DIGITAL STORYTELLING TECHNIQUE OF BRANDS AND RIVERS STATE YOUTHS' PERCEPTIONS OF PIGGYVEST

By

Oseruona Oluwaseyi Asak

Ben Agbo
Department of Public Relations and Advertising
Faculty of Communication and Media Studies,
University of Port Harcourt.

And

Moses Ofome Asak
Department of Broadcasting
Faculty of Communication and Media Studies,
University of Port Harcourt.

ABSTRACT

This study investigates the impact of digital storytelling on the perceptions of PiggyVest among youths in Rivers State, Nigeria. Digital storytelling has become an essential marketing strategy that employs multimedia elements to engage consumers emotionally. Despite its increasing relevance, empirical research in the Nigerian context remains sparse. This research addresses this gap by examining how young consumers (ages 18-35) interpret digital narratives and form perceptions about PiggyVest, a leading financial technology platform. Utilizing a survey methodology, data were collected from 400 youths across various local government areas in Rivers State. Findings reveal a significant level of exposure to PiggyVest's digital storytelling campaigns, which positively influence youth perceptions of the brand. Respondents reported that digital narratives enhance brand authenticity and trustworthiness, indicating a substantial relationship between storytelling techniques and brand perception. The study underscores the importance of aligning digital storytelling with the cultural and social values of the target demographic to foster deeper emotional connections. Insights gleaned from this research hold implications for marketers targeting youth in Nigeria, suggesting that well-executed digital storytelling can enhance brand visibility and consumer loyalty in an increasingly competitive digital landscape. Recommendations are provided for PiggyVest to expand its storytelling formats and themes, engage audiences actively, and implement feedback mechanisms to refine narrative strategies.
KEYWORDS: Digital storytelling, brands, perceptions, Nigeria

INTRODUCTION

In recent years, digital storytelling has emerged as a dynamic marketing strategy, employing multimedia elements such as videos, images, and narratives to engage audiences in a compelling and emotionally resonant manner. This approach offers brands a unique opportunity to craft narratives that resonate with the values, aspirations, and lifestyles of the youth

demographic through various digital platforms and social media channels like Facebook, Twitter and Instagram (Smith, & Hanover, 2016; Quesenberry, & Coolsen, 2023).

However, despite the increasing prevalence of digital storytelling in marketing endeavours, there still needs to be more empirical research, particularly within the Nigerian context, assessing its impact on the perceptions of consumer brands among young individuals. This research project seeks to address this critical gap by examining how young consumers in Rivers State respond to and interpret digital storytelling tactics to form their perceptions of the PiggyVest brand.

Digital storytelling has become a powerful marketing tool, revolutionising how brands connect with their audiences. The convergence of technological advancements in traditional media and the new media of social networks; and the proliferation of digital content platforms has given rise to what is now known as 'digital storytelling.' This compelling narrative form leverages the capabilities of digital media to engage and resonate with consumers on a deeper level, transcending traditional advertising approaches. As a result, brands engage in content marketing, a strategy that involves using digital storytelling to attract and retain customers (Pulizzi, 2012). However, according to Pulizzi (2012), content marketing is not a new concept. He refers to it as a marketing technique that entails creating and distributing valuable content. The goal is to capture consumer engagement with the brand by delivering compelling and relevant content.

Digital storytelling represents a paradigm shift in marketing strategies. For example, Jaffe (2005) and Abrorovich (2023) agree that traditional advertising often relied on one-way communication, bombarding consumers with product-centric messages. In contrast, digital storytelling adopts a two-way narrative approach, creating immersive and emotionally resonant brand experiences. Through a combination of text, images, videos, and interactive elements, digital storytelling engages consumers by weaving brand messages into relatable, often entertaining, and authentic narratives. One of the distinguishing features of digital storytelling is its adaptability across various digital platforms. Social media, websites, blogs, podcasts, and videos are just few channels through which brands can share their stories. This adaptability allows brands to tailor their narratives to the preferences and behaviours of different target audiences, including the youth. In this study, the focus is on the consumer brand of PiggyVest using the social media channels of Facebook, Twitter and Instagram and youths in Rivers State. When brands employ digital storytelling tailored to specific audience members, their narratives begin to influence the perceptions of their audience (Mathews, & Wacker, 2008; Pera, & Viglia, 2016).

Brands can establish an emotional connection to nurture loyalty and advocacy through sharing of stories that resonate with consumers. This is because emotional storytelling is a powerful way to connect with customers and build long-term relationships (Kim, & Sullivan, 2019; Hong, Yang, Wooldridge, & Bhappu, 2022). This resonates particularly with youths who are generally considered to be more digitally savvy and receptive to digital content. Digital storytelling offers a compelling way to capture the attention and trust of this vital consumer segment as brands showcase their authenticity by sharing genuine stories and experiences to build trust among audience members.

Consumer brand perceptions are intricately tied to the narratives brands create. Digital storytelling shapes these perceptions by influencing how consumers perceive a brand's values, trustworthiness, and relevance (Pera, & Viglia, 2016; Lund, Cohen, & Scarles, 2018).

It has the potential to evoke emotions, trigger memories, and create lasting impressions. Given the region's unique cultural and social context, understanding how digital storytelling impacts the brand perceptions of youths in Rivers State is of critical importance because digital storytelling represents a transformative force in contemporary marketing, redefining how brands interact with consumers.

PiggyVest, a popular financial technology company, founded in 2016 by Somto Ifezue, Joshua Chibueze, and Odunayo Eweniyi has fast become a household name in Nigeria and beyond, transforming the way people handle their finances. At its core, PiggyVest offers a range of financial services to help users save, invest, and effectively manage their money. Users can set savings goals, automate deposits, invest in diverse portfolios, and even access low-interest loans, all from the convenience of their smartphones. One of PiggyVest's standout features is its strategic use of digital storytelling as a powerful marketing tool. Through engaging narratives, compelling visuals, and relatable content, PiggyVest effectively communicates its brand message and value proposition to its target audience. By leveraging social media platforms, blog posts, and video content, PiggyVest not only educates users about financial literacy but also provides a sense of community and trust.

