

Cultural Memory and Consumer Behavior: A Review of Nostalgia Marketing Strategies in Haryanvi Cuisine Advertisements

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Abstract: *This review explores the intersection of cultural memory and consumer behavior with a particular focus on nostalgia marketing strategies in promoting Haryanvi cuisine. Nostalgia, as a psychological construct, evokes emotional responses tied to personal and collective memories, which marketers increasingly use to enhance consumer engagement. In the context of Haryanvi cuisine, food advertisements often draw upon regional identity, rural simplicity, and ancestral tradition to evoke a sense of belonging and emotional connection. This paper synthesizes findings from cross-cultural nostalgia marketing literature, consumer psychology, and Indian regional food branding to highlight how Haryanvi food campaigns leverage nostalgia to influence purchase intentions, brand loyalty, and emotional attachment. The review identifies key strategies including visual storytelling, traditional imagery, native language, and references to familial or festive occasions. It also discusses potential limitations such as romanticization of the past and exclusion of younger or more globalized audiences. This review contributes to understanding how cultural memory can be operationalized in food marketing, offering insights for marketers, cultural scholars, and culinary heritage advocates seeking to preserve and promote regional cuisines like that of Haryana.*

Keywords: Nostalgia marketing, cultural memory, consumer behavior, Haryanvi cuisine, food advertising, emotional branding

