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EXAMINING RETRO MARKETING ADS FROM THE PERSPECTIVE OF NEUROMARKETING: THE EXAMPLE OF NESTLE BRAND

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ABSTRACT

As a result of the changes experienced today, importance of brands in addressing the emotions of the consumers in order to stand out from the competitors and provide a competitive advantage has increased. Retro marketing is used in marketing communication messages in order to create an emotional connection with the brand and to make it a part of daily life. Thus, firms aimed to remind consumers the past, make them to yearn for the past, and to buy the retro branded products.

The aim of this study is determined the thoughts in subconscious of their and response levels of the consumers to Retro ads by using the EEG Analysis Method from the neuromarketing techniques. Therefore, the advertising by Retro marketing, which is accepted to have a significant effect on consumers in the literature, combined with the neuromarketing approach and putting forward the effectiveness of the Retro ads with EEG Analysis Method emphasize the importance of the study. This study is among the very first studies connecting Retro marketing and neuromarketing. The outcomes of the experiments performed led to conclude that the retro marketing ad prepared successsfully has a positive effect on consumers.

Keywords: Retromarketing, Neuromarketing, EEG, Advertise.

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NÖROPAZARLAMA PESPEKTİFİNDEN RETROPAZARLAMA REKLAMLARININ İNCELENMESİ: NESTLE MARKASI ÖRNEĞİ

ÖZ

Günümüzde yaşanan değişimler neticesinde, markaların rakiplerinden sıyrılmak ve rekabet avantajı sağlamak için tüketicilerin duygularına hitap etmedeki önemi artmıştır. Retro pazarlama, marka ile duygusal bir bağlantı kurmak ve onu günlük yaşamın bir parçası yapmak için pazarlama iletişimi mesajlarında kullanılmaktadır. Böylelikle firmalar tüketicilere geçmişi hatırlatmayı, geçmişe özlem duymalarını ve retro markalı ürünleri satın almayı hedeflemiştir.

Bu çalışmanın amacı, nöropazarlama tekniklerinden EEG analiz metodu kullanılarak tüketicilerin tepki seviyelerini ve bilinçaltındaki düşüncelerini belirlemektir Bu nedenle, literatürdeki tüketiciler üzerinde önemli bir etkiye sahip olduğu kabul edilen Retro pazarlama ile yapılan reklamlar, nöromarketing yaklaşımı ile bir araya getirildiğinde ve Retro reklamların EEG Analiz Yöntemi ile etkinliğinin ortaya konması, çalışmanın önemini vurgulamaktadır. Bu çalışma, Retro pazarlamayı ve nöromarketing'i bağlayan ilk çalışmalar arasındadır. Yapılan deneylerin sonuçları, başarılı bir şekilde hazırlanan retro pazarlama reklamının tüketiciler üzerinde olumlu bir etkisi olduğu sonucuna varmıştır.

Anahtar Kavramlar: Retropazarlama, Nöropazarlama, EEG, Reklam.

INTRODUCTION

Companies need to apply different marketing strategies in order to keep their brands alive and make their brands strong in the eyes of the consumers. Nowadays, it is important to address the feelings of the consumers due to the more emotional decisions, changing needs and desires of them. Retro marketing is a revision of a past product or service in terms of function and performance according to the contemporary conditions and the product or the service to be presented. The idea behind retro marketing is to extract traces from the life of the consumer during the purchasing behavior process (Arslan and Yetkin, 2017, p. 95).

Retro Marketing aims to make consumers yearning for the past and remembering it and establish an emotional relationship with their past. For this reason, businesses need to understand the feelings and thoughts of their consumers. In this respect, neuromarketing methods are necessary to determine the real thoughts in the subconscious of the consumers. Neuromarketing researchs is using to understand the brain processes related to emotions (Fortunato, Giraldi, Oliveira, 2014, p. 216). Neuromarketing helps companies determine their advertising strategies based on their target groups' desires and

measure the emotions that can provide higher consumer interest (Huszár and Pap, 2016, p. 163).

