

The impact of brand story marketing on consumer brand loyalty

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Abstract. With the intensification of market competition, enterprises tell history and culture through brand story marketing, meet the emotional needs of consumers, and effectively enhance brand loyalty and competitiveness. This paper focuses on the impact of brand story marketing on consumer brand loyalty. Through empirical analysis, this paper explores how the three independent variables of narrative appeal, authenticity and cultural fit of brand stories influence consumer loyalty with the help of the two intermediary variables of emotional resonance and social identity. At the same time, the effect of consumers' emotional factors on the regulating variables in this process is investigated. The method of collecting data in this article is questionnaire survey, and the method of hypothesis testing is to use equation models. The results show that each dimension of brand story has a significant positive impact on the sincerity of consumers to the brand, which is partly realized through mediating variables, and consumer empathy has a positive moderating effect. The research of brand story is beneficial to promote the relationship between consumers and enterprises and provides theoretical and practical basis for the formulation of enterprise brand story marketing strategy.

Keywords: Brand loyalty; consumer; brand story marketing.

1. Introduction

With the development of the market economy, brand competition is becoming increasingly fierce. This paper finds that in today's competitive market environment, brand story marketing, as a new marketing strategy, has gradually attracted the attention of enterprises. There are many cases in daily life. For example, when an enterprise puts a new product into the market, to better improve its competitiveness, it often tells the brand's history, culture, values, founder's experience and other elements.

These stories can effectively touch the emotions of consumers, thus strengthening the connection between brands and consumers. This way can quickly enhance the brand image and enhance consumer brand loyalty. Among many marketing methods, brand story marketing, as a new marketing method, has gradually attracted the attention of enterprises and academia.

Through further understanding business relations can be found:

1. In the current market environment, consumers' demand for products is no longer only satisfied with the functional needs but pay more attention to the emotional experience. Brand story marketing tells the story behind the brand, transmits the brand values, meets the emotional needs of consumers, and stands out from the competition.

2. Compared with traditional marketing methods, brand story marketing has the following advantages: first, it is more attractive, and the story content is easier to arouse the resonance of consumers; Second, it has strong communication power, and the story has natural communication attributes, which is conducive to improving brand awareness; The third is to enhance the brand image, show the brand connotation through the story, and enhance the brand image.

3. Consumer brand emotion is the sum of consumers' affection, trust and loyalty to the brand. Research shows that consumer brand emotion has an important impact on purchasing behavior, other people's comments on the brand and the sincerity of consumers to the brand.

In view of the research significance of the research topic "The impact of brand story marketing on consumer behavior and company feedback", it is mainly divided into three aspects: enterprise brand, consumers and the relationship between enterprises and consumers.

In terms of corporate branding, companies inspire consumers by telling the history or culture of the brand and by conveying emotions, values and a sense of experience. Through brand story marketing, enterprises analyze whether the company can establish a unique brand image. By telling the brand story, Nong Fu Spring has established a green and healthy brand image and promoted brand awareness with a unique LOGO. By promoting consumer awareness of the core values of their products through brand stories, companies can also shape a unique brand positioning.

On the consumer side, in the process of studying brand story marketing, brand story can help consumers understand the marketing strategy and help them rational consumption.

From the perspective of the relationship between consumers and enterprises, the brand story of enterprises can become a marketing strategy. Through the study of brand marketing, enterprises can better understand how to strengthen the relationship with consumers through brand stories and realize that enterprises are accurately positioned to meet the needs of the target market. By resonating with consumers' emotions, it can enhance consumers' purchase willingness, increase market share and enhance consumer loyalty. The research of brand story marketing is helpful to promote the harmonious relationship between consumers and enterprises and the formation of long-term customer value.

2. Literature Review

Brand loyalty refers to the performance of consumers' emotional identification with a specific brand, and the behavior of purchasing due to personal sensibility. When consumers are affected by brand loyalty, the brand is no longer just a commodity or service, but also an emotional connection and a consumer's trust in the brand. This emotional identification is not only the recognition of product quality and function, but also the recognition of the values, culture and corporate image behind the brand. This article will divide brand loyalty into two dimensions: consumer behavior and consumer attitude. The influential factors of brand loyalty are the narrative appeal of brand story, the authenticity of story and the cultural fit.

