

INFLUENCE OF TRANSMEDIA STORYTELLING ON BRAND IDENTITY AND CONSUMER BEHAVIOUR

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Abstract: Transmedia storytelling can be defined as a particular method of storytelling where the narrator tells the same story in different mediums. Business organisations use the same method in order to market their products to their target consumers. This kind of marketing method has a deep impact on consumer behaviour and brand identity. This particular research work uses positive research design primary data collection method in order to understand the impact of transmedia storytelling on the consumer behaviour and the brand identity. On the other hand, descriptive research design and deductive research, approach has been used by the researcher in order to analyse the gathered data. IBM SPSS as a research instrument has been implemented by the researcher in order to analyse and evaluate the data collected from the sample population. The research will focus on identifying the factors of transmedia storytelling that influence consumer behaviour and brand identity. The importance of that transmedia storytelling will be revealed through this particular study.

Keywords: Transmedia storytelling; Brand identity; Consumer behaviour

1 INTRODUCTION

The study is divided into different sections and it will focus on discussing the influence of transmedia storytelling on the brand identity and consumer behaviour. It will provide a clear idea about the background of this particular topic and the different problems related to it. On the other hand, the discussion on findings of the previous research works on this particular topic will be provided. On the other hand, the methods that will be used in order to conduct systematically this study will be discussed. At the same time, the significance of conducting this particular study and the relevance of this particular research topic will be discussed and analysed in a proper manner.

2 BACKGROUND OF THE RESEARCH

Transmedia storytelling can be defined as a particular method that tells the same story on different platforms through different approaches. Many brands use this kind of story telling technique in order to design their marketing content [1]. For example, international brands like Coca-Cola produce the same kind of marketing content through different mediums; the company has spent 4.1 billion US dollars for marketing in 2021. The company produces ad films in order to promote their brand on satellite TV and on the other hand create graphic contents for the print media. These advertisements contain the same kind of promotional content however, the approach of telling the story changes because of the mediums (Figure 1).

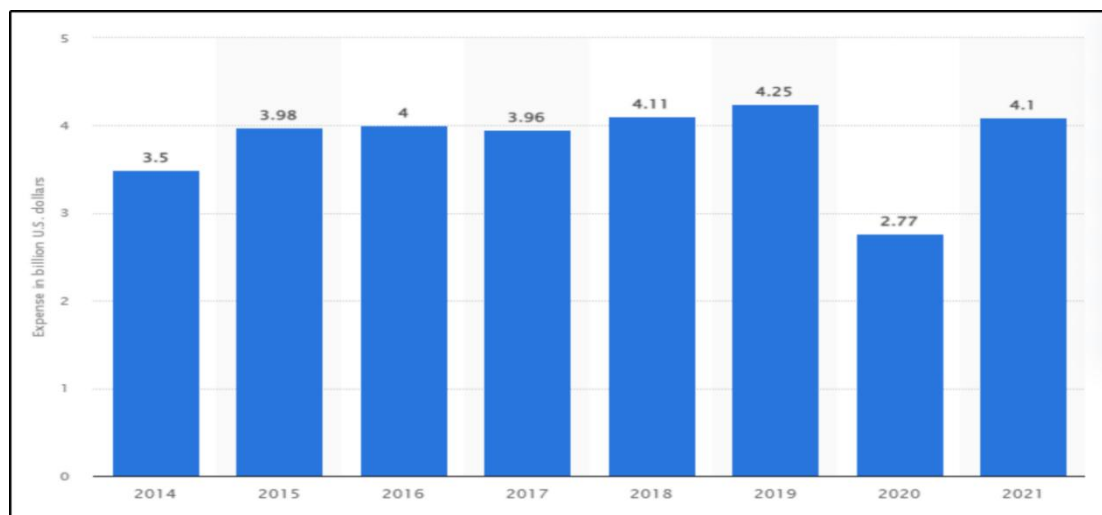


Figure 1 Marketing Budget of Coca-Cola from 2014 to 2021

Source: <https://www.statista.com/statistics/286526/coca-cola-advertising-spending-worldwide/>

This is a great example of transmedia storytelling in order to create a strong brand identity among the target consumers. This kind of marketing strategy has a deep impact on the purchasing pattern and the behaviour of the consumers [2]. For example, some studios adopt a particular novel or a comic book into a movie in order to reach a wider audience. At the same time, the audience also gets excited to see the live action version of their favourite novel or comic book character. Therefore, it can be observed that transmedia storytelling has a deep impact on the identity of a particular brand and consumer behaviour such as purchasing patterns.

