

The Impact of Brand Storytelling on Consumer Brand Engagement: An Empirical

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Abstract

In today's market environment, where customers are constantly exposed to brand messaging via social media and digital means of communication, brand storytelling has emerged as a key marketing practice. In addition to the mere communication of product benefits and functional features, brand storytelling enables companies to present brand-related experiences and narratives that consumers may find appealing. The present paper focuses on the role of brand storytelling in increasing consumer brand engagement by considering four dimensions – emotional appeal, authenticity, relatability, and story quality.

The research adopted a quantitative, descriptive, and explanatory research design. Primary data collection was done using a structured online questionnaire, and 216 responses were included in the analysis. Descriptive statistics, Cronbach's Alpha, Pearson correlation, multiple linear regression, ANOVA, and hypothesis testing were employed to examine the relationships between brand storytelling dimensions and consumer brand engagement. The results have shown that all the storytelling dimensions are positively correlated with consumer brand engagement. The strongest correlation has been found for story quality ($r = 0.768$), followed by relatability ($r = 0.743$), authenticity ($r = 0.724$), and emotional appeal ($r = 0.663$). The regression analysis has shown high explanatory power of the proposed model ($R^2 = 0.889$). The analysis of standardized beta has identified the dimension of story quality ($\beta = 0.303$) as the strongest contributor among the storytelling dimensions.

The results indicate that consumers are more willing to interact with the brands when their stories are developed, meaningful, authentic, and relevant to their experience. The research gives some valuable recommendations for marketers and brand managers who need to utilize brand storytelling as a way to improve consumer engagement with brands.

Keywords: Emotional Appeal, Authenticity, Relatability, Brand Storytelling, Story Quality, Consumer Behavior, Narrative Engagement, Social Media Marketing, Brand Communication

1. INTRODUCTION

Nowadays, due to increased competition in the digital market and high number of available advertising messages, companies face challenges in capturing the attention of consumers and creating connection using product-oriented advertising. As a result, storytelling emerges as a communication strategy used to deliver brand messages through a narrative, which is comprehensible, relatable, and memorable to the

consumers. Using storytelling for communication allows organizations to communicate beyond functional benefits of products and use narratives as a way to incorporate characters, events, emotions, and experiences in brand communication. Narrative approach becomes increasingly popular in advertising since stories allow affecting the way consumers process and interpret the marketing message. According to the narrative transportation theory, consumers who immerse themselves in a story can react strongly to the message and the brand itself. Research on narrative advertising proves that storytelling transportation in advertising increases advertising effectiveness when the story is consistent with the advertising context. While storytelling alone does not make the advertising message effective, such attributes as emotional appeal, authenticity, relatability, and storytelling quality affect the way consumers perceive stories and react to them. Emotionally appealing storytelling evokes a positive response among consumers and raises their intention to consume and spread advertising. Kang, Hong, and Hubbard stated that storytelling advertisements created more favourable emotional response and narrative transportation and narrative preference correlated with favourable advertising reactions and intentions to spread the message. Authentic storytelling is also proven to influence consumer perception positively as authentic storytelling cues influence consumer attitudes towards brands favourably.

Consumer brand engagement becomes a significant issue for contemporary marketing research. Engagement goes beyond immediate reactions to the advertisement and refers to cognitive, emotional, and behavioural reaction of the consumer towards the brand. Stories give brands a possibility to create all three types of engagements by engaging consumers in contemplating the message, experiencing emotions, and interacting with or spreading the brand message. As Dessart and Pitardi found out, factors such as story plot, characters, and verisimilitude evoke cognitive, emotional, and behavioural type of consumer engagement. Social media contributes to the importance of storytelling as consumers can be involved in storytelling in such ways as liking, commenting, sharing, and other activities. As a result, research moves from measuring the effectiveness of advertising based on the exposure or attitude to exploring the characteristics of the content that stimulate deeper engagement of consumers. Current research shows that such factors as narrative transportation, storytelling format, and consumer characteristics influence consumers' responses to storytelling advertisements.

Despite the important associations found among storytelling, narrative transportation, emotional response, brand attitudes, and engagement, there is still space left to investigate characteristics of the brand stories from the consumer's perspective thoroughly. Especially emotional appeal, authenticity, relatability, and storytelling quality serve as the dimensions on the basis of which consumers may evaluate brand stories. Exploring the contribution of each dimension will help advertisers and brand managers to understand how to develop more effective advertising.

Thus, the present research paper "Role of Storytelling in Enhancing Consumer Brand Engagement" empirically explores the associations between different dimensions of brand storytelling (emotional appeal, authenticity, relatability, and Story quality) and consumer brand engagement. Quantitative research approach with the collection of primary data through the survey will be applied. The results of the research will provide valuable information both for literature and practice.

2. LITERATURE REVIEW

2.1 Escalas (2004) – Narrative Transportation and Advertising

Escalas (2004) explores the effect of mental simulation and narrative transportation on advertising. According to the researcher, consumers can be immersed into advertising narrative and mentally identify

with the experiences conveyed in the narrative. Narrative transportation is connected with more favourable attitudes towards the advertising and the brand. The research offers a substantial theoretical framework that helps explain the impact of storytelling-based advertising on consumer information processing and evaluation of the brand. In terms of the present study, this literature source supports the idea of narrative involvement as a channel through which storytelling affects consumers' responses.

2.2 Wang and Calder (2009) – Narrative Transportation and Advertising Effectiveness

Wang and Calder (2009) evaluate the effect of consumer engagement with narrative media on their response to the advertising message. The research suggests that narrative transportation can influence the effectiveness of advertising, as well as the compatibility of advertisement and the narrative environment that helps to improve advertising message processing. This source supports the current research because it reveals the effect of consumer engagement with the narrative on responses to advertising communication and provides evidence in favour of investigation of the narrative quality and storytelling characteristics.

2.3 Kim, Lloyd and Cervellon (2016) – Narrative Transportation and Brand Engagement

Kim, Lloyd and Cervellon (2016) study narrative transportation in luxury brand advertising in France, Korea, and Australia. The authors examine how consumers interpret advertisements' narratives and the effect of narrative transportation on brand engagement. According to the research, storytelling is the implicit way of achieving brand engagement and persuasion in the context of various cultures. Thus, this research is significant in terms of establishing the connection between storytelling advertising and brand engagement.

