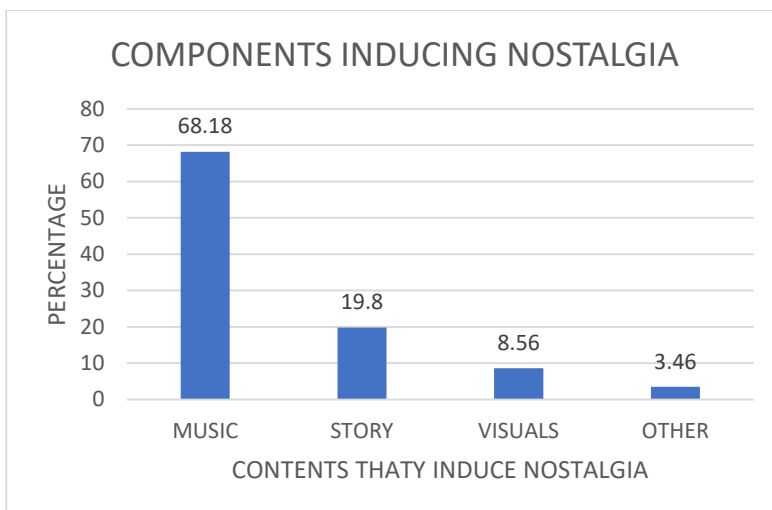
Figure 6:

Chart showing the percentage of population that has experienced the feeling of nostalgia while accessing streaming applications.
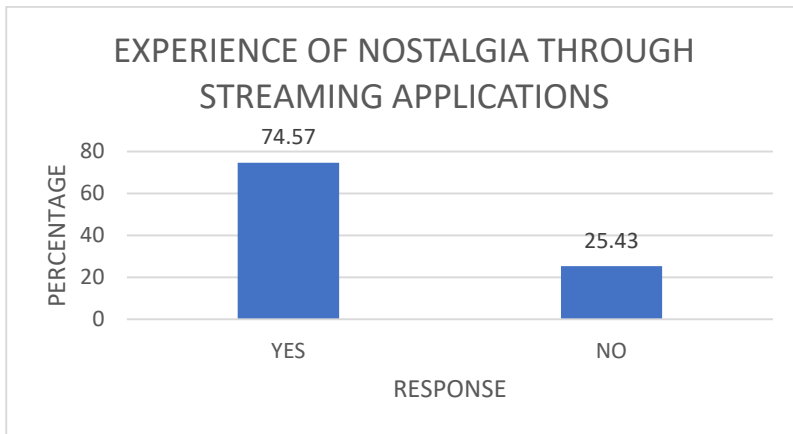
As shown in Figure 6, the result of the survey indicates that 74.57 percent have experienced the feeling of nostalgia through various streaming applications whereas only 25.43 percent claim to have not experienced the steaming application-induced feeling of longingness for the past.
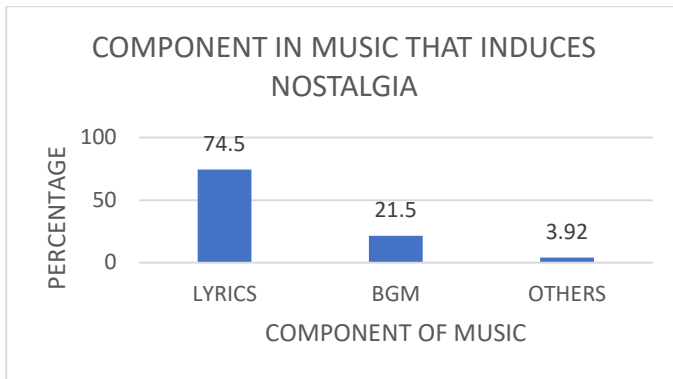
Figure 7:

 Chart showing the components of the streaming applications that induce the feeling of nostalgia.

As shown in Figure 7, 68.18 percent claim that music is the component in the video streaming applications that keeps them longing for the time begone, 19.8 percent opine that it is the storyline that makes them nostalgic, 8.56 percent turn nostalgic because of the visuals and 3.46 percent experience nostalgia due to other factors such as the titles, names, artists, singers, etc.
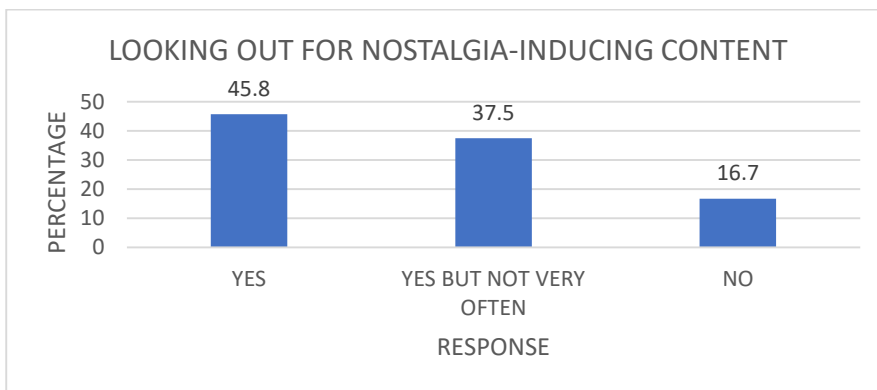
Figure 8:

