



The Technique of Story Telling Through Narrative Advertising: It's Impact on the Youth of Bangalore

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DECLARATION

I hereby declare that the dissertation titled “**The TECHNIQUE OF STORY TELLING THROUGH NARRATIVE ADVERTISING: IT’S IMPACT ON THE YOUTH OF BANGALORE**” is an original work prepared and written by me, under the guidance of **Prof. SHYAMALI BANERJEE**, Department of Journalism and Mass Communication, Jain University, in partial fulfillment of the requirements for the Degree of Masters of Arts (Journalism and Mass Communication). This dissertation or any part thereof has not been submitted to any other University for the award of any other degree or diploma.

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PALLABI DEKA

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I whole heartedly dedicate this work to,

My Parents, for providing me with unlimited motivation and internet. To,

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ABSTRACT

This dissertation explores the technique of story telling through narrative advertisements on the youth of Bangalore. This study tries to grasp how the youth react to the narratives utilized in advertisements and the way it influences their mindset, be it positive or negative. Author Surrogate, Audience Surrogate, First Person, Second Person, or Third Person narrative, or Magic Realism are some of the numerous modes of representation for the story telling technique or narrative enunciation. All of these storytelling tactics are employed to persuade the audience to believe in the reality as it unfolds from beginning to middle to end. Herein lies the significance of the story. Based on the narratives, the research question to be examined is whether there is an emotional connection developed between customers and the brand. Quantitative analysis is a tool for analyzing diverse adolescent perceptions, and social media plat form, YouTube is employed as variables in the analysis. This study had a sample size of 100 participants.

Keywords: *Narrative Advertising, YouTube, Social Media, Instagram, story telling, Youth, Hedonic*

OPERATIONAL DEFINITIONS

- Narrative Advertising: It conveys the core message by telling a story.
- Social Media: It refers to the ways in which individuals connect in virtual communities and networks, creating, sharing, and exchanging information and ideas.
- YouTube: It is an American online video sharing and social media platform owned by Google.
- Story telling: It's the vivid portrayal of ideas, beliefs, personal experiences, and other things through storytelling that elicits strong emotions and insights.
- Youth: The period between childhood and adult age.
- Hedonic: Connected with feelings of pleasure.

CHAPTER ONE INTRODUCTION

In the field of promoting, there have been a few ads utilizing different techniques to draw in customers to a particular brand and construct a positive impression of it. This exploration will see how Bangalore's childhood decipher story ads and regardless of whether it affects their buying choices and brand standards. It likewise investigates assuming customers have an enthusiastic response to these kinds of ads and regardless of whether they are impacted by them.

Narrative Advertising can be characterized as ad that fuse a type of narrating or use stories in their advancements of items (Linh, 2017). Account ad can likewise be called as story promotions. These commercials have their own topics, objectives which are utilized to draw in clients. These notices will consolidate a voiceover or character to sanction the story. In the field of publicizing, there have been a couple of advertisements using various systems to attract clients to a specific brand and build a positive perspective on it. This investigation will perceive how Bangalore's adolescence translates account attachments and whether or not it influences their purchasing decisions and brand principles. It in like manner explores if clients have an energetic reaction to such attachments and whether or not they are affected by them.

Account promotions can be described as advertisement that combine a kind of describing or use stories in their headways of things (Linh, 2017). Account notice can in like manner be called as story promotions. These ads have their own subjects, destinations which are used to attract customers. These plugs will merge a voiceover or character to arrange the story.

It can likewise be characterized as a story promotion as one including "entertainers with intentions, an occasion grouping, a setting that has physical, social, and fleeting parts." (Padgett and Allen 1997). For decadent items, story advertisements are essentially more viable on the grounds that they pass on profoundly emblematic, experiential, and passionate implications, which line up with the center qualities of epicurean utilization. In view of proportions of promotion adequacy and account transportation, story advertisements work better with, and hence are more reasonable for gluttonous items than utilitarian items. (Linh, 2017).

➤ *Advertising history in the Indian Market*

For a long time, the publicizing business has existed in India. One of the primary ways that promoting were shown was through different print mediums. Many pictures and expressions were spread through this media during the battle for freedom to convince the general population. The advancement in the country's economy during the 1950s made a street for quite a long time to utilize print media. This print media predominance went on until the mid 1980s, when TV turned out to be progressively well known. By 1959, 21 local area TVs had been utilized in a trial where the transmission was gotten from a studio. A test with 21 local area TVs was done in 1959, with the sign coming from a studio in Delhi. All India Radio transmission every day transmissions including a 5-minute news update beginning in 1965. Just seven urban communities were involved, determined to help the economy, social character, and public joining. This entrance happened done at a lethargic speed, where the Doordarshan was the specialist organization under the Government of India. The cross country broadcast was presented with the beginning of shading TV in the year 1982. By the following decade, numerous amusement and instructive projects were presented through Doordarshan. The publicizing business started to become quickly after the financial progression in the Indian TV market. The crowd started to see an assortment of shows. This expanded the time spent by the watchers in survey TV, alongside it the time spent to watch notices began to develop too.

Brands created messages to satisfy their generated demands at the start of the era, which eventually evolved into developing a unique component for the brand. From being a good targeted tool to being connection partners with customers and society, branding has evolved. This made organizations to go after acquiring the consideration of possible clients, which then, at that point, gotten change the accounts and procedures utilized. These accounts merged on the way that joy and assets were connected, and thus making a general public that for the most part saw a development in terminal and instrumental realism (Selvanayagam, Rehman, 2018).

With the increased use of the Internet, there has been a shift in the way diverse narratives are presented in receding the social media scenario, the stakeholder focus branding era has made consumers as active participants in the narratives shown by a brand. (Selvanayagam, Rehman, 2018). This was due to the fact that the potential consumers were able to instantaneously respond back to the campaigns done by brands through social media. Through various brand communities, there is a constant presence of the continual sharing of experiences which can be either direct or indirect. The branding narratives in the Indian market have shifted from utilitarian to symbolic, with more socially oriented messaging in social media. These television tales foster and affect societal consumption patterns (Selvanayagam, Rehman, 2018). In the Indian market situation, narratives aided in the cultivation of materialistic wants that did not exist previously in the minds of Indian consumers. Later on, the focus shifted to developing a close relationship with customers.

Narrative advertising has become a popular method of communicating a genuine and compelling brand story. Advertisers and marketers can now tell longer brand stories using new media channels like YouTube and video advertising. Scholars have

sought to explain the efficacy of narrative advertising and storytelling execution from the perspective of narrative transit or self-referencing. A critical literature review and a case study technique are used in this chapter. This chapter of the book examines current practices in narrative advertising as well as theoretical inquiries. To clarify this popular advertising approach and investigate its ramifications for the advertising and marketing communications sector, the authors finish this chapter by presenting two best practices in story advertising.

The appeal of extended narrative advertising stems in part from its ability to engage audiences more effectively than typical 15-, 30-, or 60-second advertising forms (Parekh, 2010). Furthermore, advertisers do not have to pay more for longer narrative material than they would for traditional television advertising (Parekh, 2010). Increased consumer interaction with story advertising is expected to result in "narrative transportation" to influence customers (Kim, Lloyd, & Cervellon, 2016). Narrative advertising is frequently associated with storytelling, which is an execution technique. Both phrases refer to how a brand tells an emotionally-engaging tale to deliver "consistent and compelling content to form an image" of a brand (Bacon, 2013, n.p.). Storytelling is vital for establishing a brand's identity since it tells an engaging story. We've all witnessed the power of narrative in action. Stories have most certainly influenced our decision to make a purchase, wear a specific piece of apparel, or drink a specific beverage. In the ongoing fight of the brands, narrative has become a weapon. The companies that are succeeding have caught our imagination and earned our hearts, rather than our heads.

➤ *Impact*

Advertising informs youth about new things accessible in the market. It broadens their understanding of the most recent technological and non-technological advancements.

- If persuasive commercials centered on healthy food goods are appealing enough, they can help change a youth's diet.

Advertisements urge youth to persuade their parents to buy the things depicted in advertisements, whether or not they are useful. If the merchandise is not purchased, the small ones become emphatic. They frequently misinterpret the messages in advertisements. They ignore the positive aspects in favor of focusing on the disadvantages. They are prone to impulse shopping as a result of the dazzling commercials that are shown on television and often lose their ability to enjoy a life free of materialistic joy after seeing advertising. Youths are more likely to be drawn to high-end branded items such as jeans and accessories. They ignore the less priced but more beneficial ones that aren't advertised. •Advertisements have an indirect impact on their conduct. When they are denied the latest gadgets that are portrayed in advertising, they may have temper tantrums. They are encouraged to persuade their parents to buy the things portrayed in commercials, whether or not they are useful. If the merchandise is not purchased for them, the tiny ones become adamant and frequently misinterpret the messages in advertisements. They ignore the positive aspects in favor of focusing on the disadvantages. Many advertising nowadays involve perilous stunts that can only be accomplished by professionals. Despite the fact that the commercials include statutory warnings, they frequently try to mimic the feats at home, with deadly results. They often lose their ability to enjoy a life free of materialistic joy after seeing advertising. Junk meals like pizza, burgers, and soft drinks are frequently advertised during children's television viewing time. They acquire a need for fatty, sugary, and quick foods as a result of this, which has a negative impact on their health.

Recent inventive breakthroughs have galvanized global corporations' marketing attempts to pique the interest of digital natives (i.e., Generation Z) with real-time and narrative material. Almost every generational cohort is imprinted with diverse views, tastes, and values, which leads to various behaviors. Because a general marketing motto would not be effective for all generations, marketers have developed a variety of marketing tactics to address these changing characteristics. Each age witnesses its own technological evolution; one generation may like the experience of shopping in a brick-and-mortar store where they can touch and feel the products, while another may prefer the ease of shopping online.

Generation Z is the next generation of consumers on whom marketers should concentrate their efforts. The generational cohort of customers born between 1995 and the late 2000s is known as Generation Z or "Digital X."

Generation Z is the first generation to grow up with technology from an early age, and they are more technologically advanced in terms of communication and information than any previous generation. In terms of the amount of hours spent and the number of platforms they utilize, they are fairly heavy consumers of digital platforms and tools. Recent studies on narrative advertising have discovered that storey ads are more likely to elicit emotional responses from viewers, and that facial coding has revealed that viewers are more likely to make facial expressions when watching a narrative style ad. Generation Z uses more digital channels than previous generations and their attention is split between multiple gadgets. They prefer quick solutions since they have unrestricted access to information. As a result, marketing to Generation Z differs from marketing to other generations. They seek authentic and relatable information and prefer businesses and items in which they may see their mirror. Consumers can visualize themselves using a product or service when they see narrative advertising. As a result, narrative commercials should be looked into in the case of Generation Z, as they are a growing market sector. More and more organizations are employing narrative advertising to elicit emotional responses from their customers, and given the characteristics and habits of Gen Z online, narrative advertising could be an effective way to attract their attention.

Laeq Ali, President of The Advertising Club Bangalore and Co-Founder of Bloombox Brands & Origami Creative, believes that a new world order is already in place. While there has been a lot of discussion about how customer preferences and behavior will change, we performed this survey to better assess the overall impact and see what we can do. It is apparent that advertising agencies play a crucial role in restoring consumer confidence and bringing the market as a whole back into a positive mindset.

