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**THE IMPACT OF DIGITAL STORYTELLING IN MARKETING A  
PRODUCT IN POST PANDEMIC ERA**

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**THE IMPACT OF DIGITAL STORYTELLING IN MARKETING A  
PRODUCT IN POST PANDEMIC ERA**

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## SUMMARY

The interruption and oddity of the Corona Virus Disease have resulted in several modifications to way things were done previously. This study will investigate the effectiveness of digital storytelling in product marketing in the post-pandemic age. Digital storytelling has shown to be an extremely effective and valuable tool for projecting a brand's ideas, goal, vision, and value, as well as engaging customers. While digital storytelling is employed in marketing, its consequences in the post-pandemic age are mostly unknown. This study aims to bridge that gap by investigating the impact of digital storytelling on brand loyalty, brand awareness, customer behavior and consumer engagement. It seeks to identify the most effective styles of digital storytelling and to provide a framework for implementing them in the post-pandemic age.

The study employs a quantitative method, gathering primary data from over 700 people through the use of standardized questionnaires. The findings suggest that digital storytelling might be a valuable marketing tactic in the post-pandemic period, aiding businesses to remain competitive in the quickly expanding digital marketplace. The results of this study are important for businesses that want to employ digital storytelling to engage consumers, improve brand identification, and encourage loyalty in today's fast changing digital world. The study investigated how digital storytelling influences client perceptions and sales, providing useful data for updating marketing strategies. This thesis emphasizes the importance of digital storytelling in marketing products in the post-pandemic age while also expanding our knowledge in the topic.

## Masters Thesis in Business Administration

**Title:** The Impact of Digital Storytelling In Marketing A Product in Post Pandemic Era.

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**Supervisor:** Behiye BEĞENDİK

**Date:** 31<sup>st</sup> July 2023

# ABSTRACT

## PANDEMİ SONRASI DÖNEMDE ÜRÜN PAZARLAMASINDA DİJİTAL HİKAYE ANLATIMININ ETKİSİ

**Arka plan:** Corona Virüs Hastalığı 2019 (COVID-19) salgını nedeniyle işletmeler, yeni dijital ortamda rekabet edebilmek için pazarlama planlarını uyarlamak zorunda kaldı. Dijital hikaye anlatımı, tüketicilerle bağlantı kuran ve marka sadakatini artıran ilginç içerikler üretmek için güçlü bir teknik olarak ortaya çıktı. Bu çalışma, dijital hikaye anlatımının bir pazarlama aracı olarak ne kadar etkili olduğunu değerlendirmeyi ve şirketlerin dijital çağda ilgi çekici içerikler üretmek için kullandıkları çeşitli yaklaşım ve yöntemleri keşfetmeyi amaçlamaktadır. Bu çalışma, dijital hikaye anlatımının tüketici davranışını etkilemede ve satışları artırmada oynadığı hayati role ışık tutmak için literatür incelemesini gerçek çalışmaları birleştiriyor.

**Amaç:** Bu çalışmanın amacı, pandemi sonrası ürün pazarlamasında dijital hikaye anlatımının etkinliğini araştırmaktır. Pandemi sonrası dönemde dijital hikaye anlatımının ürün pazarlamasını ne kadar etkili etkileyebileceğini belirlemek için tüketici katılımı, tüketici davranışı, marka farkındalığı ve marka sadakati gibi faktörler kullanıldı.

**Yöntemler:** Türkiye'deki 700'den fazla potansiyel katılımcıya, bir Google formu aracılığıyla doldurma seçeneği verilen standart bir anket verildi. Benimsenen araştırma yöntemi yaklaşım olarak tündengelimliydi.

**Sonuç:** Çalışmanın bulgularına göre, dijital öykü anlatımı pandemi sonrası dönemde yararlı bir pazarlama tekniği olabilir ve şirketler dijital pazarda rekabet gücünü koruyabilmenin bir yolu olarak bunu pazarlama planlarına dahil etmeyi düşünmelidir. Çalışma, dijital hikaye anlatımının müşteri davranışını ve satışları nasıl etkilediğini araştırıyor ve işletmelere günümüz tüketicileri için pazarlama planlarını nasıl değiştirecekleri konusunda pratik rehberlik sunuyor. Bu tez, pandemi sonrası dönemde ürün pazarlamasında dijital hikaye anlatımının önemini altını çizerek, bu alandaki anlayışımızı da ilerletiyor.

**Anahtar Kelimeler:** Dijital Öyküleme, Pandemi Sonrası Dönem, Tüketici Davranışı, Dijital Pazarlama

Tarih: 31 Temmuz 2023

# ABSTRACT

## THE IMPACT OF DIGITAL STORYTELLING IN MARKETING A PRODUCT IN POST PANDEMIC ERA

**Background:** Due to the Corona Virus Disease 2019 (COVID-19) pandemic, businesses were pressured to adapt their marketing plans in order to compete in the new digital environment. Digital storytelling has emerged as a powerful technique for producing interesting content that connects with consumers and fosters brand loyalty. This study aims to evaluate how effective digital storytelling is as a marketing tool and to discover the various approaches and methods utilized by companies to produce interesting content in the digital era. This study combines a review of literature with actual studies to shed the spotlight on the vital role that digital storytelling plays in influencing consumer behavior and driving sales.

**Purpose:** objective of this study is to explore the efficiency of digital storytelling in post-pandemic product marketing. Factors like consumers engagement, consumers behavior, brand awareness and brand loyalty were used to determined how effective digital storytelling can impact product marketing in post pandemic era.

**Methods:** Over 700 potential respondents in Turkey were provided with a standardized questionnaire given the option to complete it via a Google form. The research method adopted was deductive in approach.

**Conclusion:** According to the study's findings, digital storytelling can be a useful marketing technique in the post-pandemic period, and companies should think about including it into their marketing plans as a way to stay competitive in the digital marketplace. The study investigates how digital storytelling affects customer behavior and sales, offering businesses practical guidance on how to modify their marketing plans for today's consumers. This thesis underlines the relevance of digital storytelling in product marketing in the post-pandemic period while advancing our understanding of the field.

**Keywords:** Digital Storytelling, Post-Pandemic Era, Consumer Behavior, Digital Marketing

**Date:** 31<sup>st</sup> July 2023

# SYMBOLS

**$\alpha$** : Cronbach Alpha

**H1 – H4**: Research Hypothesis

**KMO**: Kaiser Myer Olkin Measure of sampling adequacy

**P-Value**: Probability Value

**SD**: Standard Deviation

**AVE**: Average Variance Extracted

**( $\beta$ )**: Path coefficient

**RMSEA**: Root means the square root of approximation

**SD**: Standard Deviation

**SEM**: Structural Equation Modeling

**DF**: Degree of Freedom

**CMIN**: Chi Square Statistics

**EFA**: Exploratory Factor Analysis

**CFA**: Confirmatory Factor Analysis

**TLI**: Tucker Lewis Index

**CFI**: Comparative fit Index

**SRMR**: Standardize Root Mean Square Residual

# ABBREVIATIONS

**DS:** Digital storytelling

**EC:** Emotional Connection

**PPE:** Post Pandemic Era

**CB:** Consumer Behavior

**TAM:** Technology Accepted Model

**DM:** Digital Marketing

**IV:** Independent Variable

**DV:** Dependent Variable

**MS:** Marketing Strategies

**CL:** Customer Loyalty

**CE:** Consumer Engagement

**BA:** Brand Awareness

**CA:** Consumer Attention

**BL:** Brand Loyalty

**EB:** Emotional Branding

**BI:** Brand Identity

**ELM:** Emotional Led Marketing

**URL:** Uniform Resource Locator

**ADS:** Advertisements

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# 1 INTRODUCTION

There has been a major change in consumer behavior and company practices since COVID 19. The COVID-19 pandemic has expedited the process of digitalization, and as a result, most businesses are now using more digital communication tools. (Lima 2022). Digital storytelling has become an increasingly popular marketing strategy for businesses looking to connect with their target market and advertise their products and services. Digital storytelling makes it possible for brands to tell their stories in an engaging and interactive way by fusing the craft of storytelling with the use of digital media channels. If a company tells a captivating story that grabs the attention of customers, They may become brand ambassadors by complimenting the business and spreading the word about it (Lundqvist, Liljander, Gummerus, and Riel 2013). This new method has attracted attention because of its ability to forge strong emotional bonds with customers, improve brand impressions, and increase consumer engagement. Considering the rising interest in digital storytelling, it is important to understand how it affects customer behavior and marketing efficiency.

There is a lack of thorough empirical evidence on the impact of digital storytelling in marketing a product in the post-pandemic era. This study's primary goal is to close that gap. There is a knowledge gap concerning its true efficacy and impacts on consumer engagement, attitudes, brand identification, and brand loyalty, although case studies and informal data suggest its potential advantages. In order to offer valuable guidance that will assist marketers in maximizing the potential of digital storytelling, it is crucial to look at this problem. The results of this study will help marketers in the post-pandemic era (PPE) choose the best strategies for using digital storytelling (DS). These research questions serve as a guide for this thesis: In the post-pandemic period, how does digital storytelling affect consumer behavior? Which digital storytelling techniques are most useful for post-pandemic product marketing? How can digital storytelling be utilized to increase brand recognition, customer loyalty, and engagement?

Both the academic community and the commercial sector should take the findings of this study seriously. The results will further our knowledge of how digital storytelling may improve consumer engagement, behavior, brand recognition, and brand loyalty in the wake of a pandemic. This study will offer marketing professionals useful takeaways and suggestions on how to leverage digital storytelling techniques to engage customers and advertise items. To assess the validity and reliability of the research findings, this study used a quantitative research methodology. The primary data was collected using standardized questionnaires containing a combination of open-ended and closed-ended questions that were grouped in accordance with the study's objectives. Over 700 potential respondents received the

questionnaires, and they were encouraged to answer them using a Google form. The correlation between digital storytelling and consumer responses will be evaluated through data analysis using statistical methods.

The subsequent chapters include Literature Review: This chapter explores related theoretical frameworks and existing literature on digital storytelling and marketing in the post-pandemic era. Variables such as consumers attention, emotional connection, brand identity, and customer loyalty were used to discuss the positive and negative impacts of digital storytelling. Research Methodology: This chapter explains the study's data collection methods, research design, sampling approaches, and data analysis methods. Findings: In this chapter, the results of the data analysis are given along with an explanation as to how they relate to the objectives and problems of the study. Additionally, the results are analyzed, evaluated, and connected to pre-existing theories and marketing tactics. Discussion and Implications Conclusion: This chapter offers suggestions for future research as well as an overview of the main findings, contributions, and limitations of the study.

## **2 GENERAL INFORMATION**

### **2.1 THEORETICAL APPROACH**

Digital storytelling is an effective strategy for creating emotional connections (EC) with audiences because it can appeal to their emotions and values by using storytelling techniques including character development, moral lessons, and plot twists. According to this theory, stories have the power to affect our opinions, attitudes, and actions, as they play a crucial role in human interaction. This method can be used to comprehend how DS can impact customer behavior (CB) and sentiments toward a product. To examine how digital storytelling affects customers' emotional reactions and brand loyalty, emotional marketing principles might be applied. Consumers can feel emotionally connected to brands through the use of digital storytelling (DS). Consumers are more likely to develop solid emotional attachments to a brand when it reflects their goals, interests, beliefs, and values. Through a cogent theoretical framework, it has been possible to gain a thorough knowledge of how digital storytelling (DS) impacts product marketing in the post-pandemic era.

#### **2.1.1 Significance of Research**

This study will further our understanding of the issue by contributing to marketing theory by identifying consumer behavior (CB) and attitudes towards digital storytelling in the post-pandemic era (PPE). The research findings will help businesses understand how consumers view digital storytelling campaigns, what aspects of DS most effectively engage consumers, which variables may affect the efficacy of DS, and how businesses could employ this tactic to adjust to the new normal. This study has the upside of helping advance the academic literature on digital marketing (DM) and storytelling by adding to our understanding of how storytelling is used in marketing and by giving insightful details on how the COVID-19 pandemic influences the potency of digital storytelling.

#### **Conceptual Framework and Hypothesis Development**

#### **Independent Variable: Effective Digital Storytelling**

## 2.1.2 Effective Digital Storytelling

The way businesses operate and promote their products has undergone significant transformations due to the far-reaching consequences of the COVID-19 pandemic. With the rise of remote work and social distancing measures, many businesses have had to shift their marketing strategies (MS) to adapt to the new reality. The hypothesis that digital storytelling (DS) is an effective marketing strategy (MS) for promoting products in the post-pandemic era suggests that the utilization of storytelling can serve as a potent mechanism for establishing connections with customers and generating sales. Lundqvist et al. (2013) conclude that when brand values are communicated through stories, consumers may find them simple to understand.

A story can incorporate a brand's core values in a number of ways that traditional marketing communication cannot. The literature on brand management should therefore place more focus on storytelling. With the use of digital storytelling, an approach to marketing that combines narrative and multimedia components, a brand's message is communicated to its audience. Digital storytelling can boost brand awareness (BA), customer loyalty (CL), and trust by producing engrossing and compelling content. Customers may feel more at ease when a company displays itself in a narrative-driven manner, according to Robinson, Irmak, and Jayachandran's (2012) theory. Digital storytelling (DS) is an effective way to engage with customers and build connections in the post-pandemic era (PPE), when consumers are increasingly engaged online and do remote product and service searches. Among the many benefits of digital storytelling, one of its main benefits is its capacity to foster a sense of belonging and community in the wake of a pandemic.

Digital storytelling (DS) can promote community by allowing individuals to share experiences and tales that relate to their perspectives and interests at a time when many people are feeling alone and detached as a result of the pandemic. Businesses may engage with customers and foster loyalty and trust by producing content that is authentic and relatable. The primary elements, or touchpoints, of the narrative assist individuals in developing connections with their real-life situations by drawing on people's prior experiences and memories, making the story more relevant (Woodside, 2010). In the post-pandemic era (PPE), digital storytelling (DS) can be a successful marketing strategy. Given the financial difficulties many businesses are having as a result of the pandemic, direct marketing can be a very successful and inexpensive strategy.

By producing interesting and shareable content, businesses may utilize social media and other online

channels to market their products and grow their audience. Since they provide inexpensive or even free advertising, social media platforms with large user bases like Twitter, Instagram, and Facebook may be chosen as the preferred channel for marketing (Novianal and Darma 2020). This will surely help a business enhance its exposure. In the post-pandemic age, it is crucial to comprehend that a variety of elements, including the target market, the product's characteristics, and the overall marketing strategy (MS), may affect the way that digital storytelling (DS) sells a product. Since customers' demands and expectations have changed as a result of the pandemic, businesses need to change their story approach. Digital storytelling works well as a marketing tactic in post-pandemic times (PPE), as consumers are looking for new products. The effectiveness of this approach is dependent upon a number of factors, but in the post-pandemic era, businesses that can successfully embrace the strength of digital storytelling will boost sales and acquire a competitive advantage.

## **Dependent Variables: Consumer Engagement, Consumer Behavior, Brand Awareness, Brand Loyalty**

### **2.1.3 Consumer Engagement**

Consumer engagement is very important to any organization or company, as it can be used as one of the metrics to determine the success or failure of a product or service campaign. This can be done in two ways: either by the reviews and comments, which can be either mostly positive or negative, or by the number of likes, comments, and shares, or to an extent, by how viral a campaign can go. In the post-pandemic era, where traditional marketing is behind us, brands and companies implore the use of digital marketing to communicate their products or services to their customers. This is mostly achieved by specifically using digital storytelling to engage with their customers. Using stories in digital advertising content has proven to be very effective as it can capture the attention of consumers.

For this hypothesis, it is recommended that digital storytelling can play an effective role in consumer engagement by creating fascinating and engaging stories that consumers will relate to, which will boost their interest and chance of making a purchase. Instead of just sharing or communicating information about a product or service, brands use stories in their campaigns to appeal to the consumer's emotions. Brands these days don't just sell products; they sell emotions like happiness, joy, and empathy. Consumers engage with a product whose advertising content comes in the form of a story, especially if that story resonates with them or reminds them of a certain time in their lives, their past experience, or

their current situation. According to Dessart & Pitardi 2019, storytelling is the tool that brands use to communicate with their consumers by applying stories to branded content.

It has been proven that consumers who engage with product advertising content will increase their interest in the product and most likely make a purchase. In these post-pandemic times where consumers come across fleets of contents across social media, brands use digital storytelling to distinguish themselves from the rest of the market and to build a closer relationship with their customers. Brands can use the story of a consumer who has used the product and the positive result they got from using it. This kind of storytelling has proven to be very effective. A lot of industries are now using digital storytelling as a technique to engage their customers (Laer, Feiereisen, & Visconti, 2019).

## **2.1.4 Consumer Behavior**

There are different processes involved in consumer behavior (Nilesh & Gajarr 2013). The hypothesis rests on the underlying assumption that employing the use of digital storytelling in marketing a product has a significant impact on consumer behavior (CB) and attitudes, based on the idea that storytelling can influence how people think and feel about a product. Businesses can forge a stronger bond with customers and influence their opinions of the brand and product by using relatable, emotionally compelling stories. Digital storytelling (DS) has the potential to change consumer behavior by instilling a sense of enthusiasm or urgency about a product. A psychologically defined outstanding story has the power to stir up strong feelings and influence consumer choices when it comes to brand preference. (Vu, Thu Thuy, Medina, & Siiri 2014). Businesses can pique consumer interest and encourage them to take action, such as buying the product or informing others about it, by employing storytelling to develop a compelling narrative around the product. Marketers should investigate strategies for communication that forge connections with consumers and make sure their product or brand stays prominent in their minds in light of consumers' greater propensity to look for and consume content before making purchase decisions. (Coker, Flight, & Baima 2017).

