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Built Ford Tough, Again: Does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?

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Built Ford Tough, Again: Does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?

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University of Montana, Davidson Honors College Capstone Research

BGEN490.80: Undergraduate Research Project

Dean Suzanne Tilleman

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Abstract

This marketing research paper investigates whether various generational groups of consumers associate the new Ford Bronco with positive feelings of nostalgia. The study conducted a comprehensive survey with 420 respondents to determine the extent of nostalgia evoked by new Ford Bronco advertisements among consumers of different age groups. The results of the research suggest a strong and affirmative response to the new Ford Bronco advertisements across all generational cohorts. This implies that the marketing strategy employed by Ford effectively taps into a universal sense of nostalgia, transcending generational boundaries. This finding underscores the brand's ability to connect with consumers of diverse age ranges and highlights the power of nostalgia in marketing campaigns. Furthermore, the study identified two significant correlations that shed light on the factors influencing personal nostalgia responses. Firstly, a positive correlation was observed between respondents with a higher annual household income and a more pronounced personal nostalgia response. This finding emphasizes the potential impact of economic status on consumers' emotional connections to nostalgic advertising campaigns. Secondly, the research revealed a noteworthy correlation between respondents who knew someone else that owned a new Ford Bronco and their positive personal nostalgia response. This suggests that personal connections and word-of-mouth endorsements play a pivotal role in amplifying the nostalgic appeal of the new Ford Bronco. In conclusion, this research underscores the effectiveness of Ford's marketing approach in invoking nostalgia across generational boundaries. Additionally, it provides valuable insights into the factors that contribute to individual nostalgia responses, such as income levels and personal connections. These findings offer critical implications for marketing strategies aiming to leverage nostalgia in promoting products, particularly in the automotive industry (OpenAI, personal communication, 2023).

Introduction

It's almost impossible to drive anywhere in 2023 without passing a new Ford Bronco on the road. My first interaction with a new Ford Bronco vehicle was in the spring of 2022 when I rode in my cousin's brand-new Bronco in Oklahoma. I was unfamiliar with the vehicle's incredible features and revival since Ford was still in the early stages of production at this point. Ever since, I've been amazed by the popularity and desire by all age groups to own a new Ford Bronco. Ford's incorporation of nostalgia in promotional efforts for the new Bronco models undoubtedly influenced consumers to become interested in and engage in purchase behavior. Because of how recently the new Ford Bronco models have been integrated into society, there is little available data on customer profiles, familiarity and likeness, and general opinions about the vehicles. In addition, information regarding target markets and sales is difficult to come across.

Since becoming interested in the Ford Bronco and more knowledgeable about effective marketing strategies, I chose to research whether advertisements for the Ford Bronco specifically influenced the nostalgia response in each generational group. This quantitative research was conducted by distributing a survey to a general population in order to understand the personal nostalgia responses to new Ford Bronco advertisements. Research into this topic also involved

collecting demographic data and general consumer familiarity and likeness of both classic and new Ford Bronco models. Collecting as much relevant data as possible from each respondent will allow my analysis to be well-rounded, valid, and reliable so that we can learn as much as possible about new Bronco owners, and whether they experienced positive feelings of nostalgia.

With this research, I hope to be able to draw a clear conclusion about whether nostalgia in new Ford Bronco advertisements influenced each generational group. From this, also analyzing to reveal if other factors (demographic, familiarity, etc.) played a role or correlated with a certain level of personal nostalgia. This research will aim to answer the question, “Does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?” so that marketers can better grasp the effectiveness of nostalgia advertising for automobiles and other products.

I address this topic by providing a literature review of Ford Bronco history, an overview of the rebranding of new Bronco models, and nostalgia research and scale development. There is relevant and updated research on how advertising influences nostalgia responses, however, limited research relative to a specific product, like a Ford Bronco. This research then moves on to explain survey data collection, analysis and methods used. Lastly, I will present the results and discuss implications and conclusions drawn from studying data.

Literature Review

To adequately set the stage for understanding the following research, I review literature detailing the history of the Ford Bronco, rebranding efforts taken by Ford (York, 2023), nostalgia proneness and consumption preferences (Holbrook, 1993) and critiques (Hallegate and Marticotte, 2014), effects of nostalgic advertising (Muehling and Sprott, 2004), effects of nostalgic advertising on brand (Muehling, Sprott, and Pascal, 2002), data on the Bronco customer profile (Libby, 2023), and research on attitudes, emotions, and Social Identity Theory in terms of nostalgia (Sierra and McQuitty, 2007).

Bronco Background

For decades, the Ford Bronco has garnered widespread popularity and a loyal fan-base, becoming one of the most cherished vehicle models in the automotive industry. The Bronco was immediately successful upon its immediate release in 1966. “In its first year alone, the Bronco sold nearly 24 thousand units, but that wasn’t even the most popular year. The most popular year of Bronco was 1974, when the Bronco sold nearly 26 thousand units” (Drummond, 2023). In recent years, owning a “vintage” Bronco has also become a trend, despite a lack of features and technology. The first few models of Ford Bronco were simple but brought a lot of sales and attention to the Ford Motor Company brand. “The first Bronco did not come with many comfort features. It had a spartan inside that spoke to the rugged personality Ford wanted the Bronco to embody. You could purchase a variety of accessories for early Broncos, including a snowplow, a winch, and a posthole digger. It was the do-it-all go-anywhere vehicle” (Drummond, 2023).

In 1978, Ford released the second generation of Bronco which was “significantly larger.” The fuel crisis paid a toll on this model of Bronco since it was deemed to be a “thirsty SUV” (Drummond, 2023).

In response to the public’s concerns, Ford “ditched the second generation” and created a smaller and lighter model for their third generation full-size SUV. “Ford also expanded the Bronco engine line to provide a six-cylinder option in addition to the V8s. People who wanted a sporty SUV but who were concerned about the cost of gasoline could get a Bronco. While the second generation of Bronco used the F-100 as a base, the third generation used an F-150” (Drummond, 2023).

In 1984, Ford introduced the Bronco II prior to the fourth generation in 1987. This model was meant to “provide a smaller alternative for young couples and single people” (Drummond, 2023). This more compact SUV was “discontinued within six years due to safety concerns” (Drummond, 2023). The vehicle would “roll over for just no reason at all” resulting in a loss of one hundred thirteen million dollars to settle nearly 334 lawsuits. “One in five hundred Bronco IIs” were involved in a fatal rollover (Drummond, 2023).

Later in 1987, the Ford Bronco became tied to the “popular Ford pickups,” joining the F-series trucks in “aero body style” and “electronic fuel injection.” Ford also prioritized adding more safety features like rear anti-lock brakes. This Ford Bronco model and others released in the late 1980s “secured its place as a popular SUV” which allowed for the release of special edition models like the Eddie Bauer edition, Nite option package, and a Silver Anniversary edition (Drummond, 2023).

“The fifth and final generation of Bronco attained infamy when O.J. Simpson led the police on a car chase through L.A. Before that though, the three-door, hardtop SUV was geared more towards safety than previous generations of Bronco had been” (Drummond, 2023). More and more safety features were added to this final Bronco model, including front crumple zones and a driver-side airbag.

“O.J. isn’t responsible for killing the Ford Bronco at least, sales actually increased after his police chase” (Drummond, 2023). Ford announced that the Bronco’s demise was more relative to fewer people being interesting in purchasing “two-door, two-row sport utility vehicles.” More and more people became attracted to “four-door SUVs” which resulted in the release and increased production of the Ford Expedition in 1996 (Drummond, 2023).

The next generation of Ford Bronco to emerge would be in the year 2021 following Ford Motor Company’s exciting announcement of the Bronco and new Bronco Sport in 2020. Following the announcement, consumers were able to pre-order a new Bronco nearly a year ahead of receiving it. Dealers began reporting that Ford had high expectations for Bronco sales, expecting “at least 200,000 in 2021” (Martinez, 2020).

Ford Broncos now cover American roadways with fun colors, unique headlights, and a sleek appearance. Following the Bronco’s decline in the 1980s, Ford Motor Company needed to be bold if they were to bring back the Bronco and achieve the level of widespread popularity that

the vehicle once knew. Rebranding efforts and the use of nostalgia have played a significant role in the Bronco's recent twenty-first century success.

Rebranding Efforts

In order to reintroduce the Ford Bronco to society after a twenty-five-year hiatus, Ford Motor Company needed an ingenious marketing strategy. And their strategy has proven to be.

Ford used ABC, ESPN, and National Geographic to advertise the new line of Broncos, all of which are currently owned by umbrella company, Disney. Similar to how Disney reproduced vintage stories and films in recent years to appeal to nostalgia and engage with an older audience, Ford “has mesmerized the public with words, sights, and sounds evoking the new Ford Bronco's association with the lore of the great American outdoors and of rugged adventurism. Just like Disney, Ford has drawn from decades of their own history, heritage and nostalgia. With all things retro being cool right now, and the trend in nostalgia marketing, the timing was ripe for this sort of approach.”

In combination with nostalgia marketing tactics, Ford has prioritized emphasis on new, high-tech features that sets new Bronco models apart from competition.

“Ford's master stroke has been to combine this retro nostalgia with the sex appeal of high tech features like the new Bronco's Terrain Management System, its next-gen SYNC 4 infotainment system, and a multi-function color LCD instrument panel visually inspired by the first-generation Bronco, masterfully playing on the theme of retro cool-meets-modern swag, and tapping into the market of younger generations” (York, 2020).