Today's content marketing relies heavily on stories and the art of storytelling. Not many brands understand the significance of discovering their core story and learning to express it in ways that captivate new followers and inspire advocates. Few of the reasons why storytelling is vital for branded content are as follows:

- *Experiences are Created by Stories:*

Experiences leave an indelible mark. They go much beyond facts, figures, and characteristics. And by producing a story-based experience, audiences are left with a brand impression that resides deep in their hearts rather than on the unstable borders of their thoughts.

- *Stories Explain what Distinguishes One's Message:*

If we have an innovative or unique offering, chances are it won't remain innovative or unique for very long. Any level of success will result in a slew of imitators.

- *The Emotional glue that binds us to our Customers is Stories:*

Our brand would be meaningless to our audience if it weren't for stories. Those are the stories that make a genuine connection. Facebook now has an entire webpage dedicated to tales. Fans can share personal and group experiences on social media experiences.

➤ *Examples of Narrative Advertising.*

After years of employing 'beautiful' models to promote Dove's goods, Bright realized it was damaging her own daughter's self-esteem, as well as the self-esteem of everyone whose daughter was exposed to this advertising. Rather than quitting her work straight away, Bright prepared a mock-up advertisement that included all of the company's assets. Daughters of the directors includes text next to each photograph explaining how these girls didn't believe they were beautiful. Bright and her team presented it to the board of directors, convinced that it was a risky but valuable venture move. Of course, the Dove executives were tremendously impacted, and through tears, they said a loud yes, entirely overhauling Dove's marketing strategy, which has lasted until this day. The cynics can make whatever conclusions they want, but the campaign was created for a city that genuinely desired change and it used storytelling to make a culturally beneficial shift.

Perspective, flashbacks, foretelling, and tone are totally used to convey the account along, moving the peruse to the furthest limit of the story. These and other account techniques inundate the peruse in the current story while likewise giving a structure and a connection to prior works that waits long after the story is finished.

- *Point of View*

While making a story, the creator's perspective is the viewpoint the person decides to use. The perspective (POV) directs who tells the story and how it is told. The account is described in the principal individual, or direct portrayal, according to the viewpoint of the storyteller.

Third-individual all-knowing or edge portrayal permits the pursuer to notice all characters in the story according to their perspective, including realities that different characters may not know about. Albeit most accounts have a similar POV all through the story, a few writers use POV shift as a composing strategy to give the pursuer new data or an alternate point of view.

- *Flashback*

A flashback uncovers something the watcher doesn't have some familiarity with about the story or the characters. Flashbacks are oftentimes used to set up occasions that will happen later in the plot or to clarify a person's inspirations dependent on past activities. Toni Morrison utilized flashbacks broadly in her book "Cherished" to clarify the deficiency of Sethe's kids, data that was not in any case passed on in the plot. However long flashbacks don't confound the pursuer, they can give critical foundation data that can both explain and convey the story ahead.

- *Foreshadowing*

Foretelling is a methodology for implying to impending occasions. The objective is to make strain in the pursuer by suggesting elective situations that will be utilized later in the book. For instance, a self-destructive person who finds a secret gun from the get-go in the clever sows the seed of its last application in the pursuer's brain. Foretelling is a procedure that can be utilized to hint conditions that will be settled later.

- *Tone*

The manner in which an essayist imparts himself in a story through style, word decision, and symbolism is alluded to as tone. Frequently, writers send tone by their composing style, for example, Voltaire's utilization of mockery in "Candide" or Steinbeck's disdainful tone in "Of Mice and Men" through the personality of "George." The writer's tone helps with imparting his perspectives about explicit circumstances and characters. Therefore, the peruser is better ready to decide how they feel about the issue.

➤ *What precisely do you mean when you say "narrating" in promoting?*

Television publicizing have been similar to this for most of their reality: "Hello, buy this stuff!" It's speedier, more affordable, and more successful!" It's somewhat annoying, particularly the tone of the voices. Then, at that point, in 2012, I saw an increase in ads with stories. They don't generally talk about the "selling point," which used to be something significant in publicizing:

Why would it be advisable for you to purchase this item? They show how the offered item can assist you with accomplishing your utilization targets, rather than basically educating you concerning the advantages of the item. It talks nothing about the item straightforwardly, yet it's still very persuading.

It brings out a human feeling and sets up a connection. The benefit is that it isn't oppressive. Individuals don't generally react well when they're told to purchase something. Notwithstanding, underlying angles in accounts, like the presence of an essential person in the story and their activities in the plot, permit a watcher to identify with the story in the commercial, bringing about more charming sensations in the watcher. This sort of connection has been displayed to increment vicarious learning through the fundamental person's sentiments, considerations, and convictions, just as lessen watcher protection from the advertisement story.

➤ *Study's significance*

- Narratives are used in the majority of video advertising to attract viewers.
- These stories are more likely to elicit emotional responses.

CHAPTER TWO

REVIEW OF LITERATURE

This part will examine the existing literature on narrative advertising, its effects, the advertising industry in India, and the many sorts of advertisements used for various items.

➤ *Narrative Advertising's Effectiveness*

- *“In the paper Communicating Experiences:*

A narrative Approach to Creating Service Brand Image (1997), Dan Padgett and Douglas Allen tries to understand the merits of narrative approach to communicating service brand image. They comprehend the concept of service experience and deduce the meaning of narrative advertising. They go on to look at the many types of service images that are used in narrative advertising. They talk about the effectiveness of advertisements and differentiate between narrative and argumentative ads. They go on to discuss how Argumentative commercials are more capable of carrying out functional information regarding service brand image than narrative ads, whereas narrative ads are more capable of delivering symbolic information about service brand image. The paper aids in the comprehension and interpretation of narrative advertising. It further talks about how various narratives help in the creation of service brand image.”

“In the paper Using EEG to examine the role of attention, working memory, emotion, and imagination in narrative transportation (2017) done by Ross Gordon, Joseph Ciorciari and Tom van Laer observed consumer responses to narrative videos in energy efficiency social marketing. The age group studied was those over the age of 60. While participating in the EEG experiment, the participants were invited to watch four different narrative movies. According to the findings of the study, narrative is a good technique to get people's attention. They also noted that near the start of the video, characteristics including attention, working memory, and emotion were all high. The study also discovered that different emotions are evoked by different stories or narratives in videos. The study's findings suggest that narrative transportations play a role in forging a deep bond between viewers and the film. The study's findings assist the market in demonstrating that narrative transportation is effective when consumers pay attention. Though the focus of this study was on films for energy efficiency, it is crucial to remember that emotional responses, working memory, and imagination are all important variables in narrative transportation.”

“In the paper Narrative Advertising(2015), Meng Li focused on consumer created narratives by applying the Leximancer software. The software was used to examine the various narratives derived which talk about the customers experiences with the Pal's Service restaurant. The main research question of this study was where a brand meaning can be derived from consumer generated narratives. The study focused on a campaign done by the fast food chain in 2014 called, 'Come Home to Pal's'. The reason why the study was conducted on this particular food chain is due to the fan engagement present on the social media. The submitted narratives which consisted of 2,382 gave out many different themes and therefore was further divided into three groups: overall, female and male. Through the concept map from the Leximancer method, the word home seemed to be prominent. Maps were created to showcase different concepts and which also showed that most of the narratives were product specific. Tea, French fries, and Cheddar Rounds were the products that consumers mentioned the most in consumers' narratives. The word 'Home' is shown to have a strong emotional connect among the consumers. The other two words that also created the most connect was 'family' and 'love'. The research gap in this study was the narratives received were more positive in nature which created an unbalance. The brand meaning were subjective in nature since the author interpreted meaning based on the concepts. Despite this, the study helps in understanding the consumer narratives can also create an emotional connect. It also gives an understanding of the usage of the Leximancer software method which created a mapping of different concepts.”

“EuEunjin (Anna) Kim, S. Ratneshwar (2017) in their paper 'Why Narrative Ads Work: An Integrated Process Explanation' analyzed and tested why narrative advertisements are more persuasive than non-narrative advertisements. In this research they chose 50 ads for the study, 25 of which are narrative and the other 25 are non-narrative, and asked the participants to assess them. These commercials were produced in the United States and aired in 2015. Both of these advertising were based on consumer products and services and were chosen at random. The responses were categorized using Qualtrics software and four variables: emotional response, hedonic value, ad believability, and perceived goal facilitation. The study's moderating variables were the type of featured product evaluated and the product's involvement. The results revealed that when participants viewed a narrative advertising, all four factors increased. The research gap in this work was that no other types of media were analyzed, and the exposure of these advertising was deliberate rather than accidental. There is also a lack of ecological validity, which has been mentioned. This study aids in comprehending the many approaches used to examine the viewers' point of view. Although the exposure of the advertisements were intentional, it gave a depth of how narratives can affect the emotional response of the participants and creation of brand attitudes among participants. It also showed that the participants form an emotional connection with the brand ideologies and also form a personal connect.”

“Russell K.H. Ching and Pingsheng Tong, Ja-Shen Chen Hung-Yen Chen (2012) in their research 'Narrative online advertising: identification and its effects on attitude toward a product' studied internet based narrative advertising and the effects

of interactivity, entertainment, vividness and self-referencing in the design elements of the advertisement. It also focused on trying to understand the effects of involvement of advertisement on these relationships. The methodology used in this paper is through an online questionnaire. A pilot study was conducted which used the same methodology and posted on my3Q web site (www.my3q.com) where 101 responses were received. This was done in order to bring more clarity to the work. The actual questionnaire was later posted on Chunghwa Telecom web site from the list: an automobile from Nissan Tiida, a MP3 player branded Elio, Kiss Perfume or either Lay's chips. After the selection, they were made to answer a set of questions and visit the retailer's website. Out of 1,281 questionnaires, 816 were used. Through the questionnaire it was found that there are greater levels of interactivity, vividness, entertainment and self-referencing which made the audience to have a favorable perspective about the product. This study was conducted in Taiwan and would have a different set values compared to the audience in India. The study helps in analyzing the response of the particular age group to online advertising. It gives an idea how different narratives involved can bring positive reactions towards certain product even through the online media."

"BeataZatwarnicka-Madura, Robert Nowacki in their study *Storytelling and Its Impact on Effectiveness of Advertising*(2018) observed at how narratives are used in nature and how they are more successful. Despite the fact that the study was limited to the Polish market, it demonstrates how many storylines are simpler to recall. The concept that most brands should transmit their ideology through various styles of storytelling, such as experiential storytelling, altruistic storytelling, and data-driven storytelling. According to research conducted among Polish businesses, the most stimulating to purchase arguments in commercials are often rational reasoning, most often related with product features or pricing. However, they are also aware that emotional narratives are effective in the market, as evidenced by consumer feedback. The above factors do not address the problem of storytelling as a marketing technique. They are more of a foundation for future research on this topic, especially since the problem is currently underappreciated in Poland's market conditions. However, this study aids in the analysis of various market perspectives and their perspectives on the situation. . But this research does help in analyzing different market perspectives and their take on the storytelling method for brands."

