

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

Arvind Sheoran¹ and Dr. Mohan Lal Dhaka²

¹Research Scholar, Department of Commerce

²Research Supervisor, Department of Commerce

NIILM University, Kaithal, Haryana, India

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

I. INTRODUCTION

Nostalgia marketing has emerged as a powerful tool to forge emotional connections between consumers and products, particularly in food advertising. By tapping into memories of the past, brands can elicit feelings of comfort, identity, and longing—factors that significantly influence buying behavior. In the Indian context, the rise of regional branding has further spotlighted nostalgia as a marketing strategy. Haryanvi cuisine, rich in cultural symbolism and traditional values, is increasingly used as a medium to connect emotionally with consumers. This review explores how nostalgia-driven advertising strategies grounded in cultural memory affect consumer behavior and perceptions toward Haryanvi food products.

II. LITERATURE REVIEW

Nostalgia as a Marketing Tool

Holak and Havlena (1998) highlighted how nostalgic advertising appeals create favorable attitudes and increase purchase intent. These campaigns evoke personal or cultural memories that trigger emotional responses, especially in older demographics. Nostalgic advertising has proven to be a powerful marketing strategy that fosters emotional connections between consumers and brands. By invoking personal or culturally shared memories, these campaigns tap into deep-seated emotions such as comfort, belonging, and identity. This emotional resonance is particularly strong among older demographics, who often relate to the imagery, music, and narratives rooted in their formative experiences. As a result, nostalgic advertisements not only generate favorable attitudes toward the brand but also



significantly increase purchase intent. The familiarity and sentimental value associated with nostalgic themes make consumers more receptive and loyal, influencing both their perception and buying behavior. In the context of traditional foods or regional heritage products, such as Haryanvi cuisine, nostalgic advertising creates an ideal platform to promote cultural continuity while enhancing market engagement. This abstract highlights the strategic value of nostalgia in advertising and its effectiveness in shaping consumer preferences through emotional appeal.

Emotional Branding in Food Marketing

Thompson et al. (2006) discussed emotional branding through storytelling and sensory triggers. Food, being closely tied to family and tradition, often serves as a key touchpoint for memory-laden advertisements. Emotional branding through storytelling and sensory triggers has emerged as a powerful strategy in marketing, particularly within the food industry. Food is inherently connected to family, tradition, and cultural memory, making it a potent medium for evoking deep emotional responses. Advertisements often leverage visual cues, nostalgic narratives, and familiar sounds or smells to create a sense of belonging and warmth in consumers. This technique not only enhances brand recall but also fosters a personal connection between the consumer and the product. Storytelling rooted in shared experiences—such as childhood meals, festive celebrations, or ancestral traditions—strengthens emotional engagement and brand loyalty. Sensory elements like traditional music, regional language, and imagery of home-cooked dishes further amplify the emotional impact. As a result, food advertising becomes more than a promotional tool; it becomes a vessel of memory and identity. This strategy is especially effective in promoting regional cuisines and culturally resonant food products.

Cultural Memory and Identity

Assmann (2011) argued that cultural memory preserves group identity through rituals, symbols, and language. Regional cuisine such as Haryanvi food acts as a cultural artifact, reinforcing identity and continuity. Cultural memory plays a vital role in preserving group identity through the transmission of rituals, symbols, and language across generations. It serves as a collective reservoir of shared experiences that shape community values and traditions. Regional cuisine, such as Haryanvi food, acts as a powerful cultural artifact within this framework. Traditional dishes like *bajre ki roti*, *churma*, and *kadhi* are more than sustenance—they embody the history, lifestyle, and values of the Haryanvi people. These culinary practices are deeply embedded in familial rituals, seasonal celebrations, and local customs, thus reinforcing a sense of belonging and cultural continuity. When passed down through oral tradition or revived in modern food campaigns, they not only preserve heritage but also create emotional links between the past and present. In this way, Haryanvi cuisine becomes a medium through which cultural memory is kept alive, sustaining group identity in a rapidly globalizing world.

