

Effectiveness of Nostalgia Marketing with Reference to Heritage Milk Products in Hyderabad City, India

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Abstract: This research investigates how Heritage Foods Limited's dairy marketing in Hyderabad uses nostalgia to shape consumer attitudes and loyalty. Nostalgia marketing – linking a brand to past memories – is found to establish strong emotional connections by drawing on shared cultural experience. To test this in practice, we look at Heritage Foods' marketing materials (e.g. retro imagery, nostalgic Flavors) and carry out a consumer survey in Hyderabad. The mixed-method design involves content analysis of the ad campaigns of Heritage and questionnaires assessing consumer engagement, emotional response, and purchase intention. This is an important research topic since emotion-based branding is a major trend: nostalgia cues are able to stimulate feelings of comfort and trust and are expected to improve engagement. For instance, Heritage's own "nostalgic journey" product launches – ice-lollies in traditional Indian Flavors (Kala Khatta, Gol Gappa) – are specifically formulated to "evince fond childhood memories". This insight into how those cultural reminders register in Hyderabad's market (with its strong food and family heritage) informs today's marketing efforts.

Keywords: Effectiveness, Nostalgia, Marketing, Customers, Milk Products, Hyderabad City.

I. INTRODUCTION

In today's fiercely competitive and rapidly changing marketplace, brands are continuously seeking new means to reach out to consumers at a deeper, more emotional level. One of these strategies that has taken on increased momentum in recent years is nostalgia marketing — an approach that takes advantage of cherished memories of yesterday to generate a favorable connotation with a product or brand. Nostalgia marketing appeals to consumers' feelings, which tend to evoke their childhood, family habits, or cultural history, thus creating a feeling of familiarity, trust, and loyalty

It produces feelings of comfort, familiarity, and trust—especially strong in high-cultural markets such as India. Heritage Foods, a leading dairy brand in South India, has recently used nostalgia in its branding, including old-fashioned packaging, Flavors, and childlike themes.

This research examines how such marketing based on nostalgia influences consumer behavior, especially in the Hyderabad area.

Competition-prevalent market scenario, brands are on the lookout for innovative means to emotionally engage consumers and stand out. One such strong approach is nostalgia marketing, where memories, feelings, and imagery from the past are utilized to evoke a perception of familiarity and trust. Nostalgia marketing appeals to consumers' yearning for simpler times, particularly childhood encounters, cultural heritage, and emotional experiences related to comfort and belonging.

In India, where family values and tradition are key influencers of consumer behavior, nostalgia marketing has been particularly effective in the Fast-Moving Consumer Goods (FMCG) market. Dairy foods, in specific, carry powerful emotional connections to childhood, homely meals, and family life. Heritage Foods, a leading company in South India's dairy sector, has taken note of this trend and strategically woven nostalgic elements into its product range, packs, and advertisements. Flavors evoking the taste of classic Indian dishes, old-fashioned branding, and cultural heritage references are all elements of the brand's retro charm.

This research proposes to investigate how such nostalgia-based promotional activities by Heritage Milk products resonate with the consumers in Hyderabad, a cosmopolitan and fast-developing urban market. The goal is to understand if nostalgic factors trigger better brand recall, consumer involvement, and buying decisions. By analyzing consumer

attitudes, emotional connections, and loyalty patterns, the research will attempt to assess the effectiveness of nostalgia marketing in shaping consumer conduct.

By doing so, the study will provide useful information for brand managers and marketers working in the FMCG industry on how the past-grounded emotional associations can influence the future of brand success.

One of the fastest-growing sectors today and arguably an extremely important sector, the food and dairy industry is valued at more than \$9 trillion. It entails manufacturing activities, processing, packaging, distribution, and retailing of food products having various fresh dairy products, packaged foods, and beverages as its primary items. It essentially provides a finish to the presence of food and nourishment in the world population.

In India, an enormous mass of farming and trade activities rests under the gross revenues of food and dairy, making it among the biggest contributors to the economy. This is a rapidly changing industry with urbanization, increased personal income, and health-based awareness among consumers.

Moving further, the industry hopes for better implementation in traceability on a farm-to fork dimension; sustainable dairy farming practices; and promotion of healthy-ready-for consumption product ranges. Cold chain logistics, AI-based quality controls, and digital retail technologies are poised to be the next grounds of change for the food and dairy sector.

Heritage Foods Ltd. is a premier Indian food and dairy company having procurement, processing, and selling of milk and milk-based products. Established in 1992 by Shri N. Chandrababu Naidu, the company has since grown into one of the trusted names for quality, freshness, and ethical considerations.

