



The moderating role of openness to experience: Influence of nostalgia on purchase intention

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INFO ARTIKEL	ABSTRAK
<p>Diterima 10 September 2020 Disetujui 15 Oktober 2020 Diterbitkan 2 Desember 2020</p>	<p><i>Artikel ini mengusulkan dan menguji suatu model interaksional purchase intention dimana keterbukaan pada pengalaman menjadi konstruk utama antara nostalgia dan purchase intention. Berdasarkan teori identitas sosial dan model lima besar kepribadian, nostalgia dan keterbukaan pada pengalaman diusulkan sebagai variabel kontekstual dan individual yang saling memengaruhi dalam proses ini. Keterbukaan pada pengalaman berinteraksi dengan nostalgia mengarahkan pada perilaku niat membeli. Secara keseluruhan model memerlukan proses moderasi dimana keterbukaan pada pengalaman menjadi variabel krusial untuk mentransformasi sumber daya kontekstual menjadi keluaran perilaku niat membeli. Hipotesis diuji menggunakan structural equation modelling, pada 273 responden. Kami mendiskusikan implikasi teoritikal dan praktikal dari temuan ini.</i></p>
DOI:10.24036/jkmb.10980300	ABSTRACT
<p>Keywords: Nostalgia, openness to experience, purchase intention, social identity theory.</p>	<p>This study proposes and tests an interactional model of purchase intention where openness to experience serves as a core construct between nostalgia and purchase intention. Based on Social Identity Theory and the Big Five Model of personality, nostalgia and openness to experience are proposed as contextual and individual variables that are interrelated in this process. The interaction between openness to experience and nostalgia leads to buying intention behavior. In general, this model needs a moderation process where openness to experience is a crucial factor to transform the contextual resource into purchase intention behavior. The hypotheses are examined using structural Equation Modelling, based on data obtained from a self-administered survey of 273 respondents. We discuss the implication, both theoretical and practical in this study.</p>
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INTRODUCTION

Nostalgia marketing is seen as a very crucial strategy to attract customers' attention particularly in a condition full of uncertainty, where people feel insecure about the future and perceive that the past is better (Davis, 1979; Stern, 1992). Muehling and Sprout (2004) argue that in this situation companies tend to persuade the customer "back to the past". Merchant *et al.* (2013) observe that in difficult times or crises, marketers rather use a nostalgia marketing strategy that comforts the customer, eventually

increasing sales. Thus, we believe that in this pandemic situation the whole world is suffering, nostalgia marketing is might be a key factor of success and becomes more relevant than ever.

Nostalgia, first introduced by Johannes Hofer in 1688 as a cerebral or neurological disease (Routledge *et al.*, 2011; Wildschut *et al.*, 2006) was initially viewed as the cause of depression that only until the 1950s. This term was considered as personal emotions and began to be studied by psychology field on an individual level and sociology research on a societal level. It followed later by marketing research in 1990s as well as marketing practitioners to position their products (Baker & Kennedy, 1994). In a marketing context, nostalgia is described as a personal emotion caused by consumers' experiences that affect their preferences in a product (Hwang & Hyun, 2013).

At present, nostalgia has become a trending issue across the globe (Lammersma & Wortelboer, 2017) in behavioral research such as human senses, self-concept, collective memory, literary criticism, emotions, brand, and marketing (Muehling & Sprott, 2004). In marketing, nostalgia is linked with topics such as brand loyalty, purchase intention, attitude towards the brand, attitude towards ads, brand advertising, and many others (Muehling & Sprott, 2004; Muehling *et al.*, 2014). Nostalgia marketing is also practiced as an advertising strategy by numerous companies in various industries such as food and cosmetics, perfumes, automobiles, arts and entertainment, music, movies, and many others (Merchant *et al.*, 2013). Moreover, nostalgia is becoming important in business environment nowadays that struggling with pandemic and crises.

However, empirical researches about the influence of nostalgia construct on consumer behavior outcomes are rather not consistent. Özhan *et al.* (2018) that studying the effect of nostalgia on product involvement find insignificant results which contrast with the previous study by Holak and Havlena, (1998), Schindler and Holbrook, (2003), and Martin (1998). Similarly, Kim and Coi's (2016) research show that even though personal nostalgia has a positive effect on purchase intention, on the contrary, historical nostalgia affects purchase intention negatively. Whereas Marchegiani and Phau (2011), Muehling (2013), and Marchegiani and Phau (2008) state the otherwise.