3 PROBLEM STATEMENT

Transmedia storytelling is a popular way to build positive identity around the brand and at the same time, it influences consumer behaviour in a significant manner. However, there are several problems related to it, lack of budget is the main problem. Additionally, the lack of creativity among the marketing executives to tell the same story through different mediums is another problem. Traditional approach of the leadership of the different brands in terms of marketing strategies is also a crucial problem.

Transmedia storytelling requires a lot of budgets because the marketing team needs to produce different kinds of content for different mediums. Therefore, the business organisations need to allocate a significant portion of their budget to the marketing initiatives. Many organisations do not have this kind of budget; only a few international brands can afford to implement transmedia storytelling in their marketing strategies [3]. On the other hand, most marketing executives are comfortable promoting a particular brand or a product through a particular marketing channel. Only a small percentage of marketers are talented enough to produce content that is suitable for transmedia storytelling. Therefore, it becomes a serious problem for the small and medium enterprises to hire these talented marketers.

It is because they charge a higher remuneration for creating marketing content for a particular brand. Thus, only international brands can recruit these individuals. Some of the top executives of business organisations have a traditional mind-set. They only want to focus on the traditional challenge of marketing and against any kind of creative approach to promote the brand [4]. This is a crucial problem for transmedia storytelling. After the emergence of social media and the internet consumers, have different avenues to consume content. Therefore, in order to influence the behaviour and the purchasing patterns of the consumers it is important for the business organisations to implement transmedia storytelling into their marketing strategy. However, the problems that have been discussed above have been creating obstacles in order to achieve that. Specially, the domestic small and medium enterprises are suffering because of these problems.

4 RESEARCH OBJECTIVE

The aim of the study is to understand the impact of transmedia storytelling on developing brand identity and consumer behaviour.

RO1: To understand the impact of subjectivity on transmedia storytelling

RO2: To highlight the importance of presentation in developing brand identity

RO3: To examine in the role of authenticity in transmedia storytelling method

5 RESEARCH METHODOLOGY

5.1 Research Design

Research design can be described as the blueprint of a particular study. It allows the researcher to design the interior structure of the research work. There are different research designs; however, the most significant research designs are exploratory, explanatory and descriptive research design. Descriptive research design will be implemented by the researcher because it will help the researcher in order to analyse the gathered data in a systematic manner [5]. On the other hand, it will help the researcher to identify the right tool for analysing the data. Mainly there are two kinds of research philosophies such as positivist and interpretivist. Positivist research philosophy will be selected by the researcher because it will allow the researcher to analyse the data in a scientific manner. Additionally, it will empower the researcher to look at the variables from an objective point of view without any kind of preconceived notions or bias [6]. In order to understand the impact of transmedia storytelling it is important for the researcher to have an objective point of view. Research approach can be identified as a plan to conduct the research in a proper manner. It includes interpretation, gathering and analysing the data. The two types of research approaches are inductive and deductive approaches. Detective approach will be chosen by the researcher. It will allow the researcher to analyse the data with proper statistics.

5.2 Data Collection Method

Data collection is one of the most crucial aspects of conducting a particular study. The researcher needs to gather relevant data regarding the research topic otherwise; it will not reflect the ground reality. There are two kinds of Data collection methods: primary data collection and secondary data collection [7]. Primary data collection can be described as collecting data from primary sources through interviews, surveys and other methods. Secondary data collection is when the researcher collects data from different articles, books and reports. The researcher will select the primary

collection method for this particular research. In order to conduct a survey process, a proper questionnaire with the open ended and closes ended questions will be prepared to collect the data.