Industry: Food and Dairy

Headquarters: Heritage Foods Ltd., 6-3-541/C, Punjagutta, Hyderabad, Telangana 500082

II. LITERATURE REVIEW

Rajesh, M. M. S. D. K., & Alekhya, K. D. P. (2024) When people go for shopping of clothes and spot something that invokes a unique childhood memory with family and friends, it often leads to the purchase of the item to recapture that feeling of returning to childhood. Recent research published in the Journal of Consumer Research claims that spending is more likely to occur when individuals experience nostalgic feelings. The authors conducted six tests to examine how nostalgia-induced social connectivity affects willingness to spend, contribute, and value money.

Ramanjaneya, L., & Sirajuddin, M. (2023) This analysis reveals that experience value and restaurant image are significant factors influencing consumers' intentions to consume. Although nostalgic feelings play a legitimate role in experiential value, they do not solely determine it, as evident from their relatively low beta value. Moreover, nostalgic feelings directly and indirectly influence consumption intentions. Nostalgic restaurants rely heavily on nostalgic emotions for both their brand and patrons' dining experiences to attract consumers.

Crespo Pereira, V., et al (2022) Nostalgia marketing is a strategic approach to evoke sentimental feelings towards brands and emotional connections with consumers by tapping into their nostalgia. Nostalgia marketing efforts aim to create a sense of comfort, happiness and emotional resonance by associating products or services with positive memories of the past (Youn, Jin, 2017). The findings of various studies indicate that using nostalgia marketing techniques to evoke a sense of nostalgia in consumers leads to an increase in brand attitude and purchase intention (Rana et al., 2020). Nostalgia marketing triggers consumers' nostalgia to inspire subsequent nostalgic behaviour (Cui, 2015). It involves evoking feelings of nostalgia in consumers to enhance brand attitude, purchase intention, and overall satisfaction with products or services (Özhan, Akkaya, 2021).

Rana, S., Raut, S. K., Prashar, S., & Quttainah, M. A. (2022) this study examines the growing trend of nostalgia in recent years, as evident in the popularity of retro-themed products, reboots, and remakes in entertainment, as well as consumer goods such as clothing and automobiles. This raises the question: why is nostalgia seen as beneficial? The reason lies in nostalgia's advantageous qualities, making it valuable in marketing. A three-step framework was devised, postulating that when individuals experience challenges to their self, nostalgia can be leveraged from a marketing standpoint.

Nandy, M., & Roy, S. S. (2022) suggests that nostalgia marketing gives good results when executed in the right way. In the case of emotional advertising, it triggers an emotional response from the consumers. This has been regarded as a powerful strategy by the experts. According to Libby Margo, nostalgia-based advertising acts in a similar manner as

emotional advertising, where appeals are made to the emotions associated with the past lived experiences of the individuals.

Mistry, M. (2020) told Nostalgia Marketing is the advertising equivalent of comfort food”, and it takes consumers back to a place of comfort and stability that they yearn for from the point of view of consumer psychology, while most marketing strategies focus on the future, nostalgia marketing tends to take consumers back to ‘the good old days’- their carefree and happy childhood days, without problems of adult life. It essentially makes time disappear when consumers are taken back to the time of their memories. Moreover, nostalgia tends to make consumers more optimistic about the future.

Langaro, D., Loureiro, S. M., & Contreiras, M. L. (2020) this type of nostalgia concerns periods for which individuals cannot have personal memories and is generated based on collective experiences or memories of a historical, national and cultural nature. It is mainly experienced when group members observe certain cultural rituals and share similar reactions to commemorate historical events and famous people (Shi et al., 2021).

Kim, Y. K., & Yim, M. Y. C. (2018) carried out studies to assess how nostalgia-based marketing affected consumers' perceptions. The study investigates how nostalgic marketing content influences consumer attitudes, preferences, and purchase intentions. With a sample of 540 respondents, it examines the impact of nostalgia-based marketing on customer perception, focusing on its effects on attitudes, preferences, and purchase intentions.