In modern marketing, the influence of digital storytelling has reshaped the dynamics of brand-consumer interaction. This study therefore examines the perceptions of youths toward the PiggyVest brand, recognizing digital storytelling as a pivotal force that redefines the narrative of brand engagement. The study aims to unpack the intricate relationship between storytelling strategies and the evolving landscape of consumer perceptions, particularly among the youth demographic, thereby illuminating the consequential implications for contemporary marketing practices. The anticipated outcomes include a heightened understanding of the connections between digital storytelling and consumer perceptions, leading to the development of more effective and resonant brand communication strategies in the digital era.

STATEMENT OF THE PROBLEM

In the contemporary marketing landscape, the emergence of digital storytelling as a pivotal strategy has transformed the dynamics of brand-consumer relationships. As digital platforms continue to gain prominence, particularly among the youth demographic, there is a pressing need to investigate the impact of digital storytelling on the perceptions of consumer brands among youths in Rivers State, Nigeria. Despite the increasing adoption of digital storytelling by brands globally, there needs to be more empirical research exploring how this narrative form influences the brand perceptions of Nigerian youths, particularly in a region as culturally diverse as Rivers State. This knowledge gap hinders the development of effective marketing strategies tailored to the local context.

The youth demographic in Rivers State encompasses a diverse range of socioeconomic backgrounds, cultural influences, and digital literacy levels. Understanding how these factors intersect with digital storytelling and brand perceptions is essential for marketers seeking to engage this audience effectively. While digital storytelling's impact on consumer brand perceptions has been studied in various global contexts, there is a need for more region-specific insights on Rivers State, Nigeria. Factors such as cultural norms, language diversity, and regional preferences may influence how digital stories are perceived, received and interpreted.

Furthermore, marketers in Rivers State and Nigeria as a whole may be facing the challenge of effectively harnessing digital storytelling to create authentic, resonant, and culturally relevant brand narratives. Addressing this problem is important to guide marketers in

developing strategies that align with local perceptions. The overarching question in this study therefore borders on: How does digital storytelling impact on PiggyVest brand perceptions of youths in Rivers State?

AIM AND OBJECTIVES OF THE STUDY

The aim of this study is to assess digital storytelling of the PiggyVest Brand and Youths' Perceptions of the brand in Port Harcourt, Rivers State. The specific objectives of the study are to assess the exposure of youths in Rivers State to digital storytelling campaigns by the PiggyVest brand; examine Rivers State youths' perceptions of digital storytelling as a marketing communication strategy for the PiggyVest brand; examine how digital storytelling influences the formation of PiggyVest brand perceptions among youths in Rivers State; find out the relationship between digital media storytelling techniques, and the PiggyVest Brand perception or consumer behaviour among youths in Rivers State. Based on these objectives, research questions were formulated to guide the study.

This research holds considerable significance for various stakeholders, including researchers, policymakers, and society at large. The study provides further understanding of how digital narratives influence youth perceptions and behaviors, offering valuable insights that extend beyond the specific context of PiggyVest to broader applications in marketing and communication strategies. For researchers, this study contributes to the existing body of knowledge on digital storytelling, branding, and consumer behavior. It enriches the theoretical discourse by integrating Technological Determinism Theory, Brand Narrative Theory, and Perception Theory, demonstrating their applicability in contemporary digital marketing contexts. The findings offer empirical evidence on the effectiveness of digital storytelling in shaping brand perception among youths, a demographic that is increasingly influential in the digital economy. This research paves the way for future studies to explore similar dynamics in different geographical regions or among different demographic groups, thereby enhancing the generalizability and robustness of the theories involved.

Policymakers can use insights from this study to develop frameworks and guidelines that support effective digital marketing practices. Understanding the impact of digital storytelling on youth perceptions can inform policies aimed at promoting ethical and responsible marketing. This is particularly relevant in the financial sector, where transparency and trust are paramount. Policymakers can nurture a more trustworthy and consumer-friendly digital marketplace by encouraging brands to adopt authentic and engaging storytelling techniques. Additionally, this study can inform educational initiatives that aim to enhance digital literacy among youths, helping them critically engage with the content they encounter online.

The broader society stands to benefit from this research through the enhanced understanding of how digital narratives shape consumer behaviour and brand loyalty. Brands that effectively use digital storytelling can build stronger relationships with their audiences, leading to increased consumer satisfaction and loyalty. For the youth in Rivers State, and by extension, other regions, this means more engaging and relevant brand interactions. This study advocates for marketing practices that respect and resonate with the audience's values and experiences by highlighting the importance of authenticity and emotional engagement in storytelling. This alignment can lead to a more positive and meaningful consumer experience, ultimately contributing to the well-being of both consumers and brands.

The study centres on the impact of digital storytelling for brands and the perceptions of youths (ages 18-35) residing in Rivers State, Nigeria. The consumer brand is delimited to PiggyVest. The media scope of the study is the social media platform of Facebook, Instagram,

and Twitter employed by the consumer brand for targeting youths in Rivers State. In the context of this study, consumer brand is understood as the PiggyVest brand while digital storytelling refers to the use of digital media, which includes the use of text, images, videos, and interactive elements, to convey brand messages and narratives in a compelling and engaging manner, often to create emotional connections with the audience and to sell. Perceptions, in this study refer to beliefs, attitudes, and opinions held by youths in Rivers State regarding digital storytelling and the PiggyVest brand or other brands; and the Youths were individuals within the age group of 18 to 35 years residing in Rivers State, Nigeria.

THEORETICAL FRAMEWORK

The theoretical framework of this study is grounded in three foundational theories: Technological Determinism, Brand Narrative Theory, and Perception Theory. Technological Determinism posits a significant relationship between technology and society, where technological artifacts and systems shape social dynamics. This dual interpretation consists of an internal technical logic that influences the design of technologies, and the notion that the development of these technologies drives broad social interactions and transformations. While the latter definition, often linked to Karl Marx's historical debates, suggests a deterministic view of technology, it is essential to acknowledge that both interpretations highlight the power of technology in shaping social relations. Despite ongoing scholarly criticism of strong technological determinism, the fundamental belief persists that technology is a primary force influencing societal structure and cultural values, a sentiment prevalent since the early nineteenth century. Critics often reinforce this notion by demonstrating the adverse effects of technology, leading to a reductionist viewpoint that positions technology as the sole driver of social change.

