Impact of Storytelling on Brand Building: A Case Study on Eternal Limited

Author 1: Veena Narayandas Panjwani

MBA II (Marketing) , Department of MBA

P. R. Pote Patil College of Engineering and Management, Amravati

panjwaniveena21@gmail.com

Author 2: Prof. Sachin D. Raut

Assistant Professor ,Department of MBA

P. R. Pote Patil College of Engineering and Management, Amravati

rautsd1810@gmail.com

Abstract

1.   Introduction

Background of the Study:

Today's market is full of advertisements, and people are exposed to them everywhere- on phones, TV, social media, and even outdoors. Because of this overload, most ads are ignored and many brands end up looking and sounding the same. Earlier brands could attract customers by offering low prices or special features, but almost every company does that. As a result, these messages no longer stand out and become background noise.

In this crowded environment, simply being visible is not enough. Brands need to connect with on an emotional level. When customers feel something for a brand, they are more likely to remember it, trust it, and stay loyal. This is where storytelling plays an important role in marketing.

Storytelling helps a brand feel more human and relatable. Instead of sharing just facts, brands use stories that include emotions, characters and real-life situations. These stories may be about the brand's journey, customer experiences, or even creative fictional scenes that convey the brand's message.

Stories work well because people understand and remember them better than plain information. They create emotions like happiness, empathy, or inspiration, which help build a strong bond between the brand and the customer. When people connect with a brand's story, they start trusting it more.

In short, storytelling helps brands stand out in a noisy market. While many ads are quickly forgotten, a good story stays in the customer's mind. In today's competitive world, storytelling makes brands more memorable, trustworthy and unique.

 The problem? No one has actually measured how effective those stories are in building the brand. Therefore, this study focuses on how storytelling helps them in building the brand. Basically, this will be going to fill that gap. We want to find out from this study:

1. Zomato uses fun, relatable, and emotional stories that make the brand feel friendly and trustworthy. This helps people connect with it on a personal level, remember it easily, and see Zomato as a dependable and caring food partner, which makes the brand stronger.

2. How the feelings and thoughts their stories create actually translate into concrete, long-lasting improvements in building the branding a super crowded food-delivery market.

 The significance of this research lies in understanding how storytelling emotionally influences consumers to repeatedly recall and engage with the brand through attention-grabbing notifications and fresh advertisements. It will also explore how key factors like brand trust, awareness, identity, and loyalty contribute

to strengthening the overall brand building of Eternal Limited.

Importance of the Study:

Nowadays, people are tired of seeing ads everywhere. Most advertisements are skipped, ignored, or forgotten within seconds. This makes it very difficult for brands to truly connect with customers. That is why this topic is important – it focuses on how brands can speak to people in a more meaningful and natural way.

Storytelling matters because people connect with stories, not sales messages. When a brand shares a story, it feels more real and relatable. Instead of just selling a product, the brand shares emotions, experiences, and values that people can understand and relate to. This emotional connection helps consumers remember the brand and trust it more.

This topic is also important because it explains how strong emotional bonds lead to loyalty. When customers feel connected to a brand's story, they are more likely to choose it again and even recommend it to others. This shows that storytelling is not just about creative advertising-it plays a big role in building long-term relationships with customers.

For marketers and students, understanding this topic is important because it shows how modern consumers think and behave. In a digital age where attention spans are short, storytelling helps brands stay relevant and memorable. It helps create more campaigns that feel less like ads and more like meaningful conversations.

Overall, this topic is important because it highlights how storytelling helps brands stand out, build trust, and create lasting connections in a crowded and competitive market.

2. Statement of the Problem

Storytelling has become one of the most powerful tools available to marketers today. Instead of only promoting product features or prices, brands now use stories to communicate who they are, what they stand for, and why they matter to consumers. With the help of storytelling consumers feel the brand more human, relatable, and meaningful. As competition is increasing day by day only promoting products is not enough, to capture the attention, evoke emotions and create lasting impressions plays a vital role. A well-told and emotional story can reflect a brand's values, culture, and purpose,

allowing consumers to see themselves in the brand's journey.

