Digital Storytelling and Brand Positioning in the Media Age: Building Consumer Trust through Narrative Authenticity

Mansi Singh [a,*], Dharmendra Kumar [a], Ruhi Lal [b]

[a] Amity University, Noida, Uttar Pradesh, India
[b] Manav Rachna International Institute of Research and Studies, Faridabad, Haryana, India

Abstract

A crucial factor for digital consumers, is to foster trust in brands. A strong brand position helps distinguish a brand amidst intense competition, while advanced digital storytelling techniques enable brands to craft authentic and engaging narratives that resonate with contemporary audiences. This research delves into the intricate dynamics underlying the trust building process, focusing on how brand positioning and digital storytelling contribute to trust formation. Specifically, it addresses two core questions: (1) the individual and combined effects of brand positioning and digital storytelling on consumer trust, and (2) the mediating role of narrative authenticity in shaping this relationship. In doing so, the study also highlights the increasing importance of digital media literacy, as consumers today are not only expected to interpret brand narratives but also to critically assess the intent, structure, and authenticity of such messaging. As brand narratives become embedded in digital culture, media literacy equips consumers with the capacity to evaluate persuasive strategies and identify manipulation, particularly in social media contexts.

A quantitative research methodology was employed, involving a systematic survey of a diverse consumer group. Respondents provided insights into their experiences with brand positioning elements, digital narratives, and perceptions of brand trust. The data was analysed using correlation, regression, and mediation analysis, ensuring precision and methodological rigor through the use of the Statistical Package for the Social Sciences (SPSS). The results provide a detailed understanding of how modern narrative strategies and positioning efforts influence consumer trust in brands. This study contributes to ongoing discourse in media and marketing studies by offering practical insights for researchers and practitioners seeking to refine their narrative and positioning strategies in brand management. Ultimately, it highlights the growing significance of digital storytelling, media literacy, and brand positioning in fostering trust in today's rapidly evolving media environment.

Keywords: digital storytelling, brand positioning, consumer trust, narrative authenticity, modern brand narratives, marketing communication, media literacy, digital media.

1. Introduction

The digital transformation of brand communication has changed how users interact with brands and decide what to buy. Because consumers are vastly exposed to brand related information due to the growth of social media, digital advertising, and online reviews, trust is a pivotal factor in determining a brand's success. Research indicates that brand trust is a fundamental factor in

* Corresponding author
E-mail addresses: mansi.96@outlook.com (M. Singh)

consumer decision making, as it influences perceptions of reliability, credibility, and authenticity (Chinomona, 2016). However, in an era where brands craft narratives across multiple digital touchpoints, the challenge lies in understanding how brand communication strategies, particularly brand positioning and digital storytelling, contribute to trust formation.

Brand positioning and digital storytelling are among the most effective strategies for shaping consumer trust, as they help brands create meaningful and memorable identities (Gupta, 2022). Brand positioning establishes a brand's identity in the competitive landscape by differentiating it from competitors and reinforcing key attributes that appeal to consumers (Bogomolova, Romaniuk, 2005). Meanwhile, digital storytelling enables brands to craft compelling narratives that evoke emotions and strengthen consumer brand connections (Bulmer et al., 2024). Research suggests that consumers are more likely to trust and engage with brands that communicate through authentic, well-structured narratives rather than traditional marketing messages (Marder et al., 2018).

Despite the effectiveness of these strategies, trust in digital environments remains fragile due to concerns over misinformation, brand inconsistency, and skepticism toward digital content. This changing digital environment has intensified the need for media literacy. As Costa and Singler et al. (Costa, 2011; Singler et al., 1983) argue, literacy today extends beyond the ability to decode messages, it includes the capacity to apply critical understanding within specific cultural and technological contexts. In particular, "brand literacy," a concept introduced by Bengtsson and Firat (Bengtsson, Firat 2006), highlights how consumers make sense of marketing strategies used to create and maintain brand images. As brands increasingly participate in popular culture and digital spaces, consumers are required to evaluate not just content but the intent behind it. Media literacy empowers individuals to identify persuasive strategies in branded content and engage with it meaningfully, whether by resisting manipulation or embracing authentic messaging (Song, Kim, 2025).

Additionally, media education is increasingly viewed as essential to prepare audiences, particularly younger consumers for interpreting the narratives and strategies embedded in commercial communication (Naderer, 2023). The growing influence of brands in digital storytelling, combined with the blurred lines between entertainment, information, and advertising on social media platforms, calls for critical engagement with content. Livingstone et al. (Livingstone et al., 2013) emphasize that media knowledge has both stimulating and securing characteristics, enabling people to engage with media in a creative and critical manner while also preparing them to cover against its adverse impacts. It's pivotal to take into account the position of media knowledge of consumers in order to comprehend how they perceive and respond to digital brand narratives.

