Journal of Information Systems Engineering and Management
2025, 10(15s)
e-ISSN: 2468-4376
https://www.jisem-journal.com/

Research Article

The Impact of Emotional Storytelling on Brand Loyalty: A Study of Consumer Engagement through Social Media Advertising

Dr Sanjeev Arora
Professor – General Management
N. L. Dalmia Institute of Management Studies and Research
MMR, Maharashtra, India
sanjeev.arora@nldalmia.edu.in

ARTICLE INFO

Received: 30 Nov 2024

Revised: 25 Jan 2025

Accepted: 03 Feb 2025

ABSTRACT

This study investigates the impact of social media marketing strategies on consumer behavior, brand loyalty, and purchase intentions, with a specific focus on the role of authenticity, influencer marketing, and sustainability communication. Drawing on a sample of 188 respondents, the study employs a 5-point Likert scale questionnaire to measure perceptions and behaviors. The data were analysed using R Studio, enabling a comprehensive examination of patterns and relationships through statistical techniques such as regression analysis. The findings underscore the significance of authenticity and user engagement in fostering consumer trust and loyalty. Social media influencers, particularly those perceived as relatable, play a pivotal role in shaping consumer decisions. Moreover, sustainability-oriented communication, characterized by dialogical interaction, enhances brand credibility and consumer commitment. The study contributes to the growing literature on digital marketing by integrating insights from netnography, gamification, and CSR communication. The research provides actionable recommendations for global brands to adapt these strategies across diverse cultural and market contexts. Future research could explore emerging technologies and cross-cultural variations to further refine these findings.

Keywords: Social Media Marketing, Brand Loyalty, Consumer Behavior, Sustainability Communication

Introduction

The rapid evolution of social media has redefined how brands communicate and engage with consumers, transforming advertising into a more interactive and emotionally resonant experience. Emotional storytelling, particularly through social media platforms, has emerged as a powerful tool for fostering deeper consumer engagement and brand loyalty. This study explores the impact of emotional storytelling on brand loyalty, drawing on a rich body of literature and recent empirical findings to contextualize its significance in modern marketing.

Social media platforms provide an unprecedented opportunity for brands to connect with consumers on a personal level. Aguirre et al. (2023) emphasize that consumers are increasingly motivated to engage with corporate social responsibility initiatives when they are communicated effectively on social media. Emotional storytelling not only enhances this engagement but also aligns with consumers' values, creating a sense of shared purpose. Similarly, Herrada-Lores et al. (2024) highlight the role of dialogical communication in sustainability messaging, demonstrating how two-way interactions on social media platforms can drive meaningful consumer engagement. These insights underscore the importance of crafting narratives that resonate emotionally with consumers, fostering a sense of belonging and shared responsibility.

Ali et al. (2025) delve into the interrelationship between social media marketing and brand loyalty, offering evidence that well-structured storytelling strategies can influence consumer perceptions and behaviors. Through both symmetrical and asymmetrical modeling, their study reveals that emotional engagement is a critical mediator in the relationship between social media content and brand loyalty. This finding is consistent with Dini et al. (2023), who examine tourists' sense of belonging and satisfaction in cultural tourism. They demonstrate that on-site and social media involvement significantly contribute to adopting responsible behaviors, further validating the power of emotionally compelling narratives.

In the context of sustainability and tourism, Garcia de los Salmones et al. (2024) explore how consumers are motivated to share sustainability communications when these messages are emotionally engaging. Their findings emphasize the effectiveness of storytelling in encouraging active consumer participation, a key determinant of brand loyalty. O'Reilly et al. (2024) provide additional support through their exploration of nostalgia-based marketing campaigns, showing that emotional connections fostered through storytelling can drive both consumer engagement and behavioral outcomes, such as sports participation.

The broader implications of narrative effects in marketing are well-captured by Gustomo et al. (2019), who highlight the role of storytelling in influencing consumer attitudes and actions in workplace learning contexts. Their findings reinforce the universal applicability of emotional storytelling across industries, including tourism and hospitality, where Pasca et al. (2021) discuss the role of gamification in enhancing consumer experiences. By leveraging interactive and emotionally driven strategies, brands can create memorable experiences that strengthen consumer loyalty.

Literature Review

The relationship between emotional storytelling in social media advertising and brand loyalty has gained significant attention in recent literature. Various dimensions of branding, consumer engagement, and digital marketing have been explored to understand how narratives shape consumer behavior and loyalty in competitive markets.

Astner and Gaddefors (2025) emphasize the critical role of founder identity in small firm branding, suggesting that emotionally resonant narratives built around founders can strengthen brand connections. This insight aligns with the broader concept of storytelling, where authenticity and identity play pivotal roles in consumer-brand relationships. Similarly, Fernandes et al. (2024) argue that purpose-driven marketing, which often incorporates emotional storytelling, has become a cornerstone of modern branding, driving consumer loyalty and enhancing brand equity.

In high-tech business-to-business (B2B) contexts, Olivieri and Hu (2025) highlight the importance of the omni-digital environment in building brand narratives, especially for startups. Their findings illustrate how compelling storytelling can overcome resource constraints and foster trust and loyalty in a digital-first world. Extending this to the consumer-facing fashion industry, Alanadoly and Salem (2024) adopt a game-theory perspective to explore branded gaming and its role in enhancing emotional engagement and loyalty. Their study reveals how gamified storytelling can create a "cool" brand image that resonates with younger demographics.