However, even though storytelling is widely used in marketing, there is still limited clarity on how different storytelling techniques actually influence the brand building. Not all stories have the same impact, and it is important to understand which elements- such as emotional appeal, authenticity, characters, or real-life experiences- are most effective in creating a strong brand image, trust, and loyalty among consumers.

In this context, the research problem focuses on understanding the role of storytelling in building the brand of Eternal Limited. The study aims to explore how storytelling as a marketing approach influences consumer perception of the brand and contributes to its overall brand building. By examining these aspects, the research hopes to provide meaningful insights into how storytelling can be used more strategically to build strong and enduring brands.

3. Review of Literature
1. Miss. Isha Sapre, Dr. Kirti Dang Longani
Researchers explains how storytelling in advertising helps brands build strong customer loyalty. In today's crowded advertising world, emotional stories help brands stand out and connect with people on a personal level. By using relatable characters and genuine emotions, brands become more memorable, trustworthy, and engaging. Overall, the research shows that story-based advertising helps create deeper relationships with consumers and long-term loyalty.

2. Carlo Peho
The researchers studied that small Finnish companies use honest and emotional storytelling to build strong brands. By sharing real stories and real people, they create trust and connect with consumers on an emotional level. Feelings like happiness, nostalgia, and closeness to nature help make the brand more relatable. Overall, being authentic and emotionally engaging helps these brands stand out and build genuine relationships with customers.

3. Audrey-Ann B. Paquette, Beiyao Yang, Yue Long
They explained that storytelling helps brands connect with people by sharing emotions and values. A good story makes a brand easier to understand, remember, and trust. Today, it's not enough to have a good product-brands also need stories that emotionally engage customers. When a brand's story aligns with its identity,

it builds stronger relationships, trust, and long-term customer loyalty.

4.   Magdalena Hofman-Kohlmeyer

The researchers found that storytelling is a powerful marketing tool because it helps brands connect with customers on an emotional level. Good stories make products feel more meaningful, builds trust, and encourage loyalty- often even making customers willing to pay more for brands they believe in. Strong brand stories usually highlight the company's background, values, uniqueness, and real customer experiences. When stories are honest, simple, and engaging, they create positive emotions and strong brand associations, leading to long-lasting relationships with customers.

5.   Thuy Vu, Medina Siiri

They explored that how Zara uses storytelling in both internal and external communication to shape its brand. Zara's strong and slightly mysterious image has helped create a unique and desirable brand story. However, the researchers suggest that Zara could strengthen its image further by using more storytelling around sustainability and by engaging younger audiences through social media. By adapting its storytelling to today's digital and eco-conscious world, Zara can continue to remain a leading global fashion brand.

6.   Yaipha Thounaojam

The researchers shows that storytelling helps brands connect with people on an emotional level rather than just selling products. It makes brands feel more genuine, builds trust, and helps them stand out in competitive markets. In this digital age, customers also become part of the storytelling process, making it even more powerful for building strong brand identity and long-term loyalty.

7.   Dr. Sanjeev Arora

Researchers found that social media has changed how brands talk to people, making emotional storytelling an effective way to build trust and loyalty. By sharing authentic stories-especially about social responsibility and sustainability-brands create stronger emotional connections and higher engagement. Overall, storytelling on social media helps brands feel more relatable, credible, and memorable while building long-term customer relationships.

8.   Meet Dave, Riya Makwana, Kamal Dua, Kuhu Srimali

They showed that storytelling and emotional branding help brands connect emotionally with consumers, but their impact differs by industry. In quick service restaurants, emotional stories about family and shared moments make brands feel more relatable and build stronger loyalty. In fast-moving consumers goods, customers focus more on price and quality, although emotional branding still helps improve brand image. Overall, storytelling is more effective in QSRs, while FMCG brands need to balance emotional appeal with practical benefits to build trust and drive sales.

