


Chapter 13

Interweaving Narratives: The Role of AI in Enhancing Consumer Engagement Through Storytelling

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ABSTRACT

Modern times are marked by rapid advancements and developments, particularly in the field of technology. The current study aims to delve into checking the interplay among artificial intelligence, consumer engagement, and storytelling, and combined changes which these three can bring in the marketing field. The study uses secondary data collection for review of literature, so that existing information may be synthesized to provide a new perspective on this topic. Several cases related to AI intervention in storytelling for consumer engagement have been discussed. This study reached a conclusion that artificial intelligence plays a pivotal role in defining the consumer engagement with help of storytelling. It can transform consumer behaviour, can bring about favourable change in brand equity, which may ultimately lead to the generation of brand loyalty. AI creates some complex issues to handle in marketing. These issues are related to transparency, ethical concerns, personalization beyond limits, and cultural issues, and an in-depth navigation of these issues is required.

1. INTRODUCTION

Storytelling has become a prominent and powerful tool in marketing communications over the past two decades. Artificial intelligence has changed the landscape of advertising storytelling in a very short frame of time, it has revolutionized way in which stories for advertisement are created, developed, analysed and distributed (Sung et al.,2022). AI has various impacts on different aspects of story-telling. The Storytelling has increasingly become a tool of branding for retailers (Chubb et al., 2022). It is suggested that retailers worldwide have embraced the storytelling approach to create greater value and meaning

DOI: 10.4018/979-8-3693-8588-3.ch013

for their brands, and the shared stories have contributed to the creation and promotion of retailer brands as values-oriented brands. However, some commentators have raised concerns about the increasing use of stories in contributing to branding and whether the types of stories employed by retailers are authentic. Storytelling in marketing communications hones in on passion points to create and spread positive word-of-mouth stories and experiences (Li et al., 2020; Yin et al., 2023; De-Oliveria et al., 2022). Sum of beliefs, impressions, experiences, and consumer intentions towards a brand held in consumers' minds is Brand loyalty. Brand equity is derived from connecting consumers to a specific brand instead of other brands. High brand equity means a marketer can find consumers willing to pay a premium price for a brand so as to target a higher market share and profit margin. Other low equity brands need more money to increase selling on consumers since the market considers them to be products with roughly similar quality (Piramda et al., 2023).

An effective brand must be able to express a positive slant on the product and build some sort of brand appeal that creates conscious or unconscious desire. Marketing communication strategy called storytelling, is a suitable method in revealing the aspect of linguistic meaning in interaction in a narrative form. All of this in relation to the discussion of marketing approaches branding matter with the help of narrative devices within the framework of the creation of characters with certain personality and moral image under one's own key perspective with the aim of raising awareness, understanding, and preference (Kegan et al., 2022). At the level of social consequences, a true product story telling brings believability and reliability to the transmitted brand, making the consumer to perform an affective thinking on the story. Meta-discursive framing, which activates macro-structural conversational characteristics within storytelling in conversational genre, conceives storytelling as the narratives told for the sake of narrating in which embellishment, interactivity and open-endedness are essential features within the conversational context (Yu & Zheng, 2019).

The current study aims to delve into checking the interplay among artificial intelligence, consumer engagement and storytelling and combined changes which these three can bring in the marketing field. The study uses secondary data collection for review of literature, so that existing information may be synthesized to provide a new perspective on this topic. Several cases related to AI intervention in storytelling for consumer engagement have been discussed.

1.1. Types of Stories and their Effects on Consumer Engagement

There are different types of story formats that marketers can leverage to promote their brands (Yueh et al., 2019).

Personal narratives (one's own experience) enable consumers to elaborate on and connect with brands.

Brand origin stories (a brand's founding story) elicit contrasting motivations to draw consumers closer to the brand but can also trigger less favourable perceptions.

Customer success stories (a brand's experience with another consumer) may elicit competition in processing the information, but information generally processed through competition may be more convincing and persuasive.

Brand-finished stories (branding the ending of a story designed for other purposes) provide a native context for the brand, which might make the brand less intrusive but may simultaneously lower its salience. Therefore, different story types may result in different effects on consumer engagement.

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