The success of the companies that are willing to connect themselves with the consumers by using retro marketing ads need to be evaluated by neuromarketing methods. This underlines the significance of the study analyzing retro marketing and neuromarketing together.

The aim of this study is to investigate the activity created by the retro-themed advertising in the consumer's mind by using EEG Analysis Method, to give suggestions accordingly to increase the effectiveness of the advertising, and to guide the design of the advertisements in order to ensure the effectiveness and permanence of the future Retro-themed advertising works.

This study consists of 4 parts. In the first chapter, the literature was examined and the concepts of retro marketing, neuromarketing were explained and the methods used in neuromarketing were eveluated. In addition, information were given about the studies in this field. In the second part, the aim, method and sample of the research were explained in detail. In the third chapter, the findings of the study were presented and interpreted. The fourth chapter discusses the findings obtained from the study in a comprehensive manner by taking the other studies into consideratation, projects a new perspective for the further studies and give suggestions on design and improvement of the retro-themed ads.

I. LITERATURE REVIEW

When the literature is examined, there is no consensus about the definition of "Retro" concept which is widely used in different industries. The concept of retro is derived from Latin and means "backward" or "past times". Retro is known as a concept that includes past and reminds the experiences associated with them. At the same time, Retro is much more than a reference to the past. Firstly, retro is not only associated with past events, but also implies how the past will connect to the future. Secondly, retro is known as a multidimensional and complicated concept. It focuses on perceptions of the consumers and on marketing or branding. "Retro" is analyzed on strategic perspectives in the form of entrepreneurship and at organizational level. The retro contains the confusion between the old and the new, and provides a link between the two (Castellano, Ivanova, Adnane, Safraou, Schiavone, 2013, p. 386-389).

Retro marketing is expressed as a general term for marketing strategies concentrating on past in order to sell current products or services (Brown, 1999, p. 363). Retro marketing offers consumers products or services they have longed for and conveys the feelings they have experienced in the past. Moreover, Retro marketing revises and presents a past product or service in terms of function and

performance according to today's conditions. Retro marketing is usually grouped under three Retro product categories (Arslan and Yetkin, 2017, p. 95):

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

Marketers have succeeded in revitalizing and strengthening these brands by applying the Retro marketing strategy to revive and make the old brands strong (Brown, Kozinets, Sherry, 2003, p. 19).

Neuromarketing has been proposed as an important and revolutionary formation of marketing research. In the literature, neuromarketing has been described by many authors in different ways. Some of these definitions are as follows:

Neuromarketing is defined as "the application of the methods of the neurology laboratory to the questions of the world of advertising" according to (Thompson, 2003, p. 4).

Neuromarketing is defined as "the application of neuroscientific methods to analyze and understand human behavior related to market and marketing" by the International Journal of Psychophysiology (Lee, Broderick, Chamberlain, 2007, p. 200).

The aim of neuromarketing is to examine how the brain is physiologically influenced by advertising and marketing strategies. To evaluate the effectiveness of these strategies, brain activity resulting from the imaging of an ad is monitored and measured by using neuroimaging techniques such as functional Magnetic Resonance Imaging (fMRI) and Electroencephalography (EEG) (Laybourne and Lewis, 2005, p. 28). Neuromarketing studies often measure the preference among products based on brand familiarity or product preferences. In traditional marketing research, since the viewer may contain a cognitive bias it is sometimes difficult to measure the reasons of a particular product choice. In neuromarketing studies, brand familiarity and product preferences are associated with neural activity (McClure, Li, Tomlin, Cypert, Montague, 2004, p. 380).

Neuromarketing provides a number of significant advantages to the marketing sector according to Ariely and Berns. The most important of these advantages is to help firms to distinguish the desires and the needs of the consumers and to discover what they will purchase the most (Ariely and Berns, 2010, p. 291). However, Bercea (2013) explains that the qualitative or quantitative classification of the research in this new area is difficult and the type of equipment used and the research protocol adopted are determinant in this classification (p. 1). Though neuromarketing is of great importance as it creates the ability to evaluate emotional processes taking place in the mind. From this perspective, access to richer and less biased marketing information than other traditional research techniques such as surveys, focus groups and qualitative research (Murphy, 2008, p. 297).