2.4 Dessart and Pitardi (2019) – Storytelling and Consumer Engagement

Dessart and Pitardi (2019) specifically evaluate the effect of stories on consumer engagement. Using netnographic analysis of nearly 1,000 consumer comments related to Dove digital videos, the authors reveal that story plot, character presence, and verisimilitude can evoke cognitive, emotional, and behavioural responses. The research demonstrates that the unique features of storytelling lead to different types of consumer engagement. The significance of this literature source for the present research lies in the direct establishment of the relationship between brand storytelling and multidimensional consumer engagement.

2.5 Kang, Hong and Hubbard (2020) – Storytelling, Emotion and Word-of-Mouth

Kang, Hong and Hubbard (2020) explore the role of storytelling in advertising using such variables as narrative transportation, emotional response, and word-of-mouth intention. Conducting an experiment, the researchers reveal that storytelling advertisements provoke more favourable emotional reactions than product-oriented communications. Narrative transportation and narrative preference positively relate to consumers' responses to the advertising message. This research highlights the significance of emotional appeal and narrative involvement in advertising effectiveness improvement.

2.6 Hong et al. (2021) – Consumer Storytelling, Cognition and Emotion

Hong et al. (2021) explore consumer storytelling about brands and compare it with the storytelling created by firms. Three experiments revealed that consumer-generated storytelling promotes deep cognitive processing and more positive emotional reactions, thus leading to more favourable attitudes towards brands. This research demonstrates that storytelling has an influence on consumers' responses to brands via cognitive and emotional mechanisms. Therefore, the current study needs to include emotional appeal and consumer engagement dimensions.

2.7 Yin et al. (2023) – Authenticity in Brand Storytelling

Yin et al. (2023) study the authenticity in brand storytelling and distinguish several forms of authenticity

cues used in storytelling. The findings show that both indexical and iconic authenticity have a positive impact on consumer attitudes towards the brand, and emotional activation plays an important role in responses to authentic stories. The evidence provided by the authors can serve as a strong ground for the consideration of authenticity as a brand storytelling characteristic.

2.8 Deb, Ghosh and Shukla (2025) – Storytelling Advertising and Brand Attitudes

Deb, Ghosh and Shukla (2025) explore storytelling advertisements, narrative transportation, retrospective reflexivity, and brand attitudes using multiple studies. It was revealed that narrative transportation can account for the impact of storytelling advertising on consumers' attitudes towards brands. Also, consumer characteristics influence responses to various types of storytelling advertisements. Recent research proves the significance of treating storytelling as a multidimensional advertising strategy.

RESEARCH GAP

The review of existing literature establishes that storytelling is an increasingly important advertising and brand-communication strategy. Previous research has demonstrated that narrative transportation can improve advertising effectiveness and that storytelling can influence consumers' emotional, cognitive and behavioural responses (Dessart & Pitardi, 2019). Studies have also examined storytelling in specific contexts such as luxury advertising, digital videos and consumer-generated brand stories (Deb, Ghosh, & Shukla, 2025).

However, several areas remain open for further investigation. First, existing studies have frequently focused on specific mechanisms, such as narrative transportation, emotional responses or authenticity, rather than examining multiple consumer-perceived storytelling characteristics together. Second, although research has established that story elements such as plot, characters and verisimilitude can generate cognitive, emotional and behavioural engagement, there is scope to examine emotional appeal, authenticity, relatability and narrative quality together as dimensions of consumers' perceptions of brand storytelling.

Third, several previous studies have used experimental designs or examined individual brands, advertising formats or specific contexts. This creates an opportunity for a consumer-level quantitative study across brand and advertising experiences, particularly in the context of consumers exposed to contemporary advertising and social-media communication. Finally, while previous literature establishes a general connection between storytelling and consumer responses, there remains a need to determine which perceived dimension of storytelling contributes most strongly to consumer brand engagement.

Therefore, the present study addresses this gap by empirically examining the role of four dimensions of brand storytelling emotional appeal, authenticity, relatability and narrative quality in enhancing consumer brand engagement. The study uses primary data from 216 respondents and applies statistical techniques to examine the relationships and relative influence of these dimensions.

3. RESEARCH OBJECTIVES

Primary Objective

To examine the role of storytelling in enhancing consumer brand engagement.

Specific Objectives

- To examine the impact of emotional appeal in brand storytelling on consumer brand engagement.
- To assess the influence of authenticity in brand storytelling on consumer brand engagement.
- To examine the effect of relatability of brand stories on consumer brand engagement.

- To analyse the influence of Story quality of brand stories on consumer brand engagement.
- To identify the storytelling dimension that has the strongest influence on consumer brand engagement.

4. RESEARCH METHODOLOGY

4.1 Research Design

This study follows a quantitative, descriptive, and explanatory cross-sectional research design. A quantitative approach is used because the study aims to measure consumers' perceptions of brand storytelling and examine its relationship with consumer brand engagement using statistical methods. The descriptive aspect helps understand consumers' perceptions of different storytelling elements, while the explanatory aspect focuses on identifying whether these elements have a significant influence on consumer brand engagement.

The study is based on primary data collected through a structured questionnaire. The questionnaire was administered online using Google Forms, allowing responses to be collected from consumers in a systematic manner.

4.2 Research Variables

Independent Variable: Brand Storytelling

Brand storytelling is measured using four dimensions:

- Emotional Appeal
- Authenticity
- Relatability
- Story Quality

Dependent Variable: Consumer Brand Engagement

Consumer brand engagement is measured through three dimensions:

- Cognitive Engagement
- Emotional Engagement
- Behavioural Engagement

4.3 Population of the Study

Population of the study is consumers who have exposure to brand communication and advertising, especially brand story telling through social media, digital channels, and other forms of advertising.

The focus of the study is to look at consumers who have enough exposure to brand advertisements or storytelling to be able to form an opinion on such communication.

4.4 Sample Design

Non-probability convenience sampling technique has been used in the study. Such sampling technique was adopted in the study since the respondents were selected on the basis of their availability and willingness to take part in the survey.

Sampling unit is individual consumers having exposure to brand advertisements or storytelling.

A total of 216 responses were found to be valid for analysis.

4.5 Data Collection

Data collection has been done by way of primary data through structured online questionnaire in Google Forms.

The questionnaire included questions related to:

- Demographic information
- Exposure to brand storytelling

- Emotional appeal
- Authenticity
- Relatability
- Story quality
- Consumer brand engagement

4.6 Formulation of Hypotheses

The hypotheses were developed based on the research objectives and the findings identified from the existing literature.

Hypothesis 1: Emotional Appeal

H01: Emotional appeal in brand storytelling has no significant relationship with consumer brand engagement.

H11: Emotional appeal in brand storytelling has a significant positive relationship with consumer brand engagement.

Hypothesis 2: Authenticity

H02: Authenticity in brand storytelling has no significant relationship with consumer brand engagement.