Narrative appeal refers to whether the brand's story can attract consumers' attention due to its interestingness, plot coherence and character creation. Based on narrative transmission theory (Green & Brock, 2000), the core of the theory is that the more attractive the story is, the easier it is for consumers to be immersed in it.

This paper assumes that the narrative attraction of brand story marketing can make consumers generate emotional resonance and get positive feedback, thus influencing brand loyalty and causing consumers to repeat purchases, premium purchases and other behaviors. Previous studies have shown that the attractiveness of brand stories is directly proportional to consumer brand loyalty, that is, the narrative appeal of brand marketing can positively affect brand loyalty.

Story authenticity is consumers' perception of whether a brand story truly reflects the brand's history and values. Based on the source credibility theory (Hovland et al., 1953), the core content of the theory is that authenticity affects trust and identification.

This paper assumes that the story authenticity of brand story marketing can generate emotional resonance among consumers and obtain positive feedback, thus affecting brand loyalty and causing consumers to repeat purchases, premium purchases and other behaviors. Previous studies have shown that the authenticity of brand stories is directly proportional to consumer brand loyalty, that is, the story authenticity of brand marketing positively affects brand loyalty.

Cultural fitness is how well the brand story fits into the target audience's cultural background or social values (e.g., localization, collectivism). Based on the theory of acculturation (Berry, 1997), the core content of the theory is that cultural fit enhances consumer identity.

This paper assumes that the brand story marketing story cultural fit can make consumers generate social identity, and then produce positive feedback to brand loyalty, and make consumers generate emotional attachment and value recognition. Previous studies have shown that the degree of cultural fit between brand story and local culture is directly proportional to consumer brand loyalty, that is, the degree of cultural fit of brand marketing can positively affect brand loyalty. The mediating variables are composed of emotional resonance and social identification.

The meaning of emotional resonance is that consumers' emotional resonance to brand stories (such as moved, excited, etc.) may be an important intermediary variable for brand story marketing to affect loyalty. This article hypothesizes that brand story marketing can generate positive feedback and enhance brand loyalty by inducing consumers' emotional resonance. Previous studies have shown that brand story marketing is positively correlated with emotional resonance, that is, brand story marketing can promote consumers to have emotional resonance. It is concluded that emotional resonance can positively affect brand loyalty.

3. Research Models and Hypotheses

Leading hypothesis: Brand story characteristics positively influence emotional support. Brand story characteristics positively influence brand loyalty. Emotional support plays a mediating role in the relationship between brand story characteristics and brand loyalty. The characteristics of brand story marketing have three dimensions: narrative appeal, story authenticity, and cultural fit. Emotional support includes two dimensions: emotional resonance and social identification.

Based on the theory of happiness and the theory of meaning, Xu Ting discusses the influence of brand types on consumers' attitudes and concludes that meaningful stories can improve consumers' brand preference and word-of-mouth communication intention more than happy stories [1]. The article of Jingsen focuses on brand story marketing and discusses the connotation, constituent elements, industry characteristics, existing problems, future trends and communication strategies of brand story. For example, Starbucks creates a coffee story hall to connect customers with the "third space" emotion and become a brand competitiveness. Research on the dimension of brand association provides a theoretical perspective for understanding brand stories. Through the Internet, brand stories act as the carrier of the brand and constantly adapt to the times. [2]. At the same time, the research on brand stories of Coca-Cola and Pepsi also shows that enhancing the narrative appeal of brand stories has a positive effect on consumer loyalty. This paper takes Coca-Cola and Pepsi as research objects, analyzes the elements of their brand stories, narrative strategies and their changes in the new communication environment, and then concludes that the strategic thinking of brand narrative is the key for brands to enhance consumer loyalty. The two brands use elements such as "sports + music" to convey the brand concept. In terms of narrative characteristics, Coca-Cola is emotional and history-oriented, while Pepsi is rational, and focuses on commitment and time hopping. In terms of narrative structure, Coca-Cola is linear, while Pepsi is two-line (brand development line and social responsibility line). The brand story marketing of both brands has achieved good results [3].