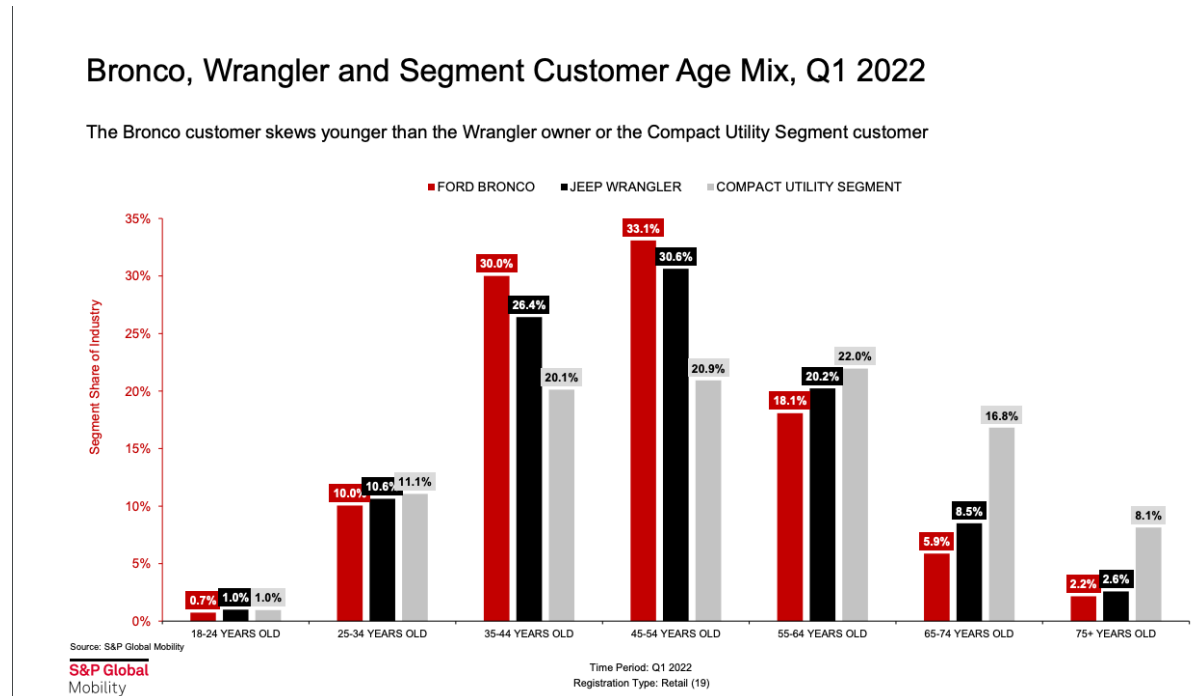
Another fascinating aspect of the Ford Bronco's rebranding and increasing success is the relationship to competitors. In appearance and functionality, the Jeep Wrangler is arguably the most similar other vehicle on the market currently. Research is proving that Ford Broncos have disrupted the market Jeep has previously dominated (Libby, 2023).

“Bronco owners are slightly younger with marginally higher incomes than Wrangler owners, with a larger percentage of male owners. In terms of demographics, Bronco owners are mainly of Western European descent, and less likely to be African American, Asian, or Hispanic, and almost twice as likely to have a pickup in the garage, too – with around half owning another Ford vehicle of some sort” (Foote, 2022).

In a study conducted by S&P Global, it was determined that the “Bronco customer skews younger than the Wrangler owner or the Compact Utility Segment customer.” Figure 1 illustrates the customer profile specific to age for the Bronco, Wrangler, and typical Compact Utility vehicle owner. Reportedly, a larger share of the “segment share of industry” in the 35–44-year-old and 45-54-year-old range own Ford Broncos than Jeep Wranglers or any other comparable vehicles. This data is logical when thinking about it relative to nostalgia. The first Ford Bronco was released in 1966, about 57 years ago. Customers that fit in these two segments likely remember early models of the Ford Bronco being advertised and driven during their childhood and prominent adolescent years. Additionally, the segment share of industry in the 25–34-year-old age group is somewhat evenly spread, indicating tight competition amongst the Bronco and

Wrangler for this age group. It will be interesting to analyze the results of my research relative to the impacts of nostalgia marketing on this age group specifically, since the early models of Bronco weren't necessarily a part of their adolescent experience (Libby, 2023).

Figure 1: “Bronco, Wrangler and Segment Customer Age Mix, Q1 2022” (Libby, 2023, page 9)



The Ford Bronco's re-release is very recent, therefore, finding data relative to the demographics and psychographics of the latest purchasers and owners proves to be difficult. The purpose of conducting this research surrounding the Ford Bronco and nostalgia is to explore customer profiles of the people who have purchased and are interested in purchasing one of the recent Bronco models. In addition, determining which generational group has been most impacted and influenced by nostalgia in Ford's efforts to bring back the Bronco.

Nostalgia in Marketing

Research about nostalgia, as a construct, has evolved significantly in the last three decades, resulting in a wide variety of perspectives and discoveries. Relative to my research on the Ford Bronco, there are several prior studies that provide valuable insight and foundational knowledge about personal nostalgia, which is the scale I chose to use in my research. My literature review also included searching for nostalgia and nostalgia marketing specific to the automotive industry. Although there must be published journals about nostalgia towards automobiles somewhere, I did not find any that resemble my research question and topic or could be used as a resource. My research will contribute data and analysis to this scarcer area of business and marketing research.

“Nostalgia can be described as “a preference (general liking, positive attitude or favorable affect) toward objects (people, places, experiences, or things) from when one was younger or from

times about which one has learned vicariously, perhaps through socialization or the media” (Fairley 2003, pp. 287–288). Nostalgia is an emotion or mood produced by musing about objects, persons, or experiences affiliated with a previous time (Hirsch 1992) and has the capacity to produce preferences for possessions that generate nostalgic responses (Holak and Havlena 1998)” (Sierra and McQuitty, 2007).

“Although most views of nostalgia stress the construct’s affective and emotional underpinnings, it is evident that memory processes (i.e., thought processing and retrieval) are also relevant in understanding its effects (e.g., Belk 1990). It should be noted, however, that nostalgia is distinct from autobiographical memory, that is, memories about the self and events in one’s life (also referred to as episodic or personal memory; Baumgartner, Sujan, and Bettman 1992). In particular, the nature of affect or emotion associated with nostalgia is distinct in that it is often viewed as an idealized recollection of the past, manifested as a distinctive and often bittersweet association with a past to which we can never return (Baker and Kennedy 1994; Havlena and Holak 1991; Hirsch 1992; Holak and Havlena 1992). In addition, nostalgia may be associated with vicariously experienced events (i.e., historical nostalgia), which, by definition, are not contained in autobiographical memories” (Muehling, Sprrott, and Sprrott, 2004).

The scale being used to conduct my research measures personal nostalgia, which differs from historical nostalgia described above. Muehling, Sprrott, and Sprrott claim that nostalgia can be associated with “vicariously experienced events,” meaning that individuals may not have been there to experience an event or create a memory, however, their emotions are classified as nostalgic. In my research, I plan to analyze the results to determine (based on a personal nostalgia scale) whether younger age and generational groups report positive feelings of nostalgia having not been alive or at an age where they would’ve been impacted by the presence of early Ford Bronco models.

Holbrook and Nostalgia Proneness

Morris Holbrook’s 1993 journal, *Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes*, describes nostalgia as being “a longing for the past, a yearning for yesterday, or a fondness for possessions and activities associated with days of yore.” Holbrook’s research also emphasizes the close relationship nostalgia has with age and his data collection narrows in on the demographics’ preferences and nostalgia proneness towards a large selection of movies. “General levels of nostalgic consumption experienced by different consumers depend on developmental changes that occur over time and are therefore associated with age.” I chose age and generational groups as a mechanism to collect and analyze data about positive nostalgia towards the Ford Bronco because I am intrigued about which age groups actually experience nostalgia towards this long-time beloved vehicle.

One of Holbrook and Schindler’s (1989) most notable prior findings included evidence that consumer preferences regarding “musical recordings peaked for those that had been popular when the respondent was in the vicinity of about 23.5 years old.” In nostalgia research, adolescence proves to be a formative time period for determining lasting tastes and preferences. This information exemplifies my curiosity for determining what age and generational group experience nostalgia most significantly when confronted with Ford Bronco marketing materials.

Holbrook's research also dives deeper into the idea of nostalgia proneness, a "psychographic variable" that causes some individuals to be more susceptible to feeling nostalgic than others. This specific 1993 study involved a questionnaire where respondents selected movie preferences and were asked about nostalgia proneness using a 20-statement scale (degree of agreement), which Holbrook coined the Nostalgia Index. This revealed that the "two key aspects of nostalgic consumption preferences – namely, factors related to age (a demographic variable) and those linked to nostalgia proneness (psychographic characteristic) operate independently in shaping consumer preferences." Holbrook's research supports the idea that nostalgia most likely is experienced towards a product or adolescent memory and that nostalgia proneness varies by psychographic characteristics. This foundational information about nostalgia helped me narrow my research question and understand what is most likely to cause a positive nostalgic feeling (Holbrook, 1993).

Holbrook's research on nostalgia can be credited for motivating future research, some of which revealed that his conclusions do not entirely capture the value nostalgia holds in marketing.

"Holbrook's Nostalgia Index is the most popular nostalgia proneness measurement scale in marketing; however, it is based on a definition of nostalgia as a preference for objects from the past (Holbrook and Schindler 1991), which is marginal to the other definitions in the literature. Furthermore, this view of nostalgia conflates the cause (nostalgia) and consequences (preferences). In addition, this index opposes the past to the present and future, an idea that now seems outdated" (Hallegatte and Marticotte, 2014).

As a marketer interested in the impacts of nostalgia on consumer likeness and purchasing decisions, Holbrook's discoveries and research methods are helpful, but not entirely. This research is focused on determining what generational groups experience nostalgia when presented with new Ford Bronco advertisements. It would not be logical to base the research on Holbrook's Nostalgia Index due to the fact that his measurements hold a bias towards a superiority of the past in comparison to the present and future.

Muehling and Sprott's Analysis of Nostalgic Advertising

Prior to Muehling and Sprott's research in the effects of nostalgia advertising, studies revealed that nostalgia evokes complex emotional reactions that are generally positive and possibly even more receptive than non-nostalgic strategies. Muehling and Sprott hypothesized that "nostalgic advertisement will generate at the time of ad exposure: a) a greater number of nostalgic thoughts as well as a greater proportion of nostalgic thoughts to total thoughts and b) a more positively valenced set of these thoughts, but c) fewer brand-message related thoughts." Their study consisted of one hundred fifty-nine undergraduate students from ages eighteen to thirty-five. Participants were assigned to view either a nostalgic or non-nostalgic packet of materials and corresponding survey. The language and visual stimuli in each packet differed in nature, one including nostalgic cues and the other not. The survey required participants to list the thoughts they were experiencing when viewing the study stimuli. The results revealed that the "nostalgic ad evoked a greater number of nostalgia-related thoughts" and that the "individuals who were exposed to the nostalgic ad held more favorable ad attitudes." Muehling and Sprott could then determine that "nostalgic reflections were the predominant type of thought evoked and

maintained throughout the stream of thoughts elicited during ad exposure.” Additionally, the results demonstrated that “thoughts evoked by nostalgic advertisements are not always positive” which led Muehling and Sprott to conclude that nostalgia is a more “bittersweet feeling.”