9.   Vibhu Teraiya, Sooraj Namboodiri and Rachita Jayswal

Researchers found that video storytelling ads are growing in popularity because they help brands connect with people through emotional and relatable stories. Shared on platforms like YouTube and social media, these ads feel more real and memorable than traditional advertising. Research shows that video storytelling builds trust, brand awareness, and loyalty while creating stronger brand experiences. Overall, it is an effective and modern way for brands to connect deeply with customers.

10.   Stephen Herskovitz, & Malcolm Crystal

They found that successful brands need strong, emotional stories built around a clear and relatable brand personality. When brand has a well-defined identity, its story feels more meaningful and trustworthy. By connecting with both logical and emotional sides of people's minds, brands can build deeper relationships and long-term value, rather than just short-term recognition.

4.   Objectives of the Study

1.   To study storytelling as a marketing tool for brand building

2.   To examine the effectiveness of storytelling in utilizing branding elements to establish a brand

3.   To analyse the impact of storytelling on branding in case of Eternal Ltd.

5.   Research Hypothesis

H0: Storytelling has no significant impact on the overall brand building of Eternal Limited

H1: Storytelling has significant impact on the overall brand building of Eternal Limited

6.   Research Methodology

The research methodology outlines the systematic process that will be followed to the Impact of Storytelling on Brand Building of Eternal Limited. It outlines the study will analyse the role of storytelling in shaping key elements such brand identity, brand awareness, brand image, and brand trustworthiness. Through carefully selected research tools and methods, the study seeks to understand how storytelling

influences consumer perceptions and emotional; connection with brand.

6.1   Research Design

Descriptive Research design is used in this study. Eternal Limited uses storytelling in its branding and marketing communications, and this is explained using the descriptive approach. The study examines the ways in which different storytelling elements affect important aspects of brand building including brand awareness, brand image, emotional connection, trust and loyalty. A clear understanding of the connection between storytelling strategies and overall brand building is made possible by the descriptive design.

6.2   Sources of Data

Data was collected through two ways:

1)   **Primary Data Collection:** Data was collected through structured questionnaire designed specifically for this study. It mainly consists of multiple-choice questions. The questions were framed to capture respondents' perception of storytelling in branding, particularly focusing on its impact on brand awareness, trust, image and loyalty and emotional connection.

2)   **Secondary Data Collection:** Secondary data was collected through reliable and authentic sources to support the primary data. These sources include academic journals, marketing case studies and research papers that explored how storytelling contributes to brand building.

6.3   Sample Design

The sample design defines the framework used to select respondents for the study and ensures that the data collected is relevant and meaningful.

- **Universe:** The universe of this research includes all consumers using e-commerce platforms.
- **Population:** The population of the research includes e-commerce users who actively using food delivery app.
- **Sample Unit:** The sampling unit includes the individual customers who use Zomato food delivery app. These respondents were considered suitable as they have direct experience with the brand and are exposed to its storytelling advertisements.
- **Sample Size:** The meaningful insights were collected from 30 respondents who use the Zomato food delivery app. The responses collected were sufficient to analyze trends and draw conclusions relevant to the objectives of the study.

6.4   Data Collection Tools

A structured questionnaire was used as the main data collection tool to gather customers views on Eternal Limited's storytelling. Close-ended questions were used so that respondents could express their opinions quickly and comfortably without any confusion. The structured questionnaire proved to be an effective and reliable tool for capturing customer perceptions regarding Eternal Limited's storytelling and its role in brand building.

6.5 Statistical Tools Used

To analyse the data, basic statistical tools such as Mean, Median, Mode and Percentage were used with the help of Microsoft Excel. The use of these statistical tools made the data easier to understand and interpret. The findings were interpreted and presented through tables, graphs, and charts for better understanding.

