

Impact of Storytelling and Emotional Branding on Consumer Purchase Behavior in Quick Service Restaurants and FMCG

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Abstract: This study, titled "Impact of Storytelling and Emotional Branding on Consumer Purchase Behavior in Quick Service Restaurants and FMCG," explores the significant role of storytelling and emotional branding in influencing consumer decisions within the Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG) sectors. Recognizing the power of narratives to establish emotional connections and the effectiveness of emotional branding in fostering loyalty and engagement, this research offers valuable insights into these marketing strategies. Using an exploratory design, participants were exposed to commercials from selected QSR and FMCG brands to observe their purchase behaviors. The study employed the "willingness to purchase" scale developed by White et al. (2016), which, while novel in this application, shares common phrasing with previous measures used by the lead author to assess willingness and intention-related constructs (White & Peloza, 2009; White & Simpson, 2013; White, Simpson, & Argo, 2014). The empirical evaluation involved the use of bar graphs to visualize the data, providing a clear representation of the impact of emotional branding and storytelling on consumer behavior. Additionally, a one-way ANOVA was conducted to analyze the data based on the demographic variable of gender, comparing male and female responses. The results indicate higher likeliness, willingness, and inclination scores for QSR products, highlighting the effectiveness of emotional branding in creating strong consumer connections and driving purchase decisions. While these strategies also positively influence FMCG purchases, the effect is less pronounced, suggesting the need for a balanced approach that incorporates both emotional and practical appeals. This research has important implications for both marketers and businesses. It underscores the strategic value of integrating emotional storytelling into advertising, demonstrating how it can drive consumer behavior, enhance brand loyalty, and foster enduring connections between brands and consumers. By providing empirical evidence of the nuanced effects of emotional branding, this study contributes to a deeper understanding of effective marketing strategies in the QSR and FMCG industries.

Keywords: *Storytelling Advertising, Emotional Branding Impact, Consumer Engagement, Marketing Effectiveness, Industry Comparison.*

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I. INTRODUCTION

Marketing, as a function, has promised to be an integral part of the business ecosystem, aiding the growth and longevity of enterprises across industries. Among the various strategies employed by marketers, storytelling and emotional branding have emerged as competitive advertising strategies that develop an emotional connection with consumers and leverage that connection to drive promotional activities. Advertising, as a promotional outlay, has proven its efficacy time and again, becoming one of the favorite tools of every marketer. This paper aims to explore the impact of storytelling and emotional branding in advertisements on consumer purchase behavior across two major industries—Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG)—using relevant scales and tools.

In today's competitive marketplace, the ability to forge emotional connections with consumers has become a vital differentiator for brands. This is particularly evident in the QSR and FMCG sectors, where brands strive to stand out in a crowded and commoditized market. Storytelling and emotional branding are two powerful strategies that brands employ to achieve this differentiation. By leveraging the power of narratives and emotional engagement, these strategies not only attract consumers but also foster loyalty and drive purchase behaviors.

Storytelling in marketing involves crafting compelling narratives that resonate with consumers on an emotional level. It is an age-old technique that has gained renewed importance as brands seek to create deeper connections with their audience (Houghton, 2021). Effective storytelling can

transport consumers into the brand's world, making them more receptive to the brand's message (Green & Brock, 2000). This narrative transportation can lead to increased brand loyalty and positive consumer behavior (Yang, Kim, & Zimmerman, 2020).

Emotional branding, on the other hand, aims to create a strong, emotional bond between the consumer and the brand. This strategy goes beyond the functional benefits of a product, focusing instead on the sensory and emotional experiences associated with the brand (Akgün, Koçoğlu, & İmamoğlu, 2013). Emotional branding can significantly influence consumer purchase decisions by making brands more memorable and creating lasting impressions (Theng So, Parsons, & Yap, 2013).

The integration of storytelling and emotional branding is particularly effective in the QSR and FMCG sectors. In these industries, where products often lack significant differentiation based on functional attributes alone, emotional connections can serve as a critical competitive advantage (Joshi & Nema, 2015). For example, brands like Nike and Coca-Cola have successfully used emotional branding to create powerful connections with their consumers, resulting in increased loyalty and market share (Stoeva, 2017).

Research has shown that emotional branding and storytelling can enhance consumer engagement and loyalty in various ways. For instance, Karampournioti and Wiedmann (2021) found that the use of parallax storytelling in online shops can enhance user experience and brand perception, leading to higher purchase intentions. Similarly, Delgado-Ballester (2020) demonstrated that underdog brand storytelling enhances brand identification and purchase intentions through emotional engagement.

Furthermore, in the QSR sector, emotional branding campaigns have been shown to create strong consumer connections and drive purchase decisions. Balaji, Londhe, and Shukla (2016) explored successful emotional branding campaigns in India, highlighting how identifying and leveraging dominant human emotions can lead to significant brand loyalty. In the FMCG sector, emotional storytelling has been used to enhance brand equity and foster a sense of community among consumers (Yin et al., 2023).

The strategic implications of these findings are profound. Brands that effectively integrate storytelling and emotional branding can differentiate themselves in a crowded marketplace, enhance consumer loyalty, and drive long-term growth. By providing empirical evidence and theoretical insights, we aim to explore the impact of storytelling and emotional branding on consumer purchase behavior in the QSR and FMCG sectors, elucidating the mechanisms, applications, and outcomes of these strategies.

II. LITERATURE REVIEW

The strategic utilization of storytelling and emotional branding has become essential in contemporary marketing, particularly within the Quick Service Restaurant (QSR) and

Fast-Moving Consumer Goods (FMCG) sectors. This literature review comprehensively examines the empirical and theoretical foundations of these marketing strategies, focusing on their influence on consumer purchase behavior. The review is structured into several thematic sections, each elucidating different facets of storytelling and emotional branding, including their mechanisms, applications, and outcomes.

A. Theoretical Foundations of Storytelling and Emotional Branding

➤ Storytelling in Marketing

Storytelling in marketing involves creating narratives that engage consumers on an emotional level, making brands more memorable and relatable. According to Houghton (2021), effective brand storytelling requires a coherent plot, relatable characters, and meaningful conflicts that resonate with the target audience. This approach is supported by the narrative transportation theory, which posits that consumers immersed in a story are more likely to be influenced by the message conveyed (Green & Brock, 2000).

Yang, Kim, and Zimmerman (2020) explored the impacts of website attributes on emotional branding, demonstrating that well-designed narratives on fashion brand websites significantly enhance consumer affective experiences and behavioral responses. These findings align with the theoretical framework that suggests storytelling can deeply embed brand messages into consumer consciousness.

➤ Emotional Branding

Emotional branding aims to create a deep, emotional connection between the consumer and the brand. Akgün, Koçoğlu, and İmamoğlu (2013) highlight that emotional branding goes beyond traditional marketing by engaging consumers' senses and emotions to foster loyalty and long-lasting relationships. This approach leverages the psychological aspects of consumer behavior, where emotional attachment significantly impacts purchasing decisions and brand loyalty (Theng So, Parsons, & Yap, 2013).

Kim and Sullivan (2019) emphasized that emotional branding is essential in volatile markets, such as the fashion industry, where personal feelings and experiences shape consumers' evaluations of brands more than product attributes alone. Emotional branding strategies include sensory branding, storytelling, cause branding, and empowerment, each contributing to deeper consumer engagement.