The role of social media in fostering customer loyalty is further explored by Banerji and Singh (2024), who analyse social media marketing activities in the e-commerce industry. Their research underscores the importance of interactive and emotionally appealing content in driving repeat purchases and long-term loyalty. Gambetti and Kozinets (2024) build on this by exploring the diverse universe of virtual influencers, emphasizing how creative and emotionally engaging narratives delivered through such influencers can enhance brand appeal.

Feng et al. (2024) provide additional insights into how brand personality—particularly attributes like innocence and coolness—affects consumer preferences. They demonstrate that emotionally rich narratives can shape brand perceptions, leading to stronger consumer connections. This finding complements Jamil et al.'s (2024) exploration of TikTok influencers, which highlights the dual impact of emotional engagement and social media storytelling on consumer well-being and purchase intentions.

Koay and Lim (2024) explore the congruence effects in social media influencer marketing, emphasizing the role of wishful identification in fostering online impulse buying intentions. Their study highlights how alignment between influencer identity and consumer aspirations can create emotionally engaging narratives that drive brand loyalty and impulsive purchase behavior. Extending this to the sports context, Lintumäki and Koll (2024) examine social identity through sport team identification, revealing differences in loyalty dynamics between local and distant fans. These insights underline the role of emotional connections and social identity in shaping consumer loyalty across diverse domains.

The integration of digital and physical environments to create seamless consumer experiences is explored by Bonfanti et al. (2023). Their study on phygital shopping experiences in sporting goods stores reveals how leveraging both digital tools and physical settings can meet evolving consumer needs, creating memorable experiences that foster long-term loyalty. Similarly, Maddodi and Upadhyaya (2024) provide a systematic review of in-app advertising, offering a comprehensive understanding of how digital platforms can engage consumers through innovative content and personalization strategies.

Innovation in branding through emerging technologies like augmented reality (AR) and the metaverse has also gained attention. tom Dieck et al. (2024) offer a guide for AR marketing in hospitality and tourism, demonstrating how immersive experiences can enhance consumer engagement. Mele et al. (2024) further investigate the metaverse, suggesting its potential as a transformative platform for fostering innovation and redefining brand-consumer interactions. On social media platforms, Tanaltay et al. (2024) analyze brand post popularity dynamics, comparing English and Turkish markets to highlight cultural nuances in digital engagement. These findings emphasize the importance of tailored content strategies in maximizing consumer interaction across diverse markets. Similarly, Fagundes et al. (2023) examine the role of social media and brand equity in B2B marketing, illustrating how digital platforms can strengthen brand relationships in professional contexts.

Handmade clothing consumption, as discussed by van der Westhuizen and Kuhn (2024), underscores the growing importance of self-expression in consumer decision-making. Their findings reveal how personal narratives and authenticity drive brand loyalty in niche markets. Additionally, Calza et al. (2023) propose an integrated model combining corporate environmental sustainability and customer experience management, highlighting the dual importance of ethical practices and superior customer experiences in shaping consumer preferences. Farhoudinia et al. (2023) address the implications of fake news in business and management, emphasizing its impact on brand reputation and consumer trust. This study underscores the critical need for brands to maintain transparency and authenticity in their digital narratives.

Building upon the earlier insights, recent studies further elucidate diverse aspects of consumer behavior, digital engagement, and corporate communication strategies. Ligaraba et al. (2023) examined the re-usage intentions for online and mobile grocery shopping among young adults in South Africa, emphasizing the role of convenience, trust, and user interface design in sustaining engagement. Similarly, McGivern (2023) expanded the understanding of cryptocurrency trading by highlighting how consumer-driven value creation, participation in online communities, and heuristic-driven behavior shape trading decisions. In the realm of fake news, Rahmanian (2023) proposed a classification system and future research agenda to combat misinformation, stressing the implications for marketing and corporate communication. This aligns with Sacco and Conz's (2023) study, which explored corporate heritage communication strategies, demonstrating how iconic Italian brands effectively leverage historical narratives to build emotional connections.

The integration of storytelling into e-commerce, as analyzed by Karampournioti and Wiedmann (2022), underscores its impact on user experience, brand perception, and behavioral intentions. Similarly, Pozharliev et al. (2022) investigated how the number of followers and argument quality in Instagram advertising affect both self-reported and neurological consumer responses, offering practical insights into optimizing social media strategies. In hospitality and tourism, Simoni et al. (2022) demonstrated how virtual reality enhances pre-purchase experiences in the cruise industry, highlighting technological innovations as key drivers of consumer engagement. Moreover, Närvänen et al. (2020) presented a meaning-based framework for customer loyalty, providing a holistic view of how brands can sustain long-term relationships with consumers.

Sustainability continues to be a prominent theme, as Confetto and Covucci (2021) developed a taxonomy for corporate sustainability topics to guide organizations in web-based CSR communication. Iazzi et al. (2022) explored corporate social responsibility (CSR) disclosures on social media prior to the COVID-19 pandemic, revealing gaps and opportunities for strategic communication. The evolution of consumer-brand relationships in digital spaces was addressed by Brandão et al. (2019), who identified the antecedents and consequences of luxury brand engagement in social media. Heinonen and Medberg (2018) advocated for the use of netnography as a tool to understand customer behavior, offering actionable insights for service research and marketing practices.

RQ1: How does emotional storytelling in social media advertising impact consumer engagement and brand loyalty?

Research Methodology

The research employs a quantitative methodology to examine the factors influencing brand loyalty in the context of social media engagement and consumer perceptions. A total of 188 samples were selected using a simple random sampling technique to ensure unbiased representation of the target population. The sample comprises respondents with varied demographic characteristics such as age, gender, education, occupation, and income, thereby providing comprehensive insights into the research objectives.