It is important to note that Technological Determinism emphasizes a unidirectional relationship, implying that technology inherently drives human activity without considering the societal context in which it operates. Scholars like Thorstein Veblen, who coined the term, along with prominent figures such as Marshall McLuhan and William Ogburn, have articulated how communication technologies mould individual behaviour and societal organization. Critics argue that while technology influences social dynamics, it does not do so in isolation; rather, the interaction between technology and societal values must be examined as a mutual relationship. The proliferation of new technologies, particularly social media and mobile communications, exemplifies this interaction, where tools for information dissemination also transform social interactions, highlighting the need to understand technology as one element within a broader system of human activity.

Complementing this discussion, Brand Narrative Theory focuses explicitly on how brands use storytelling to construct compelling narratives engaging with audiences emotionally, thereby shaping perceptions. While no single proponent defines this theory, figures like Joseph Pine II, who co-authored 'The Experience Economy,' have laid the groundwork for understanding the role of narrative in consumer engagement. In this context, PiggyVest's digital storytelling can be analyzed through this lens to explore how narratives are crafted to resonate with youth in Rivers State, Nigeria. Essential components of Brand Narrative Theory include the storytelling techniques utilized, the alignment of the brand's identity with these narratives, the cultural relevance of the stories, and the total audience engagement achieved through digital platforms.

In analyzing PiggyVest's approach, key storytelling elements such as narrative structures, character development, emotional volatility, and cultural nuances play important roles in shaping

perceptions. Understanding these dynamics reveals how digital storytelling strategies can influence brand awareness, attitudes, and behaviours among the target youth demographic. Furthermore, Henry Jenkins' concept of participatory culture offers an additional framework for comprehending audience dynamics in digital storytelling, wherein consumers become active participants, co-creating brand narratives. This participatory engagement stimulates cognitive and emotional connections, essential for understanding brand perception in an interactive storytelling framework.

Lastly, Perception Theory, as articulated by Berelson and Steiner, underscores how individuals actively interpret sensory information and construct meaning based on their cultural backgrounds, experiences, and social contexts. This theory illustrates that in the realm of digital storytelling, consumer interpretations of brand narratives derive significance not only from the story's content but also from personal connections and interpretations, which, in turn, shape attitudes towards the brand. This active engagement process exemplifies how emotional responses elicited through narratives can significantly influence brand loyalty and consumer behavior.

In operationalizing these theories, the study aims to examine how PiggyVest's digital storytelling initiatives impact youth perceptions in Rivers State, affording insights into the intersection of technology, narrative construction, and audience engagement. The integration of Technological Determinism, Brand Narrative Theory, and Perception Theory provides a complete framework for investigating these dynamics, emphasizing the major role of technology in shaping contemporary brand experiences.

The empirical literature surrounding digital storytelling further enhances the understanding of these theoretical constructs. For instance, the study by LaFrance and Blizzard (2013) illustrates the effectiveness of digital storytelling in promoting engagement, learning, and identity development in an educational setting. While their focus is on educational leadership, the implications of their findings are applicable to the current research on PiggyVest's brand storytelling initiative, particularly concerning how digital narratives engage youth and influence perceptions. This research draws parallels in assessing the effectiveness of PiggyVest's narratives and their impact on youth identity and perceptions by mirroring the benefits and challenges identified in LaFrance and Blizzard (2013). The interplay of Technological Determinism, Brand Narrative Theory, and Perception Theory provides a robust theoretical foundation for understanding the complexities of digital storytelling in shaping brand perceptions.

CONCEPTUAL REVIEW: DIGITAL STORYTELLING AND BRAND COMMUNICATION

Digital storytelling presents a contemporary narrative approach that employs digital technology to craft engaging stories and messages, merging traditional storytelling elements with modern digital tools. This integration of multimedia components—including text, images, audio, video, and interactivity—enhances audience engagement and communication efficacy (Lambert, 2013). The participatory nature of digital storytelling encourages user involvement, allowing audiences to interact with narratives both by influencing their outcomes and contributing content. Robin (2016) underscores the educational benefits of this interactivity, particularly for youth, as it provides greater engagement and personalization.

Accessibility is important in this context, as various online platforms—such as social media and mobile applications—enable widespread distribution and offer global reach, which Malkawi et al. (2019) note is essential for connecting with diverse audiences. At its core, digital

storytelling aims to evoke emotional responses and provide connections between brands and consumers (Lambert, 2013). This has made it an indispensable tool for brand communication, particularly as companies strive to convey their identity and values to resonate with youth (Brodie et al., 2011; Cooley-Broughton, 2020).

As technological advancements continue to evolve, they reshape the landscape of digital storytelling. Innovations in multimedia production, alongside developments in virtual and augmented reality, create immersive narrative experiences that enhance engagement (Miller, 2019; Alexander, 2017). Consequently, storytelling in contemporary marketing has become very important for forging deeper connections with audiences, as emphasized by Lambert's argument on the capacity of digital narratives to forge emotional ties (Roggeveen et al., 2021; Lambert, 2013). This emotional engagement has emerged as a leading attribute in breeding consumer loyalty (Apenes Solem, 2016; Bashir et al., 2018).

Research stresses that successful brand communication transcends mere product detailing, focusing on relatable narratives (Bashir et al., 2018; Lambert, 2013; Apenes Solem, 2016). Digital storytelling provides brands a platform to share authentic experiences that build trust with youthful audiences. The role of social media as an essential conduit for storytelling cannot be overstated. Lambert (2013) and Kaplan & Haenlein (2010) suggest that social media platforms cultivate brand narratives and facilitate engagement, particularly among youth demographics. Furthermore, the interactivity integral to digital storytelling aligns with contemporary audience preferences. Malkawi et al. (2018) and Dineva (2023) discuss how co-creation enhances narrative construction, inviting audiences to become active participants. In sectors such as financial services, where trust and authenticity are paramount, digital storytelling enables organizations to position themselves as partners in users' journeys.

THE CASE OF PIGGYVEST AND ITS DIGITAL STORYTELLING APPROACH

Established in 2016, PiggyVest has emerged as a significant player in Nigeria's fintech sector. Initially known as 'Piggybank,' the platform transitioned to PiggyVest to inclusively offer a range of financial products tailored to an evolving user base. Known for its automated savings functionalities, PiggyVest enables users to set savings goals easily.