H12: Authenticity in brand storytelling has a significant positive relationship with consumer brand engagement.

Hypothesis 3: Relatability

H03: Relatability of brand stories has no significant relationship with consumer brand engagement.

H13: Relatability of brand stories has a significant positive relationship with consumer brand engagement.

Hypothesis 4: Story Quality

H04: Story quality of brand stories has no significant relationship with consumer brand engagement.

H14: Story quality of brand stories has a significant positive relationship with consumer brand engagement.

Hypothesis 5: Overall Influence of Brand Storytelling

H05: The dimensions of brand storytelling do not significantly influence consumer brand engagement.

H15: The dimensions of brand storytelling significantly and positively influence consumer brand engagement.

5. DATA ANALYSIS AND INTERPRETATION

Introduction

This chapter presents the analysis and interpretation of the primary data collected for the study “Role of Storytelling in Enhancing Consumer Brand Engagement.” The study examines the influence of four dimensions of brand storytelling, namely Emotional Appeal, Authenticity, Relatability and Story Quality, on Consumer Brand Engagement. The study is based on 216 valid responses.

The following statistical techniques were used:

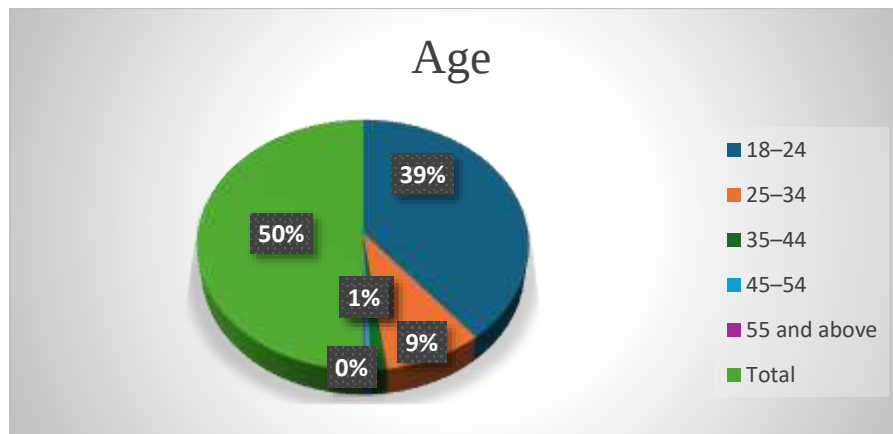
1. Descriptive Statistics
2. Reliability Analysis using Cronbach's Alpha
3. Pearson Correlation
4. Multiple Linear Regression
5. ANOVA/F-test
6. t-test
7. Hypothesis Testing

5.1 Demographic Analysis

a) Age

Age Group	Frequency	Percentage
18–24	169	78.20%
25–34	38	17.60%
35–44	6	2.80%
45–54	2	0.90%
55 and above	1	0.50%
Total	216	100%

Table 1: Age Distribution of Respondents

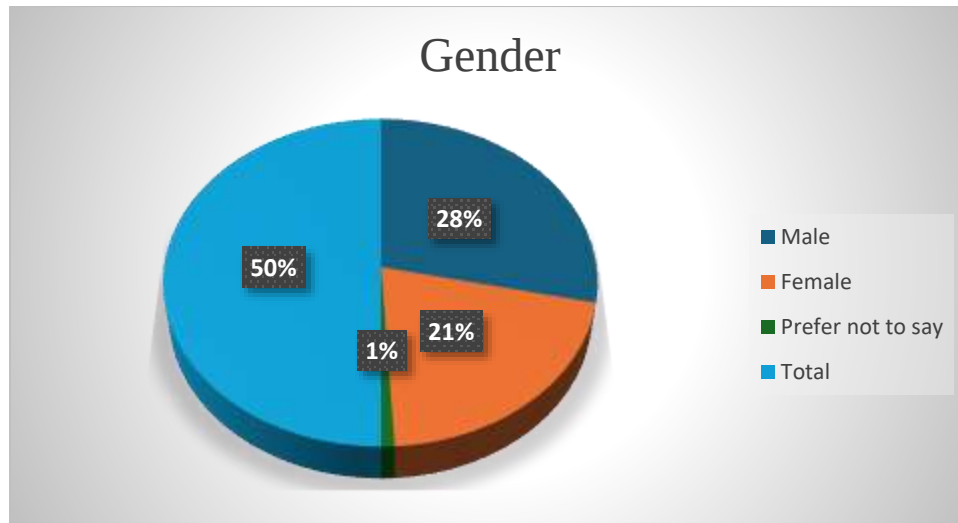


As Shown in Table 1, the analysis show that the majority of respondents, 169 (78.2%), belong to the 18–24 age group. This is followed by 38 respondents (17.6%) from the 25–34 age group. Only 2.8% of respondents are aged 35–44, while 0.9% belong to 45–54 and 0.5% are 55 and above. Overall, the sample is predominantly represented by young respondents aged 18–24. This indicates that the study mainly reflects the perceptions of younger consumers towards brand storytelling and consumer brand engagement.

b) Gender

Gender	Frequency	Percentage
Male	123	56.90%
Female	89	41.20%
Prefer not to say	4	1.90%
Total	216	100%

Table 2: Gender Distribution of Respondents

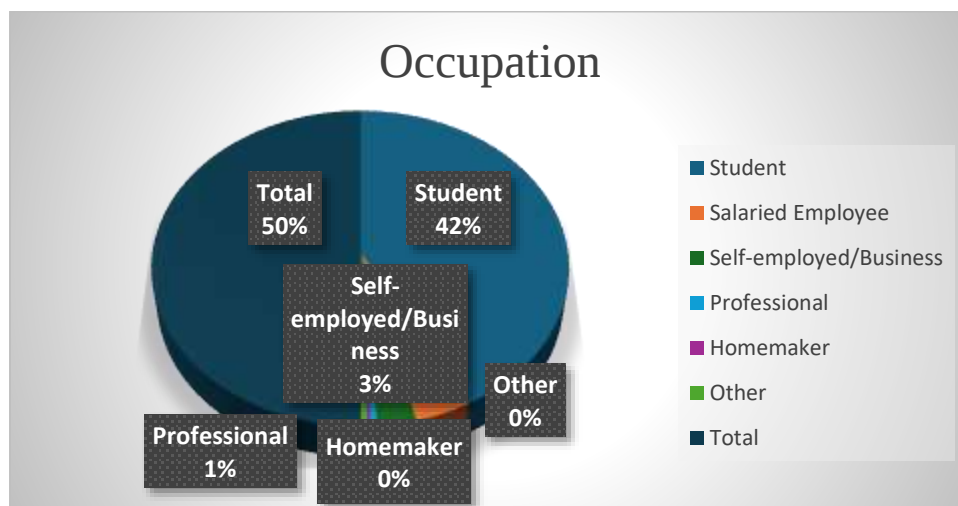


As Shown in Table 2 ,the analysis show that 123 respondents (56.9%) are male, while 89 respondents (41.2%) are female. The gender of 1.9% of the 4 respondents was unspecified. Generally, there is a slightly larger representation of male respondents relative to female respondents in the sample. However, male and female respondents constitute a considerable portion of the sample. Hence, it can be stated that the study has a relatively diverse gender composition.