"In the article *Imagery Fluency And Narrative Advertising Effects* (2013), Chingching studies the cognitive processes associated with processing narrative ads . The study was conducted college students and they were forwarded a questionnaire where they were asked to read a magazine segment and they further questioned on the ad made them feel, measures of attitudes toward the advertisement, attitudes toward the brand, and imagery fluency. The article further discusses as how the different factors affect in two ways one which is the comprehension fluency and the second being the imagery fluency."

"Sandra Kaliszewski in her paper, *Through a Narratological Lens: An analysis of the storytelling elements in award-winning advertisements* (2013) tried to tackle the question of what story elements are used in award winning advertisement They found 56 advertisements that had received the Grand Prix, Grand Prix Campaign, Gold Lion, and Silver Lion at the Cannes Lions International Festival of Creativity 2013 in the category Film during their research. Practical narratives were found to be successful in capturing the attention of consumers. The utilization of music and light was quite effective in luring customers .There is also a factor of inter culturality present in the advertisements. This is contributed to the international audience to create a better understanding among them. Through the observational methodology done by the researcher, she found that there are various ways of engagement done by the organizations in order to attract the customer. It is also observed that all of the advertisements do not present competing messages or more than one moral to remember. This shows that the narratives use by the brands need not always be carrying any social message, yet it can be simple and yet immersive in nature. We can the story or narrative plays an important role along with the various other elements to attract the consumers."

➤ *The Indian Market*

"A study on *Growth of Advertising Industry in India*(2018) was done by Nidhi Tandon which examined the expansion of the Indian market in the past decade and how advertising played one of the major role in it. The study looked back in time to see how advertising content with more regional language was on the rise. It also revealed that there has been a significant increase in customers who believe that the relevancy of digital ads has grown for them, and that these ads are assisting them in finding the proper product and making better purchasing decisions. The research indicates how retail advertising is expected to increase, as well as how the ecommerce industry is gaining popularity in the country. The rural area has the potential to be a lucrative target. The report also looked at the latest trends in the Indian market, particularly in terms of content presentation on mobile phones. The statistics in the paper show that ads on social networking and mobile are seen the most in terms of digital advertising. Many people click on such advertisements and which have also resulted in purchase of the product. The paper shows that people who have seen an advertisement on a social networking site have clicked and viewed it while others have seen a mobile ad have clicked and looked for more information. Most of the online users prefer the content to be in their regional language. The paper gives an insight to the different changes that have taken place in the Indian market scenario and how various trends have been incorporated for different brands."

"MohdFasi analyses the consumer behavior of the Indian market in his paper *Impact of Advertising on Consumer Buying Behavior* (2016). The method used for the research was through questionnaires distributed where the respondents were of the working class. The study analyzed how advertisement is effective in purchasing or using a product. It also analyzed as to how the respondents are attracted to celebrity endorsements in advertisement and it can also affect their purchasing decision. It also shows

how the positive impact of all these factors such as quality of the product or even celebrity endorsement verifies the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions. The paper is useful in understanding the effect of advertising on consumer behavior in Telangana and in understanding the role that advertisement plays on the perspective of the Indian audience.”

“Priyanka P.V and Padma Srinivasan, *From a Plan to Generating Revenue: How is Social Media Strategy Used to Generate Business in the Retail Industry in India?* (2015) In her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.”

“Selvanayagam, K.and Rehman, V.(2019), "Materialism, television and social media – analysis of the transformation of post-colonial Indian market" (2018)analyzed the Indian market and the history of marketing in India into the post-colonial era. It was a comprehensive study based on Sreekumar and Varman's earlier work. It was centered on the advent of various media technologies as well as their adaptation. The research also looked at various brand storylines in print and on television. In addition to delivering unique visuals to the market, brands have gradually begun to display inspirational messages in order to persuade buyers. The majority of commercials during this time period concentrated on highlighting the products' utilitarian merits. By the early twenty-first century, the brand had shifted its focus to providing clients with value and a relationship partner. With the introduction of television into every home, each company was able to create its own distinctive narrative. Most brands in the twenty-first century recognized the relevance of brand community and the value of consumer inputs. This resulted in increased consumer participation, and ads that had previously been approved by celebrities began to reflect the thoughts of the general public. This enhanced the amount of time they spent demonstrating the symbolic meaning and portraying inspirational lives in their stories for a better existence. This paper showed how there is a change in the narratives done by different brands in the post-colonial era and how these narratives play an important role for changing perception of the Indian market.”

➤ *Advertisement Types for Various Products*

“A study on Narrative Persuasion in Social Media: An Empirical Study of Luxury Brand Advertising (2018) was carried out by Ran Huang and Sejin Ha. Sun Hwa Kim which focused on the effectiveness of social media in luxury brand advertising. The major goal was to look at how the characteristics of both the message presenter and the message receiver might influence the narrative persuasion process and, in turn, consumer responses. A poll was sent out to the various social media accounts. They concentrated on Instagram because it is becoming increasingly popular among luxury brand marketers and consumers. This media is extremely efficient for conveying a variety of visual messages. The users were based in USA, and they were asked to go through the media accounts of the Hotel, i.e. Four Seasons and Ritz Carlton. From 204 responses, only 192 were selected. The results further showed how the narrative usage had led to positive effect to the brand social media attitudes. The study also discovered that social media may help promote premium businesses and improve consumer experiences. The study's limitations were that it was limited to only luxury brand products and that the sample size was small. Through the research, we can see how social media tales play a vital role in the luxury brand concept.” Nada Adel Attia, Nada Adel Attia Dr. Riham Adel Hassan Sayed in *Online Narrative Ads and its Impact on Facebook User*.

“Examined the impact of online narrative ads on Facebook users engagement with the brands Engagement. They used questionnaires to analyze responses to five online narrative advertising for various brands in various industries. There were four primary characteristics that had an impact on improving online user engagement with the brand: online interaction, advertisement entertainment features, vividness, and self-referencing. The majority of the respondents were 18 to 34-year-old active online users who exclusively used one social networking platform. This study also found that increased levels of engagement may be attributable to narrative ad features; while some parts are more important than others, the total influence was substantial and significant. This paper is useful in understanding how the narrative advertising that are shown on social media effect the viewers. It makes use of transportation theory as well.”

“Tran Thuy Linhin *Narrative Advertising for Hedonic & Utilitarian Products* (2017)examined the differences between narrative and argumentative advertisements. This made it easier to figure out which style of advertising was employed for which product: hedonic or utilitarian. Six products were chosen in the beginning for both categories, and subsequently chocolate and toothpaste were chosen for hedonic and utilitarian products, respectively. Eighty ads were chosen for the study, and they were categorized based on three narrative elements: narration, character, and plot. They performed an online poll that includes open-ended questions. Qualtrics was used to design the survey, which was then circulated via social media and group emails. There were 80 responses to the questionnaire, with half of them being female (58.75%), 38.25 percent male (38.25%), and the remaining 5% being other. The majority of the responders were between the ages of 20 and 30.

According to the results of the survey, narrative commercials work far better for hedonic products. When opposed to argumentative commercials, these advertisements were able to capture the attention of the participants and even entertain them. However, the responder also stated that the narrative advertising lacked relevant product information, resulting in lower ad

effectiveness ratings. The majority of respondents preferred to be presented real facts and information that might illustrate a utilitarian product's functions. According to the findings, respondents favored story advertisements for both hedonic and utilitarian products, however the latter product received the most votes. Ad effectiveness was demonstrated by argumentative. This study provides insight into the type of category that should be picked for a study and which advertisements would be most effective in that category.”

CHAPTER THREE METHODOLOGY

A. Research Methodology

The research paper has used quantitative analysis of data collected from various secondary as well as primary sources. Secondary data was gathered from a variety of public-domain sources, including review of literature and textual analysis of various narrative ads distributed through broadcast media (television commercials) and social media platforms. The original data was acquired from a sample of 100 respondents in Bangalore using a standardized questionnaire. The study's major goal is to figure out how narrative commercials influence the Youths in Bangalore and impact on their purchasing decisions.

B. Objectives

➤ General Objectives

To determine whether these narratives have an impact on the youths. To see if these storylines have an impact on their purchasing decisions.

➤ Specific Objectives

To determine how the Bangalore city's young generation, aged 15 to 30, is attracted towards narrative advertisements.

To analyze that story advertising have unique characteristics, such as a high influencing capacity, which catalyses customers' initial identification with the brand and then turns into a long-term relationship with the brand.

C. Research Questions

The research conducted on the issue will be used to prove the following questions in the article. They are as follows –

- Does the purchase behavior of Bangalore's youth change as a result of narrative advertising?
- Will their perspectives change about the company/brand due to the narratives used in those advertisement?
- To elaborate further, here I would like to mention that, 20 such narrative advertisements as they are disseminated through YouTube will be studied based on the audiences' number of clicks/views.

D. Theoretical Framework

This paper will attempt to understand Psychoanalytic Marketing Theory (Dr. Robert Cluley) and Uses and Gratification Theory (Katz and Blumler)

Psychoanalytic Marketing theory explains and describes marketplace behaviors. This type of study incorporates a variety of viewpoints in order to challenge commonly held beliefs about consumers and markets. This is appropriate because viewers who are exposed to many narratives typically become immersed in the storyline, which influences their decisions.

Uses and Gratification theory actively seek out products that meet the needs and desires of the customers. It discusses how people utilize the media to meet their own need and how they feel content when those needs are met. It was concluded that people can employ the same communication message for a variety of reasons.

E. Research Method

The method used for the research is a Quantitative method.

➤ Quantitative Research

“Quantitative exploration is the most common way of gathering and breaking down mathematical information. It tends to be utilized to find designs and midpoints, make forecasts, test causal connections, and sum up outcomes to more extensive populaces.

Quantitative exploration is something contrary to subjective examination, which includes gathering and investigating non-mathematical information (for example text, video, or sound).

Quantitative exploration is generally utilized in the regular and sociologies: science, science, brain research, financial matters, social science, showcasing, and so on.”

F. Data Collection

The quantitative data sample to be chosen consisted of approximately hundred individual respondents. The sample size for this data was determined by the number of people in Bangalore. On Google Forms, an online survey was created, and the link was shared over Whatsapp. The approach utilized here was a simple random sample, in which the questionnaire was delivered to a

random group of adults aged 18 to 30.

➤ *Data Collection Tools*

The Research instruments for the study of THE TECHNIQUE OF STORY TELLING THROUGH NARRATIVE ADVERTISING: IT'S IMPACT ON THE YOUTH OF BANGALORE is:

- *Questionnaire*

➤ *Research Tools:*

- Various Research Tools used in the project are:
- Tabulation
- Percentage Analysis
- Pie Chart

G. Sample Design

Examining configuration is a numerical capacity that provides you with the likelihood of some random example being drawn. Simple Random Sampling is an inspecting strategy where each thing in the populace has an even possibility and probability of being chosen in the example. Here the choice of things totally relies upon possibility or likelihood and thusly the examining procedure is additionally in some cases known as a strategy for possibilities.

For this research, I'll be using simple random sampling method. My sample size would be 100 participants for the questionnaire method. The example chose depends on one's base information and knowledge of the changing patterns of corporate publicizing, from item deals to support advancement particularly corporate obligation ideologue. The current example is a larger part of individuals between the age gatherings of 18 to 30, which comprises of for the most part understudies, youthful working grown-ups.