“A second issue worthy of further consideration relates to brand-/message-related thoughts generated while viewing a nostalgic ad. Research by Sujan, Bettman, and Baumgartner (1993) suggests that advertisements encouraging the retrieval of autobiographical memories may make product-related thoughts less accessible, as compared with ads not encouraging such memory retrieval. Assuming that a similar pattern of effects emerges regarding nostalgia, there may be serious costs associated with the use of nostalgic cues in advertising, namely, decreased access to product information.”

In addition, Muehling and Scott also noted another important consideration when researching the effects of nostalgia advertising. The idea that nostalgic emotions can disrupt a consumer’s ability to access product or brand-related thoughts is significant. Taking this into account when researching the Ford Bronco is important, however, my research does not aim to determine whether or not the stimuli evoke knowledge or recollection of the Ford Bronco itself, but whether the stimuli evoke positive nostalgic emotions at all and by what demographics and psychographics specifically.

Muehling and Sprott’s research give necessary context to specific consumer reactions to nostalgic stimuli in comparison to non-nostalgic stimuli. Also, this study proves that “causing consumers to “yearn for yesterday” may be an effective strategy to get them to “yearn for advertisers’ goods’ as well” (Muehling, Sprott, and Sprott, 2004).

This study led to the conclusion that “only future research can provide guidance on the relative benefits and costs of personal versus historical nostalgia.” By researching consumer personal nostalgia relative to the Ford Bronco’s advertising stimuli, this research will contribute to the greater understanding of personal nostalgia and its anticipated benefit on marketing and brand success.

Other Significant Nostalgia Research

Another earlier study from Sprott, Muehling and Pascal in 2002 determined that “nostalgic reactions generated by the ad influenced attitudes toward the ad, which, in turn, affected attitudes toward the advertised brand. Likewise, the effects of nostalgia on purchase intentions were mediated by attitudes about the ad and advertised brand.” Conclusions were drawn based on the results from giving one hundred forty-seven respondents a binder containing eight black-and-white advertisements. Respondents then evaluated two of the given ads (nostalgia evoking) by using a “ten-item evoked nostalgia scale developed during pre-testing.” Holbrook and Schindler’s Nostalgia Index was referenced to create the scale used in Sprott, Meuhling, and Pascal’s research.

Another conclusion this study led to is that “further research is warranted in order to understand more fully how nostalgia “works” in the context of advertising. Although the current literature offers it as an affective construct, it is not clear what role the cognitive dimension of nostalgic

thoughts plays in advertising processing. Do consumers "think" about the idealized past when exposed to nostalgic ads-and as a result, their thoughts are instrumental in shaping brand attitudes and purchase intentions? Or do the ads primarily evoke a positive nostalgic "feeling," which is transferred from ad to brand? Probing the thoughts and feelings of consumers at the time of ad exposure (via thought elicitation exercises and/or physiological measurement techniques) may help to answer these questions and provide a better understanding of how nostalgic ads are processed" (Pascal, Sprott, and Muehling, 2002).

In response to reviewing this study and corresponding literature, researching the Ford Bronco's consumer nostalgia response will be critical to understanding nostalgia marketing strategy and how nostalgia directly influences feelings, brand attitudes, and ultimately purchase decisions.

Later on in 2007, Sierra and McQuitty aimed to learn more about nostalgia relative to Social Identity Theory since there is a lack of "theory-driven research explaining consumer behavior in nostalgic contexts." Sierra and McQuitty explain motivations for conducting theory-driven research relating past research and accepted knowledge in coordination with Social Identity Theory. Moreover, when discussing nostalgia and consumer behavior, the idea that there is real nostalgia in contrast to simulated (or indirect nostalgia) is directly relevant to my research of different age generations and their nostalgic response to Ford Bronco advertisement stimuli. "For people to have nostalgia-related responses (e.g., a yearning for the past), they must have memories of the past, either lived or learned (Braun, Ellis, and Loftus 2002; Fairley 2003). Lived memories, also referred to as real or true nostalgia, are reflections that people have of their personally experienced past rather than from external sources such as books and stories (Baker and Kennedy 1994; Davis 1979). Learned memories, also referred to as simulated or indirect nostalgia, are nostalgic feelings for an object that are based on external sources such as books or stories, rather than from direct experience with the era from which the object came (Baker and Kennedy 1994; Stern 1992)."

Collecting data from a variety of generational groups will give the ability to analyze whether or not respondents are experiencing real nostalgia or simulated nostalgia. This result will "In an attempt to provide theoretical insight into nostalgia and consumer behavior, we use Social Identity Theory (SIT) (Tajfel and Turner 1985) as the basis for a model that relates attitudes about the past (a cognitive variable) and yearning for the past (an emotional variable) to the purchase of nostalgic products. SIT proposes that individuals collectively define themselves in terms of unique characteristics (e.g., being raised during a certain time period) and focus on these traits in relation to other nongroup member traits (Tajfel and Turner 1985)."

Another relevant consideration that Sierra and McQuitty included is the fact both tangible and intangible stimuli can evoke nostalgia. They reference a study conducted by Brown and Humphreys in 2002 that concluded "nostalgia can be experienced through special occasions (e.g., holidays, family gatherings); a sense of social belonging originating from an experienced time period (Brown and Humphreys 2002); and print ads that use nostalgia cues, time periods, and treasured objects from respondents' pasts (e.g., automobiles, photographs, or movies). Furthermore, attitudes about the past have the potential to affect consumer decisions, and a liking for the past increases the likelihood that items purchased as a youth will be purchased as an adult."

The results of the research survey will be analyzed to reveal whether the print and digital stimuli of Ford Bronco automobile advertisements succeed at evoking nostalgia, and to what extent for each generational group. Using Social Identity Theory as a means of understanding consumer purchase decisions led Sierra and McQuitty to conclude that “emotional and cognitive factors affect purchase intentions for nostalgic products.” This model also predicts that “attitudes about the past and yearning for the past are positively related to intentions to purchase nostalgic products.” My research will likely draw to conclusions being made about the correlation between individuals who experienced nostalgia and also own a Bronco, and also about general consumer opinions and emotions (Sierra and McQuitty, 2007).

Each research study and piece of literature published regarding nostalgia, and its impacts on marketing strategy influenced my research specific to the Ford Bronco. Conclusions and results from past research will help me to analyze and draw conclusions from the collected data from a variety of demographics and psychographics and their likeness and nostalgic response to Ford Bronco stimuli.

This research has been designed to determine which age and generational groups feel positive feelings of nostalgia in response to new Ford Bronco advertisements. Not only will this research distinguish buying and interest behavior exhibited by various age groups, but it will also determine which age groups are impacted by nostalgia marketing utilized by the Ford Motor Company in an attempt to rebrand and effectively bring back the Bronco in the automobile industry. The Ford Bronco’s rich societal history and bold resurgence motivated the creation of this survey and this research project. My curiosity only continues to grow as this vehicle becomes more and more popular among a diverse array of demographics, psychographics, and consumers. Because nostalgia is a valuable construct and tool in the marketing industry, it’s important to ask questions and analyze data to learn more about how nostalgia can be used on the road ahead of us.

I predict that older generational groups will have a higher personal nostalgia response to the Ford Bronco stimuli, however, I am interested in analyzing the younger generational groups to determine whether they were influenced. The following section will discuss how this research was conducted to answer the initial research question.

Methodology

This research aimed to answer the narrow question; “does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?” Reviewing literature provided me with the foundation to conduct more in-depth research about nostalgia marketing and advertising, specific to one model of automobile. In the status quo, I have observed a younger demographic of consumers purchasing new Ford Broncos and engaging with the vehicle’s resurgence. This observation is interesting since Ford Broncos are a beloved and nostalgic vehicle for people who were about twenty years old in the 1970s or 80s (when the Ford Bronco was most popular). So, why are younger consumers so attracted to this vehicle? Are younger consumers experiencing nostalgia which implores them to own a Ford Bronco of their own? To answer the previous questions, I have chosen to create and distribute a survey to learn more about consumers and populations of people who are interested in the new Ford Bronco models. In addition, the survey will determine whether each generational group experiences nostalgia or not.

I chose to create a survey that collects demographic data as well as measures familiarity, likeness, and nostalgia responses relative to the new Ford Bronco vehicles to best answer my research question. In hopes of learning more about the impacts of nostalgia marketing on consumers in various age groups, my survey was distributed, and analyzed to a large sample of people. This data is analyzed using a correlation and ANOVA test to differentiate between certain demographic characterizations and personal nostalgia response.

The results of this survey should help marketers better understand the Ford Bronco customer profile, the influence of nostalgia on different groups of consumers, and the effectivity of nostalgia advertising and marketing efforts.

Data collection

Qualtrics’ functionality and accessibility made it the most logical tool to collect survey data from respondents. I chose this tool because of my familiarity with creating surveys and polls on Qualtrics, the user-friendly interface, intuitive survey suggestions, and valuable data analysis features. The survey asks 5 demographic questions, 5 questions about general familiarity and likeness (using some Likert scales), and 34 short questions relating to nostalgia (also using a validated personal nostalgia Likert scale). Please see Appendix A to view a complete list of survey questions, the personal nostalgia scale that was used, and Ford Bronco stimuli included in the survey.

Creating the survey required a lot of thought and revisions to ensure that all the appropriate and important questions were being asked. The research survey was divided into 3 specific sections.

1. The survey first asked 5 demographic questions, which were used because of their relevance to my analysis (some of which include age, income, gender, and race.) Since the new models of Ford Bronco was recently released and consumer data is limited from the automobile industry, I knew that this information was critical to creating my own customer profiles to analyze in terms of personal nostalgia.

