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# A Study on Food Repurchase Intention Using Nostalgia Marketing

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## Abstract

This study aims to investigate the effect of the selection attribute of Newtro (New + Retro) product marketing, which is a recent topic in the food industry, on consumer satisfaction. Newtro marketing, also known as Newtro-style marketing, is a marketing strategy that emerged in South Korea, particularly in the food industry. Newtro marketing aims to appeal to consumers' nostalgia for the past while incorporating contemporary elements. As a research method, a survey was conducted on the importance of selection attributes and repurchase intention of Newtro food for consumer groups of various age groups ranging from teenagers to those in their 40s or older. To analyze the demographic content of the sample, frequency analysis of the SPSS statistical package was performed, and structural equation modeling was performed using the AMOS program for confirmatory factor analysis and discriminant validity analysis. The analysis results are as follows. First, Package Design, Perceived Healthiness, and Emotional Taste, optional attributes of Newtro marketing, significantly affected satisfaction. Second, satisfaction was found to have a statistically significant effect on repurchase intention. However, Functional Flavor did not statistically affect satisfaction. This study empirically analyzed the importance of consumers' selection attributes for the recently popular food Newtro marketing and suggested implications.

**Keywords:** Newtro, Package Design, Perceived Healthiness, Emotional Taste, Functional Flavor

**Major Classification Code:** Food Management, Customer Eating-out Behavior, Food Marketing

## 1. Introduction

Recently, 'Newtro', a combination of 'New' and 'Retro', is gaining popularity in the food industry. Food companies joined the new craze by re-launching packages that made use of old sensibility or products that had been released in the past but disappeared. The Newtro (New+Retro) trend, which has been centered on the fashion and beauty industry,

is also appearing in the food industry. It is a strategy to increase consumer contact points by bringing out products from memories that were popular in the past. In particular, Newtro marketing gives the older generation a sense of nostalgia with a retro sensibility, and is characterized by being able to provide a different kind of fun to younger consumers. Fashion starts first in the fashion industry. It was the same with Newtro. T-shirts with large logos, ankle socks,

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and clunky sneakers have been popular since last year. Food industry product planners did not miss this trend. Food companies jumped on the Newtro craze by re-launching products that had been discontinued or changing the packaging of existing products. Newtro is revitalizing the food industry, where mega-hit products have disappeared as tastes are segmented and rapidly changing. This is because it can stimulate the nostalgia of the middle-aged and approach the younger generation with the freshness of old things. Most of the domestic food companies have a history of around 50 years. During the period of rapid growth, it has many hit products called “national snack” and “national ramen.” This was an asset that could be transformed to fit the Newtro trend. Companies with decades of brand heritage have many assets that are lucrative in marketing Newtro. In order to succeed in Newtro marketing, you need to bring the concept of memories and have content tailored to the tastes of the 1020 generation, the main consumer group. The greatest effect of the retro strategy is that it can change products of the past, which may seem trite, into trendy images. In other words, one option to make changes in terms of product design and concept has increased. The retro craze cannot be discussed except for the millennial generation, the consumer group aged 20 to 30. Even in ordinary consumption activities, there is a part where the characteristics of millennials who seek fun and the retro concept fit well. The purpose of this study is to find out the selection attributes of consumers for the Newtro phenomenon, which has become a trend whenever new products are launched in the food industry from several years ago. By identifying the customer-selection attributes of Neutro Foods, the food industry seeks to provide a starting point for their marketing strategies.

## 2. Literature Review

### 2.1. Package Design

Packaging design influences the perception and experience of food during purchase and consumption. This is because in the purchase process, packaging design plays a role in identifying the category and brand to which a product belongs and assigning meaning related to the product (Schifferstein et al., 2013). Packaging design plays an important role when consumers make food choices. Consumers can first look at products representing a category, and check the design first before checking details or text (Garber, Hyatt, & Boya, 2008). The exterior design of food must be shown to represent the image and characteristics of the product. This is because design can suggest the identity of a product and can help in identification and evaluation (Piqueras-Fiszman & Spence, 2011). Packaging design

should help a product win against competing products and in a competitive market. During consumption, some effects of packaging may result from the physical interaction between the container and its contents. The sensory properties of a container can also influence the experience of its contents. Demonstrated that angular versus round shape and lemon yogurt packaging design influence consumers' product attitude judgments and price expectations (Becker, van Rompay, Schifferstein, and Galetzka, 2011). Mizutani et al (2010) found that orange juice presented with a pleasant image was rated as fresher and tastier than the same juice presented with an unpleasant image. In addition, when the food was presented in a good-looking packaging design, the positive evaluation of the fragrance increased compared to other conditions. Therefore, based on the above studies, the following hypotheses are proposed. The packaging design of Newtro Foods will have a positive impact on consumer satisfaction.