H. Hypothesis

- Narrative Enunciation has a strong influencing capacity and the consumers cannot get away from the persuasive impact of narrative ads.
- Narrative Advertisements not just persuade the audience or the viewers or the consumers but creates a durable association with the product.
- Narrative Advertisements deliberately makes use of these two specific narrative technique, Author Surrogate or Audience Surrogate to make them appear more real.

I. Approach

Information from secondary sources (examination of literature) was explored in order to gain a better understanding of the topic. Following that, a quantitative method in the form of a survey was applied. A questionnaire based on research questions was prepared for this aim. A total of 14 questions were asked in order to determine the youth's grasp of the topic. The participants were provided a definition of narrative commercials so that they could understand what they meant. A video was also attached to the questionnaire so that participants could view an example of the topic.

J. Research Gap

- The narratives received in previous studies were more positive in nature, which produced an imbalance because the author interpreted meaning based on concepts, the brand meaning was subjective. This study tries to comprehend the customer in Narrative Advertisements so that they not only persuade the audience, viewers, or consumers, but also build a lasting link with the product.
- Several research have evaluated and concentrated on a certain brand of product; however, this study concentrates on one social media platform(YouTube).

CHAPTER FOUR DATA ANALYSIS

A. Survey Analysis

➤ Residence of the Respondents

Out of 100 respondents, the majority of the respondents are from Bangalore.

Table 1 Age of the Respondents

Age	Frequency	Percentage
18 – 21	14	14%
22 – 25	68	68%
26 – 30	18	18%

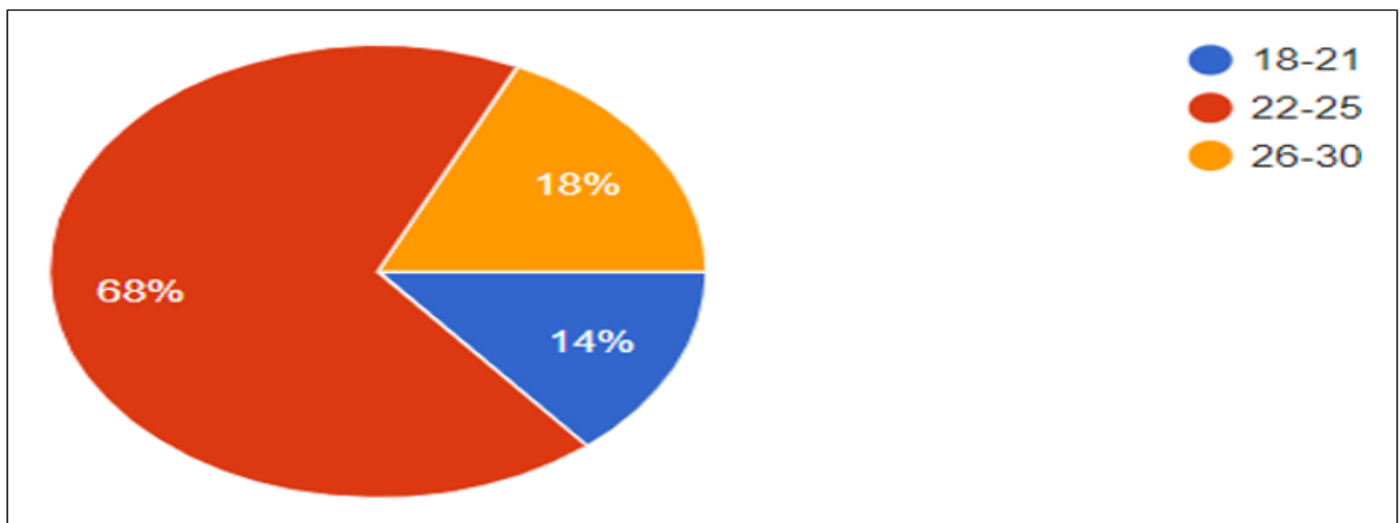


Fig 1 14% of the population fell between the ages of 18 to 21, 68% were between ages of 22 to 25% and 18% were between ages 26-30.

Table 2 Gender of the Respondents

Gender	Frequency	Percentage
Male	59	59%
Female	40	40%
Prefer not to say	1	1%

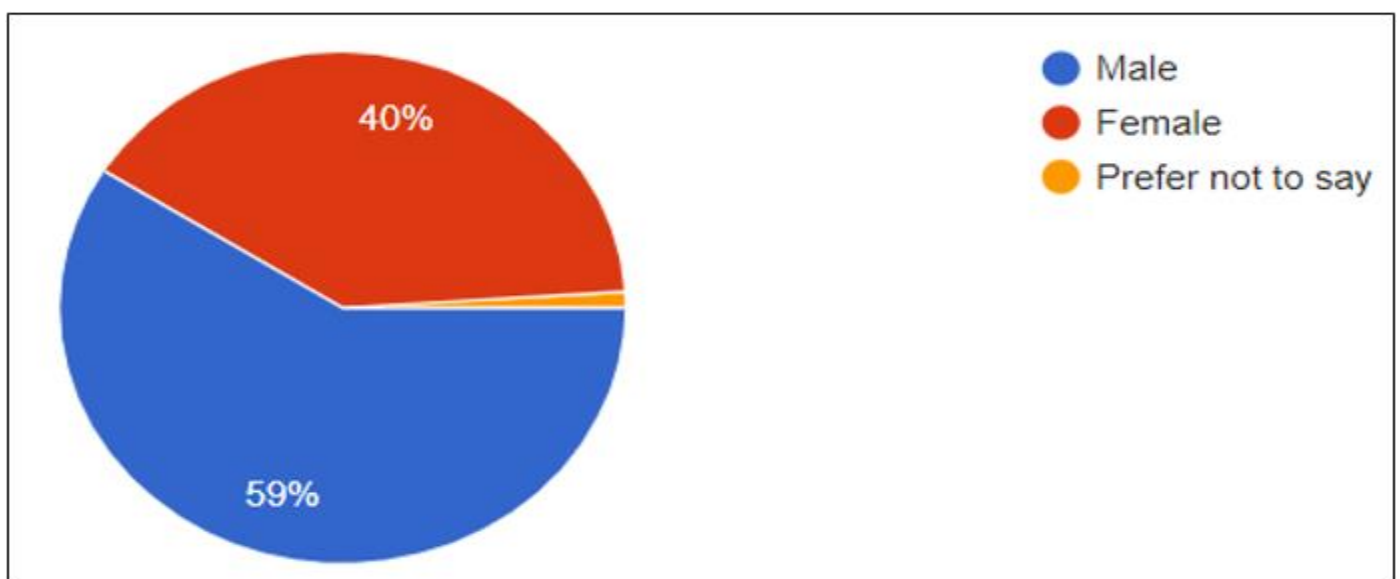


Fig 2 59% were Male, 40% were females and 1% preferred not to say.

Table 3 Profession of the Respondents

Profession	Frequency	Percentage
Student	62	62%
Entrepreneur	3	3%
Employee	20	20%
Service	7	7%
Others	8	8%

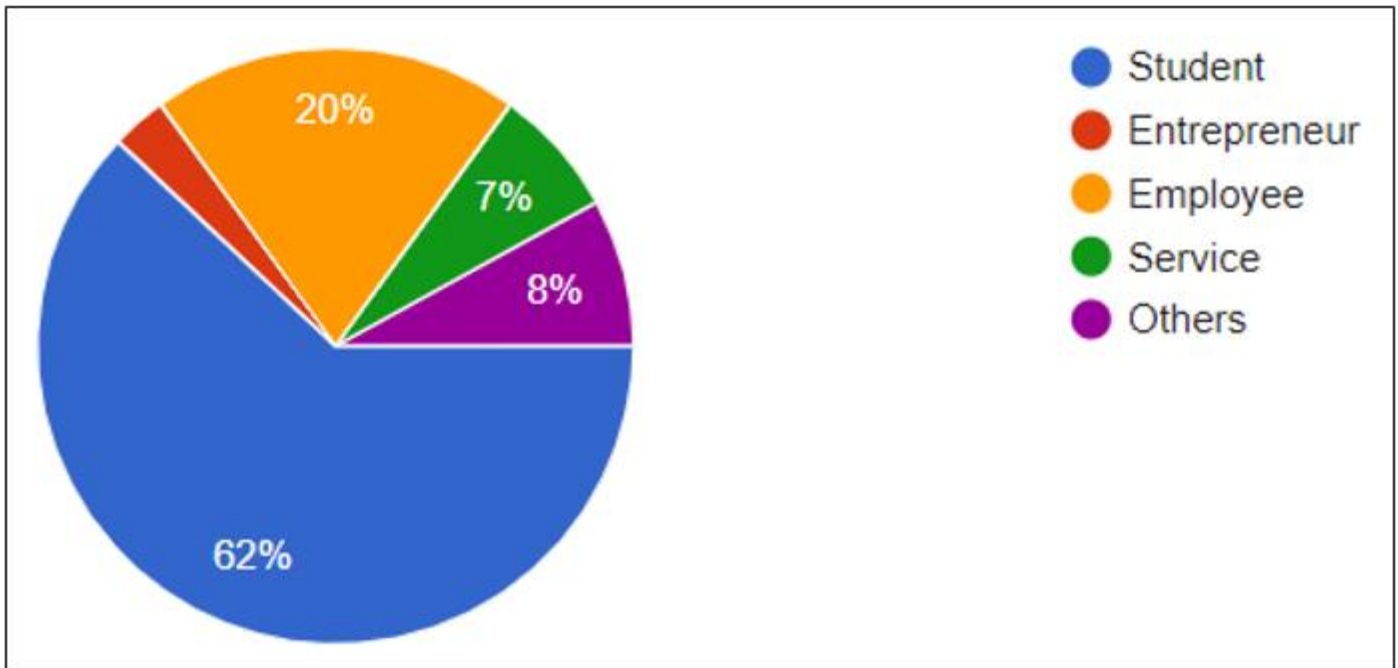


Fig 3 62% of the respondents were student, 20% of them were Employee, 7% were service holders, 8% were others and 3% were Entrepreneur.

Table 4 Which form of media do you consume most of the time?

