

AFFECT-REGULATION THROUGH NOSTALGIA-SHOPPING

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ABSTRACT

Two studies integrate research on mixed emotions, self-regulation of moods, and nostalgic consumption. They shed insight on the emotional and design nature of more and less authentic nostalgic brands, the mood-boosting function of consumers shopping for authentic nostalgic brands, and the influence of individual hope and need for cognition on mood boosts. The first study provides evidence that the level of mixed emotions depends on the indexicality of nostalgic brands: Less authentic nostalgic brands evoke higher levels of mixed emotions whereas authentic brands evoke lower levels of mixed emotions. Indexicality, in turn, traces back to extrinsic brand characteristics including names, brand marks, pictorial content, typeface, and colors. Study 2 uses a mood induction experiment to confirm that consumers buy authentic nostalgic brands to boost their mood. Effects are especially strong for individuals high in need for cognition and hope. Implications focus on advancing nostalgia research, and on *Nostalgopoeia*, the successful design and management of nostalgic brands.

References Available on Request.