Chart showing percentage of triggers that are claimed to induce the feeling of nostalgia while accessing music streaming applications.

COMPONENT IN MUSIC THAT INDUCES NOSTALGIA

As shown in Figure 8, 74.5 percent experience the feeling of nostalgia induced by music streaming applications with lyrics being the triggering factor whereas only 21.5 percent opine that the background music plays a role in triggering the memories of the past. The remaining 3.92 percent feel that nostalgia in music streaming applications is induced by other factors such as the artists, genre, etc.

Figure 9:

Chart showing percentage of people that look out for nostalgia-inducing content in various streaming and offline platforms.

LOOKING OUT FOR NOSTALGIA-INDUCING CONTENT

As indicated by figures in Figure 9, 45.8 percent of people accept that they have found themselves looking out for nostalgia-inducing content at some point of time, 37.5 percent claim that they too look out for nostalgia-inducing content but not very frequently and 16.7 percent disagree that they look for content that trigger longingness for the past.

Figure 10:

Chart showing the population that is influenced to make a purchase based on the feeling of nostalgia associated with it.
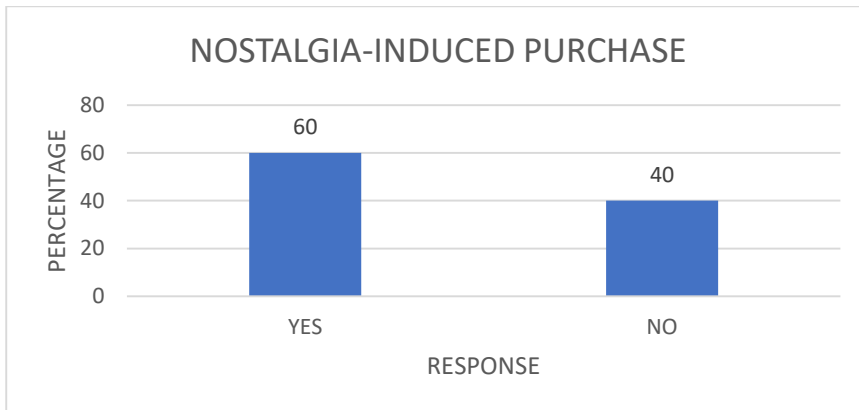

Figure 10 shows that 60percent of people are influenced to make a purchase based on the feeling of nostalgia associated with it and the remaining 40 percent claim that they are not influenced by nostalgia while making a purchase, but try to assess the product by its quality, composition, price, etc.

Figure 11:

Chart showing the population that is influenced to make a purchase based on the feeling of nostalgia associated with it.
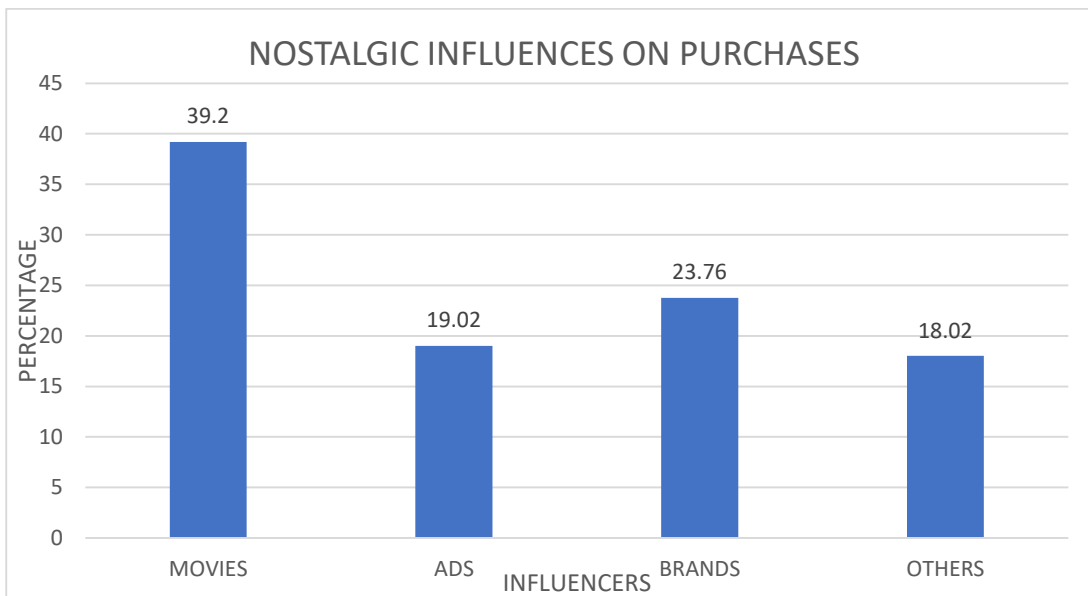
As shown in Figure 11, 39.2 percent make a purchase based on the nostalgia induced by movies, 23.76 percent make a nostalgia-induced purchase triggered by the brand of the product, 19.02 make a nostalgia-based purchase induced by advertisements, 18.032 percent make a nostalgia-induced purchase based on other factors like the artists, jingles, etc.