The rebranding from Piggybank to PiggyVest reflects a strategic shift to integrate investment opportunities, broadening its appeal with products like PiggyFlex and SafeLock. The platform prioritizes security and customer support, empowering users through diverse engagement channels. Additionally, PiggyVest actively promotes financial literacy through educational initiatives about budgeting, saving, investing, and understanding the role of financial literacy in nurturing positive behaviors (Smith, 2018; Johnson et al., 2020; Lusardi & Mitchell, 2014).

PiggyVest's growth mirrors the increasing demand for innovative financial solutions in Nigeria, illustrating the potential for technology-driven platforms to enhance financial engagement and inclusion. PiggyVest presents itself as a facilitator of dreams and responsible financial habits by leveraging digital storytelling thereby, aligning with Lambert's insights on the narrative power of storytelling.

DIGITAL STORYTELLING PLATFORMS, STRATEGIES, AND IMPACT ON BRAND NARRATIVES

Digital storytelling platforms are central to corporate communication, with social media serving as focal points for narrative crafting. Instagram, Twitter, and TikTok have gained

prominence among diverse demographics, especially youth. The interactive and visual nature of Instagram qualifies it as an ideal platform for narrative construction (Robin, 2016; Alexander, 2017). Similarly, TikTok's short-form video format is an effective storytelling medium appealing to young audiences (Johns, 2021).

Kaplan and Haenlein (2010) highlight how brands can engage in participatory storytelling through user-generated content on social media. The emphasis on visual components, particularly on Instagram, underscores the power of effective visual storytelling in shaping brand perceptions (Christodoulides et al., 2016; Sheri & Traoudas, 2017). Recent analyses indicate that visually compelling narratives significantly influence younger audiences, urging brands to adapt storytelling strategies accordingly (Smith & Zook, 2011).

The role of social media influencers in this context is noteworthy. Research indicates that strategic collaborations amplify brand narratives, enhancing their reach through trusted voices (Aggad et al., 2021; Chan et al., 2023; Chen & Yang, 2023). Social media has thus become a vital medium for brands to engage youth and shape public perceptions.

PLATFORM-SPECIFIC STORYTELLING STRATEGIES, CONTENT CREATION, AND VISUAL STORYTELLING

Crafting effective digital narratives requires platform-specific storytelling strategies that account for unique characteristics of each medium. For visually-oriented platforms like Instagram, the selection of striking visual content is essential (Christodoulides et al., 2016; Michaelidou et al., 2022). Twitter necessitates succinct communication that maximizes engagement within character limits (Pröllochs et al., 2021). Conversely, TikTok's creative features compel brands to craft concise and engaging narratives through visually dynamic storytelling (Scharlach & Hallinan, 2023).

The incorporation of user-generated content enhances narrative authenticity and user engagement, inviting audiences into the narrative construction process (Kaplan & Haenlein, 2010). Emerging technologies like augmented reality (AR) and virtual reality (VR) present additional opportunities for immersive storytelling experiences (Saccoccio, 2022; Sung et al., 2022), allowing organizations to engage audiences innovatively.

THE USE OF VISUAL ELEMENTS IN DIGITAL STORYTELLING AND MULTIMEDIA APPROACHES IN BRAND NARRATIVES

Visual elements constitute a vital strategy in digital storytelling, particularly on platforms such as Instagram and TikTok. Findings by Christodoulides et al. (2016) highlight how visual storytelling shapes brand perception and encourage engagement. Platforms like TikTok leverage dynamic video content, utilizing creativity and brevity to capture youth attention (Du et al., 2022). User-generated content enriches authenticity further and invites active participation in shaping the brand narrative.

AR and VR are emerging frontiers in visual storytelling that promise to enhance brand narratives through interactivity (Saccoccio, 2022; Russo, 2021). Multimedia storytelling strategies integrate various media formats—text, images, videos, and interactive features—creating cohesive narratives that resonate with youth audiences. Kaplan and Haenlein (2010) assert that multimedia storytelling captivates audiences and stimulates engagement, emphasizing the demand for compelling visual content.

USER-GENERATED CONTENT, BRAND ADVOCACY, AND HARNESSING USER STORIES FOR BRAND BUILDING

User-generated content (UGC) and brand advocacy are very important to the digital storytelling landscape, helping brands forge authentic connections and amplifying their narratives. UGC, encompassing consumer-created images, videos, and social media posts, enriches brand narratives (Kaplan & Haenlein, 2010). Brands enhance authenticity and create community as they showcase real-life experiences. Brand advocacy extends from UGC, where loyal customers actively promote a brand. Research emphasizes how peer recommendations often wield more influence than traditional advertising (Smith & Zook, 2011). Thus, brands leverage community engagement through encouraging narratives that resonate.

NURTURING BRAND ADVOCACY THROUGH DIGITAL PLATFORMS AND FINANCIAL BRANDS

Cultivating brand advocacy on digital platforms is integral to brand communication, with UGC accelerating the participatory nature of storytelling in social media (Jahn & Kunz, 2012). Brands that encourage UGC enable users to share experiences, enhancing visibility and reinforcing trust. This advocacy extends beyond individual experiences. Smith & Zook (2011) underscore that peer recommendations hold considerable weight with consumers, necessitating brands to create spaces for two-way communication. Within financial brands, successful examples, such as American Express and PayPal, illustrate how digital storytelling effectively resonates with consumer aspirations (Kaplan & Haenlein, 2010).

SUCCESSFUL EXAMPLES IN THE FINANCIAL SECTOR AND THEIR LESSONS

Several financial brands demonstrate the efficacy of digital storytelling in engaging audiences and influencing perceptions. JPMorgan Chase's 'Chase What Matters' campaign exemplifies narrative-driven marketing that showcases customer aspirations, positioning the brand as a partner in personal growth (Holt, 2004; Fog et al., 2005). Capital One's 'Banking Reimagined' campaign emphasizes innovation, while Wells Fargo's 'Why I Work' campaign adds a human touch by showcasing employee narratives.

Lessons drawn from these examples highlight the necessity of authenticity in storytelling, the importance of human-centered narratives, and the need for innovative approaches that resonate with youth audiences. Consistency also plays a vital role, as illustrated by Mastercard's 'Priceless Cities' campaign, which maintains coherent messaging to nurture a unified brand narrative (Hatch & Schultz, 2010).