While prior studies have examined brand positioning, storytelling strategies, and consumer trust separately, limited research has explored the interplay between these factors in digital environments. Specifically, there is a gap in understanding the mediating role of narrative authenticity in trust formation. This study aims to address this gap by analyzing the individual and combined effects of brand positioning and digital storytelling on consumer trust and examining how narrative authenticity mediates this relationship. By integrating digital marketing, branding, and media education perspectives, this study contributes to both theoretical and practical discussions on how brands can enhance trust through authentic storytelling and strategic positioning. The findings offer valuable insights for brand managers, marketers, and media scholars in navigating the complexities of digital brand trust.

To explore these relationships, the study is guided by two key research questions: (1) How do brand positioning and digital storytelling influence consumer trust in brands, and what is the role of digital media literacy in this relationship? (2) How does narrative authenticity mediate the relationship between brand positioning, digital storytelling, and consumer trust in brands? Correspondingly, the objectives of this study are (1) to analyze the individual and combined effects of brand positioning and digital storytelling on consumer trust in brands and (2) to examine the mediating role of narrative authenticity in this relationship, between brand positioning, digital storytelling, and consumer trust in brands.

2. Materials and methods

The research methodology for this study adheres to a quantitative model, signifying a data driven approach meticulously designed for the systematic collection, analysis, and interpretation of numerical data. Central to this methodological framework is a survey based research model,

wherein a meticulously crafted questionnaire, replete with Likert and ordinal scales, serves as the primary instrument for data collection.

Upon the completion of data collection, an exhaustive statistical analysis was undertaken, leveraging the capabilities of the Statistical Package for the Social Sciences (SPSS). The chosen research approach is supported by a robust and comprehensive conceptual framework, intricately detailed, encompassing pivotal aspects such as Brand Positioning, Digital Storytelling, Trust in Brands, and Narrative Authenticity.

This methodological structure, constructed with precision, lays a solid foundation for an in depth exploration of the nuanced interconnections among the aforementioned variables, thereby providing a robust groundwork for this research endeavour. The methodological plan in action underscores the commitment to methodological rigor, facilitating the precise examination of the research queries under scrutiny.

Table 1. Analytical Methods for Assessing the Impact of Brand Positioning and Digital Storytelling on Trust in Brands

Research Objective1: To investigate the individual and combined effects of brand positioning and digital storytelling on trust in brands as perceived by consumers.	
Analysis Used Correlation Analysis: Assess the relationships between Brand Positioning, Digital Storytelling, and Trust in Brands. Regression Analysis: Investigate how Brand Positioning and Digital Storytelling individually and jointly predict Trust in Brands.	
Dependent Variable	Independent Variable
1. Trust in Brands	1. Brand Positioning 2. Digital Storytelling

Table 2. Analytical Methods for Exploring the Mediating Role of Narrative Authenticity in Building Consumer Trust

Research Objective 2: To explore the mediating influence of narrative authenticity in the association between brand positioning, digital storytelling, and trust in brands among consumers.		
Analysis Used Mediation Analysis: To investigate whether narrative authenticity mediates the relationship between brand positioning, digital storytelling, and trust in brands.		
Dependent Variable	Independent Variable	Mediating Variable
1. Trust in Brands	1. Brand Positioning 2. Digital Storytelling	1. Narrative Authenticity

Data Collection
Survey

The survey questionnaire employed an inverted funnel sequence design and comprised 12 items, excluding respondent demographics. Responses were collected using Likert and Ordinal scales. The questionnaire was targeted at consumers who use social media and are exposed to social media content related to various brands and have opinions about these elements. Respondents were aware of how brands use these strategies to shape their image and influence consumers. The study aimed to ensure that the sample size was sufficient to detect statistically significant effects given the expected effect size and needed level of statistical power. 250 samples were determined to be necessary to get the requisite power. The survey was conducted for a duration of 1 month amongst users of the social media platform Instagram from Delhi/NCR (India).

    a)   Structure of Survey: Questionnaire (close ended questions).
    b)   Calculated survey sample size: 250.

c)   Sample Frame – Social media users aged 18 and above who are active social media users and follow various brands.

d)   Respondents: Social media users who have had exposure to social media branding strategies.

e)   Time horizon: From January 2024 to February 2024 (One Month).

3. Discussion

Digital storytelling, fosters connections by sharing meaningful content and emotionally connecting with users (Herskovitz, Crystal, 2010; Lund et al., 2017). These stories help create a deeper sense of connection between consumers and the brand. The stronger impact of storytelling in this study supports research showing that emotional and engaging content often influences audiences more than purely factual messages (Henrickson et al., 2022; Nurhadi et al., 2024). Stories allow people to feel like they are part of the brand's world, especially for younger audiences who prefer interactive and visual formats (Marder et al., 2018).