c)occupation

Occupation	Frequency	Percentage
Student	182	84.30%
Salaried Employee	17	7.90%
Self-employed/Business	12	5.60%
Professional	2	0.90%
Homemaker	1	0.50%
Other	2	0.90%
Total	216	100%

Table 3: Occupation Distribution of Respondents



As Shown in Table 3, the analysis, it is evident that the largest proportion of respondents, 182 respondents

(84.3%) are students. The second largest group of respondents include salaried employees who are 17 in number (7.9%). Self-employed or business people account for 12 respondents (5.6%). The least represented groups include professionals who are 2 (0.9%), homemakers who are 1 (0.5%) and others who are 2 (0.9%). Overall, the sample largely consists of students who are consistent with the younger age structure of the respondents.

d) How often do you come across brand stories in advertisements or social media?

Frequency	Number of Respondents	Percentage
Very frequently	67	31.00%
Frequently	110	50.90%
Sometimes	37	17.10%
Rarely	0	0.00%
Never	2	0.90%
Total	216	100%

Table 4: Frequency of encountering brand stories

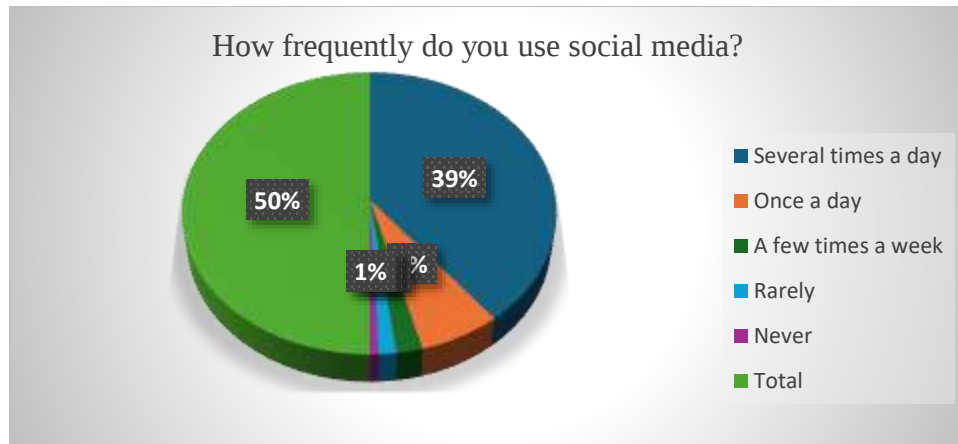


As shown in Table 4, the analysis show that most respondents frequently come across brand stories in advertisements or social media. 50.9% of respondents encounter brand stories frequently, while 31.0% encounter them very frequently. A further 17.1% come across them sometimes, whereas only a very small proportion reported never encountering them. Overall, 81.9% of respondents encounter brand stories frequently or very frequently. This indicates that brand storytelling is a common form of communication experienced by the.

e) How frequently do you use social media?

Frequency of Social Media Use	Frequency	Percentage
Several times a day	170	78.70%
Once a day	28	13.00%
A few times a week	9	4.20%
Rarely	6	2.80%
Never	3	1.40%
Total	216	100%

Table 5: Frequency of social media use

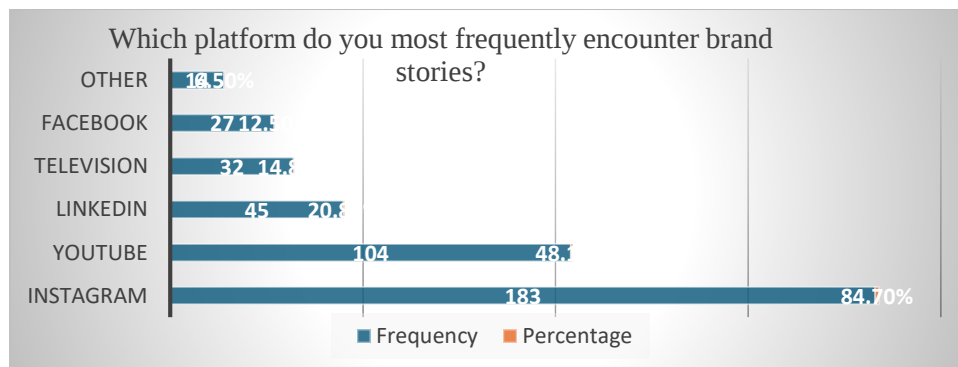


As shown in Table 5, the analysis show that the majority of respondents, 170 (78.7%), use social media several times a day. This is followed by 28 respondents (13.0%) who use social media once a day. A smaller proportion, 9 respondents (4.2%), use social media a few times a week, while 6 respondents (2.8%) use it rarely and 3 respondents (1.4%) never use social media. Overall, the findings indicate that social media usage is very high among the respondents, providing a relevant environment for exposure to brand stories and social media-based brand communication.

f) Which platform do you most frequently encounter brand stories?

Platform	Frequency	Percentage
Instagram	183	84.70%
YouTube	104	48.10%
LinkedIn	45	20.80%
Television	32	14.80%
Facebook	27	12.50%
Other	14	6.50%

Table 6: Platform of encountering brand stories



As shown in Table 6, Instagram is the most common platform for brand stories, since 183 respondents (84.7%) chose Instagram. The second most common is YouTube, which is chosen by 104 respondents (48.1%). LinkedIn is chosen by 45 respondents (20.8%), followed by Television which has 32 respondents (14.8%) and Facebook which has 27 respondents (12.5%). The other platforms account for 14 respondents (6.5%). It is evident that the most frequent platforms of exposure to brand stories among the respondents are social media platforms, especially Instagram and YouTube.

5.2 Descriptive Statistics

Descriptive statistics were used to understand the general response pattern of the respondents. Mean, standard deviation, minimum and maximum values were examined.