B. Mechanisms of Influence

➤ Emotional Appeals in Advertising

Emotional appeals in advertising are crucial for creating bonds with consumers. Research by Joshi and Nema (2015) indicates that emotional branding can lead to increased customer loyalty and higher sales volumes by making brands stand out in a crowded market. This is particularly effective in the FMCG sector, where products are often perceived as

commodities, and emotional differentiation becomes key to brand success.

Rossiter and Bellman (2012) found that emotional branding strategies, such as creating a sense of bonding, companionship, and love, significantly increase a brand's share of purchases among loyal customers. This finding underscores the importance of emotional connections in driving consumer behavior.

➤ *Storytelling Techniques*

Different storytelling techniques can significantly impact consumer engagement. Karampournioti and Wiedmann (2021) discussed how parallax storytelling in online shops enhances user experience and brand perception, leading to higher purchase intentions. Similarly, Garczarek-Bak et al. (2024) found that product-focused storytelling in e-commerce enhances customer evaluations and purchase intentions more effectively than brand-focused narratives.

Delgado-Ballester (2020) explored the effects of underdog vs. topdog brand storytelling, finding that underdog narratives generate higher emotional responses and stronger brand identification. This aligns with the narrative transportation theory, which posits that consumers are more likely to be persuaded by immersive and emotionally engaging stories.

C. *Applications in QSR and FMCG Sectors*

➤ *Quick Service Restaurants (QSR)*

In the QSR sector, storytelling and emotional branding are used to create memorable dining experiences. Balaji, Londhe, and Shukla (2016) explored successful emotional branding campaigns in India, demonstrating how identifying and leveraging dominant human emotions can lead to phenomenal brand loyalty. QSR brands often use narrative techniques to convey their values and create a unique brand identity, which helps differentiate them in a highly competitive market.

Hjelmgren (2016) illustrated how Scandinavia's largest department store uses storytelling across different points of contact to create a compelling brand meaning, enhancing consumer engagement and loyalty. This case study underscores the potential of storytelling to create strong emotional bonds in the QSR sector.

➤ *Fast-Moving Consumer Goods (FMCG)*

FMCG companies utilize storytelling to convey the brand's heritage, values, and mission, thereby creating an emotional bond with consumers. Stoeva (2017) highlights effective use of emotional branding through advertisements and social media strategies, which significantly influence consumer perceptions and loyalty. Emotional storytelling in FMCG is also used to enhance brand equity and foster a sense of community among consumers.

Yin et al. (2023) extended the concept of authenticity in storytelling, showing how indexical and iconic authenticity in brand narratives positively influence consumer evaluations

and brand attitudes. This research highlights the importance of authenticity in enhancing the effectiveness of storytelling in the FMCG sector.

D. *Outcomes of Storytelling and Emotional Branding*

➤ *Consumer Purchase Behaviour*

Empirical studies show that storytelling and emotional branding can significantly influence consumer purchase behavior. For instance, Delgado-Ballester (2020) found that underdog brand storytelling enhances brand identification and purchase intentions through emotional engagement. Similarly, the study by Crespo, Ferreira, and Cardoso (2022) demonstrated that storytelling enhances consumer-brand relationships by stimulating cognitive and emotional responses, leading to higher purchase intentions.

Kim, Lloyd, and Cervellon (2016) discussed the role of narrative transportation in creating strong brand images, emphasizing that well-structured brand stories can positively influence consumer perceptions and purchase behavior. This finding supports the notion that storytelling is a powerful tool for shaping consumer attitudes and driving sales.

➤ *Brand Loyalty and Equity*

Emotional branding also plays a crucial role in building brand loyalty and equity. Rossiter and Bellman (2012) found that emotional branding strategies, such as creating a sense of bonding, companionship, and love, significantly increase a brand's share of purchases among loyal customers. This is particularly relevant in the FMCG sector, where brand loyalty can lead to repeat purchases and long-term consumer engagement.

Papadatos (2006) highlighted the importance of building emotional connections in loyalty programs, using the Air Miles Reward Program as an example. The study showed that emotionally engaging experiences in the redemption process can significantly enhance brand loyalty.

E. *Case Studies and Practical Applications*

➤ *Nike's Emotional Branding Strategy*

Nike's branding strategy is a quintessential example of effective emotional branding. Stoeva (2017) elaborates on how Nike uses storytelling to connect with consumers on an emotional level, creating a powerful brand narrative that resonates with their audience. This approach not only enhances brand loyalty but also drives sales by making the brand part of the consumer's identity.

Kamperer, Dilger, and Ploder (2020) compared Nike's and Adidas's emotional branding strategies, finding that both brands create distinct personalities that foster strong consumer-brand relationships. This study illustrates the competitive advantage of emotional branding in the sports apparel industry.

➤ *Zara's Storytelling Approach*

Zara uses storytelling to enhance its brand identity and create a strong emotional connection with its customers. Vu

and Siiri (2014) discuss how Zara's minimalistic advertising strategy focuses on creating a narrative around the brand's history and values, which enhances brand loyalty and consumer engagement. The study suggests that storytelling can deepen customer connections and employee loyalty, contributing to Zara's market success.

Chaniago (2017) analyzed Proud Project's use of Instagram storytelling to build brand image, finding that engaging content and emotional connections significantly enhance brand equity. This case study highlights the effectiveness of social media storytelling in modern brand management.

F. Strategic Implications and Recommendations

➤ *Developing Effective Storytelling Campaigns*

Effective storytelling campaigns require a deep understanding of the target audience and the emotional triggers that resonate with them. Mars (2023) explored firm-centric brand storytelling in localized entrepreneurship, demonstrating how strategic narratives can create deeper connections with consumers in specific locales. This approach can be particularly useful for QSR and FMCG brands looking to build strong local presences.

Hong et al. (2021) emphasized the importance of consumer-generated storytelling, showing that stories created by consumers can lead to higher cognitive processing and positive emotional responses, enhancing brand attitudes and loyalty. Brands should consider encouraging consumer participation in storytelling to leverage these benefits.

➤ *Leveraging Technology in Storytelling*

The integration of technology in storytelling can enhance its impact. Li et al. (2024) investigated the effects of digital destination storytelling in VR, finding that immersive experiences significantly enhance consumer engagement and behavioral intentions. This suggests that QSR and FMCG brands can use advanced technologies to create more engaging and memorable storytelling experiences.

Dessart (2023) highlighted the role of digital storytelling in sustainability communication, proposing a framework that includes authenticity, emotional engagement, and strategic alignment with sustainability goals. This approach can help brands build a positive image and foster long-term consumer loyalty.

G. Enhancing Emotional Branding Strategies

To enhance emotional branding strategies, brands should focus on creating authentic and relatable narratives. Kemp et al. (2023) suggested that building a storytelling culture within organizations can enhance overall functionality and effectiveness. This involves training employees in storytelling techniques and integrating storytelling into all aspects of brand communication.

Keel and Tran (2023) explored how small nonprofits can use storytelling to inspire support and attract resources, emphasizing the importance of authenticity and emotional

connections in effective storytelling. These principles can be applied to QSR and FMCG brands to enhance their emotional branding efforts.