PERCEPTION AND DIGITAL STORYTELLING

Perception shapes attitudes, beliefs, and behaviors toward brands, significantly affecting digital storytelling's influence. McDonald (2011) notes that perception is a personal interpretation, shaped by varying cultural perspectives (Markus & Kitayama, 1991). Digital storytelling has great impact on brand perceptions, particularly among youth audiences who navigate multimedia narratives.

Research by Biocca & Levy (1995) acknowledges the immersive potential of digital storytelling, prompting brands like PiggyVest to utilize narratives that resonate emotionally. Understanding which factors shape perception, including the elaboration likelihood model (Petty & Cacioppo, 1986), aids in understanding how individuals process information regarding digital narratives.

Understanding youth perceptions is important for developing effective brand strategies. Boyd & Marwick (2011) highlight social media's role in shaping and sharing brand perceptions, while Kasi & Mbarika (2013) emphasize the demographic's influence on market trends. Brands that emphasize authenticity and engage youth with genuine communication are likely to attract loyalty (Smith & Alexander, 2008).

As digital storytelling increasingly informs brand communication, youth perceptions must guide narrative creation. Authenticity and relatability are vital for narratives targeting this demographic (Vaynerchuk, 2013). Also, participation and co-creation in storytelling will further engage youth, aligning with their comfort in interactive digital environments (Kaplan & Haenlein, 2010).

CONSUMER TRUST AND AUTHENTICITY IN DIGITAL NARRATIVES

Trust and authenticity underpin youth audiences' perceptions of brands in digital storytelling. Vosloo & Nankani (2016) assert that the authenticity of narratives significantly influences consumer trust, especially among skeptical youth. Emotional engagement is central to establishing trust, as highlighted by Fog, Budtz, & Yakaboylu (2005), leading brands to create narratives that resonate emotionally. Interactive storytelling elements enhance this trust, allowing consumers to engage actively in narrative development through features such as UGC and testimonials. Brands nurturing community engagement through participatory storytelling cultivate trust and authenticity, critical to shaping positive perceptions among youth.

METHOD

The survey method was used for this study because it can elicit large amounts of data with relative ease from a large population. In addition, its ability to provide necessary information would serve as the foundation for rational decisions. Survey is a research method that 'involves the study of a sample taken from a population in order to know their characteristics which can be generalized to the whole population,' (Ihejirika and Omego, 2011, p.67).

The population of this study is made up of residents in the 23 local government areas of Rivers State. The population comprises all male and female youths aged 18 to 35 years residing in Rivers State. The reason for the choice of these youths is that youths within this age group are likely to be more exposed to PiggyVest since the target audience of the brand is basically youths.

According to the National Population Commission, Rivers State has a population of 5,198,716 in 2006. The population attract an annual growth rate of 3.5%. The 2023 projected population therefore, stands at 8,109,997. The projected population of those within the age bracket of 18 and 35 is 4,246,397. The populations size of this study is therefore 4,246,397.

According to Smith et al. (2018), a sample represents the chosen subset of subjects utilized in a research investigation. Sampling, alternatively described by Johnson and Brown (2017), denotes the systematic scientific procedure through which estimates or representative samples are extracted from a larger population, allowing for the generalization of findings. Using Krejcie and Morgan's (1970) sample determinant table, a sample size of 384 was determined from the population of 4,246,397. Krejcie and Morgan template indicate that 384 is the sample for populations that are one million and above. However, because of attrition, 400 was used as the sample size. The sample elements or units of analysis were youths in the state. The elements were selected using purposive sampling technique.

To get the elements, the study applied a multi-stage sampling technique, using balloting. At the first stage, the three senatorial districts namely Rivers East, Rivers West and Rivers South

East served as the three clusters. In line with the views of Smith et al. (2018) that multi-stage sampling technique avoids the use of all sample units in all selected clusters, two local government areas were selected from each senatorial district making a total of six local government areas. The local government areas are: Rivers East – Obio-Akpor and Ikwere; Rivers West – Ahoada East and Ahoada West; and Rivers South East – Eleme and Oyigbo. This selection was done through simple random sampling technique by the use of balloting. Using the same technique, three wards were selected from each of the selected two local government areas to give a total of eighteen wards. Twenty-one sample elements were drawn from each of the wards to make the sample size of 378.

As mentioned previously, purposive sampling technique was used to get these elements from the selected 18 wards in Rivers State. The reason for the choice of this technique is to ensure that the questionnaire is administered to only respondents who are already aware of PiggyVest on the Internet. This category of respondents was in a better position to provide the researcher the needed data to ascertain perceptions of PiggyVest brand as a consequence of the use of digital storytelling.

The instrument for this study is the structured questionnaire formulated in line with the research objectives of the research. The questionnaire comprises of items on a 4- point Likert scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD). The 4- point Likert scale was used because it is a rating scale of agreement as well as disagreement of opinions. The questionnaire contained twenty-three (23) items drawn to reflect the research questions in chapter one. Items one to four addressed the respondents' exposure to digital storytelling campaigns by the PiggyVest brand. Items 5 to 10 focused on research question 2, that is, the perceptions of digital storytelling as a marketing communication strategy for the PiggyVest brand. Items 11 to 19 addressed research question three on the extent to which digital storytelling influences the formation of PiggyVest brand perceptions among youths in Rivers State. Items 20 to 23 focused on relationship between digital media storytelling techniques, and the PiggyVest Brand perception.

To determine the validity of the research instruments, the questionnaire was presented to the supervisor for vetting and approval. His suggestions and inputs improved the quality of the instrument. After the instrument was validated, copies were printed and administered to the respondents. A research instrument is considered reliable if it can consistently yield the same results every time it is used, according to Wimmer and Dominic (2011). Twenty respondents who were not included in the study's main sample participated in a pilot test to verify reliability, which indicates the consistency with which this measuring tool accurately measures what it tends to measure. The pre-test was conducted twice at different times. The result of this pre-test was authenticated using the Pearson Product Moment Correlation (r) which produces a correlation co-efficient of 0.86.

