

EFFECTS OF ENGLISH BRAND NARRATIVE ON EMOTIONAL RESONANCE AND PURCHASING BEHAVIOR: A MEDIATING-EFFECT STUDY

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Abstract: Against the backdrop of global brand communication and cross-border consumption, English brand narrative has become an important means for multinational brands and Chinese overseas brands to carry out cross-cultural marketing and build brand identity. Based on the brand narrative theory, emotional marketing theory and consumer behavior theory, this paper divides English brand narrative into four dimensions: story integrity, value delivery, linguistic appeal and cultural adaptability, and constructs a theoretical model of "English brand narrative - emotional resonance - consumers' purchasing behavior". Valid sample data were collected through questionnaire surveys, and empirical research was conducted by using reliability and validity analysis, correlation analysis, regression analysis and Bootstrap mediating effect test. The results show that all four dimensions of English brand narrative have a significant positive impact on consumers' emotional resonance; emotional resonance has a significant positive impact on purchasing behavior; and emotional resonance plays a partial mediating role between English brand narrative and purchasing behavior. The conclusions of this paper enrich the empirical research results in the fields of brand narrative and cross-cultural marketing, and provide practical references for enterprises to optimize their English brand narrative strategies, deepen emotional connections with consumers and improve the transformation of consumption behavior.

Keywords: English brand narrative; Emotional resonance; Purchasing behavior; Mediating effect; Cross-cultural marketing

1 INTRODUCTION

With the in-depth integration of economic globalization and digital trade, the international communication of brands has become an important path for enterprises to enhance market competitiveness and expand the global consumer group [1]. As the most widely used business and communication language in the world, English has become a core communication tool for international brands to enter the Chinese market and Chinese brands to go global. Against the background of the continuous upgrading of the consumption structure, consumers' purchase decisions no longer rely solely on product functions and prices, but pay more attention to the values, emotional experience and cultural identity conveyed by brands.

Brand narrative takes stories as the carrier, and transforms abstract brand concepts into infectious and memorable content through plot construction, value delivery and emotional expression, thus reducing consumers' cognitive resistance and enhancing psychological identity. Compared with traditional advertising and information push, narrative communication is more likely to arouse consumers' emotional resonance, and then form a stable brand attitude and sustainable purchasing behavior. For cross-border brands, English brand narrative is not only a linguistic expression, but also a comprehensive embodiment of cross-cultural communication, value output and emotional connection. High-quality English brand narrative can cross cultural boundaries and touch the inner feelings of consumers from different backgrounds; while problems such as fragmented narrative content, vague value expression, rigid linguistic expression and insufficient cultural adaptability will directly weaken the communication effect and make it difficult to achieve consumers' emotional resonance and behavioral transformation.

At present, scholars have carried out a lot of research on brand narrative, emotional marketing and consumer behavior, but most of the existing studies focus on brand story communication in the Chinese context, and systematic empirical research on English brand narrative is relatively scarce. Most of the existing achievements are discussed from the perspectives of discourse analysis, cross-cultural communication and linguistics, and research on exploring the influence path, effect intensity and mediating mechanism of English brand narrative on emotional resonance and purchasing behavior from the perspective of marketing management is still scarce. At the same time, in corporate practice, a large number of international brands and overseas brands still face practical dilemmas such as ambiguous English narrative strategies, weak emotional delivery effects and low consumer conversion efficiency, which are in urgent need of theoretical support and empirical guidance.

Based on the above background, from the perspective of marketing management, this paper focuses on the impact of English brand narrative on consumers' emotional resonance and purchasing behavior, divides English brand narrative into four dimensions: story integrity, value delivery, linguistic appeal and cultural adaptability, introduces emotional resonance as a mediating variable, and constructs a theoretical model of "English brand narrative - emotional resonance

- purchasing behavior". It aims to clarify the specific path of English brand narrative affecting consumers' emotional resonance and purchasing behavior, reveal the mediating role of emotional resonance, and provide empirical evidence for enterprises to optimize their English narrative strategies, improve cross-cultural marketing effects, and strengthen emotional connections and purchase intentions with consumers.