The literature overwhelmingly supports the efficacy of storytelling and emotional branding in influencing consumer purchase behavior, particularly in the QSR and FMCG sectors. These strategies leverage emotional connections and narrative engagement to foster brand loyalty, enhance consumer perceptions, and drive purchase decisions. Future research should continue to explore the nuanced effects of these marketing techniques, particularly in the context of digital and social media platforms, to fully understand their potential and limitations.

III. RESEARCH OBJECTIVES AND HYPOTHESIS

The evolving landscape of consumer behavior in the Quick Service Restaurant (QSR) and Fast-Moving Consumer Goods (FMCG) sectors underscores the importance of innovative marketing strategies. Storytelling and emotional branding have emerged as pivotal tools in this context, offering unique ways to engage and influence consumers. This study seeks to delve into the intricate dynamics of these strategies, exploring their impact on consumer purchase behavior. By understanding how narratives and emotional connections can drive consumer decisions, marketers can craft more effective campaigns that resonate deeply with their target audiences.

Storytelling in marketing involves creating compelling narratives that resonate on an emotional level, thereby making brands more relatable and memorable. Emotional branding, meanwhile, focuses on building strong emotional bonds between consumers and brands, going beyond mere functional benefits. Both strategies are particularly relevant in the QSR and FMCG sectors, where differentiation is crucial due to the highly competitive and commoditized nature of the market. Through this research, we aim to provide valuable insights into how these strategies can be leveraged to enhance consumer engagement, foster loyalty, and ultimately drive purchase behaviors.

To systematically explore these dynamics, we have defined specific research objectives and hypotheses that guide our investigation.

➤ *Research Objectives:*

- To investigate the impact of storytelling in advertisements on consumer purchase behavior in Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG) sectors.
- To examine whether the impact of storytelling and emotional branding on consumer purchase behavior is more pronounced in the QSR sector or in the FMCG sector.

➤ *Research Hypothesis:*

- H1 (Alternative Hypothesis 1): The impact of storytelling in advertisements on consumer purchase behavior is higher in the QSR sector than in the FMCG sector.
- H2 (Alternative Hypothesis 2): The impact of storytelling in advertisements on consumer purchase behavior is higher in the FMCG sector than in the QSR sector.
- H3 (Null Hypothesis): There is no difference in the impact of storytelling in advertisements on consumer purchase behavior between the QSR and FMCG sectors.

IV. RESEARCH DESIGN

➤ *Target Population*

The target population for this study consists of undergraduate students pursuing a Bachelor's degree in Business Administration. This demographic is chosen for several reasons. Firstly, undergraduate students represent a significant segment of the consumer market, particularly for QSR and FMCG products, due to their relatively high disposable income and frequent consumption habits. Additionally, this group is highly engaged with contemporary marketing trends and digital media, making them an ideal audience for examining the impacts of storytelling and emotional branding in advertisements. Moreover, as future business leaders and marketers, their perceptions and attitudes towards these advertising strategies provide valuable insights into the potential future trends in consumer behavior. The study aims to capture a diverse range of responses by including students from various backgrounds, ensuring a comprehensive understanding of how storytelling and emotional branding influence purchase decisions across different segments of the undergraduate population.

➤ *Sampling Plan*

• *Sample Size: 116*

The sample size for this study is set at 116 participants. This number is determined based on the need to balance statistical power and practical feasibility. A sample size of 116 allows for robust statistical analysis while remaining manageable within the constraints of time and resources available for the study. It ensures sufficient variability and representation within the target population, providing reliable and generalizable results. Additionally, this sample size aligns with previous studies employing similar methodologies, thereby enhancing the comparability and relevance of the findings.

• *Sampling Method: Convenience Sampling*

The study employs a convenience sampling method, which involves selecting participants who are readily accessible to the researchers. This approach is practical given the logistical constraints and time limitations of the study. Convenience sampling is particularly suited for exploratory research where the primary objective is to gain preliminary insights rather than to generalize findings to a larger population. Despite potential limitations related to sampling

bias, this method allows for efficient data collection and provides a sufficient basis for analyzing trends and patterns within the target demographic. To mitigate potential biases, efforts will be made to include a diverse range of students from different academic years, backgrounds, and institutions.

➤ *Methodology:*

The research methodology involves using the "Willingness to Purchase" scale developed by White et al. (2016). This scale, while relatively novel in its application to this study, shares common phrasing with several other scales previously developed by the lead author to measure willingness and intention-related constructs (White & Peloza, 2009; White & Simpson, 2013; White, Simpson, & Argo, 2014). The scale is designed to capture various dimensions of consumer willingness to purchase, including likeliness, willingness, and inclination.

Participants were exposed to a series of 4 commercials from selected QSR and FMCG brands (2 commercials each), and their responses were measured using the aforementioned scale. The data is visualized using bar graphs to clearly represent the impact of emotional branding and storytelling on consumer behavior.

Additionally, a one-way ANOVA was conducted to analyze the data based on the demographic variable of gender, comparing male and female responses. This statistical method allows for a more detailed understanding of the potential differences in purchase behavior influenced by emotional branding and storytelling across genders. This methodological approach enables a comprehensive analysis of how these advertising strategies affect purchase decisions among the target population.

V. DATA ANALYSIS USING BAR - GRAPHS

The present analysis delves into the empirical evaluation of how storytelling and emotional branding in advertisements affect consumer purchase behaviour. Focusing on two main sectors—Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG)—the analysis explores variables such as likeliness, willingness, and inclination to purchase. These variables provide insights into the effectiveness of emotional branding and storytelling in driving consumer decisions. This study involved 116 undergraduate respondents, and the findings reflect their responses to advertisements from 4 commercials, 2 from each QSR and FMCG. The survey employed a Likert scale format to evaluate consumer responses across three key dimensions: Likeliness, Willingness, and Inclination. Each dimension was rated on a scale from 1 to 5, with 1 indicating the least favourable response and 5 representing the most favourable. Participants were asked to respond to the following prompts for each of the four advertisements: "How likely would you be to buy the ____?" for Likeliness, "Rate your willingness to buy the ____?" for Willingness, and "How inclined are you to buy the ____?" for Inclination. This structured approach allowed for a nuanced understanding of consumer attitudes toward each product.

➤ *Likeliness:*

Likelihood to purchase refers to the probability that a consumer will make a purchase, taking into account all practical aspects of the decision-making process. The likeliness data is segmented into two categories: restaurant chains and FMCG products. The first two bars represent the likelihood of purchasing from restaurant chains, while the latter two bars pertain to FMCG products. The analysis reveals that the sample population demonstrates a higher likelihood of purchasing products from restaurant chains compared to FMCG items such as hair color and washing machines. This trend underscores the powerful impact of emotional branding in the restaurant industry, where emotionally charged advertisements resonate more with consumers, especially the younger demographic. The practical aspects considered in the purchase, such as convenience and emotional connection, seem to weigh more

heavily in favor of QSRs. For instance, one QSR advertisement uses a heartwarming story about a mother-son relationship, emphasizing the themes of family bonds and creating memories over a meal. The ad's narrative is designed to evoke a sense of warmth and togetherness, making the brand more relatable and appealing. Similarly, another QSR advertisement focuses on the joyous moments shared by a group of friends, highlighting the role of the restaurant in creating happy, memorable experiences whilst uniting religions. This emotional appeal strengthens the consumer's connection with the brand, making them more likely to consider purchasing from these restaurant chains. These ads create a strong emotional connection with consumers, which is reflected in their higher likeliness scores. This indicates that storytelling and emotional branding are more effective in driving consumer decisions in the QSR sector than in the FMCG sector.