Additionally, storytelling is no longer one way. Consumers now take part in shaping brand narratives through their own content and interactions (Bange, Moisander et al., 2019; Chatterjee et al., 2023; Muniz, Schau, 2005). This co-creation of content is not just about marketing but also about identity formation people use brand stories to express and explore who they are (Alvesson et al., 2008; Kates, 2004; Luedicke, Thompson, Giesler, 2010).

The study also reflects a broader shift in how trust is built in the digital age. Consumers no longer judge brands only by product quality. They also consider whether a brand is ethical, consistent, and true to its values across digital platforms (Cardoso et al., 2022; Strazzullo, 2024). Storytelling supports this by making brand communication feel more human and memorable. A well-crafted story doesn't just say a brand is trustworthy it shows it.

Narrative authenticity plays a key role here. It serves as the link between what a brand communicates (positioning) and whether consumers actually believe and trust it. Even if a brand is well positioned, people may not trust it unless the story feels honest and real (Shams et al., 2024). This finding supports earlier work that shows people evaluate brands based on sincerity, consistency, and shared values.

In the case of digital storytelling, authenticity partly explains why it leads to trust. Even when a story is not entirely authentic, it may still have a positive effect in the short term. However, for long term trust, people need to feel that the story reflects the brand's true identity and values (Han, Orlowski, 2024; Pera et al., 2016). As consumers are now more exposed to influencer content, AI generated media, and branded user posts, it becomes harder to tell what is real. This makes authenticity more important and more difficult to achieve (Kaufmann et al., 2016; Lou, Xie, 2021).

Building trust through storytelling also requires understanding the tools and platforms where stories are told. Creating strong digital stories is not just about narrative skills, but also about using technology effectively (Jones, Leverenz, 2017). On platforms like Instagram, Facebook, and TikTok, 'stories' are now a format in themselves short, visual, time limited posts. These stories often blur the lines between marketing, personal expression, and community interaction (Henrickson et al., 2022). For this reason, companies must adapt their storytelling approaches to fit both the emotional and technical expectations of digital audiences.

This study shows that brand trust is not just a result of good strategy or storytelling it is a dynamic, co-created relationship between brands and consumers. As consumers become more aware and critical, authenticity becomes the factor that sustains trust, builds long term engagement, and gives meaning to brand stories. Future research should explore how authenticity functions in newer forms of digital storytelling, such as AI driven content or virtual influencers.

In light of these findings, the role of media literacy emerges as increasingly significant. Media literacy encompasses more than apprehension of content; it also involves the capacity to estimate brand narratives critically, especially when they're presented in an emotionally stirring or intensively immersive manner (Costa, 2011; Singler et al., 1983). This is especially important in digital contexts where branded messages often appear within personal social spaces. The concept of brand literacy, as described by Bengtsson and Firat (Bengtsson, Firat, 2006), reflects consumers' ability to decode and respond to marketing strategies that shape brand images and influence behavior. As consumers participate in both creating and consuming brand content, media literacy empowers them to navigate this process with greater awareness and critical thinking.

Importantly, being media literate does not necessarily mean rejecting brand narratives; rather, it enables consumers to engage more meaningfully with those that align with their values (Song, Kim, 2025). For younger audiences in particular who are highly active on social platforms and often targeted by branded storytelling media education plays a vital role in developing this critical lens (Naderer, 2023). As (Livingstone et al., 2013) argue, media literacy has dual benefits: it protects users from manipulation while also empowering them to creatively and analytically engage with digital content. Understanding how media literate consumers interpret narrative authenticity can help brands refine their storytelling strategies and foster deeper, more trust based relationships.

4. Results

Correlation Analysis: All three pairs of variables (Brand Positioning and Digital Storytelling, Brand Positioning and Trust in Brands, Digital Storytelling and Trust in Brands) show statistically significant positive correlations. This suggests that there is a relationship between these variables; as one variable increases, the other tends to increase as well. The Pearson correlation coefficients and their corresponding significance levels are detailed in the table below:

Table 3. Correlation Analysis of Brand Positioning, Digital Storytelling and Trust in Brands

	Brand Positioning and Digital Storytelling	*Brand Positioning and Trust in Brands*	*Digital Storytelling and Trust in Brands*
Pearson Correlation	0.376**	0.312**	0.397**
Significance	<.001	<.001	<.001
Sample Size	250	250	250
Significance	The p-value being less than 0.001 suggests that this correlation is statistically significant	This correlation is statistically significant since the p- value is lower than 0.001	This correlation is statistically significant as the p- value is lower than 0.001.
Conclusion	This indicates that Digital Storytelling scores generally rise in tandem with Brand Positioning scores.	As scores for Brand Positioning rise, so do scores for Trust in Brands, and vice versa.	This suggests that Trust in Brands scores tend to rise in together with Digital Storytelling scores.