### 2.2. Perceived Healthiness

When food companies provide information related to health effects on food packaging, it has a positive effect on consumers' perceived health (Machin et al., 2018, Carabante et al., 2018). Care should be taken to ensure that food consumers correctly understand health information, but not to give consumers a negative impression of health (Hipp et al., 2016). In relation to health awareness, the skeptical attitude of consumers should also be borne in mind (Annunziata, Vecchio, & Kraus, 2015). Sometimes food information can have a negative impact on health. How well consumers understand the messages delivered by companies can also affect consumers' health awareness. This has a great impact on consumers' perceived health (Hartmann et al., 2018, Grubor et al., 2015). Numerous studies have demonstrated that the design of a product can affect consumers' perceptions of a product's perceived healthiness (Miraballes, & Gámbaro, 2018; Acton, & Hammond, 2018; Benson et al., 2018; Talati et al., 2016). Food consumers' health motivation also affects food evaluation. Consumers' health awareness plays an important role when purchasing food (Machin et al., 2018). Food marketing using nostalgia is considered to have a profound effect on consumers' emotional satisfaction because it evokes nostalgia for old things. Based on the studies of these existing researchers, the following hypothesis is proposed. The perceived healthiness of Newtro foods will have a positive impact on consumer satisfaction.

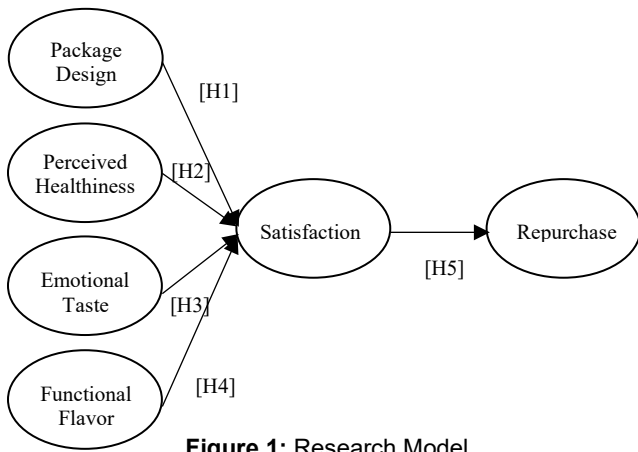
### 2.3. Emotional Taste

In high-income societies, many people choose their favorite foods, and in most cases, food provides a positive

experience (Desmet & Schifferstein, 2008). While some foods serve the purpose of obtaining sufficient nutrition, losing weight, or being part of a group, in general, the main criterion for food selection is the attractiveness of the food, including taste (Roos & Wandel, 2005). Emotional research on food asks participants to express their emotional reactions in some form. Methodically, consumer experience is confirmed through questionnaires using Likert scales in subjective expressions (Russell, 2003; Scherer, 2005). Among the survey methods, smiling or sad faces are used to examine consumers' emotional reactions to food (Desmet, 2003). In this study, we would like to examine how satisfied consumers who have purchased Newtro food were with their emotional taste while consuming the product. Therefore, based on the above studies, the following hypotheses are proposed. Emotional taste of Newtro food will have a positive effect on consumer satisfaction.

**2.4. Functional Flavor**

It has been proven in many previous studies that the most important factor among consumers' food selection attributes is taste (Cha & Lee, 2021). Cha and Wang (2020) studied the selection attributes of ramen for food consumers in Korea and China, and the taste of ramen was verified as an important selection attribute. Cha and Shin (2021) proved that taste is the main selection attribute among various selection attributes in a study on consumers' emotional responses to delivery food. A study by Cha and Lee (2021) proved that Funny Flavor is a major selection attribute for the MZ generation in food fun marketing. In addition, it has been proven several times by various researchers so far that the taste of food is a major selection attribute of consumers. Based on the existing research, we propose the following hypotheses. Functional taste of Newtro food will have a positive effect on consumer satisfaction. We would like to propose a research model as shown in Figure 1 with hypotheses 1 through 5 above.