Neuroscientific methods contribute to a better understanding of consumer needs. Neuromarketing helps companies adapt their ads to their target groups and consumers' emotions that can provide higher interest in the ads. These emotions cannot be measured by traditional research methods such as surveys and interviews (Huszár and Pap, 2016, p. 163).

To better understand the field of neuromarketing and to ensure the internalization of the studies to be carried out in this field, it is important to know which devices are used in this field and which tool to be selected for each method. The most common forms of grouping the measurements in neuromarketing today are neurometrical measurements, biometric measurements and psychometric measurements.

Neurometrical measurements is used to measure neural activity in the brain to understand cognitive and emotional responses. The most important types of neurometrical measurements are EEG (Electroencephalography), fMRI (Functional Magnetic Resonance Imaging), MEG (Magnetic Brain Graphy) and PET (Positron Emission Tomography) technologies (Kenning, Plassmann, Ahlert, 2007, p. 138).

The ability of researchers to measure and bind brain activity according to human processes, structures, decisions and behaviors reveals the potential of brain research for social sciences (Dimoka, 2012, p. 811).

EEG is another technique used in most marketing researchs, that uses electrodes attached to the scalp and measures changes of the electric field in the brain region. The EEG has very high temporal resolution (milliseconds) and can therefore detect short neuronal events (Ariely and Berns, 2010, p. 288).

In addition to neurommetric measurements, biometric measurements are used in many experimental studies in the field of neuromarketing. In the neuromarketing studies, the Eye Tracking method is the most commonly used method among biometric techniques. The integration of Eye Tracking with

neurometrics measurement techniques such as EEG and fMRI is more accessible and provides more robust data (Barcea, 2013, p. 8).

Many neuromarketing studies have been performed by hundreds of academics and numerous commercial firms. The first study, which constitutes the basis of the researchs in the field of neuromarketing and is the source of inspiration for the further works was made by a marketing researcher James Vicary. Vicary added a slide to a film in a movie theater in New Jersey and he reflected the messages "drink Coca Cola" and "eat popcorn". After this study, an increase of 18.8 percent in Coca Cola sales and a 57.7 percent increase in popcorn sales were observed (Lindstrom, 2009, p. 73-74; Çubuk and Yücel, 2013, p. 175).

When the Retro-related literature is examined, it is seen that many studies were done by traditional methods. For example, ın thesis study by Höglund and Olsson (2019) were investigated how young consumers make sense of their retro consumption. They were argued that young consumers' view of contemporary society is an underlying cause for their retro consumption. The findings of research suggest that young consumers make sense of retro consumption by using retro brands and retro aesthetics to mediate and express discontent towards contemporary society. Young consumers do this by consuming retro brands and products since they are considered as authentic, credible and expressive, to take distance to what is perceived as modern and fake.

Grebosz and Pointet (2015) explore the implementation of retro-style into global brand 6 communication towards young consumers. Furthermore, they show us that young consumers assessed retro-ads as stylish and they have a desire for something classy, surprising and original. In addition, the researchers stated that young consumers do not perceive retro-ads as boring and conventional, instead, retro aesthetics which evocate the past make young consumers feel emotional. Moreover, they also concluded that young consumers view retro style as an authentic differentiator and retro-ads can re-enchant disenchanted young consumers. Similarly, Güzel and Okan (2016) use a survey method to examine the effectiveness of nostalgia advertisement. Their findings suggest, similar to Grebosz and Pointet (2015), that nostalgia ads are effective in triggering young consumers´ emotions, rather than directing consumers´ behavior.