This indication is also supported by Fariz and Putra's (2020) research in the Indonesian context. Comparing the effect of both personal and historical nostalgia towards the same product, they find that historical nostalgia has a higher effect than personal nostalgia, that is in opposition with other research such as Stern (1992), Marchegiani and Phau (2007), Muehling and Pascal (2011), Muehling (2013), and Muehling *et al.* (2014). From a meta-analysis perspective, this result variability indicates that there might be contextual variables that moderating the relationship (Siemsen *et al.*, 2009). It is signaled that there might be a moderation role between nostalgia and purchase intention that cause this deviation, which becomes the focus of this current research. In other words, nostalgia may indirectly link with willingness to purchase. Therefore, it is theoretically and practically important to understand how nostalgia contributes to willingness to purchase.

Consumer-oriented marketing requires that in order to comprehend the consumer market it is important to investigate factors that determine consumer behavior, in which personality is one of the prominent factors (Özhan *et al.*, 2018). Personality is described as steady behavioral characteristics that distinguish one individual from another and causally related to consumer behavior (Özhan *et al.*, 2018; Vazquez-Carrasco & Foxall, 2006). Psychologists such as Tupes and Christal (1992), Goldberg (1990), and McCrae & Costa (1997) developed and established the five-factor model, known as the Big Five Personality Traits, that categorizes personality into five dimensions which are extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. There is a general consensus that the five-factor model provides an integrated framework for distinguishing individuals at high level that regarded generally by scholars as a useful framework to classifying personality (Baumgartner, 2002). Hence, this model is seen fit to use in this study more specifically the openness to experience, that represents an individual who is liberal, imaginative, and curious (Liebert & Spiegler, 1990) as a moderating variable.

In this research, we examine openness to experience as a moderating factor. This dimension represents individuals with imaginative thinking, curious, enabler, and liberal. They favor diversity, insightful, creative, bold, and original. People with this trait seek for a fantastic experience, tend to be

creative and full of ideas as well as high tolerance to other people's views (Liebert & Spiegler, 1990). George & Zhou (2001) propose that individuals with a high level of openness to experience to be more responsive to feedback (both positive and negative) valence in work environments. Positive feedback may stimulate creative behavior, while negative feedback is otherwise. George and Zhou (2001) also mention that individuals with a high level of openness to experience are likely to have creative behavior if they perceived positive feedback. In tune with that Baer and Oldham (2006) suggest that a high level of openness to experience leads to many psychological activities for innovative effort. The same logic is also developed by Madrid *et al* (2014) that employ theory from George and Zhou (2001) and argue that openness to experience strengthens the relationship between positive emotional feelings and innovative behavior. Fujiwara dan Nagasawa (2015b) also explain that individuals with a high level of openness to experience prefer to buy a luxury product because they are wanted to be different from anyone else.

Draw upon the logic put forward by George and Zhou (2001) and the buffering function of high openness to experience, we propose openness to experience as a moderator between nostalgia and purchase intention. High openness individuals tend to purchase intention because they want to find a fantastic experience. In particular, we argue that the effect of nostalgia to purchase intention will be stronger when individuals have a high level of openness to experience.

Continuing the work of Fariz and Putra (2020), we use the Walls Viennetta Ice Cream, a product of the 1990s that reintroduced to the Indonesian market in 2020 as the object of this research. In April 2020, Viennetta Ice Cream is back to the market in response to a petition signed by more than 74.000 people demanding to be able to savor the product again (Khairunnisa, 2020b). This product has been advertised through various media such as television, Instagram, and Youtube with a tagline with "Vienneta Balik Lagi" (Viennetta is back!). This ice cream then went viral in public, as much internet user posted it on their social media, for example on Instagram there are more than 24.000 posts about Viennetta.