7.   Data Analysis and Interpretation

This part includes the presentation, analysis, and interpretation of data which were collected through the questionnaire. Total respondents of this study are 30. Data Presentation is the systematic organization of data in a logical and sequential manner. Data Analysis involves breaking down the collected information into meaningful parts and categories based on the specific research questions and problem statement. This structured approach makes the data easier to understand and enable effective analysis and interpretation.
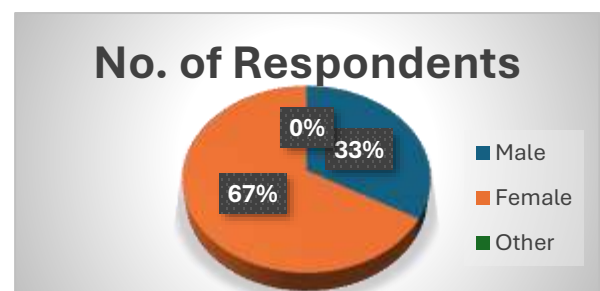
7.1   Analysis of gender wise distribution of respondents:

Table No. 7.1: Table showing gender wise distribution of respondents

Sr No.	Gender	No. of Respondents	Percentage (%)
1	Male	10	33
2	Female	20	67
3	Other	0	0
	Total	**30**	**100**

Data source: Primary Data

Graph No. 7.1: Graph showing gender wise distribution of respondents

Data Source: Primary Data

Interpretation: The findings showed that 67% of respondents were Female, 33% were Male and no respondents were identified under 'Other' category. This shows that Female respondents formed the majority of the sample.
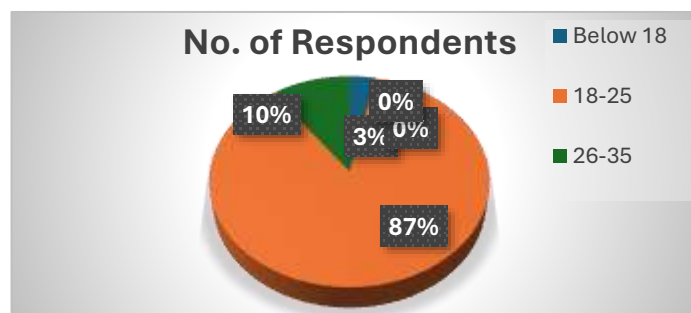
7.2 Analysis of age wise distribution of respondents:

Table No. 7.2: Table showing gender wise distribution of respondents

Sr No.	Occupation	No. of Respondents	Percentage (%)
1	Student	23	77
2	Working Professional	3	10
3	Businessman	3	10
4	Homemaker	0	0
5	Other	1	3
	Total	30	100

Data Source: Primary Data

Graph No. 7.2: Graph showing Age wise distribution of respondents

Data Source: Primary Data

Interpretation: This study shows that 3% of respondents were below 18, 87% of respondents were under the age-group of 18-25, 10% of respondents were belong to the age group of 26-35, and there were no respondents under the age group pf 36-45 and above. The majority of respondents were fall under the age group of 18-25 means younger adults.
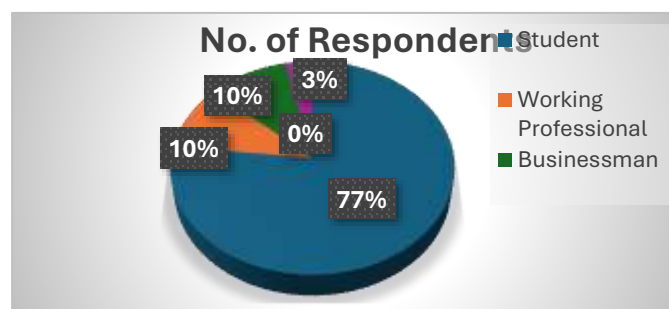
7.2   Analysis of Occupation wise distribution of respondents

Table No. 7.3: Table showing occupation wise distribution of respondents

Sr No.	Age	No. of Respondents	Percentage (%)
1	Below 18	1	3
2	18-25	26	87
3	26-35	3	10
4	36-45	0	0
5	46 and above	0	0
	Total	30	100