Variable	N	Mean	Std. Deviation	Minimum	Maximum
Emotional Appeal	216	3.304	1.044	1	5
Authenticity	216	3.449	0.932	1	5
Relatability	216	3.392	0.936	1	5
Story Quality	216	3.449	1.045	1	5
Cognitive Engagement	216	3.511	0.991	1	5
Emotional Engagement	216	3.398	0.968	1	5
Behavioural Engagement	216	3.433	0.927	1	5
Overall Impact	216	3.484	0.995	1	5
Consumer Brand Engagement	216	3.447	0.875	1	5

Table 7: Descriptive Statistics

As shown in Table 7, the descriptive statistics indicate that all variables have mean values above 3.000, suggesting generally positive responses from the respondents.

Among the four storytelling dimensions, Authenticity and Story Quality have the highest mean of 3.449, followed by Relatability with a mean of 3.392 and Emotional Appeal with a mean of 3.304.

Among the engagement dimensions, Cognitive Engagement has the highest mean of 3.511, followed by Behavioural Engagement at 3.433 and Emotional Engagement at 3.398.

Consumer Brand Engagement has an overall mean of 3.447, indicating a generally positive level of consumer engagement with brands.

The standard deviation values indicate a moderate variation in responses across the variables.

5.3 Reliability Analysis -Cronbach's Alpha

Cronbach's Alpha was used to assess the internal consistency of the questionnaire items used to measure each construct.

Construct	Items	N	Cronbach's Alpha
Emotional Appeal	4	216	0.919
Authenticity	4	216	0.886
Relatability	4	216	0.895
Story Quality	4	216	0.917
Cognitive Engagement	3	216	0.907
Emotional Engagement	3	216	0.892
Behavioural Engagement	4	216	0.901
Overall Impact	5	216	0.931

Table 8: Reliability Analysis -Cronbach's Alpha

As shown in Table 8, the Cronbach's Alpha values for all constructs are high. The values range from 0.886 to 0.931, indicating strong internal consistency among the questionnaire items.

Emotional Appeal has a Cronbach's Alpha of 0.919, while Authenticity has 0.886. Relatability and Story Quality have values of 0.895 and 0.917, respectively.

The engagement dimensions also demonstrate high reliability, with Cognitive Engagement at 0.907, Emotional Engagement at 0.892, and Behavioural Engagement at 0.901.

Overall Impact records the highest reliability value of 0.931.

Therefore, all constructs demonstrate satisfactory internal consistency and the questionnaire is considered reliable for further statistical analysis.

5.4 Pearson Correlation Analysis

Pearson Correlation was used to determine the direction and strength of the relationship between the storytelling dimensions and Consumer Brand Engagement.

Variable	N	Pearson Correlation (r)	p-value
Emotional Appeal	216	0.663	<0.001
Authenticity	216	0.724	<0.001
Relatability	216	0.743	<0.001
Story Quality	216	0.768	<0.001

Table 9: Pearson Correlation Analysis

As shown in Table 9, the correlation results show that all four dimensions of brand storytelling have a positive relationship with Consumer Brand Engagement.

Emotional Appeal

The correlation between Emotional Appeal and Consumer Brand Engagement is 0.663. This indicates a strong positive relationship. The result suggests that consumers tend to demonstrate greater brand engagement when advertisements or brand stories have stronger emotional appeal.

The p-value is less than 0.001, indicating that the relationship is statistically significant.

Authenticity

Authenticity has a correlation of 0.724 with Consumer Brand Engagement. This indicates a strong positive relationship.

The result suggests that when consumers perceive brand stories as genuine, believable and authentic, their engagement with the brand tends to increase.

The relationship is statistically significant because the p-value is less than 0.001.

Relatability

Relatability has a correlation of 0.743 with Consumer Brand Engagement. This indicates a strong positive relationship.

This suggests that consumers are more likely to engage with brands when the stories presented by the brands are relevant and relatable to their own experiences.

The p-value is less than 0.001, confirming statistical significance.

Story Quality

Story Quality has the strongest correlation with Consumer Brand Engagement, with a correlation coefficient of 0.768.

This indicates a strong positive relationship. It suggests that consumers are more likely to engage with a brand when the story is well-developed, meaningful and presented with good Story quality.

The p-value is less than 0.001, indicating statistical significance.

Overall Interpretation

All four storytelling dimensions have significant positive relationships with Consumer Brand Engagement.

The strength of the correlations can be ranked as:

1. Story Quality - 0.768
2. Relatability - 0.743
3. Authenticity - 0.724
4. Emotional Appeal - 0.663

Therefore, Story Quality has the strongest correlation with Consumer Brand Engagement among the four storytelling dimensions.

5.5 Correlation Matrix

Variable	Emotional Appeal	Authenticity	Relatability	Story Quality	Consumer Brand Engagement
Emotional Appeal	1	0.593	0.624	0.721	0.663
Authenticity	0.593	1	0.762	0.736	0.724
Relatability	0.624	0.762	1	0.768	0.743
Story Quality	0.721	0.736	0.768	1	0.768
Consumer Brand Engagement	0.663	0.724	0.743	0.768	1

Table 10: Correlation Matrix

As shown in Table 10, the correlation matrix shows that all variables have positive relationships with each other.

The relationship between Relatability and Story Quality is 0.768, indicating a strong positive relationship between these two storytelling dimensions.

Authenticity and Relatability have a correlation of 0.762, while Story Quality and Authenticity have a correlation of 0.736.

5.6 Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was done to find out the influence of the variables included in the MLR model on Consumer Brand Engagement.

The values in the table of MLR are presented in a shortened three decimal format. The actual Excel values are used here.

5.6.1 Regression Statistics

Statistic	Value
Multiple R	0.943
R Square	0.889
Adjusted R Square	0.886
Standard Error	0.295
Observations	216

Table 11: Regression Statistics

As shown in Table 11, the Multiple R is 0.943 which shows that there is a very strong relationship between the predictors and the dependent variable in the model.

The R square is 0.889 which shows that 88.9% of the variation in Consumer Brand Engagement is explained by the variables included in the MLR model.

The Adjusted R Square is 0.886 which means that the model explains about 88.6% of the variation after adjusting for the number of predictors.

The Standard Error is 0.295, and the analysis is based on 216 observations

Therefore, the MLR model demonstrates very strong explanatory power.

5.7 ANOVA / F-Test

Source	df	SS	MS	F	Significance F
Regression	5	146.473	29.295	335.833	<0.001
Residual	210	18.318	0.087	—	—
Total	215	164.791	—	—	—

Table 12: ANOVA / F-Test

As shown in Table 12, the regression model gives an F-value of 335.833.

The F value is less than 0.001 which is lower than the 0.05 significance level.