As a contribution to theoretical development, this study provides a better understanding by investigating the state of nostalgia influencing purchase intentions under personal conditions. Researchers investigated the possibility that a high degree of openness to experiences strengthens the nostalgic association with consumers' desire to buy. Integrating nostalgia perspective with openness to experience, this study tends to provide a comprehensive understanding of motivating factors for individuals to buy a product. We develop a model that involves a conditional process, where nostalgia and openness to experience interact to influence the purchase intention of the consumer. Finally, for managerial implication this study suggests that in order to increase the purchase intention of consumers, in addition to nostalgia marketing strategy, marketers also need to identify consumers' personalities specifically openness to experience.

LITERATURE REVIEW

Nostalgia, Social Identity Theory, and Purchase Intention

According to Loveland *et al* (2010), the word nostalgia originated from greek nostos (literally means returning to the homeland) and algos (literally means pain, grief, or suffering), hence sketchily it used to refer homesickness. As time changes, the connotation of nostalgia becomes positive that it describes a feeling of yearning to the past (Davis, 1979). Chen *et al.* (2014) elaborate that nostalgia is a psychological phenomenon perceived by an individual objectively or subjectively, specifically an emotional recollection of some experience that an individual is familiar with. In the marketing context, Holak and Havlena (1998) define nostalgia as a positively valenced complex feeling, emotion, or mood produced by reflection on things (objects, persons, experiences, ideas) associated with the past.

Sedikides and Wildschut (2018) define nostalgia as a sentimental longing for the past in the form of emotions that are relevant to oneself, very social, and more positive than negative. Because nostalgia brings the past into focus today, it has existential implications. Further more they explained that nostalgia helps people find meaning in their lives, by increasing social connectedness (sense of

belonging and acceptance), and by increasing self-sustainability (a sense of connection between the past and the present). In addition, nostalgia facilitates the pursuit of one's important goals by setting the search for meaning in response to boredom.

Nostalgia is different from memory, where the latter comes from human ability called autobiographical memory (or simply said, the ability to remember something), nostalgia can be illustrated as "idealized memory" where even negative experience gets distorted then eventually be perceived emotionally positive by an individual (Sedikides & Wildschut, 2018; Muehling & Pascal, 2011; Muehling et al, 2004; Muehling et al, 2014; Ju et al, 2015; Holak and Havlena (1998). Nostalgia is sourced from an individual's experience in the past, direct or indirect, then as time goes by when the individual remember that his/her experience may idealize the moment and start to have a positive emotional feeling (Muehling & Pascal, 2011).

To explain how nostalgia works, we are implementing the Social Identity Theory (SIT) by Tajfel & Turner (1985). SIT was originally derived from the psychological field and applied to the nostalgia marketing context by Sierra and McQuitty (2007). This theory explicates that an individual belongs to a certain social group that shapes his/her social identity, which has distinct characteristics attached (for example, we can see clearly the difference between "punk teenagers" and "classic one"). Members of this social group will likely accentuate these characteristics foremost when in contact with other individuals outside their group. This tendency may influence an individual's behavior regarding their response and attitude emotionally whenever an individual received a stimulus that is associated with that distinct characteristic. Furthermore, Sierra and McQuitty (2007) explain that social identity may be in the form of memory or remembrance of the past, ranging from a simple event like a family holiday to crucial moments such as war. This past will inspire the individual identity in the present time and influence the group members' behavior, attitudes, and emotions, which is unique and different compared to other social groups. Loveland et al (2010) add by consuming a product that evokes nostalgia makes an individual feel reconnected with close persons in the past that were once consuming that product. Merchant and Rose (2013) argue that a company uses nostalgia to remind the consumer that their product is a long-lived "heritage" that survived difficult times. Sedikides and Wildschut (2018) conclude in brief that nostalgia is "the bridge" between the past and the future.

In marketing, nostalgia will impact purchase intention, described as the possibility that the consumer is willing to buy a product in the future which involves subjective judgment (Dodds et al, 1991; Engel et al, 2001; Lin & Lu, 2010). Companies need to affect consumers' intention to buy products by stimulating the consumers' preferences toward the advertised product (Armstrong & Kotler, 2011). Marketers may integrate the SIT and nostalgia by creating nostalgia-themed ads that have cues or signal in form of audio, visual, words that are associated with a certain social group, so that if an individual within that social group sees/hears/reads the ads he/she will feel connected to his/her social group and perceive that the ads are associated with him/her. This will trigger a nostalgic feeling, generating positive emotions towards the ads and resulting in purchase intentions (Muehling & Pascal, 2011; Sierra & McQuitty (2007).