In the post-pandemic era (PPE), with many consumers looking for goods and experiences that offer a sense of excitement and novelty, this can be especially beneficial. By establishing credibility and trust with the audience, digital storytelling can also have an impact on customer views. Businesses can establish a sense of honesty and transparency that can help increase consumer trust in the brand by sharing stories that are true and authentic. This can be crucial in the post-pandemic environment, when

customers may be less trusting of marketing messaging and more drawn to firms they believe to be trustworthy and open. A story must be founded on trust in order to be successful. This does not necessarily imply that marketers must provide complete authenticity, but their story should be consistent with the brand's reality and be based on the actual experiences of the business. Otherwise, it might upset things rather than improve the brand. (Nguyen, V. (JBI), 2014) Research has also shown that storytelling can be effective in shaping consumers' attitudes and beliefs about a product. For example, a business might use digital storytelling to highlight the environmental benefits of their product. Utilizing digital storytelling in marketing enables the brand to shape consumer perceptions of the brand as socially responsible and environmentally conscious.

Extensive research supports the hypothesis that employing digital storytelling in product marketing profoundly affects consumer behavior and attitudes. This research demonstrates the influential potential of storytelling in shaping consumer perceptions and driving them to take meaningful action. By using digital channels to tell compelling stories about their products, businesses can create a deeper connection with consumers and influence their attitudes and behaviors in positive ways.



### **2.1.5 Brand Awareness**

This hypothesis suggests that digital storytelling can increase brand awareness (BA) by creating memorable and emotional experiences that are more likely to be shared and remembered by consumers. According to Jill Griffin, a customer loyalty expert, awareness of your product is critical and is the first opportunity to establish the share of mind required to put your product ahead of the competition. According to a study by Abu Bakar, Desa, and Mustafa (2015), awareness of products and services plays a crucial role in achieving business goals. Advertising has a critical function in raising customer awareness of goods and services (Abu Bakar et al., 2015). Brand recognition is a crucial success factor in the competitive business world of today. Digital storytelling (DS) is a method for producing captivating and unique content that attracts customers and increases the recognition of a company.

According to the hypothesis, brand awareness (BA) is significantly impacted by digital storytelling (DS) initiatives, with the size of this impact perhaps varying depending on the product categories involved. Consumers display greater levels of engagement and improved information retention when advertisements are presented in the form of stories (Coker et al., 2017). This research examines the effects

of a number of digital storytelling elements, including the use of emotional appeals, feedback from customers, samples of products, and influencer marketing, on brand awareness (BA). Additionally, it can look at how brand recognition is impacted by several types of digital storytelling, such as short- and long-form videos, image-based storytelling, and interactive storytelling.

Additionally, the study might look at how brand awareness is affected differently by digital storytelling activities in other product categories. It can be used to evaluate, for example, how well such efforts for luxury products compare to those for basic household items. The research may evaluate how digital storytelling campaigns affect brand awareness among different customer segments by taking into consideration variables like income, gender, education, and age. By analyzing how digital storytelling initiatives boost brand recognition across a variety of product categories, the study can shed light on the best techniques for creating effective digital storytelling campaigns for specific product categories.

The study may also provide important information to advertisers so they can tailor their DS ads to different client groups, creating more effective campaigns that build brand awareness. The hypothesis that digital storytelling (DS) activities have an enormous effect on brand awareness (BA) and that this impact varies for different product types is an intriguing area for exploration. The study can help companies and marketers design more successful digital storytelling initiatives that enhance brand recognition by studying the impacts of digital storytelling activities on brand awareness (BA) across various product categories and customer demographics.

## **2.1.6 Brand Loyalty**

This hypothesis proposes that by leveraging digital storytelling to connect with customers emotionally, brand loyalty may eventually increase. Initiatives in digital storytelling are an emerging marketing strategy that has grown in popularity in recent years. These commercials use storytelling and multimedia elements to convince and emotionally connect with a target audience about a brand's message. Schmitt, Zarantonello, and Brakus (2009) assert that customer views may be influenced favorably by stories about a brand's history. Storytelling strengthens brand ties by involving consumers, appealing to their values, emotions, and goals, and making them feel like they are a part of the company's journey. Even if competitors introduce comparable or greater items, this strong emotional connection maintains loyalty. Because emotional connections typically trump pure product attributes, companies may benefit

from narrative. Kapferer and Laurent in their 2016 study asserts that emotional branding done in the form of storytelling can increase brand loyalty. Storytelling is an effective marketing tactic for increasing consumer loyalty and fostering a feeling of community, purpose, and belonging. Emotional branding is an important part of effective marketing strategies because it uses the power of storytelling to connect with consumers on an emotional level.

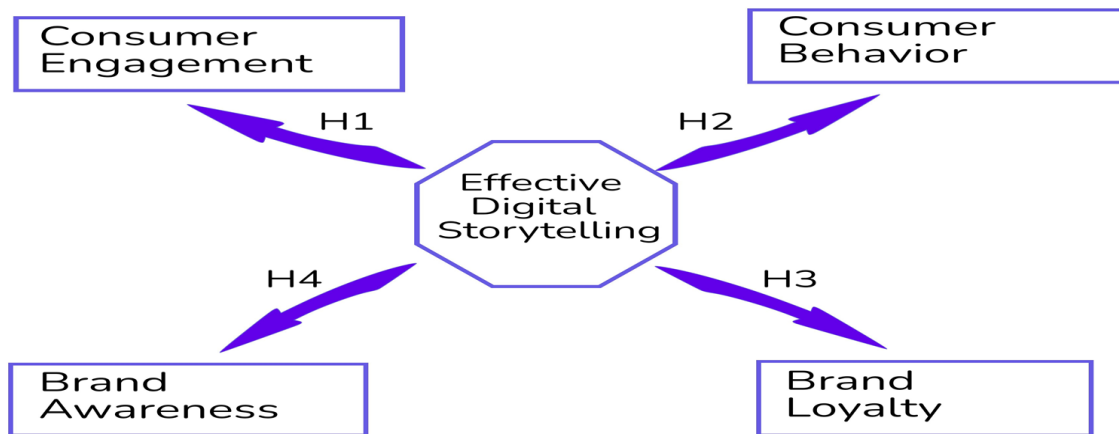
A brand story should be genuine, relevant, and consistent with the values, goal, and vision of the business. Marketing communications should elicit feelings that are consistent with the personality of the brand, such as joy, a sense of nostalgia trust, or enthusiasm. Emotional branding entails appealing to people's wants, anxieties, aspirations, and ambitions in order to create a brand that seems genuine, trustworthy, and captivating. Emotional branding is important in marketing strategy because it fosters a stronger bond with the target audience, resulting in greater customer loyalty, brand perception, and sales. This is accomplished through stronger relationships, distinction from rivals, and the development of trust and credibility. According to Dias & Dias 2018, fascinating stories is very important for companies to distinguish themselves from the crowded marketplace. Emotional branding distinguishes a brand in a competitive market by making it more memorable, desirable, and likely to be selected over competitors. Companies build confidence and security by developing a brand that seems real and trustworthy, which drives sales and consumer loyalty over time. We may draw the conclusion that digital storytelling (DS) initiatives can have a big influence on brand loyalty by creating emotional connections, setting the business apart from rivals, and increasing brand reach and exposure.

***H1:*** Effective Digital storytelling campaigns have a significant impact on Consumer Engagement

***H2:*** Effective Digital storytelling campaign have significant impact on Consumer Behavior

***H3:*** Digital storytelling campaign have a significant impact on Brand Awareness

***H4:*** Digital storytelling campaign have a significant impact on Brand Loyalty



**Figure 1: The Conceptual Model.**

## **2.2 LITERATURE REVIEW**

### **2.2.1 Digital Storytelling**

Recently, the phrase "digital storytelling" has gained popularity; however, before getting into the intricacies, it's crucial to comprehend what storytelling and digitization are. Using words, pictures, text, or a combination of all of them to communicate an idea or piece of information to an audience with the goal of motivating them to take action is known as storytelling. In addition to highlighting the significance of storytelling as a strategy for arousing emotions and inspiring action, this study aims to define the elements of storytelling and digitalization. According to Abbott (2000), a chronologically consecutive arrangement of events with a start, middle, and end is referred to as a story. Smith (1981) goes on to say that stories typically comprise a series of related events. A lot of essential elements are required for a story to succeed. The character of the story can be a person, an animal, or something inanimate.

According to Hong, Kang, and Hubbard (2020), characters are elements that the story's storyline develops so that readers may comprehend the characters' objectives, viewpoints, and feelings. The audience are very important because they can act as an ambassador by helping in sharing the message in the story. Another crucial component is the storyline, which narrates the events from the start to the conclusion and shows how one thing leads to another. The narrator, who is in charge of narrating the narrative and making sure it is original and effectively delivers its intended message, is the last element.

According to Hong et al 2018, the use of stories has become more common in a variety of disciplines like politics, entertainment, instruction, literature, services, and marketing.

Digitization is the process of converting data that is physical into digital form so that it may be easily disseminated and accessed across multiple platforms. This has transformed storytelling by making it simple to share on social media and other internet venues. Digital storytelling (DS) is fundamental for modern communication because it produces interesting material that reaches a broader audience and encourages action. As per the data from Google Trends, a term experiencing rapid growth in popularity within the realm of business marketing is known as content marketing. All brands should think and act like media firms, according to the concept of content marketing, in order to draw in and keep customers. In the present era, individuals or organizations have the ability to publish online content with minimal investment (Pulizzi, 2012). As a result, as narrative and content marketing become increasingly integral to the marketing organization as a whole, we are witnessing the marketing department evolve into something more like to a publishing department.

Some major brands have undoubtedly made this change, despite the fact that it is difficult and that the suffering has only begun. For instance, the employment firm Kelly Services has allocated over 60% of its marketing budget towards activities associated with content creation and distribution. There is a growing trend among brands to embrace positions like "chief storyteller" or "chief content officer" within their marketing departments (Pulizzi, 2012). Storytelling is a powerful tool for inspiring emotions and motivating action, as it has the ability to connect with people on a personal level. When individuals develop an emotional connection to a cause, they are more inclined to take action, and storytelling proves to be an exceedingly effective method for achieving this outcome. According to Woodside (2010), when narrating a story, one captivates the audience's attention by incorporating abundant information while simultaneously evoking their emotions and enthusiasm. The primary objective of storytelling revolves around establishing a connection with customers, aiming to foster closeness, empathy, and a bond with individuals who are no longer inclined to consume products in the same manner as before (Zambrano, 2018).

According to Steve Jobs, the storyteller is the most powerful person in the world. Stories have the ability to influence the overall vision, values, and aspirations of an entire generation, they have the capacity to move entire nations and transform their attitudes. Successful digital storytelling requires both storytelling and digitalization, and the value of both cannot be overemphasized. Storytelling is an important component of contemporary communication because it can evoke feelings and inspire action,

and it is a crucial tool for any group or person trying to bring about change since it may influence the goals, values, and agenda of a whole generation. Although "digitalization" and "digitization" are sometimes used synonymously, they each have a different connotation.

Digitization is the process of converting physical objects or documents to digital form by giving them various digital qualities and attributes. Through this procedure, operations and workflows can be automated, and information can be accessed, stored, shared, and maintained more easily. In contrast, digitalization entails the conversion of an outmoded or conventional business structure into a digitalized one that makes use of digital technologies to collect data, identify trends, and enable informed company choices. This procedure provides possibilities for enhanced productivity and income generation and mainly relies on digital technology like workflow management software. However, digitization is a necessity for digitalization because a digital business model can only use information that is in digital form. Transforming a paper document into a PDF is an example of digitization, whereas making a mobile app or starting a company's official social media presence are instances of digitalization. According to Dijck (2009), digital storytelling has drawn a lot of attention as businesses use it for marketing purposes. Dias et al. (2018) highlight how digital storytelling differs from conventional storytelling with regard to the manner in which it is shared and the media it uses. In the simplest terms, digital storytelling is the use of numerous multimedia components, such as images, audio, and video, to create and convey an engrossing story to the target audience.

In contrast to traditional storytelling that utilizes physical media, digital storytelling leverages computer files to present the content to the viewers. In previous times, brand success could be achieved through a combination of a compelling story, a quality product, and an effective TV commercial. The emergence of multifaceted platforms and new media platforms such as Pinterest, Instagram, YouTube, Vimeo, Tumblr, Vine, and others has transformed the traditional one-way communication of storytelling and revolutionized the production and consumption of narratives (Dijck, 2009). The incorporation of interactive features, including social media components, makes digital storytelling (DS) an engaging and persuasive tool for marketers and other content creators. According to Bourdaa (2012), digital storytelling in marketing necessitates three fundamental elements: hypertext, which allows for non-linear reading of content; multimedia, which encompasses the utilization of various media forms such as animation, audio, and video; and interaction, which grants users the ability to select and perform their own actions within the system.

The significance of storytelling in disseminating knowledge and establishing connections dates back to ancient times. In the modern digital era, technology is essential to most aspects of human life, including storytelling. Digital stories must be compelling and persuasive to connect with the intended audience effectively. Consumers in today's market demand high-quality products and services and are inclined to invest in brands that they perceive as valuable and trustworthy. Therefore, a unique and engaging story is essential for convincing potential buyers. Digital storytelling (DS) offers numerous advantages over conventional storytelling, most notably the ability to reach a larger audience via several media venues. Social media sites such as TikTok, Facebook, Snapchat, Twitter and Instagram, make it simple to share digital material with viewers. Digital storytelling allows content creators to produce content that is suitable for multiple platforms and engage the audience in ways that encourage them to share the material. According to Jenkins (2006), creating content that is effective across various media platforms poses a challenge as each medium has its own audience and contributes to the overall storytelling process. Knowing the social media platforms chosen by a company's target market, according to Dr. Madhu Bala and Mr. Deepak Verma (2018), is a vital aspect in assuring the efficiency of online marketing activities. In the current digital era, producing top-notch content is insufficient to differentiate a business from its rivals.

A brand's presence, personality, narrative strategy, and brand identity (BI) are also very important elements that help in separating the brand from rivals. Digital storytelling (DS) offers the ideal platform for emphasizing a brand's unique selling points and differentiating it from rivals. Authenticity is necessary to create a compelling digital tale that engages the audience you want to reach. The message should not only showcase the many advantages of the good or service, but also to establish emotional connection with their audience. Marketers exploit basic emotions like joy, sorrow, surprise, and affiliation to sway consumer choices, this is referred to as emotional-ed Marketing. It is essential to gain an understanding of the customer persona of the target market, including their passions, challenges, aspirations, and values. While positioning the brand as the greatest is okay, it is crucial to maintain the digital story's authenticity to prevent harming the company's reputation.

Marketers have the power to control how their brands are presented through social media videos. This can be done by methodically examining several production components, such as the length, structure, and execution of the video, as these characteristics might affect how viewers comprehend and analyze the message (Coker et al., 2017). A digital story should be between two and ten minutes long and should be brief and straightforward to increase engagement. These companies all employ the same tactic of

developing a story and making an advertisement to support it. When competing with other brands in the same advertising area, this strategy is beneficial because it can condense commonplace tales into brief ad forms that stand out for their high production quality and uniqueness (Zambrano, 2018). Well-known businesses like Google, Apple, McDonald's, and Amazon use digital storytelling (DS) as a content marketing strategy. Video storytelling is particularly effective in the digital era because it is processed much more quickly than text. According to studies, the human brain interprets visual information at a speed of 60,000 times faster than text under equivalent circumstances. This gives a justification for the continuous increase in the usage of visual content because it may deliver information and messages in a more potent way. It is evident that there will be a significant surge in the demand for visual storytelling within the content marketing industry in the coming years. This projection is based on the observation that incorporating captivating visual elements in content can lead to a substantial increase of up to 94 percent in views (Papandrea, 2017). Companies should develop a backstory for their content and go beyond conventional marketing to stand out and grab attention. Digital storytelling is an ideal platform for highlighting the problem that the product or service solves for its target audience.

In a highly competitive market, factors like empathy play a crucial role in the success of brands (Dias et al., 2018). Empathy plays a very significant role in the success of digital marketing campaigns. It is crucial to consider the feelings, circumstances, and opinions of the targeted audience in order to provide value. By prioritizing the audience's needs and wants, digital marketers can elicit a positive response and increase sales through the creation of empathetic content and digital storytelling. Digital marketing (DM) differs significantly from traditional marketing, which is often straightforward and direct in its approach. Traditional marketing puts a lot of focus on written material and sales pitches, which might not connect with the audience. Online marketing takes place instantaneously, giving it a clear edge over traditional marketing, which often involves waiting for a certain period of time to evaluate customer responses. Digital marketing, on the other hand, creates a direct link between businesses and consumers through the use of captivating stories that speak about the challenges facing the target audience and offer workable solutions. Through digital storytelling, an interaction is made between a business and its audience. This connection fosters trust, which is essential for sustaining lasting relationships.