**Figure 1:** Research Model

**3. Method**

In order to conduct the research, a questionnaire was prepared with the advice of three food-related experts (food MD of a large distribution company, professor of food-related departments). The questionnaire was first surveyed with 10 acquaintances who had consumed Newtro food for a pilot test. After that, the contents of the questionnaire were revised and supplemented. Then, a survey was conducted from January 12 to 30, 2023 to 124 people who had previously consumed Newtro food. The questionnaire was coded and entered into SPSS, and a research model was created in the Amos program. The study was conducted according to the following research method. In the initial stage, both factor analysis and reliability analysis were performed using SPSS 20.0 to ensure the validity and reliability of the study. Factor analysis utilized Verimax orthogonal rotation to examine the underlying factors. Additionally, reliability analysis was conducted using Cronbach's Alpha to assess the internal consistency of the measurement items. Second, confirmatory factor analysis and discriminant validity analysis were conducted using SPSS 20.0 and Amos 20.0, except for the variables removed through factor analysis. Third, the research hypothesis was verified using structural equation modeling. Among a total of 124 respondents, 52 (42%) were male, 72 (58%) were female, 54 (43%) were in their 20s, and 50 (40%) were in their 40s or older. Demographic characteristics are shown in the table below.

**Table 1:** Demographics of the respondents

Variables	No. of Sample	Percentage
Gender	Male	52 42%
	Female	72 58%
Age	10-19	6 5%
	20-29	54 43%
	30-40	15 12%
	Over 40	50 40%
Occupation	Student	43 35%
	Office worker	35 28%
	Business person	6 5%
	Housewife	37 30%
	Misc.	2 2%
Amount Spent on Newtro Food per Month (Thousand KRW)	< 5	4 3%
	5-10	41 33%
	10-30	52 42%
	30-50	16 13%
	> 50	11 9%

### 4. Result

To assess reliability and validity, the observed variables were initially analyzed based on the operational definition of latent variables. Reliability and validity were then examined through exploratory factor analysis, while reliability was further assessed using Cronbach's alpha. The factors were analyzed, and the Varimax method was employed for component rotation. The outcomes of these analyses can be observed in Tables 2 and 3. The exploratory factor analysis demonstrated the confirmation of convergence validity, and the validity factor was subsequently analyzed using Amos 20.0.

**Table 2.** Exploratory factor analysis

	Variables			
	Package Design	Perceived Healthiness	Emotional Taste	Functional Taste
Package Design01	.817			
Package Design02	.783			
Package Design03	.704			
Package Design04	.634			
Perceived Healthiness01		.881		
Perceived Healthiness02		.821		
Perceived Healthiness03		.819		
Perceived Healthiness04		.810		
Emotional Taste01			.505	
Emotional Taste02			.835	
Emotional Taste03			.802	
Emotional Taste04			.625	
Functional Flavor01				.850
Functional Flavor 02				.803
Functional Flavor 03				.783
Functional Flavor 04				.692
Variance (%): Total 78 %	24.6	19.0	18.6	15.5
Cronbach's Alpha	.864	.928	.867	.873

**Table 3:** Exploratory factor analysis

	Variables	
	Satisfaction	Revisit
Satisfaction 01	.884	
Satisfaction 02	.876	
Satisfaction 03	.823	
Satisfaction 04	.791	
Repurchase 01		.581
Repurchase 02		.900
Repurchase 03		.759
Repurchase 04		.724
Variance (%): Total 84.4 %	49.6	34.8

Tables 4 presents the results of the confirmatory factor analysis, which assessed the validity and reliability of the latent variables. The composite reliability (CR) and average variance extracted (AVE) values were examined to confirm the validity and reliability of the latent variables. The CR values were above 0.6, and the AVE values were above 0.5, meeting the proposed criteria. The factor loadings were also found to be statistically significant. Additionally, model fit was assessed using indices such as CFI, NFI, and others, which all demonstrated appropriate values. Table 4 specifically represents the outcomes of the discriminant validity analysis, where the square root of the average variance extracted (AVE) was utilized to evaluate discriminant validity among the factors with single dimensionality.

**Table 4:** Confirmatory factor analysis result

Variables	Measure	Standardized Regression Coefficient	CR	AVE
Package Design	PD01	854	0.874	0.634
	PD02	854		
	PD03	789		
	PD04	.681		
Perceived Healthiness	PH01	876	0.928	0.765
	PH02	881		
	PH03	851		
	PH04	889		
Emotional Taste	ET01	747	0.850	0.60
	ET02	768		
	ET03	673		
	ET04	881		
Functional Flavor	FF01	642	0.878	0.647
	FF02	797		
	FF03	919		
	FF04	835		
Satisfaction	SAT01	880	0.935	0.783

Repurchase	SAT02	876	0.916	0.732
	SAT03	898		
	SAT04	911		
	REP01	923		
	REP02	875		
	REP03	895		
	REP04	716		

Chi-square = 626.662 (p=0.001, df=237), CFI=0.963, NFI=0.899, RMSEA=0.016

Discriminant validity analysis was conducted using the square root of the average variance extracted (AVE). The results, presented in Table 5, indicate that the square root value of AVE exceeds 0.5. Furthermore, the AVE values on the diagonal are higher than the correlation coefficients between the corresponding rows and columns. These findings provide evidence that discriminant validity has been established.