2. The second section of the survey requested information about general familiarity and likeness of the new Ford Bronco models. This section is extremely important to ensure valid and reliable data because it served as a sort of screening to avoid research biases. If respondents indicated on the survey that they were unfamiliar with the new Ford Bronco models, the survey would skip the rest of the familiarity and likeness questions and immediately move onto section 3. This screening was necessary because these respondents could not accurately contribute information about their general likeness of the Ford Bronco if they are not familiar with it in the first place. By manipulating my survey to include this screening process, I am cleaning some of the data and eliminating irrelevant data prior to the survey even being submitted. Screening respondents in the survey will simplify the data organization and analysis process later on. Other significant information I requested in this section in the survey included whether the respondent owns/has owned a new or classic Ford Bronco or knows someone else who does.
3. The last section of the survey asks respondents to view 2 stimuli, 1 video advertisement, and 1 photo advertisement. Both stimuli were created by Ford Motor Company to advertise the new Ford Bronco models. There are two sections following the stimuli that respondents are prompted to complete. After conducting a thorough literature review of nostalgia marketing research and validated nostalgia scales, I decided to use the personal nostalgia scale compiled by Merchant, Latour, Ford, and Latour in 2013. This decision was made for several reasons.
 - a. Prior nostalgia scales (including the Nostalgia Proneness Scale developed by Morris Holbrook) more closely examines how likely certain demographics and psychographics of consumers are to feel nostalgia. Additionally, more recent research suggests that Holbrook's scale "is based on a definition of nostalgia as a preference for objects from the past" (Hallegatte and Marticotte, 2014). After thorough consideration, I decided that my research would not place emphasis on a longing for the past, but rather an emphasis on a fondness for a product or experience because of that product's timing and placement in a consumer's lifetime.
 - b. Merchant, Latour, Ford, and Latour chose to research "personal nostalgia evoked by advertising" which most closely aligned with the purpose and intent of my research specific to the Ford Bronco. Moreover, in their discussion of previously created nostalgia scales led to the conclusion that "There are several older scales (e.g., the antiquarianism scale [McKechnie, 1977] and the experience scale [Taylor and Konrad, 1980]) that also measured personal dispositions toward the past. These construct scales did measure the propensity to get nostalgic, but they did not measure the actual dimensions of the nostalgic experience as evoked by marketing communications. The current research seeks to fill this gap in the literature." After reviewing numerous research journals, I came to the conclusion independently that there was a significant gap in literature. Finding the personal nostalgia scale and research conducted by Merchant, Latour, Ford, and Latour was reassuring to my concerns and more relevant to my intent than any other research and scales I had become familiar with.
 - c. Merchant, Latour, Ford, and Latour conducted four individual studies to develop their version of a personal nostalgia scale. These studies included a literature review, 13 qualitative focus groups, quantitative data from 5 expert judges, 2 pilot quantitative studies to refine and confirm the scale (with over 300 respondents), and 2 final quantitative studies to validate criteria. Following each individual research study, the

authors refined and revised their scale and the items being used to assess each dimension of nostalgia. The authors concluded that there are “four dimensions to the nostalgia evoked by advertisements” including “past-imagery factor, positive emotions, negative emotions, and physiological reactions.” They were then able to focus on refining the items that would be used to assess each specific dimension.

- d. Merchant, Latour, Ford, and Latour...
 - i. “Sought to develop a scale that could identify the degree to which an advertisement successfully aroused personal memories of the past and facilitated the positive transfer of not only emotion but relevance and meaning toward the advertised brand.”
 - ii. Created a nostalgia scale that “made a significant contribution to the literature from the vantage points of both theory and application. The authors also sought to make this paper more than a “scale-development piece” to be added to the extant literature and previous measures. Of overriding interest was the “bridge” built from complex multidimensional theory surrounding what the authors call “personal nostalgia” and how practitioners’ marketing techniques evoke this construct.”
 - iii. Found that “personal nostalgia involved invoking both positive and negative emotions (rather than either/or) and that nostalgia resulted in higher levels of attitude toward the advertising and strengthened bonds with the focal brand.”

Overall, this newly created personal nostalgia scale most closely aligned with the research information I wanted to collect. The purpose of their study and mine are similar, and the scale was most logical relative to what I wanted to learn about the Ford Bronco. Although my analysis may be different in nature from what Merchant, Latour, Ford, and Latour chose to analyze, their scale provided me with a means of collecting data that would be applicable and relevant to my initial research question (Merchant, Latour, Ford, and Latour, 2013). See Figure 1b for the personal nostalgia scale used in this research.

Figure 1b: Merchant, Latour, Ford, and Latour's Personal Nostalgia Scale

The following scale was developed to measure personal nostalgia responses to advertising. The corresponding data is from a factor analysis that determined the “goodness of fit” of the scale relative to what the scale served to measure. This confirmatory factor analysis included measurements using Cronbach's alpha (which determines the reliability of a set of scale), average variance (amount of variance captured by the construct without error), and composite reliability (measures internal consistency of indicator variables loading). Since many of the results for each statement were greater than 0.7 (considered high), the four constructs to measure personal nostalgia. The scale created by this research is consistent and results indicate that it well-captured the construct of personal nostalgia.

TABLE 2
Personal Nostalgia Scale Items and Factor Loadings

Item	CFA***
Past imagery	0.93^a, 0.51^b, 0.93^c
I relived the event from my past	0.86
I was transported to the past	0.85
It was like a flashback	0.85
The images were distinct	0.81
It was a dreamlike experience	0.80
I remembered a specific event	0.77
The memories were in bits and pieces	0.74
The images were impressionistic	0.71
One image led to another	0.67
I could see many images	0.62
The image/s were vivid	0.58
The image/s were sharp	0.55
The image/s were like flashing pictures	0.54
There was a montage of images	0.54
Physiological reactions	0.93^a, 0.72^b, 0.95^c
My heart was pounding	0.95
I could feel shivers/trembling	0.94
I had goosebumps	0.92
My breathing became steady/slow	0.90
I was sweating	0.86
My stomach was churning	0.85
There were tears in my eyes	0.85
I could taste/smell/hear things from my past	0.86
I laughed/smiled	0.63
Positive emotions	0.92^a, 0.72^b, 0.92^c
Warm	0.90
Peaceful	0.87
Pleasant	0.84
Relaxed	0.83
Calm	0.79
Negative emotions	0.93^a, 0.75^b, 0.94^c
Sadness	0.91
Anxiety	0.88
Tensed	0.88
Guilty	0.86
Depressed	0.83
Regret	0.82

My data was collected by distributing a Qualtrics survey using Amazon Mechanical Turk (MTurk), which is a “crowdsourcing marketplace that makes it easier for individuals and businesses to outsource their processes and jobs to a distributed workforce who can perform these tasks virtually” (Amazon Mechanical Turk). I utilized this resource in order to get a diverse range of participants to take my survey, rather than distributing my survey myself, which would likely result in bias and skewed data since my data would likely include responses from people in a close age range.

Additionally, MTurk is associated with several other benefits including the fact that “the sample collected from MTurk is likely to be more diverse than a sample of undergraduate students (Buhrmester et al., 2011).” MTurk “participants are generally older, more geographically representative of the US, and more diverse than participants collected from undergraduate samples.” Lastly, “the reliability of data collected from MTurk has not been found to be significantly different than data collected by other means. Participants who respond using MTurk generally answer reliably and consistently, as evidenced by high test-retest reliability rates even after a period of 3 weeks (Buhrmester et al., 2011)” (McDuffie, 2019).

In addition to the screening mechanism that I utilized in the general familiarity and likeness portion of my survey, by using MTurk and intentionally titling my survey “Ford Bronco,” I was able to eliminate respondents who would not be interested or familiar with the Ford Bronco, simply because they would be less likely to click on and complete the survey in the first place. Another necessary screening mechanism was a limitation I chose to make on the MTurk platform. To conduct more narrow and specific research, respondents of the survey had to have graduated from a U.S. High School. Since this research is only concerned with domestic consumers and their personal nostalgia to advertisements created and distributed in the United States, this screening was necessary. This mechanism eliminated the caveat of respondents being from another country, which could impact the validity of my results and create outliers in my data.

The number of responses recorded is 420, after filtering which will give me ample data to first clean and organize, then analyze and learn from. The survey and data collection tools used include Qualtrics, Amazon Mechanical Turk, and the personal nostalgia scale developed by Merchant, Latour, Ford, and Latour provided my research with a foundation for thorough analysis and impactful conclusions.

Data Analysis

In order to analyze the data to answer the research question, “Does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?” the beginning of data analysis focuses on the independent variable, age, and the dependent variable, personal nostalgia response. To discuss and draw notable conclusions, data analysis was performed by first looking at the data in Qualtrics (survey software) and moving on to analyze in IBM SPSS.

By exporting the data to SPSS, the data could easily be filtered to eliminate invalid responses. Out of 530 total responses, 420 responses were valid and could contribute to the analysis, discussion, and conclusion. As previously mentioned, filtering was necessary to eliminate invalid responses. The data was filtered by age and duration, limiting age to values ≤ 100 and duration that was > 151 seconds (almost 3 minutes) and < 4000 second (a little over an hour). Although a variety of analyses were conducted initially, comparing different demographic information (age, income, etc.) to general familiarity/likeness and to nostalgia response, there were a few specific tests that led to notable discoveries and worthwhile discussion. Descriptive statistics, correlation tests, and ANOVA tests were used to draw conclusions.

Results

Fortunately, the survey ended up collecting 420 valid sets of data for further analysis about the Ford Bronco and nostalgia responses. This section will start by displaying descriptive statistics data, correlation test data, and lastly ANOVA test data to best answer the research question. Since the original research question aimed to determine whether each generational group experienced nostalgia in response to Ford Bronco advertisements (stimuli), only relevant and more significant data will be listed and further discussed.

As previously mentioned, by naming the survey “Ford Bronco” on Amazon Mechanical Turk, this served as a pre-screening mechanism to ensure that respondents were already intrigued, familiar, and interested in the Ford Bronco to begin with. This mechanism minimized the number of respondents to 7 out of 420 who “have never heard of the Ford Bronco.” This screening also reduces the necessary amount of data cleaning and works to ensure that the majority of respondent are familiar enough with the research topic that they were apt to select the survey to complete. Moreover, this pre-screening mechanism also was likely a cause of the data skewness, indicating that a younger demographic is interested in Ford Bronco content because they were more likely to want to answer a survey about the Ford Bronco.

Descriptive Statistics

The following descriptive statistics introduce the demographic information collected from respondents, as well as their general familiarity and likeness relative to the Ford Bronco.