The influence of nostalgia is also endorsed by empirical research about nostalgia marketing, that proven effective to increase demand for products in various countries such as work by Ju et al (2015), Ju et al (2016), Chen et al (2014), Pascal et al (2002), Siuda (2018). Fariz & Putra's (2020) research in the Indonesian context also confirms this positive effect of nostalgia to purchase intention, where both personal and historical nostalgia influence positively and significantly to purchase intention of Viennetta Ice Cream.

Based on SIT and empirical evidence, we propose that nostalgia as a predictor of purchase intention, where nostalgia positively and significantly influences the purchase intention of the consumer. The use of advertising or product that related to a certain social group in the past will evoke nostalgia in an individual belong to that social group. That individual will perceive that the product or ads are identical with him/her, resulting in a positive preference towards the product and eventually make a purchase. Thus, we come up with the first hypothesis as followed:

H1: Nostalgia has a positive and significant influence to purchase intention of the consumer.

Openness to Experience

As one of the dimensions in the Big Five Personality Traits, openness to experience is a latent construct that has interpersonal implications by facilitating positive attitude and social behavior (McCrae, 1996). This dimension describes a characteristic that seeks, produce, and learn new ideas and knowledge that are artistic, philosophical, and scientific (Woo *et al.*, 2014). People with this trait are described as independent thinkers who accept new ideas, experiences as they tend to seek different perspectives insights (Cabrera, Collins, & Salgado, 2006), as well as sharing knowledge (Matzler *et al.*, 2008), and also enjoy discussions with other people (such as political discussions; Mondak & Halperin, 2008). Individuals that open to experience tend to show their emotional, passionate, and impulsive; while the one that is not is rather isolated their feelings and has superficial affective experiences (McCrae, 1996). McCrae (1996) further divides openness to experience into six components which are fantasy (sharp imagination), aesthetics (appreciation to arts and beauty), feelings (willing to accept others' emotions and feelings, actions (looking for something new and different), ideas (actively search for knowledge and desire for unusual ideas), and values (readiness to evaluate social, political, and belief values).

Is openness to experience have an impact to purchase behavior? An individual has a distinguished personality that differentiates him/her, either as a person or consumer. These idiosyncratic characteristics in individuals lead to different preferences in their product choice. This is based on the assumption that individuals incline to be interested in a product that is compatible with their personality. Simply put, in Matzler *et al.*'s (2006) research assess the openness to experience and extraversion positively related to a hedonic value of a product. Gohary dan Hanzae (2014) also get a similar result in their study. Based on this, we can conclude that individuals that open to experience more likely to devote their interests to the hedonic aspects of a product. Sun *et al.* (2018) research the effect of personality traits on consumer's attitudes and intention in purchasing green products and found that openness to experience has a positive influence on consumers' intention to buy green products.

Moderating Role of Openness to Experience

As mentioned in the introduction, there are inconsistencies in the influence of nostalgia to attitude towards the product (Özhan *et al.*, 2018; Kim dan Coi, 2016) that indicate there is a moderating variable. The previous study by Fujiwara dan Nagasawa (2015a) classify the openness to experience into high and low level and examine its relationship to intention to buy the luxury brand and show that individuals with high-level openness to experience proven to have higher intention to buy luxury foods and cars compared to respondent with a low level of openness to experience. In a separate study (Fujiwara dan Nagasawa (2015b) they explain some psychological factors that cause the result, that is because individuals are craving to be different from anyone else.

George and Zhou (2001) propose that individuals with a high level of openness to experience to be more responsive to feedback valence in work environments. Positive feedback may stimulate creative behavior, while negative feedback is otherwise. George and Zhou (2001) also mention that individuals with a high level of openness to experience are likely to have creative behavior if they perceived positive feedback. In tune with that Baer and Oldham (2006) suggest that a high level of openness to experience leads to many psychological activities for innovative effort. The same logic is also developed by Madrid *et al.* (2014) that employ theory from George and Zhou (2001) and argue that openness to experience strengthens the relationship between positive emotional feelings and innovative behavior.