Figure 12:

Chart showing percentage of people who acclaim that nostalgia is a very effective tool in marketing.
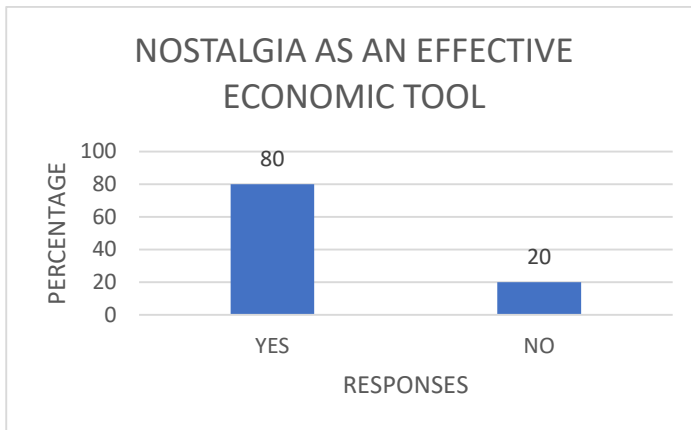

Figure 12 shows that 80 percent of people are agree that nostalgia is an effective tool in triggering purchase and the remaining 20 percent do not agree that nostalgia is an effective marketing tool.

DISCUSSION

The study was conducted on the age group of 18 to 30 years to analyse how the feeling of nostalgia has been put to use to influence or manipulate the preferences of the mass.

By the results if the study, it is indicated that the majority of the people of the age group have access to internet and spend an average of more than 4 hours a day on social media platforms, streaming applications and internet surfing.

Amazon Prime is the most popular video streaming application among this age group with 23.72 percentage of people subscribing to it and Wynk Music is the most subscribed for music streaming application with 42.4 percent subscribers. 74.57 percentage of people have experienced the feeling of nostalgia triggered by various video and music streaming applications and 68.18 percent of them claim that music is the most effective component that triggers nostalgia. Lyrics(74.5) are the component of music streaming applications that induce nostalgia the most.

45.8 percent of people find themselves looking for nostalgia triggering content at times and 60 percent claim to be influenced by nostalgia and associated products while making a purchase of which the major influence is of the movies as indicated by the percentage of 39.2. The majority of people agree that nostalgia is a very effective tool of marketing.

The access to internet, the rapid growth of technology, the process of digitalisation are the major contributors to the increasing number of users for both freemium and premium streaming media.

As far as the choice of streaming applications are concerned, the preference in both video and audio streaming is influenced by the factors such as the affordability of the subscription fee, the marketing strategies and benefits associated with subscribing to them and also the influence of recommendation and trend set by the peers.

The difference among male and female is very negligible as far as various dimensions surveyed about are concerned, though psychologically females are considered to be more prone to reciprocate to emotional appeals.

The influence of nostalgia is clearly seen in the consumer trends as indicated by the figures mentioned earlier. Movies, brand names and advertisements play a major role in evoking such trends.

CONCLUSION

1.   Nostalgia undoubtedly plays an important role in altering the preferences of the mass indicating that emotional appeal, irrespective of increased education and advancement in technology still has a strong hold over human decision.

2.   The rapid growth of technology and affordability of various gadgets plays a major role in the increasing number of streaming media users. But there is a distinction as far as subscription to freemium and premium applications are concerned that is, the majority prefers to go for those applications that provide services at minimum affordable prices or that provide a good number of benefits associated with its subscription.

3.   The music streaming applications are more effective in evoking the feeling of nostalgia than video streaming applications. The lyrics and the background music play a major role as far as audio induced nostalgia is taken into consideration.

4.   Movies and brands are the major aspects that influence nostalgic purchases.

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