To study the effect of brand stories on perceived Brand Authenticity and Consumer Responses

Dorina Greet Varghese[1], Sandeep Patil[2], Ishita Sharma[3], Navjot Singh[4]

[1,2,3,4]MBA, Mittal School of Business, Lovely Professional University, Phagwara, Punjab

ABSTRACT

Humans have used testimony to communicate with one another throughout our species' history. Tales are ingrained into the human mind; they assist us in storing and retrieving information, organising narrative, and grasping our surroundings. They're a really effective means of communication. They have the power to convince, motivate, inspire, interact with, and affect the behaviour of others who come into contact with them. Corporations create brand testimonials, or memories, to educate consumers about their makers. There is a narrative, characters, causation, essential messages, and a chronological flow of events in a brand storey. Advertising professionals are increasingly depending on brand memories to affect customers' views of their brands and to increase brand fairness and market performance. In recent years, marketing scholars have concentrated their efforts on studying brand memory from the advertising and marketing perspectives. Scholars have criticised the lack of logo storey study from the standpoint of branding and have called for additional empirical research. According to a review of the literature, there is a lack of a unified conceptual model that explains how emblem stories work for people who make and influence brand-related decisions (e.g., brand managers and CEOs), as well as the techniques for building, evaluating, and controlling their emblem memories. By doing empirical research on the brand storey idea and studying the emblem tale concept through the eyes of world-renowned logo designers, this thesis fills a gap in the literature (GCBPs).

INTRODUCTION

The study's principal outcome is a practitioner-led logo storey (PLBS) conceptual version, which describes the many meanings connected with the brand storey idea, as well as components of cutting-edge ways for growing and assessing brand stories. The model was built entirely from qualitative data and analysed using a constructivist grounded concept analysis method. Thirteen top GCBPs from three countries were questioned, and the results were cross-checked against internal and public-sector data. The PLBS conceptual model contributes to the emblem control literature by expanding and merging meanings around the brand storey idea, as well as outlining how today's emblem decision-makers are moving the concept forward. It makes exercising easier by providing an empirical instrument for logo managers all around the globe to utilise to include logo storey into their brand strategy.

Objectives

(1) To identify effect on brand stories on consumer perception of a brand.

(2) To assess the effectiveness of brand stories on perceived brand authenticity.

(3) To determine relation between brand authenticity and consumer response and buying behaviour of products of particular brands.

(4) Analysing how people tend to buy those products which they can correlate as underdog and top dog brands.

(5) To identify the relationship, authenticity, loyalty, affinity of the customer with the brand.

LITERATURE REVIEW

By comparing the brand experiences of two sets of customers, Veronica Liljander, Allard van Riel, and Johanna Gummerus (2013) analyse how a firm-created storey effects consumers' brand experiences. The comparison of the two groups indicated significant disparities between them. Consumers who learned about the tale were far more favourable about the brand and were willing to pay extra for it. By proving the impact of narrative on consumer experiences, the study contributes to brand management research and practise. The outcomes are also relevant from a management standpoint. They show how brand tales may be utilised to build and strengthen good brand associations. In essence, the storey acted as a filter, altering the brand's perception and increasing its worth. Consumers in the non-exposed group associated brands exclusively with the packaging, but those who heard the tale associated all of their associations with the story.

Meng-Chuan Tsai (2020) did a study with college students to see whether different ad stories with different videodurationshaddifferenteffectsonstudents'purchasingbehaviourasamannerofrepresentingadvertising investment profitability. If the brand's image and identity are favourable, consumers who are more inclined to support the brand's purchase intention are more likely to watch the video for a longer amount of time.

Evmorfia Karampournioti and Klaus-Peter Wiedmann Two academics did study in 2021 to better understand how internet businesses communicate stories. We were able to show that using the storey method raised the online shop's overall perceived attractiveness and improved visitors' information processing experiences. A representative sample of 266 people took part in an online experiment with an already-established and operational internet corporation. Storytelling has the potential to instantly implant brand associations in the minds of customers, leading in an increase in both explicit and implicit brand attitudes, as well as a greater willingness to pay a higher price. It also offers empirical evidence of the impacts of user experience on brand- related variables, revealing a causal chain of effects from user experience on online shop attractiveness, brand attitude, and behavioural intentions.

Sindi Sheri and Byron Traoudas studied the influence of video brand storytelling on the antecedents of brand impressions in 2017.We can see that telling a video brand storey can have a beneficial impact on consumers' emotions, even when they are skeptical of the storey. Two focus groups were used in this study, both of which are internet users with access to video brand content websites or applications. To obtain data from these focus groups, semi-structured interviews were conducted. Brand perception antecedents are influenced by video brand storytelling in a variety of ways. As long as customers can estimate the product's attributes, video brand storey telling makes consumers less critical of brand information. When a brand has human features, video brand storeytelling can have a positive impact on the consumer-brand relationship. As long as customers fully comprehend the brand concept, VBS can have a beneficial impact on brand meaning. When examining the new antecedent of brand perception, brand narrative connection, it can have a favourable impact on brand perception. The storey is connected to the brand's identity, message, and product type through video brand storytelling.