A Pearson correlation coefficient of 0.376 signifies a moderate positive correlation between brand positioning and digital storytelling variables. Suggesting that a rise in Digital Storytelling is identified with a rise in Brand Positioning. There's a relatively positive correlation between Brand Positioning and Brand Trust, as indicated by the Pearson correlation measure of 0.312. With a p- value less than 0.001, this correlation is statistically significant at the 0.01 position, indicating a relationship between rising Brand Positioning and rising Brand Trust. A relatively positive correlation is indicated by a Pearson correlation measure of 0.397. At the 0.01 position, this correlation is statistically significant. with a p-value less than 0.001, indicating that an increase in Digital Storytelling is associated with an increase in Trust in Brands.

Regression Analysis: Table 4 presents the results of a multiple regression analysis with 'Brand Positioning' and 'Digital Storytelling' as predictor variables. The constant (intercept) of the model is 1.907, which is the dependent variable's anticipated value when all predictor variables are set to zero. With a p-value below 0.001 and a t-value of 9.734, statistically significant, suggesting that the that the model significantly predicts the dependent variable.

'Brand Positioning' has a coefficient of 0.151, indicating that for each unit increase in Brand Positioning, we expect an average increase of 0.151 units in the dependent variable, assuming all other variables are held constant. This variable is statistically significant with a t-value of 3.066 and a p-value of 0.002.

'Digital Storytelling' has a coefficient of 0.304, suggesting that for each unit increase in Digital Storytelling, we expect an average increase of 0.304 units in the dependent variable,

assuming all other variables are held constant. This variable is statistically significant with a t-value of 5.263 and a p-value less than 0.001.

The Beta values represent the standardized coefficients, which measure the number of standard deviations that the dependent variable will change as a result of one standard deviation change in the predictor variable. 'Brand Positioning' has a Beta of 0.190, and 'Digital Storytelling' has a Beta of 0.326, indicating that 'Digital Storytelling' has a stronger relationship with the dependent variable when the variables are standardized.

In conclusion, both 'Brand Positioning' and 'Digital Storytelling' are significant predictors in this model, with 'Digital Storytelling' having a slightly stronger relationship with the dependent variable. The overall model significantly predicts the dependent variable. Further research could explore the potential interactions between these variables and their combined impact on the dependent variable.

Table 4. Regression Analysis of the Effects of Brand Positioning and Digital Storytelling on Trust in Brands

R	R2	Adjusted R2	Standard Error of the Estimate	F	Variable	Coefficient	Std. Error	Beta	t-value	Significance
0.434	0.188	0.182	0.778	28.680	Trust in Brands	1.907	0.196	-	9.734	<0.001
P<0.001					Brand Positioning	0.151	0.049	0.190	3.066	0.002
					Digital Storytelling	0.304	0.058	0.326	5.263	<0.001

Mediation Analysis Mediation Analysis one: The mediation analysis was conducted using the PROCESS macro by Hayes (2022) with a sample size of 250. The independent variable in the model was Brand Positioning (BP), the dependent variable was Trust in Brands (TB), and the mediator was Narrative Authenticity (NA).

Table 5. Results of Mediation Analysis of the Effects of Brand Positioning and Narrative Authenticity on Trust in Brands

Path	Coefficient	Standard Error	t-value	p-value
A (BP – NA)	0.5421	0.0432	12.5543	< 0.0001
B (NA – TB)	0.4693	0.0644	7.2914	< 0.0001
C (BP – TB)	-0.0052	0.0560	-0.0931	0.9259
Indirect effect of X on Y (BP on TB through NA)				
Effect	Bootstrapped SE	Bootstrapped LLCI	Bootstrapped ULCI	
BP – NA – TB	0.2544	0.0439	0.1767	

