



Innovation in the Embrace of Retro Marketing, the Effectiveness of Holograms in Recalling Shopping Memories



Abstract

Holographic communication is a transformative technology that is reshaping the digital interaction landscape by enabling the creation of realistic, immersive, and interactive 3D experiences. Access to the past is a concern for consumers when dealing with products, and marketers are also aware of this. Effective use of retro marketing in terms of communication (brand, music, and advertising) helps to evoke emotions to revive the past. Many different products on the market, such as music, movies, or television programs, can increase nostalgic feelings in people. Retro itself is a nostalgic memory of the past. An imitation of a style, fashion, or design from the recent past. There is very little research in the joint field of the impact of holographic art on reviving past memories and its impact on product sales. The authors of the article try to explore the possibility of creating new joint working groups or even applied courses or fields of study by opening a new research path in the interdisciplinary field (holographic and retro marketing).

Introduction

When the soulful melodies of Umm Kulthum came to life again in Dubai on October 12th and 13th, 2024. Thousands of fans of the Egyptian singer, known as the "Star of the East", saw her memory and the glorious era of Egypt and the Arab world before their own eyes. In this holographic show, the legendary artist, who died in 1957, returned to the stage "Alive". A vivid and captivating presence. With every note, her voice resonates in the hall, accompanied by a live orchestra, and the digital and real worlds blend seamlessly. The audience relived the emotion, passion and depth of her performances, as if time had turned back. For this enchanting experience, a tribute to Umm Kulthum's art, where the past and the present harmoniously blend.



Mehrdad Maleki Verki, Muhammad Piri*

1. Master's degree graduate, Department of Business Administration, Faculty of Literature and Humanities, Malayer University, Malayer, Iran .Mehrdad.maleki.verki@gmail.com

2*.Assistant Professor, Department of Business Administration, Faculty of Literature and Humanities, Malayer University, Malayer, Iran. m.piri@malayeru.ac.ir

Reviving Nostalgia Through Holographic Displays

Holographic displays are being used to evoke nostalgia by generating immersive, 3D visualizations of past objects, environments, or even deceased individuals. This technology merges retro aesthetics with cutting-edge innovation, allowing people to experience a sense of the past in a novel and engaging way. Holographic displays may amplify these effects by providing multisensory, immersive recreations of past experiences. A study by [14] demonstrated that 3D holographic projections of personal memories elicited stronger emotional responses compared to 2D images, activating deeper memory retrieval mechanisms. found that holography may facilitate more vivid and emotionally intense nostalgia compared to traditional media. [Holographic Advertising](#) represents a significant leap forward in the way brands engage with consumers.



Advertising Based on Nostalgia Tendencies Using Holographic Advertising
Nostalgia tendencies mention to the sentimental longing or reflective affection for the past, often considered by positive emotions diverse with a sense of loss or desire. Study suggests that nostalgia serves psychological functions, such as enhancing disposition, promotion social connectedness, and providing a sense of continuity in one's identity . Individuals may involve in nostalgic replication more often during times of transition, loneliness, or uncertainty, as its suggestions comfort and repeats self-worth . Although normally adaptive, extreme nostalgia can occasionally lead to impractical nostalgia of the past, possibly hindering present-day coping. Nostalgia acts as an emotional resource, helping individuals navigate life's challenges by drawing on meaningful past experiences . Research has shown that customers' nostalgic tendencies increase consumers' purchase intentions by influencing positive emotions, brand attachment, brand trust, and brand commitment. By integrating 3D holographic displays into advertising strategies, companies can create immersive experiences that not only capture attention but also leave a lasting impression.

This innovative approach to marketing takes advantage of human psychology; our brains are wired to respond more actively to 3D moving image. Which explains why holograms can be so effective at attracting people .Unlike traditional two-dimensional advertising, holographic advertising allows products to be displayed in a way that makes them appear tangible, almost as if they could be touched . This creates a unique opportunity for brands to showcase their products in full detail, from every angle, without the limitations of physical space.

Ultimately, The Future Of Retro Marketing Will Depend On The Support Of Holographic Artists

The future of retro marketing will depend significantly on the support of holographic artists, as emerging research highlights the psychological and technological synergies between nostalgia-driven consumer behavior and immersive holographic experiences. Studies in consumer psychology demonstrate that nostalgia enhances brand attachment by activating the brain's reward system

Ethical Considerations

While holographic nostalgia offers emotional benefits, ethical concerns arise regarding hyper realistic simulations of deceased individuals and potential over-reliance on virtual nostalgia over real-world engagement. But as we embrace these advancements, we must do so with caution. We must balance technological progress and our ethical responsibility to those whose likenesses we project. AI holograms can enhance our experiences and allow us to engage with the past in ways we never thought possible, but they also force us to consider how we want to remember and celebrate those who have come before us . Holograms have the power to both honor and exploit. As we navigate this exciting yet uncertain future, we must tread carefully, ensuring that our use of this technology aligns with the respect and dignity we owe to the legacies we seek to preserve .One thing is clear: holograms, like the legends they portray, will continue to capture our imagination and redefine how we experience the past and present. Whether we are enthralled or uneasy, we're standing at the edge of a new frontier where technology can bring memories to life in ways we're only beginning to understand.