
A STUDY ON THE INFLUENCE OF SOCIAL MEDIA STORYTELLING ON EMOTIONAL BRAND ATTACHMENT AMONG YOUNG CONSUMERS

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ABSTRACT

Social media has become an important part of everyday life, especially for young people. Today, brands no longer depend only on advertisements to promote their products. Instead, they use storytelling to share real experiences, values, and emotions that help them connect with audiences on a deeper level.

Most previous studies mainly focus on traditional advertising or general digital marketing. This creates a gap in understanding how storytelling on social media specifically builds emotional bonds. Because of this gap, many marketers struggle to create stories that truly touch people's hearts and encourage long-term loyalty.

The main purpose of this study is to explore how social media storytelling affects emotional brand attachment among young consumers. It also aims to identify which elements of storytelling, such as authenticity, emotional appeal, and meaningful messages, help create stronger connections.

A quantitative research method was used for this study. Primary data were collected using a structured questionnaire from young consumers aged 18 to 30 who actively use social media. Secondary data were gathered from research articles, journals, books, and reliable online sources to support the study.

The findings show that social media storytelling has a strong positive impact on emotional brand attachment. Honest, relatable, and engaging stories make young consumers feel closer to brands. Interactive content also helps strengthen these emotional connections.

The study concludes that meaningful storytelling is an effective way for brands to build long-lasting emotional relationships and stand out in today's competitive digital World

KEYWORDS: Social Media Storytelling, Emotional Brand Attachment, Young Consumers, Brand Loyalty, Digital Marketing.

INTRODUCTION

Social media is really big these days. It has changed how people talk to each other how they spend time together and how they decide what to buy. For people social media is not just something fun to do it is also how they find out about companies and things they can buy. Places like Instagram, Facebook, YouTube, TikTok and Twitter are where companies talk to the people who might want to buy from them. Social media is a deal for companies because it helps them reach people directly. Companies use media, like Instagram, Facebook, YouTube, TikTok and Twitter to talk to people and sell them things.

Social media is different from ways of marketing like television and radio and print ads. With media, brands and people who buy things from them can talk to each other. Young people can like something write a comment share it with others and even make their content about a brand. This makes marketing on media really fun and it feels like it is just, for you. Social media is a way for brands and consumers to communicate with each other.

Over time, marketing strategies have shifted from simply promoting product features to creating emotional connections with consumers. Today, brands focus on storytelling to build deeper relationships. Instead of saying “buy our product,” brands share stories about their journey, values, customer experiences, and social causes. This method is known as social media storytelling.

The Social Media Storytelling Concept Stories have been told for a long time. I believe that sharing stories with others facilitates the sharing of thoughts and emotions. Storytelling, in my opinion, is very important because it fosters interpersonal harmony. Speaking about their storytelling experiences helps people feel like they have something in common with others who have gone through similar things. People can get to know one another better by telling stories and using storytelling techniques. Storytelling is always used by people to connect with one another.

One aspect of our lives that plays a significant role is storytelling. Storytelling is a way for people to express their feelings and thoughts to another person. Telling stories to one another facilitates communication. It is necessary for people to comprehend the experiences of others.

People use storytelling to share their thoughts and experiences with others. People can relate to and share their stories with others through storytelling. People can learn to comprehend through the use of stories.

A strong emotional connection that forms between a customer and a brand is known as emotional brand attachment. It is more than just contentment or recurring business. Customers who have an emotional bond with a brand experience a sense of personal involvement, loyalty, and connection. Feelings like trust, contentment, pride, love, or comfort may be a part of this attachment. Positive word-of-mouth, brand advocacy, and long-lasting brand relationships are frequently the results of emotional attachment. Even when there are alternatives, emotionally invested consumers are less likely to move to a competing brand. Brands frequently become an integral part of young consumers' identities. They use brands to communicate who they are and how they would like other people to perceive them. By constantly exposing them to brands, social media enhances this relationship.

Young people who are part of the Millennial and Generation Z generations are really comfortable with technology. They use the internet a lot. The Millennial and Generation Z generations like to be online. Online reviews and what their friends think about something can really affect what the Millennial and Generation Z generations decide to buy.

The Millennial and Generation Z generations also pay attention to what influencers say and what brands post online. When the Millennial and Generation Z generations are deciding what to buy they make choices based on how they feel. The Millennial and Generation Z generations like brands that care about people being different and about taking care of the earth. They also like brands that help people and are honest, about what they do. Consumers are more inclined to support companies that use storytelling to convey important values. Social media storytelling assists brands in conforming to the values and preferences of younger consumers. Stronger emotional brand attachment may be the outcome of emotional narratives since they foster a feeling of community and closeness.

Review of literature

The concept of emotional attachment to brands has its roots in relationship marketing And consumer psychology. Fournier (1998) was one of the earliest scholars to explain Consumer-brand relationships, stating that consumers form emotional bonds with Brands similar to

interpersonal relationships. This study laid the foundation for Understanding brands as relationship partners rather than mere products.

Building on this, Escalas (2004) introduced narrative processing in consumer behavior And explained how storytelling helps consumers connect personal meanings to brands. The study highlighted that stories are more persuasive than factual information because

They emotionally engage consumers and influence brand attitudes

Sangeeta Singh and Stephan Sonnenburg (2012) studied how brands perform on social media and found that storytelling plays a central role in engaging consumers. Their work showed that narrative-based content connects more effectively with audiences than purely informational posts, as it creates emotional involvement and holds attention for longer.