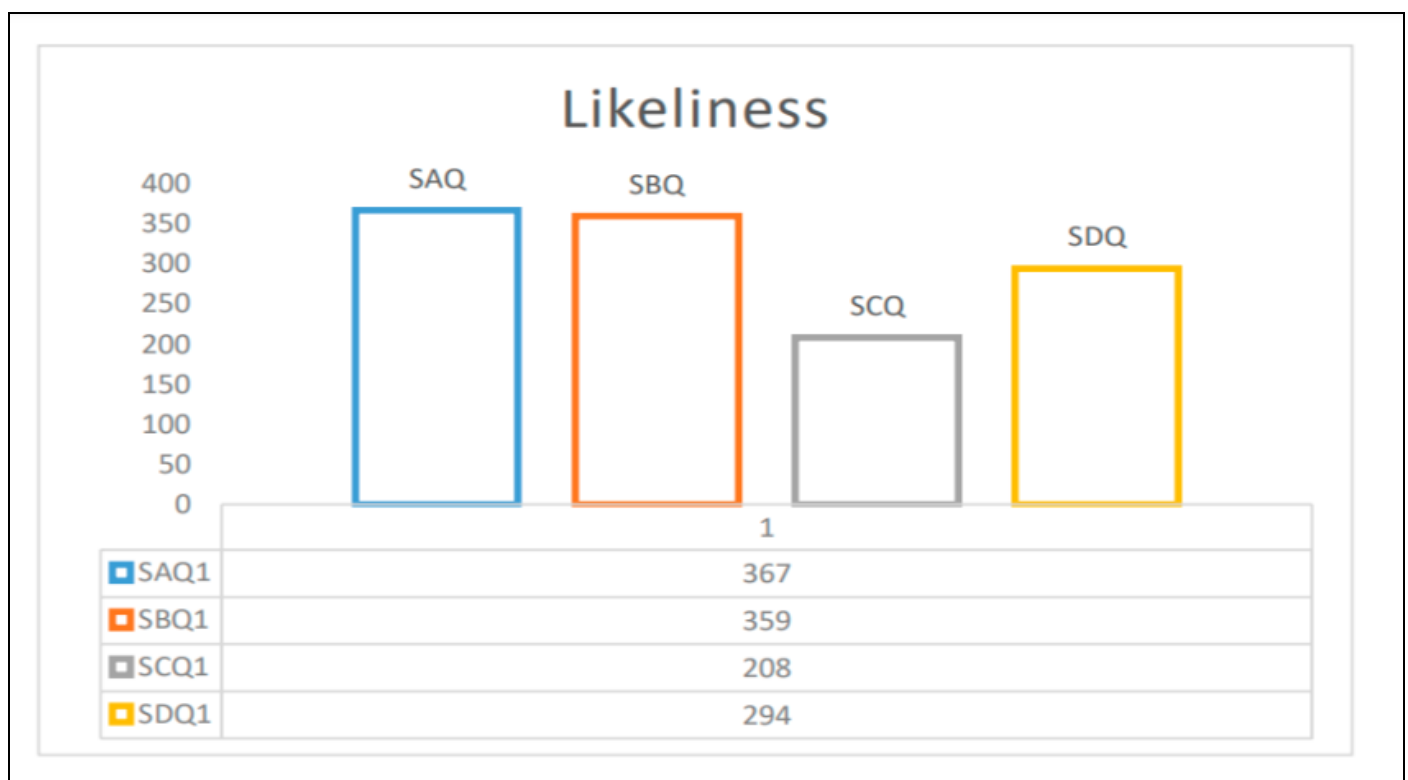


Fig 1 Likeliness

➤ *Willingness:*

Willingness to purchase refers to the degree of readiness or openness a consumer has towards making a purchase. This metric evaluates the consumer's proactive interest in buying the product. Similar to likeliness, willingness data is categorized into restaurant chains and FMCG products, with corresponding bars representing the readiness of the sample population to purchase from each category. The data on willingness mirrors the results observed in the likeliness metric, showing a stronger readiness to purchase among consumers for restaurant chain products. This reinforces the notion that emotionally engaging advertisements significantly

influence consumer behavior in the QSR sector. The consistency between likeliness and willingness data suggests that the emotional connection fostered by storytelling in advertisements not only makes consumers consider a purchase but also makes them more inclined to act on this consideration. This is particularly evident in the higher willingness scores for QSR products, which align with the emotional resonance created by effective storytelling. Inclination to purchase measures the consumer's tendency or preference towards making a purchase, influenced by a combination of emotional and rational factors.