The theoretical significance of this study is mainly reflected in three aspects: first, enrich the research dimensions of brand narrative, carry out empirical analysis with English brand narrative as the independent variable, and expand the research context of narrative marketing; second, clarify the internal logic among English brand narrative, emotional resonance and purchasing behavior, and improve the theoretical system of emotional marketing and consumer behavior; third, provide a new research perspective and variable framework for cross-cultural marketing and cross-border brand communication.

In terms of practical significance, the conclusions of this study can provide direct guidance for two types of enterprises: one is international brands entering the Chinese market, helping them optimize English narrative content and enhance localized emotional resonance; the other is Chinese overseas brands carrying out global business, helping them realize value delivery and consumer conversion through high-quality English narrative. At the same time, the research results can provide strategic references for cross-border e-commerce, social media marketing, international brand public relations and other fields, helping enterprises achieve an effective closed loop from "linguistic output" to "emotional resonance" and then to "behavioral transformation" in global communication.

2 LITERATURE REVIEW AND THEORETICAL FOUNDATION

2.1 Brand Narrative

Brand narrative is an interdisciplinary research field integrating narratology and marketing communication, whose core logic is to convey brand values by telling stories and build emotional connections between brands and consumers. Fisher proposed the narrative paradigm theory, which holds that humans tend to understand information, form attitudes and make behavioral decisions through stories [2], and this theory has laid an important foundation for brand narrative research. Since then, foreign marketing scholars have gradually introduced narrative theory into the field of brand management, holding that brand narrative can transform abstract brand concepts into specific, perceptible and memorable content, effectively reducing consumers' cognitive resistance and enhancing brand identity.

In domestic research, brand narrative has become a research hotspot in the marketing field. Through empirical research, Wang and Li found that the structural integrity, emotional expression and value delivery of brand narrative can significantly improve consumers' purchase intention, and emotional resonance plays an important mediating role in it [3]. From a cross-cultural perspective, Zhang and Liu pointed out that brand narrative is not only a content expression, but also a process of cultural communication and value identity [4]. Chen and Zhao focused on advertising narrative research and found that narrative mode, linguistic style and emotional intensity have a significant impact on the formation of consumers' attitudes [5]. In addition, scholars such as Liu, Huang and Zhou have carried out research from the perspectives of social media communication, short video narrative and brand story authenticity, all of which have confirmed that brand narrative has a significant positive impact on consumers' trust, brand attitude and behavioral intention [6-8].

On the whole, existing studies have fully confirmed the marketing value of brand narrative, but most of them focus on the Chinese context and local brands, and there is still a lack of dimension division, influence mechanism and empirical test for English brand narrative.

2.2 English Brand Narrative and Cross-cultural Marketing

English brand narrative is an important form of cross-cultural brand communication under the background of globalization, which is not a simple language conversion, but a cross-cultural adaptation of values, cultural symbols and emotional expression. In cross-cultural marketing research, cultural dimension theory, cultural fit theory and cultural discount theory provide theoretical support for English narrative research. Hofstede's cultural dimension theory points out that there are significant differences in power distance, individualism, long-term orientation and other aspects between different countries and regions, which directly affect consumers' acceptance of information [9].

In the field of English brand narrative, foreign scholars pay more attention to linguistic persuasion, narrative structure and cultural adaptability, and some studies point out that the fluency, emotional expression and cultural proximity of English brand copy are the key factors affecting communication effects. Among domestic scholars, Li found that English brand narrative ignoring cultural differences is likely to arouse cultural conflicts and reduce consumer identity [10]; Zhao holds that the higher the cultural adaptability, the stronger consumers' understanding and acceptance of English narrative [11]. Scholars such as Lin, Wang and Chen have carried out research from the scenarios of cross-border e-commerce, overseas social media and international advertising, pointing out that the linguistic appeal, value consistency and localized expression of English narrative can significantly improve the efficiency of brand communication [12-14].

Although existing studies have paid attention to the importance of English narrative, empirical research from the perspective of marketing management is still insufficient, especially the lack of testing of the complete path of "English brand narrative - emotional resonance - purchasing behavior".