5.3 Data Analysis Method

Data analysis is the most important aspect in order to understand the outcome of the research. It helps the researcher to analyse and evaluate the data in a proper manner. Quantitative and qualitative are the two kinds of data analysis methods used by the researcher. The research will use quantitative data analysis for this particular study [8]. It is because the survey method has been used by the researcher as the data collection technique therefore quantitative data analysis will be appropriate for this study. It will allow the researcher to use statistics and mathematical modelling to analyse the data.

5.4 Population and Sampling

Sample population is the group of individuals selected by the researcher from whom the researcher wants to collect the primary data. In order to conduct this study 150 marketing executives will be selected as the population by simple random sampling method. After that, 66 individuals will be selected as samples by the G* power test (Figure 2).

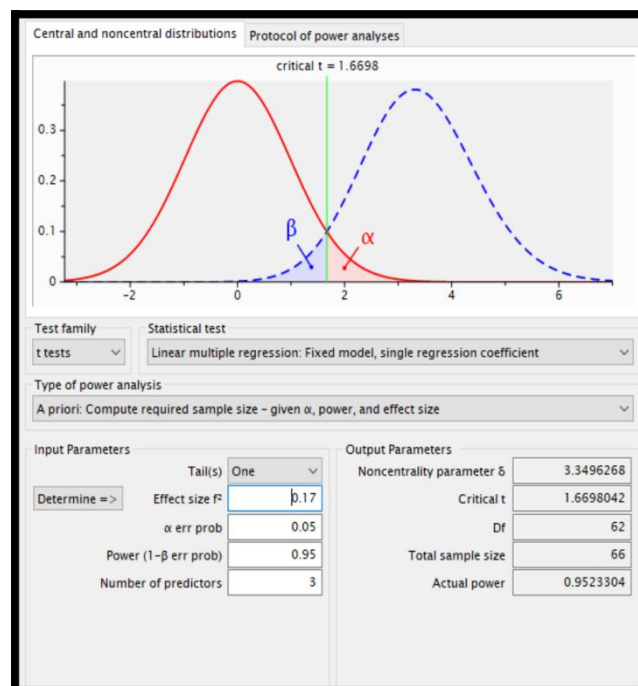


Figure 2 G* Power Test (Source: created by the learner)

Population and sampling is important in order to get proper results of the research work. Selection of proper sample size helps the researcher in order to understand the ground reality and collect the relevant data.

5.5 Research Instruments

Research instruments are useful in order to measure and analyse the accumulated data by the researcher. It helps to understand common trends and patterns among the collected relevant data. It allows the researcher to compare the research variables with the collected data [9]. Many research instruments are available however; the researcher will select IBM SPSS as the research instrument. This is because this particular research instrument will be helpful in order to analyse the data collected through the survey method.

5.6 Ethical Considerations

The researcher needs to conduct the study with utmost honesty and responsibility. The Identity of the participants in the data collection process must be kept confidential. The researcher needs to maintain an objective point of view regarding the collected data. The personal data of the respondents of the survey needs to be secured by the researcher and used for the research work only [10]. The personal data of the users can be protected through The Data Protection act (DPA) 2010 of Malaysia. It is also a responsibility of the researcher to create awareness among a large population with the findings of the study. The respondents must have the option not to give answers to any question mentioned in the questionnaire.

5.7 Pilot Study

Pilot study has the researcher in order to test the research approach and the data collection method as well. The researcher selects a population that is similar to the sample size of the actual study in order to conduct the pilot study. The researcher asks the respondents to comment on the questions mentioned in the questionnaire [11]. In order to understand the impact of Transmedia storytelling the researcher needs to conduct a pilot study to understand the effectiveness of the data collection method. At the same time, it provides the idea to the researcher about the effectiveness of the nature of the sample population.

6 RESEARCH SIGNIFICANCE

Transmedia storytelling allows the business organisations to promote their brands and tell the same story through different mediums. The findings of the study will focus on different aspects of this kind of marketing therefore; the organisations that are interested in creative marketing will be benefited from the study. On the other hand, the business organisations that are interested in influencing the purchasing pattern and the behaviour of their target consumers will be benefited as well. The findings of the study will provide many insights about consumer behaviour and the factors that influence their purchasing pattern.

