



## DOES NOSTALGIA AFFECT THE CHOICE OF KOREAN WOMEN IN THE TWENTIES AND THIRDS TO BUY A MAGAZINE ? APPLYING THE MODEL OF EXTENDED GOAL DIRECTED BEHAVIOR

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### Abstract

The purpose of this study is to identify why Korean women in their twenties and thirties read and purchase printed magazines. We have followed the theory of extended model of goal-directed behavior by applying nostalgia effect. Our research findings would offer insights to marketers of the magazine interested in an understanding of consumer purchase behaviors and for making a set of strategies to revitalize the magazine industry.

**Keywords:** Nostalgia, print magazine, goal-directed behavior, online insecurity

### 1. Introduction and Purpose

Most publishers indicate that digital is the future of their publications. However, many people prefer print magazines over digital ones (*Freeport Press, 2017*). There is little conceptual research on why people prefer print to digital and why they choose to read magazines. The purpose of this study is to use the extended model of goal-directed behavior (Song, 2017) to determine why Korean women in their twenties and thirties read print magazines, even though they are living in the digital age. This paper also seeks to shed light on the role of nostalgia in the intention to purchase magazines (Cha, 2014) and to investigate the role that online insecurity plays in motivating such nostalgia-based consumption (Zhou, 2013). The research findings provide implications for marketers and researchers.

### 2. Literature Review

- **Nostalgia:** Nostalgia was once considered a mental illness (Davis, 1979). Defined as a feeling of sadness mixed with pleasure and affection when thinking of past happy times (Oxford Dictionaries, 2017), nostalgia permits individuals to connect who they are today with who a positive view of who they were in the past (Ju, 2015).

Research has consistently claimed the psychological importance of nostalgia in counteracting negative emotions (Wildschutetal, 2006) and overcoming existential threats (Ju, 2016; Sedikides et al., 2004). The desire to “go back in time” can be fulfilled through the nostalgic consumption of products that help a person to recollect his or her past (Ju, 2016).

Scholars have defined two types of nostalgia: historical and personal (Havlena and Holak, 1991; Marchegiani and Phau, 2011; Stern, 1992). Personal nostalgia refers to nostalgia for periods from individuals’ past, whereas historical nostalgia refers to nostalgia for a period of time before the person was born (Cha, 2014; Stern, 1992). In this study, we focus on historical nostalgia.

- **Insecurity:** Insecurity refers to the anxiety that a person experiences when he or she feels vulnerable and insecure. A sense of insecurity is an element in the psychology of many consumers (Zhou, 2013), as insecurity affects consumers’

openness to persuasion (Zhou, 2013). According to research on terror management, consumers may seek to alleviate insecurity by finding a comfortable environment around familiar things (Zhou, 2013). The higher the level of insecurity that a consumer feels, the more he or she is likely to want to relive past behavior and emotions (Baker and Kennedy, 1994; Zhou, 2013). Thus, in this study, we defined an insecure person as one who is likely to be seen reading online magazine on the internet or mobile device as inconvenient and useless.

- **Goal-Directed Behavior:** Perugini and Conner (2000) introduced the model of goal-directed behavior (the MGB), an extension of the theory of planned behavior (TPB). Perugini and Bagozzi (2001) suggested that behavioral desire fully mediates the effects of the TPB's antecedents (attitude, subjective norm, and perceived behavioral control) on behavioral intention. The TPB postulates that both volitional factors (i.e., attitude toward the behavior and subjective norm) and non-volitional factors (i.e., perceived behavioral control) can determine one's desire to engage in the behavior (Ajzen, 1991; Ajzen and Fishbein, 2000; Meng, 2015; Sommer, 2011).

The MGB specifies the antecedents of positive and negative anticipated emotions that explain the construct of desire (Shiu, 2008) as a set of relationships among attitudes toward the behavior, positive and negative anticipated emotions, subjective norms, perceived behavioral control, frequency of past behavior, desire, and behavior intention (Meng, 2015; Perugini and Bagozzi, 2001).

While they(Perugini and Bagozzi) emphasized the necessity of revising the MBG by including new constructs to explain specific contexts and variables (Ajzen, 1991; Conner and Abraham, 2001; Meng, 2015), they also suggested that additional variables are necessary to deepen the theory and improve the ability to predictive human behaviors (Ajzen, 1991; Perugini and Bagozzi, 2001). The extended MGB (EMGB)(Perugini and Conner, 2000) was developed to clarify cognitive and affective decision-making processes.

### 3. Method

Based on the review of the EGMB, nostalgia, and insecurity literature, we chose measurement items in the context of purchase intention behavior. Then, we will ask women in their twenties and thirties who have read or bought a printed magazine in the recent three months to take a survey. The measurement items will be previewed with magazine company managers and journalists.

#### 3.1 Participants

Three hundred young adults aged 20-39 years will be selected for the sample, as they constitute a major target market for magazines and nostalgia marketing (Chou, 2017).

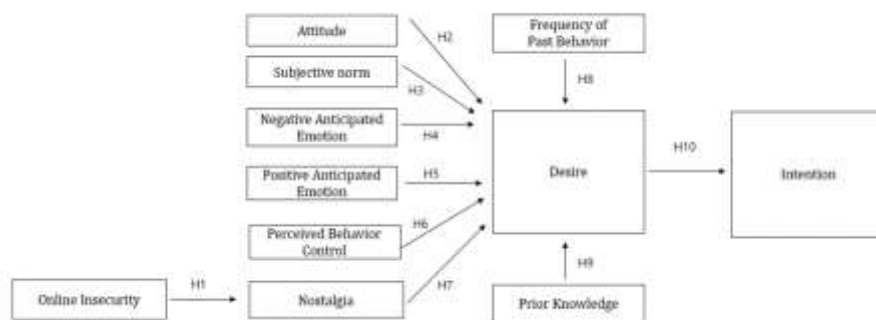
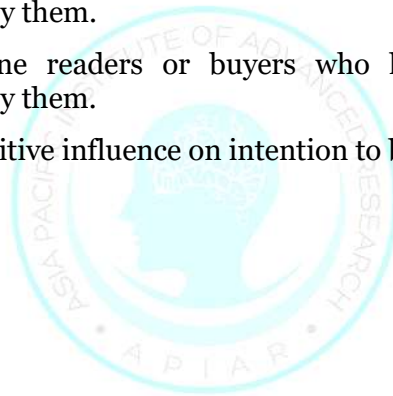


Figure 1: Sample Figure

### 3.2 Hypotheses

- H1. Consumers' online insecurity positively influences their preference for nostalgia (printed magazines).
- H2. Printed magazine readers and buyers with more positive attitudes toward printed magazines are more likely to buy them.
- H3. The desire of a printed magazine reader or buyer to buy a printed magazine increases with the degree of normative pressure.
- H4. The desire of a printed magazine reader or buyer to buy a print magazine decreases with the barriers to doing so
- H5. The desire of a printed magazine reader or buyer to buy a printed magazine increases with the level of positive anticipated emotion associated with reading one.
- H6. The desire of a printed magazine reader or buyer to buy a printed magazine increases with the level of negative anticipated emotion associated with reading an online magazine.
- H7. Printed magazine readers or buyers who feel nostalgia about printed magazines want to buy them.
- H8. Printed magazine readers or buyers who have frequently read or bought printed magazines want to buy them.
- H9. Printed magazine readers or buyers who have knowledge about printed magazines want to buy them.
- H10. Desire has a positive influence on intention to buy printed magazines.



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