Draw upon the logic put forward by George and Zhou (2001) and the buffering function of high openness to experience, we propose openness to experience as a moderator between nostalgia and purchase intention. To be specific, we expect that the effect of nostalgia to purchase intention will be stronger when individuals have a high level of openness to experience. Therefore, the hypothesis is:

H2: Openness to experience moderates positively and significantly the relationship between nostalgia to purchase intention. A high level of openness to experience will strengthen the effect of nostalgia to purchase intention.

Moreover, we also consider openness to experience as a person that favors new things and variation in life. Individuals that open to experience are depicted as a person that appreciates the experience and new perspective; they tend to search for another perspective (Cabrera, Collins, & Salgado, 2006). People with a high level of openness to experience appear to be passionate, emotional, and impulsive, whereas people of the opposite tend to isolate their feeling and have superficial affective experiences (McCrae, 1996). This matter indicates that an individual that has never try new thing will be more interested to give a try when they have the information and opportunity, or when they are given information or stimulus that evoke their nostalgia about the past. We propose our next hypothesis based on this argument:

H3: Openness to experience moderates positively and significantly the relationship between nostalgia and purchase intention, where the moderating effect of openness to experience that strengthens the effect between nostalgia and purchase intention will be higher for the consumer that never tries Viennetta Ice Cream in the past compared to those who did.

METHOD

Sampling and Data Collection

Sampling in this study using non-probability sampling techniques, with purposive sampling technique and convenience sampling. In this study, purposive sampling is a sampling technique through certain considerations or criteria that are in accordance with the research objectives (Cooper & Schindler, 2014). This study determined that the criteria for respondents were consumers who knew Viennetta's ice cream products in the past, whether they had or have never consumed them, and also knew that Viennetta Ice Cream was again marketed through advertisements in various media. While for convenience sampling, the researcher chooses whoever is ready to be sampled (Cooper & Schindler, 2014). The data collection method is deployed by self-administered survey via a web survey to ease the access and increase the respondents' participation (Cooper & Schindler, 2014).

We developed a five-chapter survey form. In the first chapter of the survey, there are 4 questions aimed at identifying socio-demographic characteristics of the participants. These questions are about age, gender, marital status, level of education, and monthly personal income. In the second chapter of the survey, we asked whether the respondent knew about the vienetta ice cream product. If the answer is no, the respondent will not continue filling out the survey. If the respondent answers yes, then proceed to the question whether the respondent has ever consumed viennetta cream in the past, answer consists of yes and no. In the third chapter of the survey, there are questions devoted to measure the participants nostalgia. Finally, In the fourth chapter of the survey, there are questions devoted to measure the participants' Openess to experience.

We successfully collect a total of 227 respondents (127 had consumed Viennetta Ice Cream in the past, and 100 had not). The gender ratio is rather balanced with 115 female respondents (50.7%) and 112 males (49.3%). The respondents are dominated with age between 26-35 years old that is 133 persons (58.6%), followed by the age group of 36-45 years old amount to 45 persons (19.8%), 37 respondents are below 25 years (16.3%), and respondents with age group 46-55 years old and above 56 years old get each 1 respondent.

Variable Measurement

We evaluate nostalgia by adopting a questionnaire from Muehling & Pasal (2011) into 4 items. Examples of items include: the product reminds me of pleasant memories in the past ($\alpha = 0,88$), 2), the product makes me feel nostalgic ($\alpha = 0,87$), 3), the product makes me think about when I was younger ($\alpha = 0,87$), 4). The product brings back reminiscence of the good old days ($\alpha = 0,88$). These items use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Measurement for openness to experience is evaluated using 6 items questionnaire based on McCrae & Costa (1997). Examples of items include: I view my self as original ($\alpha = 0,89$), 2), I come with new ideas ($\alpha = 0,88$), I'm curious about many different

things ($\alpha = 0,88$), I'm a talented and thoughtful person ($\alpha = 0,89$), I have active imagination ($\alpha = 0,88$), I'm good at designing things ($\alpha = 0,88$). These items use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). We evaluate purchase intention in this study using 3 items from Rodgers (2004). Examples of items include: I'm interested in this product ($\alpha = 0,87$), I will find more information about this product ($\alpha = 0,88$), I will purchase this product ($\alpha = 0,88$). These items use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Analysis