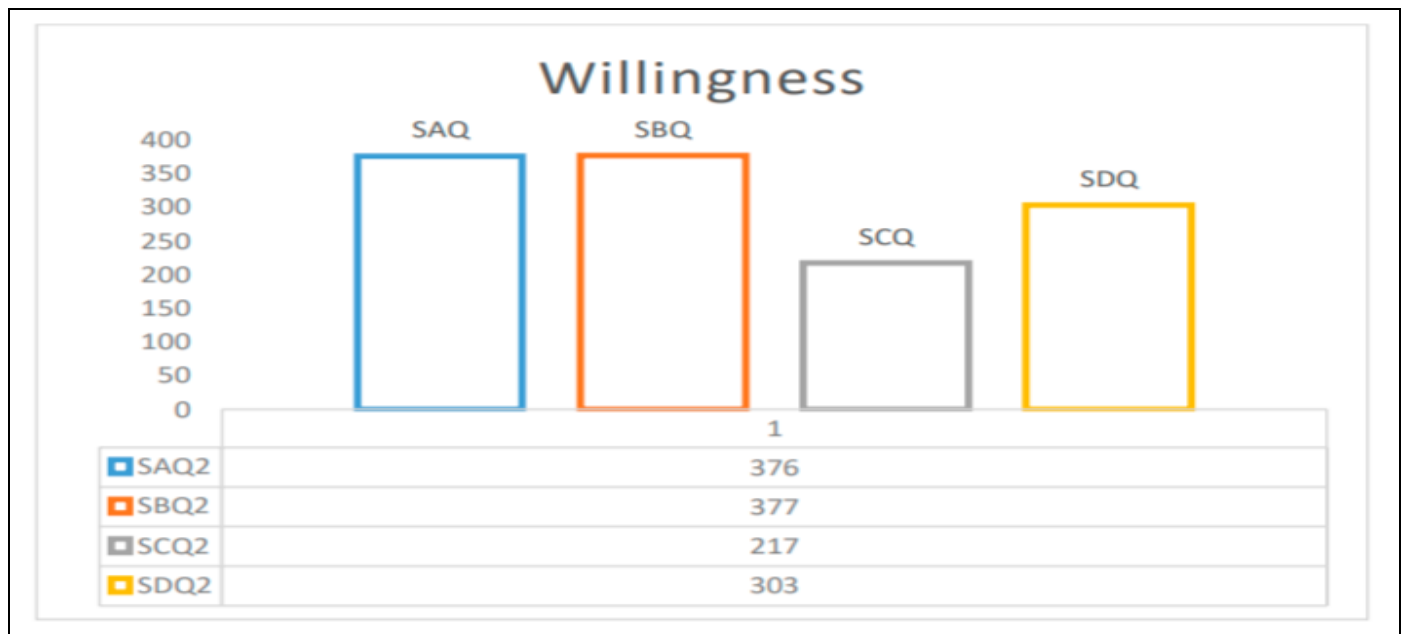


Fig 2 Willingness

➤ *Inclination:*

Inclination refers to a consumer's tendency or preference towards making a purchase, influenced by a combination of emotional and rational factors. For example, one FMCG advertisement tells a compelling story of fathers and how their children consider their fathers as their heroes. It depicts gaining confidence and self-expression through changing hair color. The ad emphasizes themes of empowerment and self-identity, appealing to consumers on a personal level. However, while this ad is effective, the emotional resonance does not seem to translate into as strong a purchase inclination as seen with the QSR ads. Similarly, another FMCG ad focuses on themes of family care and responsibility, showing a husband learning to do laundry to support his wife. This narrative creates an emotional connection by highlighting familial love and responsibility, yet the impact on purchase inclination is less pronounced

compared to the QSR sector. The comparative analysis between QSR and FMCG sectors reveals that storytelling and emotional branding have a more pronounced impact on consumer behavior in the QSR sector. The data consistently shows higher scores for likeliness, willingness, and inclination to purchase QSR products compared to FMCG products. The emotional appeal of advertisements in the QSR sector creates a strong connection with consumers, leading to higher likeliness, willingness, and inclination to purchase. This suggests that storytelling and emotional branding are highly effective in driving consumer decisions in the QSR sector. While storytelling and emotional branding also impact consumer behavior in the FMCG sector, the effect is less pronounced compared to QSR. The lower scores for FMCG products indicate that other factors, such as practicality and necessity, may play a more significant role in driving purchase decisions in this sector.

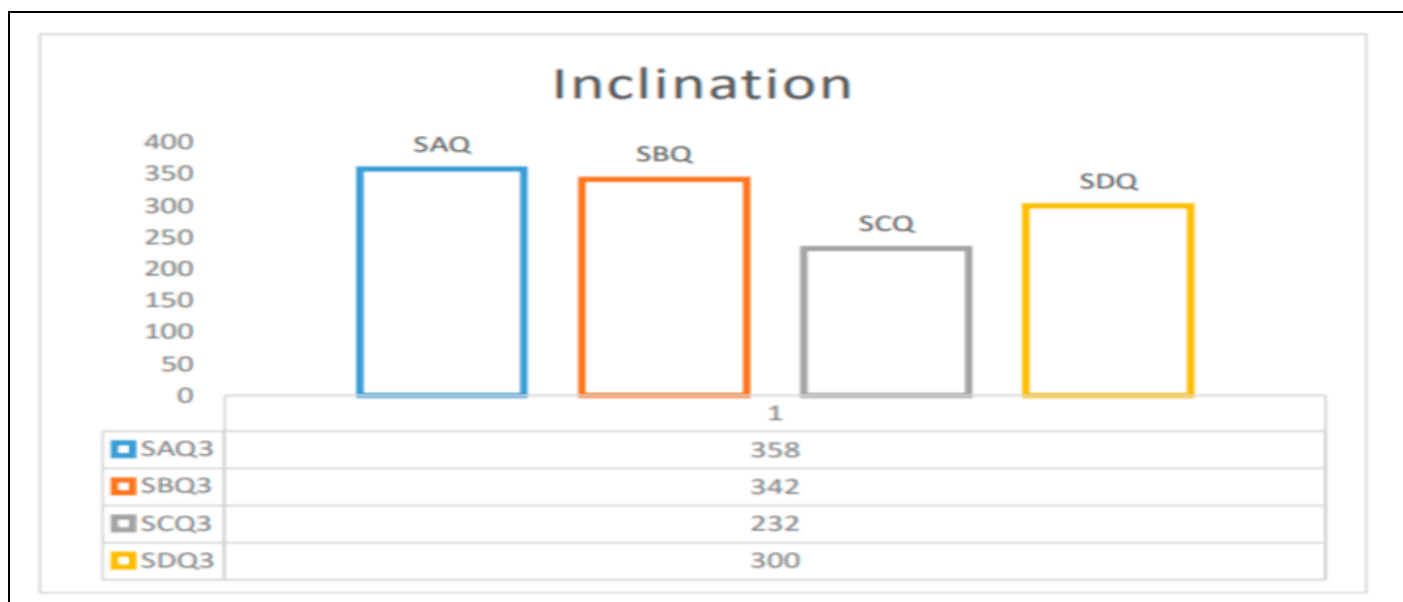


Fig 3 Inclination

The data analysis demonstrates the significant impact of storytelling and emotional branding on consumer purchase behavior, particularly in the QSR sector. The higher likeliness, willingness, and inclination scores for QSR products highlight the effectiveness of emotional branding in creating strong consumer connections and driving purchase decisions. While these strategies also influence FMCG

purchases, the effect is less pronounced, suggesting the need for a balanced approach that incorporates both emotional and practical appeals. Marketers can leverage these insights to develop targeted advertising strategies that resonate with their audience and drive meaningful engagement, ultimately contributing to the success of their marketing efforts.

VI. DATA ANALYSIS USING ONE WAY ANOVA

Table 1 One Way Anova for Quick Service Restaurants (Advertisement One)

One Way Anova for Quick Service Restaurants (Advertisement One)						
	Sum of Squares	df	Mean Square	F	Sig.	
Likeliness	Between Groups	14.913	1	14.913	9.545	0.003
Within Groups	178.121	114	1.562			
Total	193.034	115				
Inclination	Between Groups	8.149	1	8.149	4.718	0.032
Within Groups	196.911	114	1.727			
Total	205.06	115				
Willingness	Between Groups	3.6	1	3.6	2.115	0.149
Within Groups	194.012	114	1.702			
Total	197.612	115				

Table 2 One Way Anova for Quick Service Restaurants (Advertisement Two)

One Way Anova for Quick Service Restaurants (Advertisement Two)						
	Sum of Squares	df	Mean Square	F	Sig.	
Likeliness	Between Groups	4.882	1	4.882	2.9	0.091
Within Groups	191.877	114	1.683			
Total	196.759	115				
Inclination	Between Groups	0.712	1	0.712	0.383	0.537
Within Groups	212.073	114	1.86			
Total	212.784	115				
Willingness	Between Groups	10.857	1	10.857	6.026	0.016
Within Groups	205.384	114	1.802			
Total	216.241	115				

- *Likeliness* –

The likeliness to purchase reflects how likely respondents were to buy a product after viewing the advertisement. In the first QSR advertisement (Ad 1), the storytelling approach, which focused on a heartfelt mother-son relationship, significantly impacted likeliness. The F-value was 9.545 with a p-value of 0.003, indicating a strong statistical significance. This suggests that emotionally engaging narratives, especially those emphasizing family bonds, effectively influence consumer attitudes toward QSR offerings. In contrast, the second QSR advertisement (Ad 2), which portrayed joyful moments shared among friends, did not significantly affect the likeliness to purchase. The F-value of 2.9 and a p-value of 0.091 suggest that while the narrative was relatable, it lacked the depth or intensity to create a lasting impression. This disparity highlights the importance of crafting emotionally resonant stories that align closely with consumers' values and experiences.