What Does the Term "Authenticity" Mean to Consumers?

The paper is loaded up with various particular meanings that address the subsequent calculated vagueness by reconceptualising authenticity, characterizing it as a comprehensive consumer appraisal controlled by six part decisions (exactness, connectedness, trustworthiness, authenticity, innovation, and capability) whereby the job of every part can change as indicated by the consumption setting. This definition rises up out of a two-stage, multi technique idea reproduction process utilizing information from in excess of 3,000 consumers across no less than 17 kinds of utilization encounters. In stage one, the creators adopt a subjective strategy utilizing both inside and out interviews and overviews to distinguish authenticity's six constituent parts. The last parts depend on subjects arising out of consumer information that were coordinated and accommodated with existing definitions in the writing. In stage two, quantitative examinations exactly gauge the six parts and backing the composite developmental nature of the build. The creators report how specific parts add to evaluations of authenticity contrastingly across settings; also, they show that authenticity has consumer-applicable downstream outcomes while being theoretically unmistakable from consumer perspectives. Their discoveries offer specialists bearing with respect to what to underline to pass on authenticity to consumers.

The factors that influence customer involvement with a brand's perceived authenticity.

The four determinants of saw brand authenticity are examined in this study, as well as the link between this concept and customer commitment. Brand heritage, brand country of origin, brand expansions, and brand consistency are the four drivers. Apart from brand heritage, these factors are strongly associated with brand authenticity, according to this

research. Furthermore, brand authenticity was shown to have a considerable impact on customer commitment. Consumer commitment is also influenced by the factors of brand authenticity.

RESEARCH METHODOLOGY

Research Design

Wecoordinatedthisassessmentwiththehelpofanoverviewandfromthehiddenstagestothelastarrangement of the survey; we drove our assessment through exploratory assessment as well as explaining research. The data was assembled through a survey sending by email or other web-based media stages.

Questionnaire is as an instrument for research, which comprises of a rundown of inquiries, alongside the selection of answers composed in a succession on a structure utilized for procuring explicit data from the respondents.
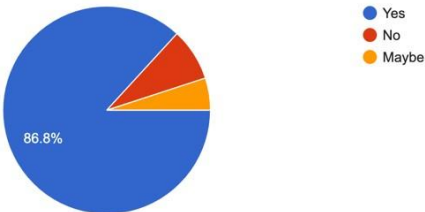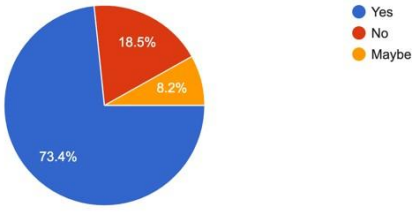
Source of Data

The research study is finished with primary information which will be accumulated through questionnaire method.

Data Analysis and Interpretation

Analysis:

The analysis has been done through Descriptive Analysis tool, under this we have applied descriptive analysis using Google forms which were used to collect data from the 319 respondents, further the analysis have been divided into two parts, one in which we tried to find relation between consumer perception Lakme using its brand story, in another part, we have tries to establish a relation if a buyer drives their buying behaviour to purchase mCaffeine body care products. Both the brands has their own market share and brand positioning in the body care products.

Analysis of Lakme and mCaffeine

Questions	Analysis
Do you know about the Lakme Company whose details you read above? 319 responses — Yes / No / Maybe — 86.8%	It is clear from the pie chart that 86.8% people know about the Lakme brand whereas 8.2% say theydon'tknowandtherestarenotsureaboutthe brand.
Do you know about the mCaffeine Company whose details you read above? 319 responses — Yes / No / Maybe — 18.5% / 8.2% / 73.4%	Out of 319 respondents, 234 are very knownwith mCaffeine brand whereas 59 do not know about the company and the remaining areconfused.

Interpretation:

In this we have tried to establish relation between the consumer association through brand story of LAKME & mCaffeine. The study was to identify how brand story telling effect on perceived authenticity of brand and consumer responses. The study emphasized this facts.

1. The company is carrying on the heritage of its founder.
2. This company, as far as I'm aware, has a lengthy history.
3. In both its thoughts and its offers, this company exhibits inventiveness.
4. I will definitely buy this company's stuff.
5. I intend to buy products from this firm.
6. I'm interested in learning more about the company's goods before deciding whether to purchase them.
7. If the chance arose, I would most likely buy this company's goods.
8. After knowing about this company, I will never buy anything from them.
9. In comparison to its competitors, this firm's founder seems to have a greater degree of excitement and devotion.
10. When compared to its competitors, this company's founders seem to be at a disadvantage from the outside.
11. This brand is a reflection of who I am.
12. This business is one I'm acquainted with.
13. This is a business that has a particular place in my heart.
14. This emblem serves as a means of identifying myself to others.
15. This brand has the potential to help me become the person I want to be.