7 LITERATURE REVIEW

7.1 Theory

This particular theory was introduced by Abraham Maslow in the year 1943. According to this particular theory the behaviour of the consumers such as purchasing patterns, get influenced by 5 main factors. These factors are survival, safety, love, esteem and self- actualization [12]. According to this theory, the behaviour of the consumers can be influenced by creating marketing content targeting these factors. The basic motivation of the consumers to purchase a particular product is related to these five factors. The theory advocates that the marketing executives need to understand the motivation of the target consumers. After that, the marketing content needs to be designed around that motivating factor (Figure 3).

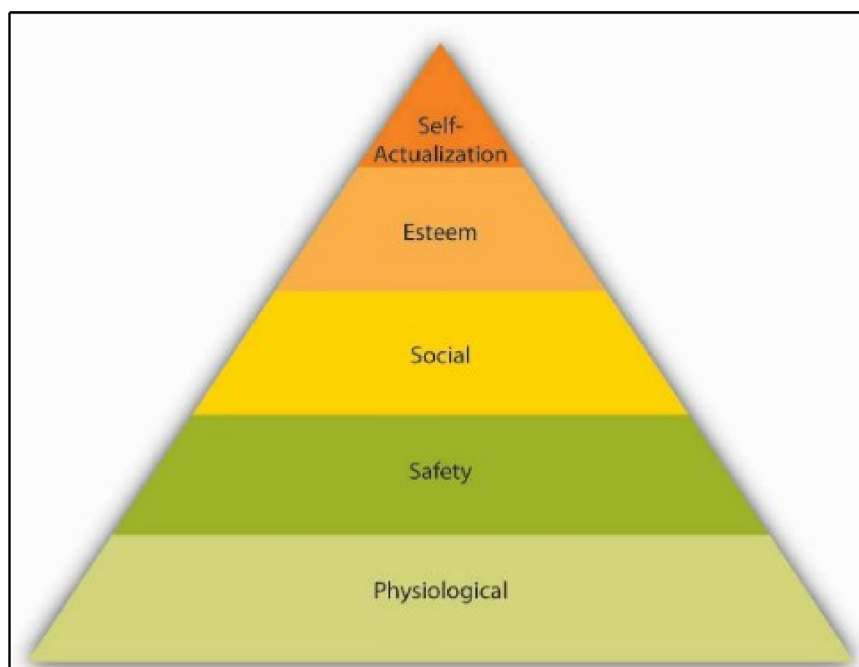


Figure 3 Motivation-Need Theory

Source: <https://open.lib.umn.edu/principlesmanagement/chapter/14-3-need-based-theories-of-motivation/>

It will directly connect to the consumers and their needs. It can be observed that the luxury vehicle manufacturers talk about the safety features of their cars in their advertisements. These companies target one of the main motivating factors of consumer behaviour 'survival'. Therefore, companies that are creating transmedia storytelling related marketing content could use this theory in order to build their marketing strategy [13]. This particular theory will help them to identify the motivating factors of their target consumers. Therefore, they will be able to design the marketing content according to that.

7.2 Definitions of the Variables

7.2.1 Brand identity and consumer behaviour

The identity of a particular brand can be described as the visible aspects of that brand. These aspects are the design and the colour of the logo, slogans and the taglines used by the brand and more. These aspects help the consumers to identify the brand and create a sense of curiosity among the target consumers [14]. Consumer behaviour on the other hand is the activities of the consumers regarding the purchase of different products and services. Business organisations study consumer behaviour and try to influence through marketing techniques (Figure 4).



Figure 4 Aspects of Brand Identity (Source: Created by the learner)

7.2.2 Subjectivity

Subjectivity can be defined as the perception and the point of views of a particular individual. The point of view of an individual, which is biased by his own perception, is defined as a subjective approach. It is often observed that behaviour of the consumers is often influenced by his or her own subjectivity. The brands also try to create positive perception through their marketing techniques among the consumers (Figure 5).