The story authenticity of brand story marketing can make consumers have emotional resonance and get positive feedback, thus affecting brand loyalty and causing consumers to repeat purchase, premium purchase and other behaviors. The research results of the article by Yang Zhihao, Wang Desheng and Li Tingting show that consumers have a higher evaluation of real brand stories. The reason is that consumers will have their own psychological expectations for the brand when they consume, and the authenticity of the source of the brand story is a way to shorten the psychological distance with consumers. Compared with fictional stories, real stories are more helpful in improving narrative communication and brand evaluation. [4]. in the article "Research on the Influence of Brand Stories on Brand loyalty", it is also mentioned that the authenticity of brand stories has a positive effect on brand loyalty. A more authentic story plot will attract more attention, and the audience will be more likely to pay attention to the focus of the brand, which will produce biased behaviors and

affect the purchase behavior. This bias can be understood as the positive effect of the authenticity of brand stories on brand loyalty [1].

The characteristics of brand stories positively affect emotional support, and then produce positive feedback effect on brand loyalty, so that consumers have emotional attachment, value recognition and so on. Li Ning, a Chinese sportswear brand, has built good sales through the development concept of its brand values and social recognition. In Guan Yu's article, Li Ning brand adheres to core values such as "winning dreams" and "consumer orientation". Moreover Li Ning brand encourages consumers to exercise behavior. Moreover, Chinese character brand names are used in the design of brand features, product design is innovative, Chinese Li Ning series is launched, Chinese cultural characteristics are explored, and value elements include "autonomy and self-discipline", "change and innovation", etc. [5]. Hongxing Erke enterprise is also adhering to the marketing values in line with the society, in Zhengzhou 720 rainstorm poured out the industry for its donations, by the love of consumers, its brand influence is gradually rising, consumers for the brand identity has been enhanced, and consumer brand loyalty is linked.

Mediation hypothesis: Emotional support plays a mediating role in the relationship between brand story characteristics and brand loyalty. Emotional support includes two dimensions: emotional resonance and social identification.

Article "The impact of experiential consumption cognitions and emotions on behavioral. Intentions compare how much consumers spend on two types of travel services: local museums and theme parks. The conclusion is that when a brand's story marketing channels consumers' emotions, it will increase sales. Brand loyalty is generally considered to be positively correlated with sales, so the increase in sales indicates the increase in consumer loyalty, and it is inferred that consumer emotion is positively correlated with brand loyalty [1]. In his article, Yu Kefa constructed the "Consumer brand advertising Resonance Measurement Scale" and conducted a questionnaire survey on college students in 2010. The research concluded that consumers and brands are closely connected through brand resonance. Brand resonance makes consumers' understanding of the brand more profound than before, and they prefer the brand. This is the embodiment of promoting the sincerity of consumers to the brand. [6].

Brand story marketing can generate positive feedback by enhancing consumers' social identity, thus enhancing brand loyalty. With the Winter Olympics driven by the boom in ice and snow sports, sports equipment consumption increased, and Li Ning as a Chinese sports brand representative performance. At this time, Li Ning will "use Xinjiang high-quality long staple cotton" printed on the clothing label, and its brand values are concerned. The founder Li Ning has the quality of national feelings, integrity and friendliness, which is an important symbol of the brand. Li Ning brand makes use of the brand identity of consumption attributes, enhances the brand image and enhances the brand loyalty of consumers [5].

4. Research Hypotheses and Model Construction

Based on the theoretical foundations in the literature review section, this study proposes the following hypotheses to explore the mechanism by which brand story characteristics influence consumer loyalty and the mediating role of emotional support.

Hypothesis 1: Brand story characteristics have a significant positive impact on emotional support.

Hypothesis 2: Brand story characteristics have a significant direct positive effect on brand loyalty.

Hypothesis 3: Emotional support partially mediates the relationship between brand story characteristics and brand loyalty.

5. Research Methods

5.1. Questionnaire Design

This investigation utilizes a questionnaire survey as the primary data collection method. The construction of the questionnaire is informed by the theoretical underpinnings and research hypotheses that were elaborated in the literature review section. The questionnaire comprises the following sections:

The questionnaire encompasses segments pertaining to the fundamental attributes of the respondents, including but not limited to gender, age, and educational attainment, thereby facilitating an understanding of the essential characteristics of the sample population.

The brand story characteristics scale is presented in Table 1. It includes three dimensions: Narrative Appeal, Authenticity, and Cultural Fit. The measurement items and theoretical basis for each dimension are listed as follows (See Table 1).