The Questionnaire was used to collect quantitative data for the study. It was administered by the researcher and two assistants. Copies of the questionnaire was administered to the respondents at their different local government areas over a period of three weeks. Data gathered from this study was analysed using quantitative method of analysis. Tables and percentages were employed for data presentation and analysis in tandem with the Likert Scale mean value method. The research questions were addressed using the mean score benchmark of 2.5 for a 4-point Likert scale. The items on the questionnaire were structured using the 4-point Likert rating scale of agreement and degree. To arrive at the criterion mean, the responses option weigh as follows; strongly agree (SA) four (4) points, Agree (A) three (3) points, Disagree (D) two (2) points and

Strongly Disagree (SD) one (1) point. The criterion mean is calculated thus, 4+3+2+1 = 10/4 = 2.5. Any mean below the criterion mean was rejected, while any mean above the criterion mean of 2.5 was accepted.

RESULTS AND DISCUSSION

The findings were organized around four central research questions, each illuminating different facets of the relationship between digital storytelling and brand perception.

RQ 1: Youth Exposure to PiggyVest's Digital Storytelling Campaigns

First, the data show a notable level of exposure among Rivers State youths to PiggyVest's digital storytelling campaigns, achieving a grand mean of 3.3, which indicates a general agreement among respondents regarding their awareness and engagement. A significant portion of the youth reported having encountered PiggyVest's digital content across various social media platforms such as Facebook, Instagram, Twitter, and YouTube. This high level of visibility and engagement underscores PiggyVest's effective reach and resonance within its target demographic. The study aligns with Malkawi et al. (2019), who emphasize the importance of accessibility in digital storytelling, allowing brands to connect meaningfully with diverse audiences. Furthermore, the relevance of Technological Determinism Theory is evident, as the integration of digital platforms enables brand narratives to shape perceptions, consistent with McLuhan's assertion about communication technology's influence on thought and societal organization.

RQ 2: Youth Perceptions of Digital Storytelling as a Marketing Strategy

Second, Youth perceptions of PiggyVest's digital storytelling as an effective marketing communication strategy are characterized as predominantly positive, with a grand mean of 3.3. Respondents noted that the digital narratives not only capture attention but also foster a deeper connection with the brand. This connection is attributed to the storytelling's humanizing effect, which facilitates relatability and trust. The findings corroborate Kaplan and Haenlein's (2010) framework of social media storytelling, which highlights engaging users as active participants in the narrative. Such interactivity not only enhances emotional engagement but further solidifies youths' perceptions of the brand, reinforcing that PiggyVest's approach effectively meets audience expectations.

RQ 3: The Influence of Digital Storytelling on Brand Perceptions

Third, a substantial influence of digital storytelling on brand perceptions is indicated by a grand mean of 3.4, reflecting a strong consensus among youths. Participants acknowledged that PiggyVest's digital narratives contribute significantly to their views of the brand, enhancing authenticity and trustworthiness. This finding is critical for long-lasting brand success as it fosters loyalty among consumers. Digital storytelling not only enhances brand image but also facilitates deeper engagement. The influence of partnerships with social media influencers is also noted, as these collaborations amplify brand narratives, making them more relatable to the youth demographic and enhancing overall consumer perceptions. This outcome echoes existing literature that connects effective storytelling and influencer marketing, reinforcing the importance of visual and narrative resonance in shaping positive brand impressions.

RQ4: The Relationship between Digital Storytelling Techniques and Brand Perception

Lastly, the analysis suggests a strong consensus among respondents regarding the relationship between PiggyVest's storytelling techniques and their brand perceptions, with a grand mean of 3.4. A significant rejection of the notion of a weak or nonexistent relationship (mean 1.7) further emphasizes the importance of storytelling techniques in shaping consumer behavior and perceptions. Relatable narratives, emotional engagement, and thematic consistency are identified as effective elements that enhance brand loyalty. Thus, the research findings reiterate the theoretical underpinnings of Technological Determinism Theory, Brand Narrative Theory, and Perception Theory in demonstrating how narratives effectively shape consumers' experiences and connections with the brand. In discussing these findings, the strong relationship established between storytelling techniques and brand perception underscores the importance of narrative in modern marketing. Brand Narrative Theory articulates how storytelling engages consumers on an emotional level, shaping their attitudes and perceptions toward brands. The success of PiggyVest's digital narratives exemplifies how skilled storytelling can create compelling brand images that resonate with youth, fostering deeper emotional connections. The implications of this research extend beyond PiggyVest, offering valuable insights for brands seeking to engage similar demographics. The alignment of storytelling strategies with youth values and interests, along with the emphasis on authenticity and interaction, can be instrumental for brands in crafting effective marketing narratives. With the rise of social media as a platform for youth engagement, the findings reinforce the necessity of innovative, relatable, and authentic digital storytelling techniques as foundational elements for successful brand engagement.

PiggyVest's digital storytelling strategies effectively engage the youth demographi in Rivers State, cultivating positive brand perceptions and loyalty through authentic narratives. The analysis indicates that brands aiming to connect with similar audiences should prioritize well-executed digital storytelling as a vital component of their marketing strategies, with a focus on emotional engagement, relatability, and participatory content. The research strongly supports the potential of digital storytelling as a transformative tool for enhancing brand visibility, consumer loyalty, and overall market presence in an increasingly competitive digital landscape.

SUMMARY OF FINDINGS

The findings show that there is a high level of exposure among youths in Rivers State to PiggyVest's digital storytelling campaigns and that the youths in Rivers State have a positive perception of PiggyVest's digital storytelling as a marketing communication strategy. This finding suggests that the storytelling approach is well-aligned with the audience's preferences and expectations.

In addition, the findings suggest that the youths perceive that PiggyVest's digital storytelling significantly shapes their views of the brand, indicating the effectiveness of storytelling in brand perception formation. Lastly, the findings show that there is a strong relationship between digital storytelling techniques and brand perception among the youths in Rivers State.

The respondents strongly believe in the powerful impact of storytelling techniques on their perception of the PiggyVest brand, rejecting the notion of a weak or nonexistent relationship. This suggests that well-executed digital storytelling not only captures the attention

of the youth demographic but also influences and show-case positive consumer behavior while enhancing brand perception and loyalty.