Figure 5 Factors that Lead to Subjectivity (Source: Created by the learner)

7.2.3 Presentation

Presentation can be defined as the way or the approach that marketing executives use to present marketing content to the target consumers. Most of the time, same kind of marketing contents is presented in a unique way through different presentations [15]. The behaviour of the consumers and the brand identity significantly depends on the presentation of the marketing content. Unique presentation of the marketing content through transmedia study telling can effectively change the consumer behaviour in a significant manner. It is capable of changing the purchasing pattern of the consumer in an efficient way (Figure 6).

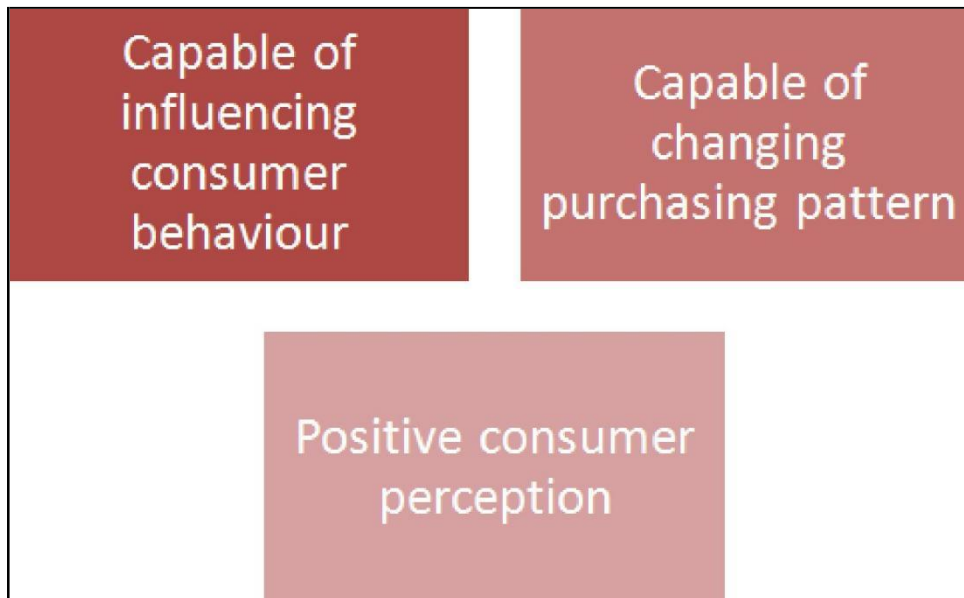


Figure 6 Positive Factors of Good Presentation (Source: Created by the learner)

7.2.4 Authenticity

Authenticity can be simply defined as being original. Many business organisations promote their products or brands without any kind of authenticity or truthfulness. It significantly decreases the perception of the consumers in a negative way [16]. The satisfaction rate of the consumers decreases because of these kinds of marketing techniques. Therefore, it is important to provide authentic information to the consumers to build a positive brand identity (Figure 7).