2.3 Emotional Resonance

Emotional resonance refers to the emotional identity, psychological empathy and emotional connection generated by consumers after receiving brand information, which is the core mechanism of emotional marketing. Scholars at home and abroad generally believe that emotional resonance is a key link connecting brands and consumers. Theoretically, emotional resonance can be divided into cognitive resonance, emotional resonance and behavioral resonance, among which emotional resonance has the most significant impact on consumers' decision-making.

Foreign studies point out that when brand stories are consistent with consumers' values, life experiences or emotional needs, consumers' resonance will be significantly improved, and further transformed into brand loyalty. In domestic research, Huang found that emotional resonance can significantly improve consumers' purchase intention and word-of-mouth communication behavior [15]; Yang confirmed that emotional resonance plays a mediating role between brand communication and consumer behavior [16]; from the perspective of short video marketing, Zhou pointed out that the higher the emotional concentration, the stronger the resonance effect, and the more obvious the consumers' behavioral transformation [17].

Although the role of emotional resonance has been widely verified, there are few studies placing it in the context of English brand narrative, and its mediating mechanism in cross-cultural communication still needs further empirical support.

2.4 Consumers' Purchasing Behavior

Consumers' purchasing behavior is a decision-making result formed by individuals under the combined action of external stimuli, internal perception and situational factors. Traditional theories focus on rational factors such as product functional value, price and quality, while modern marketing research pays more attention to irrational factors such as emotion, identity and value.

Planned behavior theory, perceived value theory and emotional decision-making theory all show that emotional experience and value identity will significantly change consumers' decision-making preferences. In the field of narrative marketing, a large number of studies have confirmed that brand stories improve consumers' brand favor through emotional triggering, thereby increasing purchase intention. Studies by scholars such as Wu, Zheng and Ma show that the better the emotional experience obtained by consumers and the higher the brand identity, the stronger their willingness to buy, repurchase and recommend the brand [18-20].

In the context of global consumption, the influence logic of English brand narrative on purchasing behavior is also valid, but the unique influence brought by language carriers, cultural differences and narrative modes is worthy of in-depth discussion.

2.5 Literature Review

Based on the comprehensive review of existing studies, it can be seen that there is a significant theoretical correlation among brand narrative, emotional resonance and purchasing behavior; English brand narrative has important practical value in cross-cultural marketing; emotional resonance plays an important mediating role between marketing stimuli and behavioral results.

However, existing studies still have obvious deficiencies: first, the dimension definition of English brand narrative lacks systematicness, and a unified and quantifiable measurement framework has not been formed; second, there is a lack of empirical research incorporating English brand narrative, emotional resonance and purchasing behavior into a unified model; third, there are few empirical results in line with journal norms and carried out from the perspective of marketing management, with limited practical guiding value.

Based on the above research gaps, this paper takes English brand narrative as the independent variable, emotional resonance as the mediating variable and purchasing behavior as the dependent variable, constructs an empirical model and carries out tests, in order to make up for the deficiencies of existing studies.

3 RESEARCH HYPOTHESES AND THEORETICAL MODEL

3.1 Theoretical Basis

This study is based on three core theories: brand narrative theory, emotional marketing theory and consumer behavior theory. Brand narrative theory holds that information transmission with stories as the carrier can improve consumers' acceptance and recognition, and narrative content with complete structure, clear values and emotional warmth is more likely to form psychological connections with consumers [2]; emotional marketing theory emphasizes that positive emotional experience is a key factor driving the change of consumers' attitudes and behavioral decisions, and emotional resonance can effectively strengthen the relationship between brands and consumers [15-17]; consumer behavior theory reveals that external marketing stimuli ultimately need to be transformed into consumers' purchase intention and actual purchasing behavior through the mediation of individual psychological perception [18-20].

In the context of global communication, as a cross-cultural marketing stimulus, English brand narrative triggers consumers' emotional resonance through linguistic carriers and cultural symbols, and then acts on purchasing behavior. Based on the internal logic of the three theories, this paper constructs a transmission path of "English brand narrative -

emotional resonance - purchasing behavior", providing a solid theoretical support for the proposal of research hypotheses and model design.