Table 1. Brand story characteristics scale.

Dimension	Measurement Items	Theoretical Basis
Narrative Appeal	4. The plot development of the brand story is engaging (e.g., suspense, conflict resolution)	Narrative Transportation Theory
	5. The core message conveyed by the story is memorable (e.g., catchphrases, visual symbols)	Cognitive Imprinting Theory
Authenticity	6. The content of the brand story has verifiable factual basis (e.g., founder's experience, historical events)	Source Credibility Theory
Cultural Fit	7. The narrative style of the story aligns with my aesthetic preferences (e.g., dialect use, artistic style)	Aesthetic Acceptance Theory

The reliability analysis of the brand story characteristics scale is shown in Table 2. The sample size is 118, with 4 items in the scale. The Cronbach's α coefficient is 0.842, indicating good reliability (See Table 2).

Table 2. Brand story characteristics reliability analysis.

Sample Size	Number of Items	Cronbach's α Coefficient
118	4	0.842

The emotional and social identification scale is presented in Table 3. It includes two dimensions: Emotional Resonance and Social Identification. The measurement items and theoretical basis for each dimension are listed as follows (See Table 3).

Table 3. Emotional and social identification scale.

Dimension	Measurement Items	Theoretical Basis
Emotional Resonance	8. The story evokes certain emotions in me (e.g., moved, proud, amused)	Emotional Events Theory
	9. I can understand the emotional connotations conveyed by the story	Empathy Response Theory
Social Identification	10. I am willing to publicly express my support for the brand	Self-Presentation Theory
	11. Using this brand enhances my social image	Symbolic Consumption Theory

The reliability analysis of the emotional and social identification scale is shown in Table 4. The sample size is 118, with 4 items in the scale. The Cronbach's α coefficient is 0.849, indicating good reliability (See Table 4).

Table 4. Emotional and social identification reliability analysis.

Sample Size	Number of Items	Cronbach's α Coefficient
118	4	0.849

The brand loyalty scale is presented in Table 5. It includes two dimensions: Behavioral Loyalty and Attitudinal Loyalty. The measurement items and theoretical basis for each dimension are listed as follows (See Table 5).

Table 5. Brand loyalty scale.

Dimension	Measurement Items	Theoretical Basis
Behavioral Loyalty	12. I am willing to pay a higher price than competitors	Payment Willingness
Attitudinal Loyalty	13. When others criticize the brand, I will defend it	Brand Advocacy
	14. I will continuously follow the brand's dynamic information (new products/activities)	Information Tracking

The reliability assessment of the brand loyalty scale is presented in Table 6. The sample comprises 118 participants, and the scale consists of three items. The Cronbach's α value is 0.805, which suggests that the scale has satisfactory reliability.

Table 6. Brand loyalty reliability analysis.

Sample Size	Number of Items	Cronbach's α Coefficient
118	3	0.805

5.2. Data Collection and Sample Characteristics

The questionnaire was disseminated via an online medium, resulting in the collection of 118 valid responses. The fundamental attributes of the sample population are as follows (See Table 7).

Table 7. Basic characteristics of the sample.

Variable	Category	Frequency	Percentage (%)
Gender	Male	68	57.63
	Female	50	42.37
Age	Under 18	1	0.85
	18-25	95	80.51
	26-35	14	11.86
	36-45	6	5.08
	Over 46	2	1.69
Education Level	High School and Below	1	0.85
	Associate Degree	5	4.24
	Bachelor's Degree	98	83.05
	Graduate and Above	14	11.86

5.3. Data Analysis Methods

5.3.1. Descriptive statistical analysis

Descriptive statistical analysis was performed to elucidate the fundamental characteristics of the data, encompassing metrics such as the mean, standard deviation, and other pertinent measures for each variable.

5.3.2. Factor analysis

Factor extraction is conducted utilizing Principal Component Analysis (PCA), with Varimax rotation employed to assess the structural validity of the scales.

5.3.3. Regression analysis

Multiple linear regression analysis is utilized to examine the direct influence of brand story characteristics on emotional support and brand loyalty, as well as the mediating role of emotional support.

6. Data Analysis and Results

6.1. Regression Model One: the Direct Impact of Brand Story Characteristics on Emotional Support

Table 8. Regression analysis results of Model One.