Table 1: Descriptive Statistics of Demographic and Familiarity/Likeness Information

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AGE	420	18	65	32.22	8.30
GENDER	420	1	2	1.28	0.45
RACE	419	1	6	4.83	0.77
INCOME	420	1	11	3.63	1.97
FAMILIARITY	415	0	5	3.49	1.04
EVER OWNED	335	1.0	4.0	2.15	1.14
KNOW SOMEONE	416	1	2	1.06	0.23
INTEREST CLASSIC	411	1	6	4.50	0.98
INTEREST NEW	405	1	6	4.73	1.02
OPINION CLASSIC	409	1	5	3.92	0.79
OPINION NEW	407	1	5	4.16	0.80

The next table shows the descriptive statistics relative to nostalgia response. The left column describes which element on the personal nostalgia scale was measured, along with the corresponding descriptive statistics for each element.

Table 2: Descriptive Statistics of Personal Nostalgia Scale Responses

ITEM	N	MINIMUM	MAXIMUM	MEAN	STD. DEV.
RELIVED EVENT	410	1	5	3.81	0.92
TRANSPORTED	412	1	5	3.79	0.94
FLASHBACK	410	1	5	3.85	0.96
DISTINCT	413	1	5	3.89	0.93
DREAMLIKE	410	1	5	3.90	0.93
SPECIFIC EVENT	410	1	5	3.88	0.96
BITS AND PIECES	413	1	5	3.84	0.92
IMPRESSIONISTIC	414	1	5	3.80	0.97
LED TO ANOTHER	412	1	5	3.86	0.91
VISUALIZE	416	1	5	3.94	0.87
VIVID	414	1	5	3.98	0.85
SHARP	416	1	5	3.99	0.87
FLASHING	417	1	5	3.93	0.90
MONTAGE	416	1	5	3.85	0.88
HEART POUND	416	1	5	3.81	1.07
SHIVERS	416	1	5	3.73	1.09
GOOSBUMPS	415	1	5	3.78	1.08
BREATHING	416	1	5	3.72	1.03
SWEATING	417	1	5	3.65	1.14
STOMACH	414	1	5	3.65	1.13
TEARS	418	1	5	3.66	1.17
SENSES	418	1	5	3.70	1.10
LAUGHED	417	1	5	3.94	0.97
WARM	418	1	5	3.81	0.93
SAD	417	1	5	3.36	1.27
PEACE	419	1	5	3.95	0.92
ANXIETY	416	1	5	3.48	1.16
PLEASANT	418	1	5	3.95	0.90
TENSE	417	1	5	3.50	1.16
RELAXED	415	1	5	3.97	0.94
GUILTY	415	1	5	3.34	1.27
CALM	417	1	5	4.00	0.86
DEPRESSED	417	1	5	3.32	1.26
REGRET	416	1	5	3.55	1.15

The next descriptive statistics demonstrate the frequencies of the responses relative to collected demographic information.

Table 3: Frequencies of Responses Specific to Demographic Information

		AGE	GENDER	RACE	INCOME
N	Valid	420	420	419	420
	Missing	0	0	1	0
Mean		32.22	1.28	4.83	3.63
Median		30.00	1.00	5.00	3.00
Std. Deviation		8.30	0.45	0.77	1.97
Range		47	1	5	10
Minimum		18	1	1	1
Maximum		65	2	6	11

T-test and Correlations

Many correlation tests were completed, some revealing significance and others not. The only correlation that the discussion will focus on is the correlation between nostalgia response and age/income.

Table(s) 4a (Descriptive Statistics) and 4b (Correlations) and 4c (Descriptive Statistics, age only): Correlation between Nostalgia Response and Age/Income

Table 4a: Descriptive Statistics from T-Test – Nostalgia Response & Age/Income

Descriptive Statistics			
	Mean	Std. Deviation	N
AGE	38.27	99.69	422
INCOME	3.65	1.98	425
PAST IMAGERY	3.87	0.57	376
PHYSIOLOGICAL REACTION	3.74	0.81	409
POSITIVE EMOTIONS	3.93	0.66	416
NEGATIVE EMOTIONS	3.42	0.99	409

Table 4b: Correlation Data from T-Test – Nostalgia Response & Age/Income

		Correlations					
		AGE	INCOME	PAST IMAGERY	PHYSIOLOGICAL REACTION	POSITIVE EMOTION	NEGATIVE EMOTION
AGE	Pearson Correlation	1	0.08	0.09	0.06	0.02	0.07
	Sig. (2-tailed)		0.09	0.09	0.23	0.63	0.15
	N	422	422	374	406	413	406
INCOME	Pearson Correlation	0.08	1	.11*	.11*	0.04	.10*
	Sig. (2-tailed)	0.09		0.04	0.03	0.38	0.04
	N	422	425	376	409	416	409
PAST IMAGERY	Pearson Correlation	0.09	.11*	1	.76**	.71**	.53**
	Sig. (2-tailed)	0.09	0.04		0.00	0.00	0.00
	N	374	376	376	370	369	366
PHYSIOLOGICAL REACTION	Pearson Correlation	0.06	.11*	.76**	1	.57**	.69**
	Sig. (2-tailed)	0.23	0.03	0.00		0.00	0.00
	N	406	409	370	409	402	394
POSITIVE EMOTIONS	Pearson Correlation	0.02	0.04	.71**	.57**	1	.28**
	Sig. (2-tailed)	0.63	0.38	0.00	0.00		0.00
	N	413	416	369	402	416	402
NEGATIVE EMOTIONS	Pearson Correlation	0.07	.10*	.53**	.69**	.28**	1
	Sig. (2-tailed)	0.15	0.04	0.00	0.00	0.00	
	N	406	409	366	394	402	409

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Figure(s) 2a – 2d: Mean Plots Showing Correlation between Personal Nostalgia and Household Income

Figure 2a: Mean Past Imagery of Household Income Categories

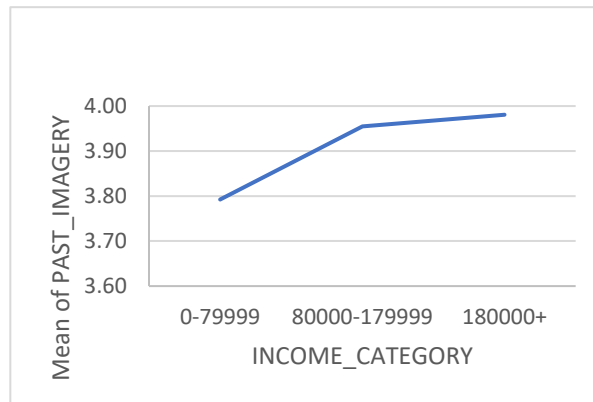


Figure 2b: Mean Physiological Reactions of Household Income Categories

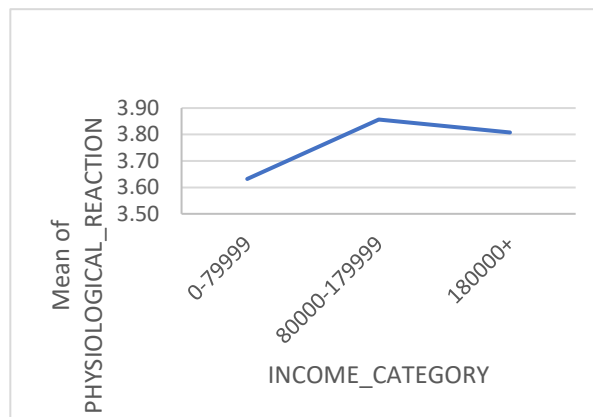


Figure 2c: Mean Positive Emotions of Household Income Categories

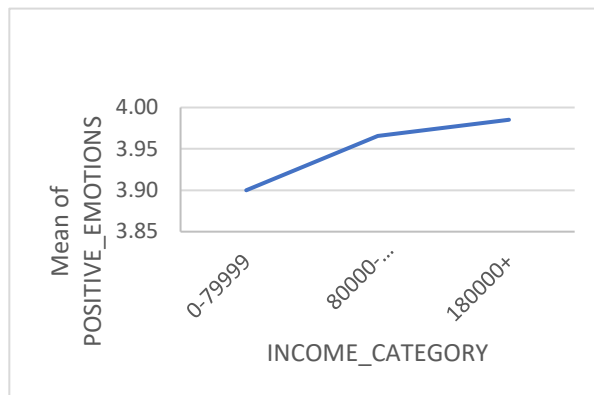


Figure 2d: Mean Negative Emotions of Household Income Categories

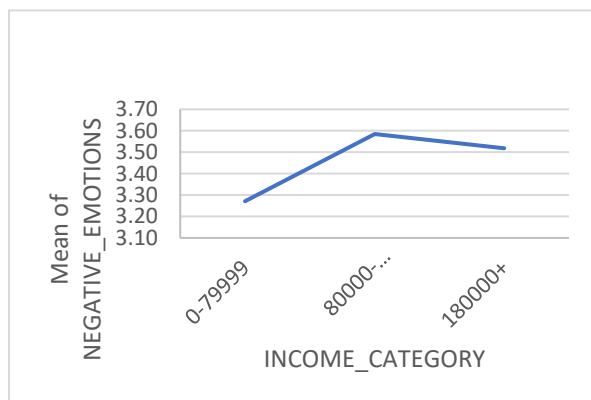


Table 5: Descriptive Statistics from T-Test – Nostalgia Response & Age/Income

The following table provides descriptive statistics detailing nostalgia responses relative to each generational group.