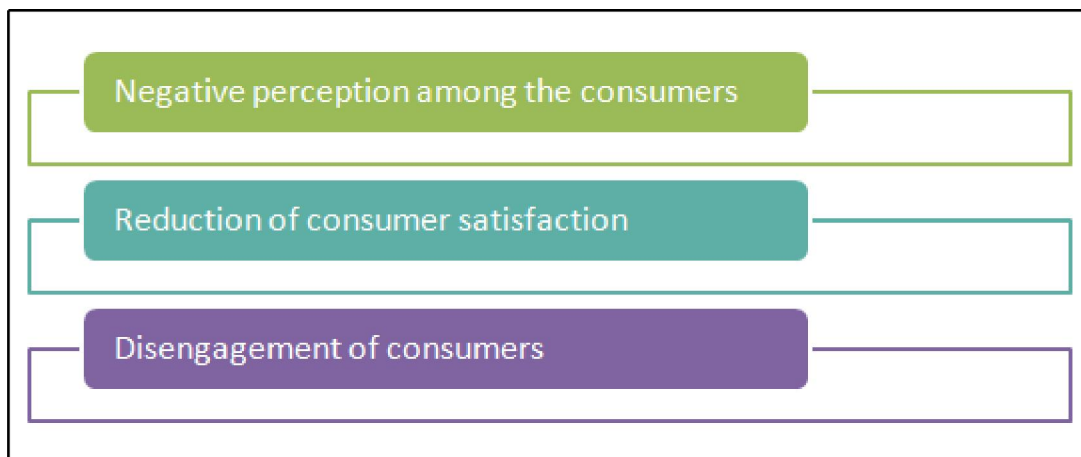


Figure 7 Negative Effects of Lack of Authenticity (Source: Created by the learner)

7.3 Hypothesis Development

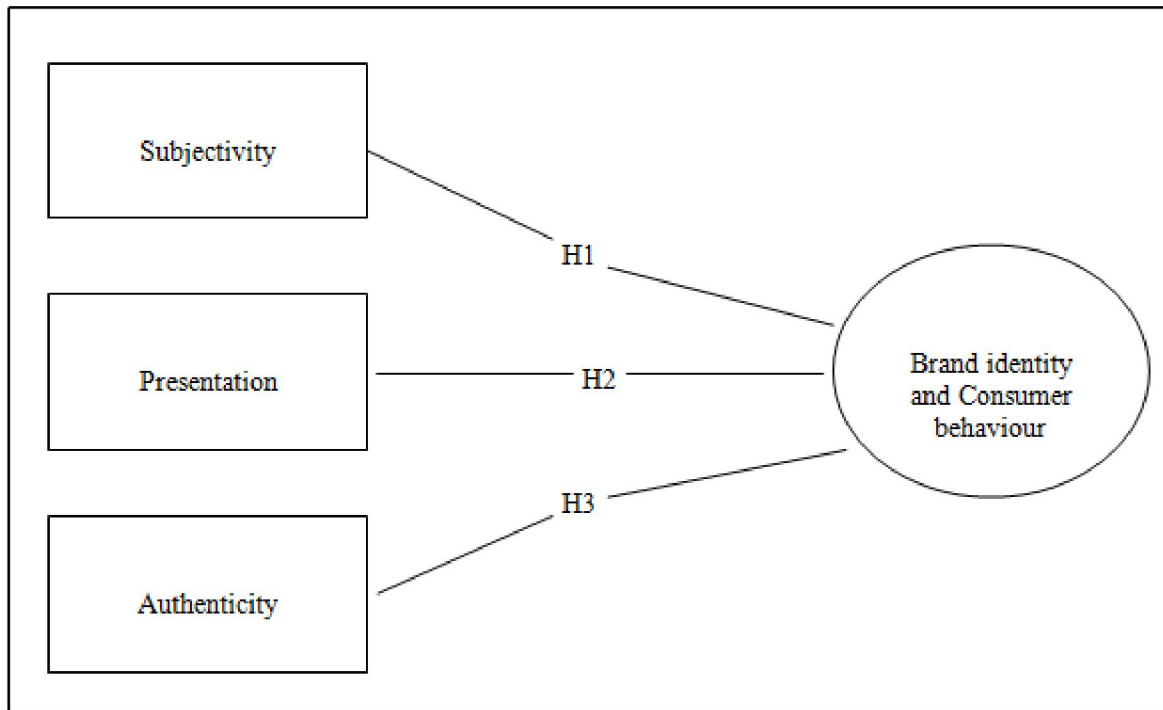


Figure 8 Conceptual Framework (Source: Created by the learner)

DV: Brand identity and Consumer behaviour

IV: Subjectivity, Presentation, authenticity

H1: Subjectivity positively influences brand and identity and consumer behaviour

Subjective approach of the consumers influences the consumer behaviour and identity of the brand among consumers to a certain extent (Figure 8). The personal belief and the perception of the consumers are important in order to create a positive brand identity [17]. The marketing executives try to influence the perception of the consumers through transmedia storytelling (Figure 9).

