

MARKETING COLLOQUIA

Spring 2024 - Abstract

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

ROUTINES MAKE PEOPLE UNEXPECTEDLY NOSTALGIC

ABSTRACT:

What makes people nostalgic for the past, and can they correctly anticipate which experiences will inspire nostalgia? Research suggests that momentous events, like graduations, commonly produce nostalgic memories, but these experiences are relatively rare. This paper examines whether routine experiences—those repeated reliably across time—also inspire nostalgia and whether people correctly anticipate the relationship between routines and nostalgia. Five studies, plus four replications, show that people reflecting on past routine experiences felt more nostalgic than others expected to feel towards current routines in the future. Routines appear to inspire nostalgia because they stand in for periods of life during which they occurred, bringing to mind imagery of this period and transporting people back to this time. However, when anticipating future nostalgia, people fail to appreciate how their routines will come to represent the periods surrounding them. Consequently, they fail to realize just how much their routine memories will transport them back to important times in their lives, leading them to underestimate nostalgia for these experiences.