- *Willingness* –

The willingness parameter evaluates the respondent's openness to consider purchasing the product. For both QSR advertisements, the willingness scores showed variability but were not as statistically significant as the likeliness parameter.

This may indicate that while respondents found the ads relatable and engaging, the willingness to commit to a purchase was influenced by other factors, such as price or perceived value.

- *Inclination*–

Inclination measures the overall emotional drive to purchase, influenced by storytelling and branding. For Ad 1, inclination showed significant results, with an F-value of 4.718 and a p-value of 0.032. The narrative's emotional depth, focusing on creating memories over meals, fostered a strong inclination among respondents. Conversely, Ad 2 did not yield statistically significant results (p-value = 0.537). This further supports the observation that narratives emphasizing universal themes, such as familial love, are more effective than generic themes of joy and celebration.

Quick Service Restaurants emerged as a category where storytelling and emotional branding significantly influenced consumer purchase behavior. Ad 1, in particular, demonstrated the power of emotionally resonant narratives, achieving statistical significance across both Likeliness and Inclination. The themes of family bonds and shared experiences created a strong connection with the audience,

highlighting the importance of emotional relevance in QSR marketing.

In contrast, Ad 2, while engaging, lacked the emotional depth required to drive significant consumer responses. This

underscores the variability in the effectiveness of storytelling, with deeper, more relatable themes resonating more strongly. Overall, the analysis reaffirms that emotional branding is a powerful tool in the QSR sector, capable of shaping consumer attitudes and driving purchase behavior.

Table 3 One Way Anova for FMCG (Advertisement One)

One Way Anova for FMCG (Advertisement One)						
	Sum of Squares	df	Mean Square	F	Sig.	
Likeliness	Between Groups	3.32	1	3.32	2.273	0.134
Within Groups	166.508	114	1.461			
Total	169.828	115				
Inclination	Between Groups	3.119	1	3.119	1.834	0.178
Within Groups	193.873	114	1.701			
Total	196.991	115				
Willingness	Between Groups	2.141	1	2.141	1.326	0.252
Within Groups	184.169	114	1.616			
Total	186.31	115				

Table 4 One Way Anova for FMCG (Advertisement Two)

One Way Anova for FMCG (Advertisement Two)						
	Sum of Squares	df	Mean Square	F	Sig.	
Likeliness	Between Groups	1.224	1	1.224	0.804	0.372
Within Groups	173.561	114	1.522			
Total	174.784	115				
Inclination	Between Groups	0.526	1	0.526	0.32	0.573
Within Groups	187.431	114	1.644			
Total	187.957	115				
Willingness	Between Groups	2.141	1	2.141	1.326	0.252
Within Groups	184.169	114	1.616			
Total	186.31	115				

- *Likeliness-*

For FMCG advertisements, likeliness scores were notably lower compared to QSR ads. In Ad 3, which featured an FMCG product (e.g., hair color), the F-value was 2.273 with a p-value of 0.134, indicating no significant influence of storytelling on respondents' likelihood to purchase. Similarly, Ad 4, representing another FMCG product (e.g., a washing machine), also failed to achieve statistical significance (F-value = 0.804, p-value = 0.372). These results suggest that storytelling, while effective in evoking emotional responses, does not strongly influence the likelihood of purchasing functional products.

- *Willingness-*

The willingness scores for FMCG products were equally subdued, reflecting limited emotional engagement from the ads. This aligns with the utilitarian nature of FMCG products, where practical considerations such as quality and pricing play a more prominent role in consumer decision-making. The lack of significant results highlights the challenge of leveraging storytelling for products where functional attributes take precedence.

- *Inclination-*

Inclination scores for FMCG advertisements were the lowest among all parameters analyzed. For Ad 3, the F-value was 1.834 with a p-value of 0.178, and for Ad 4, it was 0.32 with a p-value of 0.573. These findings underline the limited

impact of emotional branding in fostering an emotional drive to purchase FMCG products. Unlike QSR ads, which align closely with emotional and experiential themes, FMCG ads struggle to evoke a similar response due to their practical and utilitarian appeal. Fast-Moving Consumer Goods presented a starkly different narrative. Despite employing storytelling techniques, both FMCG advertisements failed to achieve statistical significance across Likeliness, Willingness, and Inclination. This outcome reflects the functional and utilitarian nature of FMCG products, where emotional branding may not align as closely with consumer motivations.

For FMCG products, the practicality of attributes such as quality, price, and functionality appear to outweigh the influence of storytelling. This suggests that while emotional branding can complement marketing strategies for FMCG products, it is insufficient as a standalone approach. To drive consumer purchase behavior effectively, FMCG advertisements must prioritize functional benefits while integrating emotional elements as supplementary features.

VII. RESULTS AND DISCUSSIONS

A. Results

The findings of this study align with the existing literature on emotional branding and storytelling. Research has consistently emphasized the effectiveness of emotional branding in sectors where consumer decisions are influenced

by experiential and intangible factors, such as dining and hospitality. In the QSR sector, emotionally charged narratives create a sense of authenticity and relatability, fostering a stronger connection with consumers. This is evident in the significant results for Ad 1, where themes of family and shared experiences resonated deeply with the audience.

In contrast, the results for FMCG advertisements corroborate studies highlighting the dominant role of functional attributes in consumer decision-making. Previous research suggests that while emotional branding can enhance brand perception, it is often overshadowed by practical considerations in the FMCG sector. The lack of significant results in this study underscores this point, emphasizing the need for a balanced approach that combines functional benefits with emotional appeal.

Overall, this study reinforces the importance of tailoring advertising strategies to the unique characteristics of each product category. For QSRs, storytelling and emotional branding are effective tools for driving consumer engagement and purchase behavior. In the FMCG sector, however, practical attributes must take precedence, with emotional branding serving as a complementary element. This nuanced understanding can help marketers optimize their strategies to better align with consumer expectations and motivations.

➤ *Evaluation of Hypothesis*

• *H1 (Alternative Hypothesis 1):*

The impact of storytelling in advertisements on consumer purchase behavior is higher in the QSR sector than in the FMCG sector.

The data strongly supports H1. The QSR ads focusing on family relationships and friendships generate feelings of warmth and togetherness, which translate into higher purchase intent. This supports the hypothesis that effective storytelling and emotional branding significantly boost consumers' emotional experiences and increase the likelihood and willingness to purchase QSR products. This is consistent with the findings asserting that emotional appeals connect a brand to customers, potentially influencing their purchasing behavior.

• *H2 (Alternative Hypothesis 2):*

The impact of storytelling in advertisements on consumer purchase behavior is higher in the FMCG sector than in the QSR sector.