Beside, the neuromarketing studies related to retro are very few. One of these few studies was conducted in 2012 by ThinkNeuro, a neuromarketing consultancy firm. Research was carried out by using EEG machine with 16 volunteers on the old and the new logos of Turkey's first private TV channel Star TV and first GSM operator Turkcell. 24 logos were shown to each participant for 3 seconds. 4 of these 24 logos consist of the old and new logos of *Turkcell* and *Star TV*. During the measurement of these four logos 400 thousand EEG

data were collected from 16 participants. For Turkcell logo, there is a slight difference between the old and new logos in terms of the emotional interests of the participants. But, in terms of attracting the attention of the consumer, the new logo received 73.16 points, while the old logo was measured to be 69.50. This shows that Turkcell's new logo attracts the consumer's attention more than the old logo. For the Star TV logos, the emotional interest on the old logo was 78.28, while the new logo had 76.35. Considering the attention score, the old logo's score was 71.92, whereas the new logo's was 65.27. Star TV had preffered a completely different identity when designing its new logo. Nevertheless, Star TV did not succeed in creating the same effect on consumers' minds according to ThinkNeuro's work. Consumers have found the logo more remarkable they have known and adopted for years, and ThinkNeuro stated that the level of emotional interest in the old logo was higher (Neuromarketing (EEG) Analysis Star TV and Turkcell Logo, 2012).

In addition, Uğur (2017) has carried out a study by using neuromarketing methods and tools in order to determine the effect of Retro marketing products and advertisements on consumer buying behavior. Uğur (2017) utilized EEG Analysis Method which is a neuromarketing technique and aimed to understand the consumers' reactions to the products and advertisements of retro marketing, and their effects on the buying behavior and the thoughts of the client's subconscious. The study has been carried out in Fırat University Marketing and Neuromarketing Research Center with 32 volunteer participants diverted in terms of demographic characteristics such as age, gender, occupation, and income level. In the study, 60 seconds commercial film of the "Pınar" brand has been showed to the participants and the electroencephalography (EEG) outputs of the participants have been analyzed. As a result of the study, 4 advertisement visions were determined to which the participants reacted most. These 4 ad images were seen between the seconds 0-10; 10-13; 48-51; and 51-55 and the participants has reacted within these intervals. The participants have reacted to the visuals containing new and old packaging which is important in terms of understanding the real reactions of the consumers. According to this study by Uğur (2017) Retro marketing advertising of Pınar brand has found to be effective.

II. OBJECTIVE, METHOD AND SAMPLE

The purpose of this study is to determine the reactions and subconscious thoughts of consumers to Retro marketing products and their advertisements. In this study, it is aimed to grasp the thouhgts in the subconscious of consumers and measure their reactions to Retro marketing products and advertisements by using the EEG Analysis Method. The research has been conducted at Firat University Marketing and Neuromarketing Research Center with 30 volunteer participants (academics, civil servants, and students) differed in terms of age, gender, occupation, and income level. The 40 seconds Retro marketing-themed

advertising film of Nestle brand was shown to the participants. With EEG Analysis Method, the brain waves of the participants were examined and their responses to advertisement images were recorded. Then EEG analyses were compared and the results were evaluated. 14-channels EEG device designed according to the international 10-20 system, called Emotiv EPOC, was used in the study (Khushaba et al., 2013, p. 3805).

In the first phase of the study, the Participants completed the Voluntary Participation Form, which contains personal information and includes open-ended questions. Then the participants were asked to complete the research declaration form and to declare their voluntarinees.

The study has continued with Electroencephalography (EEG) measurement. The participants were not given any information about the experiment before the research and 40 seconds Retro marketing-themed commercial film of Nestle brand was screened. In order to increase the reliability of the research while displaying the advertisement film, there were only an EEG expert and voluntary participants in an experimental environment completely free from external stimuli. The brain waves of the participants were examined and their responses to these advertising images were observed.

This high-resolution device called Emotiv EPOC collects data at a frequency of 2048 Hz per second. The EEG device transfers the collected data to the computer via a wireless network in a 128 Hz frequency sample (Anderson, et al., 2011, p. 796-797). These data reveal the emotional responses of the volunteer participants who participated in the measurement within certain algorithms (Sourina and Liu, 2011, p. 211). In addition, participants' EEG data were analyzed and interpreted using Biometric software and Brain Map software.