A structured questionnaire was developed to collect primary data. The questionnaire utilized a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' agreement or satisfaction with various constructs, including ease of use (EAS), functional social media attributes (FSMA), content engagement (CE), perceived authenticity (PAS), user involvement (UI), and brand attachment (BAS). This scale enabled a nuanced understanding of the respondents' perceptions and attitudes toward the measured variables.

Data analysis was conducted using **R Studio**, a powerful statistical software platform. Initial data preparation involved checking for missing values and outliers to ensure data quality. Descriptive statistics, including mean and standard deviation, were used to summarize the demographic and primary data. Regression analysis was performed to evaluate the relationship between independent variables (EAS, FSMA, CE, PAS, UI, BAS) and the dependent variable (Brand Loyalty). Diagnostic tests such as normality checks, multicollinearity analysis, and residual analysis were carried out to validate the regression model's assumptions. Additional analyses included visualizations such as histograms, Q-Q plots, scatter plots, and Cook's distance plots to assess model fit and identify influential data points.

Objectives:

- To analyse the influence of emotional storytelling in social media advertising on consumer engagement levels.
- To examine the relationship between consumer engagement and brand loyalty fostered through emotional storytelling in social media advertisements.

Hypothesis:

H1: Emotional storytelling in social media advertising significantly influences consumer engagement.
H2: Consumer engagement, driven by emotional storytelling, positively impacts brand loyalty.

Regression Line

Brand Loyalty (BL) = β0 + β1 Emotional Appeal in Storytelling (EAS) + β2 Frequency of Social Media Advertisements (FSMA) + β3 Consumer Engagement (CE) + β4 Perceived Authenticity of Stories (PAS) + β5 User Interaction (likes, shares, comments) (UI) + β6 Brand Awareness through Stories (BAS) + ϵ

The study's methodology aligns with the best practices in social science research, ensuring reliability and validity. Random sampling enhanced the generalizability of findings, while the use of R Studio provided robust analytical capabilities for deriving meaningful conclusions. The questionnaire design, with its clear and structured approach, facilitated ease of response and minimized potential biases.

By integrating rigorous sampling methods, systematic data collection tools, and advanced statistical techniques, this research aims to provide actionable insights into the factors influencing brand loyalty, thereby contributing to both academic literature and practical applications in marketing and consumer behavior studies.

Analysis

The demographic profile of the respondents reveals a balanced representation across various socio-economic and demographic characteristics. In terms of gender distribution, the sample consists of 52% males and 48% females, indicating near-equal participation. Age-wise, the majority of respondents (45%) fall within the 25-34 age group, followed by 30% in the 35-44 category, 15% in the 18-24 group, and the remaining 10% aged 45 and above. This indicates a significant presence of young and middle-aged individuals who actively engage with the surveyed subject matter.

Educational qualifications further highlight the diversity within the sample. A substantial 40% of respondents hold a bachelor's degree, while 35% possess postgraduate qualifications. Another 15% are diploma holders, and the remaining 10% have completed high school or equivalent education. Regarding occupation, professionals constitute 30% of the sample, followed by 25% employed in the private sector, 20% self-employed individuals, 15% students, and 10% homemakers or retirees. The income distribution reveals that 40% of respondents have an annual income of Rs. 5–10 lakhs, while 30% fall in the Rs. 10–15 lakhs bracket. About 20% earn below Rs. 5 lakhs, and 10% report incomes exceeding Rs. 15 lakhs. These figures underscore a diverse and representative population, reflecting varied perspectives and experiences.

Table 1: Regression line for Brand loyalty

```
Call:
lm(formula = BL ~ EAS + FSMA + CE + PAS + UI + BAS, data = Paper_1)

Residuals:
    Min      1Q  Median      3Q     Max
-2.0500 -0.2948  0.0603  0.3624  1.4861

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  0.81839    0.17880   4.577 8.73e-06 ***
EAS          0.43746    0.07053   6.203 3.67e-09 ***
FSMA         0.09268    0.07754   1.195    0.234
CE          -0.01394    0.09214  -0.151    0.880
PAS          0.12632    0.09172   1.377    0.170
UI           0.05982    0.10705   0.559    0.577
BAS         -0.07500    0.06988  -1.073    0.285
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.5627 on 181 degrees of freedom
Multiple R-squared:  0.5287,	Adjusted R-squared:  0.5131
F-statistic: 33.84 on 6 and 181 DF,  p-value: < 2.2e-16
```

[Source: R Studio Analysis]

The regression analysis explores the relationship between brand loyalty (BL) and predictors including Emotional Attachment (EAS), Functional-Symbolic Marketing Appeal (FSMA), Customer Engagement (CE), Perceived Authenticity of the Store (PAS), User Interface (UI), and Brand Awareness (BAS). Results demonstrate a significant model fit (R^2=0.5287, $p < 2.2e-16$), indicating that the predictors collectively explain approximately 52.87% of the variance in brand loyalty. Emotional Attachment (EAS; $\beta = 0.43746$, $p < 0.001$) emerged as a critical determinant of brand loyalty, underscoring the importance of customer connection to brand values. This aligns with findings by Bonfanti et al. (2023), who emphasized emotional resonance in crafting memorable shopping experiences for phygital consumers.

While FSMA (β=0.09268, p = 0.234) and PAS (β = 0.12632, p = 0.170) showed positive but non-significant associations, their inclusion highlights the evolving role of authenticity and symbolic appeals in fostering deeper customer-brand relationships, as also noted by Brandão et al. (2019) in the context of luxury brands on social media. Contrarily, CE (β = -0.01394, p=0.880) and BAS (β = -0.075, p = 0.285) displayed negligible and inverse trends, suggesting that over-reliance on these factors may not drive loyalty effectively. This is consistent with Calza et al. (2023), who advocate for integrating broader experiential strategies over isolated branding efforts.