Thus, the regression model is statistically significant

This means that the predictors included in the MLR model jointly have a significant relationship with Consumer Brand Engagement.

Hence, the null hypothesis that the regression model has no significant overall influence is rejected.

5.8 Regression Coefficients

Table 13 regression coefficient results.

Variable	Coefficient (B)	Standard Error	t-value	p-value
Intercept	0.114	0.087	1.304	0.194
Emotional Appeal	0.055	0.029	1.942	0.053
Authenticity	0.073	0.037	1.992	0.048
Relatability	0.05	0.039	1.279	0.202
Story Quality	0.192	0.036	5.323	<0.001
Behavioural Engagement	0.602	0.03	19.865	<0.001

Table 13: of the Regression Coefficients

Emotional Appeal

The coefficient for Emotional Appeal is 0.055, with a t-value of 1.942 and p-value of 0.053.

The positive coefficient indicates that Emotional Appeal has a positive relationship with Consumer Brand Engagement.

However, the p-value of 0.053 is slightly greater than the 0.05 significance level. Therefore, Emotional Appeal is not statistically significant at the 5% level in this MLR output.

Thus, while the relationship is positive, the evidence is not sufficient to establish statistical significance at the 5% level.

Authenticity

Authenticity has a coefficient of 0.073, t-value of 1.992 and p-value of 0.048.

A positive coefficient shows that an increase in Authenticity will lead to the increase in Consumer Brand

Engagement.

As p-value = 0.048 is less than 0.05, Authenticity has a statistically significant positive effect on Consumer Brand Engagement at 5% significance level.

Therefore, the finding shows the importance of authenticity in brand storytelling.

Relatability

Relatability has a coefficient of 0.050, t-value of 1.279 and p-value of 0.202.

The positive coefficient shows a positive relationship with Consumer Brand Engagement.

However, as the p-value of 0.202 is greater than 0.05, Relatability does not have a statistically significant effect on Consumer Brand Engagement in this MLR model.

This means that although relatable stories are positively related to engagement, its unique contribution is not statistically significant in this MLR model.

Story Quality

Story Quality has a coefficient of 0.192, t-value of 5.323 and p-value of <0.001.

A positive coefficient indicates that an increase in Story Quality will lead to an increase in Consumer Brand Engagement.

As the p-value is less than 0.001, Story Quality has a statistically significant effect on Consumer Brand Engagement.

This finding indicates the importance of developing high-quality brand stories.

Behavioural Engagement

Behavioural Engagement has a coefficient of 0.602, and t-value of 19.865 and p-value of <0.001.

The coefficient is positive and its significant.

Among the variables shown in this MLR output, Behavioural Engagement has the highest coefficient of 0.602 and the highest t-value of 19.865.

Therefore, it has the strongest statistical contribution within this particular MLR model.

5.9 Regression Equation

Based on the MLR coefficients, the regression equation can be presented as:

$$\text{Consumer Brand Engagement} = 0.114 + 0.055(\text{Emotional Appeal}) + 0.073(\text{Authenticity}) + 0.050(\text{Relatability}) + 0.192(\text{Story Quality}) + 0.602(\text{Behavioural Engagement})$$

Interpretation

All the coefficients are positive. This indicates that increases in the respective predictor variables are associated with increases in Consumer Brand Engagement, holding the other variables constant.

The largest coefficient is for Behavioural Engagement at 0.602, followed by Story Quality at 0.192.

5.10 Standardized Beta Analysis

The standardized beta coefficients from the Excel hypothesis-testing analysis are presented below.

Variable	Standardized Beta	t-value	p-value	Decision
Emotional Appeal	0.163	2.863	0.005	Supported
Authenticity	0.222	3.427	<0.001	Supported
Relatability	0.239	3.487	<0.001	Supported
Story Quality	0.303	4.18	<0.001	Supported

Table 14: standardized beta coefficients

As shown in Table 14, the standardized beta values allow comparison of the relative contribution of the four storytelling dimensions.

Story Quality has the highest standardized beta of 0.303, indicating the strongest relative contribution

among the four storytelling dimensions.

Relatability has the second-highest beta of 0.239, followed by Authenticity at 0.222 and Emotional Appeal at 0.163.

Therefore, based on the standardized beta values, Story Quality is the strongest storytelling dimension influencing Consumer Brand Engagement.

5.11 Hypothesis Testing

The study formulated hypotheses relating the four storytelling dimensions to Consumer Brand Engagement. The hypotheses are based on the research objectives of examining Emotional Appeal, Authenticity, Relatability and Story Quality and identifying the strongest storytelling dimension.

Hypothesis	Beta	t-value	p-value	Decision
H1: Emotional Appeal significantly influences Consumer Brand Engagement.	0.163	2.863	0.005	Supported
H2: Authenticity significantly influences Consumer Brand Engagement.	0.222	3.427	<0.001	Supported
H3: Relatability significantly influences Consumer Brand Engagement.	0.239	3.487	<0.001	Supported
H4: Story Quality significantly influences Consumer Brand Engagement.	0.303	4.18	<0.001	Supported
H5: Brand storytelling variables jointly significantly influence Consumer Brand Engagement.	—	112.074	<0.001	Supported

Table 15: Hypothesis Testing

As shown in Table 15, the hypothesis-testing results indicate that all five hypotheses are supported according to the hypothesis-testing analysis in the Excel workbook.

H1 is supported because Emotional Appeal has a beta of 0.163, t-value of 2.863, and p-value of 0.005.

H2 is supported because Authenticity has a beta of 0.222, t-value of 3.427, and p-value of <0.001.

H3 is supported because Relatability has a beta of 0.239, t-value of 3.487, and p-value of <0.001.

H4 is supported because Story Quality has a beta of 0.303, t-value of 4.180, and p-value of <0.001.

H5 is supported because the overall model has an F-statistic of 112.074 and p-value of <0.001.

Thus, the hypothesis-testing analysis provides support for the proposed relationships between the storytelling dimensions and Consumer Brand Engagement.

5.12 Ranking of Storytelling Dimensions

Based on the standardized beta coefficients:

Rank	Storytelling Dimension	Beta
1	Story Quality	0.303
2	Relatability	0.239
3	Authenticity	0.222
4	Emotional Appeal	0.163

Table 16: Ranking of Storytelling Dimensions

As shown in Table 16, Story Quality ranks first with a standardized beta of 0.303. This indicates that it has the strongest relative influence among the four storytelling dimensions.

Relatability ranks second with a beta of 0.239, followed by Authenticity with 0.222.