First of all, in the process of determining the brand to be used in the experiment, a pilot experiment was conducted. In the pilot experiment, Retro marketing themed advertising films of various brands have been shown to a specific sample group by random sampling method. Based on the preferences of the participants of the pilot experiment, the advertisement film of Nestle brand was selected for the main experiment. In the selection of this advertising film, factors such as better representation of retro marketing, more comprehensibility by the sample group, more openness and awareness were taken into consideration. Then, 40 seconds Retro Marketing-themed advertising film was showed and the reactions of the volunteers were measured. The volunteers were informed about the basics of the experiment during the EEG measurement.

In the first 5th seconds of the ad, there is scene in which a father and child are walking in the cinema hall. In the background the sentence "go to the worlds I don't know and learn from the masters" is heard. Between the 5th and the 10th seconds, there is the scene of a child holding the Nestle chocolate with

old package in the cinema. In the background the expression "it was great for me" is heard. Between the 10th and the 21st seconds, the kid from the first scene is shown as grown after years. In the background the sentences "I set out to explore those worlds, to give soul to different characters. I liked acting but I did not give up being a good audience, I couldn't". Between the 21st and the 32nd seconds, the kid from the first scene is sharing the new packaged Nestle chocolate with (propably) his grandson. In the background the expression "There is one another thing that I couldn't give up: a piece of my childhood" and he gives a piece of chocolate to his grandson. Nestle logo is shown between 32 and 39. seconds. In the background of the last scene slogan "Nestleee!! creates wonders with chocolates" is heard.

The 40 second ad film was evaluated in terms of timing, analyzed and interpreted.

III. FINDINGS OF THE RESEARCH AND INTERPRETATION

Within the context of Nestle advertising, consumer responses were found between 5-10, 11-21 and 22-32 seconds. The advertisement is including the visual of old packaging of Nestle chocolate in 5-10 seconds range. In the 11-21 seconds range, there is a scene where theater and cinema artist Çetin Tekindor takes place as the reference force. Finally, the new packaging of Nestle chocolate is displaying in the 22-32 seconds range of the advertisement.

Image 1. The Scene of The Child Who Holding The Old Packaging of Nestle Chocolate In The Cinema
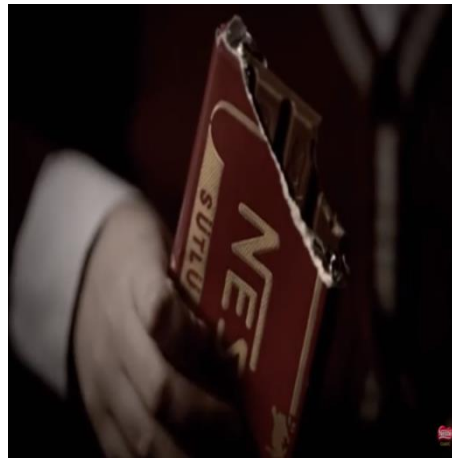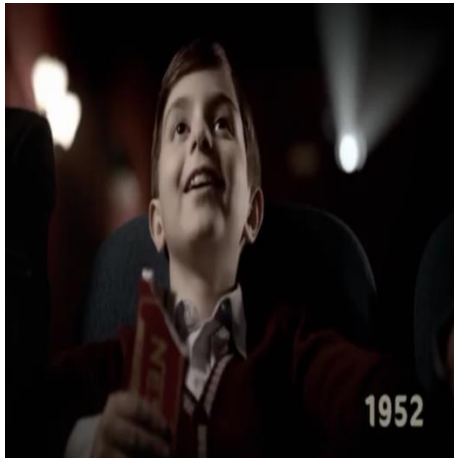
The Image 1 is within 5-10 seconds range of advertising. When the brain activities of the participants are examined, it is seen that the reactions are

concentrated in the Frontal region. The frontal lobe provides control of voluntary muscles such as motor skills and speech and is known as the area where complex responses such as thinking, decision making, planning movements, joy, happiness, calmness and grief take place (Yorgancılar, 2015, p. 146). The measurement of the waves in the left front frontal lobe is showing positive emotions. It is also believed that such activity is a good confirmation of the action. On the other hand, the electrical response in the right frontal lobe is often associated with negative emotions (Morin, 2011, p. 133-134).