**Table 5:** Discriminant validity through correlation analysis

	Repurchase	Package Design	Perceived Health	Emotional Taste	Functional Flavor	Satisfaction
Repurchase	0.856					
Package Design	0.780	0.897				
Perceived Health	0.602	0.687	0.874			
Emotional Taste	0.770	0.842	0.610	0.867		
Functional Flavor	0.575	0.587	0.562	0.569	0.805	
Satisfaction	0.811	0.888	0.698	0.699	0.532	0.892

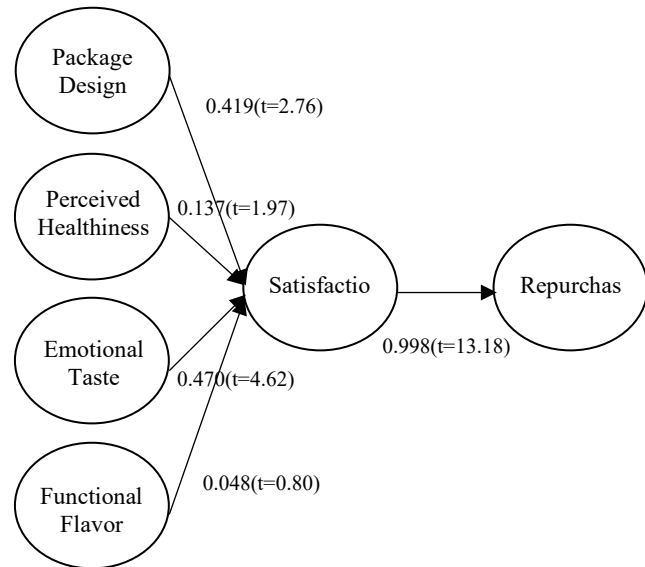
The values presented at the diagonal are the square root of AVE

The research hypotheses were evaluated using Amos 20.0, and the analysis of the hypothesis results was also conducted using the same software. The main effects of hypotheses 1 to 5 are presented in Table 6. Based on the hypothesis testing, Package Design, Perceived Health, and Emotional Taste were found to have statistically significant effects on satisfaction. However, the effect of functional flavor on satisfaction did not reach statistical significance. Furthermore, the effect of satisfaction on repurchase was found to be statistically significant. Detailed findings from the study can be found in Table 6 and Figure 2.

**Table 6:** Results of research hypothesis

Hypot hesis	Paths	Path Coeffici ent	t value	Results
H1	Package Design→ Satisfaction	0.419	2.769	Support
H2	Perceived Healthiness→ Satisfaction	0.137	1.973	Support
H3	Emotional Taste → Satisfaction	0.470	4.625	Support
H4	Functional Flavor → Satisfaction	0.048	0.802	Reject
H5	Satisfaction → Revisit	0.998	13.00	Support

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001



**Figure 2:** Research hypothesis results

## 5. Conclusion and Implements

In the context of the food industry, Newtro marketing focuses on revitalizing traditional Korean flavors, recipes, and dining experiences. It often involves reintroducing classic dishes or traditional ingredients in a modernized way to capture the interest of younger generations who are seeking a connection to their cultural heritage. Newtro marketing seeks to evoke a sense of nostalgia and familiarity, tapping into the emotional connection people have with food



from their childhood or cultural upbringing. Currently, Newtro (New + Retro) marketing is trending among food companies. This is a strategy that stimulates the emotions and nostalgia of consumers by combining fresh elements with a return from the past. First, many food companies are changing the design and packaging of their products to the Newtro style. Using retro graphics or logos that were popular in the past, we create unique images of products and evoke memories and nostalgia in consumers. Second, some food companies are launching new product lineups by combining popular products of the past with modern elements. For example, they are adopting strategies to reintroduce traditional snack products to consumers by repackaging them or adding modern flavors and aromas. Third, Newtro Marketing is also heavily used in advertising and marketing campaigns in food industry. For example, we are creating advertisements that introduce modern products using old advertising styles or music. This strategy can create an emotional connection with consumers and generate curiosity and interest in the product. This study aimed to confirm the selection attributes of consumers in the recently popular food Newtro marketing. As a result, it was analyzed that Package Design, Perceived Healthiness, and Emotional Taste had a statistically significant effect on satisfaction of food using Newtro Marketing, but functional taste was verified to have no effect on satisfaction. In addition, it was confirmed that satisfaction did not have a statistically significant effect on repurchase intention. As a result, it was confirmed that the food company's Newtro marketing provides emotional elements that connect the past and the present to consumers, which can stimulate consumers' interest and curiosity to form a positive perception of the product.

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