Emotional Appeal has the lowest standardized beta among the four variables at 0.163, although the hypothesis-testing results indicate that it is still statistically significant in that analysis.

Therefore, the analysis identifies Story Quality as the most influential storytelling dimension.

5.13 Overall Findings

The major findings of the statistical analysis are as follows:

1. The study is based on 216 valid responses.
2. The mean score of Consumer Brand Engagement is 3.447, indicating a generally positive level of engagement.
3. All constructs demonstrate high reliability, with Cronbach's Alpha values ranging from 0.886 to 0.931.
4. Emotional Appeal has a positive correlation of 0.663 with Consumer Brand Engagement.
5. Authenticity has a positive correlation of 0.724 with Consumer Brand Engagement.
6. Relatability has a positive correlation of 0.743 with Consumer Brand Engagement.
7. Story Quality has the strongest correlation with Consumer Brand Engagement at 0.768.
8. The MLR model has a Multiple R of 0.943.
9. The MLR model has an R Square of 0.889, indicating very strong explanatory power.
10. Adjusted R Square is 0.886.
11. The overall regression model is statistically significant with an F-value of 335.833.
12. Authenticity has a positive and statistically significant coefficient of 0.073 with p-value 0.048 in the displayed MLR output.
13. Story Quality has a positive and highly significant coefficient of 0.192 with p-value <0.001.
14. Behavioural Engagement has the highest coefficient in the displayed MLR output at 0.602.
15. The standardized beta analysis shows that Story Quality is the strongest storytelling dimension with a beta of 0.303.
16. The hypothesis-testing sheet records H1, H2, H3, H4 and H5 as Supported

5.14 Conclusion of Data Analysis

From the statistical analysis, it can be seen that there exists a positive relationship between brand storytelling and Consumer Brand Engagement.

As indicated in the descriptive statistics, respondents mostly have positive perceptions towards the storytelling dimensions and engagement variables. From the reliability test, it can be seen that the scales used in measuring are reliable.

In terms of Pearson correlation, it can be seen that the four storytelling dimensions have positive

relationship with Consumer Brand Engagement. Of the four, the one with the highest correlation is Story Quality at 0.768.

From the multiple linear regression analysis, it can be seen that there is a very strong relationship between the independent and dependent variables. The value of Multiple R is 0.943, R Square is 0.889 and adjusted R Square is 0.886. Also, the overall F value is highly significant at 335.833.

From the coefficient test, it can be seen that there are positive relationships for all the variables presented in the MLR output. However, the variables that are statistically significant at 5% level are Authenticity and Story Quality. Moreover, Story Quality stands out in its contribution to the regression model.

The beta value analysis further reveals that of the four storytelling dimensions, Story Quality has the highest beta value of 0.303, followed by Relatability (0.239), Authenticity (0.222) and Emotional Appeal (0.163).

Overall, from the above results, it can be concluded that brand storytelling plays an important role in Consumer Brand Engagement. Specifically, it can be noted that the quality of the story is an important factor for creating stronger consumer engagement.

The findings confirm the research objective, i.e. identification of the storytelling dimension with the strongest relationship with Consumer Brand Engagement.

6. Findings

The study makes several important findings about the relationship between brand storytelling and consumer brand engagement. Based on the responses of 216 participants and the statistical analysis conducted, the following findings were made:

1. The respondents exhibited generally favourable Consumer Brand Engagement.

The average score of Consumer Brand Engagement was 3.447 on a five-point scale. It can be interpreted as a relatively favourable Consumer Brand Engagement of respondents.

2. Brand storytelling has become familiar aspect of the everyday media experience of consumers.

A great proportion of respondents frequently or very frequently encounter brand stories. In particular, 81.9% respondents claimed that they frequently or very frequently encounter brand stories.

3. Social media serves as a major source of consumer brand stories.

Instagram came first among all the social media channels, with a rate of 84.7%, followed by YouTube (48.1%). It underlines the significance of visually and digitally oriented platforms.

4. All the measures had good reliability.

The Cronbach's Alpha scores varied between 0.886 to 0.931 for each construct. It shows a high degree of internal consistency within the questionnaires items.

5. All four storytelling dimensions were positively related to consumer brand engagement.

Emotional appeal recorded a correlation of 0.663, authenticity 0.724, relatability 0.743, and story quality 0.768. All relationships were statistically significant at $p < 0.001$.

6. Story quality emerged as the strongest storytelling dimension.

Among the four dimensions, story quality had the highest correlation with consumer brand engagement. It also recorded the highest standardized beta value of 0.303, indicating the strongest relative contribution among the storytelling variables.

7. Relatability also showed a substantial contribution.

With a standardized beta of 0.239, relatability ranked second among the storytelling dimensions. This suggests that stories that consumers can connect with or recognise from their own experiences may

encourage stronger engagement.

8. Authenticity had a meaningful positive influence.

Authenticity recorded a standardized beta of 0.222 and was statistically significant in the hypothesis-testing analysis. The result indicates that consumers' perception of a brand story as genuine and believable can contribute to stronger engagement.

9. Emotional appeal was significant in the hypothesis-testing analysis.

Emotional appeal recorded a standardized beta of 0.163 with a p-value of 0.005 in the hypothesis-testing results. Although it had the lowest beta among the four storytelling dimensions, the relationship was still statistically significant in that analysis.

10. The overall regression model showed strong explanatory power.

Multiple Regression Analysis showed a Multiple $R = 0.943$ and $R^2 = 0.889$, which means that the variables included in the model explain a large portion of variability in Consumer Brand Engagement. F-test is statistically significant ($F = 335.833$, $p < 0.001$).

11. All the five hypotheses are supported in the hypothesis testing analysis.

The results indicate that there are relationships between variables related to emotional appeal, authenticity, relatability, story quality and the impact of the storytelling variables on consumer brand engagement. Overall, the results show that brand storytelling is significantly associated with consumer brand engagement. Story quality was found to be the most important dimension of brand storytelling, followed by relatability, authenticity and emotional appeal.

7. Recommendations

1. Consider story quality.

Given the significant influence of story quality on consumer brand engagement, marketers should pay more attention to creating stories that have a meaningful message and clear connection to the brand. A well-developed story will most likely make a stronger impression than a mere product advertisement.

2. Develop stories that will resonate with the target audience.

Consumers should be given stories that will be recognisable to them – stories about situations, experiences and emotions they can identify.

3. Stay true to the brand.

Consumers should be offered authentic stories. Brands can create credibility by presenting honest experiences, straightforward messages and stories that reflect the true essence of the brand.