Nostalgia in Indian Advertising

Mukherjee and Banerjee (2012) found that Indian ads often use rustic imagery, classical music, and familial themes to connect consumers with their roots. This aligns with rural-themed Haryanvi food campaigns that highlight village life, earthy values, and simplicity. Indian advertisements frequently employ rustic imagery, classical music, and familial themes to evoke a deep emotional connection with consumers by tapping into their cultural roots. These elements create a sense of nostalgia, reminding audiences of simpler times, traditional values, and shared experiences within families and communities. This advertising approach resonates strongly with rural-themed Haryanvi food campaigns, which often depict scenes of village life, community meals, and traditional cooking methods. The visual and auditory cues—such as mud houses, folk songs, and native dialects—serve not only to promote the cuisine but also to reinforce cultural identity and authenticity. By highlighting earthy values and rural simplicity, these campaigns appeal to consumer emotions and foster a sense of belonging and pride. This strategy effectively links food with memory and heritage, making the consumption of Haryanvi cuisine not just a culinary experience but a meaningful cultural reconnection.

Consumer Response to Regional Cuisines

Studies on regional branding (Rao & Joshi, 2018) show that local food evokes pride and trust when aligned with personal or familial heritage. This is particularly relevant to Haryanvi cuisine, which is often advertised using visuals of



home-cooked meals and rural settings. Local food has the unique ability to evoke feelings of pride and trust when it aligns with personal or familial heritage, acting as a cultural bridge between memory and identity. This emotional connection becomes especially relevant in the context of Haryanvi cuisine, where traditional dishes are often promoted through imagery of home-cooked meals, rural kitchens, and everyday village life. These visual cues tap into consumers' nostalgia and collective memory, fostering a deep-rooted sense of belonging and authenticity. Advertisements that showcase rustic settings, family gatherings, and regional customs reinforce the idea that such cuisine is not just food but a symbol of cultural continuity and pride. As a result, consumers are more likely to trust and prefer these culinary offerings, associating them with purity, tradition, and emotional warmth. This strategy proves effective in enhancing consumer loyalty and reinforcing regional identity through food-based nostalgia marketing.

Digital Media and Revival of Traditional Foods

With the advent of YouTube and Instagram, food influencers and regional food startups use storytelling and visual nostalgia to market traditional dishes. This trend is visible in the growing popularity of Haryanvi food vlogs and Instagram reels showcasing local recipes. With the advent of digital platforms such as YouTube and Instagram, food influencers and regional food startups have increasingly turned to storytelling and visual nostalgia as powerful tools to market traditional dishes. This trend is particularly evident in the growing popularity of Haryanvi food vlogs and Instagram reels that showcase local recipes rooted in cultural heritage. Through evocative visuals of rural kitchens, clay ovens, traditional utensils, and rustic village settings, these content creators craft emotionally resonant narratives that connect viewers to their cultural roots and familial memories. The use of the Haryanvi dialect, folk music, and depictions of everyday village life further amplifies the nostalgic appeal, fostering a sense of authenticity and belonging among audiences. These digital portrayals not only celebrate culinary traditions but also rekindle interest in lesser-known regional dishes such as *bajre ki roti*, *kadhi*, *churma*, and *bathua saag*. Additionally, the intimate format of vlogs and reels allows influencers to personify their experiences, making viewers feel emotionally invested in both the content and the cuisine. This fusion of emotion and food marketing effectively bridges generational gaps, appealing to both older viewers seeking reminiscence and younger audiences exploring their heritage. Moreover, such digital strategies have helped regional cuisines like Haryanvi gain national and global visibility, contributing to cultural preservation and entrepreneurial opportunities. As digital storytelling continues to evolve, its role in reviving and sustaining traditional food cultures through nostalgic engagement is becoming a vital component of regional food marketing in the modern era.

III. DISCUSSION

Nostalgia marketing appeals to multiple senses and memory layers. In the Haryanvi context, the rustic charm of dishes like *bajre ki roti*, *churma*, and *kadhi* is amplified through visual cues (mud houses, chulhas), auditory elements (folk music, Haryanvi dialogues), and traditional dress. This not only evokes childhood memories or ancestral pride but also positions the cuisine as "authentic" and "pure."

The challenge lies in balancing nostalgia with modernization. While older generations may connect emotionally, younger audiences might view such messaging as outdated unless paired with trendy packaging, digital access, or health-based reinterpretations.

IV. CONCLUSION

Nostalgia-centric advertising of Haryanvi cuisine effectively taps into cultural memory to influence consumer behavior. These strategies foster brand loyalty, emotional engagement, and a sense of rootedness. However, they must be updated to suit evolving consumer demographics and lifestyle shifts. Future campaigns should blend tradition with modern storytelling, ensuring continued relevance across age groups.

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