As far we have seen from the responses customers have a positive effect on these 2 brands due to storytelling. Customers at last majority agrees that these 2 brands suits them well. They can associate themselves to these brands when they read their stories.

CONCLUSION

Reflecting on the case research, the brand's identification blended with its factors of storytelling truly explicit how they use storytelling to bolster their logo. In truth, the manner identification is used to tell a story various many of the case manufacturers but it become an essential starting factor for the mall. The storytelling version demonstrates how determining its identification is critical for a brand to correctly deliver a strong message to its target customers and therefore move towards its advertising and marketing goals. While determining its positioning, a vital differentiator point is the emblems goal organization. If you want to fully understand the brands story, it's miles vital for this institution of clients to understand themselves within the characters. It is likewise essential for the target institution to be able to identify with the logo or assignment themselves into it thru its persona. For this reason, by means of combining the story's characters and the personality of the logo, the tale's message is developed. Indeed, through a powerful message reflecting the battle faced by way of the characters, a strong emotional bond is created between the logo and its clients. This relationship will interact customers in logo reviews that increase trust, improve loyalty, construct affinity and make them need to attach with the brand.

After analysis both the brands with their brand story we can hereby confirm that brand story is very essential to make a connect with the consumer, this does not helps them in brand building but also provide a homely connect to consumer, people tend to buy those products which they can correlate and find themselves in that phase anytime. So, brand need to focus on building more brand stories and including more common people.

REFERENCES

[1]. Carter, A. (2021). Capturing Authenticity: An exploration in brand-sponsored documentary video storytelling to define brand values and further social impact.
[2]. Ghani,W.S.W.A.,Azman,N.A.A.,Rashid,N.M.,&Halim,A.H.A.(2020).Therelationshipof brand marketing communication and brand authenticity. *Journal of International Business, Economics and Entrepreneurship*, *5*(1),43-49.
[3]. Han,H.E.,Cui,G.Q.,&Jin,C.H.(2021).Theroleofhumanbrandsinconsumerattitudeformation: Anthropomorphized messages and brand authenticity. *Cogent Business & Management*, *8*(1), 1923355.

[4]. Karampournioti,E.,&Wiedmann,K.P.(2021).Storytellinginonlineshops:theimpactsonexplicit and implicit user experience, brand perceptions and behavioral intention. *InternetResearch*.

[5]. Meng-Chuan, T. (2020). Storytelling Advertising Investment Profits in Marketing: From the Perspective of Consumers' Purchase Intention. *Mathematics Journal*, *8*(10), 1704.

[6]. Nunes, J. C., Ordanini, A., & Giambastiani, G. (2021). The concept of authenticity: What it means to consumers. *Journal of Marketing*, *85*(4), 1-20

[7]. Nyagadza, B., Kadembo, E. M., & Makasi, A. (2021). When corporate brands tell stories: A signalling theory perspective. *Cogent Psychology*, *8*(1), 1897063.

[8]. Pratomo, L. A., & Magetsari, O. N. N. (2020, September). Exploring the Consequences of Brand Authenticity. In *International Conference on Management, Accounting, and Economy (ICMAE 2020)* (pp. 336-339). Atlantis Press.

[9]. Raza, M., Abd Rani, S. H., & Isa, N. M. (2021). Do Brand Experience and Customer Engagement matter for Brand love? A case of Apparel Industry of Pakistan. *PSYCHOLOGY AND EDUCATION*, *58*(5),1553-6939.

[10]. Schallehn M, B. C. (2014). Brand authenticity: model development and empirical testing. Journal of Product & Brand Management, 192 – 199

[11]. Sheri, S., & Traoudas, B. (2017). Video brand storytelling, the rise of content marketing: a qualitative study exploring the antecedents of brand perceptions.

[12]. Shoenberger, H., Kim, E., & Sun, Y. (2021). Advertising during COVID-19: Exploring Perceived Brand Message Authenticity and Potential Psychological Reactance. *Journal of Advertising*, *50*(3), 253-261.

[13]. Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*, *45*(4), 645-663.

[14]. Vander Shee, B. A., Peltier, J., & Dahl, A. J. (2020). Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. *Journal of Research in Interactive Marketing*.

[15]. Vilma Luoma-aho, Tuisku Pirttimäki, Devdeep Maity, Juha Munnukka & Hanna Reinikainen (2019) Primed Authenticity: How Priming Impacts Authenticity Perception of Social Media Influencers, International Journal of Strategic Communication

[16]. Xu, Y., Du, J., Shahzad, F., & Li, X. (2021). Untying the influence of green brand authenticity on electronic word-of-mouthintention:amoderation–mediationmodel.*FrontiersinPsychology*,3812.