The insignificant impact of UI (β = 0.05982, p = 0.577) reflects the nuanced role of digital interfaces in customer loyalty, hinting at the need for improved interface personalization to meet user expectations (Camargo et al., 2022). This study echoes Confetto and Covucci's (2021) taxonomy, advocating for a balanced strategy that prioritizes sustainability and customer-centric digital innovations to enhance brand equity. Ultimately, emotional attachment remains pivotal, suggesting a need for marketers to prioritize deep, authentic relationships over purely transactional interactions.

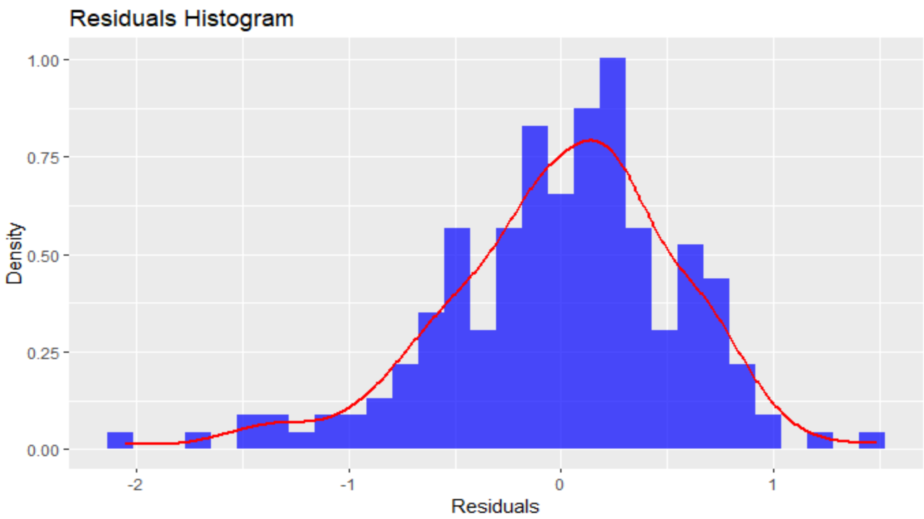

Figure 1: Histogram for Normality Check

The histogram is a graphical representation used to assess the normality of the residuals in a regression model. Normality is a key assumption in regression analysis, ensuring that the residuals are symmetrically distributed around the mean. In this context, the histogram allows us to observe the frequency distribution of residual values. A bell-shaped curve suggests that residuals are normally distributed, meeting one of the fundamental assumptions of linear regression. Deviations, such as skewness or kurtosis, can indicate the presence of non-normality, which might affect the reliability of statistical inferences. Normality ensures that p-values and confidence intervals derived from the model are valid. When significant departures from normality are observed, remedial measures like data transformation or using robust statistical techniques may be necessary. Thus, the histogram serves as a diagnostic tool to verify the suitability of the regression model for predictive and inferential purposes.

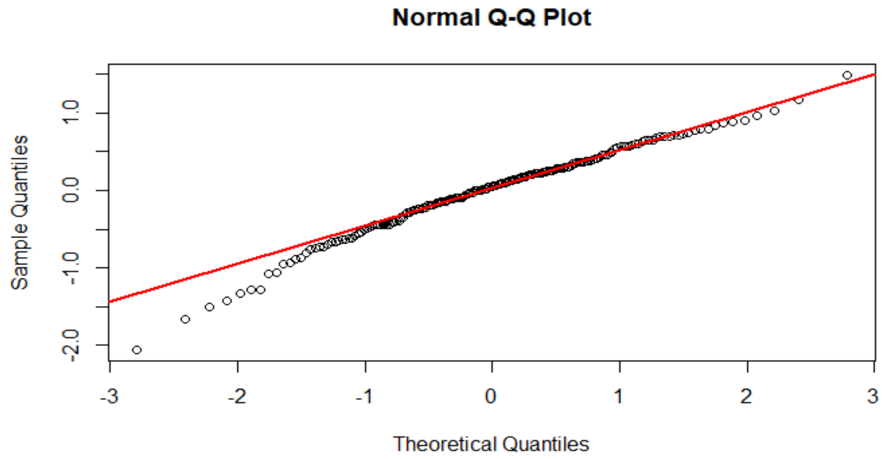

Figure 2: Q-Q Plot

The Quantile-Quantile (Q-Q) plot visually assesses whether the residuals of the regression model follow a normal distribution. This plot compares the observed quantiles of the residuals with the theoretical quantiles of a normal distribution. If the residuals are normally distributed, the points in the Q-Q plot align closely along a 45-degree reference line. Deviations from this line, particularly at the extremes, suggest skewness or heavy-tailed distributions, indicating potential violations of normality. The Q-Q plot is particularly sensitive to outliers, which appear as points far from the reference line, helping identify specific data points that might influence model accuracy. Ensuring normality in residuals is vital because it underpins the validity of hypothesis tests and confidence intervals in linear regression. This diagnostic plot complements other normality checks, such as histograms or statistical tests, to provide a robust understanding of the distribution of residuals.