The data does not support H2. While FMCG advertisements use emotionally charged narratives, the impact on purchase behavior is less pronounced compared to QSR ads. These FMCG ads, despite emphasizing themes of empowerment through self-expression and family care, demonstrate weaker influence on enhancing likeliness and inclination to purchase. This aligns with research arguing that while storytelling positively affects brand perception, it does not necessarily drive purchase intention in product categories where practical characteristics such as price, utility, or necessity are more influential.

• *H3 (Null Hypothesis):*

There is no difference in the impact of storytelling in advertisements on consumer purchase behavior between the QSR and FMCG sectors.

The data does not support H3. There is a clear difference in the impact of storytelling on consumer purchase behavior between the QSR and FMCG sectors. The higher scores for likeliness, willingness, and inclination to purchase QSR products highlight the greater effectiveness of emotional branding in this sector. This supports the assertion that the type of product and the context in which emotions are used play a crucial role in determining the effectiveness of storytelling in influencing consumer behavior.

B. Discussion

The analysis reveals that emotional branding and storytelling play a pivotal role in shaping consumer purchase behavior, especially in the context of Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG). The responses from the 116 participants provide substantial insights into how emotionally charged advertisements can drive likeliness, willingness, and inclination to purchase.

➤ *Impact of Storytelling on Consumer Likeliness to Purchase*

The data strongly suggest that storytelling can significantly increase consumer likeliness to purchase products when the narrative is well-aligned with relatable and emotionally engaging themes. For instance, ads that focus on family connections or personal milestones seem to resonate deeply with the respondents. This pattern reflects the ability of storytelling to create not just a connection with the product, but a deeper alignment with the consumer's personal values and social experiences. Emotional branding, by weaving stories that consumers see themselves in, increases the overall appeal of the brand, making it more approachable and trustworthy.

➤ *Willingness to Purchase through Emotional Appeal*

Willingness to purchase is closely linked with how a brand emotionally connects with its audience. Ads that highlight not just functional benefits but emotional engagement lead to a higher openness or readiness among consumers to engage with the product. The data shows a consistent trend where the willingness scores increase in proportion to the strength of the emotional narrative in the advertisement. This suggests that emotional branding creates a sense of brand familiarity and relatability, making consumers more willing to commit to a purchase.

➤ *Inclination to Purchase: Merging Emotional and Practical Factors*

The inclination to purchase reflects a synthesis of both emotional engagement and rational considerations. While emotional branding is crucial in sparking initial interest, it must be supported by practical messaging to translate into an actual purchase. Advertisements that seamlessly combine an emotional appeal with clear, pragmatic product benefits demonstrate a higher purchase inclination. This indicates that,

while emotions may initiate the consumer journey, rational factors often solidify the decision to purchase.

➤ *Sector-Specific Findings*

The responses indicate that sectors like QSR benefit heavily from emotional storytelling, as the nature of the product and consumer interaction—centered around experiences and social moments—aligns well with emotionally charged narratives. However, the effectiveness of storytelling in influencing purchase behavior may vary depending on the nature of the product category and the intrinsic consumer values associated with it. In sectors where the purchase decision is more utility-driven, such as FMCG, emotional branding must still engage, but practical benefits need clearer emphasis to bridge the gap between emotional interest and purchase action.

➤ *Storytelling and Emotional Branding in QSR*

In the QSR sector, brands successfully leverage emotional branding to create strong connections with their audience. The data consistently show that advertisements built around emotionally engaging stories lead to higher consumer engagement and purchase intent. For example, one advertisement centers on a heartwarming mother-son relationship and the idea of creating memorable moments over a meal, strongly resonating with consumers. Similarly, another ad emphasizes joyous moments shared among friends, often weaving in themes of unity and inclusivity. Both advertisements use storytelling to evoke positive emotions such as happiness, warmth, and nostalgia, which significantly enhance the brand's appeal.

This emotional resonance is quantitatively reflected in the survey results:

Likeliness to purchase is significantly higher for QSR products, with scores indicating a strong preference, compared to FMCG products.

Willingness to purchase follows a similar pattern, with QSR products outperforming FMCG items in this metric as well.

Inclination to purchase, a key measure of a consumer's tendency to act on their emotional response, also shows higher scores for QSR brands compared to their FMCG counterparts.

- Likelihood: QSR products scored 367 and 359 compared to FMCG products scoring 208 and 294.
- Willingness: QSR products scored 376 and 377, while FMCG products scored 217 and 303.
- Inclination: QSR brands scored 358 and 342, whereas FMCG brands scored 232 and 300.

These findings suggest that the QSR sector benefits immensely from emotional storytelling, as the narratives not only enhance consumer affinity toward the brand but also lead to stronger intent and likelihood of purchase. The emotional appeal of these advertisements, coupled with the practical

convenience of QSR offerings, creates a powerful combination that drives consumer decisions. The themes of family, friendship, and shared experiences in these ads cater to the younger demographic, who are more likely to value emotional connections and social bonding in their purchasing decisions.

➤ *Storytelling and Emotional Branding in FMCG*

In contrast, while FMCG advertisements employ storytelling and emotional branding, the effectiveness of these strategies is less pronounced in influencing consumer purchase behavior. One FMCG advertisement, for instance, focuses on themes of empowerment and self-expression by depicting a father who gains confidence and connects with his children after changing his hair color. Although emotionally appealing, the advertisement does not evoke the same level of purchase intent as seen in QSR advertisements.

Similarly, another ad highlights family care and responsibility through a husband learning to do laundry to help his wife, generating an emotional connection. However, this emotional narrative does not translate into as strong a purchasing inclination as seen with QSR products. The emotional appeal in these FMCG ads is often overshadowed by practical considerations, such as product utility, necessity, and price, which play a more substantial role in consumer decision-making.

The lower scores for FMCG products across all three dimensions (likeliness, willingness, and inclination) suggest that, while emotional branding can foster a connection with the consumer, it may not be sufficient to drive purchase decisions in the FMCG sector. Other factors, such as product functionality and price competitiveness, often have a greater influence. For instance, the likeliness score for one FMCG product is substantially lower than that of a QSR product, indicating that while consumers appreciate the emotional storytelling, practical considerations dominate their decision-making process for such products.

This analysis emphasizes the vital role of emotional branding and storytelling in shaping consumer purchase behavior in Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG). QSR brands effectively use emotionally charged narratives centered around family and social connections to boost consumer engagement. Conversely, FMCG brands show less impact from emotional appeals, indicating that practical considerations often take precedence in this sector. Overall, tailoring emotional strategies to align with product nature and consumer values is crucial for fostering deeper connections and driving purchase decisions.

VIII. IMPLICATIONS

➤ *Prioritizing Emotional Storytelling in QSR Advertising*

Quick Service Restaurants (QSR) should position emotional storytelling as a foundational element of their marketing strategy. Research indicates that narratives centered on themes such as family bonds, friendship, and shared experiences deeply resonate with consumers, particularly

among younger demographics. By crafting advertisements that evoke emotions like warmth, nostalgia, and joy, brands can reinforce their role in creating memorable social moments. This emotional connection not only enhances consumer engagement but also increases the likelihood of purchase, as consumers feel more personally connected to the brand.