When the EEG results of the participants were examined, there were 6 reactions in the Right Frontal (AF4, F4, F8, FC6) region and 9 reactions in the Left Frontal (AF3, F3, F7, FC5) region. According to this information, the responses of the participants were determined to be higher in the Left Frontal region. In the direction of the data obtained, the increase in the number of amplitudes in the video visual showed positive emotions.

Image 2. Cinema Artist Cetin Tekindor And The Scene Where The Tekindor Together With Child (Propably His Grandson) Goes To The Cinema

The Image 2 is within 11-21 seconds of the advertising. When the responses of the participants to the advertising image were examined, it was observed that the response in the frontal region was high. There were 5 reactions in the Right Frontal (AF4, F4, F8, FC6) region and 10 responses in the Left Frontal (AF3, F3, F7, FC5) region. Within the scope of the data obtained, it was seen that there is more reaction in the Left Frontal region. In the direction of the data obtained, the increase in the number of amplitudes in the video visual showed positive emotions.

Image 3. Scene With The Child Holding New Packaged Chocolate of Nestle In Cinema

The Image 3 is within 22-32 seconds of the advertising. When the responses of the participants to the advertising image were examined, it was observed that the response in the frontal region was high. 6 responses were observed in the Right Frontal (AF4, F4, F8, FC6) region and 6 in the Left Frontal (AF3, F3, F7, FC5) region. In the direction of the data obtained, the increase in the number of amplitudes in the video visual showed both positive and negative emotions.

CONCLUSION

Within the framework of the above information, the positive and negative feelings of the participants were evaluated against the ad image based on retro marketing. With the advertisement visual, the reactions of the participants as a result of remembering the past were tried to be determined.

Nowadays, brands that are in intense competition are looking for various ways to reach consumers. As a marketing strategy, companies remind consumers of their past-related emotions through Retro marketing. Brands set consumers forth on a journey of time and pointed the past. As a result of the revival of the products that consumers have forgotten in their minds, the permanence of the brand is ensured. Thus retro adds a different dimension to marketing literature.

Retro marketing is referring to the process of recalling consumers in making purchasing decision. Retro marketing offers the consumers the products used in the past in a different way. Thus, this forms a different approach that brands may prefer to take place in the minds of consumers.

In line with this information, the participants' feelings were evaluated with reference to the retro marketing-themed ad. Volunteer participants are

expected to remember the past through advertising. The neural activity in the brain were tried to be determined in accordance with this purpose.

According to this information, it is seen that the participants mostly draw attention to both old and new chocolate packaging in the ad in the specific intervals. In other words, the old packaging of Nestle chocolate and its new packaging were determined to be effective. In this ad the consumer was reminded nostalgia through Retro marketing.

Furthermore, a similar of this study was performed in 2017 by Uğur. In this study, the retro-themed ad of the Pınar brand is showed that the participants were reacted to the scenes that emphasized the retro. These reactions were occured at Frontal, Parietal and Occipital lobes. At the same time, the reactions in Frontal, Parietal and Occipital lobes was observed also our study. Therefore, the study of Uğur (2017) supports our work.

In addition, the use of Çetin Tekindor as an actor increases the effectiveness in terms of reference power. Tekindor's childhood and maturity periods in advertising were reflected in the scope of Retro and it was determined that the message to be delivered to the consumer was positive in the light of the neural reactions showed by the participants. Therefore, we can conclude that retro marketing advertising has been successfully prepared and the effectiveness of the work has been demonstrated.

The use of Retro Marketing and EEG Analysis in this study is important for the literature. Because the number of the studies combining retro marketing and neuromarketing is too few. This study would help the further related studies to be designed and performed.

Within the scope of the study, it was determined that the participants showed positive reactions to the advertisement image. As the advertisement visual reminds the past of the participants, rises in amplitudes were observed. In line with this information, Retro marketing advertisement image has been prepared successfully. With retro marketing, brands can reveal their forgotten products and leave positive effects on consumers.

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