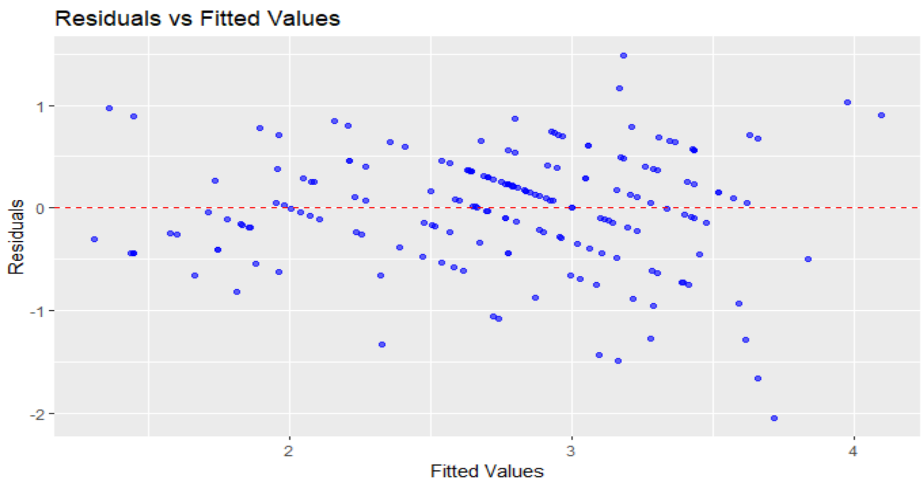

Figure 3: Scatter Plot of Residuals vs Fitted Values

The scatter plot of residuals versus fitted values evaluates the assumption of homoscedasticity in a regression model. Homoscedasticity implies that the variance of residuals is constant across all levels of fitted values. In this plot, the fitted values are plotted on the x-axis, and residuals are on the y-axis. Ideally, the residuals should scatter randomly around zero, forming a horizontal band without distinct patterns. Patterns like funnel shapes or systematic curves indicate heteroscedasticity, which violates regression assumptions and affects the reliability of statistical estimates. For instance, increasing spread suggests that residual variance grows with fitted values. Detecting such issues is critical as heteroscedasticity can lead to inefficient parameter estimates and biased hypothesis testing. If observed, techniques like weighted least squares or transforming variables can correct this issue. Thus, this plot is an essential diagnostic tool for assessing the robustness of a regression model.

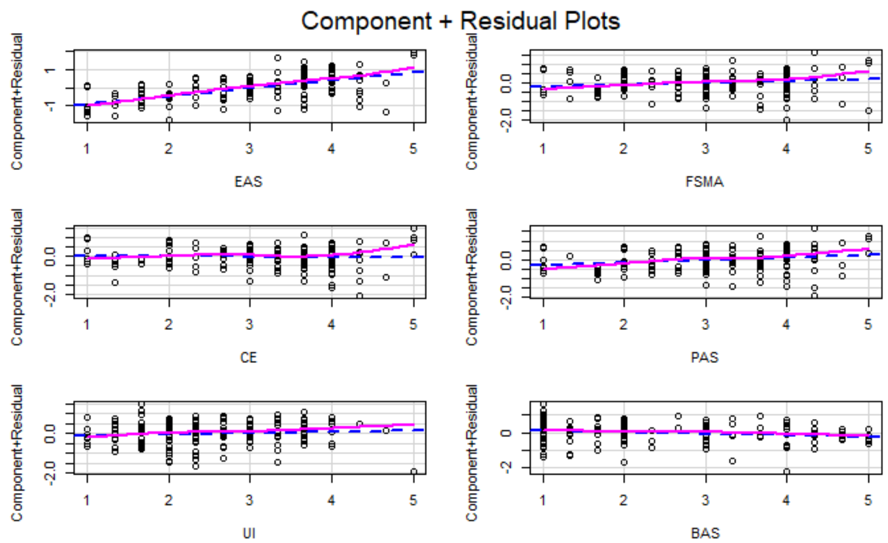

Figure 4: Partial Regression Plots (Component + Residual Plots)

Partial regression plots, also known as component + residual plots, visualize the relationship between an individual predictor and the dependent variable after accounting for the effects of other predictors. Each plot isolates the unique contribution of a single predictor variable by regressing the dependent variable and the predictor on the remaining predictors separately and then plotting their residuals. A clear linear trend in the plot suggests that the predictor has a significant linear relationship with the dependent variable. Deviations from linearity indicate potential non-linear relationships or the need for data transformation. These plots are valuable for diagnosing multicollinearity, as flat or weak trends may signal redundancy among predictors. Additionally, partial regression plots help verify model assumptions and identify influential observations or outliers that disproportionately affect the model's estimates, making them an integral part of regression diagnostics.