## 2.2.2 Post-Pandemic Era

Businesses across the globe have been significantly impacted by the COVID-19 pandemic, which has resulted in supply chain interruptions, closures, and decreased consumer demand. The COVID-19 pandemic is the first worldwide health emergency that people have faced in the modern era. Unlike previous crises, there was an initial expectation that the current crisis would be short-lived, leading consumers to perceive less need for frugality and caution (Karaboğa and Özsaatçı, 2021). While the initial onset of the COVID-19 pandemic was characterized as a health crisis, it subsequently led to a broader social and economic crisis as a result of widespread quarantines and the closure of workplaces (Karaboğa et al, 2021). The global pandemic triggered an economic crisis across nations, resulting in the closure of numerous small and medium-sized businesses. One of the main ways that businesses have been affected is through the implementation of lockdowns and social distancing measures, which led to the closure of non-essential businesses and restrictions on the number of customers allowed in public spaces.

The COVID-19 pandemic caused a significant impact on businesses, leading to closures or reduced operations, substantial declines in sales, and notable adjustments in employment. However, the effects varied greatly across different firms (Apedo-Amah et al., 2020). The COVID-19 pandemic has brought about significant transformations in the economy and business realms, thereby exerting an impact on social life as well. During this period, consumers, compelled to work from home instead of their usual workplaces, have witnessed notable shifts in their social dynamics and consumption behaviors. The COVID-19 pandemic has disrupted supply chains substantially, leading to shortages of vital supplies and increased expenses for many businesses. This crisis has altered people's social lives and financial standards of living in a short amount of time, in addition to having an impact on the corporate sector and economy. It is now more challenging for enterprises to engage in international trade due to border closures and travel restrictions. The travel, hospitality, and entertainment sectors have all seen major negative effects on consumer demand. Many companies were forced to adjust by providing deliveries or online services as a result of the crisis. The COVID-19 pandemic's global effects have caused significant changes in people's daily lives all around the world. Consumer buying behaviors have changed as a result of the consumer's psyche and purchasing power being affected by the awareness of an economic crisis. This component is one of the important elements influencing consumer purchase decisions, as highlighted by Karaboğa et al (2021). People have had to reassess their needs and wants, which has resulted in significant adjustments to lifestyle and consumption habits.

The pandemic has also affected people's thought processes, which has changed how they think about the goods, services, and brands they buy. In their research, Baker et al. (2020) looked into how Americans spent their money in the first few weeks of the COVID-19 outbreak. The study's findings showed that consumer spending in many categories underwent considerable changes over this time. The study highlighted the significant influence of psychological elements in determining consumer behavior and the pandemic's severe effects on consumer buying patterns. People's mental health suffered as a result of COVID-19 and the restrictive measures that were put in place throughout the pandemic. Consumers have had to endure home constraints for a considerable amount of time, which has made them excessively reliant on technology for work, entertainment, and education. Customers mastered the art of improvising in unique and inventive ways as a result of this. It is obvious that the COVID-19 pandemic has had long-term repercussions on businesses and customers; however, it might take a long time for the full scope of the consequences to be revealed. Consumer behavior has changed significantly as a result of the COVID-19 pandemic, notably in terms of preferences and purchase behaviors. Consumers have been forced to reevaluate their purchasing choices and attitudes as a result of the economic recession brought on by the crisis, especially those who had previously indulged in unnecessary purchases.

According to Global Web Index research conducted in the United States and the United Kingdom, the vast majority of customers—more precisely, 8 out of 10—have changed their behavior as a consequence of the Corona virus. As a means to satisfy the changing demands and tastes of their clients, firms must modify their marketing strategies. Understanding how the pandemic has affected consumer behavior at a deeper level is crucial for achieving this. Given the limitations on physical travel and entry to stores and public spaces during the pandemic, consumers increasingly depended on technology to get the goods and services they wanted. In many ways, technology has proven to be an effective and affordable substitute for consumers. One example is the replacement of movie theaters with streaming services like Netflix. Due to the pandemic, customers were compelled to adopt technological solutions, which led to a dramatic change in their purchasing habits as supplementary activities took on the role of core behaviors. Additionally, the pandemic gave customers a great chance to investigate new products and alternatives. Due to supply chain shortages that affected their chosen companies, consumers had more time to explore the internet and might find and investigate possibilities other than their typical preferences. Because of this, companies need to be aware of how consumer behavior and preferences are changing and adjust their marketing strategies to meet these changing demands. Individualized and adaptive tactics are more effective for connecting with customers than one-size-fits-all marketing

strategies, which are no longer effective.

In regards to loyalty and purchase patterns, consumer behavior has changed significantly. The COVID-19 pandemic has brought even more attention to how crucial it is for marketers to satisfy the psychological demands of consumers in order to increase conversions and improve sales. The pandemic has underlined the necessity to comprehend and take into account the changing tastes of customers, even though businesses use a variety of tactics to maximize conversion rates. (Ceoceca, Ceoceca, & Turcu, 2022). Brand loyalty (BL) has traditionally been a key determinant of a company's success. However, the COVID-19 pandemic has caused customers to reevaluate their allegiances and experiment with new brands. Customers are increasingly aware of their alternatives if their preferred brands do not meet their needs. As a result, businesses must adapt their strategies to maintain their position as the preferred choice among customers.

During the pandemic, customers exhibited significant brand loyalty (BL) disruption and channel switching. A large percentage of consumers (73%) adopted new shopping habits, opting for alternative brands or products instead of waiting for their preferred brands to restock. Simultaneously, maintaining customer loyalty has become increasingly challenging, while acquiring new customers appears to be comparatively more manageable compared to previous years (Ceoceca et al., 2022). During economic downturns, consumers alter their shopping preferences by shifting towards online channels. Online shopping is favored due to its convenience, speed, affordability, and ability to compare prices effectively. (Nie, Zhao, & Yu, 2010) Due to the pandemic-induced fear and uncertainty, people have been cutting down on their expenses and seeking cheaper alternatives. According to Chen et al. (2020), in times of significant uncertainty, consumers' willingness to engage in consumption decreases as they experience feelings of insecurity and anxiety, even when their economic security is not immediately threatened. Increased consumer knowledge and awareness have prompted businesses to reduce prices for their products and services.

Consumer behaviors are now being driven by a new tendency towards frugality and value-consciousness. Consumers are purchasing products across different price ranges, but they require additional justifications beyond price alone. They are hesitant to make purchases at higher price points unless they perceive a clear advantage in terms of product quality. Furthermore, statistics show that more than 80% of consumers will purchase a product if they can obtain a discount. Consumer purchasing

behavior is influenced by various internal and external factors, which collectively shape the decision-making process. Among the external factors, economic instability holds a significant influence on consumer behavior. Companies must recognize that customer expectations have changed, and they must tailor their marketing and pricing strategies to align with this new reality. As such, businesses need to establish a deeper understanding of consumer preferences, behaviors, and trends to develop effective marketing strategies and improve brand loyalty.

### **2.2.3 The Dominance of Digital Storytelling in Post Pandemic Era**

Technology is the future; "fall in line or fall out." The COVID-19 pandemic has highlighted the importance of technology in modern-day life, with every sector of society being impacted. Businesses, in particular, have had to rely on technology for survival, with over 48% of businesses transitioning to the digital world during the pandemic. In response to the COVID-19 pandemic, 63% of corporate leaders, according to a Deloitte research from 2021, turned to automation. Meanwhile, 73% of enterprises, a third more than in the previous year, are showing interest in process automation technology. Even businesses that previously operated in a conventional manner have embraced technology in order to communicate, learn, buy, and sell through the internet. The advent of digital transformation necessitated companies adopting novel techniques and practices. This led to a demand for organizational management policies that encompassed marketing and communication processes, strategies, and operational procedures. Moreover, there was a growing awareness of the significance of new technologies as they serve as a bridge to the online environment (Ceocca et al., 2022). As a result, businesses that were not online struggled, and some were forced to shut down. Online presence is a requirement for existence. More than 80% of consumers research a company online before making a purchase. According to Brizy's co-founder and CEO, Dimitrie Baitanciuc, if you don't have a website, there's no chance of competing in this huge market. In order to generate sales and profits, every business requires customers. Therefore, effective marketing is essential, whether through advertising, promotion, discounts, or other means. In the post-pandemic era, digital storytelling has emerged as a dominant marketing technique as brands compete to retain and attract new customers.

The socio-economic landscape has undergone significant transformations, impacting not just the manner in which consumers make purchases, but also the products they choose to buy and the underlying motivations driving their purchases (Karabođa et al., 2021). Consumers have become increasingly aware of the range of options available to them and have become more impatient, looking for products that

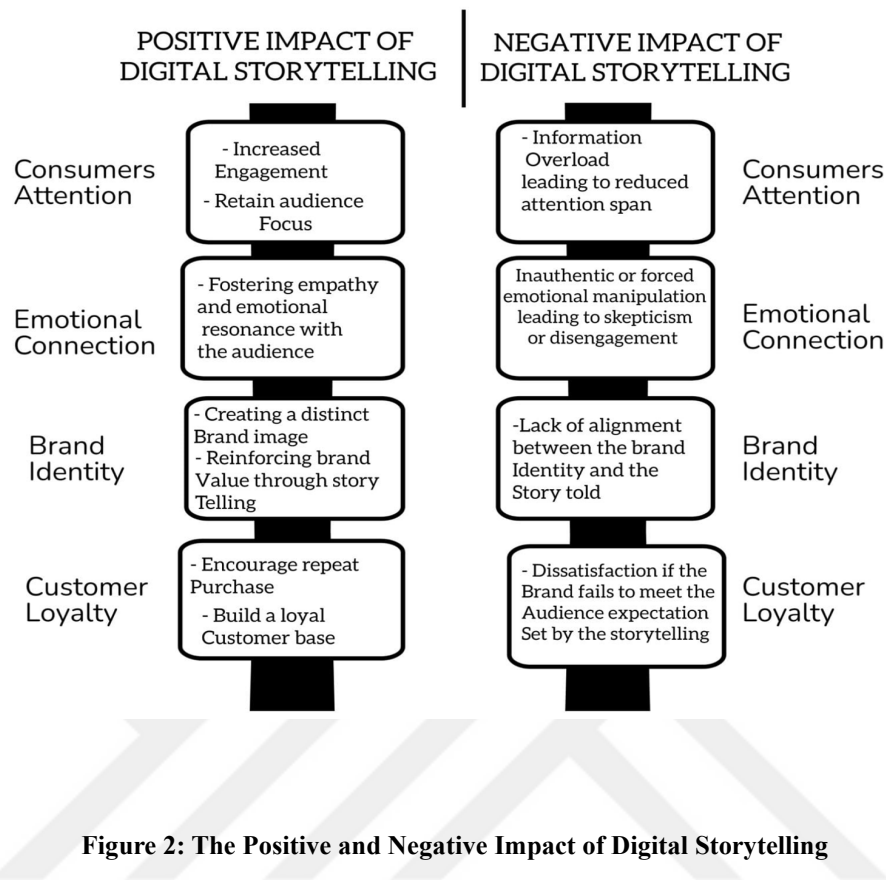
align with their values. According to Bala et al. (2018) the contemporary consumer possesses unprecedented power and influence, exerting control over interactive online media, content, and communication processes. With an average of 5 hours spent on their phones each day, consumers are exposed to a plethora of advertisements on various social media channels such as Twitter, Tiktok, Youtube, Facebook, Instagram, among others. Therefore, it is critical for brands to develop compelling and strategic marketing campaigns that capture the attention of modern consumers through digital media. The COVID-19 pandemic has led to the growth of digital storytelling, which has emerged as a dominant force in the marketing sector during the post-pandemic era. Podcasts, which have gained immense popularity since the outbreak, are now being widely used by businesses to communicate stories about their goods and services.

The media not only provides entertainment but also fosters community, allowing listeners to hear and participate in exclusive talks, interviews, and private discussions between hosts and guests. Major corporations such as Facebook, Google, Spotify, and Amazon have invested in the podcast sector, elevating its profile. Estimates suggest that 41% of Americans over the age of 12 listen to podcasts, with the percentage increasing by 5-6% annually and the younger generation, including Gen Z and Millennials, making up 71% of podcast listeners. According to Statista.com, in the year 2020, during that period, the global internet user base reached a significant milestone, with approximately 4.57 billion individuals actively engaging online, representing approximately 59% of the world's population. Notably, Desjardins provided astonishing statistics regarding online activity, including 5 billion daily online searches, 700 million tweets, 294 billion emails sent, and a staggering 65 billion WhatsApp messages exchanged. These numbers showcase the immense scale and impact of the internet in today's world, where content marketing plays a critical role in engaging and reaching out to the vast online audience. Social media has a significant impact on marketing, with over 3.5 billion users representing almost half of the world's population. During the pandemic, social media usage has exploded, with many new channels being introduced, including Club House. Approximately 60 million new companies joined social media during the pandemic, and businesses have realized the significance of having a social network presence as a solid marketing strategy. A robust strategy for social media marketing will encompass a systematic approach to identifying emerging features and platforms and promptly generating content tailored to them (Moorman & McCarthy, 2021). Companies such as Trendyol, a Turkish online retailer, are utilizing Instagram live sessions to interact with clients and share stories about their products, building a loyal audience that ultimately translates to more sales. Twitter's Space platform is also being used by

businesses to engage with their customers through question-and-answer sessions. YouTube, the leading platform for video content sharing, garners an impressive daily average of 1 billion viewing hours, translating to 5 billion YouTube videos watched daily. YouTube stands out uniquely, particularly in terms of visual storytelling, as no other platform possesses the same level of influence. Not only is it the world's second-largest search engine, but it also offers brands the unparalleled ability to reach vast audiences with impactful content (Silva, Jiménez-Marín, & Elías, 2012). Long before the Corona Virus pandemic, there were indications that social media and technology would become the major driving forces in business and other spheres of life.

The rapid expansion of the digital age, accompanied by the rise of social media platforms, has impacted how businesses interact with customers and engage in marketing. According to data from 2016, Facebook recorded a staggering number of over 8 billion video views per day, while YouTube experienced the upload of more than 300 hours of video content every minute. Additionally, Snapchat witnessed a daily viewership of over 10 billion videos. More than 5,000 marketers were polled that year, and the results showed that 60% of them used video material in their marketing strategies. In addition, 73% of the marketers who participated in the poll stated that they planned to use video content for social media marketing more frequently. Major sportswear manufacturers like Adidas and Nike are making use of this platform to share stories.

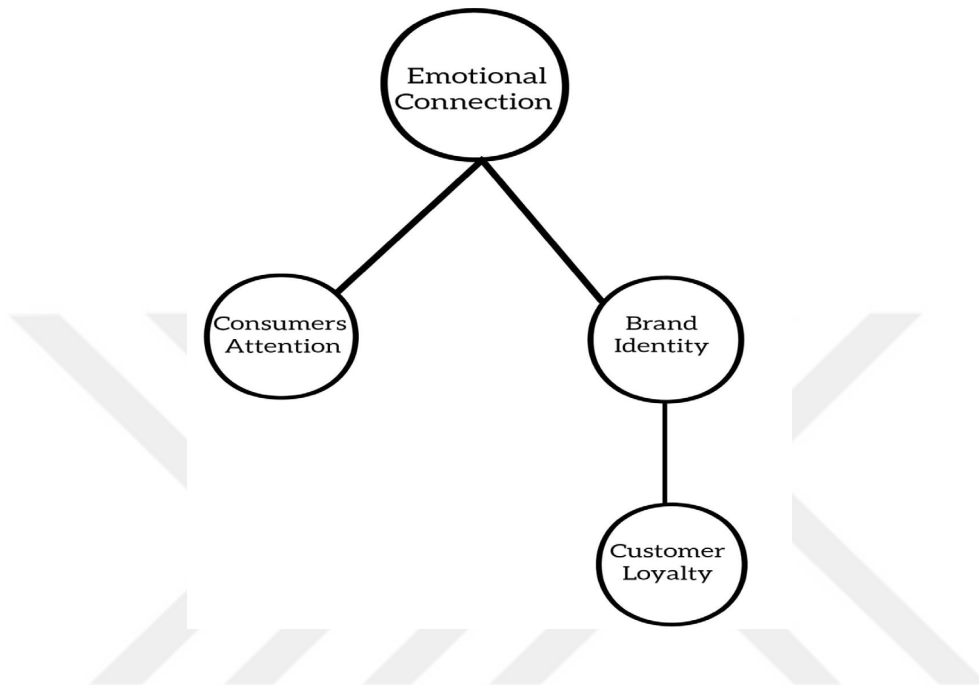
Companies are using influencers to tell stories about their brand to their followers on different social media channels like Snapchat, Instagram, Tiktok and Facebook. Digital storytelling is expected to continue to dominate in the post-pandemic period because it offers new ways for storytellers to connect with audiences around the world and a more immersive, interactive, and flexible storytelling experience. Digital platforms like YouTube, social media, and podcasts have developed into potent tools for businesses to share stories about their goods and services while at the same time offering users a way to interact and connect with others. Digital storytelling will continue to be an essential mechanism for fostering connection and community as we work to overcome the obstacles brought on by the pandemic and other issue



## 2.2.4 The Positive Impact of Digital Storytelling

In the modern business landscape, having a product or service that simply addresses a need is no longer sufficient to attract and retain customers. In order to connect with customers, brands must incorporate narrative into their marketing efforts. According to Dias et al. (2018), in their study, they suggest the idea of "product narrative" as a storytelling technique that goes beyond conventional product advertising. They propose that instead of only promoting the products, services, or brands associated with them, product narratives should put an emphasis on adding value to the product itself. The use of digital media to communicate a brand's narrative through digital storytelling has become a key component of the marketing departments of many businesses. In the post-pandemic era, when face-to-face interaction has been curtailed and distant work and study have become more common, digital storytelling (DS) is playing an important part in fostering learning, connection, and comprehension. Businesses may use digital platforms to express their story in a more flexible, dynamic, and engaging way. This may result in improved customer connections, elevated brand loyalty, and increased sales. Digital storytelling (DS) is an important role of today's content marketing. Through the use of compelling stories to engage and inspire their target audiences, brands may differentiate themselves in a crowded

marketplace and forge a distinctive brand identity.