LIMITATION OF THE STUDY

The study's exclusive focus on Rivers State constrains the generalizability of its findings to youths in different cultural contexts within Nigeria or internationally. Variations in cultural nuances may influence youths' perceptions of the PiggyVest brand and their digital storytelling techniques, necessitating prudence in broadly applying these results. Nonetheless, the researcher employed a diverse sampling strategy that incorporated participants from various cultural backgrounds within Rivers State.

CONCLUSION

This research underscores the important role of digital storytelling as a potent marketing communication strategy that resonates with young consumers. PiggyVest's effective use of this technique has demonstrated a significant impact on brand perception and consumer behavior among youths in Rivers State. These findings suggest that other brands aiming to engage with a youthful demographic could benefit from integrating compelling digital storytelling into their marketing strategies. Future research could further explore specific elements of digital storytelling that most effectively drive brand perception and consumer engagement, providing deeper insights for marketers aiming to leverage digital media in similar contexts.

RECOMMENDATIONS

In light of the findings from this study, four strategic recommendations are proposed to enhance the effectiveness of PiggyVest's digital storytelling efforts. These recommendations aim to leverage the positive reception of the company's storytelling initiatives, particularly among the youth demographic, and to strengthen the brand's positioning in a competitive digital landscape.

- First, it is imperative for PiggyVest to continue investing in and expanding its digital storytelling campaigns. The study indicates a promising level of engagement among young audiences, which presents an opportunity for the company to further capitalize on this enthusiasm. By incorporating diverse and interactive storytelling formats, such as videos, infographics, and user-generated content, PiggyVest can maintain audience interest and reinforce brand loyalty. These formats not only resonate well with younger consumers but also encourage active participation, thereby facilitating a deeper connection to the brand.
- Second, PiggyVest should implement a systematic approach to gather feedback from its audience regarding the digital storytelling elements. Regularly soliciting input allows the company to discern which aspects of its narrative techniques resonate most with the youth. This feedback loop is essential for refining future campaigns and ensuring that the content aligns with the company's brand image and consumer expectations. By understanding audience preferences, PiggyVest can tailor its storytelling to create a more impactful experience.
- Third, to shape and strengthen brand perceptions, PiggyVest is encouraged to incorporate themes and narratives that deeply resonate with the values and aspirations of the youth demographic. By aligning storytelling content with the interests and concerns of young

consumers, PiggyVest can enhance its relevance and foster a stronger emotional connection with this audience. Consistently addressing topics that matter to the youth will not only engage them more effectively but also position PiggyVest as a brand that genuinely understands and advocates for their needs.

- Finally, given the robust relationship between digital storytelling techniques and brand perception, PiggyVest should consider integrating storytelling as a core element of its overall marketing strategy. This integration entails training the marketing team in effective storytelling methodologies and exploring innovative digital platforms and technologies. By doing so, PiggyVest will be positioned to create more compelling narratives that capture and sustain the attention of the youth demographic. Ultimately, this approach can enhance the company's brand presence and influence in the marketplace, leading to greater consumer loyalty and engagement.

REFERENCES

Aggad, K. K., Ahmad, F. S., & Kamarudin, S. (2021). Investigating the Impact of Influencers', Characteristics, Contents, and Trustworthiness on Consumers' Purchase Intention. *Review of International Geographical Education Online*, *11*(6).

Alexander, B. (2017). *The new digital storytelling: Creating narratives with new media--revised and updated edition*. Bloomsbury Publishing USA.

Alexander, B. (2017). *The new digital storytelling: Creating narratives with new media--revised and updated edition*. Bloomsbury Publishing USA.

Apenes Solem, B. A. (2016). Influences of customer participation and customer brand engagement on brand loyalty. *Journal of Consumer Marketing*, *33*(5), 332-342.

Bashir, A., Wen, J., Kim, E., & Morris, J. D. (2018). The role of consumer affect on visual social networking sites: How consumers build brand relationships. *Journal of Current Issues & Research in Advertising*, *39*(2), 178-191.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research*, *14*(3), 252-271.

Cawsey, T., & Rowley, J. (2016). Social media brand building strategies in B2B companies. *Marketing Intelligence & Planning*, *34*(6), 754-776.

Chan, T. H., Hung, K., & Tse, D. K. (2023). Comparing E-Commerce Micro-and Macroinfluencers in TikTok Videos: Effects of Strategies on Audience Likes, Audience Shares, and Brand Sales. *Journal of Interactive Advertising*, *23*(4), 307-322.

Chari, S., Christodoulides, G., Presi, C., Wenhold, J., & Casaletto, J. P. (2016). Consumer trust in user-generated brand recommendations on Facebook. *Psychology & Marketing*, *33*(12), 1071-1081.

Chen, N., & Yang, Y. (2023). The role of influencers in live streaming E-commerce: influencer trust, attachment, and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *18*(3), 1601-1618.

Christodoulides, G. (2010). Consumer-Based Brand Equity Conceptualisation and Measurement: A Literature Review. International Journal of Market Research, 52(1), pp.43-66.

Christodoulides, G., Jevons, C. and Bonhomme, J. (2012). Memo to Marketers: Quantitative Evidence for Change. Journal of Advertising Research, 52(1), pp.53-64

Cooley-Broughton, N. (2020). Leveraging Social Storytelling to Foster Consumer Brand Engagement (Doctoral dissertation, Oklahoma State University).

Dagnew, D. (2014). The Strategic Roles of Social Media Marketing to Build a Strong Brand Equity. *Addis Ababa University*.

Dahlén, M., Lange, F., & Smith, T. (2009). *Marketing communications: A brand narrative approach*. John Wiley & Sons.

Dineva, D. (2023). Value creation through digital content: user co-creation value. In *Digital Content Marketing* (pp. 105-120). Routledge.

Du, X. (2019). *'I want to share a beautiful journey with my friends!'—Chinese Millennial travelers' sharing of travel videos via social media and their tourism experiences* (Doctoral dissertation, University of Illinois at Urbana-Champaign

Du, X., Liechty, T., Santos, C. A., & Park, J. (2022). 'I want to record and share my wonderful journey': Chinese Millennials' production and sharing of short-form travel videos on TikTok or Douyin. *Current Issues in Tourism*, *25*(21), 3412-3424.

Essamri, A., McKechnie, S., & Winklhofer, H. (2019). Co-creating corporate brand identity with online brand communities: A managerial perspective. *Journal of Business Research*, *96*, 366-375.