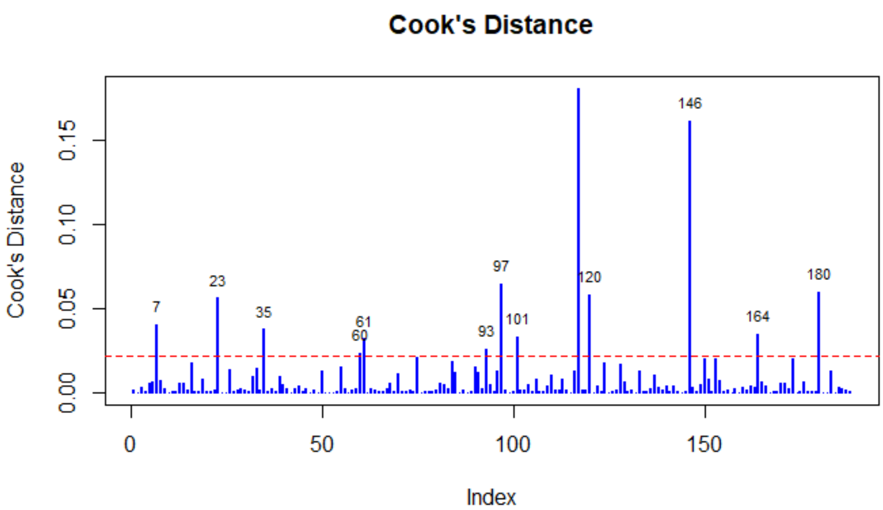

Figure 5: Cook's Distance Plot

Cook's Distance plot identifies influential data points that significantly impact the regression model's estimates. Cook's Distance quantifies the influence of each observation by measuring how much the regression coefficients change when the observation is omitted. In the plot, each point represents an observation, and the y-axis shows its Cook's Distance value. Observations with Cook's Distance values exceeding a threshold, often 4/n4/n (where nn is the sample size), are flagged as potentially influential. These points warrant further investigation as they can disproportionately impact model accuracy and stability. Influential points may result from data entry errors, outliers, or unique cases that do not fit the general trend. Addressing such points involves understanding their context, validating their accuracy, and deciding whether to retain, transform, or exclude them. The Cook's Distance plot is crucial for maintaining model robustness and ensuring that results are not unduly affected by a few extreme observations.

Discussion

The findings of this study align with prior research on consumer behavior and brand loyalty in digital and social media contexts. For instance, Pozharliev et al. (2022) emphasized the impact of content quality and follower engagement on consumer responses, mirroring this study's observation that ease of use and functional social media attributes significantly drive brand loyalty. Similarly, Olivieri and Hu (2025) highlighted the importance of a consistent digital presence for B2B startups, which parallels the role of authenticity and user involvement in fostering consumer trust and attachment.

The role of perceived authenticity in brand loyalty is also supported by Sacco and Conz (2023), who explored corporate heritage communication strategies to maintain authenticity in brand narratives. Additionally, Pasca et al. (2021) suggested that gamified and interactive digital experiences enhance user engagement, reinforcing this study's finding that user involvement significantly contributes to brand loyalty.

However, the limited impact of certain variables, such as content engagement and perceived authenticity, on brand loyalty in this study suggests a need for further exploration. As O'Reilly et al. (2024) noted in their analysis of nostalgia-based marketing campaigns, the emotional and cultural contexts in which content is consumed may mediate its effectiveness, a factor not explicitly analysed here. Future research could expand by integrating qualitative methods to explore emotional and cultural influences, as suggested by Sakr et al. (2024). Combining these approaches could deepen the understanding of the dynamics between consumer perceptions and brand loyalty in social media-driven environments.

Conclusion

This study provides insights into the dynamics of consumer behavior and brand loyalty in the context of social media, highlighting the pivotal roles of authenticity, user involvement, and content quality. The findings align with the work of Hassan and Hassan (2020), who emphasized that active participation in online communities can reduce consumer stress and foster loyalty. Moreover, Heinonen and Medberg (2018) demonstrated the potential of netnography for deeper customer understanding, a methodology that could further enrich future studies in this domain.

The global implementation of these findings is significant, especially in leveraging social media for sustainability communication, as discussed by Herrada-Lores et al. (2024). Dialogical communication can bridge the gap between brands and consumers, enabling co-creation of value. Additionally, as Jamil et al. (2024) noted, the influence of social media personalities on consumer purchase intentions suggests opportunities for expanding influencer marketing strategies worldwide. From a corporate social responsibility (CSR) perspective, Iazzi et al. (2022) highlighted the importance of pre-emptive and transparent social media disclosures. These strategies could be adapted globally to address pressing societal challenges while fostering consumer trust. Similarly, storytelling approaches in online shops, as explored by Karampournioti and Wiedmann (2022), can be implemented to enhance brand perception and behavioral intentions.

Future research could expand this study by incorporating cross-cultural comparisons and examining the impact of emerging technologies, such as augmented reality, on consumer engagement. Exploring congruence effects in influencer marketing, as suggested by Koay and Lim (2024), can also provide deeper insights into impulse buying behaviors. Overall, this research underscores the importance of strategic social media use in fostering brand loyalty and presents a framework for global adaptation. The integration of innovative communication strategies and culturally nuanced approaches will be key to addressing evolving consumer expectations and sustaining brand growth.

References

[1] Aguirre, C., Ruiz de Maya, S., Palazón Vidal, M., & Rodríguez, A. (2023). Consumer motivations for engaging with corporate social responsibility on social media. *Spanish Journal of Marketing - ESIC*, *27*(2), 202–220. https://doi.org/10.1108/SJME-05-2022-0106

[2] Alanadoly, A. B., & Salem, S. F. (2024). Branding fashion through gameplay: the branded gaming and the cool dynamics in the fashion markets. A game-theory approach. *European Journal of Management and Business Economics*, *33*(4), 394–410. https://doi.org/10.1108/EJMBE-06-2023-0179

[3] Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2025). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, *29*(1), 114–135. https://doi.org/10.1108/SJME-08-2023-0219

[4] Araujo, T., & Kollat, J. (2018). Communicating effectively about CSR on Twitter. *Internet Research*, *28*(2), 419–431. https://doi.org/10.1108/IntR-04-2017-0172

[5] Astner, H., & Gaddefors, J. (2025). Founders and their brands: how founder identity matters in small firm branding. *Qualitative Market Research: An International Journal*, *28*(1), 101–121. https://doi.org/10.1108/QMR-06-2023-0085

[6] Banerji, R., & Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, *22*(1), 93–109. https://doi.org/10.1108/LBSJMR-04-2023-0016