**Figure 3: The Positive Impact Of Digital Storytelling**

A two-way arrow symbolizing emotional connection shows how it impact both brand identification and customer attention. A strong brand identity, in turn, reinforces customer loyalty. This positive cycle demonstrates how emotional connection and brand identity can lead to increased attention and loyalty, strengthening the impact of digital storytelling.

## **Consumers Attention**

A study on advertising claims that commercials with storytelling encourage positive emotions like feeling welcoming and optimistic. The attention spans of people in today's fast-paced environment are getting shorter, and consumers get overwhelmed with an overabundance of information coming from numerous sources. As a result, marketers must devise fresh and imaginative strategies to capture the interest of their target consumers. The use of snackable content, which is condensed, visually compelling, and simple for people to consume, is one such strategy. The purpose of this kind of content, which is frequently shared on social media platforms, is to offer immediate satisfaction, amusement, education, and social connection.

Businesses that use an effective communication style on social media to promote their services and products tend to have a competitive advantage over their competitors. According to Abu Bakar et al. (2015), businesses can make efficient use of social media platforms to sell their products and interact with customers by answering their questions and giving feedback. Good content is widely shared and popular. It is of utmost importance to produce material that is suitable for many social media networks. It's also crucial to keep in mind that the value that the information offers determines whether or not it can keep the audience's attention. Another change is the growing acceptance of interactive programming, which involves active participation from the audience. Because the audience may actively engage in this type of material rather than just passively absorb it, it is more engaging.. Brand influence can be used to create interactive content by hiring influencers as brand ambassadors to share stories about the brand. These influencers hold interactive sessions with their followers on social media to promote the brand and invite them to take part in the brand's narrative.

According to a study by Moorman et al. (2021), influencer marketing is receiving a large share of budgets, which increased from 6.5% to 7.5% in the last year and are expected to reach 12.7% in the following three years. As online traffic increases, marketers will need to determine the appropriate influencers in order to successfully target their target market and draw in new customer segments. Additionally, spending money on influencer networking and education will prove vital to social media managers since working with influencers can promote true relationships with followers that may one day result in them becoming paying customers. Therefore, it is important for marketers to comprehend the shifting preferences and behaviors of the target audience in order to develop methods that will grab their attention. Since snackable and interactive content is becoming more and more important, marketers must take advantage of these trends to develop interesting and engrossing campaigns that connect with their target audience and promote company success. It is of utmost importance to have a distinctive strategy in the fiercely competitive field of digital marketing to grab the interest of prospective customers. Understanding consumer motivations is essential since it enables us to appreciate what prompts people to write reviews of a product or business (Bala et al. 2018). It can be challenging for companies to draw customers' attention to an advertisement, regardless of the medium used. The consumer is constantly presented with an abundant amount of content in their newsfeed, which causes content fatigue. Therefore, it is essential to stand out and provide something distinctive to get their attention. While it is possible to draw inspiration from successful marketing initiatives of rivals, it is of the utmost significance to avoid

copying them.

It's essential to display one's uniqueness in order to draw in potential customers. A compelling story is a potent marketing mechanism. It solidifies a brand's reputation and identity (BI), making it challenging for rivals to copy. Customers' emotional connections (EC) to a brand frequently affect their choice to patronize it, and because of this, brands shouldn't be afraid to expose their actual identity. Therefore, communicating a unique story to the public could attract clients who connect with the brand's values and mission, resulting in higher sales. A great story also has the ability to influence an audience. Businesses of all kinds, including those in the public and nonprofit sectors, can employ this strategy to their advantage. Brands can distinguish themselves from competitors and develop a devoted customer base by exhibiting their unique story. As a result, it is critical for businesses to define and promote their unique features and values in order to build a strong brand identity and, ultimately, marketing success.

## **Emotional Connection**

Storytelling has emerged as an effective approach for emotionally connecting with an audience. However, the process of telling genuine stories that evoke true emotions from the audience is easier said than done. Superficial attempts at striking an emotional chord with customers are easily detected, hence the importance of delivering content that is meaningful. As per studies, the emotional connection established with customers is far more critical than ensuring their satisfaction, leading to a shift in focus for modern marketing campaigns from cheap tricks to storytelling. To establish a connection with the audience through storytelling, businesses must keep in mind the risk of delivering overly detailed stories. A brand holds massive social significance, and consumers tend to focus more on what the brand communicates about itself than the tangible benefits it provides (De Chernatony, 2010). Consumers often view brands as untouchable authorities, creating an impression of distance and unapproachability, which affects marketers' efforts to present the brand as authentic. According to Firat and Venkatesh (1995), because many customers dislike what they see as manipulative or deceptive marketing, the brand and the narrative must be perceived as genuine. It is, therefore, imperative to strike a balance between story details and brand relatability to prevent the brand from being quickly forgotten.

The rising interest in brand storytelling has led companies to increasingly adopt storytelling marketing in their public campaigns and advertising, often in conjunction with social media platforms (Hong et al., 2018). Businesses are increasingly embracing the use of storytelling as a marketing tactic

to forge a more sincere and close bond with their audience. Every innovative thought or idea that a business develops is probably going to have a story that can be shared with customers. Companies can provide consumers with some background information by outlining the reasoning behind the concept, and by using examples from real-world situations, they can make the story easier to understand for the audience. By using such storytelling, a business can increase its credibility and authenticity with its audience. Additionally, past mistakes, faults, and problems of a company can be effective storytelling devices. Because people may have gone through similar problems in their own lives, they can relate to the main character's struggles and ultimate victories. Some of the biggest businesses in the world, like Alibaba's Jack Ma, have fascinating personal histories to share. Brand storytelling can be defined as a company's activity of creating a story about the CEO, the significance of the business, products, workers, consumers, etc. (Hong et al. 2018). Businesses can increase the connection and recognition of their brand by sharing their experiences overcoming challenges with their audience.

The use of storytelling and creating a connection with customers is a powerful strategy for promoting brand loyalty in business. In 2017, 92% of customers reportedly stated that they prefer advertisements that tell a story, according to the Digital Marketing Institute (DMI). A key component of creating a great brand is forging strong connections with customers. It is essential to realize that this relationship is important both before a customer makes a purchase and when interacting with potential customers. You may establish a stronger connection with your clients and communicate with them as though they were your friends by showing the human side of your business. As a result of this relationship-building process, a deeper comprehension of the interests and activities of the clients can be gained, strengthening the bond between the two parties. Consumers are usually persuaded by feelings or fond recollections, which might lead them to buy items even if they don't actually need them. For instance, people might be more likely to purchase a product if it makes them think of their youth, their loved ones, or special occasions.

According to research, people prefer to do business with businesses that demonstrate empathy. This is supported by the Global Empathy Index, which found that the most prosperous and successful businesses are those that demonstrate empathy. Relationship building is crucial in marketing because customers who feel a connection to a company are more likely to shop there again and recommend it to their friends and family. The right stories that connect with the target audience can be found by gaining a thorough understanding of each consumer group. This makes it possible to communicate in their

language and creates a strong relationship. Enabling clients to relate to the brand is the secret to crafting an incredible story. To achieve this, one must be aware of the audience and select stories that reflect their values and interests. Using storytelling in advertisements helps to strengthen the audience's emotional connection to a product or service. Stories have a special capacity to be absorbed and remembered by people quickly, which increases the audience's response to the marketing message. (Yu & Chang, 2013).

When people can relate to the stories being presented, digital content is more likely to go viral because it is engaging. When viewers and followers identify with the stories, they are more likely to share them, extending the reach and exposure of the brand (Dias et al., 2018). Brand loyalty is boosted through identifying with the product, feeling the emotions it evokes, and engaging with its story. These elements contribute to the transfer of positive associations to the brand, encouraging consumers to explore other product lines and ranges (source). The more the consumer is related to the story and can picture themselves in it, the more interested and invested they will be in the brand. A meaningful and sincere relationship with the brand results from this high degree of involvement because it reveals the human aspect of the business, which promotes loyalty and trust.



## **Brand Identity and Personality**

A brand's identity and personality are key elements that determine its marketing strategy and how consumers perceive it. Brand identity (BI) is the visible and tangible embodiment of a brand's message, which includes aspects such as its name, logo, imagery, colors, typography, messaging, and packaging. As stated by Aaker (1996), the term "brand identity" describes how a corporation wants its customers to recognize its products. Deckers and Lacey (2011) argue that regardless of whether it refers to a business, a product, or a specific individual, a brand has the ability to provoke an emotional response from people when they come into contact with its image or name. The main objective of brand identity is to successfully communicate to a target audience the personality, values, and advantages connected with a brand while also creating a distinctiveness that differentiates it from rivals. When consumers are presented with a variety of options, the brand is very important in helping them make decisions. (Vu et al., 2014). A brand's identity must be consistent across all touchpoints and convey to the target market what the brand stands for. A Strong online presence is the foundation of a great personal brand since it effectively communicates brand elements while also accurately capturing the benefits, values, and goals of the individual.

On the other hand, a brand's personality is made up of a variety of human features and characteristics that are connected to it. It includes all of the values, characteristics, and traits connected to a brand, its products, or its services. A brand's personality can be built through a variety of channels, such as product design, packaging, advertising, and customer service. Some of the personality traits that are usually associated with a brand are credibility, competence, excitement, and toughness. Establishing a distinct position in the market and increasing consumer familiarity require a strong brand identity and personality. A brand can stand out from the competition and establish a deep emotional bond with its target market by clearly articulating its personality, values, and advantages. Digital storytelling is a technique that can be used to give a brand a unique voice, personality, and character. This strategy can help establish an emotional connection (EC) between a business and its target market, which promotes brand loyalty and trust.

A brand's personality can be evaluated based on the information shared with the public or the interactions customers have with the brand's goods or services. Thus, delivering a compelling story might help people associate a company with a positive experience. According to Vu et al. (2014), a brand's importance goes beyond factors like product, value, and price. It entails the brand's capacity to stand out from competitors and really connect with its target audience. People might, for instance, base their assessment of someone's IQ on their speech, even though this may not be a reliable indicator of their intellectual aptitude. Similar to this, some people might draw conclusions about a person's wealth based on their appearance, cars, or fragrance. While such presumptions can be erroneous, they do contribute to a favorable image and impression of the person. Therefore, a brand's image and personality should be accorded high priority, as they serve as the initial point of contact between the brand and consumers. It can be difficult for businesses to leave a lasting impression on customers. Target clients may become disoriented by an abundance of information and find it difficult to select a company, a good, or a service. The primary purpose of storytelling is to pass on human emotions, awareness, and feelings to both customers and staff.

Digital storytelling has become a well-liked technique for brands to develop their originality and personality while staying true to their mission. A brand identity (BI) develops a product's significance in the marketplace in addition to making it distinctive. Over time, a consistent brand identity helps to build confidence among rivals and customer trust, giving the business a powerful face. The pandemic has increased the importance of genuine communication, and digital storytelling gives marketers a platform to speak openly and honestly. It enables brands to stand out in a competitive market by showcasing their

own story and sharing their values and ideas with the audience in an authentic and genuine way. Establishing an authoritative brand reputation and personality while distinguishing the brand from competitors may be aided by this in building credibility, reputation and trust with the audience. According to the findings of Vu et al. (2014), storytelling is a potent strategy for building brand strength because it gives businesses more chances to interact either directly or indirectly with their target market, which includes employees. Digital storytelling (DS) is flexible, allowing brands to adjust to new product launches or changes in customer behavior while still maintaining their brand personality and identity in a world that is changing rapidly. Since many individuals work from home and there is social distancing, digital storytelling (DS) offers a mechanism for brands to engage with their audience remotely while retaining an authoritative brand identity and personality in a socially distancing world.

Additionally, using social media platforms to raise brand awareness and attract new audiences is an affordable option to reach a sizable and diversified audience. Brands shouldn't be afraid to stand for something because customers are becoming more and more attracted to companies that share their beliefs. A unified message and the development of a strong brand identity can be achieved by integrating their goal and vision into everything they do and creating meaningful collaborations with individuals and organizations that share those values. The success of the brand in the market is ultimately determined by its ability to differentiate itself from rivals and build credibility and trust with customers through consistent messaging. Injecting their mission and vision into everything they do and pursuing meaningful partnerships with people and organizations that share those values can help establish a consistent message and build a strong brand identity. Consistency in message is crucial in establishing credibility and trust among customers while differentiating the brand from rivals, ultimately contributing to the success of the brand in the marketplace.

## **Customer Loyalty**

Oliver (1999) emphasizes in his study that a commitment to continually buy specific goods from a specific business over a long period of time is known as customer loyalty. Without feeling any external pressure to change, this dedication persists in the face of fresh offerings and advances made by competitors. Consumer loyalty is defined as a person's dedication to a specific product or company. It involves a consumer's inclination to keep buying goods or services from a particular brand or business despite having options or competing offers. The idea of customer loyalty is essential for marketing and branding because it can result in repeat purchases and long-term relationships with customers, which

helps businesses succeed by raising revenue and improving brand reputation. Digital storytelling has grown in potency as a method for businesses looking to increase customer loyalty in the post-pandemic environment. By offering individualized experiences, digital storytelling can have a huge impact on customer loyalty. With the huge quantity of data and technology readily available today, businesses can use digital storytelling to develop distinctive and individualized experiences for different customers. According to Nicoli, Henriksen, Komodromos, and Tsagalas (2021), By encouraging meaningful interactions and relationships with their customers and audience, brands can create loyalty and improve their reputation. Increased loyalty and confidence in the brand might result from these fruitful engagements. This can include a variety of strategies like individualized recommendations, targeted ads, and special offers. Companies may enhance customer loyalty over time by making them feel valued and appreciated by offering a more personalized experience.

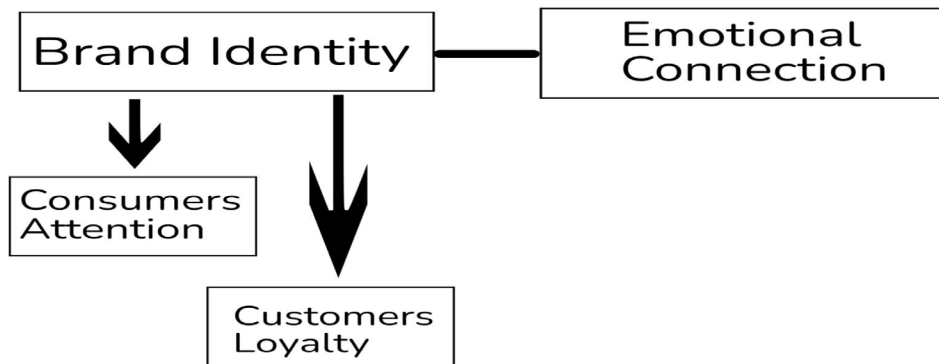
Furthermore, by fostering a sense of community, digital storytelling might affect customer loyalty. Companies can create and sustain online communities that unite individuals around common interests, values, and experiences by utilizing social media. These groups can give people a sense of community and support, which is especially important in the post-pandemic period when people may feel alone and disenfranchised. Businesses can build a loyal customer base of people who are enthusiastic about their brand and their products by developing a sense of community. Pansari and Kumar (2017) stated that customer loyalty is fostered through customer engagement. It is characterized by consumers' motives and behavioral expressions for a brand or business, which are created via the development of an intense and persistent relationship. This ongoing relationship aids in the growth of sales, the organization's competitive advantage, and overall profitability.

### **2.2.5 The Negative Impact of Digital Storytelling**

Digital storytelling has a number of advantages, but it also has disadvantages. The simple usage of internet channels may result in the dissemination of incorrect information, resulting in doubt, fear, and political unrest. This may have a detrimental effect on a company's reputation and ability to be trusted. Digital storytelling may also have a negative impact on mental health, contributing to anxiety, hopelessness, and low self-esteem. Due to the possible harms of digital media, teenagers should exercise extra caution. Digital storytelling is crucial for businesses to handle the difficulties of the post-pandemic

period, in general. This could have severe negative effects on businesses' trustworthiness and reputation. Another disadvantage is the loss of privacy, which has become easier through digital storytelling. Private data breaches and online exploitation are possible as a result of the ease with which private information and images may be put online without permission. Consumer loyalty and trust may be jeopardized, which might have a huge impact on organizations. In addition, the widespread adoption of digital storytelling has reduced the usage of conventional storytelling and communication approaches.

The impairment of interpersonal abilities like attentive listening, emotional connection and empathy may result from a decline in face-to-face engagement. In the post-pandemic era, digital storytelling is an essential mechanism for organizations, but it's critical to be aware of any possible risks. Businesses need to be proactive in addressing these threats. Among these actions are restricting the spread of false information, safeguarding people's privacy, and encouraging appropriate use of digital media.