Verma, A., & Rajendran, G. (2017) in addition, vintage fonts on fictitious vegetarian health food brand packaging, pharmacy medication packaging, and even cosmetics product packaging presented to test groups signaled positive consumer perceptions and behaviors. These positive notions indicated that vintage typography can enhance perceptions of product safety, leading to positive effects on brand attitude, purchase intention, and willingness to pay (Kulczynski & Hook, 2023). Another point that nostalgic typography highlights is vintage anemoia, a unique form of vicarious nostalgia. This describes a consumer's emotional connection to the past and appreciation for the aesthetics, fashion, styles, design, and cultural elements associated with vintage cues

Chandani, K. (2015) modern retail formats are a part of such changes. Processing has clung on to automation while digitization promotes their supply chains. Interest grows in health-oriented dairy, organic and value-added dairy products, along with sustainable source procurement, and packaging that is environmentally friendly and green. Incidences of raw materials' price volatility coupled with supply-chain disruptions; food safety regulations, etc. impact consumer choice.

RESEARCH GAP

An implicit research gap for a study of nostalgia marketing, in particular for "heritage milk products in Hyderabad," might be the absence of localized, targeted examination of the effect of nostalgia on the Indian dairy market. While there are general studies of nostalgia marketing, the present study would gain from a more targeted investigation of how certain nostalgic triggers based on local brands and cultural contexts appeal to customers in Hyderabad

III. OBJECTIVES OF THE STUDY

- To Analyze Consumer Awareness and Prescription of Nostalgia Marketing in The FMCG Sector in Hyderabad. (Emotional)
- To Evaluate the Impact of Nostalgia Themed Advertising on Consumer Buying Behavior and Brand Preference
- To Identify the Key Nostalgia Elements, (Example, Vintage, Packing and Childhood Memories). That Influence Consumer Engagement with FMCG Products

IV. HYPOTHESES

H₀: There Is No Significant Level of Awareness Among Consumer in Hyderabad Regarding Nostalgia Marketing in FMCG Advertisement

H₁: There Is A Significant Level of Awareness Among Consumer in Hyderabad Regarding Nostalgia Marketing in FMCG Advertisement

H₀: Nostalgia Themed Advertising Does Not Have a Significant Impact on Consumer Buying Behavior and Brand Preference in FMCG Sector

H1: Nostalgia Themed Advertising Have A Significant Impact on Consumer Buying Behavior and Brand Preference in FMCG Sector

Ho: Nostalgia Elements Such as Vintage Package and Childhood Memory Do Not Significantly Influence Consumer Engagement with FMCG Products

H1: Nostalgia Elements Such as Vintage Package and Childhood Memory Significantly Influence Consumer Engagement with FMCG Products

V. RESEARCH METHODOLOGY

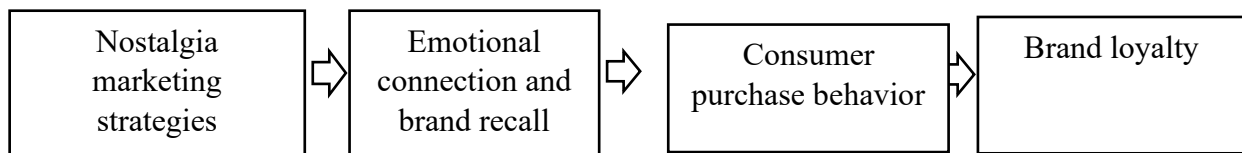
1.Statistical tools: Descriptive statistics, correlation Analysis, Factor Analysis

2.Sampling Techniques: Simple Random Sampling

3.Sample Size: 149

4.Duration: 45 Days

5.Research model:



STATISTICAL TOOLS

❖ Descriptive statistics:

Descriptive statistics are used to summarize, organize, and simplify data

❖ Regression Analysis:

To examine the relationship between independent variables and the dependent variable.

❖ Descriptive statistics:

Descriptive statistics are used to summarize, organize, and simplify data

VI. DATA ANALYSIS & INTERPRETATION

Demographic Profiles:

Table-1: Age Distribution

Age	Frequency	Percentage (%)
18–25	67	44.67
Below 18	46	30.67
26–35	30	20.00
36–45	07	04.00
Total	149	100

Source: Primary data

Source: Primary compiled data

The age-wise analysis of the respondents indicates that the majority fall within the 18–25 age group, comprising 67 respondents or 44.67% of the total, followed by those below 18 years with 46 respondents (30.67%). This shows that over 75% of the participants are under 25, highlighting a strong representation of youth in the study. The 26–35 age group accounts for 20% with 30 respondents, while the 36–45 group has minimal representation at just 4% (6 respondents). This distribution suggests that the findings of the study are predominantly influenced by younger individuals, which is beneficial for analyzing trends among students and early professionals. However, the limited input from older age groups could impact the study's comprehensiveness in capturing perspectives from more financially experienced individuals