Fog, K., Budtz, C., & Yakaboylu, B. (2005). Storytelling in Advertising. Storytelling: Branding in Practice, 150-173

Halleros, S., & Nordqvist, M. (2018). The strength of digital narratives: Expolring value creation and customer influence.

Hatch, M. J., & Schultz, M. (2010). Toward a theory of brand co-creation with implications for brand governance. *Journal of Brand Management*, 17, 590– 604. doi: 10.1057/bm.2010.14

Helal, G. (2019). Social media, online brand communities, and customer engagement in the fashion industry. In *Leveraging Computer-Mediated Marketing Environments* (pp. 143-172). IGI Global.

Helal, G., & Ozuem, W. (2018). Social identity matters: Social media and brand perceptions in the fashion apparel and accessories industries. In *Digital marketing strategies for fashion and luxury brands* (pp. 326-361). IGI Global.

Hong, J., Yang, J., Wooldridge, B. R., & Bhappu, A. D. (2022). Sharing consumers' brand storytelling: influence of consumers' storytelling on brand attitude via emotions and cognitions. *Journal of Product & Brand Management*, *31*(2), 265-278.

Jaffe, J. (2005). *Life after the 30-second spot: energize your brand with a bold mix of alternatives to traditional advertising*. John Wiley & Sons.

Jahn, B., & Kunz, W. (2012). How to transform consumers into fans of your brand. *Journal of Service Management*, *23*(3), 344-361.

Johns, L. (2021). HUNTER VAUGHAN. *Journal of Environmental Media*, *2*(1).

Johnson, M., Janssen, M., Pauwels, L., & Shiu, C. (2020). User Experience in the Age of Sustainability: A Systematic Review. *Journal of Interactive Marketing*, 49, 59–78.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53, 59-68. http://dx.doi.org/10.1016/j.bushor.2009.09.003

Kim, Y. K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: the case of fashion brands. *Fashion and textiles*, *6*(1), 1-16.

Lambert, J. (2013). *Digital storytelling: Capturing lives, creating community*. Routledge.

Lou, C., Chee, T., & Zhou, X. (2022). Reviewing the Commercial and Social Impact of Social Media Influencers. In *The Dynamics of Influencer Marketing* (pp. 60-79). Routledge.

Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of destination marketing & management*, *8*, 271-280.

Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of destination marketing & management*, *8*, 271-280.

Lusardi, A., & Mitchell, O. S. (2014). The economic importance of financial literacy: Theory and evidence. *American Economic Journal: Journal of Economic Literature*, *52*(1), 5-44.

Malkawi, R., Alzaqebah, M., Al-Yousef, A., & Abul-Huda, B. (2019). The impact of the digital storytelling rubrics on the social media engagements. *International Journal of Computer Applications in Technology*, *59*(3), 269-275.

Mathews, R., & Wacker, W. (2008). *What's your story?: storytelling to move markets, audiences, people, and brands*. FT Press.

Miller, C. H. (2019). *Digital Storytelling 4e: A creator's guide to interactive entertainment*. CRC Press.

Mou, J. B. (2020). *Study on social media marketing campaign strategy--TikTok and Instagram* (Doctoral dissertation, Massachusetts Institute of Technology).

Nair, P., & Kumar, S. (2024). Influencing the Influencers Through Co-Creation: Approaches to Successful Brand Strategies. In *Using Influencer Marketing as a Digital Business Strategy* (pp. 129-146). IGI Global.

Noor, S. H., & Sari, S. (2021). Co-creation of Brand Value In Startups.

Patnaik, D. (2009). *Wired to care: How companies prosper when they create widespread empathy*. Ft Press.

Pera, R., & Viglia, G. (2016). Exploring how video digital storytelling builds relationship experiences. *Psychology & Marketing*, *33*(12), 1142-1150.

Pröllochs, N., Bär, D., & Feuerriegel, S. (2021). Emotions in online rumor diffusion. *EPJ Data Science*, *10*(1), 51.

Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly,* 28,pp. 116-123

Quesenberry, K. A., & Coolsen, M. K. (2023). *Brand Storytelling: Integrated Marketing Communications for the Digital Media Landscape*. Rowman & Littlefield.

Robin, B. R. (2016). The power of digital storytelling to support teaching and learning. *Digital Education Review*, (30), 17-29.

Roggeveen, A. L., Grewal, D., Karsberg, J., Noble, S. M., Nordfält, J., Patrick, V. M., ... & Olson, R. (2021). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*, *97*(1), 81-98.

Russo, M. (2021). AR in the Architecture Domain: State of the Art. *Applied Sciences*, *11*(15), 6800.

Saccoccio, S. (2022). Towards enabling storyliving experiences: how XR technologies can enhance brand storytelling.

Scharlach, R., & Hallinan, B. (2023). The value affordances of social media engagement features. *Journal of Computer-Mediated Communication*, *28*(6), zmad040.

Schau, H. J., Muñiz Jr, A. M., & Arnould, E. J. (2009). How brand community practices create value. *Journal of marketing*, *73*(5), 30-51.

Schembri, S., & Latimer, L. (2016). Online brand communities: Constructing and co-constructing brand culture. *Journal of Marketing Management*, *32*(7-8), 628-651.

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

Smith, P.R. and Zook, Z (2011), 'Marketing Communication: Integrating offline and online with social media 5th Edition', Poynte

Smith, A. N. (2018). The Emergence of Fintech: A Bibliometric Analysis. *Journal of the Association for Information Science and Technology*, 69(12), 1474–1491.

Smith, K., & Hanover, D. (2016). *Experiential marketing: Secrets, strategies, and success stories from the World's greatest brands*. John Wiley & Sons.

Steinhoff, L., Arli, D., Weaven, S., & Kozlenkova, I. V. (2019). Online relationship marketing. *Journal of the Academy of marketing science*, *47*, 369-393.

Sung, E., Han, D. I. D., & Choi, Y. K. (2022). Augmented reality advertising via a mobile app. *Psychology & Marketing*, *39*(3), 543-558.

Syrdal, H. A., & Briggs, E. (2018). Engagement with social media content: A qualitative exploration. *Journal of Marketing Theory and Practice*, *26*(1-2), 4-22.

Tarvainen, E. (2013). Storytelling as a branding tool in social media.