

EFFECT OF EMOTIONAL STORYTELLING IN ADVERTISING ON BRAND LOYALTY WITH THE MEDIATION OF BRAND LOVE: SPECIAL REFERENCE TO THE CARBONATED SOFT DRINK MARKET IN THE WESTERN PROVINCE OF SRI LANKA

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ABSTRACT

The purpose of this study was to investigate the effect of emotional storytelling in advertising on brand loyalty through the mediation of brand love. This study primarily focuses on how brands, through emotional messages, create space in the minds and lives of consumers, impacting them emotionally by crafting stories that are not only attractive but also relatable, thereby fostering long-lasting customer loyalty. In an era where consumers are increasingly driven by emotional connections, this study explores how emotional storytelling in advertisements can strengthen brand loyalty by cultivating a sense of brand love among consumers. This study adopts a quantitative research approach, collecting data from 388 individual respondents within the Western Province of Sri Lanka who regularly consume carbonated soft drinks. The collected data underwent a rigorous screening and sorting process to prepare for analysis. Several key tests were conducted using analytical tools, such as the IBM Statistical Package for the Social Sciences (SPSS) and the Andrews F-test, to derive the findings, which revealed that emotions such as love, humor, happiness, and excitement in ads significantly affect brand loyalty. This study confirms the notable impact of emotional storytelling in advertising on brand loyalty in the carbonated soft drink market. Brand love is the primary mechanism for developing customer loyalty, mediating the relationship between emotional storytelling in advertising and brand loyalty. This study also contributes to the existing body of knowledge on emotional storytelling in advertising, brand love, and brand loyalty, particularly in the carbonated soft drink market. However, this research is limited to the carbonated soft drink market in Sri Lanka, and it may be challenging to quantify consumer emotions as they are perceived individually and influenced by various factors. In conclusion, this study provides valuable insights into the influence of emotional storytelling on brand loyalty mediated by brand love among consumers in the carbonated soft drink market. By identifying the most effective emotional storytelling tactics for building brand loyalty, this study will assist carbonated soft drink brands in developing more impactful marketing campaigns that engage consumers and create enduring emotional connections with them.

Keywords: Brand love, brand loyalty, brand resonance model, carbonated soft drink market, emotional storytelling in advertising