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PAST IMAGERY	17-26	70	3.80	0.63	0.08	3.65	3.95	1.86	4.50
	27-42	266	3.90	0.54	0.03	3.84	3.97	2.36	4.71
	43-58	30	3.75	0.66	0.12	3.50	3.99	1.93	4.50
	59-77	6	4.14	0.14	0.06	3.99	4.29	4.00	4.36
	Total	372	3.88	0.56	0.03	3.82	3.93	1.86	4.71
PHYSIOLOGICAL REACTION	17-26	82	3.70	0.89	0.10	3.50	3.90	1.00	4.56
	27-42	282	3.78	0.76	0.05	3.69	3.87	1.00	5.00
	43-58	32	3.42	1.06	0.19	3.03	3.80	1.00	4.56
	59-77	8	3.90	0.32	0.11	3.63	4.17	3.33	4.22
	Total	404	3.74	0.81	0.04	3.66	3.82	1.00	5.00
POSITIVE EMOTIONS	17-26	81	3.82	0.73	0.08	3.66	3.98	1.80	5.00
	27-42	289	3.98	0.63	0.04	3.90	4.05	1.40	5.00
	43-58	33	3.90	0.72	0.12	3.65	4.16	1.60	5.00
	59-77	8	3.98	0.38	0.13	3.66	4.29	3.40	4.40
	Total	411	3.94	0.66	0.03	3.88	4.00	1.40	5.00
NEGATIVE EMOTIONS	17-26	78	3.34	1.04	0.12	3.11	3.58	1.00	4.83
	27-42	284	3.46	0.98	0.06	3.35	3.57	1.00	5.00
	43-58	34	3.22	1.12	0.19	2.83	3.61	1.00	4.83
	59-77	8	3.48	0.90	0.32	2.73	4.23	1.83	4.33
	Total	404	3.42	1.00	0.05	3.32	3.51	1.00	5.00

ANOVA Test

Several ANOVA tests were run to better understand the differences between groups distinguished in survey results. The first ANOVA (Table 5) separates age into two groups (young, age 18-43, and old, age 44-65). This separation resulted in a clearer analysis, rather than separating positively skewed data into 4 individual generational groups, which was the research's initial intent. See Discussion for more detail.

Table(s) 6a (Descriptive Statistics) and 6b (ANOVA): Nostalgia Response by *Young and Old* Respondents

Table 6a: Descriptive Statistics Highlighting Relationship Between Nostalgia Response and *Young and Old* Groups

Descriptive Statistics									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PAST_IMAGERY	young	336	3.88	0.56	0.03	3.82	3.94	1.86	4.71
	old	36	3.81	0.62	0.10	3.60	4.02	1.93	4.50
	Total	372	3.88	0.57	0.03	3.82	3.93	1.86	4.71
PHYSIOLOGICAL_REACTION	young	364	3.76	0.79	0.04	3.68	3.84	1.00	5.00
	old	40	3.51	0.98	0.16	3.20	3.83	1.00	4.56
	Total	404	3.74	0.81	0.04	3.66	3.82	1.00	5.00
POSITIVE_EMOTIONS	young	370	3.94	0.66	0.03	3.87	4.00	1.40	5.00
	old	41	3.92	0.66	0.10	3.71	4.13	1.60	5.00
	Total	411	3.94	0.66	0.03	3.88	4.00	1.40	5.00
NEGATIVE_EMOTIONS	young	362	3.43	0.99	0.05	3.33	3.54	1.00	5.00
	old	42	3.27	1.07	0.17	2.93	3.60	1.00	4.83
	Total	404	3.41	0.99	0.05	3.32	3.51	1.00	5.00

Table 6b: ANOVA Results Relative to Nostalgia Response and *Young and Old* Groups

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PAST IMAGERY	Between Groups	0.15	1	0.15	0.48	0.49
	Within Groups	117.84	370	0.32		
	Total	117.99	371			
PHYSIOLOGICAL REACTION	Between Groups	2.23	1	2.23	3.38	0.07
	Within Groups	264.72	402	0.66		
	Total	266.95	403			
POSITIVE EMOTIONS	Between Groups	0.02	1	0.02	0.05	0.82
	Within Groups	176.67	409	0.43		
	Total	176.70	410			
NEGATIVE EMOTIONS	Between Groups	1.05	1	1.05	1.05	0.31
	Within Groups	401.87	402	1.00		
	Total	402.92	403			

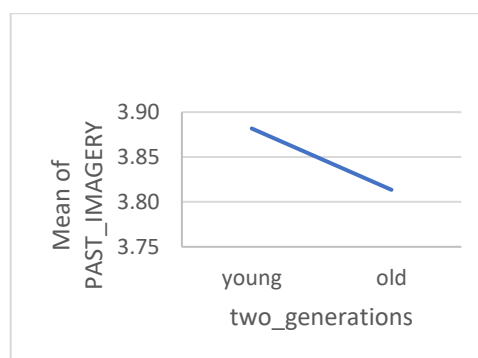
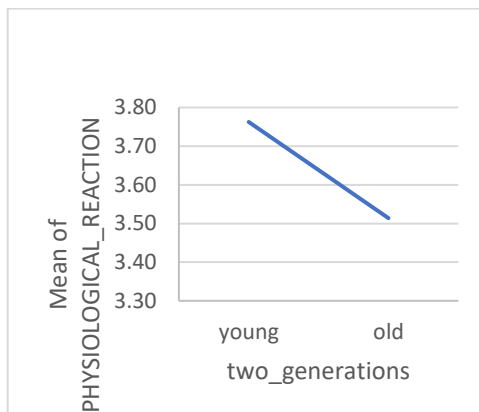
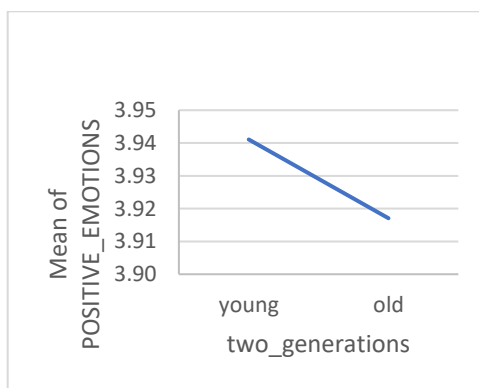
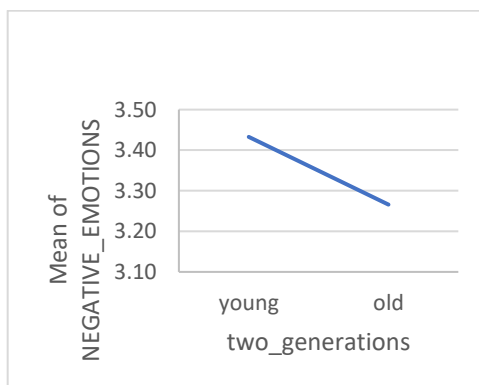
Figure(s) 3a – 3d: Mean Plots Showing *Young and Old*Figure 3a: Mean Past Imagery between *Young and Old*

Figure 3b: Mean Physiological Reactions between *Young and Old*Figure 3c: Mean Positive Emotions between *Young and Old*Figure 3d: Mean Negative Emotions between *Young and Old*

Table(s) 7a (Descriptive Statistics) and 7b (ANOVA): Nostalgia Response by Respondents who Know and Do not Know Someone Else Who Owns a New Ford Bronco

Table 7a: Descriptive Statistics of Nostalgia Response by Respondents who Know and Do not Know Someone Else Who Owns a New Ford Bronco

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PAST_IMAGERY	YES	352	3.91	0.53	0.02	3.85	3.97	1.93	4.93
	NO	20	3.26	0.76	0.17	2.91	3.62	1.86	4.50
	Total	372	3.88	0.57	0.03	3.82	3.93	1.86	4.93
PHYSIOLOGICAL_REACTION	YES	384	3.81	0.71	0.04	3.75	3.89	1.00	5.00
	NO	22	2.58	1.26	0.27	2.02	3.14	1.00	4.89
	Total	406	3.75	0.80	0.04	3.67	3.83	1.00	5.00
POSITIVE_EMOTIONS	YES	389	3.95	0.64	0.03	3.88	4.01	1.80	5.00
	NO	24	3.68	0.83	0.17	3.33	4.02	1.40	4.80
	Total	413	3.93	0.66	0.03	3.87	3.99	1.40	5.00
NEGATIVE_EMOTIONS	YES	382	3.51	0.93	0.05	3.42	3.60	1.00	5.00
	NO	23	2.15	1.08	0.23	1.68	2.62	1.00	4.67
	Total	405	3.43	0.99	0.05	3.34	3.53	1.00	5.00

Table 7b: ANOVA Results Relative to Nostalgia Response and Respondents who Know and Do not Know Someone Else Who Owns a New Ford Bronco

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PAST_IMAGERY	Between Groups	7.89	1	7.89	26.23	0.00
	Within Groups	111.28	370	0.30		
	Total	119.17	371			
PHYSIOLOGICAL_REACTION	Between Groups	31.61	1	31.61	55.74	0.00
	Within Groups	229.13	404	0.57		
	Total	260.74	405			
POSITIVE_EMOTIONS	Between Groups	1.69	1	1.69	3.92	0.05
	Within Groups	176.58	411	0.43		
	Total	178.26	412			
NEGATIVE_EMOTIONS	Between Groups	40.08	1	40.08	45.57	0.00
	Within Groups	354.45	403	0.88		
	Total	394.52	404			