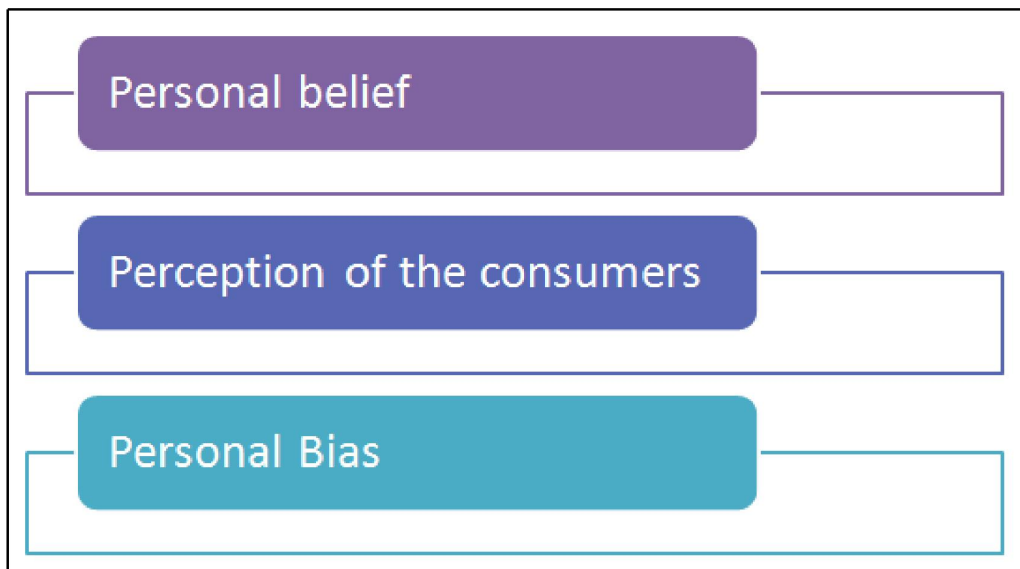


Figure 9 Factors of Subjectivity (Source: Created by the learner)

H2: Presentation positively influences brand identity and consumer behaviour

Presentation of the marketing content plays a role in order to build a positive brand identity and influencing consumer behaviours such as purchasing patterns. The marketing executives present promotional content in different ways in different mediums [18]. Consumers mostly get attracted to the unique presentation of the same marketing content.

H3: Lack of authenticity stand negatively affects brand identity and consumer behaviour

Lack of authenticity is a great problem in most of the marketing content. Negatively influences the brand identity at the same time creates a negative perception among the consumers as well [19]. Consumers look for authentic information in the promotional contents of different brands and it influences the consumer behaviour in a significant manner.

7.4 Research Gap

The scholars who have conducted study in this particular topic in the past have addressed different issues. However, they have completely ignored the role of leadership in transmedia storytelling [20]. Leadership of any business organisation has a significant role in order to decide the marketing methods. Therefore, this particular aspect can be explored by the researchers in future.

8 CONCLUSION

This study empirically examines how transmedia storytelling shapes brand identity and influences consumer behaviour, focusing on subjectivity, presentation, and authenticity as core influencing factors. Quantitative analysis using IBM SPSS confirms that subjectivity and creative presentation significantly and positively enhance brand identity and consumer behaviour, while lack of authenticity exerts a significant negative impact.

The findings reveal key barriers to transmedia implementation, including limited marketing budgets, a shortage of creative cross-media marketing talent, and conservative leadership mindsets—especially challenging for small and medium-sized enterprises. Theoretically, this research integrates Maslow's Motivation-Need Theory to enrich the understanding of transmedia storytelling in marketing practice. Practically, the study suggests that enterprises should allocate sufficient resources, develop creative content capabilities, maintain communication authenticity, and align storytelling with consumer motivational needs to strengthen brand identity and guide consumer behaviour.

Limitations include a sample restricted to marketing executives and insufficient attention to leadership roles. Future research should expand the sample to general consumers, investigate the moderating effect of leadership, and conduct longitudinal analyses to validate long-term effects. In the digital media era, transmedia storytelling remains an essential strategy for sustainable brand development and effective consumer engagement.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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