In the Indian context, Rakesh Verma (2013) explored the relationship between brand personality and loyalty. The study emphasized that emotions strongly influence consumer decisions, highlighting that people often choose brands based on how they relate to them personally.

Around the same period, Linda D. Hollebeck and her co-authors (2014) introduced the idea of consumer brand engagement in social media. They explained that engagement includes both emotional and behavioral aspects, meaning consumers not only interact with brands but also develop deeper connections that influence their actions.

Later, Yogesh K. Dwivedi, Lisa W. Johnson, and William L. Wilkie (2018) focused on emotional brand attachment in digital environments, including among Indian consumers. Their findings confirmed that emotionally engaging content on social media strengthens the bond between consumers and brands.

More recently, Sarkar and Banerjee (2019) examined storytelling in the digital age from an Indian perspective. They highlighted that authenticity and cultural relevance are key factors in making brand stories meaningful and relatable.

Finally, Sharma and Verma (2021) further emphasized the importance of emotional branding among young Indian consumers. Their study showed that social media storytelling significantly shapes emotional attachment, influencing how strongly consumers connect with brands and remain loyal to them

The literature shows that social media storytelling—when it feels genuine and allows interaction—can strongly build emotional attachment between young consumers and brands. It draws on ideas like narrative transportation and attachment theory to explain why stories work: they pull consumers into the brand’s world and help them form meaningful emotional

connections. Research also makes it clear that factors such as the quality of the story, its authenticity, and the level of engagement it creates play a crucial role in shaping how consumers feel about a brand.

Research Methodology

Research Design: The present study adopts a descriptive and analytical research design to examine the Influence of social media storytelling on emotional brand attachment among young

Consumers

Sources of Data: Both primary and secondary data will be used in the Study.

Primary Data: Primary data is gathered using a well-structured Questionnaire

Secondary Data: Secondary data are collected from existing sources such as research journals, academic papers, books, published reports, and credible online resources related to social media marketing, storytelling, and emotional branding.

Sampling Methods: The study uses a convenient sampling method. Respondents are chosen based on their availability and How well they relate to the study.

Sample Size: The total sample size is 105 responded

Data collection tools

We use a list of questions to get the information we Need. These questions are about how consumers engage with brand stories on different social media platforms. It studies what people usually do when they see such content—whether they watch, like, share, or ignore it—and which platforms create a stronger impact.

Tools and Techniques for Data Analysis

1. Percentage Analysis
2. Tables and Charts

Scope of the study

The study Focuses on understanding how brand stories shared through social media platforms create Emotional connections and long-term attachment with young audiences.

Limitations of the study

1. Sample size is limited.
2. Lack of time for analysis.
3. Potential personal biases in responses.

Data Analysis and Interpretation

Analysis #1 Factors Attracting to Brand Story

Response	Frequency	Percentage
Interesting storyline	29	27.6%
Attractive visuals	42	40%
Relatable messages	27	25.7%
Popular influencer	7	6.7%
Total	105	100%

Interpretation -

Attractive visuals (40%) attract the most attention, followed by interesting storylines (27.6%) and relatable messages (25.7%), while influencers (6.7%) have the least impact. Overall, engaging content matters more than influencer presence.

Analysis #2 Preferred Storytelling Format

Response	Frequency	Percentage
Short video	29	27.6%
Long video	29	27.6%
Images with captions	42	40%
Text posts	5	4.8%
Total	105	100%

Interpretation

Indicating that visually supported content is highly engaging and easy to understand. Short videos and long videos (27.6% each) are equally popular, suggesting a strong interest in video-based content. In contrast, text posts (around 4–5%) are the least preferred, highlighting that audiences favor more visual and interactive storytelling formats over plain text

Analysis #3 Platform for Brand Storytelling Content

Response	Frequency	Percentage
Instagram	38	36.2%
You tube	30	28.6%
Facebook	32	30.5%
Twitter	5	4.8%
Total	105	100%

Interpretation-

Majority of respondents (70%) think that they see brand storyline Content on Instagram and Facebook. This suggests that Instagram is the most effective platform for reaching young consumers through storytelling

Analysis #4 Stories that Encourage Following a Brand

Response	Frequency	Percentage
Emotional storytelling	25	23.8%
Educational stories	43	41%
Entertaining content	23	21.9%
Inspirational stories	14	13.3%
Total	105	100%

Interpretation-

From the above analysis it is interpreted that the majority of respondents (41%) prefer educational stories, making them the most effective in attracting followers. This suggests that informative and value-based content plays a key role in encouraging users to follow a brand page.

CONCLUSION

This study shows that social media storytelling plays an important role in creating emotional connections between brands and young consumers. When brands share real, relatable, and meaningful stories, young people feel more connected and develop trust and loyalty towards the brand.

It is also clear that simple promotional content is less effective compared to emotional and engaging stories. Elements like authenticity, creativity, and interaction help in building stronger emotional attachment.

Overall, the study concludes that storytelling on social media is a powerful tool for brands to connect with young consumers and build long-term relationships.

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