As seen in Figure 1 and Table 3, the results of the analysis revealed a significant positive relationship between BP and NA (Path A), with a coefficient of 0.5421 ($p < 0.0001$). This suggests that an increase in BP is associated with an increase in NA. The effect of NA on TB (Path B), controlling for BP, was also significant and positive, with a coefficient of 0.4693 ($p < 0.0001$). This indicates that an increase in NA, influenced by BP, is associated with an increase in TB. However, the direct effect of BP on TB (Path C), controlling for NA, was not significant, with a coefficient of -0.0052 ($p = 0.9259$). This suggests that the relationship between BP and TB is fully mediated by NA. The total effect of BP on TB was significant, with a coefficient of 0.2492 ($p < 0.0001$). The indirect effect of BP on TB through NA was also significant, with a bootstrapped coefficient of 0.2544 and a 95 % confidence interval of 0.1767 to 0.3508.
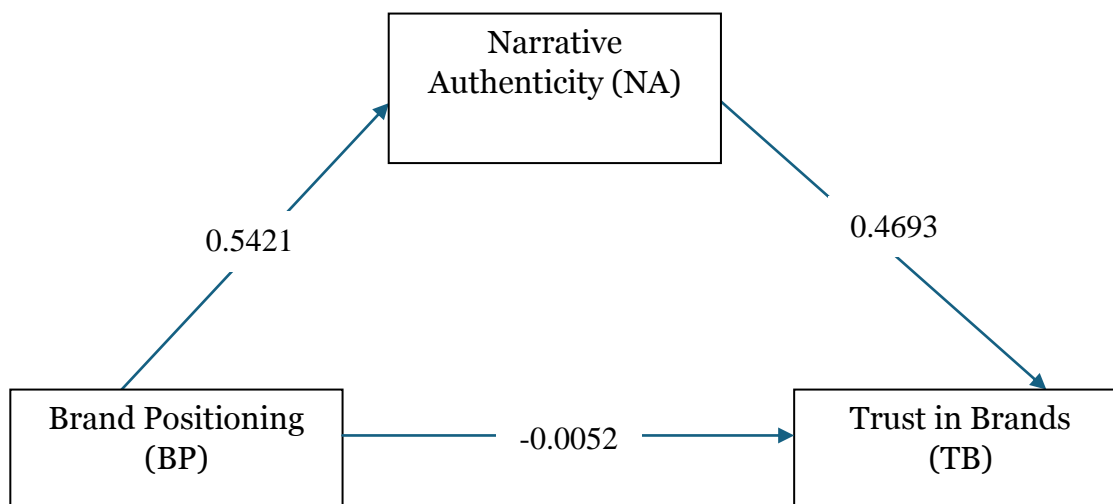

Fig. 1. Model of mediating role of narrative authenticity, brand positioning and trust in brands
Source: authors

In conclusion, the results suggest that NA fully mediates the relationship between BP and TB. The direct effect of BP on TB, controlling for NA, is not significant, suggesting full mediation. The total effect of BP on TB is significant, but the effect appears to be carried through the mediator NA. These findings provide valuable insights into the complex relationships between BP, NA, and TB, and have important implications for interventions aimed at reducing TB by managing BP and NA.

Mediation Analysis Two: The mediation analysis was conducted using the PROCESS macro by Hayes (2022) with a sample size of 250. The independent variable in the model was Digital Storytelling (DS), the dependent variable was Trust in Brands (TB), and the mediator was Narrative Authenticity (NA).

The results of the analysis revealed a significant positive relationship between DS and NA (Path A), with a coefficient of 0.5579 ($p < 0.0001$). This suggests that an increase in DS is associated with an increase in NA. The effect of NA on TB (Path B), controlling for DS, was also significant and positive, with a coefficient of 0.3801 ($p < 0.0001$). This indicates that an increase in NA, influenced by DS, is associated with an increase in TB. The direct effect of DS on TB (Path C), controlling for NA, was significant and positive, with a coefficient of 0.1590 ($p = 0.0091$). This suggests that DS has a direct effect on TB, in addition to its indirect effect through NA. The total effect of DS on TB was significant, with a coefficient of 0.3710 ($p < 0.0001$). The indirect effect of DS on TB through NA was also significant, with a bootstrapped coefficient of 0.2121 and a 95 % confidence interval of 0.1473 to 0.2837.

In conclusion, the results suggest that NA partially mediates the relationship between DS and TB. Both the direct effect of DS on TB and the indirect effect through NA are significant. The total effect of DS on TB is significant, suggesting that both DS and NA are important factors in TB. These findings provide valuable insights into the complex relationships between DS, NA, and TB, and have important implications for interventions aimed at reducing TB by managing DS and NA.

The data analysis has revealed some key insights about the interplay between Brand Positioning (BP), Digital Storytelling (DS), Narrative Authenticity (NA), and Trust in Brands (TB).

The correlation analysis showed positive correlations between BP and DS, BP and TB, and DS and TB, indicating that an increase in one is typically associated with an increase in the others. Specifically, BP and DS, BP and TB, and DS and TB all showed moderate positive correlations.

Table 6. Results of Mediation Analysis of Effect of Narrative Authenticity on Trust in Brands Through Brand Positioning