Media	Frequency	Percentage
Social Media applications	87	87%
Television	10	10%
Newspapers/ Magazines	3	3%

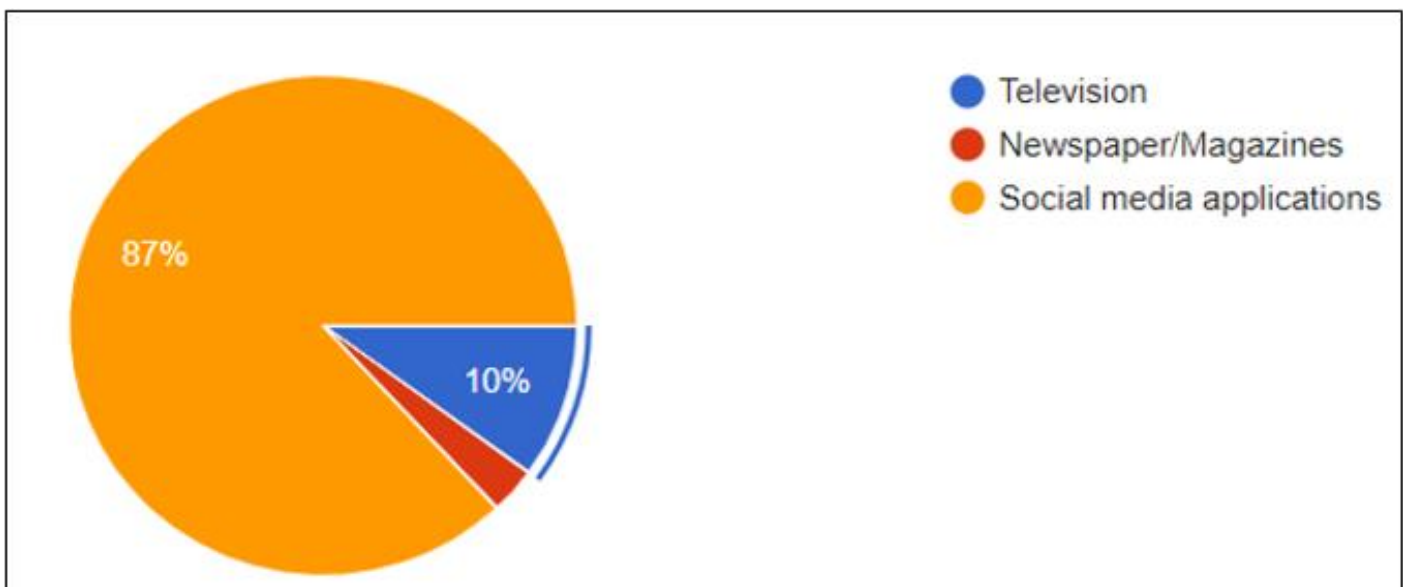


Fig 4 10% of the respondents encounter narrative advertisements on Television, 87% encounter them on social media and 3%

encounter them on newspapers/Magazines.

Table 5 How frequently do you come across advertisements while on the medium?

Options	Frequency	Percentage
Very Frequently	52	52%
Somewhat Frequently	42	42%
Never	2	2%
Neutral	4	4%

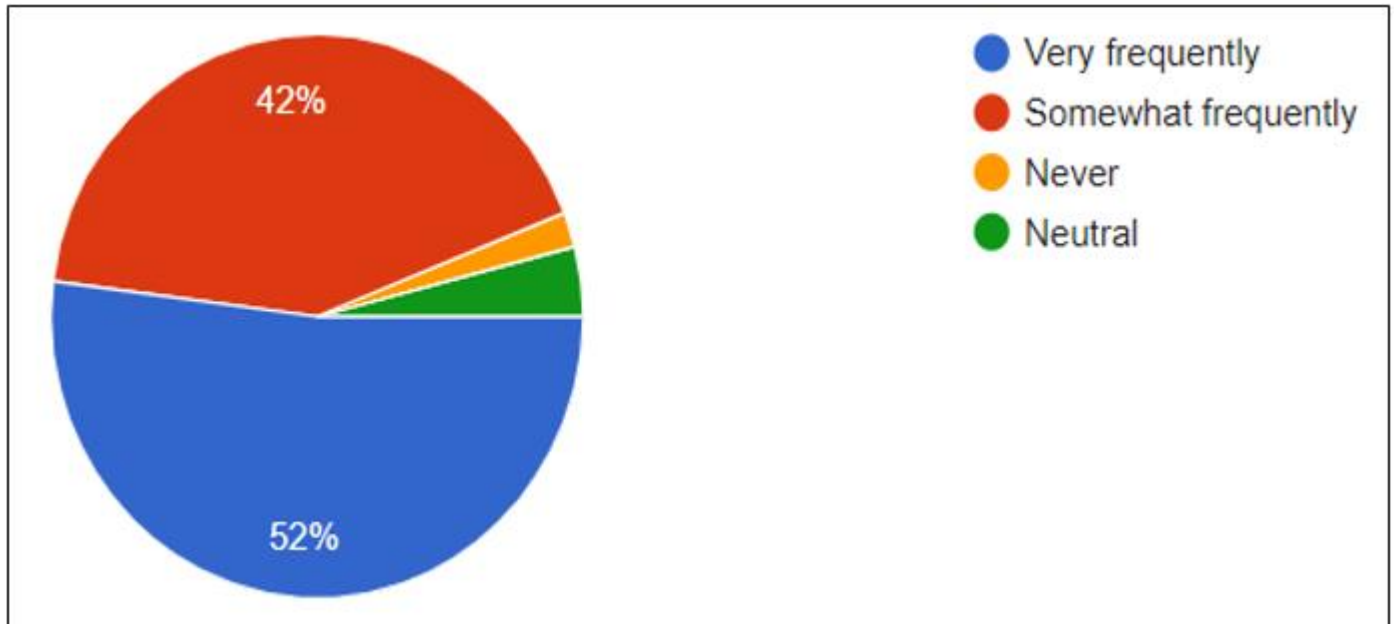


Fig 5 52% of the respondents come across very frequently advertisements being in the medium, 42% somewhat frequently, 4% were neutral, 2% never.

Table 6 Do the narratives/ story used in the advertisements evoke a positive impression on the product/brand?

Positive Impression	Frequency	Percentage
Yes	87	87%
No	13	13%

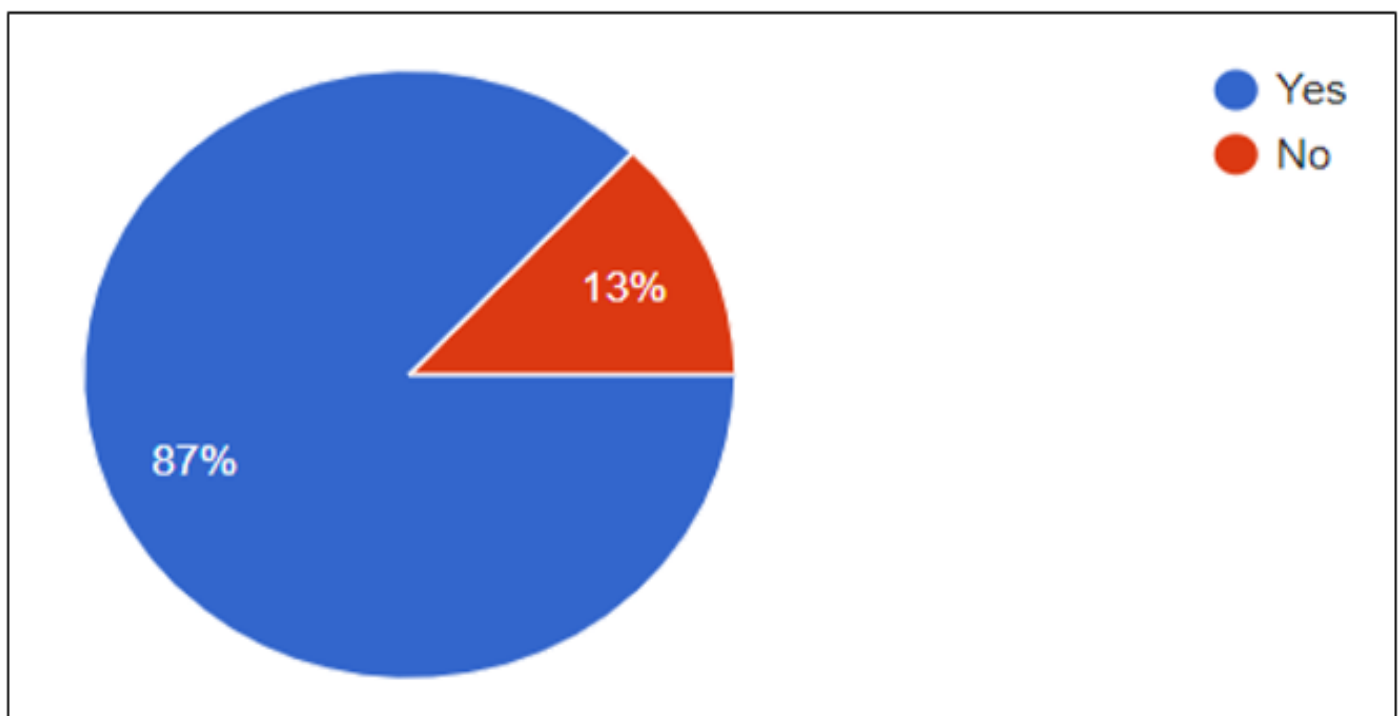


Fig 6 87% of the participants agree that the narrative used in the advertisements evoke positive

impression on the brand while 13% disagree to the statement.

Table 7 By seeing the narratives, do you feel an emotional connection with the brand?

Emotional Connections	Frequency	Percentage
Yes	75	75%
No	25	25%

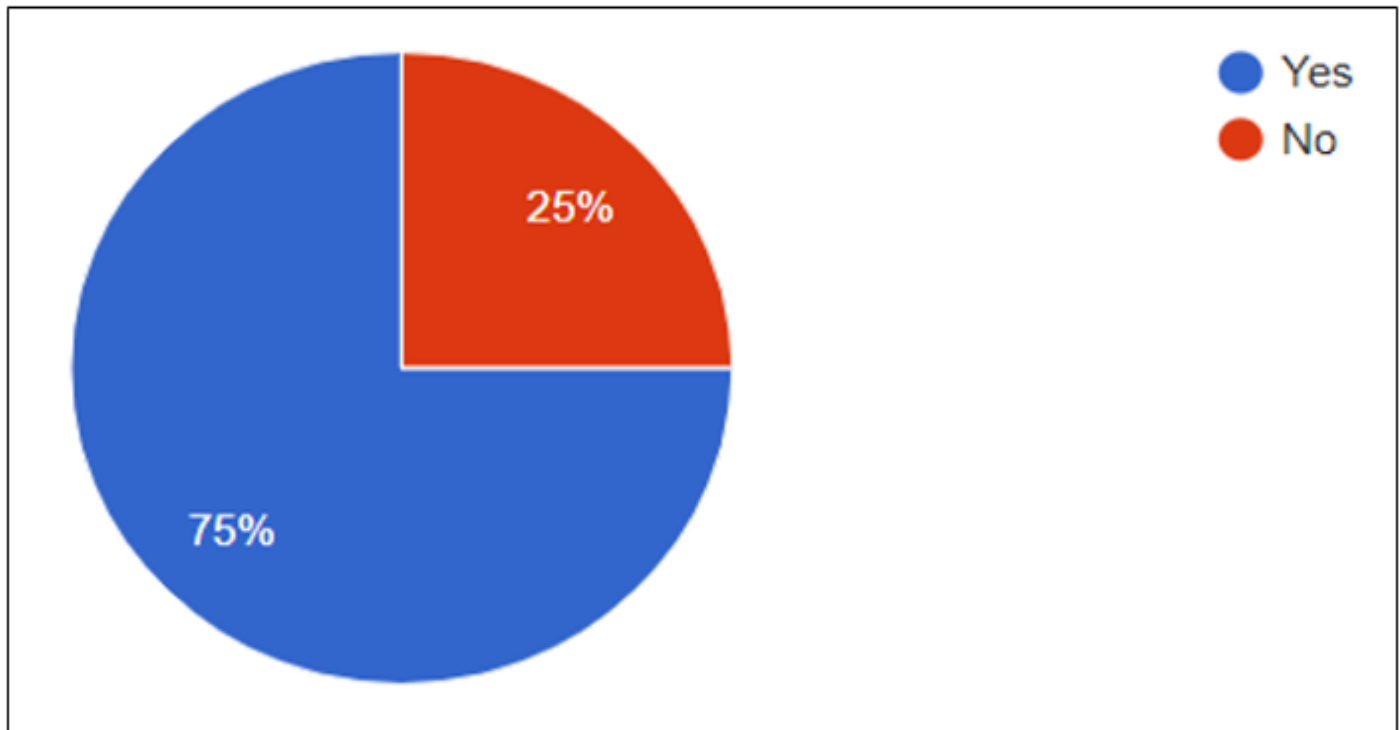


Fig 7 75% respondents feel an emotional connection with the brand, 25% do not feel a connection

Table 8 Do you feel that this type of advertisement is entertaining to watch?