**Figure 4: The Negative Impact of Digital Storytelling**

## **Consumers Attention**

Digital storytelling (DS) has become a key component of contemporary communication, possessing the capacity to produce and transmit information through digital media. However, a new "attention economy" has evolved where consumers are continuously inundated with information and advertisements, making it difficult for companies to capture and maintain their attention. This is because there is an excessive amount of digital content and online platforms, which has led to an abundance of information and marketing. Due to their improved access to a range of information sources, including social media platforms and official websites, customers are increasingly facing information overload

when it comes to specific products. Consumers often selectively evaluate information due to their short attention spans, selecting just the information that is most pertinent or enticing to them. In the post-pandemic age, this has been made worse by people spending more time online and actively using digital media platforms.

The effect that digital storytelling has on our attention span is one of its key downsides. Consumers may find it difficult to concentrate and remember information due to their continual exposure to digital content, which can result in a shortened attention span. As a result, businesses only have a brief window to grab and hold the attention of their audience. Brands often struggle to capture and hold consumers' interest, especially when it applies to social media video content. To ensure that viewers are motivated to actively watch and participate in videos, extensive thought and clever strategies are required. Unique and inventive stories may find it difficult to break out in the increasingly crowded digital landscape due to the increased competition for viewers' attention. Consumers may also find it difficult to distinguish between useful and irrelevant information due to the volume of information that is easily available. Because of the overabundance of information, customers may become disinterested and stop paying attention to digital content.

Digital content has to be distinctive and interesting in order to keep the audience's interest. A shorter attention span has resulted from the trend toward more screen time and more readily available digital content, making it harder for companies to draw in and hold the attention of their customers. Making a solid first impression is important since customers frequently decide whether a story offers value within the first few seconds, which makes this problem much more difficult. The issue is made even more challenging by the fact that social media users tend to have shorter attention spans and may divide their attention between several things when using social media. (Coker et al., 2017). In order to engage and maintain the attention of their target audience, businesses must focus on creating unique and compelling digital content, especially in the post-pandemic era when more people are utilizing digital media and devoting greater amounts of time online.

## **Emotional Connection**

In the post-pandemic era (PPE), consumers buying patterns have significantly changed, with individuals now favoring businesses that most accurately reflect their identities and ideas. It is imperative that a brand present a captivating story in order to educate consumers about it and establish a bond with

them. Storytelling aims to establish a close bond with the audience by consistently sharing ideals, goals, emotions, and objectives with them. This goes well beyond simply promoting a product or providing reasons to make a purchase. (Carrilho & Markus, 2014). Nevertheless, if the story is not compelling and does not appeal to the intended audience, the brand will not be able to connect with them, which will reduce the possibility that they will make a purchase from the brand. Instead of emphasizing the brand itself, the brand's story must center on the client and their concerns in order to successfully engage consumers.

Consumers want to know how the brand can help solve their problems, and they want to feel like they are part of a community. Therefore, the story should clearly outline the customer's pain point, how the company can help solve the problem, and the resulting outcome. Consumers perceive themselves in the story and are intensely engaged with the brand in the consumer-based story. Consumers projected their own stories into the advertisement's consumer-based plot and associated their stories and the persona in it. The consumer-based tale provides individuals with familiarity, authenticity, and a favorable impression. (Hong et al., 2018). By highlighting the problem and offering a solution, the brand can establish itself as a problem solver, and by showcasing the outcome, the brand can create a sense of aspiration and desire for the consumer. Businesses need to create stories that are relatable and engaging for their target consumer segments. The stories should focus on the customer's pain points and offer a solution, as well as showcase the outcome to create a sense of aspiration and desire. By creating stories that focus on the customer and their problems, businesses can establish a connection with their target consumers and enhance their chances of purchasing from the brand.

## **Brand Identity and Personality**

In the digital age, maintaining consistency across multiple platforms can pose a significant challenge for brands engaging in digital storytelling. As consumers become more discerning in the post-pandemic era, they may perceive digital storytelling as inauthentic, leading to negative impacts on brand image and personality. So long as the customer believes the story is accurate, it need not be based on actual occurrences. People enjoy fictional stories as long as they can identify with the characters (Mossberg and Johansen, 2006). It is not necessary for a story to be true in order to be entertaining, but it should never be thought of as misleading. Falsifying reality will eventually cause consumers to lose faith in the brand (Mossberg et al., 2006). The most typical error is lying, followed by contradiction. The adage in Spanish

that a liar is discovered before a lame is true. It is not a good idea to deviate from your brand's established elements, values, and concepts. However, people will think you are lying and will reject your attempt to paddle. Instead of attempting to market something that isn't what your brand or product actually stands for, you should support it if it does so, according to Lundby (2008) and Martin (2011). Moreover, digital storytelling may create confusion among customers if various elements of a brand's story or messaging are inconsistent or conflicting, leading to a dilution of the brand's identity (BI) and making it challenging for customers to comprehend what the brand stands for. In the digital age, controlling a brand's narrative and messaging can be difficult, as digital storytelling can spread rapidly and uncontrollably, rendering brands unable to manage the image and identity being created about them online.



A lack of authenticity can also undermine the effectiveness of digital storytelling. Considering a greater dependence on automation and digital marketing, there is a risk of losing personality and a generic feel in brand messaging. Brands may struggle to differentiate themselves in a crowded digital marketplace, resulting in a loss of brand identity and blending in with competitors. This can negatively impact a brand's reputation and credibility. It is crucial to put in place a system that will set you apart from competitors and serve as a distinguishing feature for customers. An alternative approach to marketing will be advantageous for your brand (Berelowitz et al. 2012). Because of the large amount of digital information out there, businesses might find it hard to stand out and tell their own story against those of their competitors, which makes it hard to uphold originality and create a distinctive brand identity. Social media mainly helps facilitate the spread of false information about businesses.

People can share their thoughts and opinions with greater freedom thanks to social media and rapid access to the internet, which makes companies more vulnerable to unfavorable online evaluations and comments. If unresolved quickly and correctly, unfavorable comments and reviews have the potential to quickly spread, undermine a company's credibility, and damage its image and brand. Brands must take steps to minimize these risks while maintaining their reputation and connection with customers. They also need to be mindful of any possible negative consequences that digital storytelling could have on their relationship with their customers. For the information they are disseminating to be precise, consistent, and accurate with the company's image, businesses must take the initiative to control their narratives and messaging. In doing this, companies can mitigate any risks associated with digital storytelling while increasing any potential benefits for their business.

## Customer's Loyalty

It is now very challenging for businesses to maintain authenticity due to the growth of digital marketing and automation. The adoption of a generic tone that is devoid of originality and emotional connection might hinder a meaningful and strong relationship with consumers, which is essential for maintaining client loyalty. It is becoming more difficult for businesses to differentiate themselves from the crowd and set themselves apart from the competition given the abundance of digital information available in the market. This can result in a loss of brand identity and blending in with rivals, which can have a bad impact on customer loyalty. As customers become more impatient and demanding, have higher expectations, and are less tolerant of mistakes, it is becoming tougher to build long-lasting relationships with them (Laer et al., 2019). Considering that consumers are more inclined to buy based on price or convenience, when brands fail to distinguish themselves from competitors, consumer loyalty can become difficult to establish. If a deal that the consumers believe is better appears, they will quickly transfer to the other brand. (Laer et al., 2019). Even when clients are happy with the service, they may still leave if they think they can find it less costly, more convenient, or of higher quality elsewhere (Singh 2006). This makes loyalty vulnerable.

With the proliferation of the internet and social media, customers may now share their experiences and voice their thoughts more simply, thanks to the internet and social media. Negative feedback, such as comments and reviews, can quickly spread and damage a brand's reputation, which in turn negatively impacts consumer loyalty. Brands that do not address negative feedback in a suitable and timely manner risk losing the loyalty of their customers, who may opt for competitors that they perceive as more responsive and concerned with their needs. Thus, businesses must pay close attention to maintaining authenticity, emotional connection, and differentiation in their digital storytelling efforts to establish and maintain consumer loyalty.

**Table 1: Overview of Literature Used in the Research**

NO.	Name Of Article	Writer	Aim	Methodology	Samples	Findings
1	"A Critical Review of Digital Marketing"	"Dr. Madhu Bala"  "Mr. Deepak Verma"	This essay's goal is to offer opinions on current and emerging marketing trends based on current research and current business events.	analysis carried out both quantitatively and qualitatively.	Secondary data collected on all India basis.	India has seen a significant transition in its approach to digitization. Instead of using more conventional or traditional methods, customers are using the internet to find the greatest deal from vendors all over India.
2	"A Study on the Effect of Storytelling Marketing on Brand Image, Perceived Quality, and Purchase Intention in Ecotourism"	"Lee-Yun Pan"  "Kuan - Hung Chen"	The objective of this research is to examine how storytelling marketing affects ecotourists' receptivity to stories and emotional appeal.			The findings of this paper suggest that Consumers who travel for ecotourism are more intrigued and amazed by brand stories that feature characters, such as the founder's story, rather than stories that focus on the enterprise's mission and vision.
3	"Attributes for Image Content That Attract Consumers' Attention to Advertisements"	"Muhammad Helmi Abu Bakara,"  "Mohd Asyiek Mat Desaa,"  "Muhizam Mustafaa"	The purpose of this essay is to pinpoint the aspects of image content that draw viewers to an advertisement.	The process for gathering and analyzing the factors covered in the paper is factor analysis.		According to the research presented in this paper, color, contrast, picture complexity, and image location are just a few of the design factors that can potentially catch customers' attention in an advertisement.

4	"Beyond Advertising Narratives: Josefinas and their storytelling products"	"Liliana Dias"  "Patrícia Dias"	This essay's goal is to investigate a novel application of storytelling in marketing, specifically its use to promote products, and to give a case study of Josefinas, a high-end Portuguese handcrafted shoe company.			The paper concludes by suggesting the concept of "product narratives" and how they might enhance the items' layers of meaning while also reflecting on their worth and image of the brand.
5	"Brand – Consumer storytelling theory and research: Introduction to psychology and marketing special issue"	"Arch George Woodside"	The paper's goal is to offer an overview of the fundamental ideas behind narrative theory and to introduce a special issue that includes six articles related to storytelling.			The study discussed in this paper is related to the six articles that make up a special issue that aims to increase reader understanding and proficiency in interpreting stories about goods and experiences that are provided by consumers and marketers.
6	"Building Personal Brands with Digital Storytelling ePortfolios"	"Beata Jones,"  "Carrie Leverenz"	The main purpose of this study is to outline a pedagogical strategy for framing an ePortfolio that boosts digital identity, encourages pupil involvement, and results in high-quality ePortfolio artifacts.		Students enrolled in the two honors seminar courses in their second through fourth years make up the sample for this study.	According to the study's findings, ePortfolio production may be enhanced by including personal branding to increase student motivation and engagement. resulting in high-quality ePortfolio artifacts.

7	"CMOs: Adapt Your Social Media Strategy for a Post-Pandemic World"	"Christine Moorman" "Torren McCarthy"	The aim of the study is to provide recommendations to CMOs and marketing managers for maximizing returns on their social media investments by considering how the marketing landscape has changed in the past year.		Due to an enormous rise in social media expenditure and exceptionally strong returns on such investments, this paper's findings show that social media has become essential to marketing during the COVID-19 pandemic.
8	"Digital advertising storytelling: consumer educommunication"	"PhD. Rodrigo Elías Zambrano"	The primary aim of this paper is to present a revised definition of digital storytelling from the standpoint of consumer educommunication..		The study's findings demonstrate that, in the context of consumer educommunication, the notion of digital storytelling has been revised.
9	"Digital Marketing in post pandemic conditions"	Raluca-Alexandra Ceocea Costel Ceocea Ovidiu-Leonard Turcu Nicoleta Ciucescu Andreea Feraru-Prepelitã	Examining how the pandemic has impacted company marketing is the goal of this article, including changes in customer behavior and the requirement that businesses modify their marketing plans in order to handle the issues brought on by the digital age.		The case study's findings show how digitalization benefits businesses that are willing to adopt new trends. and able to adapt to the changing consumer behavior.

10	"Factors Affecting Consumer Behavior"	Dr. Nilesh B. Gajjar  "Nagalpur, Mehsana, Gujarat"	This study's objective is to investigate and understand consumer behavior in relation to marketing and advertising methods, with a focus on the process of innovation diffusion and the roles that customers play in the buying process.			The findings of this paper is that there are variables that are responsible or effect consumer behaviors. Some of the variables are culture, sub culture, social class, family, economic and political influence.
11	"Post Pandemic consumer behavior: Conceptual framework"	"Nuradli Ridzwan Shah Mohd Dali, Hanifah Abdul Hamid Wan, Rasyidah Wan, Nawang Wan, Nur Fazni Wan, Mohamad Nazarie"	The purpose of this research is to present an operant conditioning-based conceptual framework for market segmentation based on the COVID-19 pandemic.	The paper uses a literature search and secondary data analysis as the methodology create a conceptual framework for segmenting the market based on the COVID-19 pandemic		The findings of this paper suggest that the success of Malaysia in flattening the COVID-19 curve can be attributed to the behavioral changes of Malaysian consumers.
12	"Exploring Digital Marketing Strategies During the New Normal Era in Enhancing the Use of Digital Payment"	"Putu Teddy, Novianal, Gede Sri Darma"	The goal of this study is to examine the strategy employed by Bank Indonesia to assist MSMEs in growing and surviving the COVID-19 pandemic by utilizing digital marketing and promoting the usage of digital payment to accelerate digital finance in Indonesia.	The methodology used in this research is qualitative case study. .	The sample used in this study is the Agung Bali Collection, an MSME that has been assisted by Bank Indonesia. The participants underwent deep interviews from the	The results of this study reveal that Bank Indonesia's approach to supporting MSMEs in Indonesia and helping them flourish and survive the pandemic by employing digital marketing and expanding the use of digital payment has been successful.

					Agung Bali Collection to gather data.	
13	<p>“Skip it or view it: The role of video storytelling in social media marketing.”</p>	<p>“Kesha K. Coker, Richard L. Flight, Dominic M. Baima.”</p>	<p>The primary aim of this essay is to analyze the function of video storytelling in social media marketing and contrast its efficiency with that of straight- sell video ads on a range of customer reactions, including brand attitude, favorable word-of- mouth, sharing, promoting, viewing, and buy intention.</p>	<p>The methodology used in this paper is an experimental design with a within-subjects design.</p>	<p>Respondents who were chosen from online surveys and sent emails made up the samples. 273 viewers of either a straight-sell or narrative video ad made up the final sample. For between- group comparisons, 133 respondents watched a straight-sell video advertisement first, while 140 watched a storytelling video advertisement .</p>	<p>The research's conclusions have ramifications for both marketing theory and practice, with the utilization of video in social media marketing having the most immediate practical repercussions for marketing managers.</p>

14	<p>“Storytelling Marketing and its impact on Developing Company Brand Identity”</p>	<p>“Vu, Thu Thuy, Medina, Siiri”</p>	<p>Examining the potential for employing storytelling to increase Zara's brand value is the major goal of this study. Examining the crucial function that brand identity plays in creating a framework that strengthens and enhances business performance.</p>	<p>Research was conducted using a qualitative approach for this project.</p>	<p>For the study, the management of Zara Finland was questioned. The interview was only completed by the visual merchandising manager and human resources manager of Zara Finland. which was originally scheduled for four people. Email was used to send the interview. Email and phone calls were used in part to get the responses.</p>	<p>The findings of this research indicate that despite not investing in advertising, Zara has a strong and effective brand. By giving businesses the chance to engage directly or indirectly with target audiences and employees, the use of storytelling as a communication tool can increase the value of the brand.</p>
15	<p>“The Effect of Founders storytelling Advertising”</p>	<p>“Sookyeong Hong, Jin-Ae Kang, Glenn T Hubbard”</p>	<p>This research aims to examine the efficacy of narrative-based and non-narrative audio advertising for an online start-up firm and explore the connection between consumer engagement with the product and</p>	<p>The methodology used in this study is experimental research. Quantitative method</p>	<p>120 undergraduate students from a major southern institution in the United States were employed in the study as a</p>	<p>The findings of this paper indicate that narrative-based advertisements are more interesting than information-only ones. The survey also revealed that consumers are less trusting of direct marketing pitches made by individuals that are only interested in making a sale, such as</p>

			the success of the ads.		convenience sample; 73 of them were female (60.8%) and 47 were male (39.2%).	broadcasters giving non-story informational messages or business owners.
16	“The Impact of Crisis Perception on Consumer Purchasing Behaviors During the COVID-19 (Coronavirus) Period: A Research on Consumers in Turkey”	“Emine Nihan Cici Karaboğa, Fatma Gül Bilginer Özsaatçı”	The primary purpose of this study is to ascertain how consumer purchase patterns changed during the Covid-19 period as a result of perceived crises.	This study used quantitative research methods, and to get data from people who were under quarantine, an online survey method was used and conducted online transactions inside Turkish territory or participated in decision-making regarding transactions.	At least 460 participants were intended for the study, and 460 questionnaires were received during the data collection phase. The specimens utilized in this study were either decision-makers or citizens who made internet purchases within Turkey's borders when they were under quarantine.	The results imply that consumers' crisis perception during the COVID-19 pandemic had a positive and major impact on their shopping decisions. Consumer behavior was found to be significantly influenced by the three crisis perception aspects of sparingness, caution, and concern for the future.