Data Source: Primary Data

Graph No. 7.3: Graph showing Occupation wise distribution of respondents
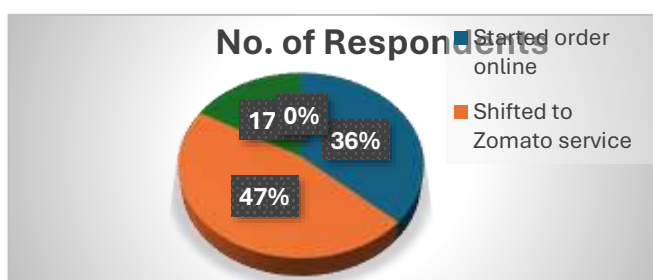

Data Source: Primary Data

Interpretation: This table interpret that 77% of respondents were Students, 10% of respondents were Working Professionals, 10% of respondents were Businessman, no respondents was homemaker and 3% of respondents were from other category. The largest number of respondents were Student.

7.3   Analysis of impact of Storytelling advertisement on buying habit of respondents Table No. 7.4: Table showing impact of Storytelling advertisement on buying habit of respondents

Sr No.	Analysis of whether Storytelling advertisement make the respondents feel personally connected with the Zomato brand	No. of Respondents	Percentage (%)
1	Strongly Disagree	2	6.67
2	Disagree	1	3.33
3	Neutral	12	40
4	Agree	13	43.3
5	Strongly Agree	2	6.67
	Total	30	100

7.4   Analysis of Storytelling advertisement make the respondents feel personally connected with the Zomato brand

Table No. 7.5: Table showing whether Storytelling advertisement make the respondents feel personally connected with the Zomato brand

Sr No.	Impact of Storytelling advertisement on buying habit of respondents	No. of Respondents	Percentage (%)
1	Started order online	11	36
2	Shifted to Zomato service	14	47
3	Increased ordering online	5	17
4	Increase in impulse buying	0	0
	Total	30	100

Data Source: Primary Data

Data Source: Primary Data

Graph No. 7.4: Graph showing impact of Storytelling advertisement on buying habit of respondents

Graph No. 7.5: Graph showing whether Storytelling advertisement make the respondents feel personally connected with the Zomato brand

Data Source: Primary Data

Data Source: Primary Data

Interpretation: This table shows the impact of storytelling on busying habit of respondents. 36% of respondents stated that they started to order online, 47% of respondents shifted to Zomato service, 17% indicated the increased in ordering online, and there were no respondents whose impulse buying is increased. Overall, the findings suggest that storytelling advertisement plays a significant role in influencing respondents to shifts towards Zomato's service.
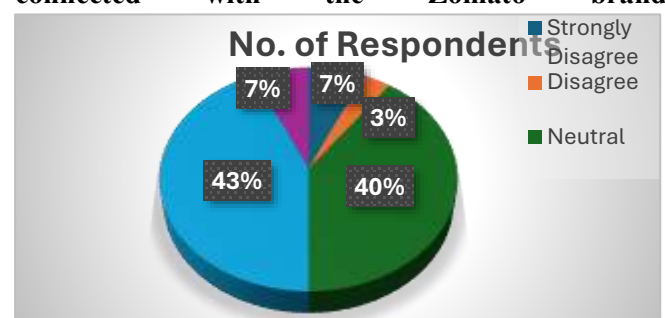
Interpretation: This table shows whether the storytelling advertisements make them feel personally connected with the Zomato brand. 6.67% of respondents were strongly disagree with the statement, 3.33% were only disagree with this statement, 40% of respondents responds neutral about they feel personally connected or not, 43% of respondents are agreed to it and feel personally connected to it and only 6.67% were strongly agree to it. Overall, the findings suggest that storytelling advertisement are effective in building personal

connection with Zomato brand but most of also feel neutral.