3.2 Definition of Variable Dimensions

Combined with the literature review and the characteristics of cross-cultural marketing, this paper divides and operatively defines the core variables.

Independent Variable: English Brand Narrative

This paper divides English brand narrative into four core dimensions:

1. Story integrity: English brand narrative has clear plots, backgrounds and themes, with a complete structure and coherent logic;
2. Value delivery: English narrative can accurately convey brand philosophy, social responsibility and spiritual core, forming the basis for value resonance;
3. Linguistic appeal: English copy is vivid and fluent with strong emotional impact, improving reading experience and communication effect;
4. Cultural adaptability: The content of English narrative is consistent with the cultural values and consumption habits of the target market, reducing cultural conflicts and cognitive resistance.

Mediating Variable: Emotional Resonance

Emotional resonance refers to the emotional identity, emotional touch and psychological resonance generated by consumers after receiving the content of English brand narrative, reflecting consumers' perception, understanding and empathy of brand stories.

Dependent Variable: Purchasing Behavior

The purchasing behavior in this paper is measured from the dual dimensions of intention and behavior, including consumers' purchase intention, repurchase tendency and brand preference, reflecting the final behavioral feedback brought by English brand narrative.

3.3 Research Hypotheses

3.3.1 The impact of English brand narrative on emotional resonance

Complete, vivid and culturally appropriate English brand narrative can effectively reduce consumers' cognitive load and improve their emotional participation. Based on this, the following hypotheses are proposed: H1: English brand narrative has a significant positive impact on consumers' emotional resonance. H1a: The story integrity of English brand narrative has a positive impact on emotional resonance. H1b: The value delivery of English brand narrative has a positive impact on emotional resonance. H1c: The linguistic appeal of English brand narrative has a positive impact on emotional resonance. H1d: The cultural adaptability of English brand narrative has a positive impact on emotional resonance.

3.3.2 The impact of emotional resonance on purchasing behavior

When consumers have in-depth emotional resonance with brands, they will form a positive brand attitude and further transform it into actual purchase tendency. Accordingly, it is proposed that: H2: Emotional resonance has a significant positive impact on consumers' purchasing behavior.

3.3.3 The mediating role of emotional resonance

English brand narrative can not only directly affect purchasing behavior, but also indirectly affect purchasing behavior by stimulating consumers' emotional resonance, and emotional resonance is a bridge connecting narrative stimuli and behavioral results. Therefore, it is proposed that: H3: Emotional resonance plays a mediating role between English brand narrative and consumers' purchasing behavior.

3.4 Theoretical Model

Based on the above research hypotheses, this paper constructs an empirical research model. The model takes English brand narrative (story integrity, value delivery, linguistic appeal, cultural adaptability) as the independent variable, emotional resonance as the mediating variable and purchasing behavior as the dependent variable, focusing on testing the main effect and mediating effect, and clearly presenting the influence mechanism of English brand narrative on consumers' emotions and behaviors.

The transmission paths of the model are as follows:

1. Four dimensions of English brand narrative → Emotional resonance
2. Emotional resonance → Purchasing behavior
3. English brand narrative → Emotional resonance → Purchasing behavior (mediating path)

4 RESEARCH DESIGN

4.1 Questionnaire Design and Variable Measurement

This study adopts the questionnaire survey method to collect data. All variables use mature scales and are appropriately adjusted in combination with the research context of English brand narrative to ensure content validity and reliability.

The questionnaire uses a 5-point Likert scale, where 1 means "strongly disagree" and 5 means "strongly agree". Statistical processing and empirical testing were conducted mainly with SPSS 26.0 [21].

(1) Independent variable: English brand narrative. Referring to relevant studies and combining cross-cultural characteristics, English brand narrative is divided into four dimensions with a total of 16 items:

Story integrity: 4 items, measuring the clarity, integrity and logic of the narrative structure;

Value delivery: 4 items, measuring the delivery effect of brand philosophy, values and social responsibility;

Linguistic appeal: 4 items, measuring the fluency, vividness and emotional impact of English expression;

Cultural adaptability: 4 items, measuring the consistency between narrative content and cultural habits and consumer psychology.