17	<p>“The impact of storytelling on the consumer brand experience: the case of a firm-originated story”</p>	<p>“Ana Lundvist, Veronica Lilander, Johana Gumerus, Alard van Reel”</p>	<p>This essay aims to demonstrate how storytelling affects consumer experiences and how it may be used in brand management. This is accomplished by examining the impacts of a company-generated narrative on customers' brand experiences, and contrasting the brand experiences of two groups of consumers—one exposed to the story and the other—in order to accomplish its objectives.</p>	<p>The type of research used in this study is an experimental case study.</p>	<p>The sampling included 20 people. The mean age was 31.4 years, and the ages varied from 25 to 40. The participants came from a diverse range of occupations, including those of a hairstylist, lawyer, psychologist, business owner, nurse, boat salesperson, sales secretary, and customer manager.</p>	<p>According to the study's findings, a strong brand narrative may have a big influence on how consumers perceive a product.</p>
18	<p>“The Power of Stories to connect with customers: Digital Storytelling as a Communication Marketing Tool to Engage with Millennials and its Impact on the Creation of Value for Firms”</p>	<p>“Mariana Santos de Matos, Ramirez Fernandes”</p>	<p>This study seeks to determine whether digital storytelling is a powerful communication and marketing strategy for reaching Millennials and to examine its effects on how organizations may create value through this medium.</p>	<p>The Methodology used in this study is Quantitative research</p>	<p>The sample used in this research consists of 142 valid responses, mostly from students. They range in age from 22 to 37. Among these individuals,</p>	<p>According to the research's conclusions, digital storytelling in video format is more effective than a straight-sell execution style of advertisement. communication marketing technique for engaging Millennials.</p>

					41.5% were men and 58.5% women.	
19	“The Rise of Storytelling as the New Marketing”	“Joe Pulizzi”	The purpose of this essay is to examine the history and notion of content marketing as well as the chances it offers businesses to engage consumers via narrative.			A shift towards a new marketing model that involves brands becoming more like publishers. The future of marketing will involve brands creating and distributing valuable information to their audience, much like media companies do.
20	“Understanding the impact of digital storytelling on consumer Engagement”	“Joana Guimarães Lima”	The primary objective of this paper is to examine how digital storytelling affects consumer engagement with a particular emphasis on the elements of digital storytelling that support consumer engagement.	Conceptual Framework		The findings of this study suggest that the most relevant components of digital storytelling are the message, plot, verisimilitude, music, and characters. The message is the most important component as it has the most significant impact on consumer engagement,
21	“Unmasking the Impact of COVID-19 on Businesses Firm Level Evidence from Across the World”	“Marie Christine, Apedo-Amah, Besart Avdiu, Xavier Cirera, Marcio Cruz, Elwyn Davies, Arti Grover, Leonardo Iacovone Umut, Kilinc Denis Medvedev,	This study aims to offer a thorough evaluation of the corona virus disease 19 (COVID-19) pandemic's immediate effects on businesses around the globe. Nearly every area of the economy was	Qualitative research		According to the survey, businesses have been badly impacted by the COVID-19 pandemic, with large revenue declines and worsening financial conditions as a result of restricted access to credit and significant future uncertainty.

		Franklin Okechukwu, Maduko Stavros, Poupakis Jesica, Torres Trang Thu Tran.”	represented in the data the authors gathered from over 100,000 enterprises across 51 countries, predominantly low- and middle-income nations.			
22	"Visual digital storytelling in engaging the audience and enhancing the brand awareness"	Ruiqi, Zhou	The paper aims to provide views on how businesses in a dynamic digital business environment with limited resources may build their reputation through a robust network of social presence by giving resources a higher priority on various visual-oriented social channels and coming up with diverse initiatives with the intention of promoting positive electronic word of mouth generally.	Qualitative Approach		The study suggests that in order to enhance branding awareness for a multi-sided service-oriented platform, electronic word of mouth is the most effective method.
23	"Customer Loyalty in E-Commerce"	David Gefen	This paper aims to examine if, despite the absence of a human service provider, the same elements that promote client loyalty in the non-Internet market, such as greater service quality and	Survey	160 people made up the sample; 37% of them were women, 47% were men, and 16% did not indicate their gender.	According to the study, reliability, responsiveness, and assurance together make up the key factor promoting client trust, which eventually results in customer loyalty in the case of an online seller.

			trust, also apply to online vendors.		The responders, who were either undergraduate or graduate students, were mostly in their early to late 20s, with a few in their early 30s.	
24	"The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty"	Vithya Leninkumar	The purpose of this study is to look into how customer satisfaction, trust, and loyalty in Sri Lanka's commercial banks relate to help banks ensure sustainability and gain a competitive edge.	Quantitative Research Method	The samples used for this paper were 300 customers of commercial banks in Sri Lanka who were selected using convenience sampling method. Out of the 300 issued questionnaires, 210 were collected and used for analysis.	According to the study, customer pleasure is a prerequisite for trust and that trust has a positive relationship with customer loyalty.
25	"The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention"	Harkiranpal Singh	The paper aim to emphasize the effect and importance of customer satisfaction, loyalty, and retention for the success of organizations, and to			This paper suggest that customer satisfaction is very important as it leads to customer loyalty and retention.

			highlight the positive connections between these three constructs.			
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## 3 METHOD

### 3.1 APPROACH

#### 3.1.1 Current Approach

Positivism, critical realism, pragmatism, postmodernism, and interpretivism are the five types of research philosophies identified by Saunders et al. (2019). The research philosophy deemed most suitable for this study is positivism, which employs a quantitative approach. Positivism is considered appropriate due to its emphasis on the significance of empirical observation and measurement. Positivism has focused on the nature of reality using formalized mathematical and statistical techniques (Carson et al., 2001). On the contrary, interpretivism research philosophy makes use of non-quantitative methods and techniques and focuses on the need to understand the context in which research is undertaken to be able to analyze, understand, and interpret gathered data (Thahn et al., 2015). This philosophy is based on the belief that knowledge can be obtained through objective observation, measurement, and analysis. Positivism would enable the collection of objective data on measures such as website traffic, social media interaction, and revenue. It allows for the quantification of the effects on outcomes. Research strategies are mostly qualitative or quantitative. Qualitative data are data that get their meaning from expression through words (Fossey et al., 2002), while quantitative data relies on meaning that is evolved or interpreted from numbers (Saunders et al., 2019). but for this study, we are using the quantitative research method.

This thesis and research look to acquire real data in terms of numbers and information. Quantitative data to provide statistical support for the findings. Quantitative data is collected using methods that aim to produce accurate and reliable results, such as charts, graphs, and statistics. These methods will examine and analyze large sets of data to identify patterns and relationships between variables. According to Ejaz et al. (2012), quantitative data brings about accuracy with its method, which includes various techniques such as; charts, graphs, and statistics used to examine, analyze, and understand collected data. Quantitative data is particularly useful for answering research questions that require precise numerical measurements.

When a research study is focused on objectives such as measurement, causality, generalization, and replication, quantitative analysis is the most efficient method. The primary benefit of quantitative analysis is its ability to establish a link between a dependent and an independent variable. This research approach is also highly structured, which ensures minimal contamination from researcher values or

biases. Quantitative research can replicate findings in different contexts, which further supports its durability. Hence, it can be concluded that, for this research, quantitative research is more suitable than qualitative research, considering its numerous advantages.

Research approaches are significantly three-fold in number, namely, inductive, deductive, and abductive approaches (Mantere et al. 2013). What distinguishes these various research approaches is mainly the starting point, especially for the inductive and deductive approaches, while the third approach, abductive, stems from the combination of both deductive and inductive approaches (Saunders et al., 2019). While both qualitative and quantitative research methods have been employed in the literature related to the topic, there seems to be a trend towards the use of qualitative approaches. As an emerging field of study, the majority of research on this topic has relied on qualitative methods, although there have been instances where quantitative approaches have also been utilized.

### **3.1.2 Approach Used**

A research design serves as a roadmap that outlines the plan for how a study will be conducted. It encompasses various details such as the research methodology, data collection methods, sample size and selection, and data analysis techniques. In this study, a quantitative research approach will be adopted, and structured questionnaires will be utilized for data collection. The reasons behind choosing this method are its ease of administration, efficiency, and cost-effectiveness. Furthermore, questionnaires can be sent out to a lot of participants at once, ensuring data gathering from a sizeable sample in a very short amount of time. Standardized questions and response choices will guarantee that the same questions are posed to every participant in the exact same way, increasing the accuracy of the information gathered. The efficacy of digital storytelling as well as consumer engagement, brand awareness, and brand loyalty will be the main areas of research attention.

The web survey will be disseminated using a Uniform Resource Locator (URL) link. The survey is made up of a brief introduction, an option for choosing or filling out demographic information, and statements on a Likert scale with response possibilities that range from "strongly agree" to "strongly disagree." An organized strategy and a quantitative research approach are used in this work. The strategy calls for an exhaustive search for the major themes and topics relevant to the research question. This is done by carefully reviewing the body of knowledge in the academic areas of digital storytelling and the

post-pandemic era. The highlighted topics and issues are then carefully chosen by the study for further investigation. This strategy ensures that the study is supported by a solid base of accurate and reliable data. The purpose of this is to give the author a brief, precise, and understandable review of the preceding research techniques that have helped define the issues that the thesis aims to address. Key ideas from past journal papers were used to identify the theme and what had already been looked at. Keywords like "digital storytelling," "marketing," "post-pandemic," "consumer behavior," "branding," "advertising," "social media," "online marketing," "storytelling techniques," "digital marketing strategy," "e-commerce," "customer engagement," "content marketing," "multimedia marketing," "virtual events," and "influencer marketing" are some that you might use to search for specific information in the literature.

Lots of journals, books, and articles were found and read on these topics. In order to stay current with the important and pertinent subject of the research, emphasis was given to recent academic papers or articles during the search. A comprehensive review of academic literature is a critical step in conducting research. A thorough search for relevant information was conducted by exploring various academic databases such as Google Scholar, JSTOR, EBSCOhost, ScienceDirect Scopus, Proquest, and Beykoz University's online library database. These renowned sources were utilized to gather high-quality publications and articles related to the research topics, which were then used as reference points for the study. The literature review helped identify the areas that have already been covered in the literature and those that require further exploration.

## **3.2 METHOD DETAILS**

### **3.2.1 Data Collection Method**

Various data collection methods exist, but not all methods are suitable for every research project. For this study, the appropriate methods include survey research and archival data research. An online survey with a questionnaire is distributed to a large sample of consumers who have been exposed to digital storytelling in marketing. The targeted participants for the survey are mostly young people that have purchasing power and are making use of the internet on a daily basis, which would be consumers who have purchased products or services advertised through digital storytelling in the post-pandemic era. The type of data collected through the survey would be numerical data, which can help measure the effectiveness of digital storytelling in marketing. The use of quantitative data collection methods provides

a more comprehensive understanding of the study. The quantitative data determines how much of an impact digital storytelling has on consumer decision-making.

### **3.2.2 Data Collection Process**

The initial stage in gathering data was to create a profile of the survey's possible respondents. The targeted participants were young people that are active on social media, marketing managers who have implemented digital storytelling in their marketing campaigns, consumers who have purchased products through digital channels, individuals who have engaged with digital marketing campaigns during the pandemic, marketing professionals who have experience with digital storytelling, and individuals who have experienced the impact of the pandemic on their purchasing behaviors in Turkey. A pilot study survey was developed and given to a total of 12 participants. It was ensured that the sample is representative of the population being studied to ensure the findings are generalizable to a larger population. Therefore, careful consideration was given to factors such as demographics and other relevant characteristics that can impact the research outcomes.

The survey's question was developed using six different criteria. The first part deals with the general topic as well as demographics; the second part covers the effectiveness of digital storytelling; the third part covers consumers engagement with a product; the third part covers the effectiveness of digital storytelling in marketing a product in the post-pandemic era compared to the pre-pandemic era; the fourth part covers brand awareness; and the fifth part covers the significance of digital storytelling campaigns on brand loyalty. The sixth part covers the impact of digital storytelling on consumers decision-making. Upon administering the pilot survey, this was the feedback from respondents: Consumers express a preference for brands that use digital storytelling to communicate their message and connect with them on a deeper level. They also express a desire for authenticity and transparency in digital storytelling, as well as concerns about data privacy and the use of personal information for marketing purposes. There was a positive response from marketing managers towards digital storytelling, as it is a successful strategy for drawing in their target market and leaving a positive image of their brand or products.

### **3.2.3 Research Process Steps**

The respondents used in this thesis were allowed to participate based on their purchasing power and actual access to and usage of the internet. Those respondents that were reached out to were consumers who are most likely to have purchased items on the internet due to the effect of digital advertising that they must have come across on the various social media platforms, as well as marketing managers who are using digital storytelling in their marketing to impact the reaction of the consumers. This allowed a vast range of information to be gathered from individuals with different perspectives. Out of over 700 questionnaire links sent out, only 253 got filled, 238 responses got admitted, and 15 were deleted due to not being fit for the research.

### **3.3 LIMITATION**

The research has provided an understanding of this area's developing area of study that will significantly add to the body of existing literature. The study demonstrates the merits of digital storytelling as well as its limitations. The research was done on consumers, marketing managers, social media marketers, and ad executives of a business that is based in Istanbul, Turkey. The study can also be carried out in societies where the economy and purchasing power of consumers are high, such as the United States, UK, Germany, Canada, and France, etc., as well as in countries with lower economies and purchasing power, such as Burundi, Niger, Afghanistan, etc., for a possible comparative study.

The results produced by this research are supportive and motivating, but they also come with some disadvantages. One of the main disadvantages aforementioned is the limited area of selection; it is limited to the geographical space of Turkey and also limits the possible number of respondents since the impact of digital storytelling in the post-pandemic era is technically still an emerging field. The likelihood of bias due to self-selection is a further limitation of the research concept. Different attitudes and behaviors may exist among study participants compared to those who declined to participate. This can reduce the study's representativeness. The research thesis also relies on participant-reported data, which may not be totally accurate. Self-reported statistics may be influenced by social desirability bias and recall bias, resulting in an overestimation or underestimation of the influence of digital storytelling.

## 4 FINDINGS

The research's empirical findings are reported in this section. The empirical findings will be presented accordingly concerning the aforementioned hypothesis.

### 4.1 THE MEASUREMENT OF INDEPENDENT AND DEPENDENT VARIABLES

$$\text{Cronbach's } \alpha = (k/(k-1)) * ((S2/y - Es2/1)/ S2/y).$$

K = Number of items

S2/y = Sum of Variance of items

Es2/1 = Variance of Total Score

**Effective Motive ( 4 items )**

$$= (K/(k-1)) * ((S2/y - Es2/1)/ S2/y)$$

$$= (4/4-1) * ((5.4132 - 2.0195)/ 5.4132 )$$

$$= 1.3333 * ( 3.3937 / 5.4132 )$$

$$= 1.3333 * 0.6269$$

$$= 0.8358$$

Cronbach's a = **0.8358**

The measurement of Dependent Variables

**Consumer Engagement Motive ( 4 items )**

$$= (K/(k-1)) * ((S2/y - Es2/1)/ S2/y)$$

$$= (4/4-1) * ((6.0253 - 2.0161)/ 6.0253)$$

$$= 1.3333 * ( 4.0092 / 6.0253 )$$

$$= 1.3333 * 0.6654$$

$$= 0.8871$$

Cronbach's a = **0.8871**

**Consumer Behavior Motive ( 3 items )**

$$= (K/(k-1)) * ((S_2/y - Es_2/1)/ S_2/y)$$

$$= (3/3-1) * ((6.1438 - 2.5761)/ 6.1438 )$$

$$= 1.5 * (3.5677 / 6.1438 )$$

$$= 1.5 * 0.5807$$

$$= 0.8710$$

Cronbach's a = **0.8710**

**Brand Awareness Motive ( 3 items )**

$$= (K/(k-1)) * ((S_2/y - Es_2/1)/ S_2/y)$$

$$= (3/3-1) * ((5.0854 - 2.5341)/ 5.0854 )$$

$$= 1.5 * (2.5513/ 5.0854 )$$

$$= 1.5 * 0.50169$$

$$= 0.7525$$

Cronbach's a = **0.7525**

**Brand Loyalty Motive ( 4 items )**

$$= (K/(k-1)) * ((S_2/y - Es_2/1)/ S_2/y)$$

$$= (4/4-1) * ((4.9638 - 2.0341)/ 4.9638 )$$

$$= 1.3333 * (2.9297 /4.9638)$$

$$= 1.3333 * 0.5902$$

$$= 0.7869$$

Cronbach's a = **0.7869**

**Table 2: Item's Measurement and Reliability Summary.**

Measures	Items	Cronbach's (n= 111)
<p><b><u>Effective Digital Storytelling Motive</u></b></p> <p>1. Digital storytelling is an effective way to establish an emotional connection with a product and a brand.</p> <p>2. Digital storytelling is an effective way to differentiate a product from its competitors.</p> <p>3. Digital storytelling is an effective way to increase the perceived value of a product.</p> <p>4. Digital Storytelling effectively communicates the benefit and features of a product.</p>	4	0.8358
<p><b><u>Consumer Engagement Motive</u></b></p> <p>5. I feel engaged with a brand when its marketing campaign tells a story.</p> <p>6. I am more likely to follow a brand on social media if its marketing campaign tells a story.</p> <p>7. I am more likely to recommend a product to others if its marketing campaign tells a story.</p> <p>8. I am more likely to become a loyal customer if a brand's marketing campaign tells a story.</p>	4	0.8871
<p><b><u>Consumer Behavior Motive</u></b></p> <p>9. The pandemic has changed the way I shop for products.</p> <p>10. I am more cautious about my spending now compared to before the pandemic.</p> <p>11. I am more likely to shop online for products than I was before the pandemic.</p>	3	0.8710
<p><b><u>Brand Awareness</u></b></p> <p>12. Digital storytelling has increased my awareness of a brand and its products.</p> <p>13. I remember brands that use digital storytelling in their marketing campaigns better than those that don't.</p> <p>14. I am more likely to engage with a brand's marketing campaign if it uses digital storytelling.</p>	3	0.7525

<b><u>Brand Loyalty Motive</u></b>		
15. I am more likely to remain loyal to a brand that uses digital storytelling in its marketing		
16. I am more likely to recommend a brand to others if it uses digital storytelling in its marketing campaigns.	4	0.7869
17. I feel a stronger emotional connection to a brand that uses digital storytelling in its marketing campaigns.		
18. I am liable to pay extra for a brand's product. that uses digital storytelling in its marketing campaigns.		