Figure(s) 4a – 4d: Mean Plots Showing Knowing Someone Who Owns a Bronco and Not

Figure 4a: Mean Past Imagery between Knowing and Not

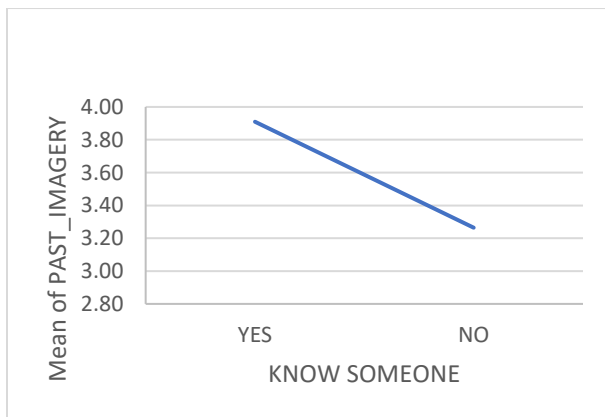


Figure 4b: Mean Physiological Reactions between Knowing and Not

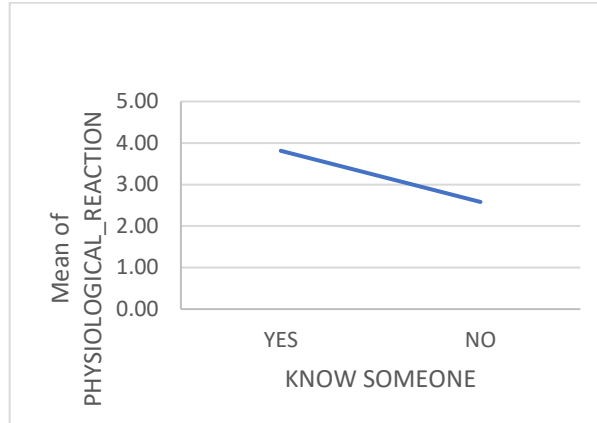


Figure 4c: Mean Positive Emotions between Knowing and Not

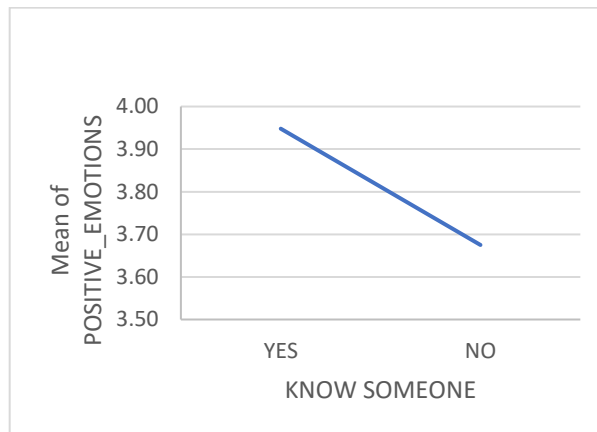
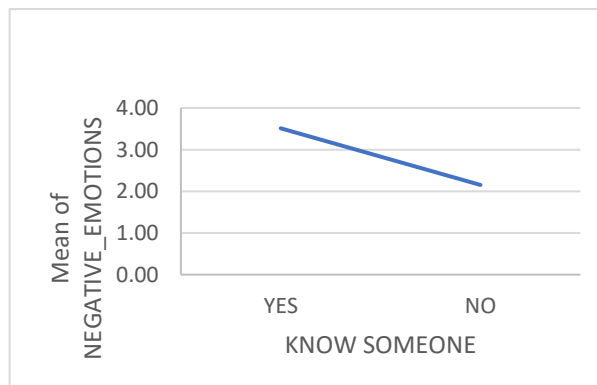


Figure 4d: Mean Negative Emotions between Knowing and Not



Discussion

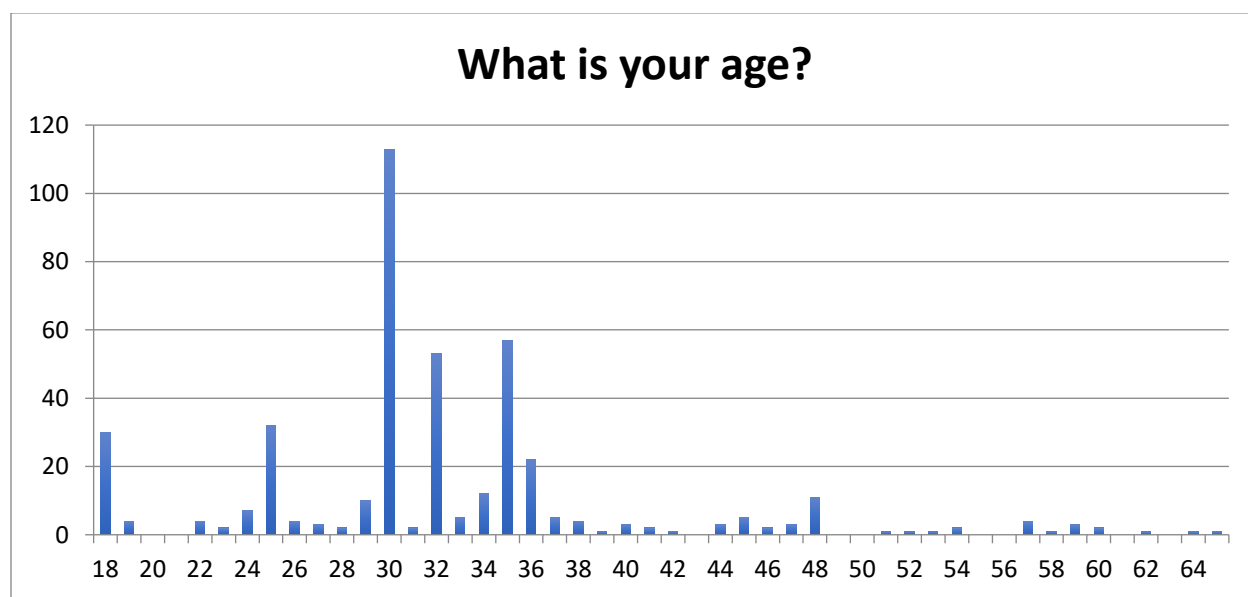
Learning more about the impacts of nostalgia marketing on consumers specific to the Ford Bronco allows us to better understand how nostalgia can be effective to market other products, as well. This research provides more foundational knowledge to understanding how nostalgia can serve as a tool in marketing and advertising efforts specific to individual generational groups and target markets. Additionally, this information provides insight into the automobile industry and how nostalgia can be applicable to the recreation and relaunching of a historic vehicle model.

Descriptive Statistics

Distributing, collecting, and analyzing the data from the Ford Bronco survey provided valuable results. First, the results from demographic questions on the survey, specifically 4 of them, helped to create a profile of consumers who are interested or committed to supporting the brand and product.

It is worth discussing a few of the discoveries made from demographic information collected (Table 1). First, the mean age of survey respondents ended up being 32.22, exemplifying a positive skewness towards younger respondents (see Figure 5). Case studies and information reported about Amazon Mechanical Turk (MTurk), the survey distribution channel I chose to use, indicates that this skewness remains consistent with the ages of MTurk users. “On MTurk, 88% of workers questioned say they are 49 years old or younger, compared with 66% of employed adults” (Pew Research Center, 2016). With this information in mind, it is not surprising to see a positive skewness in the age of Ford Bronco survey respondents. This skewness could in part be a result of the survey’s title and also because of the age of typical MTurk users. Despite this age skewness, the survey and data collected still can be analyzed to answer the research question and better understand the Ford Bronco consumers.

Figure 5: Bar Graph Demonstrating Age Skewness

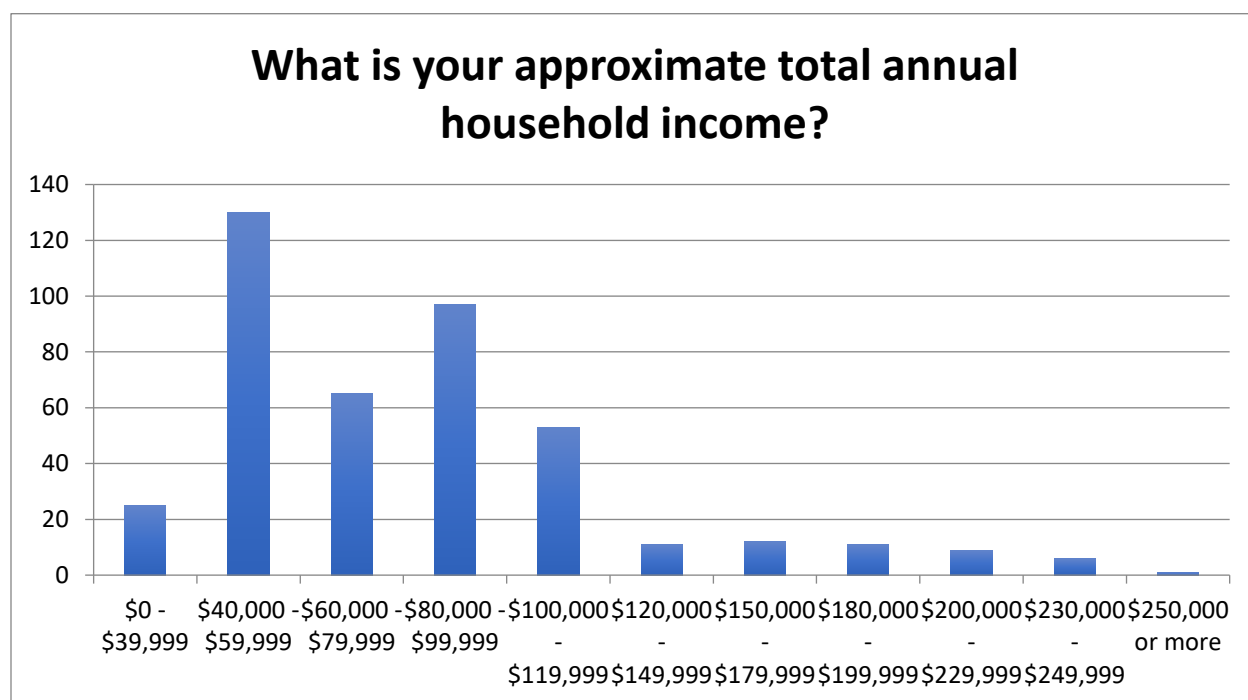


The next descriptive statistics from demographic data that are worth discussing are the mean values for gender, race, and income (Table 1). Since numerical values replaced categorial values that were used in the survey, these values must be interpreted. First, the value 1 is substituted for males, 2 for females. A greater number of males (301) responded to the survey, compared to females (119).

An overwhelming number of respondents also identified with a white ethnicity (94.3%). Referring to Table 1, “white or Caucasian” was the 5th option, therefore the value 5 was substituted as a numerical value. The mean ethnicity was 4.83, which aligns with the high percentage of respondents who selected “white or Caucasian” as their ethnicity.

The last piece of demographic data worth discussing (in terms of descriptive statistics) is household income. Table 1 reports that the mean household income is 3.63, which is also consistent with the visualization in Figure 6. This data is also positively skewed, which visually can be understood to mean that the majority of the responses for household income lie between \$40,000 and \$120,000.

Figure 6: Bar Graph Demonstrating Annual Household Income



The other more relevant descriptive statistics include those measuring general familiarity and likeness. The following can be found in Appendix A, along with the rest of the survey questions. In reference to the survey questions below, the mean familiarity response was 3.49, mean response measuring ownership was 2.149, and the mean response for knowing someone else who owns was 1.06. These results indicate that the majority of respondents are slightly to moderately familiar with the vehicle model, a somewhat equal number of respondents either own or do not own a Ford Bronco, and most respondents know someone else who owns a new Ford Bronco.