4. Use emotional elements purposefully.

The results showed a positive correlation between emotional appeal and engagement, so the hypothesis testing supports using emotions in storytelling. Emotions such as happiness, inspiration, empathy, or nostalgia should be considered where it is appropriate, rather than being used solely for advertising purposes.

5. Adapt storytelling for digital platforms.

As Instagram and YouTube were major channels of brand-story exposure among the respondents, it may be useful to create storytelling formats which are suitable for those platforms. For example, videos, visual stories, customer experiences, and interactive content may help to engage consumers who use digital channels.

6. Encourage consumer participation.

Brands should not limit themselves to one-directional communication. Consumers could be encouraged

to comment on posts, participate in campaigns, share their stories, and interact with the content of advertisements.

7. Know your audience before creating a story.

To some degree, the success of a brand story depends on how it will be perceived by consumers and their willingness to engage with the story. Therefore, when creating the story, marketers should consider the preferences and media consumption habits of the audience.

8. Evaluate the performance of storytelling.

Organizations should evaluate how consumers interact with the stories through comments, shares, interactions, repetitions, and feedbacks. It will help them to improve their campaigns depending on the response of the consumers.

8. Limitations of the Study

Although the study offers valuable information regarding the connection between brand storytelling and consumer brand engagement, some limitations of the study should be taken into account when interpreting the results obtained.

First, the sample size was limited to 216 respondents who were recruited using convenience sampling method. In this case, the sample cannot represent the overall population of consumers since respondents participated based on their availability and willingness to take part.

Second, the majority of participants were young people aged between 18 and 24 years (78.2%). In addition, about 84.3% of the sample consisted of students. Thus, the results obtained can be associated with media consumption behaviour of younger consumers only.

Third, the study applied the cross-sectional research design in order to collect data from the participants. Consequently, this design does not allow revealing how consumer engagement with brand storytelling may be changed during the prolonged period of time.

Fourth, the study used self-reporting method since participants provided questionnaire responses reflecting their perceptions and experience of consumer engagement with brand storytelling. Hence, some bias can be found in participants' answers.

Finally, the research considered four major dimensions of brand storytelling including emotional appeal, authenticity, relatability, and story quality. Although these four characteristics are rather valuable, other factors may influence consumer brand engagement too. Thus, the current study does not cover all possible aspects of brand storytelling and consumer engagement.

9. Future Scope of the Study

The present study provides a foundation for further research on brand storytelling and consumer brand engagement. Future studies can extend this research in several directions.

First, future researchers could use a larger and more diverse sample covering different age groups, occupations, educational backgrounds, and geographical regions. This would help determine whether the current findings remain consistent across different consumer segments.

Second, probability sampling methods could be considered in future research to improve the representativeness of the sample. A broader sampling approach would allow stronger conclusions to be drawn about the wider consumer population.

Third, future studies could adopt a longitudinal design to examine whether the effect of storytelling on consumer engagement changes over time. Repeated observations could provide a better understanding of

whether positive engagement created by a brand story is temporary or sustained.

Fourth, research could involve conducting experiments where consumers are exposed to different types of brand stories. One may, for instance, conduct experiments that compare emotional and factual stories or even authentic and very promotional brand narratives.

Fifth, future research would be necessary to examine storytelling on different social media platforms. Given that Instagram and YouTube have been major sources of brand stories for participants in the current sample, future research could examine how consumers behave when exposed to brand stories on different platforms.

Sixth, one could examine variables like brand trust, purchase intention, brand loyalty, electronic word-of-mouth (WOM), brand attitude and customer advocacy. Additional research of this type would help in determining whether consumer behaviour induced by brand storytelling translates into actual behaviours. Finally, additional storytelling dimensions other than those used in this paper could be investigated by researchers in the future. Such characteristics as character involvement, narrative transportation, interactivity, visual quality, cultural relevance and consumer-generated storytelling could yield additional insights.

10. Conclusion

This study has been dedicated to examining the contribution of brand storytelling to consumer brand engagement in relation to the four storytelling dimensions: emotional appeal, authenticity, relatability and story quality. In relation to 216 respondents' answers to the questionnaire, the study provides some empirical evidence which supports the assumption that how a brand story is told does matter in engaging consumers.

Statistical analysis demonstrates a positive correlation between all the four storytelling dimensions and consumer brand engagement. Story quality revealed the highest correlation ($r = 0.768$) and beta value ($\beta = 0.303$). Consequently, story quality was proved to be the most influential variable in the study. Relatability ranked second in terms of the beta coefficient of 0.239. Authenticity and emotional appeal showed the beta coefficients of 0.222 and 0.163 correspondingly.

In addition, the regression analysis has revealed a strong relationship between all the variables in the model, the Multiple R and R^2 equalling 0.943 and 0.889 correspondingly. Therefore, overall regression model was statistically significant.

One of the main implications of this study is the fact that storytelling is not only about adding an emotional component to advertisement. Other aspects, including the quality and relevance of a story and its authenticity, matter as well. In particular, consumers appear to be satisfied with the brand stories which are of high quality and include comprehensible content.

Thus, one may conclude that storytelling can be a useful means of increasing Brand storytelling has been investigated through its contribution to consumer brand engagement on the following four dimensions: emotional appeal, authenticity, relatability and story quality. On the basis of the responses of 216 participants, the study confirms the general idea that storytelling is an influential factor in engaging consumers.

The statistical analysis demonstrated positive correlation between all the four storytelling dimensions and consumer brand engagement. Story quality showed the strongest correlation ($r = 0.768$) and the highest standardized beta value ($\beta = 0.303$), making it the most influential dimension in the study. Relatability ranked second with a beta of 0.239, while authenticity and emotional appeal had the beta values of 0.222

and 0.163 correspondingly.

The regression results showed a strong overall relationship between the variables, with Multiple R of 0.943 and R^2 of 0.889. The overall regression model was statistically significant, implying that the storytelling dimensions considered in the study have a meaningful relationship with consumer brand engagement.

The most important implication of this study is that effective storytelling is not only about incorporating an emotional narrative into the advertisement. The quality and relevance of the story are also essential factors. More specifically, according to the results, consumers like when the stories are well-developed and meaningful.

Therefore, it can be stated that storytelling is a good tool for brand development. Moreover, this study shows that storytelling is a good strategy for creating and increasing consumer engagement, especially through digital channels. However, brands need to create meaningful, credible, and well-structured stories, knowing the target audience.

In general, this research demonstrates the importance of brand storytelling in marketing and emphasizes story quality as the strongest storytelling dimension. Furthermore, this research can become a basis for further studies concerning the influence of brand storytelling on other aspects such as brand loyalty, purchase intentions, and word-of-mouth.

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