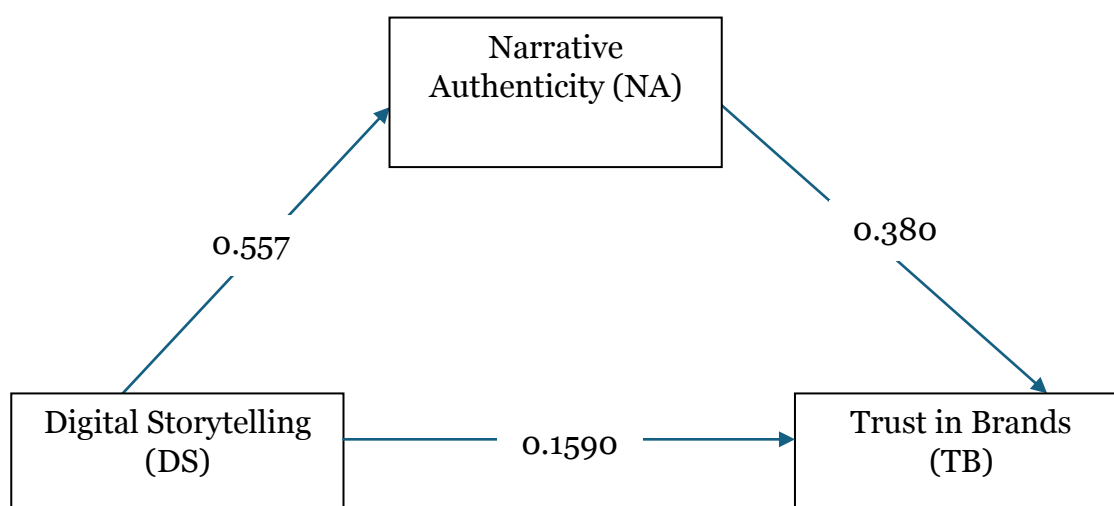| Path	Coefficient	Standard Error	t- value	p- value
A (DS - NA)	0.5579	0.0541	10.3161	< 0.0001
B (NA - TB)	0.3801	0.0593	6.4041	< 0.0001
C (DS - TB)	0.1590	0.0604	2.6306	0.0091
Indirect effect of X on Y (DS on TB through NA)				
Effect	Bootstrapped SE	Bootstrapped LLCI	Bootstrapped ULCI	
DS – NA – TB	0.2121	0.0344	0.1473	

Fig. 2. Model of mediating roles of narrative authenticity, digital storytelling, and trust in brands
Source: authors

The regression analysis further underscored the significance of both BP and DS as predictors of TB. Both variables had significant relationships with TB, but DS had a slightly stronger link. This highlights the importance of digital storytelling in building brand trust, along with brand positioning.

Two mediation analyses were conducted to explore the role of NA in the relationship between BP/DS and TB. The first analysis revealed that NA fully mediates the relationship between BP and TB, meaning that the impact of BP on TB is entirely channelled through NA. On the other hand, the second analysis showed that NA partially mediates the relationship between DS and TB, suggesting that DS influences TB both directly and indirectly through NA.

5. Conclusion

The study's findings reveal the intricate dynamics of building brand trust through brand positioning and digital storytelling. Digital storytelling is identified as a key factor in fostering brand trust, with a positive correlation and significant direct effect on trust in brands, emphasizing the importance of engaging narratives. Narrative authenticity is found to be a crucial mediator in the relationship between brand related factors and trust in brands, enhancing the effectiveness of brand positioning and the impact of digital storytelling on brand trust. The interaction between

brand positioning and digital storytelling is nuanced, with brand positioning influencing trust mainly through narrative authenticity. These findings highlight the importance of integrating authentic storytelling into brand positioning strategies, suggesting that by creating resonating narratives that reflect brand values, organizations can enhance trust and loyalty among their target audience. Furthermore, the use of digital platforms to convey authentic brand narratives can foster meaningful engagement and relationship building with consumers.

An important implication of these findings lies in the role of media literacy in strengthening consumer trust.

Media knowledge enables digital customers to critically assess the legitimacy and consistency of brand narratives in a crowded digital setting where consumers are constantly exposed to clashing brand messages. Consumers with higher media literacy are more adept at identifying persuasive intent and aligning their trust with brands whose messages reflect genuine values. Therefore, promoting media literacy is essential not only for protecting consumers from misinformation but also for enabling more informed and trust based consumer brand relationships.

This research illuminates the complex relationship between brand positioning, digital storytelling, narrative authenticity, and trust in brands, suggesting that by understanding and leveraging these dynamics, brands can forge stronger connections with consumers and establish enduring trust in a competitive marketplace. Future research could delve into the nuanced effects of specific storytelling elements on brand trust and examine the efficacy of authenticity driven interventions in enhancing consumer brand relationships. Despite the valuable insights this study offers, it acknowledges several constraints such as the limited sample size of 250, the use of a cross sectional design, potential biases in self reported data, and assumptions made in the mediation analyses. These limitations suggest areas for future research to enhance the external validity of the results, provide a more holistic understanding of the evolving relationships between brand positioning, digital storytelling, narrative authenticity, and trust in brands, mitigate potential measurement issues, and validate the mediation models. Building on the findings, future research could explore the temporal dynamics of these variables through longitudinal studies, the influence of cultural factors through cross cultural studies, and the effectiveness of interventions through experimental designs. Additionally, qualitative methods could offer a richer understanding of consumer perceptions and experiences, and the impact of emerging technologies on brand storytelling and consumer trust could reveal innovative strategies for creating immersive brand experiences and engagement.