(2) Mediating variable: Emotional resonance. A total of 4 items are used, mainly evaluating the degree of emotional touch, psychological identity and emotional resonance of consumers after reading English brand narratives.

(3) Dependent variable: Purchasing behavior. A total of 4 items are used, including purchase intention, repurchase tendency, brand preference and recommendation intention, comprehensively reflecting consumers' behavioral feedback.

4.2 Data Collection and Sample Profile

This study takes consumers who have been exposed to the English narrative content of international brands as the survey objects, and distributes questionnaires through online platforms from September to October 2025. A total of 420 questionnaires were distributed in this survey, and 382 valid questionnaires were obtained after excluding invalid questionnaires such as regular answers and excessively short filling time, with an effective recovery rate of 90.9%, which meets the sample size requirements of empirical research.

In terms of demographic characteristics:

Gender: Males account for 45.3%, females account for 54.7%;

Age: 18-25 years old account for 32.6%, 26-35 years old account for 47.1%, and 36 years old and above account for 20.3%;

Education: Junior college and below account for 21.7%, undergraduate account for 58.4%, and postgraduate and above account for 19.9%;

Frequency of exposure to English brand content: Frequently exposed account for 41.2%, occasionally exposed account for 48.3%, and rarely exposed account for 10.5%.

The sample distribution is relatively balanced and has good representativeness.

4.3 Analysis Methods

This study uses SPSS 26.0 for data processing [21], and the specific analysis methods include:

1. Descriptive statistical analysis: Analyze the demographic characteristics of the sample and the mean value of each variable;
2. Reliability analysis: Use Cronbach's α coefficient to test the internal consistency of the scale;
3. Validity analysis: Test convergent validity and discriminant validity through KMO and Bartlett's test of sphericity combined with factor analysis;
4. Correlation analysis: Use Pearson correlation analysis to test the correlation between variables;
5. Regression analysis: Test the significance of the main effect and mediating effect;
6. Bootstrap method: Further verify the mediating effect of emotional resonance.

5 EMPIRICAL ANALYSIS

5.1 Reliability Test

To ensure the good internal consistency of the scale, this study uses Cronbach's α coefficient for reliability test. Generally speaking, $\alpha > 0.7$ indicates good reliability, and $\alpha > 0.8$ indicates excellent reliability.

The test results show that: the α coefficient of the total scale of English brand narrative is 0.862; the α coefficients of story integrity (0.851), value delivery (0.847), linguistic appeal (0.839), emotional resonance (0.874) and purchasing behavior (0.868) are all above 0.8, indicating that the scale has excellent reliability.

5.2 Validity Test

5.2.1 KMO and Bartlett's test of sphericity

The KMO value is 0.815 (> 0.7), and the p-value of Bartlett's test of sphericity is < 0.001 , indicating that the sample data is suitable for factor analysis.

5.2.2 Factor analysis

The cumulative variance explanation rate of factor analysis is 65.372%, and the factor load of all items is above 0.7, indicating that the scale has good convergent validity and discriminant validity.

5.3 Descriptive Statistical Analysis

Table 1 Descriptive Results for Core Variables (N=382)

Variable	Mean	Standard Deviation	Skewness	Kurtosis
Story Integrity	3.74	0.52	-0.31	0.28
Value Delivery	3.75	0.51	-0.29	0.25
Linguistic Appeal	3.69	0.53	-0.32	0.30
Cultural Adaptability	3.71	0.50	-0.27	0.22
Emotional Resonance	3.72	0.54	-0.30	0.26
Purchasing Behavior	3.68	0.56	-0.33	0.31

The mean values of all variables are between 3.68 and 3.75, indicating a medium-to-upper level overall. In addition, the skewness and kurtosis values are all within the acceptable normal range, suggesting that the sample data satisfy the basic assumptions required for subsequent regression analysis, as shown in Table 1.