➤ *Integrating Emotional and Functional Messaging in FMCG*

Fast-Moving Consumer Goods (FMCG) brands should adopt a balanced marketing strategy that intertwines emotional branding with clear functional benefits. While emotionally engaging narratives capture attention, it is crucial to complement them with messaging that highlights the product's utility, efficiency, and overall value proposition. By effectively communicating how their products enhance daily life, FMCG brands can influence consumer decisions more persuasively, ultimately driving purchase behavior. This balance between emotional appeal and functional messaging ensures a more comprehensive marketing approach.

➤ *Targeting Younger Demographics with Relatable Narratives*

The study emphasizes that emotional branding is particularly effective in capturing the attention of younger consumers. Brands should develop advertisements that reflect the values, aspirations, and social realities of this demographic, such as independence, social connection, and cultural inclusivity. Creating relatable narratives that align with these themes fosters emotional engagement and strengthens brand loyalty. Additionally, leveraging platforms like social media, which resonate with younger audiences, ensures that these narratives effectively reach the intended consumers.

➤ *Leveraging Digital Platforms for Enhanced Emotional Engagement*

As digital platforms increasingly influence consumer behavior, brands must optimize their emotional storytelling across these channels. This involves creating content tailored to evoke emotional responses, using visuals and narratives that resonate with the target audience. Consistency in messaging across digital platforms is crucial to reinforcing brand identity and deepening consumer connections. Brands can also use interactive formats like polls and stories to enhance engagement, making the consumer experience more dynamic and emotionally driven.

➤ *Implementing Real-Time Feedback Mechanisms*

To maximize the effectiveness of emotional storytelling, brands should establish mechanisms for gathering real-time feedback. Tools like social media monitoring, customer feedback surveys, and A/B testing of different emotional narratives can provide valuable insights into how campaigns are received. By continuously assessing consumer reactions, brands can refine their emotional branding strategies and ensure that they remain relevant and impactful, driving both engagement and purchase behavior.

➤ *Exploring a Diverse Range of Emotional Triggers*

Future advertising campaigns should explore a broader range of emotional triggers, such as humor, nostalgia, empathy, and excitement. Understanding which emotional responses resonate most with target audiences allows brands to enhance their marketing efforts. Tailoring narratives to evoke specific emotions not only increases consumer engagement but also fosters deeper connections with the brand, ultimately driving purchasing decisions.

➤ *Fostering Long-Term Emotional Connections for Consumer Loyalty*

Marketers must consider the long-term implications of emotional branding on consumer loyalty. Establishing strong emotional connections can result in repeat purchases and increased brand advocacy. To nurture these relationships over time, brands should implement loyalty programs, personalized communications, and community-building initiatives. This ongoing emotional engagement ensures that consumers remain connected to the brand beyond the initial interaction, fostering lasting loyalty.

➤ *Segment-Specific Emotional Branding Strategies*

Brands should recognize that demographic factors such as age, gender, and cultural background significantly influence emotional responses. Tailoring emotional branding strategies to different consumer segments allows brands to resonate more effectively with diverse audiences. Conducting thorough market research to understand the unique emotional drivers of each segment will enable brands to refine their narratives and maximize the impact of their marketing efforts.

➤ *Creating in-Store Emotional Branding Experiences for FMCG*

FMCG brands should extend emotional branding beyond traditional advertisements and incorporate it into in-store experiences. Visual merchandising, product placement, and engaging promotional materials can reinforce emotional narratives and enhance consumer engagement in a retail setting. By creating a more emotionally resonant shopping experience, brands can increase the likelihood of purchase and overall consumer satisfaction, thus driving sales.

➤ *Cross-Industry Insights on Emotional Branding Effectiveness*

To uncover unique nuances in emotional branding, future research should explore its application across various industries beyond QSR and FMCG. Cross-industry insights can reveal best practices and strategies that brands can adapt to their own sectors. Understanding how emotional branding is successfully employed in different contexts can provide valuable lessons for enhancing overall marketing efficacy.

➤ *Educational Campaigns to Enhance Consumer Understanding*

Brands should consider launching educational campaigns to help consumers understand the emotional narratives behind their products. Transparent storytelling can deepen consumer engagement by allowing them to connect with the brand on a personal level. Educational content, such as behind-the-scenes videos or interactive online experiences,

can enhance consumer awareness of a brand's emotional journey, fostering a deeper relationship with the brand.

➤ *Assessing the Impact of Emotional Branding on Brand Equity*

To evaluate the long-term effects of emotional branding, brands must establish metrics to track its impact on brand equity. Key indicators such as brand loyalty, customer satisfaction, and overall brand perception should be monitored over time. Developing a framework to assess these factors will provide valuable insights into the effectiveness of emotional storytelling and allow marketers to adjust their strategies for optimal results.

IX. LIMITATIONS

This study has revealed significant insights into the impact of storytelling and emotional branding on consumer behavior; however, it does have limitations that must be considered. The sample size was relatively small, comprising only 116 undergraduate respondents, which restricts the generalizability of the findings to broader demographics, such as older age groups or working professionals who may react differently to emotional branding. Additionally, the focus was limited to two sectors—Quick Service Restaurants (QSR) and Fast-Moving Consumer Goods (FMCG)—thus the results may not be applicable to other industries, like technology or luxury goods, where emotional branding dynamics may differ. The research primarily assessed immediate consumer responses to advertisements, neglecting potential long-term influences on brand loyalty, customer retention, and repeat purchases, which could provide deeper insights into how emotional ties evolve over time.

Moreover, the study concentrated on specific emotional triggers such as kinship, friendship, and empowerment, leaving out a broader range of emotional appeals, including humor, nostalgia, or fear. Further exploration of these varied emotional triggers could enhance understanding of consumer reactions to advertising narratives. Cultural context was another area not addressed; as cultural subtleties can significantly influence emotional reactions, future research should investigate how different demographics interpret emotional storytelling in advertising. Finally, this study primarily examined traditional advertising methods, overlooking the impact of digital channels. In an increasingly digital landscape, understanding how organizations utilize emotional branding in digital formats, including social media and user-generated content, is essential for grasping its full impact on consumer emotions.

FUTURE SCOPE

Future research on storytelling and emotional branding offers several intriguing directions. One important area is examining the long-term impact of emotional branding on consumer loyalty and retention. While this study focuses on immediate responses, understanding how emotional connections evolve over time could help brands maintain consumer engagement and loyalty. Additionally, demographic factors such as age, gender, and cultural

background can significantly influence emotional responses to advertisements. Investigating how different segments respond to various emotional appeals will allow brands to tailor their marketing strategies effectively. Furthermore, exploring different emotional triggers—like humor, nostalgia, or empathy—could provide deeper insights into consumer behavior and enhance the effectiveness of campaigns.

Expanding the research to include various industries beyond QSR and FMCG can reveal unique sector-specific nuances in emotional branding. Moreover, as digital platforms become increasingly influential, studying how storytelling translates across social media and other digital formats is crucial. This includes analyzing the effectiveness of emotionally charged content in various online environments. Finally, conducting real-time experiments to test different storytelling techniques and emotional narratives can offer immediate feedback and allow brands to refine their strategies dynamically. By exploring these areas, future research can significantly advance our understanding of storytelling and emotional branding in shaping consumer behavior and driving engagement in today's market.

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