References

Alvesson, Ashcraft, 2008 – *Alvesson, M., Ashcraft, K.L., Thomas, R.* (2008). Identity matters: Reflections on the construction of identity scholarship in organization studies. *Organization*. 15(1): 5-28. DOI: 10.1177/1350508407084426

Bange et al., 2019 – *Bange, S., Moisander, J., Järventie-Thesleff, R.* (2019). Brand co-creation in multichannel media environments: a narrative approach. *Journal of Media Business Studies*. 17(1): 69-86. DOI: 10.1080/16522354.2019.1596722

Bengtsson, Firat, 2006 – *Bengtsson, A., Firat, A.F.* (2006). Brand literacy: Consumers' sense-making of brand management. *Advances in Consumer Research*. 33(1): 375-380. [Electronic Resource]. URL: https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=272ab2396 cac addf714f74cd7c5327672f8211dd

Bulmer et al., 2024 – *Bulmer, S., Palakshappa, N., Dodds, S., Harper, S.* (2024). Sustainability, brand authenticity and Instagram messaging. *Journal of Business Research*. 175: 114547. DOI: 10.1016/j.jbusres.2024.114547

Cardoso et al., 2022 – *Cardoso, A., Paulauskaitė, A., Hachki, H., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Meirinhos, G.* (2022). Analysis of the impact of Airbnb brand personality on consumer involvement and institutional trust. *Journal of Open Innovation Technology Market and Complexity*. 8(3): 104. DOI: 10.3390/joitmc8030104

Chatterjee, 2023 – *Chatterjee, S., Mariani, M., Wamba, S.F.* (2023). Prosumers' intention to co-create business value and the moderating role of digital media usage. *Journal of Business Research*. 163: 113920. DOI: 10.1016/j.jbusres.2023.113920

Chinomona, 2016 – *Chinomona, R.* (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*. 7(1): 124-139. DOI: 10.1108/ajems-03-2013-0031

Costa, 2011 – *Costa, C.* (2011). Why does society need media literacy? *Media Literacy: Ambitions, Policies and Measures*. 26. [Electronic resource]. URL: https://www.cost.eu/uploads/2018/07/53626.pdf#page=26

Cruz-Ruiz et al., 2022 – *Cruz-Ruiz, E., De La Cruz, E.R., Zamarreño-Aramendia, G., Cristòfol, F.* (2022). Strategic management of the Malaga brand through open innovation: tourists and residents' perception. *Journal of Open Innovation Technology Market and Complexity*. 8(1): 28. DOI: doi.org/10.3390/joitmc8010028

Dam, 2020 – *Dam, T.C.* (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *Journal of Asian Finance, Economics and Business*. 7(10): 939-947. DOI: doi.org/10.13106/jafeb.2020.vol7.no10.939

Delgado-Ballester, 2004 – *Delgado-Ballester, E.* (2004). Applicability of a brand trust scale across product categories. *European Journal of Marketing*. 38(5/6): 573-592. DOI: doi.org/10.1108/03090560410529222

Delgado-Ballester, Munuera-Alemán, 2005 – *Delgado-Ballester, E., Munuera-Alemán, J.L.* (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*. 14(3): 187-196. DOI: 10.1108/10610420510601058

Dressler, Paunovic, 2021 – *Dressler, M., Paunovic, I.* (2021). Reaching for customer centricity – wine brand positioning configurations. *Journal of Open Innovation Technology Market and Complexity*. 7(2): 139. DOI: 10.3390/joitmc7020139

Drotner, 2008 – *Drotner, K.* (2008). Leisure is hard work: Digital practices and future competencies. *Youth, Identity, and Digital Media*. Cambridge, MA: MIT Press: 167-184. [Electronic Resource]. URL: https://www.researchgate.net/profile/Kirsten-Drotner/publication/238690130_Leisure_Is_Hard_Work_Digital_Practices_and_Future_Competencies/links/56af0f6108ae28588c626454/Leisure-Is-Hard-Work-Digital-Practices-and-Future-Competencies.pdf

Gupta, 2022 – *Gupta, S.* (2022). Brand storytelling in digital media: An emerging perspective. *International Journal of Advanced Research in Commerce, Management & Social Science*. 5(2): 183-188. [Electronic resource]. URL: https://www.researchgate.net/profile/Seema-Gupta/publication/363851648_BRAND_STORYTELLING_IN_DIGITAL_MEDIA_AN_EMERGING_PERSPECTIVE/links/6331cedc86b22d3db4e53a5f/BRAND-STORYTELLING-IN-DIGITAL-MEDIA-AN-EMERGING-PERSPECTIVE.pdf

Han, Orlowski, 2024 – *Han, D.D., Orlowski, M.* (2024). Emotional responses to narrative content: A comparative study on consumer food choice intentions. *Computers in Human Behavior*. 155: 108191. DOI: 10.1016/j.chb.2024.108191