After gathering the data, we analyze it using Two-step Structural Equation Modelling (SEM) from Hair et al (2014). The first step is Confirmatory Factor Analyses (CFA) using AMOS-5 (Arbuckle, 2006), and the second step is to test model using SEM (Joreskog & Sorbom, 1993) using AMOS, including the relationship significance in this model. The influence of moderator variables was tested based on the Ping method (1996) with the help of AMOS statistical tools. According to Ping, a single indicator should be used for moderating variables in the interaction model. The single indicator is the result of multiplying the exogenous variable indicator with the moderator variable indicator. Analysis of the interaction model using the Ping method is carried out with a two-step approach. First, estimate the effect of exogenous and moderator variables on endogenous variables without including the effect of the interaction. The estimation results are used to calculate the loading factor value of the interaction variable and the error variance value for the interaction variable indicator.

The second step is to add one interaction variable and one indicator to the previous model. The interaction value and the error variance are included in the added interaction variables. Then analyzed to estimate the interaction effect. If the interaction variables of nostalgia and openness to experience are significant and positive on purchase intention, then the hypothesis is supported. To get a deeper insight into the moderating role of openness to experience, we divide the respondents into 2 categories, which are category 1 (Respondents have consumed Viennetta Ice Cream in the past) and category 2 (Responden never consumed Viennetta Ice Cream in the past). 127 respondents had consumed Viennetta Ice Cream in the past, and 100 respondents who never had, thus the total sample size is 227.

RESULT AND DISCUSSION

Confirmatory Factor Analyses (CFA) and Evaluation of Structural Models

We conduct CFA to estimate the robustness model of nostalgia, openness to experience, and purchase intention. To get more beter CFA, we removed 3 items from the openness variable, and 1 item from the Nostalgia variable, because it had a low factor loading value. The result shows adequate goodness of fit (chi-square = 85,79; RMSEA = 0,08; CFI = 0,96; TLI = 0,95) that support the validity of our model to measure each variable. According to Hair et al (2014), the compliance of at least one in each category of absolute fit measure dan incremental fit indices is enough to indicate good measurement.

Table 1. Confirmatory factor analysis (CFA) and structural model evaluation

Indicator	CFA	Model Struktural
Chi-square	85,79	93,21
P-value	0,000	0,000
Absolute Fit Measure		
Goodness-of-fit index (GFI)	0,93	0,92
Root mean square error of approximation (RMSEA)	0,08	0,09
Normed chi-square (CMIN/DF)	2,68	3,10
Root mean square residual (RMR)	0,04	0,50
Incremental Fit Indices		
Normed fit index (NFI)	0,94	0,96
Comparative fit index (CFI)	0,96	0,97
Relative fit index (RFI)	0,92	0,94
Tucker lewis index (TLI)	0,95	0,95

Furthermore, evaluating the structural model, the results also show things that are not much different from CFA. Where chi-square = 93.21; RMSEA = 0.09; CFI = 0.97; TLI = 0.95. Several indicators show better results than the CFA results. Detailed results of CFA and evaluation of the structural model can be seen in Table 1.

Descriptive Statistics

Table 2 displays means, standard deviations, and correlation between variables. The Zero-order Correlation between nostalgia and openness to experience is 0.31 ($p < 0.01$), nostalgia and purchase intention is 0.62 ($p < 0.01$), and openness to experience and purchase intention 0.42 ($p < 0.01$). Consistent with CFA, these variables are conceptually as well as empirically distinguishable.

Table 2. Means, standard deviations, and inter-correlations among variables

	N	Mean	Std. Deviation	1	2	3
1. Nostalgia	227	13.7048	4.10548	1	0,313**	0,621**
2. Openness	227	24.1366	3.56282	0,313**	1	0,420**
3. Intention	227	11.5198	2.49660	0,621**	0,420**	1

Note: ** $p < 0,01$

Hypotheses testing

Table 3 shows the hypotheses testing of this research. In Hypothesis 1, we hypothesize that nostalgia has a positive and significant influence to purchase intention of the consumer. Hypotheses test results show that the $\beta = 0.56$; $p < 0.000$, implying that Hypothesis 1 is supported in which nostalgia affects the purchase intention of the consumer positive and significant.