The questionnaire for the study on Digital Storytelling in the Post-Pandemic Era used a Likert scale, with respondents invited to select responses ranging from 1 to 5. The scale was numbered from 1 to 5, with 1 indicating Strongly Disagree and 5 signifying Strongly Agree. Cronbach's Alphas were determined for all items, and the results ranged from 0.75 to 0.88.

The study construct was assessed using Cronbach Alpha  $\alpha$ , and the results showed that the Effective Motive (EM) scale with four (4) items had a Cronbach Alpha of 0.8358. The Consumer Engagement Motive (CEM) Scale with four (4) items had a Cronbach Alpha of 0.8871. The Consumer Behavior Motive Scale (CBM) with three items had a Cronbach Alpha of 0.8710, the Brand Awareness Motive (BAM) scale with three items had a Cronbach Alpha of 0.7525, and the Brand Loyalty Motive (BLM) scale with four items had a Cronbach Alpha of 0.7869, indicating a very high level of internal consistency reliability.

According to Maholtra (2007) The Cronbach's Alphas range result as regards the survey falls short of being an acceptable measure of reliability if internal consistency is less than  $< 0.70$ . But once more in accordance with Hair et al. (2010) The reliability measure is adequate if Croh's Alpha  $\alpha$  value is more than  $(\geq) 0.70$ . Therefore, the reliability of the items on the scale is considered acceptable.

## **4.2 DATA GATHERING PROCEDURE AND RESULTS**

The survey is based on primary data gathered via self-administered questionnaires from various respondents. The data-gathering process took a total of a month (from February 1– 28, 2023). In total, the responses received via the Google Form are 253 in number; however, 15 responses were deleted as they were not a fit for the survey, signifying that there is no correlation matrix within such a response set. All questions on the Likert scales were made compulsory answers for respondents, as an option to skip

any questions was not given. All questions on the Likert scales were made compulsory answers for respondents, as an option to skip any questions was not given.

## 4.2.1 Research Result

The study has a demographic profile that is mainly divided into three main sections, which include gender, age, and level of education. The Google Form document via which the data was collected provided a frequency and percentage result, shown in table 3.

**Table 3: Demographic Profile for Respondents.**

Demographic Profiles for respondents Descriptive Statistics			
GENDER	MALE	FREQUENCY	PERCENTAGE
			145
	FEMALE	93	39.08
AGE	18 - 24	46	19.32
	25 - 34	98	41.17
	35 - 44	74	31.09
	45 - 54	17	7.14
	55 - 65	5	2.1
	65 and Over	0	0
LEVEL OF EDUCATION	No Educational Background	0	0
	High School	76	31.93
	Undergraduate	111	46.64
	Masters	49	20.59

	PHD	2	0.84
OCCUPATION	Unemployed	48	20.16
	Training	86	36.13
	Working	71	29.83
	Business	33	13.86

Given the data and figures in the aforementioned table, it shows that, out of the 238 respondents, the majority were male (145, or 60.92%), while 93 of the respondents, or 39.08%, are female. In respect of age, the majority of respondents, who are 88 in number (41.17%), represent the age group between 25 and 34 years. The next highest respondent is 74, which is people ranging from 35 to 44 years old (31.09%). Next to that is the Gen Z age range of 18 to 24, with 46 respondents representing 19.32%. However, we have 17 respondents between the ages of 44 and 54, which makes up 7.14%, and we also have 17 respondents from ages 55 to 65, which makes up only 2.10. The minority of respondents is the age group of 65 years and over, which had no representation at all (0%); the minority carder as regards representation is then the age bracket of 55 to 65 years and over, with 17 respondents, or 2.10%.

As regards the level of education, the majority of 107 have finished undergraduate studies, and the majority of them are now current master's degree students. 76, which is the second-highest majority, have finished high school, and the majority of them are pursuing their undergraduate degree. The third highest is 49 with a Masters degree, and the least is 2 with a PHD, which makes up only 0.84. For occupation 8, which is the highest, the second highest is going through training; the second highest is working class with 71 respondents; the third highest is currently unemployed with 48 respondents; and the least respondent is into business with 33 respondents.

**Table 4: Means and Standard Deviations of all Variables of Conceptual Framework**

Number	Measure	Mean	Standard Deviation (SD)
<b>Effective Motive</b>			
EM 1	Digital storytelling is an effective way to establish an emotional connection with a product and a brand	4.2	0.8
EM 2	Digital storytelling is an effective way to differentiate a product from its competitors.	3.8	1.1
EM 3		4.3	0.9
EM 4	Digital storytelling is an effective way to increase the perceived value of a product.	3.7	1.1
	Digital Storytelling effectively communicates the benefit and features of a product.		
<b>Consumer Engagement</b>			
CEM 1	I feel engaged with a brand when its marketing campaign tells a story.	3.3	1.2
CEM 2		4.0	1.3
CEM 3	I am more likely to follow a brand on social media if its marketing campaign tells a story.	3.1	0.8
CEM 4	I am more likely to recommend a product to others if its marketing campaign tells a story.		
	I am more likely to become a loyal customer if a brand's marketing campaign tells a story.	3.7	0.9
<b>Consumer Behavior Motive</b>			
CBM 1	The pandemic has changed the way I shop for products.	3.6	1.0
CBM 2		4.1	0.8
CBM 3	I am more cautious about my spending now compared to before the pandemic.	3.5	0.9
	I am more likely to shop online for products than I was before the pandemic		
<b>Brand Awareness Motive</b>			
BAM 1	Digital storytelling has increased my awareness of a brand and its products.	3.6	1.1

BAM 2	I remember brands that use digital storytelling in their marketing campaigns better than those that don't.	4.1	0.7
BAM 3	I am more likely to engage with a brand's marketing campaign if it uses digital storytelling.	3.8	1.1
<b>Brand Loyalty Motive</b>			
BLM 1	I am more likely to remain loyal to a brand that uses digital storytelling in its marketing	3.8	0.9
BLM2	I am more likely to recommend a brand to others if it uses digital storytelling in its marketing campaigns.	4.2	1.1
BLM3	I feel a stronger emotional connection to a brand that uses digital storytelling in its marketing campaigns.	3.6	0.8
BLM 4	I am liable to pay extra for a product from a brand that uses digital storytelling in its marketing campaigns	4.2	1.2

The data presented in the table shows the means and standard deviations of all the variables in the conceptual framework, based on a sample size of 103. It appears that for each variable, there are certain measures or questions that have higher means, indicating that most respondents feel similarly about those particular items. On the other hand, measures or questions with lower means suggest that there is greater variability in responses, with a larger number of respondents having differing thoughts or opinions.

### 4.3 EXPLORATORY FACTOR ANALYSIS (EFA) FINDINGS

An EFA for the variables was performed using principal component analysis and varimax rotation was selected. The minimum for loadings of factors was set at 0.50. The communality of the scale, which indicates the amount of variance accommodated in each dimension, was also assessed to make certain acceptable levels of explanation. Judging by the result all communalities are over 0.50.

The Bartlett's Test of Sphericity, which offers a measure of the statistical probability that the correlations matrix has significant correlations among some of its components, was used to determine the overall significance of the correlation matrix for the dependent variable. The dataset's significant results,  $X^2(n=111) = 674.821$  ( $p < 0.0001$ ), suggest that factor analysis might be appropriate for it. The Kaiser-Meyer-Olkin measure of sampling adequacy (MSA), which assesses whether the data are suitable for factor analysis, was 0.765, which is higher than the requisite 0.7 and suggests that the data are sufficient and suitable for factor analysis.

Three factors were identified for the scale as part of the factors solution, which explained 67.413 percent of the variation in the data. However, the issue of multiple loadings (i.e. "IM3: Performing HR functions with novel AI applications, software, and algorithms is educating and entertaining.," "UM4: AI application/software in HR function offers advantageous transactions/impact," and "EM1: I find it easy to use AI applications, software, and algorithms to perform HR functions.") are loaded onto more than one factor in this initial EFA. The three items were thus excluded from further examination. Without incorporating some of the many loadings, the author repeated the EFA. At the end the Kaiser- Meyer-Olkin's (MSA) dependent variable was 0.736 at the end. The retrieved components were condensed to three, and together, these three factors explained 58.72 percent of the variation among the items used by the dependent variable. All communalities above the necessary value of 0.50, and Bartlett's Test of Sphericity also revealed significant results. The three variables that were determined to be a component of this study's EFA. Consumer Engagement is covered under Factor 1 by the acronyms CE1, CE3, and CE4. Consumer behavior factors CB2, and CB3 are included in factor 2. Simplicity motive factors BA1, BA2, BL1, BL2, and BL3 are included under factor 3. According to Wong (2013), The relationship that exists between latent variables and their observable indicators is illustrated by the measurement model. The measuring model should be tested first as a foundation for testing hypotheses.

**Table 5: EFA Results of Factors**

Factor Name	Factor Item	Factor Loadings	% Variance	Reliability
Effective Digital Storytelling	EDS1	0.84	0.85	0.84
	EDS2	0.79		
	EDS3	0.85		
	EDS4	0.79		
Consumer Engagement	CE1	0.87	0.75	0.84
	CE2	0.83		
	CE3	0.8		
Consumer Behavior	CB1	0.85		

	CB2	0.77	0.85	0.89
Simplicity Model	BA1	0.84	0.783	0.823
	BA2	0.77		
	BL1	0.58		
	BL2	0.78		

**Table 6: Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		762
Bartlett's Test of Sphericity	Approx. Chi-Square	169.24
	Df	3
	Sig	<0.001

## 4.4 CORRELATION ANALYSIS

### 4.4.1 Correlation analysis for dependent variables

**Table 7: Correlation analysis for dependent variables Matrix Table**

	CE	CB	SM
CE	1		
CB	461***	1	
SM	378***	418***	1

\*\*. Correlation is significant at the 0.01 level

Cause and effect, causality, or the influence of one variable on the other are not covered by Pearson correlation. It simply analyzes the relationship and its strength to demonstrate how strongly the variables are connected to one another. Consumer involvement and the Simplicity motivation variable loaded had

low positive Pearson correlations (between 0.3 and 0.5), but the correlation analysis revealed that both factors were statistically significant. Simplicity Motive (SM) and Consumer Engagement (CE) both exhibit positive values ( $r=0.378, 0.01$ ). Simplicity and consumer behavior show a weak association ( $r=0.418, 0.01$ ), which is similarly modest. The relationship between Consumer Engagement and consumer behavior is value at ( $r=0.418, <0.01$ ), despite being statistically significant, it still fall between the threshold of 0.3 to 0.5

#### 4.4.2 Correlation Analysis between Independent variable and Dependent Variables:

**Table 8: Correlation analysis between Independent variable and Dependent Matrix Table**

	EDS	CE	CB	SM
EDS	1			
CE	621***	1		
CB	674***		1	
SM	633***			1

\*\*. Correlation is significant at the 0.01 level

The Pearson correlation of the variables between the loaded Effective Digital Storytelling (EDS) and Consumer Engagement (CE) variables was determined to be of somewhat positive value between 0.5 and 0.7. Both variables' correlation analysis is determined to be statistically significant. The correlation between EDS and CE is positive ( $r=0.621, 0.01$ ). Consumer behavior (CB) and effective digital storytelling (EDS) factors loaded. Both variables' correlation analysis is determined to be statistically significant. The correlation between EDS and CB is positive ( $r=0.674, 0.01$ ). Additionally, we see a strong correlation between Effective Digital Storytelling and Simplicity of ( $r=0.633, 0.01$ ).

## 4.5 REGRESSION ANALYSIS

### 4.5.1 Regression Analysis between Independent Variable and Dependent Variable Analysis

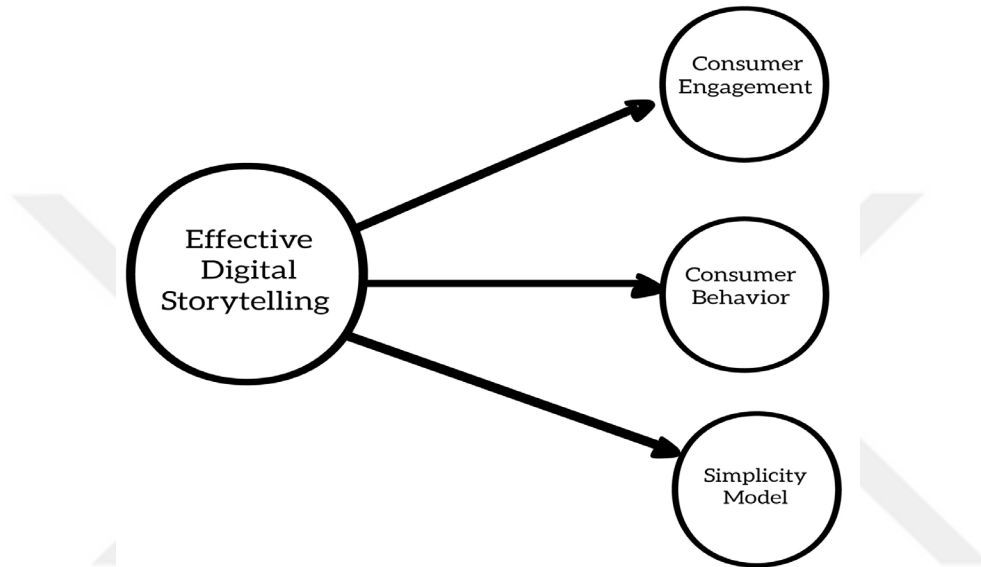


Figure 5: Regression analysis Model between IV and DV part 1

The Problem:

To investigate if Effective Digital Storytelling (EDS) has a significant impact on Consumer Engagement (CE)

Hypothesis:

**H1:** There is a significant impact of effective digital storytelling on consumer engagement

The Hypothesis test: if Effective Digital Storytelling (EDS) carries a significant impact on CE. EDS significantly predicted CE,  $F = 10.764$ ,  $P < 0.001$  which means that EDS can play a significant role in shaping CE ( $b = 0.391$ ,  $P < 0.001$ ). These results direct the positive effect of EDS. Furthermore, the  $R^2 = 0.081$  Depicts that the model explains 8.1% of the variance in CE supporting H1. This indicates that the more effective the digital storytelling, the more consumers engage with the content. The results correspond with the findings of the scholars Pan et al. in their 2019 study "A Study on the Effect of

Storytelling Marketing on Brand Image, Perceived Quality, and Purchase Intention in Ecotourists." In their findings, they suggest that consumers are more interested in and impressed by brand stories that feature characters, such as the founder's story, than stories that focus on the enterprise's mission and vision. Consequently, it was determined that there is a positive link between effective digital storytelling and consumer engagement. Table is shown below

**Table 9: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.391	0.810	0.82	0.72130

**Table 10: ANOVA**

	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	4.26	1	4.527	10.764	<.001
	Residual	43.17	109	0.385		
	Total	40.39	110			

**Table 11: COEFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	2.410	.387		6.800	<.001		
CE	0.413	0.061	0.391	3.429		1.000	1.000

The Problem:

To investigate if Effective Digital Storytelling (EDS) has a significant impact on Consumer

## Engagement (CE)

Hypothesis:

**H2:** There is a significant impact of effective digital storytelling on consumer behavior

The Hypothesis test: if Effective Digital Storytelling (EDS) carries a significant impact on CB. EDS significantly predicted CB,  $F = 10.639$ ,  $P < 0.001$  which means that EDS can play a significant role in shaping CB ( $b = 0.347$ ,  $P < 0.001$ ). These results direct the positive effect of EDS. Furthermore, the  $R^2 = 0.87$  Depicts that the model explains 87% of the variance in CE, H2 was supported. This proves that high-quality, effective digital storytelling leads to positive consumer behavior towards a brand or a product. A few earlier studies that tested these two constructs have provided support for the current study's findings. Hong et al. in their 2018 study on the "Effect of Founders Storytelling Advertising" They discover that narrative-based advertisements are more captivating than information-only ones. The survey also revealed that consumers are less trusting of direct marketing pitches made by individuals who are only interested in making a sale, such as broadcasters giving non-story informational messages or business owners. As a result, it was determined that there is a link between successful digital storytelling and consumer interest in a brand or product. Table is shown below

**Table 12: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.347	0.087	0.89	0.62050

**Table 13: ANOVA**

	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	4.53	1	4.527	10.639	<.001
	Residual	41.97	109	0.385		
	Total	46.49	110			

**Table 14: COEFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	2.630	.387		6.800	<.001		
CB	0.333	0.065	0.347	3.429		1.000	1.000

The Problem:

To investigate if Effective Digital Storytelling (EDS) has a significant impact on Simplicity Model (SM)

Hypothesis:

**H3:** There is a significant impact of effective digital storytelling on consumer engagement

The Hypothesis test: if Effective Digital Storytelling (EDS) carries a significant impact on SM. EDS significantly predicted CE,  $F = 11.582$ ,  $P < 0.001$  which means that EDS can play a significant role in shaping CE ( $b = 0.378$ ,  $P < 0.001$ ). These results direct the positive effect of EDS. Furthermore, the  $R^2 = 0.892$  Depicts that the model explains 8.9% of the variance in CE, supporting H3. This indicates that effective digital storytelling is likely to expose consumers to brand awareness. The current findings are sufficiently supported by earlier research. Ruiqi, Zhou (2018), in his thesis paper "Visual digital storytelling in engaging the audience and enhancing brand awareness". The study suggests that in order to enhance branding awareness for a multi-sided, service-oriented platform, electronic word of mouth is the most effective method. This led to the conclusion that a strong relationship exist between effective digital storytelling and brand awareness. Table is shown below.