Henrickson et al., 2022 – *Henrickson, L., Jephcote, W., Comissiong, R.* (2022). Soft skills, stories, and self-reflection: Applied digital storytelling for self-branding. *Convergence*. 28(6): 1577-1597. DOI: 10.1177/13548565221091517

Herskovitz, Crystal, 2010 – *Herskovitz, S., Crystal, M.* (2010). The essential brand persona: storytelling and branding. *Journal of Business Strategy*. 31(3): 21-28. DOI: 10.1108/02756661011036673

Jones, Leverenz, 2017 – *Jones, B., Leverenz, C.S.* (2017). Building Personal Brands with Digital Storytelling ePortfolios. *International Journal of ePortfolio*. 7(1): 67-91. [Electronic Resource]. URL: https://files.eric.ed.gov/fulltext/EJ1142752.pdf

Kaufmann et al., 2016 – *Kaufmann, H.R., Loureiro, S.M.C., Manarioti, A.* (2016). Exploring behavioural branding, brand love, and brand co-creation. *Journal of Product & Brand Management*. 25(6): 516-526. DOI: 10.1108/JPBM-06-2015-0919

Livingstone et al., 2013 – *Livingstone, S., Wijnen, W.C., Papaioannou, T., Costa, C., Grandio, M.* (2013). Situating media literacy in the changing media ecology: Critical insights from European research on audiences. In: Carpentier, N., Schroeder, K., Hallett, L. (eds.). *Audience transformations: shifting audience positions in late modernity*: 210-227 [Electronic resource]. URL: https://eprints.lse.ac.uk/64072/

Lou, Xie, 2021 – *Lou, C., Xie, Q.* (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*. 40(3): 376-402. DOI: 10.1080/02650487.2020.1788311

Lund et al., 2017 – *Lund, N.F., Cohen, S.A., Scarles, C.* (2017). The power of social media storytelling in destination branding. *Journal of Destination Marketing & Management*. 8: 271-280. DOI: 10.1016/j.jdmm.2017.05.003

Mandal et al., 2020 – *Mandal, S., Roy, G., Datta, S.K.* (2020). Examining the effect of social media brand communities on brand loyalty: Role of brand trust and brand attachment. *Global Business Review*. 21(6): 1461-1478. DOI: 10.1177/0972150918779167

Marder et al., 2018 – *Marder, B., Gattig, D., Collins, E., Pitt, L., Kietzmann, J., Erz, A.* (2018). The Avatar's new clothes: Understanding why players purchase non-functional items in free-to-play games. *Computers in Human Behavior*. 91: 72-83. DOI: 10.1016/j.chb.2018.09.006

Naderer, 2021 – *Naderer, B.* (2021). Advertising unhealthy food to children: On the importance of regulations, parenting styles, and media literacy. *Current Addiction Reports*. 8(1): 12-18. DOI: 10.1007/s40429-020-00348-2

Nurhadi et al., 2024 – *Nurhadi, M., Suryani, T., Fauzi, A.A.* (2024). Cultivating domestic brand love through social media marketing activities: Insights from young consumers in an emerging market. *Asia Pacific Management Review*. 100349. DOI: 10.1016/j.apmrv.2024.100349

Papaioannou, Livingstone, 2011 – *Papaioannou, T., Livingstone*, S. (2011). Digital media literacy and the use of Facebook among high school students in Cyprus. *Media Literacy: Ambitions, Policies and Measures*. London: LSE: 22-26. [Electronic Resource]. URL: https://www.academia.edu/46001196/Media_literacy_and_the_use_of_Facebook_among_high_school_students_in_Cyprus

Pera et al., 2016 – *Pera, R., Occhiocupo, N., Clarke, J.* (2016). Motives and resources for value co-creation in a multi-stakeholder ecosystem: A managerial perspective. *Journal of Business Research*. 69(10): 4033-4041. DOI: 10.1016/j.jbusres.2016.03.047

Shams et al., 2024 – *Shams, R., Chatterjee, S., Chaudhuri, R.* (2024). Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand. *Journal of Business Research*. 179: 114689. DOI: 10.1016/j.jbusres.2024.114689

Singler et al., 1983 – *Singler, J.V., Scribner, S., Cole, M.* (1983). The Psychology of Literacy. *Language*. 59(4): 893. DOI: 10.2307/413377

Song, Kim, 2025 – *Song, C., Kim, E.* (2025). The influence of new media literacy on brand engagement: Mediating effects of perceived interactivity and openness and the moderating effect of age. *Behavioral Sciences*. 15(4): 458. DOI: 10.3390/bs15040458

Strazzullo, 2024 – *Strazzullo, S.* (2024). Fostering digital trust in manufacturing companies: Exploring the impact of industry 4.0 technologies. *Journal of Innovation & Knowledge*. 9(4): 100621. DOI: 10.1016/j.jik.2024.100621