7.5 Analysis of Effectiveness of storytelling in making the brand visually and emotionally memorable

Table No. 7.6: Table showing Effectiveness of storytelling in making the brand visually and emotionally memorable

Sr No.	Effectiveness of storytelling in making the brand visually and emotionally memorable	No. of Respondents	Percentage (%)
1	Very Ineffective	3	10
2	Ineffective	0	0.00
3	Neutral	8	26.67
4	Effective	9	30
5	Very Effective	10	33.33
	Total	30	100

Data Source: Primary Data

Graph No. 7.6: Graph showing Effectiveness of storytelling in making the brand visually and emotionally memorable
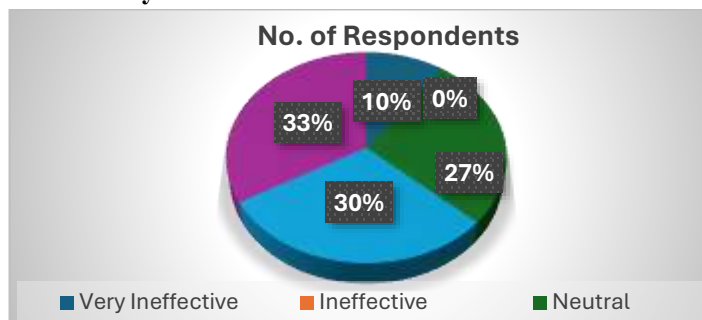
Data Source: Primary Data

Interpretation: This table shows that how effective storytelling is in making the brand visually and emotionally memorable. 10% of respondents are said that it is very ineffective, no respondents said about its ineffectiveness, 27% of respondents remain neutral, 30% of respondents consider its effective while 33% of respondents said that it is very ineffective. Overall, the findings suggests that storytelling is very effective in creating a brand visually and emotional memorable.
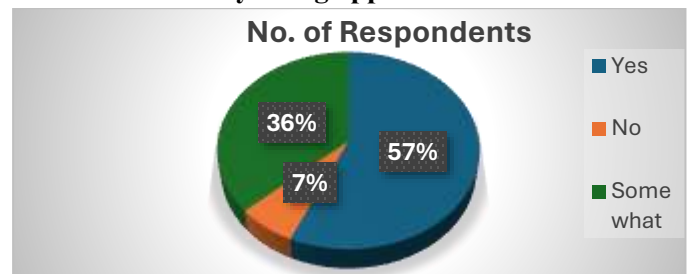
7.6 Analysis of Association of Zomato with a strong and unique brand personality because of its storytelling approach

Table No. 7.7: Table showing Association of Zomato with a strong and unique brand personality because of its storytelling approach

Sr. No.	Association of Zomato with a strong and unique brand personality because of its storytelling approach	No. of Respondents	Percentage (%)
1	Yes	17	57
2	No	2	6.67
3	Somewhat	11	36.67
	Total	30	100

Data Source: Primary Data

Graph No. 7.7: Graph showing Association of Zomato with a strong and unique brand personality because of its storytelling approach

Data Source: Primary Data

Interpretation: This table shows whether respondents were associated with a strong and unique brand personality because of its storytelling approach. 57% of respondents were agreed that Zomato's storytelling contributes to a strong and unique brand personality, only 7% of respondents were opposed to this statement and 36% of respondents felt that association up to some extent only but indicating moderate positive influence. Overall finding suggests that storytelling plays an important role in shaping its strong and unique brand personality.
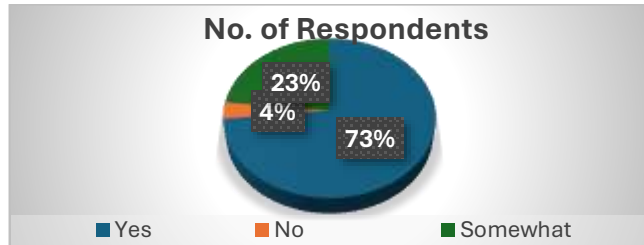
7.8 Analysis of often respondents think of Zomato when they want to get food delivered.

Table No. 7.8: Table showing often respondents think of Zomato when they want to get food delivered.