Entertaining	Frequency	Percentage
Yes	84	84%
No	16	16%

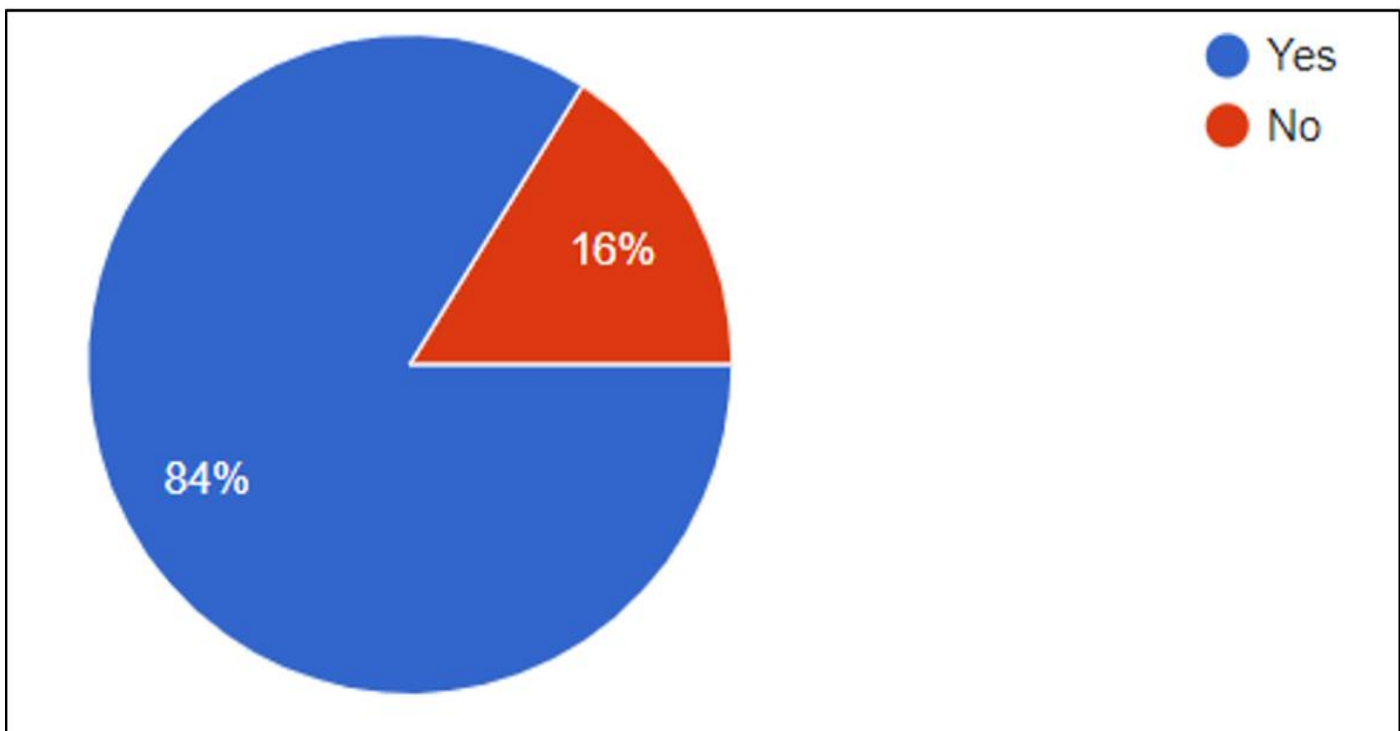


Fig 8 84% feel that these type of advertisement are entertaining to watch while 16% responded do not feel it is entertaining

Table 9 Will the narratives/story help in changing your ideologies/perspectives regarding the company?

Options	Frequency	Percentage
Yes	56	56%
No	41	41%
Maybe	3	3%

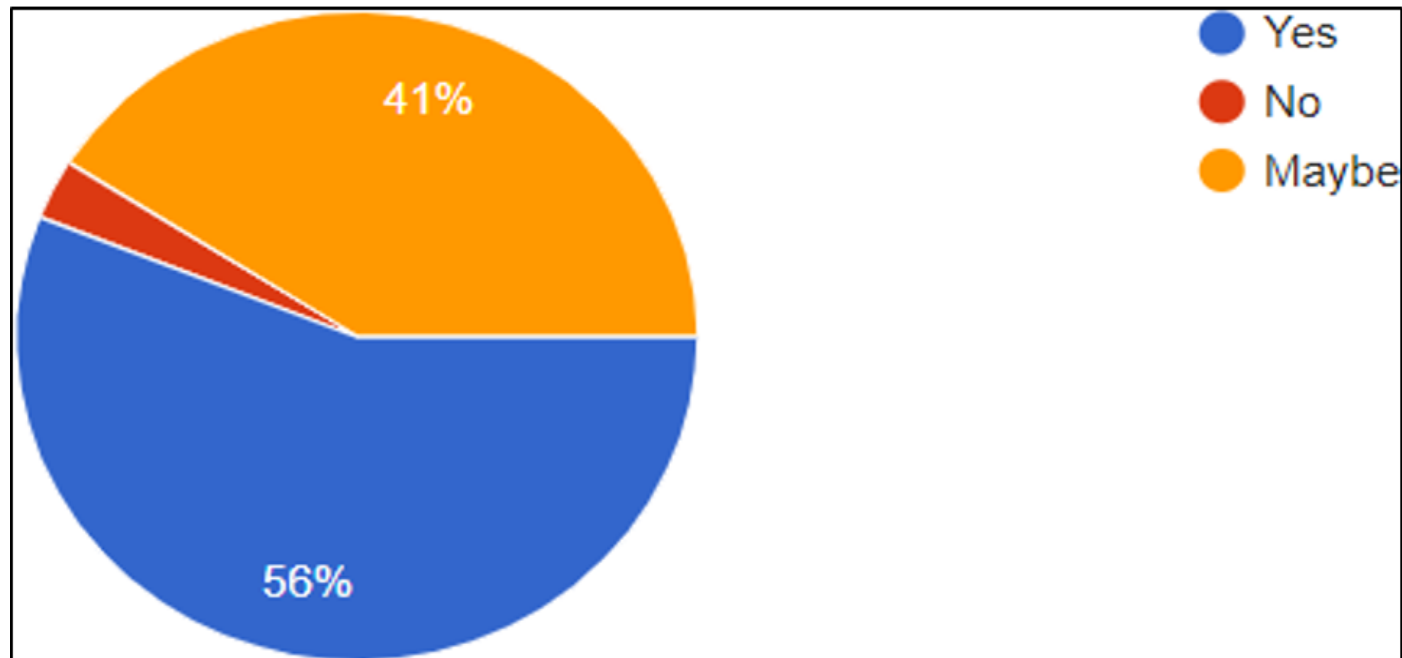


Fig 9 56% respondents believe that it will help in changing their perspectives, 41% respondent deny this while 3% respondents selected maybe

Table 10 Would you prefer if there was more information regarding the product/brand attached to the narratives?

Options	Frequency	Percentage
Yes	66	66%
No	11	11%
Maybe	23	23%

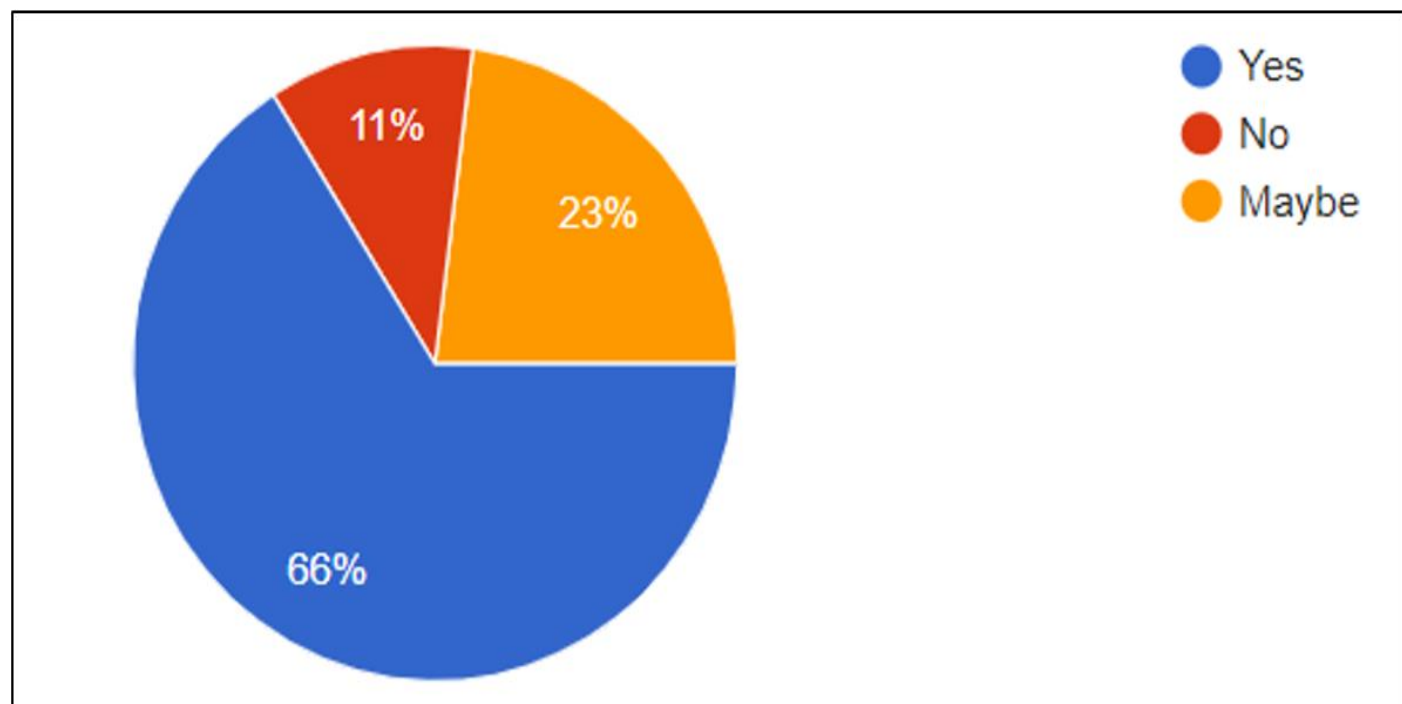


Fig 10 66% prefer some information to be attached to the narratives, 11% do not need information and 23% said maybe

Table 11 Does this type of advertisement intrigue you to find more about the product/company?