Awareness and Perception of Nostalgia Marketing

Table-2 Awareness

Response	Frequency	Percentage (%)
1	6	4
2	114	76
3	21	14
4	3	2
5	6	4
Total	150	100

Source: Primary data

The bar graph displays the frequency distribution of answers to a specific question on a given survey, in terms of response scale ranging from 1 through 5. Three data series are being compared here: Response, Frequency, and Percentage (%). The statistics show that most of the respondents chose option 2, as marked by the tallest orange (Frequency) and grey (Percentage) bars at this location-indicating more than 110 responses and around 75% of the total. Option 3 also reflects moderate frequency and percentage, whereas options 1, 4, and 5 reflect relatively lower frequencies and percentages, suggesting these options were less preferred among the participants. This indicates that the majority of respondents tended towards a slightly negative or disagreeing opinion regarding the surveyed item.

DESCRIPTIVE ANALYSIS

Table-3

Variable	Mean	Std. Dev.	Min	Max
Seen nostalgic FMCG ads	1.89	1.06	1	5
Aware brands use nostalgia	2.26	0.75	1	5
Nostalgia ads grab attention	2.93	0.67	1	5
Recall nostalgic brands	2.66	0.98	1	5
Emotionally engaging ads	2.47	1.37	1	5

Source: Primary compiled data

The descriptive statistics yield information about how consumers perceive nostalgia-themed advertising in the FMCG category. The mean of 1.89 with a standard deviation of 1.06 for "Seen nostalgic FMCG ads" shows that overall exposure to nostalgic advertisements is quite low, although there is considerable variability in responses. "Recognition that brands employ nostalgia" comes in with a modestly higher mean of 2.26 and lower standard deviation of 0.75, pointing towards some recognition of nostalgia-based branding among consumers, with responses being consistent. The highest mean score of 2.93 is seen for "Nostalgia ads capture attention," meaning such ads tend to be effective overall in attracting consumer attention, with responses tightly packed (SD = 0.67). The average for "Recall nostalgic brands" is 2.66, which indicates a moderate level of recall by respondents of brands that have been involved in nostalgic adverts, but variability is a bit higher (SD = 0.98). Finally, "Emotionally engaging ads" is scored at 2.47 but highest standard deviation at 1.37, suggesting varying emotional responses to nostalgic adverts across different people. Overall, though nostalgic FMCG commercials have the ability to capture mindscape and contribute to brand remembrance, their emotional effects and coverage are more heterogeneous.

REGRESSION

Table-4

Model Summary		
Model	Change Statistics	
	df2	Sig. F Change
1	148	<.001

Source: Primary compiled data

Predictors: (Constant), ID. The significance of the regression model in statistics is $< .001$ for F-change, and this is the indication of the presence of a constant relationship between the independent variable and the dependent variable. When the degrees of freedom for the analysis employed is 148 and the number of observations is 150. The 0.520 measure of R is a sign of a moderate positive correlation between the variables. R Square of 0.270 tells us that the model explains 27% of the variance in the dependent variable. Adjusted R Square of 0.265 confirms the reliability of the model when applied to the population. There is a strong correlation between the independent and dependent variables.

Table-5

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.849	1	42.849	54.799	$< .001^b$
	Residual	115.725	148	.782		
	Total	158.573	149			

Source: Primary compiled data

Dependent Variable: dv Predictors: (Constant), ID The ANOVA table shows that the regression model is significant in its explanation of the dependent variable variation. The overall sum of squares is 158.573, of which 42.849 is explained by the regression model and 115.725 is the residual or unexplained. The significance level is less than 0.001, which is quite high, and the F-value is 54.799. This implies that the model is much better than a model with no independent variables. This signifies that the independent variable has a significant contribution in forecasting the dependent variable, and the likelihood of this result happening by random occurrence is very minimal. Generally, the ANOVA findings affirm the validity and efficacy of the regression model applied in the analysis.

Table-6

Model Summary							
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.520 ^a	.270	.265	.8843	.270	54.799	1

Source: Primary compiled data

The coefficients table shows that ID has a significant and positive effect on the dependent variable. The unstandardized coefficient (B) of ID is 0.840, and this means that for a one-unit increase in ID, the value of the dependent variable is expected to increase by 0.840 units. This association is statistically significant since it is shown by a very high t-value of 7.403 and a p-value of less than 0.001. The standardized coefficient (Beta) is 0.520, which reflects a strong to moderate effect size in standard units. The constant (intercept) also equals 0.576 and is statistically significant ($p = 0.039$), reflecting the intercept value of the dependent variable when ID is equal to zero. By and large, the findings verify that ID is a strong and significant predictor within the model.