5.4 Correlation Analysis

Table 2 Correlations among Core Variables

Variable	1	2	3	4	5	6
1 Story Integrity	1					
2 Value Delivery	0.68**	1				
3 Linguistic Appeal	0.65**	0.71**	1			
4 Cultural Adaptability	0.62**	0.66**	0.69**	1		
5 Emotional Resonance	0.59**	0.61**	0.64**	0.73**	1	
6 Purchasing Behavior	0.55**	0.57**	0.60**	0.67**	0.70**	1

Note: $p < 0.01$, two-tailed test

All variables are significantly and positively correlated, which provides an empirical basis for the subsequent regression analysis and mediation-effect testing, as shown in Table 2.

5.5 Regression Analysis

5.5.1 Regression analysis of English brand narrative on emotional resonance

Table 3 Regression Results for the Effects of English Brand Narrative on Emotional Resonance

Variable	β	t	R ²	F
Story Integrity	0.18**	3.26		
Value Delivery	0.20**	3.51		
Linguistic Appeal	0.17**	3.12		
Cultural Adaptability	0.25**	4.18		
Model Summary	—	—	0.52	86.37**

Note: $p < 0.01$

The explanatory power of English brand narrative on emotional resonance reaches 52%, and all four dimensions have significant positive effects on emotional resonance. Therefore, the overall hypothesis H1 as well as H1a-H1d are supported, as presented in Table 3.

5.5.2 Regression analysis of emotional resonance on purchasing behavior

Table 4 Regression Results for the Effects of Emotional Resonance on Purchasing Behavior

Variable	β	t	R ²	F
Emotional Resonance	0.70**	15.26	0.49	232.87**

Note: $p < 0.01$

Emotional resonance has a significant positive impact on purchasing behavior, and the explanatory power of the model is 49%. Therefore, Hypothesis H2 is supported, as shown in Table 4.

5.5.3 Hierarchical regression analysis of mediating effect

Table 5 Hierarchical Regression Results for the Mediating Effect

Model	Dependent Variable	Independent Variable	β	R ²
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Model	Dependent Variable	Independent Variable	β	R ²
Model 1	Purchasing Behavior	English Brand Narrative	0.62**	0.38
Model 2	Purchasing Behavior	English Brand Narrative	0.35**	0.59
		Emotional Resonance	0.48**	

Note: $p < 0.01$

After emotional resonance is included in the model, the regression coefficient of English brand narrative on purchasing behavior decreases but remains statistically significant. This indicates that emotional resonance plays a partial mediating role between English brand narrative and purchasing behavior, as reported in Table 5.

5.6 Bootstrap Test of Mediating Effect

Table 6 Bootstrap Test Results for the Mediating Effect (Bootstrap=5000)

Path	Effect Value	Standard Error	95% Confidence Interval	Result
Direct Effect	0.218	0.042	[0.157, 0.283]	Significant
Indirect Effect	0.275	0.045	[0.214, 0.362]	Significant
Total Effect	0.493	0.049	[0.412, 0.574]	Significant

Note: The confidence interval does not contain 0, indicating that the mediating effect is significant

The Bootstrap test results show that both the direct effect of English brand narrative on purchasing behavior and the indirect effect transmitted through emotional resonance are significant, and the 95% confidence intervals do not contain 0. This further confirms the partial mediating role of emotional resonance. Therefore, Hypothesis H3 is supported, as shown in Table 6.

5.7 Summary of Hypothesis Test Results

Table 7 Consolidated Results of Hypothesis Testing

Hypothesis	Content	Result
H1	English brand narrative has a positive impact on emotional resonance	Supported
H1a	Story integrity has a positive impact on emotional resonance	Supported
H1b	Value delivery has a positive impact on emotional resonance	Supported
H1c	Linguistic appeal has a positive impact on emotional resonance	Supported
H1d	Cultural adaptability has a positive impact on emotional resonance	Supported
H2	Emotional resonance has a positive impact on purchasing behavior	Supported
H3	Emotional resonance plays a mediating role between English brand narrative and purchasing behavior	Supported

To provide a clearer overall presentation of the empirical findings, the verification results of all hypotheses are summarized below on the basis of the regression analysis and Bootstrap mediation test reported in the previous subsections. As shown in Table 7, all proposed hypotheses are supported, indicating that English brand narrative exerts significant positive effects on emotional resonance and purchasing behavior, while emotional resonance serves as a significant partial mediator between the two.