Options	FREQUENCY	PERCENTAGE
Yes	90	90%
No	10	10%

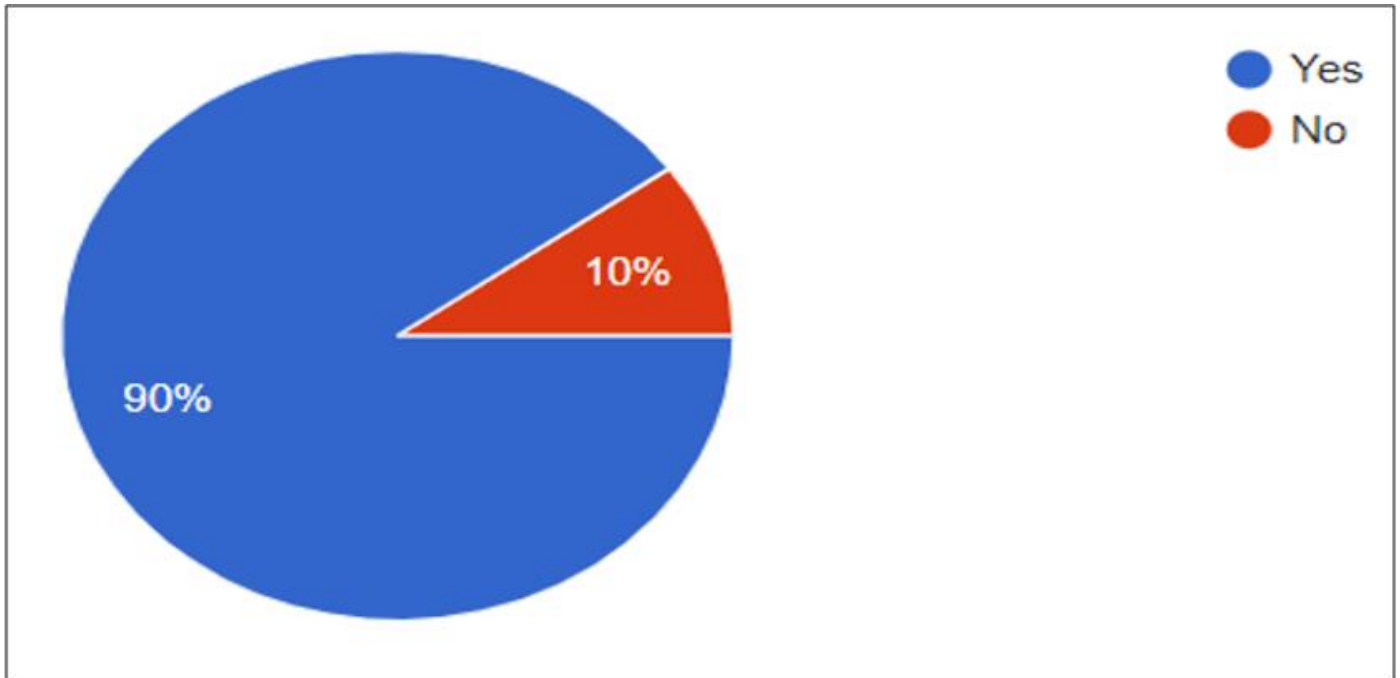


Fig 11 90% agreed that the narratives intrigue them to find more about the product/company while 10% do not feel the same

Table 12 Do the narratives/story persuade you to buy the product?

Options	Frequency	Percentage
Yes	71	71%
No	29	29%

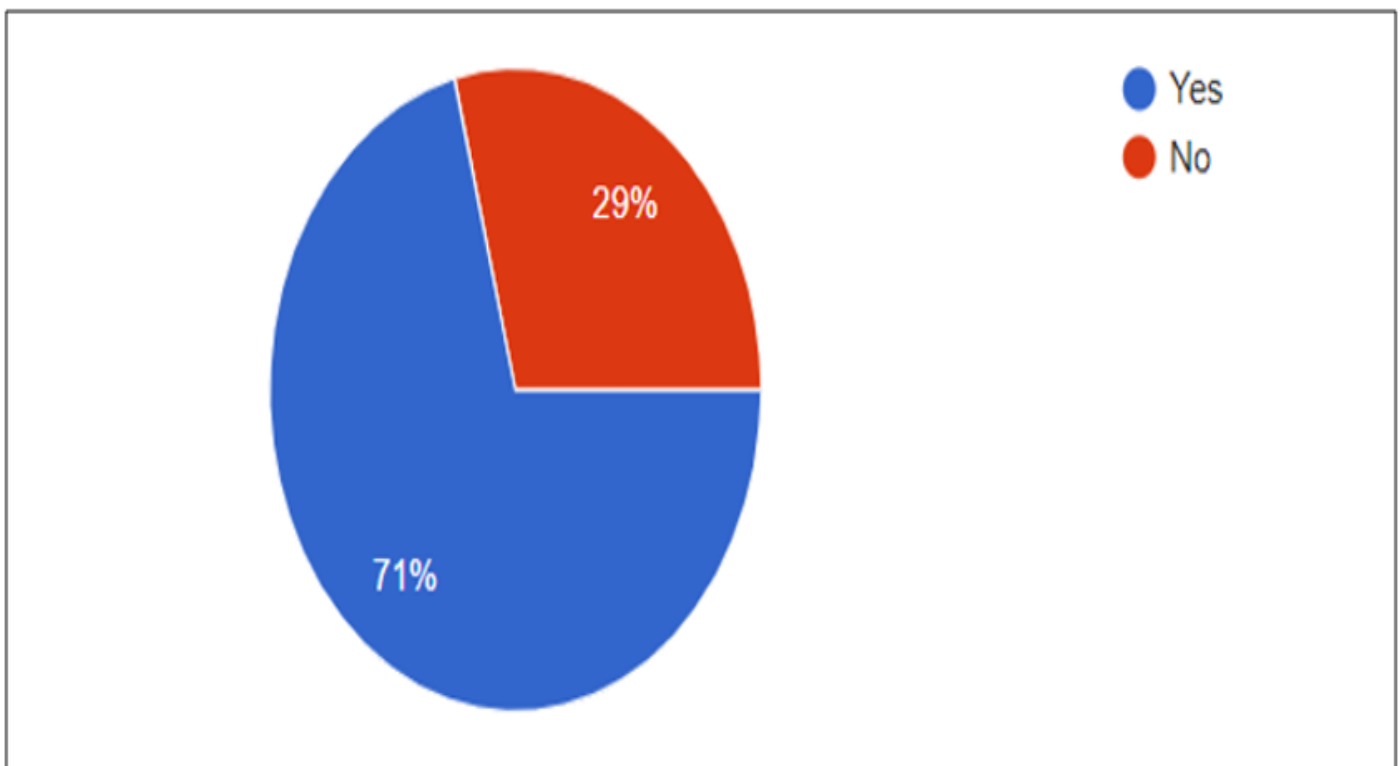


Fig 12 71% of the respondents agreed that the narratives do persuade them to buy a product and 29% said no it does not persuade

them.

Table 13 Would you watch the entire advertisement in this type of format?

Options	Frequency	Percentage
Yes	78	78%
No	22	22%

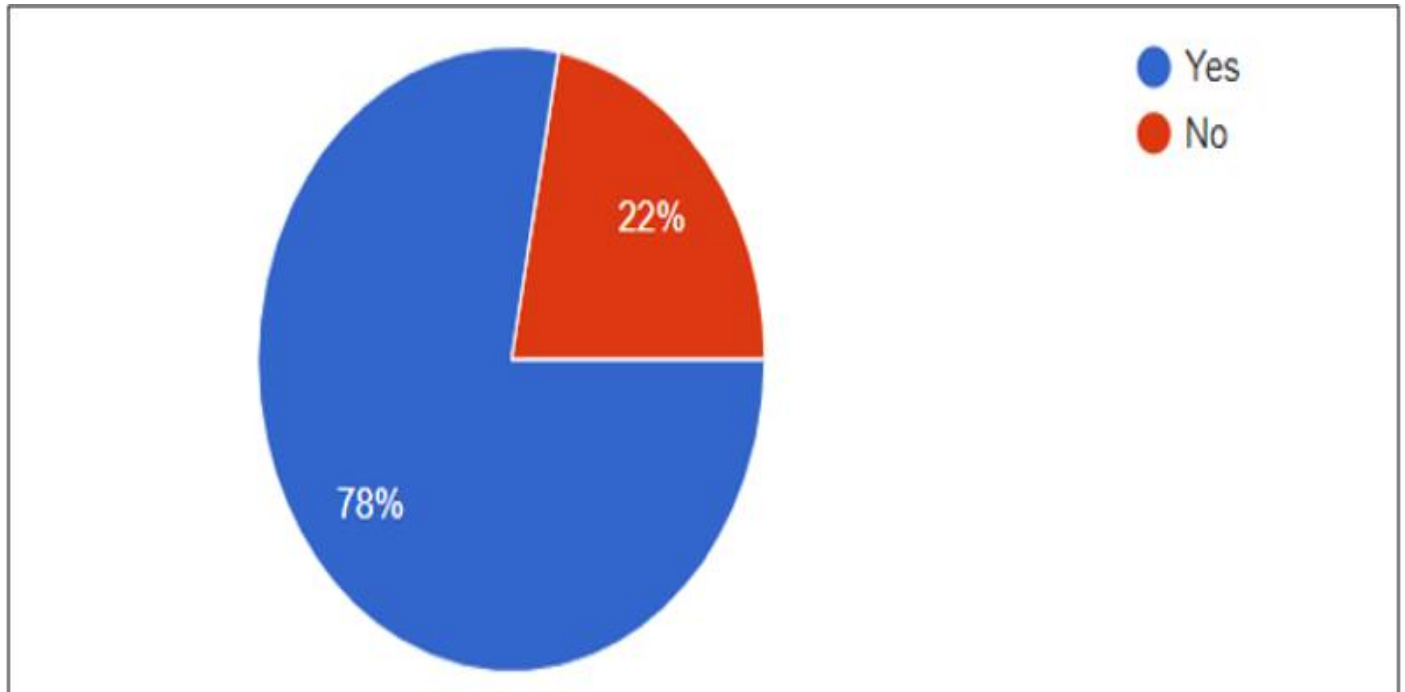


Fig 13 78% agreed to watch the entire advertisement in this format while 22% didn't.

Table 14 Would you watch the advertisement, if there were celebrities in it?