Sr No.	When it comes to getting food delivered whether you think of Zomato	No. of Respondents	Percentage (%)
1	Yes	22	73
2	No	1	3.33
3	Somewhat	7	23.33
	Total	30	100

Data Source: Primary Data

Graph No. 7.8: Graph showing often respondents think of Zomato when they want to get food delivered.
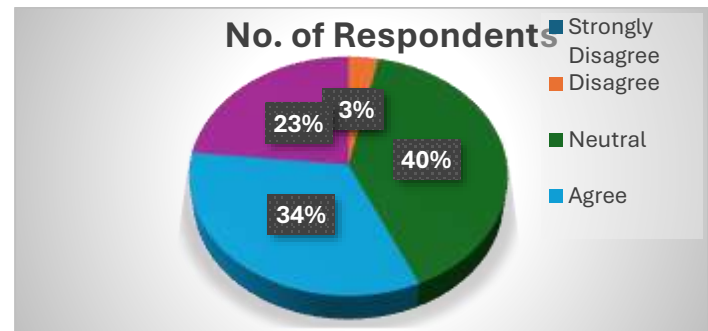

Data Source: Primary Data

Interpretation: This table shows that often respondents think of Zomato when they want to get food delivered. 73% of respondents said that Zomato comes to their mind for food delivery, 4% of respondents stated that they do not think of Zomato and 23% of respondents said that Zomato comes to their mind up to some extent. Overall, Zomato has created a strong brand recall for most of respondents.

7.9   Analysis of Influence of storytelling advertisement to avail Zomato services repeatedly
Table No. 7.9: Table showing Influence of storytelling advertisement to avail Zomato services repeatedly

Sr No.	Influence of storytelling advertisement to avail Zomato services repeatedly	No. of Respondents	Percentage (%)
1	Strongly Disagree	0	0.00
2	Disagree	1	3.33
3	Neutral	12	40
4	Agree	10	33.3
5	Strongly Agree	7	23.33
	Total	**30**	**100**

Data Source: Primary Data

Graph No. 7.9: Graph showing Influence of storytelling advertisement to avail Zomato services repeatedly

Data Source: Primary Data

Interpretation: This table shows how storytelling advertisements influence respondents to use Zomato services repeatedly. No respondents were strongly disagree to this statement, only 3% of respondents were disagree to the statement, 40% remained neutral, including that storytelling does not strongly affect their repeat usage of Zomato's services, 34% of respondents were agree and 23% respondents were strongly agree that storytelling encourage them to avail the Zomato's services repeatedly.

8.   Findings of the study

i.   Majority of respondents were female who were using Zomato services.

ii.   Most of respondents were under the age group of 18-25 years means young adults.

iii.   The findings suggest that majority respondents were student who use the services of Zomato.

iv.   It is found that almost half of respondents shifted towards Zomato's service after its storytelling advertisements and some started ordering online.

v.   Half of respondents were agreed that they feel personally connected with the Zomato's services after its storytelling advertisements, but most of respondents also feel neutral about it.

vi.   The findings suggest that majority of respondents said that storytelling is effective in making the brand visually and emotionally memorable.

vii.   More than half of respondents were said that storytelling is very important for Zomato in creating strong and unique brand personality.

viii.   Majority of respondents were agreed that Zomato has created a strong brand because when it comes to getting food delivered, they always use Zomato.

ix.   Findings suggest that most of respondents were influence by storytelling advertisements to avail its services repeatedly, but some of respondents were neutral about it.

9.   Managerial Implications

The results of the study clearly shows that storytelling plays an important role in shaping how customers feel

about a brand and how often they choose to use its services. These findings highlight the value of moving beyond traditional promotional messages and focusing more on meaningful and relatable communication.

Managers should actively use storytelling in their marketing efforts, as stories help customers emotionally connect with the brand rather than just noticing offers or discounts. When customers feel emotionally connected, they are more inclined to return to the brand repeatedly. Therefore, marketing teams should design stories that mirror the lifestyle, needs, and emotions of their target audience.

Consistency is another important implication for managers. Storytelling should always be carried out in a similar tone and style across all platforms such as social, media, mobile apps, and digital advertisements. When customers see the same brand personality everywhere, it builds trust and improves brand recall which help managers to ensure that the brand voice, message, and emotional appeal remain consistent to strengthen the overall brand image.