Hypothesis 2 states that openness to experience moderates positively and significantly the relationship between nostalgia to purchase intention. A high level of openness to experience will strengthen the effect of nostalgia to purchase intention. The test results that $\beta = 0,004$; p -value < 0.000 ; which mean that hypothesis 2 is also supported.

As for hypothesis 3, which is the openness to experience moderates positively and significantly the relationship between nostalgia and purchase intention, where the moderating effect of openness to experience that strengthens the effect between nostalgia and purchase intention will be higher for the consumer that never tries Viennetta Ice Cream in the past compared to those who did. Our results confirm that hypothesis, where the the score for respondents that have tried Viennetta Ice Cream in the past ($\beta = 0,003$; p -value = 0,000) is lower than respondents who never tried Viennetta Ice Cream in the past ($\beta = 0,007$; p -value = 0,000). This means that hypothesis 3 is supported. More detailed results can be seen in Table 3.

Table 3. Moderation testing to respondent category 1 and category 2

Model	Total	Category 1	Category 2
Nostalgia – Purchase Intention	β	0,412	β 0,405
	P-value	***	P-value ***
Openness to experience – Purchase Intention	β	0,312	β 0,419
	P-value	***	P-value 0,003
Nostalgia x Openness to experience – Purchase Intention	β	0,005	β 0,003
	P-value	***	P-value ***
Sample Quantity	227	127	100
Total Sample	227	227	

Note: ** $p < 0,01$, Category 1 (had tried before), Category 2 (never tried before)

DISCUSSION

In this study, we develop and test a direct relationship and moderating model on consumer intention to purchase intention. Based on a sample size of 227 respondents, we find that nostalgia influences consumer purchase intentions. Then, this study also found that the openness to experience moderates the previously mentioned relationships. Therefore, our research empirically has proven that openness to experience positively and significantly moderates the relationship between nostalgia and consumer purchase intentions. Furthermore, this research also shows that moderation is strongest for consumers who have never consumed Viennetta Ice Cream in the past. These results confirm research findings, that individual personalities are causally related to their behavior as a consumer (Vazquez-Carrasco and Foxall, 2006). To understand and evaluate the market, it is important to explain the factors that influence consumer behavior as well as personality factors which is part of modern consumer-oriented marketing (Ozhan *et al.*, 2018).

This study explains the relationship between nostalgia and the intention to buy Viennetta Ice Cream along with the moderating role of individual personality factors particularly openness to experience. Apart from that, this research has shown interesting findings. First, it is confirmed that nostalgic respondents wanted to spend their money on Viennetta Ice Cream. This finding is consistent with previous studies that nostalgia has been used in advertising in various countries and is effective in increasing demand for products and services provided by companies (Merchant & Rose, 2013; Ferry, 2003; Kessous, 2014; Merchant & Ford, 2016). Nostalgic marketing strategy in product marketing can attract consumer interest to make purchases.

In general, our respondents are the millennial generation who were born around 1980-2000 (Twenge, 2006), where generation can be classified in social groups (Sierra & McQuitty, 2007). Lammersma & Wortelboer (2017) argue that the millennial generation is attracted to the past caused by two factors. The first is that they grew up in economic conditions that tend to be unstable and tend to worry about the future (for example, it is difficult to find work due to limited employment opportunities). This makes nostalgia marketing effective since it leads to cheerful emotional feelings, minimizes stress, and foster a positive perception about the future (Lammersma & Wortelboer, 2017). The second factor has to do with the high literacy of technology in millennials, which makes it easier for them to "reconnect with the past". Thus, Lammersma & Wortelboer (2017) conclude that nostalgic marketing that can evoke memories of the past is an appropriate strategy, especially for the millennials generation.

Another factor that enables nostalgia marketing effective in this study is related to the period in which the millennial generation is growing up, that is the 1990s. Viennetta Ice Cream was a popular product in the 1990s when the millennial generation grew up (Khairunnisa, 2020a). By bringing back these products, the millennial generation can reminisce about their past and childhood (both good times and difficult times that are positively remembered) and then connect with their social identity, creating a feeling of comfort that leads to a positive brand image, intention to buy, up to brand loyalty (Giang, 2014, Sierra & McQuitty, 2007).