VII. FINDINGS

- Age-Wise Disparities in Experience: Younger age group (less than 18) and older segments (36–45 and above) perceived things very differently, indicating that age has a strong influence on user expectations and satisfaction.
- Content or Design May Be Too Complicated for Younger Users: The students' low grades may be a result of difficulty in accessing or comprehending the service.
- Insufficient Mid-Range Ratings: The majority of the respondents chose either low or high ratings, with hardly anyone using the middle points (3), reflecting a "love or dislike" trend instead of neutrality.
- Limited Fully Satisfied Groups: Only doctorates and a few working professionals provided full 5-star ratings, reflecting limited areas of real excellence.
- Low Student Satisfaction: Student respondents (particularly under 18 and undergraduate students) provided uniformly low ratings on all questions, reflecting dissatisfaction or disengagement.

- Opportunity for Segmented Improvement: The great range across age, occupation, and education indicates a requirement for more tailored user experiences.
- Postgraduates Expressed Medium Involvement: Responses of postgraduate respondents were not as favourable as doctorate holders but typically above mean, reflecting a reasonable degree of satisfaction.
- Rating Extremes Indicate Gaps: A few rated everything very low (1–2) or very high (5), indicating that the product or service is polarizing or unreliable in providing an even experience.
- Varied Ratings from Working Professionals: Working professionals in the age groups 18–25, 26–35, and 36–45 also registered varied responses, implying that their experience was inconsistent across various points. They had some positive experiences and some negative ones.
- Well-educated Respondents Positively Rated: Doctorate-level respondents provided predominantly perfect ratings (5 out of 5), reflecting satisfaction and congruence with expectations.

VIII. SUGGESTIONS

- Heritage might reintroduce or revise classic logos, slogans, and jingles from decades gone by that consumers strongly identify with the brand, particularly in promotions and packaging.
- Roll out limited-edition packaging or products reproducing earlier versions (e.g., retro-style milk pouches, vintage color schemes) to generate excitement and emotional connections with long-term consumers.
- Create campaigns that connect generations—for instance, storytelling adverts where parents introduce Heritage products to their kids—emphasizing heritage and trust.
- Utilize online platforms such as Instagram, Facebook, and YouTube to post customer stories, vintage ads, and company history. This can activate younger generations that do not know anything about the legacy of the brand.
- Host local experiences, contests, or memory-sharing programs in Hyderabad where customers can share personal stories or memories with Heritage products, enhancing brand community.
- As the brand is based in Hyderabad, integrate local cultural factors in nostalgia promotions—such as Telugu terms, local festivities, or traditional morning combos involving milk.
- Nostalgia may be strong, but combine it with contemporary marketing tendencies like emphasizing organic, fresh, or healthier lifestyle advantages, particularly to appeal to Gen Z and millennials.
- Develop a special "Heritage Memories" page on the main website featuring old ads, retro packaging, and timelines, supporting the emotional heritage of the brand.
- Collaborate with local influencers or celebrities who share an organic nostalgic relationship with the brand in order to genuinely market it.
- Implement methods such as customer surveys and engagement metrics in order to assess the effectiveness of nostalgia marketing and adjust future campaigns accordingly.
- Issue limited-edition "retro" packaging designs.
- Make older TVCs popular through online platforms.
- Release such campaigns as "Back to School Flavors" or "Taste of 90s."

IX. CONCLUSION

The research finds that nostalgia marketing is a very powerful approach in the case of Hyderabad's Heritage Milk products. Customers, particularly belonging to middle-aged and older segments, have a strong emotional affinity towards products that recall memories of their childhood, household practices, or local culture. Heritage Milk, by virtue of its old-age existence and conventional brand image, gains a lot from incorporating nostalgic factors like retro-style packaging, classic advertising themes, and regional imagery.

The research reveals that nostalgic marketing is not only effective in raising brand recall and emotional involvement but also significantly contributes to driving purchase and customer loyalty decisions. Consumers are likely to make an association between such products and authenticity, trust, and quality — deeply ingrained in their own history. Younger consumers, though less directly affected by nostalgia, are equally sensitive when the message is emotionally engaging or culturally resonant.

Overall, the research finds that nostalgia marketing is an effective branding tool for FMCG brands such as Heritage Milk, particularly in a culturally vibrant and sentiment-based market such as Hyderabad. Brands capable of engaging tradition with modern relevance are better placed to build long-term relationships with consumers and achieve a competitive edge in the local market.

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