The Effects of Nostalgia and Luxury on Emotions and Evaluations of Premium Australian Food Brands

Curtin Business School

Ian Phau, Isaac Cheah, Billy Sung, Min Teah, Michael Lwin

Project Funders and Stakeholders
Project Commissioned by Simmo’s Ice-Cream

Project Overview
Small to medium enterprises (SMEs) are comprising over 96.7% of West Australian businesses and the importance of attracting customers is becoming quite an economic challenge, as they are competing against larger national brands. As smaller brands like Simmo’s Ice cream, from the Margaret River region, often use nostalgic imagery and place of origin appeals to influence consumers’ emotions and product evaluations.

The main aim of this research is using innovative technology, such as psycho-physiological measures, to examine consumer’s perception and evaluations when interacting with different formats of brand communication, like packaging or advertising. Thus, we are able to measure the intensity of emotions and whether luxury or nostalgic appeals affect consumers overall purchase intention and favourable perception towards Simmo’s Ice-Cream, a local brand.

Outcomes
The Simmo’s Linkage grant holds important significance, including:
- Novel measurement of consumer’s responses to brand messaging and promotional material
- Provide recommendations for SMEs to grow their brand portfolio
- Provide guidelines for SMEs to offer entrenched positioning for their product offerings
- Generate positive emotions and experiences for W.A consumers towards supporting and buying local brands