Apart from being identical to the 1990s period, Viennetta Ice Cream was also known as a luxury product because the price is relatively expensive (Widyananda, 2020). This makes many people unable to taste the product back then. Now, most of the millennial generation are starting to enter the peak period of income and expenditure (Lammersma & Wortelboer 2017) so that those who previously couldn't afford Viennetta Ice Creams are now well established and become very interested in trying. This is consistent with what was stated by Stern (1992) that promoting nostalgia can make consumers "replace" an experience that could not be felt in the past.

Regarding the moderation effect, openness to experiences was proven to moderate the relationship between nostalgia and purchase intention. When openness to experience is high, it strengthens the nostalgic relationship to purchase intentions, likewise, low openness experience weakens that relationship. These findings suggest that individual differences play a critical role in evaluating their decision to buy a product. These findings confirm some previous research on the role of openness as a constraint of conditions using the same logic (see: Madird *et al.*, 2014; Baer & Oldham, 2006; George & Zhou, 2001).

Finally, we divided respondents into 2 categories in terms of having consumed Viennetta Ice Cream or not, then comparing how the role of openness to experience in these conditions. The results show that the moderating role of openness to experience in respondents who had never consumed Viennetta Ice Cream in the past is stronger than the role of openness to experience in respondents who had consumed it. These findings also confirm the statement about the nature of openness to experience that seeks, produce, and learn new ideas and knowledge that are artistic, philosophical, and scientific. Open people are described as independent thinkers who accept new ideas, experiences, and perspectives, they tend to seek new insights (Woo *et al.*, 2014). People with this trait are described as independent thinkers who accept new ideas, experiences as they tend to seek different perspectives insights (Cabrera, Collins, & Salgado, 2006). The consumer purchasing decision process. As mentioned in the literature, nostalgia has a significant influence on consumer purchase intentions. The results obtained from the study also confirm this theory. Therefore, business managers can focus on marketing strategies with practices that increase consumer nostalgia in their products.

Business managers must know that personality characteristics are factors that influence consumer purchasing decisions. More specifically, they must know the personal characteristics of consumers and ensure that their designs and promotions are aimed at consumers. Based on advertising and promotional efforts, business managers who wish to increase purchasing to consumers with characteristics open to the experience must emphasize that their products are different and match the characteristics of consumers, and they must build strong emotional bonds with consumers. In addition, businesses can design special brands for consumers belonging to different income groups and social classes. Create and offer original products to individuals who are open to new ideas and experiences.

CONCLUSION

In terms of practical contribution, with the condition of this world that is heavily impacted by the Covid-19 pandemic and followed by recession and crises, nostalgia may become one of the best strategies for marketing because people tend to look back to the past where everything was normal and better. We suggest that marketer consider this strategy by also paying attention to factors that might moderate, or mediate between nostalgia and consumer preferences to strengthen the effect.

While this article makes some important contributions to understanding the associations between nostalgia and purchase intention in the moderating role of openness to experience, there are a number of limitations that should be explained. In accordance with the academic values in this study, several suggestions should also be put forward for future studies in the future. First, this article only discusses studies on consumer products in a specific food industry, namely, Viennetta Ice Cream in Indonesia. The findings of the current study require further testing and validation in other specific contexts such as consumer electronics, fashion, automotive, and other industries to confirm their external validity.

Second, in this study, only the nature of openness to experience as part of the Big Five Personality is described. Future studies can further explore the relationship between personal characteristics in the big five model associated with nostalgia and purchase intention. Such as personal characteristics in people's conscientiousness, extraversion, agreeableness, and neuroticism. Testing may provide results at different variance levels and provide insight into the study findings. Third, personality is not a single function in controlling consumer behavior, so other factors (such as social factors) need to be investigated along with future personality.

Fourth, the model we have developed within the scope of this survey-based study can be explored and refined in the future through experimental studies that contribute to the relevant literature. The author also sees a great potential to explore this field in the Indonesian context by conducting ethnographic research, for example incorporating certain cultural elements, traditions, or values that are unique to Indonesian society.

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