**Table 15: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.378	0.892	0.89	0.62050

**Table 16: ANOVA**

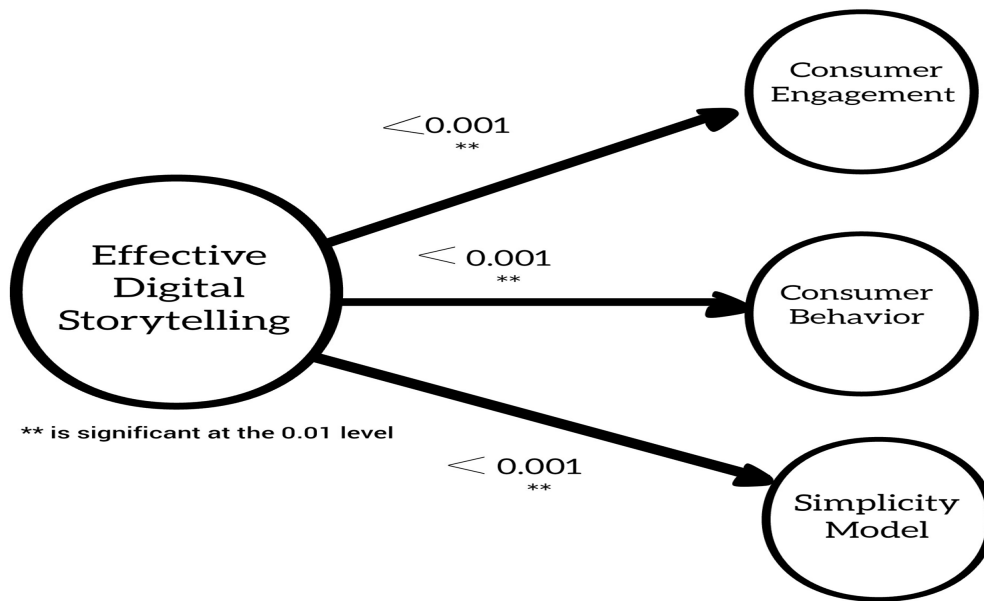
	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	4.53	1	4.527	11.582	<.001
	Residual	41.97	109	0.385		
	Total	46.49	110			

**Table 17: COEFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	2.630	.387		6.800	<.001		
SM	0.333	0.613	0.378	3.429		1.000	1.000

**Table 18: Regression Table Summary**

Hypothesis	Regression Weight	Beta Coefficient	R2	F	P-value	Hypotheses Supported
H1	EDS → CE	0.561	0.81	10.764	0.000	Yes
H2	EDS → CB	0.686	0.584	10.639	0.000	Yes
H3	EDS → SM	0.615	0.433	11.582	0.000	Yes



**Figure 6: Regression Analysis Model Between Independent Variable (IV) and Dependent Variable (DV) Result**

**Table 19: Model Fit Indices - CMIN/df, NFI, IFI, TLI, CFI, GFI, SRMR, RMSEA**

Model Fit Indices	Recommended Value	Obtained Value	Interpretation
CMIN/df,	Less than 3	1.4	Accepted
Chi-Square ( $\chi^2$ )	Less than its critical value of 120	112.46	Acceptable
Degree of Freedom (df)		80	Excellent
Comparative Fit Index (CFI)	>90	0.92	Excellent
Good Fit Indices (GFI)	>90	94	Excellent
Root Mean Square of Approximation (RMSEA)	<0.06	0.05	Excellent
Tucker Lewis Index (TLI)	>90	0.97	Excellent
Standardize Root Mean Square Residual (SRMR)	<0.08	0.07	Good Fit

The chi-square value has 80 degrees of freedom and is 112.46, because it is much lower than the critical value of 120, the chi-square test is considered acceptable. It serves as the starting point for other fit indices, even though it indicates some variation from a perfect fit. The Comparative Fit Index (CFI) was estimated at 0.92, which is near the ideal value of 1. This indicates a satisfactory fit. A satisfactory match is shown by the root mean square error of approximation (RMSEA) of 0.05, which is less than the advised threshold of 0.08. Since the Tucker Lewis Index (TLI) is higher than the advised threshold of 0.90, it indicates a satisfactory fit at 0.97. A standardized root mean square residual (SRMR) of 0.07 is less than the permissible cutoff of 0.08, a sign of a good fit. We can deduce that the hypothetical SEM demonstrates a good match to the data based on these model fit indices.



# **5 DISCUSSION AND EVALUATION**

## **5.1 CONCLUSION & GENERAL DISCUSSION**

Every facet of society, even the way we purchase and acquire commodities, has been profoundly impacted by the COVID-19 pandemic. For organizations looking to interact with consumers in deep and lasting ways, digital storytelling has evolved into a crucial tool. The paper claims that the COVID-19 pandemic helped speed up the shift toward digitalization for marketing approaches and that digital storytelling has developed into a potent method for involving customers in this new environment. Businesses may increase the participation and loyalty of their intended consumer base by employing storytelling strategies to communicate a brand's values, goals, and personality. The results of this study also imply that thorough preparation and execution are necessary for successful digital storytelling. Businesses need to tell a gripping story that captivates their audience and stays true to their brand identity.

Additionally, they need to think about the appropriate digital platforms and channels for spreading their message, as well as the frequency and timeliness of their communications. Despite having a lot of potential as a marketing tactic, digital storytelling has several drawbacks. Potential barriers were noted by the research, such as the demand for a single brand voice that is consistent across all media and the danger of consumer information overload. Additionally, businesses must watch out for any dishonest tactics that can damage their brand and make sure their digital storytelling activities are honest and open. To ensure this strategy's effectiveness and mitigate any risks, businesses should carefully consider and prepare their approach. Digital storytelling is becoming more important in marketing and communication as the globe becomes more digitally linked, and companies that adopt this approach are predicted to prosper in the coming years.

## **5.2 RESEARCH OBJECTIVES AND RESULTS**

Two main goals of the study were achieved. The major objective was to examine the impact of digital storytelling on consumer engagement, brand recognition, purchasing patterns, and brand loyalty in the post-pandemic period of product marketing. The study discovered that digital storytelling was a very successful marketing tactic in the years after the pandemic. Businesses may engage with customers and successfully convey their brand's aim, values, and identity to the market they are targeting by using visual and multimedia content, customization, appeal to emotions, and a captivating narrative. It has been

established that digital storytelling significantly influences consumer behavior and is especially successful in increasing brand recognition, client loyalty, and engagement. The other goal is to pinpoint the critical components that successfully affect customer engagement and behavior through digital storytelling.

The study found many key components that have a major effect on how compelling and behavior-changing digital storytelling is for customers. These components include the quality of the stories, the story's relevance to the target audience, the sincerity and openness of the messaging, and the medium(s) via which the story is communicated. For instance, because it portrays authenticity and relatability, the use of user-generated material has been found to be particularly beneficial in boosting engagement and trust. The study also looked at how employing digital storytelling for marketing might be considered unethical. It was discovered that while using digital storytelling as a marketing strategy might be effective, it must be done so in a way that doesn't undermine consumer confidence or reputation. Businesses must make certain that their storytelling efforts aren't in any way deceptive, manipulative, or immoral. The public is becoming more aware of these problems and is ready to criticize businesses that act unethically.

### **5.3 IMPLICATION OF THE FINDINGS**

The findings of the research have significant ramifications for marketers and other key stakeholders. The significance of emotional engagement is one implication of the findings. Emotional involvement, according to the study, is essential for digital storytelling to be effective. This implies that advertisers ought to concentrate on developing stories that emotionally connect with their target market. One method to do this may be to learn the interests, attitudes, and values of the intended audience and use those details to develop tales with a stronger emotional effect. In the years after the pandemic, when customers are increasingly skeptical of the authenticity and morality of the businesses they do business with, this emotional connection is especially important. The study also highlights the need to develop digital storytelling for a particular audience. The study found that when digital storytelling is targeted to the target audience, it is more successful. This suggests that marketers need to work hard to comprehend what consumers want in order to develop narratives that appeal directly to their preferences and interests. They may build a deeper, more meaningful relationship with customers with this strategy, which might result in increased sales and brand loyalty.

Social media is a powerful venue for digital storytelling, according to the study. The creation and


distribution of content on social media platforms like Snapchat, Instagram, Twitter, TikTok, and Facebook should be a top priority for marketing professionals. The way that customers feel about goods and services might be improved by using digital storytelling. The report recommends that rather than only using digital storytelling as a method to raise brand awareness, marketers should consider it as a possible sales engine. Marketers may raise the probability that people will think about buying their goods or services by employing digital storytelling to establish an emotional connection and relationship with consumers. The decisions of customers to purchase goods and services may be favorably impacted by storytelling. This finding is consistent with earlier studies that claim strong emotional bonds are the primary forces influencing customer behavior. In order to build a relationship with the customer and foster their trust in the brand, storytelling can help persuade them to make a purchase. The findings also imply that no specific business or product category can claim to be the only one where storytelling is helpful for marketing a product. Storytelling is a flexible marketing tactic for marketers since it can be used to generate an emotional connection with a variety of goods and services.

## **5.4 FUTURE RESEARCH AND CONTRIBUTION TO THE LITERATURE**

Future research on this literature could explore several directions to address the limitations of the previous study and further develop our understanding of the topic. I would advise using larger and more varied samples in future studies to increase the likelihood that the results may be applicable to a larger population. The effect of digital storytelling on consumer attitudes and behaviors could be better understood by including people from various geographic regions, age groups, and cultural backgrounds. The success of digital storytelling in comparison to other marketing strategies like conventional advertising, influencer marketing, or social media marketing could be the subject of future research. This would make it easier for marketers to comprehend the benefits and drawbacks of digital storytelling and how it stacks up against other strategies in the post-pandemic environment. To investigate the long-term effects of digital storytelling on customer behaviors and attitudes, a longitudinal study could be carried out. This would make it easier to ascertain if the impacts of digital storytelling are long-lasting or if they gradually fade. Future studies should focus on the influences of digital storytelling on consumer attitudes and behaviors using experimental designs with control groups. This would contribute to the development

of stronger supporting data for the causal link between consumer behavior and digital storytelling. Detailed examination of the effects of digital storytelling on particular markets or goods

Future studies might concentrate on the effects of digital storytelling on particular sectors or types of goods. In the post-pandemic period, this would aid in developing a deeper grasp of how digital storytelling may be used to promote various goods or services. This study makes significant contributions to the body of literature. The study, in the first place, contributes to the expanding body of research on the efficiency of digital marketing in the post-pandemic era. This study offers helpful insights into how to use digital storytelling as a marketing technique in the current climate. The COVID-19 pandemic has expedited the shift towards digital platforms for marketing. Second, the study offers fresh perspectives on how digital storytelling affects customer attitudes and actions. The study emphasizes the value of emotional connection and genuineness in digital storytelling as well as how these elements can influence customer choices. Thirdly, the study adds to the body of knowledge by demonstrating the value of digital storytelling across a range of stakeholder groups, including consumers, content producers, marketing managers, social media marketers, and ad executives. According to the report, a variety of stakeholders can benefit from using digital storytelling as a marketing technique.



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# APPENDIX

**BEYKOZ UNIVERSITY**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

Dear Participants,

I am conducting a research on "The Impact of Digital Storytelling In Marketing A Product In Post Pandemic Era" and gathering data on how Digital Storytelling affects consumer engagement, consumer behavior, brand aware and brand loyalty. It will take approximately 5 to 10 minutes to complete this survey. Hereby, I am kindly requesting you to spend few minutes of your precious time in filling out the questionnaire as per your opinion and experience about Digital Storytelling and its impact on product marketing. Your input is valuable to us and will serve purely for academic purpose. The results will only be shared with participating enterprises in the form of general and average characteristics, without any mention of specific names.

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**Advisor: Professor Behiye Begendik**

**Beykoz University**

**Istanbul, Turkey**

GENERAL INFORMATION						
GENDER	MALE <input type="checkbox"/>					
	FEMALE <input type="checkbox"/>					
AGE	18 – 24 <input type="checkbox"/>	25 – 34 <input type="checkbox"/>	35 – 44 <input type="checkbox"/>	45 – 54 <input type="checkbox"/>	55 – 65 <input type="checkbox"/>	65 and Over <input type="checkbox"/>

LEVEL OF EDUCATION	HIGH SCHOOL	BACHELOR	MASTERS	PHD
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OCCUPATION	UNEMPLOYED			
	TRAINING			
	WORKING			
	BUSINESS			

<b>ITEMS PART 1</b>	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
The following is related to the Effectiveness of Digital storytelling in post-pandemic era. After carefully reading the statements, please mark (X) to what extent you agree or disagree.					
Digital storytelling is an effective way to establish an emotional connection with a product and a brand					
Digital storytelling is an effective way to differentiate a product from its competitors.					
Digital storytelling is an effective way to increase the perceived value of a product.					
Digital Storytelling effectively communicates the benefit and features of a product.					

<b>ITEMS PART 2</b>	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
The following is related to the Impact of Digital storytelling on Consumer Engagement in post-pandemic era. After carefully reading the statements, please mark (X) to what extent you agree or disagree.					
I feel engaged with a brand when its marketing campaign tells a story.					

I am more likely to follow a brand on social media if its marketing campaign tells a story					
I am more likely to recommend a product to others if its marketing campaign tells a story.					
I am more likely to become a loyal customer if a brand's marketing campaign tells a story.					

<b>ITEMS PART 3</b> The following is related to the impact of Digital storytelling on Consumer Behavior in post-pandemic era. After carefully reading the statements, please mark (X) to what extent you agree or disagree.	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
The pandemic has changed the way I shop for products.					
I am more cautious about my spending now compared to before the pandemic.					
I am more likely to shop online for products than I was before the pandemic.					

<b>ITEMS PART 4</b> The following is related to the impact of Digital storytelling on Brand Awareness in post-pandemic era. After carefully reading the statements, please mark (X) to what extent you agree or disagree.	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
Digital storytelling has increased my awareness of a brand and its products.					
I remember brands that use digital storytelling in their marketing campaigns better than those that don't.					
I am more likely to engage with a brand's marketing campaign if it uses digital storytelling.					

<p style="text-align: center;"><b>ITEMS PART 5</b></p> <p>The following is related to the Impact of Digital storytelling on Brand Loyalty. After carefully reading the statements, please mark (X) to what extent you agree or disagree.</p>	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
I am more likely to remain loyal to a brand that uses digital storytelling in its marketing					
I am more likely to recommend a brand to others if it uses digital storytelling in its marketing campaigns.					
I feel a stronger emotional connection to a brand that uses digital storytelling in its marketing campaigns.					
I am liable to pay extra for a product from a brand that uses digital storytelling in its marketing campaigns.					

# BIOGRAPHY

## Tunde SMITH

### Education Information

. **MBA (with Thesis)** Beykoz University, Graduate School, Business Administration Department, 2023 (Present)

. **BSC Applied Accounting:** Institute of Public Administration, Faculty of Social Science, Freetown, Sierra Leone 2009 - 2013

### Professional Experience

. **Founder and Director:** LPHAA D Mega Care Organization, Freetown, Sierra Leone (2020 - Till date)

. **Marketing Manager:** Phodish Minimart (2017 - 2020)

. **Program Director:** African and American Friendship Incorporation (2014 - 2017)

. **Accounting Intern:** National Petroleum SL LTD: (2012 – 2012)

### Event Hosted

. African and American Friendship Incorporation Awards 2016

. Edutainers Inter secondary school quiz competition 2015

### Volunteer/Community Activities

. **Volunteer Teacher:** Fourah Bay Community Learning Center, Freetown, Sierra Leone 2012

. National Electoral Commission registration agent

### Professional Development

. Young African Leaders Initiative, Accra Ghana – Certificate on civic leadership

. Certificate of participation UNICEF workshop Freetown Sierra Leone

. Diploma in Microsoft

. One.org - Certificate of civic leadership