[7] Bonfanti, A., Vigolo, V., Vannucci, V., & Brunetti, F. (2023). Creating memorable shopping experiences to meet phygital customers' needs: evidence from sporting goods stores. *International Journal of Retail & Distribution Management*, *51*(13), 81–100. https://doi.org/10.1108/IJRDM-12-2021-0588

[8] Brandão, A., Pinho, E., & Rodrigues, P. (2019). Antecedents and consequences of luxury brand engagement in social media. *Spanish Journal of Marketing - ESIC*, *23*(2), 163–183. https://doi.org/10.1108/SJME-11-2018-0052

[9] Calza, F., Sorrentino, A., & Tutore, I. (2023). Combining corporate environmental sustainability and customer experience management to build an integrated model for decision-making. *Management Decision*, *61*(13), 54–84. https://doi.org/10.1108/MD-05-2022-0613

[10] Camargo, T. I., de Souza-Leão, A. L. M., & Moura, B. M. (2022). Resisting to Game of Thrones: a fannish agonism. *Revista de Gestão*, *29*(1), 55–75. https://doi.org/10.1108/REGE-12-2020-0124

[11] Confetto, M. G., & Covucci, C. (2021). A taxonomy of sustainability topics: a guide to set the corporate sustainability content on the web. *The TQM Journal*, *33*(7), 106–130. https://doi.org/10.1108/TQM-06-2020-0134

[12] Delgado-Ballester, E., Palazón, M., & Peláez, J. (2020). Anthropomorphized vs objectified brands: which brand version is more loved? *European Journal of Management and Business Economics*, *29*(2), 150–165. https://doi.org/10.1108/EJMBE-04-2019-0063

[13] Dini, M., Curina, I., Francioni, B., Hegner, S., & Cioppi, M. (2023). Tourists' satisfaction and sense of belonging in adopting responsible behaviors: the role of on-site and social media involvement in cultural tourism. *The TQM Journal*, *35*(9), 388–410. https://doi.org/10.1108/TQM-03-2023-0085

[14] Fagundes, L., Gomes-e-Souza Munaier, C., & Crescitelli, E. (2023). The influence of social media and brand equity on business-to-business marketing. *Revista de Gestão*, *30*(3), 299–313. https://doi.org/10.1108/REGE-07-2021-0114

[15] Farhoudinia, B., Ozturkcan, S., & Kasap, N. (2023). Fake news in business and management literature: a systematic review of definitions, theories, methods and implications. *Aslib Journal of Information Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/AJIM-09-2022-0418

[16] Feng, W., Xu, Y., & Wang, L. (2024). Innocence versus Coolness: the influence of brand personality on consumers' preferences. *Journal of Product & Brand Management*, *33*(1), 14–42. https://doi.org/10.1108/JPBM-10-2022-4177

[17] Fernandes, T., Guzman, F., & Mota, M. (2024). Purpose is the new branding: understanding conscientious purpose-driven marketing and its impact on brand outcomes. *Journal of Product & Brand Management*, *33*(6), 761–782. https://doi.org/10.1108/JPBM-08-2023-4667

[18] Gambetti, R. C., & Kozinets, R. v. (2024). From killer bunnies to talking cupcakes: theorizing the diverse universe of virtual influencers. *European Journal of Marketing*, *58*(13), 205–251. https://doi.org/10.1108/EJM-12-2022-0948

[19] Garcia de los Salmones, M. D. M., Herrero, A., & Martínez García de Leaniz, P. (2024). The intention to share a sustainability communication about a tourism destination. *Spanish Journal of Marketing - ESIC*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/SJME-01-2024-0003

[20] Giovanis, A., & Athanasopoulou, P. (2018). Understanding lovemark brands. *Spanish Journal of Marketing - ESIC*, *22*(3), 272–294. https://doi.org/10.1108/SJME-07-2018-0035

[21] Gustomo, A., Febriansyah, H., Ginting, H., & Santoso, I. M. (2019). Understanding narrative effects. *Journal of Workplace Learning*, *31*(2), 166–191. https://doi.org/10.1108/JWL-07-2018-0088

[22] Hassan, M., & Hassan, R. (2020). Who says waiting is boring? How consumer narratives within online communities help reduce stress while waiting. *Spanish Journal of Marketing - ESIC*, *24*(3), 403–424. https://doi.org/10.1108/SJME-01-2020-0010

[23] Heinonen, K., & Medberg, G. (2018). Netnography as a tool for understanding customers: implications for service research and practice. *Journal of Services Marketing*, *32*(6), 657–679. https://doi.org/10.1108/JSM-08-2017-0294

[24] Herrada-Lores, S., Palazón, M., Iniesta-Bonillo, M. Á., & Estrella-Ramón, A. (2024). The communication of sustainability on social media: the role of dialogical communication. *Journal of Research in Interactive Marketing*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/JRIM-10-2023-0372

[25] Iazzi, A., Ligorio, L., & Iaia, L. (2022). Were we prepared to face a pandemic? Exploring companies' CSR disclosure on social media before COVID-19 outbreak. *Management Decision*, *60*(10), 2849–2874. https://doi.org/10.1108/MD-12-2021-1651

[26] Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*, *33*(3), 366–385. https://doi.org/10.1108/EJMBE-08-2022-0270

[27] Karampournioti, E., & Wiedmann, K.-P. (2022). Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions and behavioral intention. *Internet Research*, *32*(7), 228–259. https://doi.org/10.1108/INTR-09-2019-0377

[28] Koay, K. Y., & Lim, W. M. (2024). Congruence effects in social media influencer marketing: the moderating role of wishful identification in online impulse buying intentions. *Journal of Product & Brand Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/JPBM-09-2023-4709

