

十一、研究計畫中英文摘要：請就本計畫要點作一概述，並依本計畫性質自訂關鍵詞。

(二) 計畫英文摘要。(五百字以內)

Nostalgia, an individual's longing for an idealized past, has become a recurring theme in popular culture. From product and store design to advertising appeals, marketers have been using nostalgia in an attempt to generate favorable attitude and enhance consumption experience. With the rise of nostalgia in marketing practices, academic research attention has been focused on the definitions, classifications, and measurements of nostalgia and its impact on consumer behavior. Only a small number of empirical studies have examined nostalgia's influence within an advertising context, and the research scopes have been restricted to printed ads, verbal nostalgic cues (i.e., headlines and ad copy), and products with an inherent nostalgic component (e.g., roll films and DVD players). The effects of other types of nostalgic cues in other advertising media for other product contexts remain unknown. Therefore, the current research intends to fill this research gap by examining the effects of auditory nostalgic cue (i.e., old songs) in television advertising. The purpose of this research are to understand consumers' cognitive and affective responses to advertising using old songs as background music, to investigate the underlying mechanism of nostalgic effects, and to explore the moderating role of several ad execution, consumer, and product-related factors.

Integrating theories and findings from nostalgia and advertising music literatures, we propose 16 research hypotheses. The first 5 hypotheses are proposed to test the main effect of song's nostalgia-inducing ability. The remaining hypotheses aim to examine the possible moderators and mediators of the advertising effects of nostalgic songs.

Six experiments are designed to test the hypotheses and planned to be completed in three years. H1 through H5 will be tested in all experiments. In addition, experiment 1 and 2 will be conducted in the first year to examine the moderating role of ad execution factors, namely song familiarity, lyrics' relevance, and song version (vocal or instrumental). Experiment 3 and 4 will be conducted in the second year to explore the moderation of two consumer factors, involvement and nostalgia proneness. In the third year, the influence of product factors such as brand age and product social visibility will be considered in experiment 5 and 6. Dependent measures include cognitive responses (thought listing), ad-induced feelings, ad attitude, brand attitude, and purchase intention. Undergraduate students will be recruited to participate in these six experiments. Based on pretest results, products or services that undergraduates are familiar with and are willing to buy will be selected as the advertised products.

With a series of systematically-designed experiments, this research expects to advance our understanding of nostalgic songs' ad effectiveness and the underlying mechanism, to expand the generalizability and scopes of nostalgia research, and to contribute to the theories of nostalgia and advertising music. The research findings are also expected to provide advertising practitioners suggestions on the design of nostalgic ads.