Options	Frequency	Percentage
Yes	43	43%
No	17	17%
Maybe	40	40%

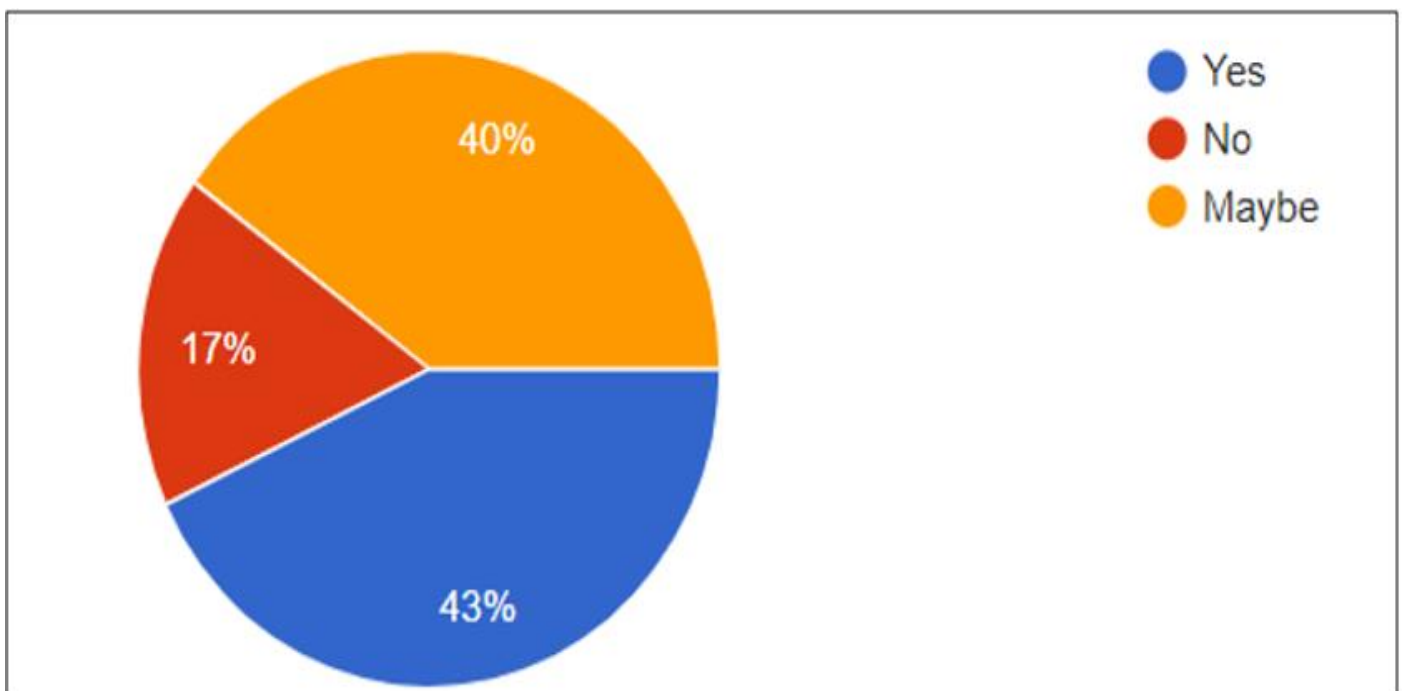


Fig 14 43% respondents agreed that they would watch the advertisement if there were celebrities, 17% do not feel that involvement of celebrities would affect their decision while 20% responded maybe.

Table 15 Will the involvement of a celebrity affect your buying decision?

Options	Frequency	Percentage
Yes	38	38%
No	19	19%
Maybe	43	43%

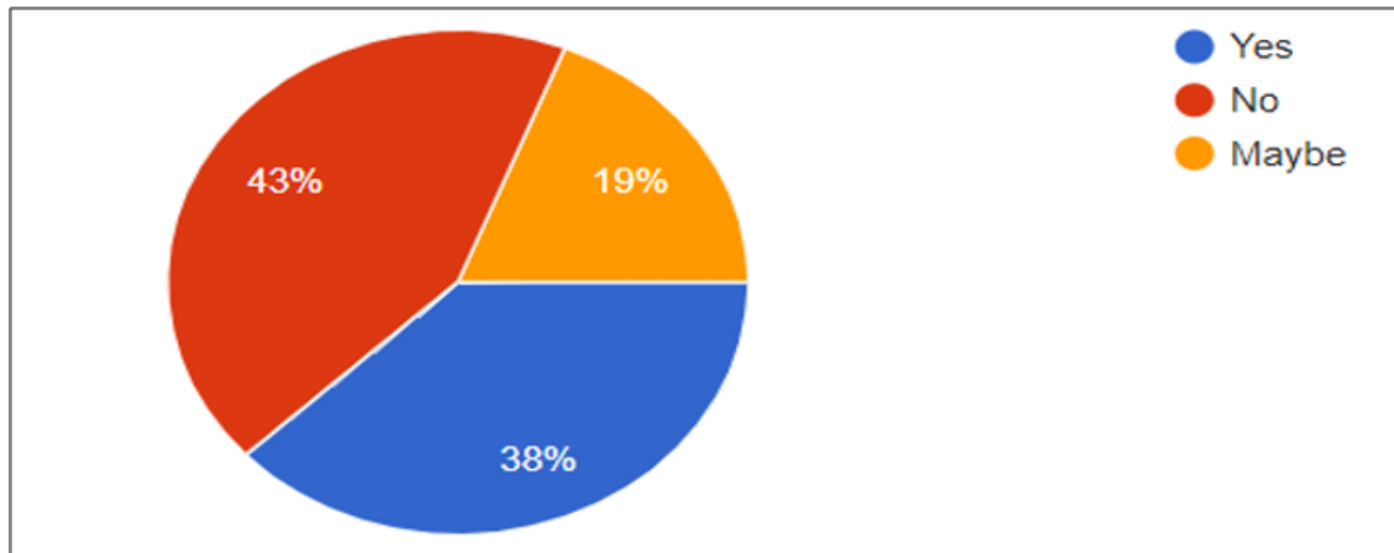


Fig 15 38% of the respondents said that involvement of celebrities would affect their buying decision, 43% that it would not affect and 19% were responded maybe it would or would not affect their decision.

Table 16 Are you able to recognize the problems of the characters in the Ad?

Options	Frequency	Percentage
Yes	86	86%
No	14	14%

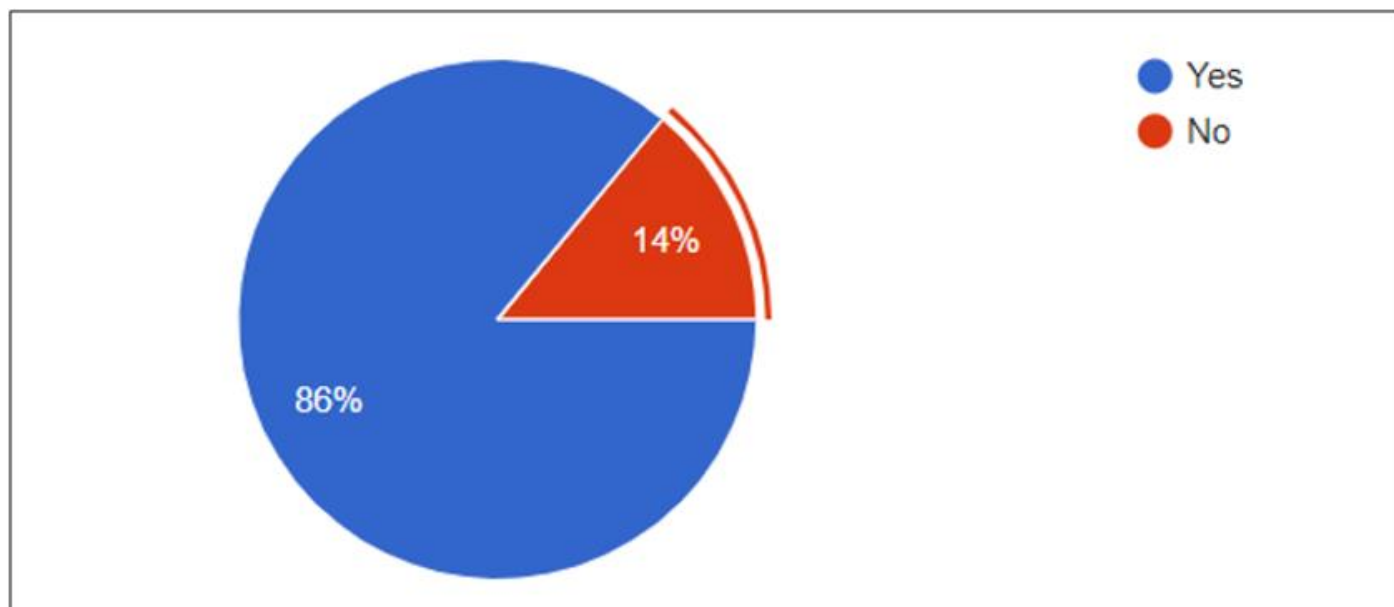


Fig 16 86% were able to recognize the problems in the Ad whereas 14% didn't.

➤ *List any Ad that impacted you in a strong manner.*

The majority of the respondents have got impacted by the Following Ads:

- Samsung Ad
- Titan
- Swiggy

CHAPTER FIVE CONCLUSION

➤ Following are the Findings and Concluding Remarks of the Paper

- Through the research question it tends to be demonstrated that positive feelings are evoked while watching an account promotion.
- It is likewise shown that the narrative advertisement ads interest the respondents to discover more with regards to the item/organization.
- It is additionally demonstrated that the narrative advertising ads convince the respondents to purchase an item.

➤ Recommendations

- The brand could include celebrities in the ads since it draws in more consideration.
- More data in regards to the item can be appended alongside the narratives.

➤ Suggestions for further studies

- There are less papers conducted on the narrative advertisements in the Indian market.
- This study was directed among inhabitants of Bangalore, the future researchers can investigate diverse demography to get changed outcomes.
- There could be research conducted for a specific industry or for a specific product.

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ANNEXURE QUESTIONNAIRE

A. *Name*

B. *Place of Residence*

C. *Age*

- 18 - 21
- 22 - 25
- 26 – 30

D. *Gender*

- Male
- Female
- Prefer not to say

E. *Profession*

- Student
- Entrepreneur
- Employee
- Service
- Others

F. *Which form of media do you consume most of the time?*

- Television
- Newspaper/Magazines
- Social media application

G. *How frequently do you come across advertisements while on the medium?*

- Very frequently
- Somewhat frequently
- Never
- Neutral

H. *Do the narratives/ story used in the advertisements evoke a positive impression on the product/brand?*

- Yes
- No

I. *By seeing the narratives, do you feel an emotional connection with the brand?*

- Yes
- No

J. *Do you feel that this type of advertisement is entertaining to watch?*

- Yes
- No

K. *Will the narratives/story help in changing your ideologies/perspectives regarding the company?*

- Yes
- No
- Maybe

L. *Would you prefer if there was more information regarding the product/brand attached to the narratives?*

- Yes
- No
- Maybe

M. Does this type of advertisement intrigue you to find more about the product/company?

- Yes
- No

N. Please take some time to watch the video and answer the questions below. Do the narratives/story persuade you to buy the product?

- Yes
- No

O. Would you watch the entire advertisement in this type of format?

- Yes
- No

P. Would you watch the advertisement, if there were celebrities in it?

- Yes
- No

Q. Will the involvement of a celebrity affect your buying decision?

- Yes
- No
- Maybe

R. Are you able to recognize the problems of the characters in the Ad?

- Yes
- No

S. List any Ad that impacted you in a strong manner.