The study also shows that some customers remain neutral toward storytelling advertisements. This indicates an opportunity for improvement. Managers can address this by creating more personalized and relevant content for different customer groups. Understanding customer preferences through feedback and data analysis can help in crafting stories that connect better with specific segments like students or working professionals.

Moreover, managers should use storytelling not just to increase sales but also to build long-term brand value. Sharing stories about customer experiences, brand values, and social initiatives can create a deeper connection and improve brand credibility. Lastly, managers should regularly review the performance of storytelling campaigns by tracking engagement, customer responses, and repeat usage patterns. This will help them refine their strategies and create stronger, more impactful storytelling campaigns in the future.

10.   Limitations of the study

This study has following limitations:

1. Restricted to one brand: This study will only examine Eternal Limited (Zomato). No comparisons with other food delivery or e-commerce brands are made. As a result, the findings might not apply to other e-commerce businesses.

2. Subjective Responses: This study will depend on the views and opinions of participants, which can differ depending on biases, moods, or individual experiences.

This could have an impact on the data collection's accuracy.

3. Time Restrictions: The study will be carried out within a short time frame, which will limit how deeply the data would be collected and analysed. Because of the limited time, the research mainly focused on specific elements of brand building of Eternal Limited rather than detailed study of all elements.

4. Geographical Limitation: The data will be collected from a respondent of Amravati City only which mainly shows the opinions of people from that region. The findings might be different in other regions due to the differences in their culture, tastes, preferences, habits, etc.

11. Scope for Future Research

With particular reference to Eternal Limited, the study will concentrate on comprehending how storytelling impacts brand building. It will examine how the business connects emotionally with customers and enhances its overall brand image through the use of storytelling as a marketing and communication tool. The impact of storytelling on important aspects of brand building, including brand awareness, brand identity, brand image, brand trust, and brand loyalty, will be examined in this study. Additionally, it will look at how customers view the narratives that Eternal Limited tells through its digital campaigns, ads, and other marketing initiatives. The findings will help

i) marketers,

ii) business professionals,

iii) students and

iv) advertisers

12. Conclusion

i.   The findings of the study clearly indicate that storytelling plays an important role in shaping customer perceptions and influencing their repeated use of Zomato's services. A large proportion of respondents either agreed or strongly agreed that storytelling advertisements motivate them to choose Zomato again, showing that such content creates a positive and lasting impact on the audience. These advertisements appear to go beyond just promoting services and instead build an emotional connection that makes the brand more relatable and memorable.

ii.   Although a section of respondents remained neutral, very few expressed disagreements, suggesting that storytelling is generally well received and does not create negative impressions. The strong recall of Zomato when thinking about food delivery further highlights the effectiveness of its storytelling approach

in strengthening brand presence and top-of-mind awareness.

iii.   Overall, the study concludes that storytelling is an effective branding strategy for Zomato, as it enhances brand personality, encourages repeat usage, and helps in building long-term customer loyalty. By consistently using engaging and relatable stories across its communication platforms, Zomato can continue to reinforce trust, emotional bonding, and sustained customer engagement.

13. Recommendations

i. Based on the findings of the study, it is recommended that brands like Eternal Limited continue to use storytelling as an important part of their marketing communication. Creating stories that reflect real-life situations, emotions, and customer experiences can make brand more relatable and trustworthy.

ii. Brands should also maintain consistency in their storytelling across all platforms such as social media, mobile applications, websites and digital advertisements. When customers experience the same tone, message, and brand personality everywhere, it strengthens their trust and helps the brand stay top of mind.

iii. It is also recommended that brands do not rely on promotional offers to attract customers. Instead, storytelling used can be used to highlight brand values, customer satisfaction, and social responsibility efforts. This helps in building long-term relationships rather than just short-term sales.

iv. Lastly, it would be recommended that company should regularly review their storytelling campaigns. Managers will get help by collecting customer feedback and analysing the engagement patterns. Such simprovements based on these insights will allow brands to create more effective and meaningful storytelling strategies in the future.

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