Model	Coefficient a			t	Significance
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.292	.260		4.970	.000
1 Brand Story Characteristics	.666	.067	.679	9.969	.000

a. Dependent Variable: Emotional Support

In Regression Model one, the adjusted R2 value was 0.457, suggesting that the model has a strong explanatory capacity, with a statistically significant p-value below 0.001. The coefficient for brand story characteristics was 0.666, indicating a significant effect.

The findings demonstrate that brand story characteristics exert a significant positive influence on emotional support ($\beta = 0.666$, $p < 0.001$), thereby corroborating Hypothesis 1 (See Table 8).

6.2. Regression Model Two: the Direct Impact of Brand Story Characteristics on Brand Loyalty

Table 9. Regression analysis results of Model Two.

Model	Coefficient a			t	Significance
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.791	.309		2.558	.012
1 Brand Story Characteristics	.711	.080	.639	8.938	.000

a. Dependent variable: brand loyalty

In Regression Model Two, the adjusted R-squared value attained 0.403, which suggests that the model has a satisfactory explanatory capacity, with a statistically significant p-value below 0.001. The coefficient for brand story characteristics was 0.711, indicating a significant positive effect.

The outcomes of the regression analysis model not only validated the hypothesis but also illustrated the positive direct effect of the independent variables on the dependent variables. Additionally, the analysis highlighted that brand story characteristics have a positive influence on brand loyalty.

The findings demonstrate that brand story characteristics exert a significant direct positive impact on brand loyalty ($\beta = 0.679$, $p < 0.001$), thereby lending support to Hypothesis 2 (See Table 9).

6.3. Regression Model Three: Mediating Effect of Emotional Support

Table 10. Regression analysis results of Model Three.

Model	Coefficient a			t	Significance
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	-.162	.268		-.603	.548
1 Brand Story Characteristics	.219	.085	.197	2.569	.011
Emotional Support	.737	.087	.650	8.471	.000

a. Dependent Variable: Brand Loyalty

In Regression Model Three, both brand story characteristics and emotional support were included in the regression for brand loyalty. The model's explanatory power reached 0.629, which is stronger than that of Regression Model Two, indicating a better fit. The coefficients for both brand story characteristics and emotional support were positive and significant, showing that both have a significant positive impact on brand loyalty (See Table 10).

6.4. Comparison of Regression Models Two and Three

In Model Two, the direct effect of brand story characteristics was $\beta = 0.679$ ($p < 0.001$). In Model Three, after introducing emotional support, the direct effect decreased to $\beta = 0.629$ ($p = 0.002$), indicating a partial mediating effect.

Upon comparison, it was observed that the coefficient for brand story characteristics diminished from 0.711 to 0.219. This reduction indicates that while brand story characteristics exert a direct influence on brand loyalty to a certain degree, the remainder of the impact is mediated through emotional support. In Regression Model Two, the overall effect of the independent variables on the dependent variables was quantified with a coefficient of 0.711. However, in Regression Model Three, following the introduction of emotional support as a mediator, the coefficient was reduced to 0.219. Consequently, it can be inferred that a significant indirect effect exists within the model, facilitated by the mediator variable, thereby confirming partial mediation.

Emotional support serves as a partial mediator in the relationship between brand story characteristics and brand loyalty, thereby lending support to Hypothesis 3.

7. Discussion

7.1. Research Conclusions

This study, through empirical analysis, explores the mechanism by which brand story characteristics influence consumer loyalty and the mediating role of emotional support. The results indicate the following:

8. The direct impact of brand story characteristics on emotional support

The appeal, authenticity, and cultural congruence of brand stories exert a significant positive influence on emotional support (supporting Hypothesis 1). This finding implies that these attributes of brand stories can effectively elicit emotional resonance among consumers, thereby strengthening their emotional support for the brand. This conclusion aligns with prior research, such as Green and Brock's (2000) narrative transportation theory, which posits that a more compelling story enables consumers to more readily immerse themselves and achieve emotional resonance [7]. Moreover, Hovland et al.'s (1953) source credibility theory suggests that the authenticity of a story can substantially enhance consumers' trust and identification with the brand [8].