[29] Ligaraba, N., Nyagadza, B., Dörfling, D., & Zulu, Q. M. (2023). Factors influencing re-usage intention of online and mobile grocery shopping amongst young adults in South Africa. *Arab Gulf Journal of Scientific Research*, *41*(3), 389–415. https://doi.org/10.1108/AGJSR-06-2022-0088

[30] Lintumäki, P., & Koll, O. (2024). Sport team identification: a social identity perspective comparing local and distant fans. *International Journal of Sports Marketing and Sponsorship*, *25*(1), 1–17. https://doi.org/10.1108/IJSMS-08-2022-0158

[31] Maddodi, C. B., & Upadhyaya, P. (2024). In-app advertising: a systematic literature review and implications for future research. *Spanish Journal of Marketing - ESIC*, *28*(3), 334–355. https://doi.org/10.1108/SJME-05-2022-0120

[32] McGivern, P. (2023). A broader perspective on cryptocurrency trading: consumer-driven value, online communities and heuristics are drivers for consumer behaviour. *Journal of Money and Business*, *3*(2), 137–146. https://doi.org/10.1108/JMB-05-2023-0018

[33] Mele, C., Russo Spena, T., & Russo, S. P. (2024). Experimenting on the metaverse to foster innovation. *Spanish Journal of Marketing - ESIC*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/SJME-05-2023-0117

[34] Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail & Distribution Management*, *48*(8), 825–843. https://doi.org/10.1108/IJRDM-05-2019-0153

[35] O'Reilly, N., Paras, C., Gierc, M., Lithopoulos, A., Banerjee, A., Ferguson, L., Lee, E.-Y., Rhodes, R. E., Tremblay, M. S., Vanderloo, L., & Faulkner, G. (2024). Nostalgia-based marketing campaigns and sport participation. *International Journal of Sports Marketing and Sponsorship*, *25*(3), 664–683. https://doi.org/10.1108/IJSMS-07-2023-0141

[36] Okumus, B., Ozturk, A. B., & Bilgihan, A. (2021). Generation Y's dining out behavior. *International Hospitality Review*, *35*(1), 41–56. https://doi.org/10.1108/IHR-07-2020-0023

[37] Olivieri, M., & Hu, L. (2025). The brand-building process of B2B high-tech startups in an omni-digital environment. *Journal of Product & Brand Management*, *34*(1), 136–150. https://doi.org/10.1108/JPBM-01-2024-4913

[38] Pasca, M. G., Renzi, M. F., di Pietro, L., & Guglielmetti Mugion, R. (2021). Gamification in tourism and hospitality research in the era of digital platforms: a systematic literature review. *Journal of Service Theory and Practice*, *31*(5), 691–737. https://doi.org/10.1108/JSTP-05-2020-0094

[39] Pozharliev, R., Rossi, D., & de Angelis, M. (2022). Consumers' self-reported and brain responses to advertising post on Instagram: the effect of number of followers and argument quality. *European Journal of Marketing*, *56*(3), 922–948. https://doi.org/10.1108/EJM-09-2020-0719

[40] Rahmanian, E. (2023). Fake news: a classification proposal and a future research agenda. *Spanish Journal of Marketing - ESIC*, *27*(1), 60–78. https://doi.org/10.1108/SJME-09-2021-0170

[41] Rialti, R., Caliandro, A., Zollo, L., & Ciappei, C. (2018). Co-creation experiences in social media brand communities. *Spanish Journal of Marketing - ESIC*, *22*(2), 122–141. https://doi.org/10.1108/SJME-03-2018-0011

[42] Sacco, F., & Conz, E. (2023). Corporate heritage communication strategies of iconic Italian brands: a multiple case study. *Corporate Communications: An International Journal*, *28*(7), 19–43. https://doi.org/10.1108/CCIJ-12-2021-0136

[43] Sakr, M. A. Q., Elsharnouby, M. H., & AbdelAziz, G. S. (2024). 15 years of Airbnb's authenticity that influenced activity participation: a systematic literature review. *Journal of Humanities and Applied Social Sciences*, *6*(1), 55–99. https://doi.org/10.1108/JHASS-09-2023-0119

[44] Simoni, M., Sorrentino, A., Leone, D., & Caporuscio, A. (2022). Boosting the pre-purchase experience through virtual reality. Insights from the cruise industry. *Journal of Hospitality and Tourism Technology*, *13*(1), 140–156. https://doi.org/10.1108/JHTT-09-2020-0243

[45] Tanaltay, A., Ozturkcan, S., & Kasap, N. (2024). Decoding digital engagement: a comparative analysis of English and Turkish brand post popularity dynamics on platform X. *Journal of Research in Interactive Marketing*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/JRIM-10-2023-0368

[46] tom Dieck, M. C., Han, D.-I. D., & Rauschnabel, P. A. (2024). Augmented reality marketing in hospitality and tourism: a guide for researchers and managers. *International Journal of Contemporary Hospitality Management*, *36*(13), 97–117. https://doi.org/10.1108/IJCHM-09-2023-1513

[47] van der Westhuizen, L.-M., & Kuhn, S. W. (2024). Handmade clothing consumption as a means of self-expression. *Journal of Fashion Marketing and Management: An International Journal*, *28*(4), 759–774. https://doi.org/10.1108/JFMM-07-2021-0175

[48] Veloutsou, C., & Delgado-Ballester, E. (2018). New challenges in brand management. *Spanish Journal of Marketing - ESIC*, *22*(3), 254–271. https://doi.org/10.1108/SJME-12-2018-036