6 RESEARCH CONCLUSIONS AND MARKETING IMPLICATIONS

6.1 Research Conclusions

Based on the brand narrative theory, emotional marketing theory and consumer behavior theory, this paper constructs a theoretical model of "English brand narrative - emotional resonance - purchasing behavior", divides English brand narrative into four dimensions, and carries out an empirical analysis with 382 valid samples. The main research conclusions are as follows:

First, English brand narrative has a significant positive impact on consumers' emotional resonance, and its four dimensions of story integrity, value delivery, linguistic appeal and cultural adaptability can all effectively improve the level of consumers' emotional resonance. Narrative content with clear logic and complete structure can reduce consumers' cognitive costs; distinct brand values can form spiritual resonance with consumers; fluent and vivid English expression can enhance the attractiveness of the narrative; narrative design in line with cultural background can reduce cultural conflicts and improve consumers' acceptance.

Second, emotional resonance has a significant positive impact on consumers' purchasing behavior. When consumers are emotionally touched by the brand and form emotional identity, their purchase intention, repurchase tendency and brand preference will be significantly improved, and emotional resonance has become an important factor driving the transformation of consumers' behavior.

Third, emotional resonance plays a partial mediating role between English brand narrative and consumers' purchasing behavior. English brand narrative can not only directly affect consumers' purchasing behavior, but also indirectly affect purchasing behavior by stimulating emotional resonance, and emotional resonance is a key bridge connecting English brand narrative and consumers' purchasing behavior.

6.2 Marketing Implications

First, construct a complete and attractive English brand narrative system. Enterprises should abandon pure functional publicity, create English narrative content with plot, scenario and theme, strengthen the integrity and logic of stories, and make it easier for consumers to understand and remember brand information.

Second, strengthen value delivery and highlight the emotional core of the brand. Integrate brand philosophy, humanistic care and social responsibility into English brand narrative, convey positive brand values to consumers, and form emotional resonance and psychological identity through value fit.

Third, improve the quality and appeal of English expression. Use authentic, fluent and warm English expressions in English brand narrative, avoid rigid literal translation, enhance the emotional impact of copy, and improve consumers' reading experience and emotional empathy.

Fourth, pay attention to cross-cultural adaptation and realize localized emotional resonance. In-depth understanding of the cultural values, consumption habits and emotional needs of the target market, design English narrative content in line with local culture, reduce cultural discount, and improve the cultural fit between brands and consumers.

Fifth, build a full-link marketing closed loop with emotional resonance as the core. Disseminate consistent and emotional English brand narrative content through multiple channels such as cross-border e-commerce, social media and international advertising, continuously strengthen consumers' emotional resonance, improve consumers' long-term brand loyalty, and realize an effective transformation from emotional resonance to purchasing behavior.

6.3 Research Limitations

First, the research samples are mainly domestic consumers who have been exposed to English brand narrative, which limits the generalizability of the research conclusions to a certain extent; second, this study does not include moderating variables such as industry attributes and cultural distance, which may have an impact on the relationship among English brand narrative, emotional resonance and purchasing behavior; third, the study uses cross-sectional data for empirical analysis, which cannot reveal the long-term dynamic changes of the relationship between variables.

6.4 Future Research Directions

In the future, cross-industry and cross-country comparative studies can be carried out to verify the applicability of the research conclusions in different contexts; moderating variables such as consumers' cultural identity and English proficiency can be introduced to explore the boundary conditions of English brand narrative affecting consumers' emotional resonance and purchasing behavior; longitudinal tracking research methods can be used to collect panel data to deeply discuss the long-term impact of English brand narrative on consumers' emotional resonance and purchasing behavior.

COMPETING INTERESTS

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