9. The direct impact of brand story characteristics on brand loyalty

Brand story characteristics exert a significant direct positive influence on brand loyalty (Hypothesis 2 is supported). This suggests that the appeal, authenticity, and cultural congruence of brand stories can directly shape consumers' behavioral and attitudinal loyalty, thereby strengthening their overall brand loyalty. This conclusion is consistent with prior research. For instance, Zhou Yanlin's study demonstrates that the authenticity of brand stories positively impacts consumer brand loyalty [9]. Similarly, Huang Huapiao's research indicates that the narrative appeal of brand stories can significantly enhance consumers' brand preference and word-of-mouth intentions [10].

10. The direct impact of emotional support on brand loyalty

Emotional resonance and social identification have a significant positive impact on brand loyalty (Hypothesis 3 is supported). This suggests that emotional support is an important factor influencing brand loyalty, as consumers' emotional identification and sense of belonging to the brand can significantly enhance their loyalty. This indicates that brand resonance is a close psychological connection between consumers and the brand, which can significantly enhance brand loyalty.

11. The mediating effect of emotional support

Emotional support serves as a partial mediator in the relationship between brand story characteristics and brand loyalty (Hypothesis 4 is supported). This finding corroborates Yu Kefa's conclusions regarding "The Content, Structure, and Impact of Consumer Brand Advertising Resonance" and aligns with Green's narrative transportation theory. This result elucidates the underlying mechanism through which brand storytelling influences consumer loyalty. While prior research has indicated that emotional resonance and social identification positively impact brand loyalty, this study further clarifies the mediating role of emotional support between brand story characteristics and brand loyalty, a conclusion that has been seldom addressed in previous studies.

11.1. Research Limitations and Future Prospects

While this study possesses theoretical and practical significance, it is not without limitations. Firstly, the sample scope and size are restricted, primarily concentrating on specific regions and age groups, which may compromise the generalizability of the findings. Future research could broaden the sample to encompass more regions and a diverse array of consumers with varying ages, genders, and educational backgrounds, thereby enhancing the representativeness and reliability of the results.

Secondly, this study exclusively investigates the impact of brand story characteristics on consumer loyalty, neglecting other potential mediator or moderator variables. Future research could delve into the roles of additional mediator variables (e.g., brand trust, brand image) or moderator variables (e.g., consumer personality traits, cultural background) in the relationship between brand story marketing and consumer loyalty. For instance, although prior studies have touched upon brand trust as a mediator, its specific mechanisms within the context of brand story marketing warrant further exploration.

Lastly, the use of cross-sectional data in this study precludes an accurate assessment of the long-term impact of brand story marketing on consumer loyalty. Future research could employ longitudinal study designs to track consumers' responses to brand stories and changes in their loyalty across different time periods, thus providing a more comprehensive understanding of the effects of brand story marketing. Longitudinal studies could not only focus on the long-term influence of brand story characteristics on brand loyalty but also simultaneously examine the roles of mediator variables (e.g., emotional resonance, social identification) and moderator variables (e.g., consumer empathy). For example, through multiple measurements, one could more clearly observe how emotional resonance influences brand loyalty over time and the moderating effect of consumer empathy at different stages.

11.2. Practical Significance

This study provides valuable practical guidance for brand managers. Brand managers should pay attention to the narrative appeal, authenticity, and cultural fit of brand stories. By telling engaging, authentic, and culturally relevant brand stories, they can evoke emotional resonance and social identification in consumers, thereby enhancing consumer loyalty to the brand. Additionally, brand managers can regularly monitor consumers' emotional support and brand loyalty to timely adjust brand storytelling strategies, better meet consumer needs, and enhance brand competitiveness.

12. Conclusion

This study confirms that narrative appeal, authenticity, and cultural fit of brand stories positively influence consumer brand loyalty, with emotional resonance and social identity acting as partial mediators. Furthermore, these connections are strengthened by the important moderating influence of customer empathy. According to the research, compelling brand narratives increase customers' feeling of identification and brand loyalty in addition to evoking emotional resonance. The significance of brand storytelling is theoretically supported by this research, which also offers businesses helpful advice on how to create brand marketing strategies that are both emotionally and culturally relevant. Future research can be improved by longitudinal design and larger sampling. The results provide brand managers with useful advice on how to create emotionally compelling and culturally appropriate narratives to enhance consumer loyalty.

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