Q5 Please rate your familiarity with the Ford Bronco:

1. I have never heard of the Ford Bronco
2. Not familiar at all
3. Slightly familiar
4. Moderately familiar
5. Very familiar
6. Extremely familiar

Display This Question:

If Please rate your familiarity with the Ford Bronco: != I have never heard of the Ford Bronco

Q6 If so, have you ever owned a Ford Bronco? (check all that apply)

1. Yes, I own/have owned a Classic 1966-1996 Ford Bronco.
2. Yes, I own/have owned a New 2020-present Ford Bronco.
3. No, I have never owned a Ford Bronco.

Q10 Do you know someone who owns a 2020-present Ford Bronco? (other than yourself, if applicable)

1. Yes
2. No

The most significant discovery from the personal nostalgia response descriptive statistics are the means. In general, the personal nostalgia scale statements (Figure 1b) all revealed an above average nostalgia response, which can be interpreted to mean that on average, all respondents experienced feelings of nostalgia in response to Ford Bronco advertising stimuli. This information is valuable for further analysis to occur. Correlation and ANOVA tests will determine whether there are reasons or factors that likely caused or influenced respondents' ability to experience personal nostalgia.

Table 3 details the frequencies of responses specific to the main 4 demographic questions (age, gender, race, and household income).

T-test and Correlations

Table(s) 4a and 4b show the descriptive statistics and correlation test results of a relationship between personal nostalgia and age/income. Seeing age and income in the same correlation test with personal nostalgia allows for closer comparison in terms of significance. I hypothesized that older generational groups would have a higher personal nostalgia response and was interested whether younger generational groups would express nostalgic feelings, as well. Unfortunately, there was not an age/generational group that proved to have a significant correlation with nostalgia. However, examining Table 5 proves that all generational groups have an above average mean for each measurement of nostalgia. This evidence proves that all age groups exhibited a positive personal nostalgia response. Not only does this mean that Ford's nostalgia marketing strategy worked, but that younger generational groups experienced nostalgia vicariously due to marketing and advertising.

Another product of Table(s) 4a and 4b is an argument that household income holds the most significant correlation with personal nostalgia responses. Table 4b indicates with an asterisk that past imagery, physiological reaction, and negative emotions are statistically significant in terms of annual household income. This can be interpreted to mean that there is a strong correlation and relationship between how much respondents earn each year in their household and how nostalgic their feelings were towards Ford Bronco stimuli. An assumption can be drawn from this data that those who earn more annual household income (and are more able to afford new vehicles) experience more positive feelings of nostalgia than others. Learning about the significance and insignificance of nostalgia responses and specific demographic factors is important to understanding the functionality of nostalgia marketing. The significance and correlation between nostalgia responses and demographic information will be insightful for future nostalgia advertising and marketing efforts for automobiles and products that are “coming back.”

ANOVA Test

Following t-tests and correlation tests, ANOVA tests were conducted to determine the differences between age groups and whether there was significance between the different nostalgia responses. The initial intent of the analysis was to divide up respondents into each generational group to answer this question (baby boomers, millennials, generation x, etc.), however, since there was no clear significance between age and nostalgia response, this was not necessary for ANOVA testing. Instead, respondents were divided into *young and old* categories to assess whether there was notable difference between two larger age groups. There ended up being no real significance, however, it is important to notice that in Table 5, all data indicates that the majority of the respondent’s nostalgia response as above average, reiterating the assumption that all age groups experienced nostalgia. This information helps draw the conclusion that nostalgia marketing continues to be effective, even towards younger age groups who did not establish an attachment to the original Ford Bronco models at a young age.

The corresponding mean plots, figures 3a through 3d, also indicate that on average, the younger age group had a higher average nostalgia response than the older age group. This data also supports the conclusion that nostalgia marketing is effective at creating vicarious personal nostalgia for age groups who have product interest in the new Ford Bronco, without being present to engage with the original Ford Bronco advertising and marketing.

Table 7a and 7b show the results of an ANOVA test meant to assess whether there’s a significant difference in nostalgia responses between respondents who know someone else who owns a new Ford Bronco (excluding themselves) and those who did not. There seems to be a slight significance in this assessment. The mean plots (figures 4a-4d) demonstrate a significant difference between the average nostalgia response of respondents who know someone who owns a Ford Bronco and respondents who did not. This discovery is worth noting, also supporting the claim that nostalgia marketing is effective, vicariously, and legitimately. A portion of these respondents do not own a Ford Bronco themselves, however, the advertising and marketing establishes a nostalgic attachment and emotional response, even though they do not own the vehicle.

Conclusions

By learning more about the Ford Bronco's background and the research previously conducted about nostalgia, I was able to conduct meaningful and impactful marketing research of my own. Although age and generational groups did not end up being statistically significant relative to personal nostalgia response. This research did find that consumers of all ages experienced positive feelings of nostalgia, proving the effectiveness of this marketing strategy, especially to the automobile industry. This research also found that there is correlation between respondents who have a higher annual household income and positive feelings of nostalgia, as well as a correlation between respondents who know someone else who owns a new Ford Bronco and positive feelings of nostalgia. This information can help to guide future nostalgia research to learn even more about the types of consumers who engage with feelings of nostalgia. I can conclude that all generational groups, on average, are nostalgic towards the new models of Ford Bronco and a few familiarity and demographic factors contribute to their overall emotional response to new Ford Bronco advertisements.

“Does each generational group of consumers associate the new Ford Bronco with positive feelings of nostalgia?” The answer is yes. All generational groups do associate this vehicle model with feelings of nostalgia, despite some of the generational groups experiencing vicarious feelings of nostalgia. This proves that nostalgia marketing is an effective strategy, especially when rebranding and bringing a product back into the market after a long hiatus.

Appendix:**Ford Bronco Survey**

Start of Block: Demographic Questions

Q12 In the following survey, you will be asked questions about the Ford Bronco. Your participation, time, and effort are greatly appreciated. Please do not take this survey multiple times.

First, please answer the following questions to the best of your ability. You may skip any questions you do not wish to answer.

Q25 Please verify you are not a robot:

Q1 What is your age?

Q2 What gender identity best describes you?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q3 What race/ethnicity best describes you?

- American Indian or Alaskan Native (1)
 - Asian or Pacific Islander (2)
 - Black or African American (3)
 - Hispanic (4)
 - White or Caucasian (5)
 - Multiple ethnicity or other (please specify) (6)
-

- Prefer not to say (7)

Q4 What is your approximate total annual household income?

- \$0 - \$39,999 (1)
- \$40,000 - \$59,999 (2)
- \$60,000 - \$79,999 (3)
- \$80,000 - \$99,999 (4)
- \$100,000 - \$119,999 (5)
- \$120,000 - \$149,999 (6)
- \$150,000 - \$179,999 (7)

- \$180,000 - \$199,999 (8)
- \$200,000 - \$229,999 (9)
- \$230,000 - \$249,999 (10)
- \$250,000 or more (11)
- Prefer not to say (12)

Q15 Please list some of your hobbies and interests.

End of Block: Demographic Questions

Start of Block: General Familiarity and Liking

Q13 Now we are going to ask you some questions about the Ford Bronco automobile.

Q5 Please rate your familiarity with the Ford Bronco:

- I have never heard of the Ford Bronco (2)
- Not familiar at all (38)
- Slightly familiar (39)
- Moderately familiar (40)
- Very familiar (41)
- Extremely familiar (42)

Display This Question:

If Please rate your familiarity with the Ford Bronco: != I have never heard of the Ford Bronco

Q6 If so, have you ever owned a Ford Bronco? (check all that apply)

- Yes, I own/have owned a Classic 1966-1996 Ford Bronco. (1)
- Yes, I own/have owned a New 2020-present Ford Bronco (3)
- No, I have never owned a Ford Broco (4)

Q10 Do you know someone who owns a 2020-present Ford Bronco? (other than yourself, if applicable)

- Yes (1)
- No (2)

Display This Question:

If Please rate your familiarity with the Ford Bronco: != I have never heard of the Ford Bronco

Q11 Please rate your interest in owning a Ford Bronco:

	Not Interested At All (1)	Low Interest (2)	Unsure (3)	Some Interest (4)	Strong Interest (5)	I already own the car (6)
Classic 1966-1996 Ford Bronco (1)						
New 2020-present Ford Bronco (2)						

Display This Question:

If Please rate your familiarity with the Ford Bronco: != I have never heard of the Ford Bronco

Q14 Please select the answer that best describes your opinion about Ford Broncos:

	Extremely negative (1)	Somewhat negative (2)	Neither positive nor negative (3)	Somewhat positive (4)	Extremely positive (5)
Classic 1966-1996 Ford Bronco (1)					
New 2020-present Ford Bronco (2)					

End of Block: General Familiarity and Liking

Start of Block: Nostalgia Scale Questions

Q22 Lastly, you will be prompted to watch a video, view an image, and answer questions in response to what you have just observed and experienced.

Q19 Please watch the following video:

If you are using a mobile device to take this survey, flip your device horizontally to watch.

<https://www.youtube.com/watch?v=1DM4ki8dFd4>

Q20 Please take a moment to view the image below:



Q16 Please select the option that best describes how this video and images makes you feel.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I relived an event from my past. (1)					
I was transported to the past. (2)					
It was like a flashback. (3)					
The images were distinct. (4)					
It was like a dreamlike experience. (5)					
I remembered a specific event. (6)					
The memories were in bits and pieces. (7)					
The images were impressionistic. (8)					

One image led to
another. (9)

I could visualize
many images.
(10)

The image(s)
were vivid. (11)

The image(s)
were sharp. (12)

The image(s)
were like flashing
pictures. (13)

There was a
montage of
images. (14)

My heart was
pounding. (15)

I could feel
shivers/trembling.
(16)

I had
goosebumps. (17)

My breathing
became
steady/slow. (18)

I was sweating.
(19)

My stomach was
churning. (20)

There were tears
in my eyes. (21)

I could
taste/smell/hear
things from my
past. (22)

I laughed/smiled.
(23)

Q17 Please select the option that best describes your emotional response to this video and images.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I feel warm. (1)					
I feel sadness. (2)					
I feel peaceful. (3)					
I feel anxiety. (4)					
I feel pleasant. (5)					
I feel tense. (6)					
I feel relaxed. (7)					
I feel guilty. (8)					
I feel calm. (9)					
I feel depressed. (10)					
I feel regret. (11)					

Q23 Here is your ID number: \${e://Field/Random%20ID}

Please copy this number. Once you've copied your ID, click 'next page' to finish the survey.

End of Block: Nostalgia Scale Questions

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